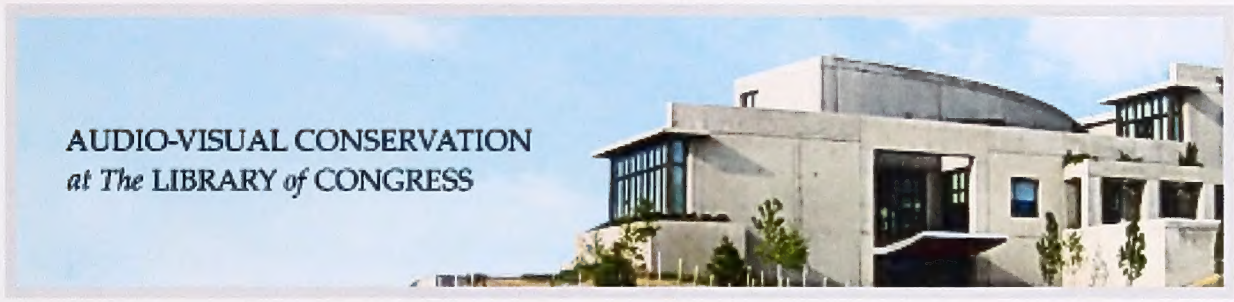

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BROADCASTING TELECASTING

LATEST COUNT ON TV HOMES Page 29

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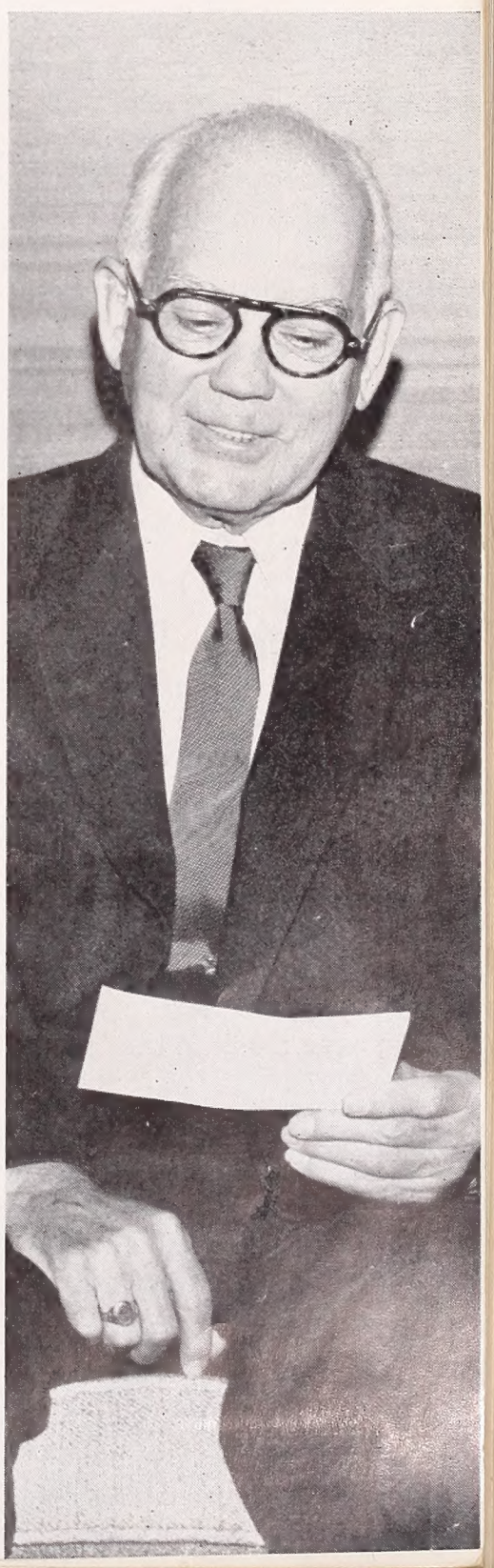
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25TH year

E BUSINESSWEEKLY OF
DIO AND TELEVISION

34,000 Said YES To The Old Gray Fox!



Houston's newly-elected mayor, Oscar Holcombe, used KPRC-TV exclusively to test public sentiment. The "Old Gray Fox", as he is widely known, used one 15-minute program on KPRC-TV *only*, to determine whether he should seek election. He said he would run if 10,000 people from Houston wrote in. Over 34,000 cards, letters and telegrams poured in, responding to this single telecast! This is the pattern of results on KPRC-TV. Overwhelming power to move more people, to sell more merchandise, makes KPRC-TV the MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET.

KPRC-TV
HOUSTON Channel 2

JACK HARRIS,
Vice President and General Manager
JACK McGREW,
National Sales Manager
Nationally Represented by **Edward Petry & Co.**

TK6540
.B85

LAWRENCE WELK AND HIS

Honolulu Fruitgum Band



Pictured about 1934 during their 9 year stand on WNAX

WNAX-570, the Big Aggie station, introduced Lawrence Welk to radio audiences way back in the days of ear phones and crystal sets . . . 1927 to be exact. Even in those pioneering radio days Big Aggie had a sharp ear for talent and knack of knowing what people like to listen to.

Today, Welk's sparkling champagne music is the toast of the nation. And WNAX-570, the Big Aggie station, is the toast of the hundreds of leading advertisers who use its airwaves to sell their products. Yes, both Welk and WNAX have grown and developed into top performers. Welk is among the top ten TV attractions in the nation. WNAX-570 is a top-of-the-list radio buy, delivering a big monied audience in the broad, 5-state "Big Aggie Land."



The Lawrence Welk aggregation today. A top TV attraction. Heard every Sunday on KVTV Channel 9, WNAX-570's sister station in Sioux City, Iowa.



WNAX-570
Yankton, South Dakota
CBS Radio

CBS • ABC
KVTV Channel 9
Sioux City, Iowa

Cowles stations. Under same management.
Don D. Sullivan, General Manager.
Represented by Katz.

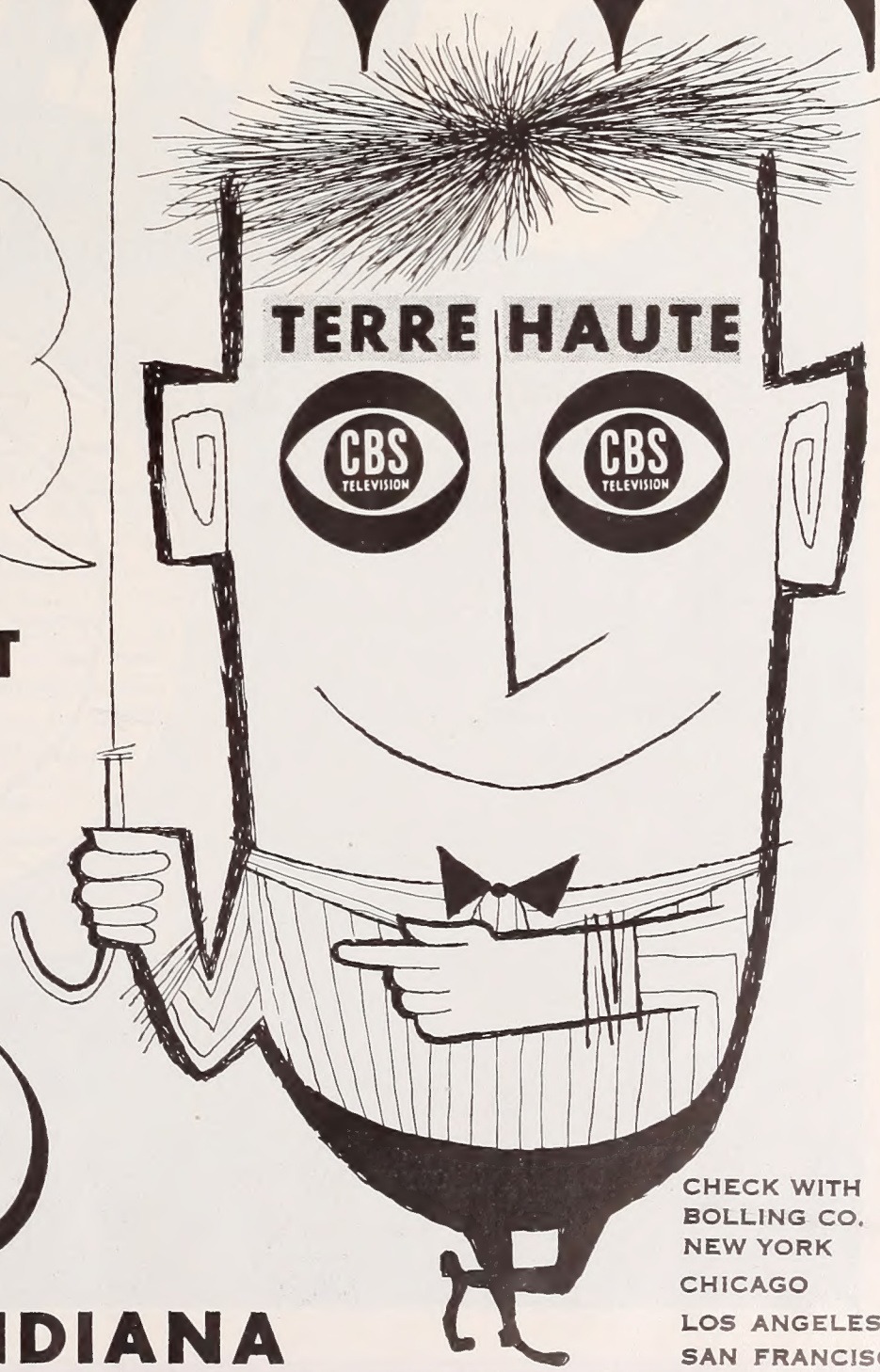
Latest Neilsen*survey reports

206,420

TV homes in the TERRE HAUTE viewing area!

*SPRING 1956





- **69th TV MARKET**
- **CBS, NBC & ABC**

Television Networks

WTHI-TV channel 10

TERRE HAUTE, INDIANA

CHECK WITH
BOLLING CO.
NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

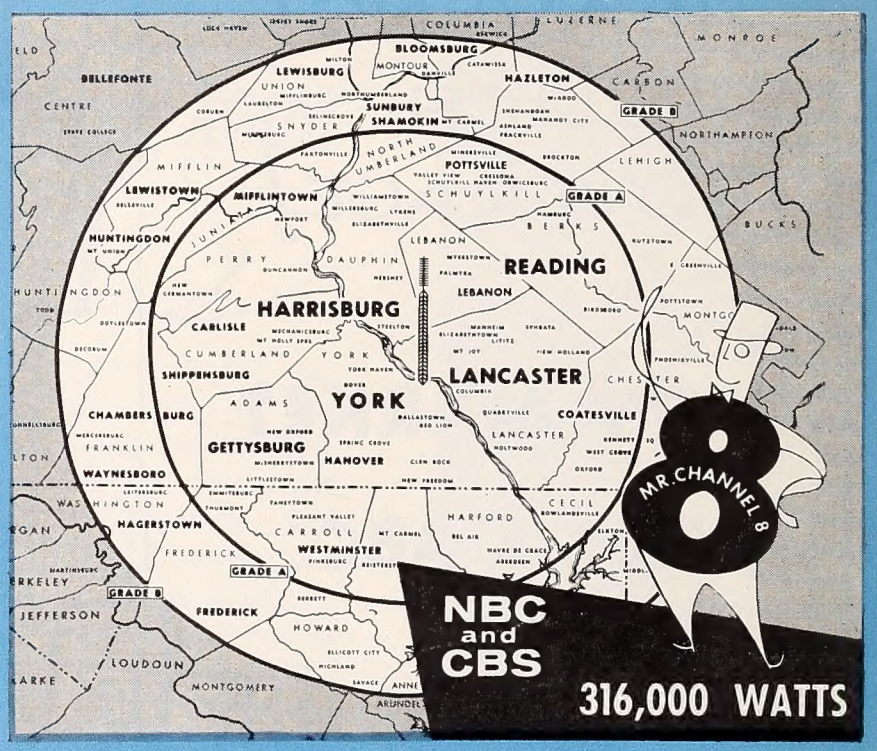
WGAL-TV

LANCASTER, PENNA.

3½ MILLION PEOPLE

in the channel 8 multi-city market

People make a market, and the 3½ million people in the Channel 8 Multi-City area make it one of your most important TV markets—America's 10th. Here 3½ million of your prospects, owning 917,320 TV sets, have $5½ billion to spend annually.



STEINMAN STATION Clair McCollough, Pres.

Representative

the **MEEKER** company, inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

NEXT MOVE • With adjournment of Foley Square Antitrust inquiry into television last Thursday, there's speculation as to possible first move by Chairman Celler (D-N.Y.) of House subcommittee. Guess is he will offer legislation which would affect network-affiliate relationship, whereby station which is disaffiliated, and where network action is not in "good faith," would have recourse to damages. Such legislation was offered by Mr. Celler at last session relating to disenfranchising of auto dealers by manufacturers.

B•T

THERE's no rest for weary networks. On day Senate Magnuson committee wound up its network investigation, networks got their first notice of impending House Antitrust Subcommittee investigation. Last Friday, day after House Subcommittee hearings recessed, Dean Roscoe L. Barrow, head of FCC Network Study Committee, showed up with long list of questions. Moreover, FBI agents also were to be in New York beginning today in pursuance of Asst. Attorney General Victor Hansen's anti-trust investigation.

B•T

THIPLE THREAT • Loew's Inc. has approved budget allocation for its tv division to start production of first pilot—on proposed *Goodbye, Mr. Chips* half-hour film series—thus launching third phase of firm's tv "invasion." Tv division already has advanced in first two phases: acquisition of tv station interests (now has 25% of KTTV [TV] Los Angeles and KTVR [TV] Denver) and lease of MGM library of 725 feature films (now in 17 markets for estimated $24 million). Charles C. Barry, vice president in charge of tv division, plans to leave for England Oct. 15, where pilot will be filmed at MGM's London studios.

B•T

WITH switch of Tom Viscardi, head timebuyer on Mercury at Kenyon & Eckhardt, to Young & Rubicam as timebuyer of Proctor & Gamble's Cheer, shifting of assignments at Kenyon & Eckhardt will follow. Lou Kennedy, head timebuyer on National Biscuit Co. and Pepsi Cola, will succeed Mr. Viscardi as buyer for Mercury; Robert Innes, timebuyer on Mercury, succeeds Mr. Kennedy as buyer for National Biscuit and Pepsi Cola; George Sinko, who formerly worked on Mercury, will devote his timebuying activities to National Biscuit and Pepsi Cola.

B•T

SECRET'S OUT • Despite unusual efforts to invoke secrecy on FCC decisions in hearing cases, word has spread that ch. 9 Charlotte opinion tentatively is being written in favor of WSOC Inc., 250 w NBC affiliated outlet, over competing applications of Piedmont Electronics, in which Mitchell Wolfson (WTVJ-TV Miami) holds minority; Carolinas Tv. Corp., affiliated in ownership with WIS-AM-TV Columbia, S. C., and WIST Charlotte, in which G. Richard Shafto holds minority. Instructions, which are not necessarily final (often they are reversed), were weighted in favor of WSOC on grounds of local integrated ownership. Others, while Charlotte controlled, have out-state interests. Examiner has recommended grant to Piedmont.

B•T

IT WAS FCC Chairman McConnaughey who insisted upon top security in straw-voting Charlotte case, largely because of "leaks" in two previously considered cases —Jacksonville and St. Louis. Jacksonville case was finalized, but instructions had been issued both ways, while St. Louis case found FCC widely split among four applicants so no final decision was reached. It may be weeks before final actions are forthcoming in either Charlotte or St. Louis.

B•T

LEGAL, ILLEGAL TEST • First demonstration of tv translator vs. on-channel booster, latter now outlawed by FCC, is scheduled Oct. 11-12-13 at Quincy, Wash., in presence of state officials, FCC engineers, consultants and perhaps scores of "illegal" booster operators in rugged Columbia River basin area. Ben Adler, head of Adler Electronics Corp., New Rochelle, N. Y., has received experimental authority from FCC to pick up ch. 4 KXLY-TV Spokane, 150 miles from Quincy, and rebroadcast on uhf ch. 76, one of translator bands. Program simultaneously will be viewed from vhf on-channel booster serving 850 families in Quincy area, one of numerous Northwest Reflector Assn. services.

B•T

QUINCY demonstration becomes important because of Gov. Edwin C. (Big Ed) Johnson's defiance of FCC illegal booster order in Colorado, where he has "licensed" half-dozen stations, and pending appeal of Northwest group to Court of Appeals. Among those invited to demonstration are Sen. Warren G. Magnuson and his Republican opponent for Senate, Gov. Arthur Langlie. James Barr, assistant chief of FCC Broadcast Bureau, and McIvor Parker, of FCC engineering staff, also slated to be present. Northwest Electronics, Spokane distributor for Adler, is installing 10 uhf receivers along with component equipment to pick up ch. 76 translations in this first side-by-side demonstration.

B•T

A FOR EFFORT • It can't be said FTC Comr. Lowell B. Mason failed of reappointment for lack of trying (story page 70). Several months ago he exploded with series of widely publicized speeches deploring bait-and-switch advertising on radio-tv, demanded million-dollar FTC probe of broadcast commercials. But although speeches did not succeed in getting him reappointed to post he has held for 11 years, they were at least in part responsible for stepped-up monitoring of radio-tv now being started by FTC. President Eisenhower's selection of Edward T. Tait, special assistant at White House, as Mr. Mason's successor was in line with administration's "new faces" appointment policy.

B•T

JOSEPH KATZ, chairman of board of agency of same name and one of advertising's famed copywriters, is in final stages of writing two books, practically simultaneously, at his home in Baltimore to appear next year. Titles: I Owed Somebody $2, *and* [Adv.]. *Meanwhile, he continues to direct policy activity of agency's headquarters in New York and Baltimore.*

B•T

FILM STUDY • Second of series of Lever Bros.-inspired sessions on continuing study of tv commercial film standards expected possibly within next two weeks. First session was held Aug. 30 when agency executives (handling Lever accounts) and some network people sampled one-minute commercial films submitted by 22 cooperating film production firms [B•T, Sept. 3]. In upcoming meeting, Lever would like to have film producers personally present to talk about what they are doing to improve techniques.

B•T

MEXICO is expected to protest FCC deintermixture notice of June 25 to move Fresno ch. 12 (on which KFRE-TV now is operating) to Santa Barbara, deintermixing Fresno area. Notice of proposed switch purportedly was sent to Mexico last June, but FCC subsequently was notified through channels that no formal word had been received. On Sept. 1, new notice went to Mexico and, according to reliable source, protest is in works. Mexico uses ch. 12 at Tijuana, 200 miles from Santa Barbara, but agreement is based on case-by-case standard, not mileage separations.

B•T

K & E ABROAD • Kenyon & Eckhardt, New York agency which in past two years has increased billings by $20 million to present $75 million per year, is spreading its international wings. In addition to new Mexico City office, agency, of which ex-broadcaster William B. Lewis is president, is currently exploring establishment of European headquarters in London. Mr. Lewis leaves next week for Mexico City inspection and also is contemplating tour of key markets in South America as part of expansion program.

B•T

CBS Inc. President Frank Stanton and his wife flew to Europe last Thursday—day after he wound up his testimony before Celler Antitrust Subcommittee — for indeterminate holiday. Dr. Stanton won plaudits of Chairman Celler for his forthright testimony *(see page 50).*

No matter who asks the question . . .

in Omaha

the answer is KOWH

(Example: Hooper says *47.7%*)



Hooper



Pulse



Trendex

This is the 58th—yes, the 58th consecutive month of KOWH leadership in Omaha. And not just hair-splitting leadership, mind you—but way-out-front, *dominating* leadership throughout the radio day.
Hooper (July-August) gives KOWH 47.7% daytime!
Latest *Trendex* gives KOWH top spot in every time period!
Latest *Pulse* gives KOWH top spot in 204 out of 240 daytime quarter hours.

This is the kind of market-dominance which Storz Station ideas, programming and excitement and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too. Ask the **Adam Young** man, or General Manager **Virgil Sharpe** for details.

KOWH OMAHA

"The STORZ Stations" *Todd Storz, President*

PROGRAMMED FOR TODAY'S LISTENING AND TODAY'S SELLING

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

Comments Say All-U Plan Too Radical at Present

GENERAL CONSENSUS that FCC's tentative proposal looking to move of all tv to uhf is too radical expressed by major broadcast entities in comments scheduled to be filed today (Monday), deadline for remarks on feasibility of suggested move. Earlier comments, including resolutions passed at NARTB regional meetings, took same viewpoint (see pages 67, 75).

CBS said many "vital questions" must be answered before it can be determined if shift "would entail too high a price in terms of service and cost to the public."

CBS said it has projected field studies for comparison of signal transmission and actual service range of uhf and vhf under varied conditions. But, it went on, it will be necessary "to explore whether or not statistical data from field intensity measurements of uhf stations can properly take these variables into consideration" since it is not clear that assumed average conditions would be "singularly applicable in specific circumstances."

RCA-NBC told FCC they knew of "no existing technical or other factor which would justify transferring all tv broadcasting to the uhf band," and that to consider such move now "would be most injurious to the public interest and can jeojardize the whole future of tv broadcasting in the U. S." Uhf cannot render service comparable to vhf, RCA-NBC said, but it should be developed and expanded. When tv, both commercial and non-commercial, expands to full stature, RCA-NBC prophesied, even existing 82-channel system may be severely strained.

Based on recent experiments, RCA-NBC said, 5,000 kw uhf transmitter is feasible. Target delivery date of 18-24 months from receipt of firm order was estimated for RCA 5 megawatt transmitter.

RCA-NBC iterated recommendations made last December that FCC preserve and foster uhf by (1) deintermixture, (2) directional antennas, (3) repeal of excise tax on all-channel receivers, and (4) encourage qualified operators to enter tv in intermixed markets.

ABC is expected to oppose move of all tv to uhf. It will, it is understood, recommend that its allocations plan submitted to FCC last year be considered as offering greater possibility of solution—which can be implemented immediately.

Committee for Competitive Tv, representing uhf thinking, called on Commission to move speedily on market-by-market deintermixture proposals. CCT also held that if engineering program shows way, it might be feasible to make all eastern U. S. uhf, and probably all U. S.

However, CCT called attention to present technical standards which might result in scarcity of uhf channels in some parts of country if Commission moved tv to upper bands. It maintained that uhf, with reasonable power, can give service to normal market areas.

Meanwhile, on Friday bids for any vacant vhf bands—if FCC moves tv out of lower spectrum—were filed by National Assn. of Taxicab Owners and Special Industrial Radio Service Assn.

CALCULATED RISK

CBS INC. announced Friday it would carry President Eisenhower's three-minute talk on behalf of United Community Funds and Councils of America and scheduled film on *The Ed Sullivan Show* yesterday (Sunday) (8-9 p.m. EDT) and also on CBS Radio. Other networks had scheduled speech, but CBS balked at first, seeking assurance other candidates would not seek equal time (see story, page 80). Democratic Presidential nominee Adlai E. Stevenson notified CBS he would relinquish claim to equal time, and five other candidates of 13 parties canvassed by CBS followed Mr. Stevenson's example. Sole candidate who refused to relinquish claim by late Friday was Henry Krajewski, Presidential nominee of American Third Party. CBS said it had no plans to provide equal time for Mr. Krajewski.

CBS-TV Announces Lively Arts Program

PLANS being announced today (Monday) by CBS-TV for presentation of *The Seven Lively Arts* as once-a-week hour series in fall of 1957, with format designed to educate and inform in entertaining manner. CBS-TV indicated program would be scheduled in 8-10 p.m. evening time.

Robert Herridge leaves Oct. 29 as producer on *Studio One* (sponsored by Westinghouse Electric Corp.) to undertake preparation of new series. Gordon Duff, tv producer-director who has signed exclusive CBS-TV contract, replaces Mr. Herridge as producer on *Studio One*, alternating duties with producer Felix Jackson.

Robert Sherwood Awards Competition Announced

FUND for the Republic will announce today (Mon.) second annual competition for Robert E. Sherwood awards for tv programs dealing with freedom and justice. According to Robert M. Hutchins, fund president, jurors panel will make three awards: $20,000 for best drama; $20,000 for best documentary on network; $15,000 for production of either documentary or drama on independent station. Programs on commercial tv between Oct. 1 and May 31, 1957, are eligible. Nominations should be submitted (written or telephoned) to fund's offices, 60 E. 42d St., New York.

Hotel Radio Plan Backed

SERIES of resolutions adopted Friday by NARTB regional meeting at Oklahoma City (see story, page 75) endorsed Telechron project calling for replacement of hotel-room radios with new radio clocks as part of Wake-Up-to-Music Month. Another resolution commended Comr. Robert E. Lee for his speech. Members of resolutions committee were Leo R. Morris, KSWO Lawton, Okla., chairman; Joe Leonard Jr., KGAF Gainesville, Tex., and Fred Conger, KWBW Hutchinson, Kan.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

MERCURY ON RADIO • Mercury Co-op Div. of Ford, Detroit, to introduce 1957 model, is preparing radio spot announcement campaign which will be placed Oct. 22 in nearly 500 markets. Spots will run from three to five per week for five weeks. Kenyon & Eckhardt, N. Y., is agency.

SATURATION SPOTS • Trucraft Hosiery, Reading, Pa., through Radio & Television Advertising Corp., same city, starting six-week saturation radio spot campaign early this month in 100 markets.

BIG BUY • Smith Brother's cough drops, Poughkeepsie, N. Y., placing six-week radio spot announcement campaign beginning Oct. 15 in about 100 markets. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

LIVE MINUTES • Bristol Myers (Sal Hepatica), N. Y., buying live radio daytime minutes Monday through Friday starting on varied dates in October for 13 weeks in approximately 20 markets. Young & Rubicam, N. Y., is agency.

MARGARINE CAMPAIGN • Lever Brothers (Imperial margerine), N. Y., buying radio spot announcement campaign starting Oct. 15 to run to end of year in approximately 20 markets. Foote, Cone & Belding, N. Y., is agency.

GE IN MIDWEST • As follow-up to its campaign in Midwest last spring, General Electric Co. (Lamp Dept.), Schenectady, N. Y., readying spot radio campaign to break in eight midwestern markets later this week and to run for several weeks. Agency: BBDO, N. Y.

SCHICK ON 'DRAGNET' • Schick Inc. (Schick electric shavers), Lancaster, Pa., has signed for alternate week sponsorship of *Dragnet* (Thurs., 8:30-9p.m. EDT), starting Oct. 18. Agency: Warwick & Legler, N. Y.

'CIRCUS TIME' BOUGHT • Hartz Mountain Products (bird and pet products), N. Y., signed as participating sponsor of ABC-TV's *Circus Time* (Thurs., 8-9 p.m. EDT), starting Thursday. Agency: George W. Hartman Co., Chicago.

BREAD BUY • National Biscuit Co., for its breads, buying radio spot announcement campaign in eastern part of country where its 15 bakeries are located. Campaign is for 4 to 13 weeks starting on different days in October. McCann-Erickson, N. Y., is agency.

FLOOR PLAN • Allen Industries (Karpet-Square Div.), Detroit, through Alfred J. Silberstein-Bert Goldsmith, N. Y., planning radio spot campaign in few selected markets starting immediately for six weeks.


THERE CAN BE ONLY ONE LEADER!
in Central New York it's WHEN TV
HERE ARE THE FACTS
Total Television Quarter Hours during the last 12 months.
PULSE
ARB
WHEN-TV 567 647
OPPOSITION 281 377
TIES 12 25
A TELEPULSE REPORT
WHEN-TV
SYRACUSE
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

New Fraternal Order: 'Television Pioneers'

NEW industry association, Television Pioneers, started by committee of which W. D. Rogers Jr., KDUB-TV Lubbock, Tex., is chairman. Organization meeting will be held during NARTB convention next April. About 200 invited as charter members, with membership restricted to tv station and network executives engaged in management or ownership of stations or networks in existence prior to FCC 1952 freeze. Charter associates will include executives of industry associations (NARTB, TvB) and allied organizations active before freeze.

Association will have no dues but engage annually "in a gastronomical festival" to memorialize pioneer days and undertake worthy endeavors. Besides Chairman Rogers, who sparked project, organization committee includes Clair R. McCollough, WGAL-TV Lancaster, Pa., president of Radio Pioneers; George M. Burbach, KSD-TV St. Louis; John E. Fetzer, WKZO-TV Kalamazoo; Glenn Marshall, WMBR-TV Jacksonville; Richard Rawls, KPHO-TV Phoenix; Clyde Rembert, KRLD-TV Dallas; P. A. Sugg, WKY-TV Oklahoma City; Harold Hough, WBAP-TV Fort Worth, and Jack Harris, KPRC-TV Houston.

Healey Heads West Coast Mincom Division of 3-M

APPOINTMENT of Francis C. Healey as general manager of newly formed west coast division of Minnesota Mining & Mfg. Co. announced Friday by Robert L. Westbee, vice president in charge of 3-M's electrical products group [CLOSED CIRCUIT, Sept. 10]. To be known as Mincom, division will continue electronic research and product development activities formerly conducted by electronics division of Bing Crosby Enterprises Inc.

Mr. Healey was executive director of Crosby's electronics division. These research programs were taken over by 3-M, including Crosby color tape recording development, as part of an agreement concluded between Crosby and 3-M last month [B•T, Sept. 3].

Mr. Westbee, named John T. Mullin research director of new division. Mr. Healey said that in addition to continuing research and product development program, new Mincom division will distribute specialized 3-M instrumentation tapes and other products. B•T learned that Mincom's principal goal will be perfection of color tape recorder. As previously announced, group of Crosby research staff members also have joined 3-M. Group is headed by Mr. Mullin and Wayne R. Johnson.

WMFJ Case Extended 30 Days

FCC Friday extended for 30 days, to Nov. 1, date to return control of WMFJ Daytona Beach, Fla., from WMFJ Inc. to W. Wright Esch. Extension will give Commission time to study pleadings and briefs filed by parties to proceeding. WMFJ sale is being protested by Theodore Granik and William H. Cook, who claim Mr. Esch sold outlet knowing protestants intended to exercise option to buy. Appeals court remanded case to FCC to take Granik-Cook claims into account.

Ampex VTR Prototypes Set for CBS, NBC

INITIAL shipment of three handmade prototypes of its video tape recorder to CBS-TV and two such units to NBC-TV will be made within fortnight by Ampex Corp. This week technicians from both networks start training course at Ampex's Redword City, Calif., factory.

Delivery is month later than original estimate, but firm's production tooling will enable delivery next August of new orders. Ampex is making only 13 prototypes of its VTR, CBS to receive five and NBC three, with rest going to government laboratories. Production orders now total 84 units and sales of four machines to CBC-TV (Canada) and two units to Associated Rediffusion, London commercial tv firm, will soon be disclosed.

KELO Requests Ch. 6; Reassigned to Reliance

MID-CONTINENT Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.) Friday filed application with FCC seeking ch. 6 Reliance, S. D. Requested channel now is assigned to Pierre, S. D., but FCC, in rule-making action last week, ordered channel reassigned to Reliance effective Nov. 1. KELO-TV (ch. 11) originally sought reassignment, saying it would apply for Reliance tv.

Mid-Continent application proposes 51.95-kw visual power with antenna height of 1,279 ft. above average terrain. Costs were listed at $224,100 for construction, $90,000 for first year operation.

Mid-Continent is owned by equal partners Joseph L. Floyd, N. L. Bentson and Edmond R. Ruben. Principals also own ch. 3 KDLO-TV Florence, S. D., satellite of KELO-TV, and WLOL-AM-FM Minneapolis, Minn.

York Uhf Suspends

WNOW-TV York, Pa., ch. 49, was scheduled to cease operations today (Monday), it was reported Friday. Cessation of WNOW-TV makes 66 stations which have gone dark, of which 62 have been uhf. With WNOW-TV retaining cp, this makes 39 stations which have gone off-air but still retain grants.

UPCOMING

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Federal Communications Bar Assn., annual outing, Congressional Country Club, Potomac, Md.

Oct. 2: Illinois Broadcasters Assn., semi-annual meeting, Abraham Lincoln Hotel, Springfield, Ill.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 3-4: NARTB Code Review Board, Tides Inn, Irvington, Va.

Oct. 4-5: Central region AAAA meeting, Hotel Blackstone, Chicago.

(For other Upcomings, see page 107.)

PEOPLE

PATRICK H. GORMAN today (Mon.) joins Bryan Houston Inc., N. Y., as vice president and director of marketing. Mr. Gorman was assistant to president of Vick Chemical Co. and board chairman of Vick's Division, Alfred D. McKelvy Co. Before he joined Vick in 1952, Mr. Gorman was Philip Morris' advertising manager. McKelvy Division, which Mr. Gorman headed as president until becoming chairman last March, makes Seaforth men's toiletries. Mr. Gorman started at Lucky Strike's advertising department under George Washington Hill after joining American Tobacco Co. in 1938. He became advertising manager in 1943 for AT's subsidiary, American Cigarette & Cigar Co. (Pall Mall).

NIEL HEARD, western director of marketing, Roy S. Durstine's S. F. office, to vice president. **WILLIAM D. SLOAN,** manager, L. A. office of Durstine, to vice president in charge of that area. **ROBERT L. WHITEHEAD,** vice president of S. F. office, to manager.

LEN CAREY and **WILLIAM J. O'DONNELL,** vice presidents and accounts executives, BBDO, N. Y., named to executive staff.

JOHN GOETZ and **GARRY SIMPSON** of NBC-TV's production staff named co-producers on network's *Wide Wide World* series (alt. Sun., 4-5:30 p.m. EDT), functioning as part of four-unit rotating production system.

E. D. TREANOR, with General Electric Co. since 1951 in various marketing and sales posts, named district sales manager of new GE office in Birmingham covering parts of Florida, Tennessee and all of Alabama.

B. FRED IRBY, advertising manager, Sears, Roebuck & Co. store, Mobile, Ala., named field representative of Advertising Federation of America.

ERIC F. WEST, advertising and public relations director of Aluminium Ltd. Sales Inc., elected president of company, which is U. S. sales subsidiary of Aluminium Ltd., Canadian aluminum producer.

Three Sold, Another Close

RADIO station sales, reported signed last week, include purchase of 50% interest in KFBI Wichita, Kan., by H & E Balahan Corp. and Harold and Leo Lederer for about $100,000; 100% of WATG-AM-FM Ashland, Ky., by Charles D. Calhoun and associates for $112,500, and 100% of KFNF Omaha, Neb., by Town & Farm Stations (Don Searle) for $61,000.

Also reported near closing at week's end was purchase of KBYE Oklahoma City by group including Louisiana broadcasters for $150,000. Balahan-Lederer group recently bought WRIT Milwaukee for $455,000 [B•T, Sept. 24], and Balaban company controls WMCN (TV) Grand Rapids, Mich.; 50% of WICS (TV) Springfield, Ill., and 50% of WTVO (TV) Rockford, Ill. Mr. Calhoun is associated with WLOH Princeton, W. Va. Town & Farm group owns KIOA Des Moines, KMMJ Grand Island, Neb., and KXXX Colby, Kan.

Bank Buys Out Partner

JAMES A. BANK, Hollywood tv film producer, Friday announced purchase for undisclosed sum of interest of his associate, Robert Angus, in Volcano Productions and said he plans immediate expansion of production. In addition to tv commercials and industrial film, Volcano has been producing network shows, including *Adventures of Ozzie and Harriet, Joan Davis Show* and *Mickey Rooney Show*. Mr. Angus has left for European trip.

the week in brief

BBDO LOOKS AT RADIO

Agency analysis finds aural broadcasting a necessity for both advertiser and public, but to serve its users radio must be bought and programmed judiciously 27

WHERE THE TV HOMES ARE

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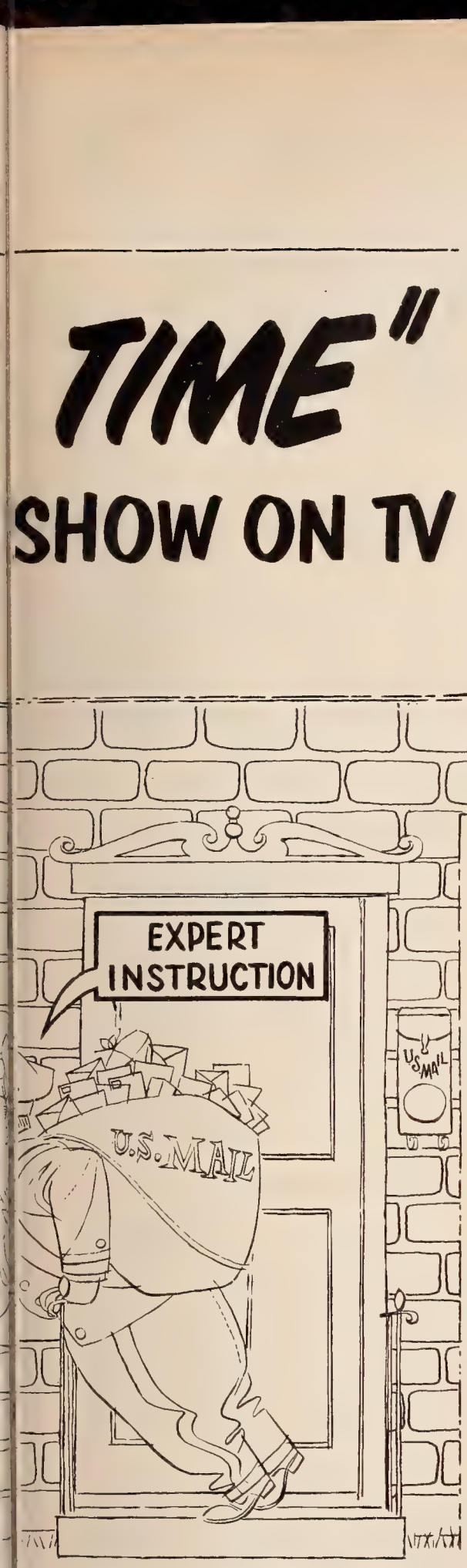
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STANLEY

BUDDY HACKETT made thousands of friends last spring and summer in his many guest appearances on tv and should make millions more in his own series which started last Monday on NBC-TV. As Stanley, operator of the cigar stand in an elegant hotel, Buddy has a chance to be a simple, lovable slob, honest because he's not clever enough to be crooked, pushed around because he's not strong enough to push back (and therefore easy for the average viewer to identify himself with), and, in the end, inspired to outwit the pusher and come out on top himself (very satisfying to the average viewer who, as said above, has identified himself with Stanley).

The opening program's script, by Billy Friedberg and Neil Simon, established Stanley's character easily and professionally by involving him in an amusingly complicated adventure with a pair of opera tickets, a simple tourist couple and an opera-loving gangster. Max Liebman's production-direction proved that the spectacular maestro is equally adept at comedy-drama.

Stanley can be summed up as the kind of show that insults the viewer's intelligence but gratifies his emotions, so it will probably achieve a terrific rating.

Production costs: $45,000.
Sponsored by American Tobacco Co. through Sullivan, Stauffer, Colwell & Bayles and Bobbi-Pin-Curl permanents through Tatham Laird on NBC-TV, three out of four Mondays, 8:30-9 p.m.
Packager: Max Liebman Productions Inc.; producer-director: Max Liebman; production associate: Michael Ross; camera director: David Brown; announcer: Don Pardo; conductor: Irvin Kostal; scenic designer: Burr Smidt; costume designer: Robert Fletcher; production stage manager: Sterling Mace; supervisor for NBC: Perry Cross.
Theme song: "Stanley" by Clay Warnick and Mel Pahl.

ADVENTURES OF SIR LANCELOT

PRESUMABLY the idea was to make it easy for American youngsters to understand King Arthur and his Knights of the Round Table, but whatever the reason the sad fact is that the producers of *The Adventures of Sir Lancelot* have turned it into a typical western hoss opera, familiar at every turn once the viewer catches on that in this story cowboys are called knights and wear armor instead of chaps.

The first installment of this half-hour series told the story of Lancelot's joining the Round Table brotherhood in familiar tv cowboy idiom: Three of King Arthur's buckeroos ride out from the ranch house at Camelot looking for trouble; they meet a stranger, twit him about his undented shield and cast aspersions on his manhood; he takes them on *en masse* and whips them with ease. Another knight, Gawaine, proves through a piece broken from the stranger's sword that he is really the Knight of the Red Plumes who inflicted so much damage on Arthur's forces in their last battle and who killed Gawaine's brother. Lancelot admits the charge, defeats Gawaine in combat but spares his life, then explains that his father had obligated him to serve this other king but he had been released and was now free to join the Round Table as he had long desired. He asks for the privilege of serving as champion of Queen Guinevere, who looks at him fondly as the episode ends.

If you don't mind Camelot as ranch headquarters, the Knights of the Round Table as bullyboys, Merlin as a sly old trickster and the story of King Arthur told in direct action fashion, shorn of all grandeur and glory, you'll probably enjoy *Sir Lancelot* along with the six-year-olds, who we suspect will all be clamoring for helmets and spears for Christmas. But if you first met Arthur through the pages of Tennyson, or even Howard Pyle, you'll steer clear of NBC-TV at 8 p.m. on Mondays.

Production costs: $35,000.
Sponsored by Whitehall Products through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles on NBC-TV, Mon., 8-8:30 p.m. EDT.
A Hannah Weinstein production — Saphire Films, Ltd., London. Distributed by Official Films.
Producer: Dallas Bower; directors: Ralph Smart, Bernard Knowles, Arthur Crabtree, Anthony Squire; various writers; script supervisor: Albert G. Ruben.
Cast: William Russell (Sir Lancelot); Ronald Leigh-Hunt (King Arthur); Cyril Smith (Merlin); Jane Hylton (Queen Guinevere).

THE BUCCANEERS

IT IS hard to tell just what type audience CBS-TV hopes to attract with *The Buccaneers,* which made its debut Sept. 22. The show is slotted in prime early evening (7:30-8 p.m.) at an hour when most children are still up, but it is hardly the type fare recommended for youngsters. Nor does the plot appear to be the type that will appeal to most adults.

The first program dealt with the arrival of a new governor (appointed by the King of England) on Nassau and his efforts to get the pirates to give up their lawless ways.

Filmed in England with English actors, *Buccaneers* fails completely to measure up to other imported English features (e.g. *Robin Hood*). The plot was bad: the acting worse.

Production costs: Approximately $35,000.
Sponsored by Sylvania Electric Co. through J. Walter Thompson on CBS-TV, Saturday, 7:30-8 p.m., EDT.
Created and produced by Nettleford Studios, London; filmed by Sapphire Films Ltd., executive producer: Hannah Weinstein; director: Leslie Arliss.
Captain Tempest played by Robert Shaw; Lt. Beamish by Peter Hammond.

A SPECIAL ANNOUNCEMENT

THERE WERE MOMENTS last Monday night during the first Westinghouse *Studio One* program of the new season when we felt we were watching the old Dave Garroway show of 1950-51 out of Chicago. That is to say, it was a "re-laxed" sort of thing. Cameras rolled by, technicians skipped about, sets were changed as if in a blackout skit, and there was even an m.c. who, while not so relaxed as the aforementioned Mr. G., comported himself well.

His name was Alexander Scourby, and he was about to make *A Special Announcement:* George Lumley, a Lincolnian, son of a Boston scion, having accidentally purchased an original draft of the Gettysburg Address at an auction, was about to burn it. Reason: too many people pay lip service to it, too few really understand it, and given a public cremation, the manuscript might at last "come to life."

David Aldrich and Peter Van Slingerland, who composed this item, might have borrowed too many pages from Reginald Rose's past *Studio One* scripts on civic pride, liberty and related topics; they might have conveniently forgotten to write in a plot; producer Felix Jackson might have been as gimmick-conscious as the writers were flashback happy, but it mattered little. For *A Special Announcement* was by far one of the most original, well-planned and beautifully-executed plays of the year to

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date. Most of the credit, however, should go to Bob Cummings and cast. Mr. Cummings, who showed himself to be an actor of great versatility and considerable force on last season's "Twelve Angry Men" (also *Studio One*), was perfect as Lumley. The cast was pluperfect.

Production costs: Approximately $36,000.
Sponsored by Westinghouse Electric Products Inc., through McCann-Erickson, New York, on CBS-TV, Mondays, 10-11 p.m. EDT.
"An Important Announcement" by David Aldrich and Peter Van Slingerling.
Produced by Felix Jackson, directed by Paul Nickell.
Cast: Bob Cummings, Alexander Scourby, Ray Collins, Edmond Ryan, Robert Lowgia, Cameron Prud'homme, Dorothy Stickney, William Podmere, John Studer, Billie Lou, Watt Studer, Hal Studer.

CIRCUS BOY

NBC-TV's new offering is replete with corn and slambang action, judging from the Sept. 23 premiere. But, even if this is unpalatable to adult taste, it's a touch that may well prove surefire for youngsters.

The cast—headed by likeable, 12-year-old Mickey Braddock—is loaded with old Hollywood standbys who perform in good journeyman tradition. The initial show included two mob fights, two individual scraps and (perhaps for variety) one man fighting a group of "baddies." This rigorous matchmaking may prompt some parents to overrule junior's choice.

In all, *Circus Boy* won't inspire many Sullivan or Allen fans to scurry into the living room one-half hour earlier. But it appears fairly certain that a good portion of the smallfry first nighters were on hand for that second show scripted around a circus jinx, a storm, an escaped tiger and a suitable complement of "hey rubes!"

Production costs: Approximately $35,000.
Sponsored by Reynolds Metals, through Quentin E. Frank Inc. on NBC-TV, Sundays 7:30 to 8 p.m., EDT.
Cast: Mickey Braddock as Corky, Noah Beery Jr. as Joey the Clown, Robert Lowery as Big Tim Champion, Leo Gordon as Hank Miller and Billy Barty as Little Tom.
Producers: Herbert B. Leonard and Norman Blackburn.
Filmed by Screen Gems (series sold to NBC).

BROKEN ARROW

MAKING PLAIN that it places no faith in the adage that variety is the spice of life, ABC-TV has devoted two solid and consecutive hours of its Tuesday night schedule, at least every other week, to cowboy programming (of the western, not Olde England, variety).

Latest in the trilogy (following an hour of *Cheyenne* and a half-hour of *Wyatt Earp*) is *Broken Arrow*, a running series about an Indian scout out singlehanded to make peace with the Indian warrior Cochise. If all this sounds familiar, it should. It's the tv version of a movie of the same name a few years back, as well as of uncounted other movies.

Despite the obvious handicaps (and a too obvious plot), it's a passable show. The producers skillfully crammed a lot of story into the 30 minutes. John Lupton, as hero Jeffords, is unfortunately lightweight for the role. He acts it well enough, but by appearance does not convey the rugged impression the job demands. Especially when Cochise, played by an actor a half-head taller than him, persists in calling him "Tall One."

Viewed individually, all three of the ABC-



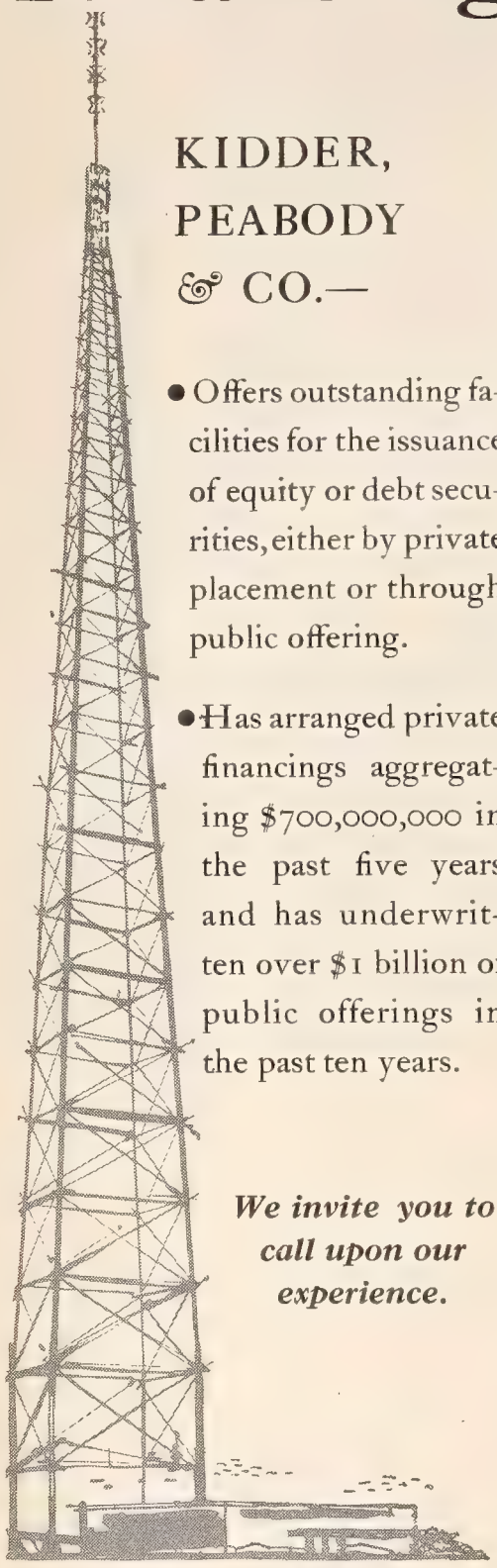
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TV entries have merit. But, really, enough's enough.

Production costs: Approximately $35,000.
Sponsored by Appliance & Television Receiver Div. of General Electric Co., through Young & Rubicam on ABC-TV, Tuesdays, 9-9:30 p.m. EDT.
Executive producer: Irving Asher; producer: Mel Epstein; writer: (various) premiere show, Clark E. Reynolds; director: (various) premiere show, Alvin Ganzer.
Stars: John Lupton as Tom Jeffords, Michael Ansara as Cochise, Tom Fadden as Duffield, Michael Pate as Gokliya, Donald Randolph as Col. Bernall, Ted de Corsia as Cartwright, Kenneth MacDonald as Lowrie and Judith Ames as Terry Wilson.

NOAH'S ARK

JACK WEBB devoted the first program of his new series, *Noah's Ark,* to an explanation of why the series was originated, what it is about, an introduction of the leading characters and a short preview of coming features. And, it was more than a little entertaining, especially the Hi-Los rendition of the song "Noah," written especially for the occasion.

The stories will center around Dr. Sam Rinehart's veterinary hospital, its patients and the relationships of the three people who work there; Noah McCann (Paul Burke), Liz Clark (May Wynn) and Sam Rinehart (Vic Rodman). The Southern California Veterinary Medical Assn. and the American Humane Assn. will work closely in the production of *Noah's Ark,* and some stories will be based on actual cases. As Mr. Webb put it: "All stories will be credible and accurate . . ."

It appears that Mr. Webb and Mark VII have a subject that will appeal to the viewing public in *Noah's Ark.* Lets hope that the writers keep the animals in the forefront and do not let the "synthetic" troubles of the supporting players (humans) take precedence.

Production costs: Approximately $40,000.
Sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarettes through McCann-Erickson and Max Factor through Doyle Dane Bernbach on NBC-TV, Tues., 8:30-9 p.m. in color and black-and-white.

Producer-director: Jack Webb; writers: Jack Webb and Frank Burt; associate producer: Olan Soule; assistant director: Harry D'Arcy; director of photography: Edward Coleman; supervising film editor: Robert M. Leeds; musical director: Dave Buttolph.

Stars: Paul Burke as Dr. Noah McCann; May Wynn as Liz Clark, and Vic Rodman as Dr. Sam Rinehart.

Treasure Hunts

EDITOR:

I have just finished reading your Sept. 10 issue, which, as usual, I enjoyed very much. Your magazine, in my business, is a must.

I could not keep from being amused, however, on the large play up you gave to WRCA in New York City. . . . We here at KFTM have carried two treasure hunts wherein we gave $1,000 bill in "cash" as early as September 1955. This was a "cash" giveaway, not a $1,000 gift certificate. Our treasure hunt was carried on in exactly the same manner as is being carried on by WRCA. . . . Even I can not take credit for the birth of the idea. I stole the treasure hunt idea from *BMI Newsletter* and changed it to fit working conditions at KFTM.

We here, in a very small market station, wonder why an idea such as this can get played up only if it is handled by a big station. I suppose such is the lot of those who serve the American people in the "sticks." How about publishing this letter in your magazine so that BMI people who gave the idea, free of charge, to the industry, can receive the credit which they properly deserve.

Robert H. Dolph, Pres.
KFTM Fort Morgan, Colo.

[EDITOR'S NOTE: B•T's picture story on WRCA's treasure hunt neither said nor implied that this was the first or only such stunt ever conducted by a station. The piece was run (a) because of the excellence of the pictures and (b) because WRCA really set New York on its ear and when a station generates interest like that it constitutes news which we cannot avoid reporting, despite our editorial opposition to giveaways.]

Too Personal Public Service

EDITOR:

A letter in B•T for Sept. 17 from Bert Charles of WVKO regarding personal public service reminds me of what happened on our *Swap Shop* program a month ago.

A woman whose husband was missing asked us to find him through *Swap Shop* after regular police agencies had failed. After one airing the man was found working on a farm in our listening area. Last week we received the following postcard from him:

"Why don't you mind your own g— d— business."

William J. Kiewel, Mgr.
KROX Crookston, Minn.

Telemat

EDITOR:

We would like to have written permission to have photostats made of your article on Telemat which appears in your Sept. 10 issue.

Alan Wise, Prod.
Telemat, Beverly Hills, Calif.

[EDITOR'S NOTE: Permission granted.]

Wants Woodies Story

EDITOR:

Please send 10 copies of the article in the Sept. 10 issue entitled "A Prestige Department Store Discovers in Radio Productive, and Profitable, Vehicle to Success."

Dean Fleischman, Comml. Mgr.
WSPB Sarasota, Fla.

EDITOR:

Please advise if you can make available reprints of your fine article on Woodward & Lothrop's use of radio . . .

If reprints are available, please quote prices for 100 and 200 copies.

F. Parker Hoy, Stn. Mgr.
WLAM Lewiston, Me.

[EDITOR'S NOTE: Reprints are available at 15 cents each in quantities up to 100, $10 per 100 above that to 1,000. $80 per 1,000. Rates for larger quantities on request.]

Right Day, Wrong Month

EDITOR:

I see in your Sept. 17 B•T that WBFY Charlottesville, Va., was granted an extension of its construction permit to 4-29-57.

The FCC informs me that WBFY was granted an extension to 12-29-56.

Lawrence Kennedy, Owner
WBFY Charlottesville, Va.

NIELSEN REPORTS

KYW AGAIN BREAKS THE SOUND BARRIER AS CLEVELAND'S TOP RADIO STATION

35.9% of the total area audience listens to KYW according to the July, 1956 Nielsen report. This gives KYW a 40.7% lead on the nearest competition. Makes the second consecutive rating period that KYW's total audience share has increased. And this in an area (Northern Ohio) where radio listening is on the upswing (showed gains of 24% over the last Nielsen).

And here's another example of KYW's supersonic appeal . . . from 6 a.m. to 9 a.m. an average of 90,000 area radio homes are tuned in with 51% of them dialed to 1100 for KYW's radio active programming.

Let KYW Skyrocket your sales in Northern Ohio. It's easy to find out how. John McIntosh, KYW Sales Manager will tell you. CHerry 1-0942, Cleveland. Or call "Bink" Dannenbaum, WBC VP Sales: MUrray Hill 7-0808, New York City.

In Cleveland, No Selling Campaign is Complete Without the WBC Station . . .

KYW



WESTINGHOUSE BROADCASTING COMPANY, INC.

LATEST RATING REPORT*

WCBM

leads

in Baltimore!

1st or 2nd in 146 out of 212 ½ hour rating periods!

1st—104 times!

2nd—42 times!

Here is up-to-the minute proof of WCBM's audience domination in the nation's 6th largest market . . . in competition with 9 stations! This outstanding record is just further proof of what we've been saying all along . . . *WCBM definitely offers the lowest cost per thousand in the big Baltimore area!* Want more facts? Just call or write us direct or ask our representative.

*Hooper, June 1956

WCBM

10,000 watts on 680 KC.

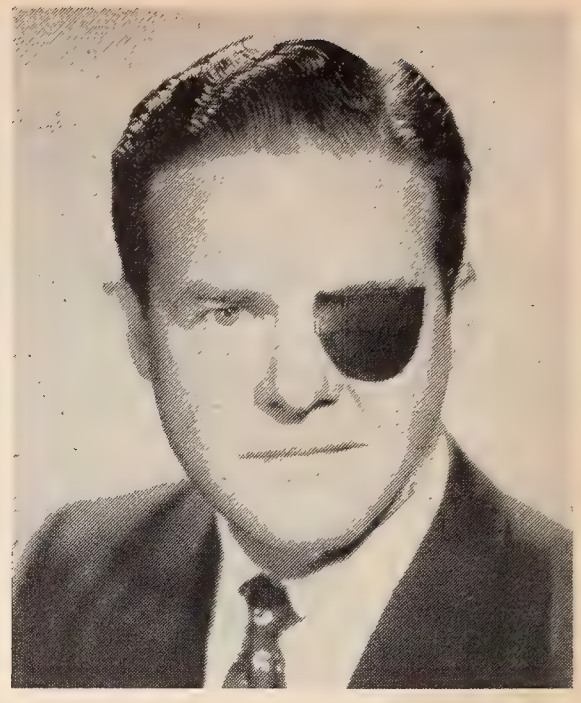
Baltimore 13, Md.

THE BOLLING COMPANY, INC.

Representatives

our respects

MATTHEW JOSEPH CULLIGAN



MATTHEW J. CULLIGAN, NBC's new vice president in charge of radio, uses the term "imagery-transfer" to indicate to advertisers that they are weakening the impact of their large-scale advertising in other national media if they neglect network radio.

Preparatory to revamping the NBC Radio programming structure to make the medium more attractive to advertisers, Mr. Culligan is acquainting potential sponsors with the concept of "imagery-transfer." It is Mr. Culligan's contention, based on recent research that the consumer has a short memory: costly sponsorship of television program or a full page color advertisement in a major magazine may well miss its mark because after the second day, the rememberance value of the advertisement is cut by 80%. That, Mr. Culligan continues, is where network radio comes in: it can extend the "image" of the ad on the three or four days after the advertisement appears in other major media through repetition at a fairly low cost per thousand.

Only a few weeks after he assumed his present post [B•T, Aug. 27] Mr. Culligan took steps to assure the remembrance value of his concept, because some advertisers and advertising agency executives have short memories too. All NBC Radio letterheads are imprinted with "Imagery-Transfer, NBC Radio," as are all memoranda and even napkins in several restaurants in the Radio City area. Mr. Culligan reports that the reasoning behind the phrase is gathering acceptance among advertisers. Further afield, the Society for General Semantics learned about the concept and is considering a research project, in association with NBC Radio, to ascertain whether the concept has any value in the broad field of communications.

This type of creative salesmanship has stamped Mr. Culligan's career ever since his boyhood days in New York when he was grocery store sales clerk and moved on to other sales posts in industry and in radio and television. Matthew Joseph Culligan (everyone calls him Joe) was born in New York on June 25, 1918, and attended All-Hallows Institute and Columbia U. He did not obtain a degree but accepted his first full-time sales post with the Royal Typewriter Co. in 1938.

During 1939-40 Mr. Culligan was a lecturer-demonstrator at the New York World's Fair. Subsequently he returned to Royal Typewriter's sales staff and remained there until 1941, when he entered the U. S. Army as a private.

Mr. Culligan was commissioned a second lieutenant in the infantry in 1942 and after serving in various camps in the U. S. was shipped overseas in June 1944 and attached to the famed First Division as an officer of a heavy weapons company. During the Battle of the Bulge in December 1944, Mr. Culligan lost the sight of his left eye when a grenade exploded near him. Today, he wears a black eye-patch and, according to friends, not only isn't self-conscious about it but is gratified that his injury was not more severe. He was released in 1945 as a first lieutenant.

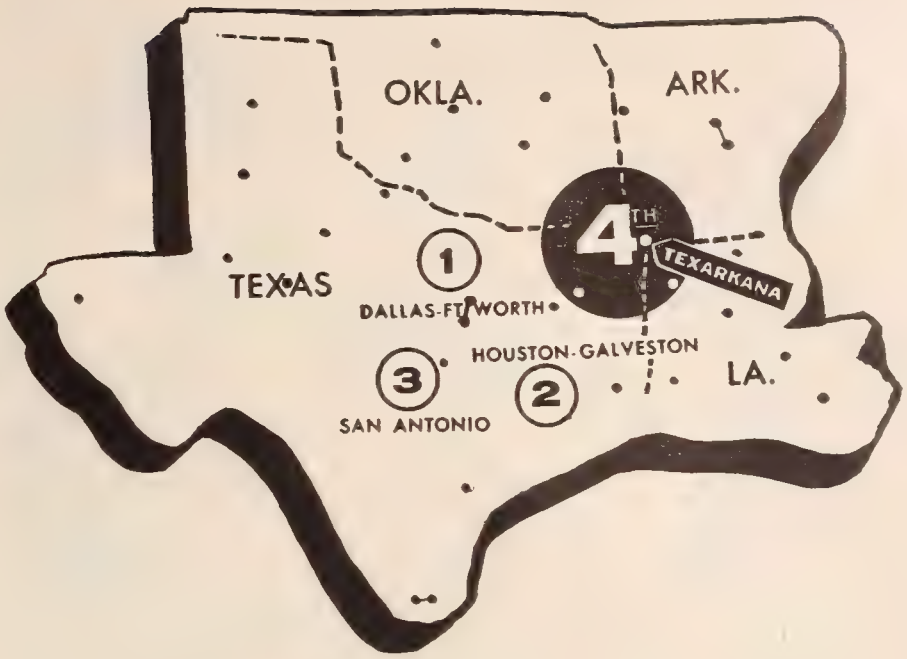
Mr. Culligan decided on an advertising career after World War II and in 1945 became associated with *Good Housekeeping* magazine as a space salesman. He remained there until 1950 and during his tenure, he originated and developed the magazine's home building department, which he managed. In 1950 he joined the Ziff-Davis Publishing Co., New York, serving as advertising director of *Radio-TV News, Modern Bride, Flying* and *Photography* magazines. He remained with Ziff-Davis for a year, and then served for another year as vice president of John Sutherland Productions, New York, producers of industrial and educational motion pictures and tv films, before accepting a post as sales specialist for NBC-TV in 1952.

At NBC-TV, Mr. Culligan was assigned to the then fledgling *Today* program. He is credited with having developed the show into an overall advertising - merchandising - promotion vehicle, stressing the "star-value" of the program. In 1954 *Today* grossed $11 million, recognized as the largest single-year gross for any entertainment program. The success of *Today* prompted NBC-TV to advance Mr. Culligan to sales supervisor of both *Today* and *Home* when the latter show was launched in 1953. Shortly thereafter, when *Tonight* was added to the schedule, he was promoted to sales manager of participating programs. On Nov. 15, 1954 he was appointed to the newly created post of national sales manager of NBC-TV and on Dec. 5, 1955, he was elected a vice president. He assumed his present post last Aug. 27.

Mr. Culligan believes that network radio must be appraised "realistically." He acknowledges that the medium never will approach the magnitude of the pre-television era but contends that it deserves a "rightful place" in the advertising economy. A revamping of the NBC Radio programming, according to Mr. Culligan, will begin after the first of the year.

Mr. Culligan married the former Doris Dernberger of Monmouth County, N. J., in 1946. She was formerly an editor of *Good Housekeeping*. They live in Rye, N. Y., with their four children—Kerry, 9½; Susan, 8; Caroline, 6 and Eileen, 4. For relaxation, Mr. Culligan likes golf and horseback riding. He is a member of the Apawamis Golf Club in Rye and the Boulder Brook Club in Scarsdale, N. Y.

4th Television Market In Texas



. . . and *growing* all the time!

165,000 SETS NOW IN RANGE OF THE MAXIMUM POWER KCMC-TV SIGNAL

- 28,000 Sets in the Recently Designated Texarkana Metropolitan Area In Which KCMC-TV Registers 85% Total Weekly Share of Audience.
- 100,000 Sets in 26 Counties Where KCMC-TV Has 58% Total Weekly Share of Audience.
- Plus Substantial Penetration of 17 Other Counties.

Only KCMC-TV Can Deliver This 4 States Market

because . . .

- 250 Hours per Month Sponsored Network Programs
- 100,000 Watts on Channel 6
- Over 3 Years on the Air
- 18 Hours Per Day Service
- Network Color Facilities

KCMC-TV

CHANNEL 6
Texarkana, Texas–Arkansas

CBS — INTERCONNECTED — ABC

Represented by
Venard, Rintoul & McConnell, Inc.

Walter M. Windsor
General Manager

Richard M. Peters
Dir. Natl. Sales & Promo.



It's True...
FLINT WOMEN
Love WKMF

After all, more Flint women listen to WKMF than to any other Flint station! So, if you want to sell FLINT, MICHIGAN . . . if you're selling something that women buy, or if you want the ladies to hear your story (so they can influence hubby), then put your money where it buys the biggest women's audience per dollar spent . . . WKMF!

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

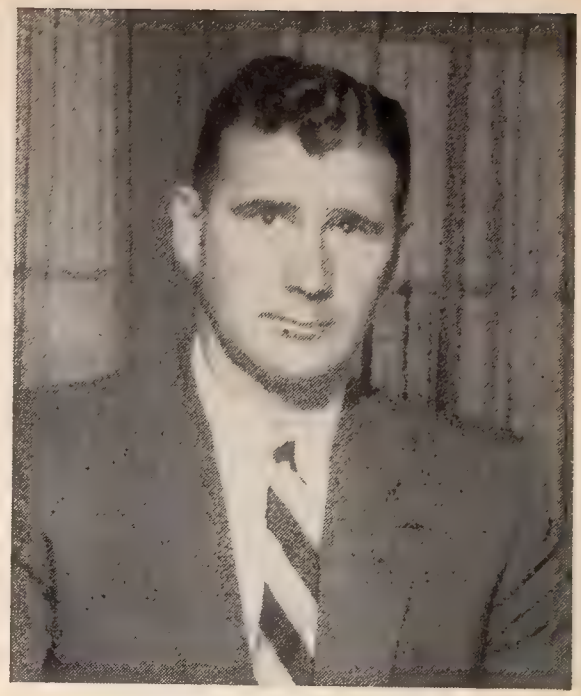
BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMF FLINT, MICHIGAN

Fred A. Knorr, *Pres.*
Eldon Garner, *Mg. Director*
Represented by HEADLEY-REED

The Community Stations

KNORR BROADCASTING CORP.



STEPHEN MICHAEL SUREN

on all accounts

ONE of the more rabid advocates of reading the advertising trade press is Sullivan, Stauffer, Colwell & Bayles' Stephen Michael Suren. For Mr. Suren, a farmer's boy whose roots by this time are well embedded in Madison Ave.'s asphalt, admits that had it not been for a trade press "squib" that appeared more than 10 years ago, he wouldn't be buying time for a group of SSC&B accounts that by themselves bill $4.5 million in broadcast media.

The item: "Ruthrauff & Ryan's Ray Sullivan, Don Stauffer and Haegan Bayles will team up with J. Walter Thompson's Bob Colwell and hang out their own shingle . . ."

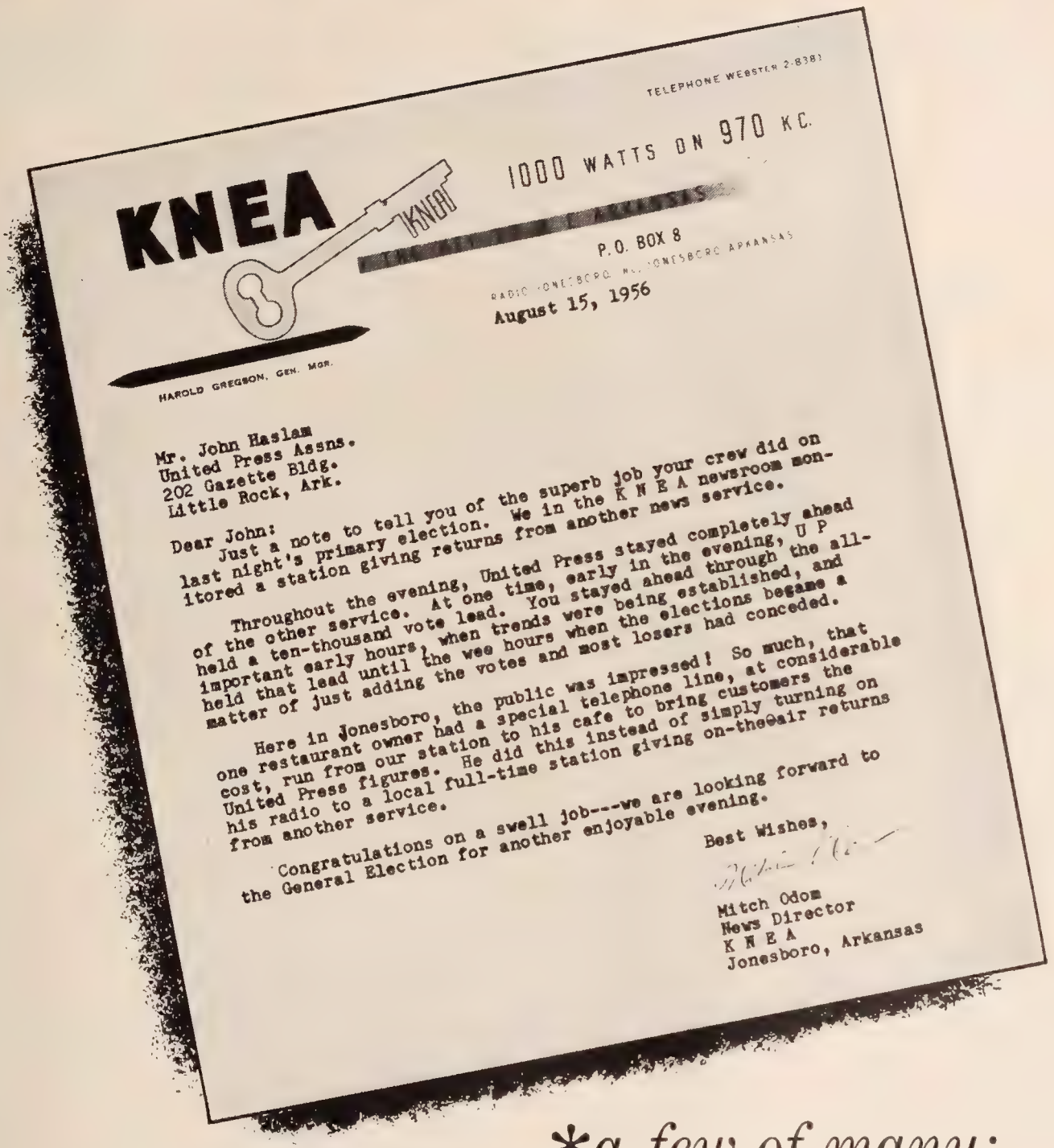
Steve Suren, discharged after a wartime hitch in the Army Air Forces, wasted little time in drafting a letter to the young firm, and suffice to say, he's been there ever since—on his first and only fulltime job—serving as media checker, later as estimator and finally, as timebuyer.

Born in the hamlet of Brinkerton, Pa. (pop. 90), and raised on his father's farm in Fairfield County, Conn., Steve Suren amplified his non-agricultural intentions with a B.A. in journalism from the U. of Illinois (Class of '40). His first practical newspaper experience was gotten as a cub reporter on the Ansonia, Conn., *Evening Sentinel,* an experience that was abruptly terminated following America's entry into World War II. "As a veteran," Mr. Suren recalls, "I was as confused about my future as the next guy, but I was sure that I wanted to get into advertising."

Today, he's into it up to his hipboots. Of his four account responsibilities (Carter Products, "Junket" Brand Foods, Smith Bros. and Sperry & Hutchinson Co.), the one that keeps Steve Suren "hopping" is Carter's Arrid Cream deodorant. In addition to lining up Carter's impressive radio-tv spot announcement schedule, he also has recently placed numerous film packages in something like 20 markets. His other duties call for supplementing "Junket's" participation in CBS-TV's *Capt. Kangeroo* with several children's shows in 10 markets, maintaining S&H Green Stamps' purchase of NBC-TV's *Home* and *Perry Como* programs, as well as keeping the Smith Bros. active in Canadian spot "in about 20 markets, depending on whether you like menthol, wild cherry or plain" cough drops.

Some habits simply "can't be shook," Mr. Suren feels, and well he ought to know. The Surens (he married the former Clara Szauter in 1949) spend week-ends "farming" on their one-third acre plot in Crestwood, N. Y.

Wherever you are...*
U. P. News Produces!



TELEPHONE WEBSTER 2-8381

KNEA KNEA 1000 WATTS ON 970 KC.

P.O. BOX 8

RADIO JONESBORO, INC. JONESBORO ARKANSAS

HAROLD GREGSON, GEN. MGR.

August 15, 1956

Mr. John Haslam
United Press Assns.
202 Gazette Bldg.
Little Rock, Ark.

Dear John:

Just a note to tell you of the superb job your crew did on last night's primary election. We in the K N E A newsroom monitored a station giving returns from another news service.

Throughout the evening, United Press stayed completely ahead of the other service. At one time, early in the evening, U P held a ten-thousand vote lead. You stayed ahead through the all-important early hours, when trends were being established, and held that lead until the wee hours when the elections became a matter of just adding the votes and most losers had conceded.

Here in Jonesboro, the public was impressed! So much, that one restaurant owner had a special telephone line, at considerable cost, run from our station to his cafe to bring customers the United Press figures. He did this instead of simply turning on his radio to a local full-time station giving on-the-air returns from another service.

Congratulations on a swell job---we are looking forward to the General Election for another enjoyable evening.

Best Wishes,

Mitch Odom
News Director
K N E A
Jonesboro, Arkansas

**a few of many:*

"Best coverage ever"—*Alabama*
"Would have been rough without you"—*California*
"Way ahead; we ignored opposition"—*Maine*
"Completely overrode the opposition"—*North Dakota*
"I'm convinced"—*Ohio*
"Hundreds of votes ahead all night long"—*Oklahoma*
"Set trend immediately"—*Washington*
"Far ahead and right"—*West Virginia*

1 United Press

UNITED PRESS ASSOCIATIONS, 220 EAST 42ND STREET, NEW YORK

WBC Produces Six Jingles For AHF 'Get out the Vote'

WESTINGHOUSE BROADCASTING Co., in cooperation with American Heritage Foundation, has produced a series of six musical announcements designed to aid AHF's "register-and-vote" campaign. The jingles, now being sent to U. S. radio stations, are to be used within musical programs and allow time for local live cut-ins giving local registration dates and places.

The songs, sung by "The Three Beaus and a Peep," were written and produced by WBC National Program Manager William Kaland and scored by composer Roy Ross. This marks the second time this year that WBC has prepared such public service material for use on other radio stations, as the company released several months ago its "Sing Along for Mental Health" jingles.

Get-Out-Vote Film Ready

AMERICAN Heritage Foundation's half-hour tv film "See You at the Polls," featuring Bing Crosby, Bob Hope, Ethel Merman and other stars, now is ready for distribtution for television stations for unlimited showings to help get out the vote, it was announced last week by Jack Denove Productions.

Mailing expenses will be the only cost to stations requesting the film, said Mr. Denove. Prints may be obtained by contacting Jack Denove Productions, 6611 Santa Monica Blvd., Hollywood 38, Calif.

McGannon Heads NBW

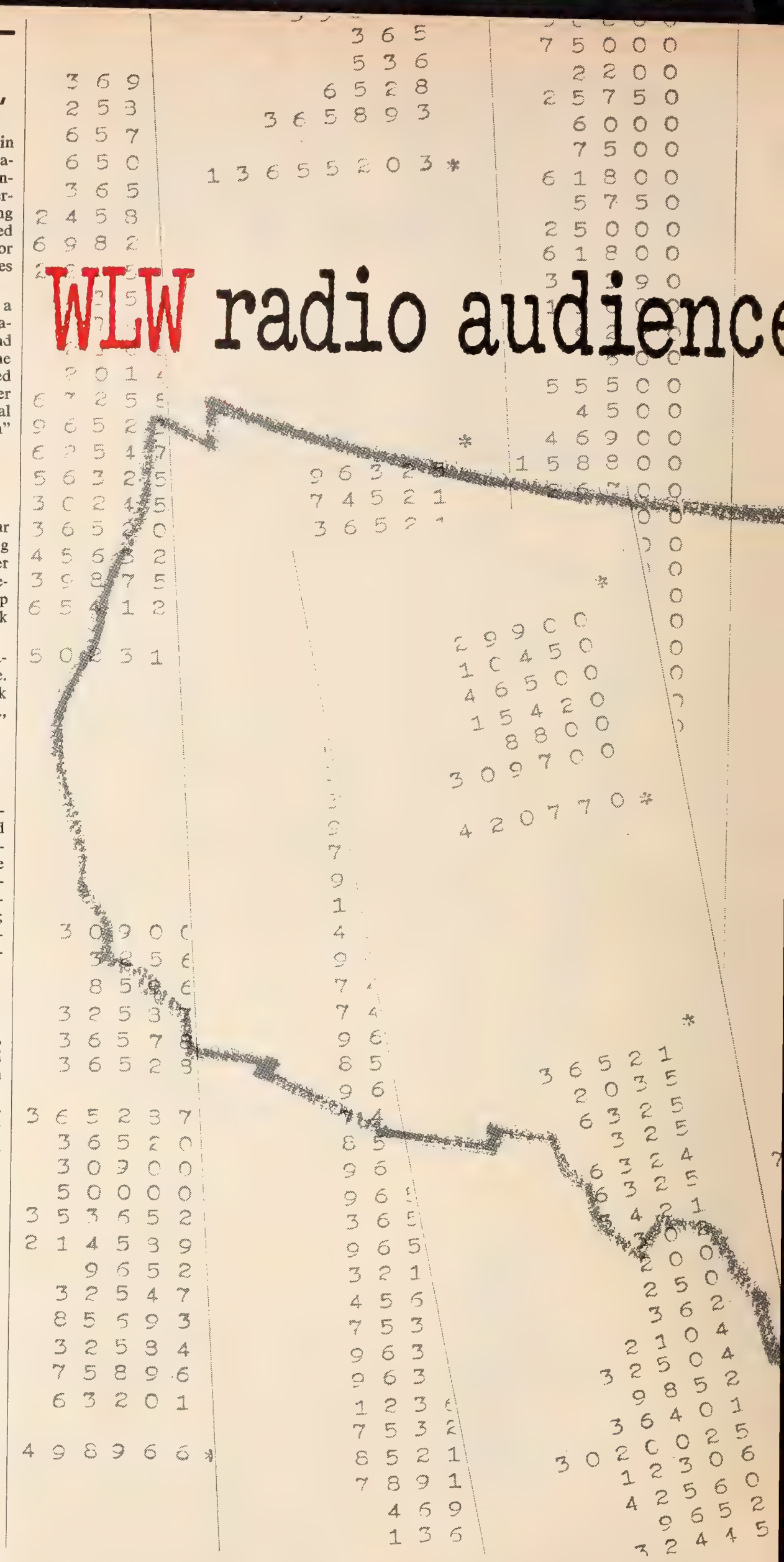
DONALD H. McGANNON, president of Westinghouse Broadcasting Co., has been named honorary special chairman for the communications industry observance of National Bible Week, Oct. 15-21. Others named to the committee include Geraldine B. Zorbaugh, vice president, ABC; E. L. Saxe, vice president, CBS-TV; Edward Stanley, manager, public service programming, NBC, and Robert Manby, vice president, General Teleradio.

WBRC-TV Telethon Aids CP Fund

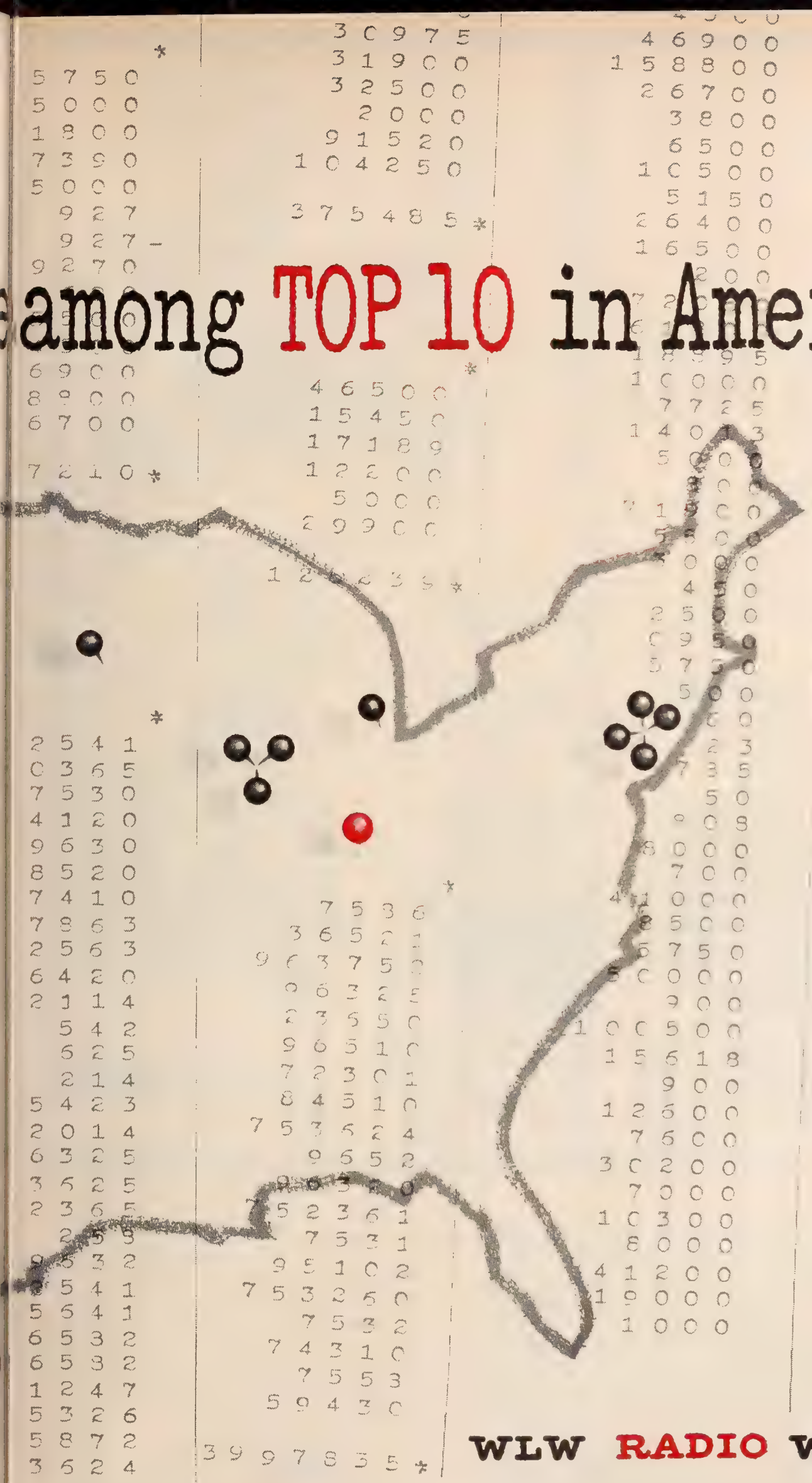
THE entire staff of WBRC-TV Birmingham, Ala., was on hand for the station's annual "Celebrity Parade" telethon, which brought in almost $100,000 to the Cerebral Palsy Fund. Talent included actor Vincent Price and musical comedy performers Judy Lynn and Betty Ancona. Forty telephone operators took pledges' calls during the eighteen-hour stretch, and telegraphed donations were handled directly from the stage. Benny Carle, foreman of WBRC-TV's *Circle 6 Ranch,* got his "30,000-plus hands" busy collecting piggy banks, jars, and bags full of money. By afternoon he was practically mobbed by children wishing to turn in their donations and shake the foreman's hand, according to the station.

Newscaster Offers Rare Blood Type

ADD PENFIELD, newscaster on WBIG Greensboro, N. C., answered an appeal for a rare type of blood to aid an accident victim. An 11-year-old boy was accidently shot by his brother in a back-yard game of "cops and robbers" at Lumberton, N. C. Mr. Penfield responded to the appeal for Rh blood when hospital authorities asked stations to request it. Another Greensboro resident also contributed the rare blood type to the injured youth.



among TOP 10 in America



A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

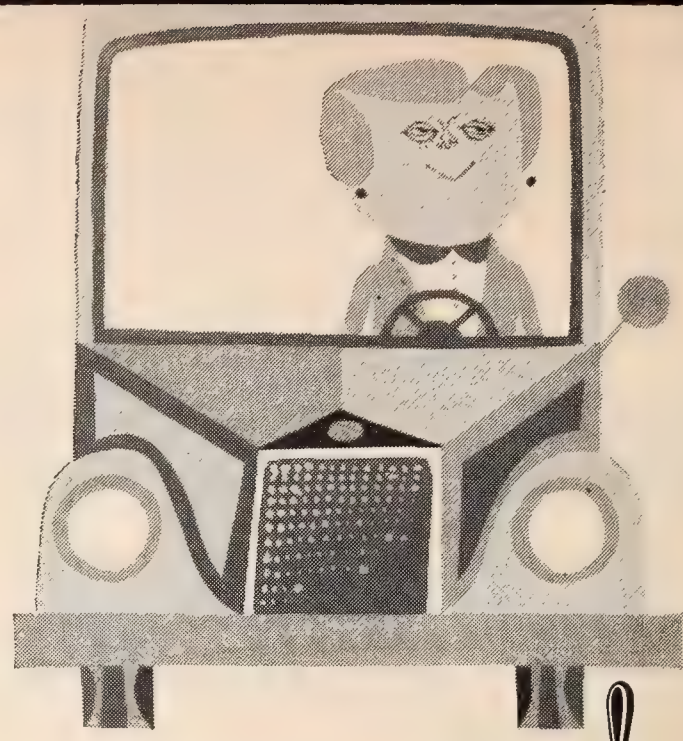


WLW RADIO WORLD

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

CAPITAL BOOM . . . . . IN AUTOMOTIVE SALES !







Things are moving faster than ever in the nation's Capital. Washingtonians are riding high, wide and handsome . . . accounting for the greatest automotive sales volume in Capital history.

In just five years, Washington automotive dealers' annual sales have risen $85 million—an *increase* greater than the total sales of Salt Lake City or Richmond for all of last year. Washington's *total automotive sales for* 1955 reached a staggering $420,335,000!

And more and more advertisers who want to go places in this growing metropolitan area are riding with the best *selling* vehicles—WRC and WRC-TV, Washington's *Leadership* stations. Billings for the first half of this year against those for the same period in 1954 show that automotive advertisers have *more than doubled their investment on these stations in just two years!*

You'll be riding in high style, too, when *you* go with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

October 1, 1956 Vol. 51, No. 14

BBDO RELEASES MAJOR STUDY ON RADIO IN TELEVISION ERA

- **Agency traces history of medium before and since tv**
- **Says radio still necessity for advertiser and public**
- **But post-tv changes have made radio buying hard work**

A NEW LOOK at radio as an advertising medium finds it not only much alive but a necessity both for the advertiser and the American public.

What makes this "re-evaluation" important is: the prestige on Advertising Row of the author of the report—BBDO, which ranked second in agency radio-tv billings last year, placing $49.5 million in television and $10.5 million in radio—and the identity of the report's recipients—BBDO's clients.

The new report, entitled "A Discussion of Radio," is being released today (Mon.) by BBDO as a 65-page analysis outlining the history and "potential" of radio as a medium. In this task, BBDO's radio-tv research department compiled statistics from numerous sources.

But, according to the agency, this is the first time they have been gathered into a "single source" for purposes of analysis.

As compared to an earlier BBDO briefing to agency account executives on radio's health nearly two years ago [B•T, Dec. 6, 1954], today's analysis is broader and comes to some startling — for radio's critics — conclusions. Among them:

• Daytime radio up to 3 p.m. reaches more than twice as many homes as television.

• National advertisers who wish to reach housewives in the daytime "can do an outstanding job with television in 30% of U. S. homes" but "for greater reach and frequency" radio is a *must* in 55% of tv homes and 100% of radio-only homes.

• Radio usage in the home averages two hours and 14 minutes a day between 6 a.m. and midnight. In radio-only homes average listening increases to more than three hours daily as compared to tv homes, where the count was one hour and 48 minutes.

• Most prolonged listening usually is in the afternoon, and radio usage in the morning "is in excess" of tv viewing though slightly less in duration per home with the sole exception of Saturday.

The report finds five areas in which radio is needed, and, the report points out, "radio will continue to play an important—if unglamorous—role in the lives of our people."

The five:

1. Radio is needed to "reach the majority of housewives in the daytime."

2. Radio is needed to reach teen-agers and young people both in and out of the home.

3. To reach the non-tv segment of the population—particularly in the South and on farms—radio is the medium.

4. "It [radio] is needed for the immediacy and scope of its information service."

5. And, radio is needed "in different ways by different people—sports lovers, music lovers, foreign language groups, farmers, shut-ins, travelers and all groups of minority interests."

But to serve all of these people and the advertiser, the report underscores that radio must be bought and programmed "judiciously."

From their careful analysis of radio, BBDO's researchers conclude that this is the most important change in radio today:

"While it is a universal medium, reaching almost everybody at some time during the day and in the course of the broadcast week, no more than a small percentage of these people is ever tuned in to a particular program at any one time (5%)."

What does this mean to the advertiser? BBDO notes: "This underlies the great need for frequency of commercial message, if an advertiser who needs to talk to many people is to achieve that in radio. It underlies the need for many advertisements broadcast over a great span of time in order that these advertisements will reach a goodly percentage of this huge audience."

The future of radio? BBDO declares its feeling to be that "the strength of radio will continue and even grow on a local and regional basis."

If one has doubts, BBDO suggests a tune-in to "a good local station in any market to hear how many advertisers are making use of the medium, whether they be a one-unit beauty shop, a used car dealer or a national advertiser."

The agency also concludes that radio's big trouble came about because of the speed with which tv arrived on the scene. The loss of favor and defection of audience were "unfairly increased" by a movement of important program people from radio to tv. This suddenly siphoned off "much of the brain power and a goodly percentage of the energies (and money) which built radio."

Not only was this true "right down the line with the programming" but also with the advertising agency and the "offices of the advertisers themselves."

Because of this sudden exodus of creative sources, planners and capital, radio was slow to realize "that a change was called for—a drastic change in the approach to programming and advertising."

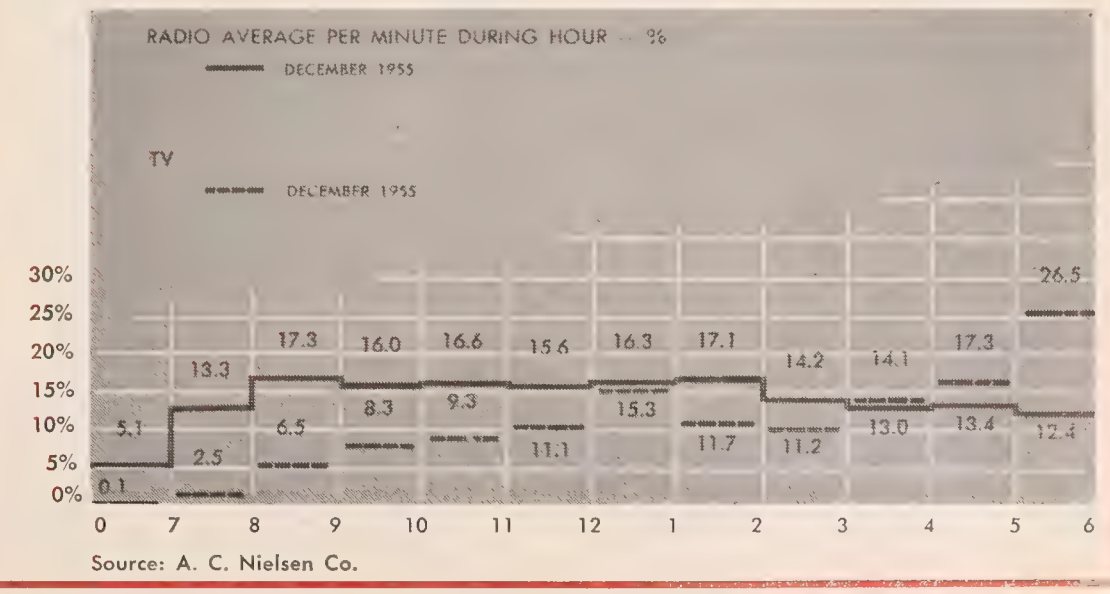
Radio attempted for months and even years to go along as if "nothing had happened . . . Programming was done as it had been before television . . . Methods of selling and methods by which it was used by advertisers all seemed to ignore the fact that tv was competing with radio."

In noting that radio's strength will increase locally and regionally, the study also claims that the influence of the "powerhouse" station has been relegated to the past along with "tonnage buys" (in which low cost overrides other considerations).

The BBDO report is divided into three parts:

THE DAYTIME AUDIENCE

BBDO's analysis shows that, in spite of television's hold on evening hours, radio is listened to in more homes during 75% of the time from 6 a.m. to 6 p.m. than tv is watched. Up to 3 p.m., it shows, radio reaches more than twice as many homes as television. The chart below demonstrates that finding (in New York time, Mon.-Fri.).



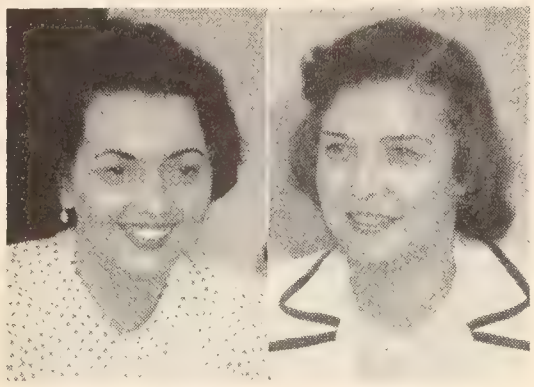
Source: A. C. Nielsen Co.

NO TELEVISION WANTED HERE

"BUSINESS is terrific," reports Time & Copy, a Memphis advertising agency which represents radio advertisers exclusively and bills itself as the "nation's only all radio agency."

The agency was formed in May of this year by Jan Gardner, Ruth Taylor and Bailey Campbell, who "didn't like the stepchild category relegated to radio by many agencies." And, they said, these same agencies used radio as the "foot in the door" for acquisition of big accounts.

Misses Gardner and Taylor are active in the management of the agency while their



MISS GARDNER MISS TAYLOR

partner, Mr. Campbell, is not active in the firm but serves as a sales consultant. Time & Copy now represents 14 advertisers with one national (Tasti-Diet Foods, Stockton, Calif., on a market-by-market basis) and six regional accounts.

A monthly newsletter, *What's New in Time & Copy* contains a choice selection of radio's "best buys" for each station in the Memphis area.

Within an hour after the August issue was delivered to a client, he had called Time & Copy for more details about a "best buy" on an 8:55 a.m. newscast. Within two hours, the client had signed for the newscast.

Miss Taylor reports that the organizational problems in forming Time & Copy were many, but that radio stations accepted the agency from the very beginning. Stations have provided long range merchandising programs utilizing bus cards, billboards, direct mail and other media at little or no extra cost to clients.

The agency's regional accounts include Ashworth Chemical Co. (Lovers Moon cosmetics), G. M. Baird Co. (distributor of Foley rotary power mowers), Tom Holloway Distributing Co. (Sylvania tv), W. L. Roberts Co. (distributor of Amana freezers), Wallace E. Johnson Inc. (real estate) and Cribb's Sausage Co. Local clients are Faulder Distributing Co. (Pabst beer), Paddock Swimming Pools, Downtown Assn. of Memphis, Pryor Oldsmobile Inc., General Home Service (tv and appliance retailer), Automobile Sales Co. (De-Soto-Plymouth) and Sterling Furniture Co.

the first reviewing radio's accomplishments, impact and major areas of influence until 1948; the second, the change of emphasis in some of these areas wrought by tv in the period 1948-56; and finally, the values of radio today "and suggested means of taking advantage of them."

In 1927, there were 722 radio stations operating and as of January 1948, despite the depression and the war, the number mushroomed to 1,621 am stations operating, 374 fm stations and 19 tv stations. Radio homes grew from 6,750,000 (24% of U. S. homes) in 1927 to 94% of U. S. homes in 1948.

Ratings for such programs as *Amos 'n' Andy* and *Major Bowes Amateur Hour* became legend. But as ratings dropped in the ensuing years, audiences grew in number along with an ever increasing number of radio homes. "By 1948 peak 'sets-in-use' had dropped 40%, but in numbers, audiences were vast."

As to radio's power as a political force, the study charts—again with an ever upward swing—the audiences which listened to President Roosevelt (the ratings taken from Hooper reports).

For the section on "radio as a salesman of ideas and goods," a bar graph shows the change in public attitude towards DuPont Co. via its *Cavalcade of America* program on radio. Periodic checks were taken from 1937 to 1940 in a study conducted by the Psychological Corp. It dramatizes visually how, by the fourth check made, the "favorable" attitude had reached 69.4 after having started at 21.0.

From 1948 to 1956 the growth in the number of radio homes continued, with 96.4% of families owning radios in 1956.

Similarly, the number of am radio stations increased in the eight-year span from 2,000 to almost 3,000. But despite this growth, radio moved from the foreground to the background as a mass entertainment medium and in political importance because of the emergence of television, according to BBDO.

With the continued growth of television, the radio sets-in-use level in the evening in 1956 is only 30% of what it was in 1948, 17% of what it was in 1930. With this reduced set usage has arisen a new "peak" time in radio listening—6-6:30 p.m. rather than 9-10 p.m. Nielsen studies for February 1956 show 12.5% sets-in-use at 6-6:30 p.m. as compared with 9.4% for 9-9:30 p.m.

While the evening sets-in-use has declined since 1948, the weekday daytime usage has fallen less sharply—only 29%. Similarly, daytime radio ratings have not dropped as drastically as evening ratings. A revealing comparison is that radio's top five weekday ratings are higher than evening ratings, a complete reversal of the former pattern.

Though the 1952 political conventions demonstrated the public's preference for television, according to the report, radio still ratains its importance as the prime source of news and information. A Politz study in 1953 indicated that in case of hearing about a rumor of a war, 54.8% of respondents said they would turn on the radio to check the report, 15.4% would turn on tv and 7.7% would telephone a newspaper.

Radio's importance as a news medium also is underlined in its sponsorship value. News and current events occupy the largest portion of sponsored network time in the evening—"a far larger portion than the most popular radio program category in 1948."

The report makes the point that "the automobile audience is not the only place where listening outside the home takes place. There are 8 million portable radios and 10 million radios in public places."

It continues: "While daytime radio can reach the housewife at home, it can also reach other family members at work or at play. Both at home and 'abroad' it can reach that elusive market, the teenager, and young men and women from 19 to 25 years of age."

What does all this mean for radio's future?

"It means that the buyer will have to recognize this 'work-a-day' status of radio and the many different needs it answers for many different kinds of people in many different localities," says the BBDO report.

"Except for situations in which network daytime radio is suitable, the emphasis will be on local and regional buys. The influence of the so-called 'powerhouse' stations is virtually a thing of the past. It is no longer possible to achieve effective coverage of one or more states with a single clear-channel station.

"Advertiser and agency will have to approach radio selectively. The days of 'tonnage' buys, where low cost overrides all other considerations, are over. Though price should, of course, be one factor to consider, even saturation campaigns should be examined from every aspect—the type of station, the type of program and the type of audience attracted.

"This also implies variations in the type of commercial copy—not a single appeal for all segments of the market.

"Buying radio will be harder work.

"It means harder work for the seller also. The burden of programming—and the finding out how to program—will lie with the individual station. The station which recognizes this need for qualitative information about its audience and takes steps to provide it will be ahead of the game.

The report then asks "what about networks?"

"Programming for network radio, particularly in the evening, is geared to the need to sell the medium through participations. . . .

"Network radio, while holding on to some of the things that have given it prestige in the past—such as news coverage—has, at the same time, been following along the same music-and-news pattern, with some innovations in short segment programming.

"Use of any one of these network participation plans eliminates the flexibility of local buys and selectivity in reaching special groups. Whether or not this is important depends on the advertiser and the type of message he wants to get across. Here again, 'suitability' is the main factor in determining what form of radio to buy."

Radio Is Better Than Tv Late at Night—WTTM Chief

THE CLAIM that more persons listen to radio between 10:30 p.m. and 1 a.m. than to television during the same period is being made in a talk by Fred E. Walker, WTTM Trenton, N. J., general manager. The talk, entitled "Wake Up at Night," is being presented by Mr. Walker before advertising clubs, agency personnel, and directly to advertisers.

The WTTM general manager declares that "the advertiser who limits his budget to early morning radio and daytime radio is forgetting a few basic habits of life."

"At night the radio advertiser hardly exists," Mr. Walker continues, "in spite of the fact that more people are listening to their radio at this time than are watching television at the same time. Your rating stories will show that television is turned off at either 10:30 or 11 p.m."

To substantiate this claim, Mr. Walker quotes from a Philadelphia Pulse survey of March 1956 which gives radio a total 11 p.m. rating of 11.4 and tv a 9.2 at the same hour.

"One of the main reasons why we obtain this audience is that radio still is looked to as the leader in late night news broadcasting, and radio can sell just as many products and services at night as it can in the morning," he says.

TV HOMES IN U.S. BY COUNTIES

SECOND county-by-county estimates of the distribution of television households among the nation's 3,070 counties and 48 states made by the Advertising Research Foundation are reported in the following tabulation. The listing shows, for each county and state, the total number of households, the total number of television households and the percentage of all households which have tv. County statistics are excerpted from ARF's copyrighted report "U. S. Television Households by Region, State and County—March 1956."

Essentially the same statistical bases are used as in ARF's first report of tv householdls as of June 1955 [B•T, April 30]: Nielsen Coverage Service estimates for small areas of one or more counties and U. S. Census Bureau's current population survey estimates of stated reliability for large geographical regions. Also as in the earlier study, ARF has prepared a table of standard errors which gives a measure of the precision of the estimates, showing how far they may deviate from the results of a complete enumeration and their chances of doing so.

Costs of the study, like those of the earlier one, were underwritten by three network organizations and two trade associations; ABC, CBS, NBC, NARTB and TvB. The report has been approved by ARF's technical committee and by its board of directors, representing the three major segments of advertising: advertisers, agencies and media.

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— Indicates percentage of tv households is under 10%

* Indicates state total includes estimated number of tv households in counties with less than 10% tv set ownership.

State and County	Total Households	TV Households %	TV Households Number
ALABAMA	**803,200**	**55**	**444,070**
Autauga	4,100	35	1,420
Baldwin	11,500	62	7,120
Barbour	6,400	32	2,050
Bibb	3,800	46	1,740
Blount	6,700	58	3,910
Bullock	3,500	39	1,350
Butler	6,400	35	2,240
Calhoun	22,600	58	13,140
Chambers	9,400	46	4,300
Cherokee	3,800	51	1,920
Chilton	6,400	48	3,070
Choctaw	4,200	31	1,320
Clarke	6,200	34	2,120
Clay	2,900	42	1,220
Cleburne	2,600	51	1,320
Coffee	7,100	30	2,120
Colbert	11,300	26	2,920
Conecuh	4,400	28	1,250
Coosa	2,500	42	1,060
Covington	9,900	30	2,960
Crenshaw	4,400	39	1,720
Cullman	11,600	73	8,490
Dale	4,700	36	1,680
Dallas	14,200	40	5,680
De Kalb	11,000	37	4,040
Elmore	7,100	45	3,170
Escambia	7,300	45	3,260
Etowah	27,700	57	15,830
Fayette	4,300	43	1,860
Franklin	6,000	38	2,290
Geneva	5,900	24	1,390
Greene	3,400	29	990
Hale	4,500	29	1,300
Henry	3,700	36	1,330
Houston	12,300	47	5,820
Jackson	8,500	39	3,320
Jefferson	170,500	78	133,390
Lamar	3,500	43	1,520
Lauderdale	15,000	27	4,070
Lawrence	6,100	41	2,510
Lee	11,000	44	4,800
Limestone	8,200	40	3,300
Lowndes	3,500	35	1,210
Macon	6,600	34	2,240
Madison	20,700	42	8,590
Marengo	6,700	36	2,430
Marion	6,400	38	2,450
Marshall	11,500	47	5,350
Mobile	72,700	61	44,570
Monroe	5,300	31	1,650
Montgomery	42,900	72	30,830
Morgan	14,300	56	7,950
Perry	4,000	46	1,840
Pickens	5,000	31	1,530
Pike	7,200	35	2,500
Randolph	4,900	46	2,230
Russell	10,500	46	4,790
Saint Clair	6,300	58	3,680
Shelby	7,500	71	5,320
Sumter	5,100	36	1,850
Talladega	16,100	60	9,660
Tallapoosa	8,700	45	3,920
Tuscaloosa	23,700	58	13,800
Walker	15,200	74	11,280
Washington	3,300	31	1,040
Wilcox	4,600	31	1,440
Winston	3,900	41	1,610
ARIZONA	**292,200**	**58**	**168,460**
Apache	5,900	11	630
Cochise	12,300	21	2,560
Coconino	7,800	20	1,580
Gila	7,600	38	2,920
Graham	3,600	27	960
Greenlee	4,100	27	1,100
Maricopa	143,800	71	101,840
Mohave	2,200	11	240
Navajo	7,500	12	880
Pima	61,400	63	38,610
Pinal	15,000	61	9,140
Santa Cruz	2,600	31	810
Yavapai	6,800	21	1,440
Yuma	11,600	50	5,750
ARKANSAS	**509,600**	**46**	**234,610**
Arkansas	6,800	52	3,540
Ashley	5,400	40	2,160
Baxter	2,400	23	550
Benton	10,800	24	2,580
Boone	4,100	34	1,400
Bradley	3,500	33	1,170
Calhoun	1,500	33	500
Carroll	3,400	26	890
Chicot	5,600	40	2,240
Clark	5,800	41	2,400
Clay	6,200	35	2,150
Cleburne	2,300	17	390
Cleveland	1,900	33	630
Columbia	6,900	40	2,740
Conway	3,900	41	1,590
Craighead	13,400	61	8,170
Crawford	6,100	30	1,850
Crittenden	13,600	51	6,870
Cross	5,900	47	2,790
Dallas	3,000	41	1,240
Desha	6,300	31	1,960
Drew	4,100	37	1,510
Faulkner	5,800	45	2,600
Franklin	2,700	26	710
Fulton	2,000	28	570
Garland	15,800	51	8,120
Grant	2,400	38	900
Greene	7,000	35	2,420
Hempstead	5,600	31	1,740
Hot Springs	7,200	38	2,700
Howard	2,700	48	1,290
Independence	5,500	41	2,250
Izard	1,800	17	310
Jackson	7,100	41	2,900
Jefferson	23,300	48	11,280
Johnson	3,900	28	1,100
Lafayette	3,100	31	970
Lawrence	4,800	46	2,180
Lee	6,300	45	2,820
Lincoln	3,200	37	1,180
Little River	2,700	48	1,300
Logan	4,400	26	1,160
Lonoke	6,300	53	3,320
Madison	2,500	26	660
Marion	1,800	23	420
Miller	10,800	72	7,770
Mississippi	18,400	55	10,030
Monroe	4,900	45	2,190
Montgomery	1,400	31	430
Nevada	3,200	41	1,320
Newton	1,600	26	420
Ouachita	10,800	33	3,550
Perry	1,100	49	540
Phillips	13,200	39	5,120
Pike	2,200	31	680
Poinsett	7,500	52	3,920
Polk	3,500	31	1,090
Pope	5,400	28	1,520
Prairie	3,100	52	1,620
Pulaski	71,300	64	45,550
Randolph	3,100	28	880
St. Francis	8,700	48	4,180
Saline	6,700	49	3,310
Scott	1,800	26	480
Searcy	2,500	23	580
Sebastian	21,900	71	15,530
Sevier	2,300	48	1,110
Sharp	1,900	17	320
Stone	1,500	17	260
Union	15,500	47	7,250
Van Buren	2,100	41	850
Washington	15,500	35	5,410
White	9,800	39	3,790
Woodruff	3,900	47	1,850
Yell	3,200	26	840
CALIFORNIA	**4,312,300**	**74**	**3,177,350**
Alameda	284,800	76	215,730
Alpine	200	46	90
Amador	2,500	47	1,160
Butte	22,000	53	11,610
Calaveras	2,900	47	1,350
Colusa	3,500	47	1,650
Contra Costa	99,300	72	71,870
Del Norte	6,400	29	1,880
Eldorado	5,700	47	2,650
Fresno	94,100	66	62,490
Glenn	4,700	47	2,210
Humboldt	30,600	61	18,570
Imperial	18,000	45	8,100
Inyo	3,900	20	790
Kern	75,700	70	52,620
Kings	13,700	73	10,050
Lake	3,800	47	1,790
Lassen	5,400	14	730
Los Angeles	1,799,600	79	1,421,680
Madera	10,600	71	7,540
Marin	34,900	73	25,300
Mariposa	1,300	46	600
Mendocino	17,200	27	4,600
Merced	24,100	58	13,980
Modoc	3,000	14	400
Mono	800	46	370
Monterey	48,900	63	30,920
Napa	16,100	39	6,350
Nevada	6,200	41	2,520
Orange	121,700	76	91,980
Placer	13,800	57	7,870
Plumas	3,800	41	1,550
Riverside	71,400	66	47,170
Sacramento	119,400	73	87,460
San Benito	4,300	52	2,250
San Bernardino	121,600	72	87,120
San Diego	266,200	78	207,640
San Francisco	277,800	77	213,910
San Joaquin	67,400	71	47,730
San Luis Obispo	20,100	50	9,980
San Mateo	109,600	76	82,840
Santa Barbara	35,000	66	23,120
Santa Clara	133,800	74	98,610
Santa Cruz	24,500	64	15,610
Shasta	13,800	34	4,680
Sierra	800	41	330
Siskiyou	10,200	22	2,230
Solano	38,000	72	27,360
Sonoma	41,900	65	27,400
Stanislaus	42,800	60	25,570
Sutter	8,700	49	4,290
Tehama	6,200	49	3,040
Trinity	2,400	49	1,180
Tulare	42,000	69	28,770
Tuolumne	4,600	46	2,120
Ventura	44,400	77	34,190
Yolo	16,200	46	7,450
Yuba	10,000	43	4,300
COLORADO	**465,900**	**58**	**271,050**
Adams	17,000	78	13,280
Alamosa	2,700	13	360
Arapahoe	22,300	68	15,130
Archuleta	700	20	140
Baca	2,500	18	460
Bent	2,100	18	390
Boulder	15,900	69	11,030
Chaffee	2,100	34	720
Cheyenne	1,100	17	190
Clear Creek	1,200	44	530
Conejos	2,300	13	310
Costilla	1,200	23	270
Crowley	1,400	46	640
Custer	600	39	240
Delta	5,400	24	1,320
Denver	159,100	75	118,800
Dolores	600	13	80
Douglas	1,200	37	450
Eagle	1,100	28	310
Elbert	1,100	37	410
El Paso	33,800	54	18,250
Fremont	5,400	39	2,110
Garfield	3,700	9	340
Gilpin	200	44	90
Grand	1,100	28	310
Gunnison	1,600	13	210
Hinsdale	100	20	20
Huerfano	2,900	23	650
Jackson	700	28	200
Jefferson	25,500	73	18,520
Kiowa	900	17	150
Kit Carson	2,600	17	440
Lake	1,700	34	590
La Plata	4,100	13	520
Larimer	14,600	63	9,200
Las Animas	6,800	23	1,540
Lincoln	1,800	37	670
Logan	5,300	48	2,550
Mesa	13,800	45	6,180
Mineral	200	20	40
Moffat	1,700	13	220
Montezuma	2,900	13	370
Montrose	4,400	21	940
Morgan	5,300	53	2,780
Otero	7,600	46	3,470
Ouray	600	21	130
Park	500	34	170
Phillips	1,500	19	290
Pitkin	500	13	70
Prowers	5,000	18	920
Pueblo	29,200	55	16,120
Rio Blanco	1,700	9	160
Rio Grande	3,500	13	460
Routt	2,600	13	340
Saguache	1,400	13	180
San Juan	400	13	50
San Miguel	700	21	150
Sedgwick	1,500	19	290
Summit	400	28	110
Teller	600	34	210
Washington	2,400	48	1,150
Weld	20,000	71	14,240
Yuma	3,100	19	590
CONNECTICUT	**688,800**	**82**	**565,490**
Fairfield	178,100	83	147,290
Hartford	185,800	82	152,270
Litchfield	34,400	83	28,480
Middlesex	21,800	83	17,990
New Haven	183,000	83	152,620
New London	49,200	76	37,170
Tolland	15,100	81	12,240
Windham	21,400	81	17,430

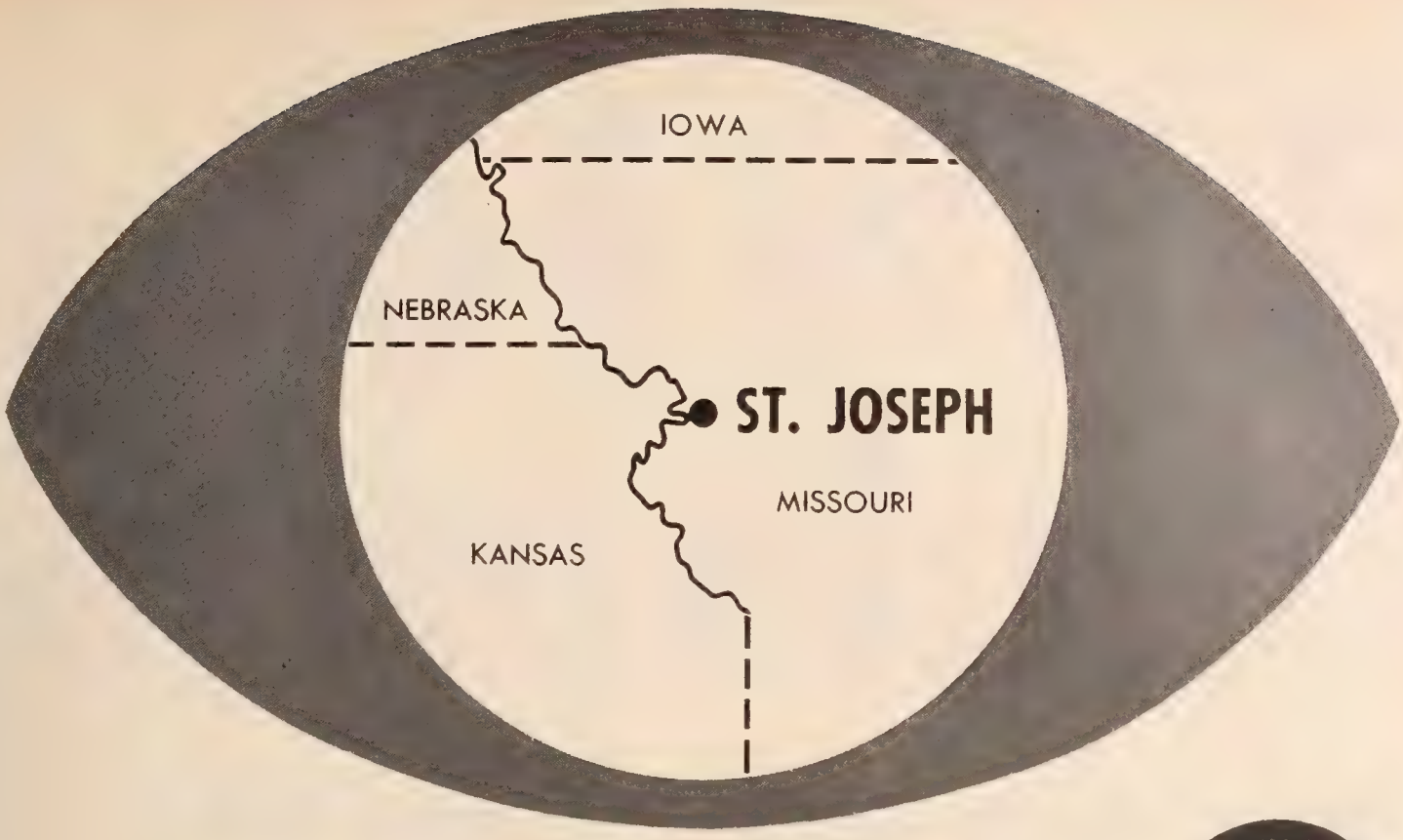
NEXT TELESTATUS: OCT. 15

B•T's monthly TELESTATUS, usually in the first issue of each month, has been rescheduled to Oct. 15 as part of the Anniversary Issue. Thereafter TELESTATUS will revert to its regular publication date. TELESTATUS contains a complete listing of all U. S. and Canadian tv stations along with set counts, facilities, etc. The Tv NETWORK COMPARATIVE SHOWSHEET also is published as part of TELESTATUS.

State and County	Total Households	TV Households %	TV Households Number
DELAWARE	**108,300**	**86**	**92,960**
Kent	13,100	83	10,900
New Castle	73,100	87	63,540
Sussex	22,100	84	18,520
DIST. OF COLUMBIA	**253,000**	**83**	**209,990**
FLORIDA	**1,089,900**	**63**	**687,440**
Alachua	15,600	42	6,520
Baker	1,300	65	850
Bay	15,000	51	7,580
Bradford	2,600	65	1,680
Brevard	14,200	50	7,040
Broward	53,700	81	43,540
Calhoun	1,900	39	740
Charlotte	1,800	51	910
Citrus	1,600	33	530
Clay	4,700	61	2,850
Collier	3,200	51	1,640
Columbia	5,100	43	2,180
Dade	228,200	80	182,160
De Soto	2,300	33	770
Dixie	900	39	350
Duval	111,000	72	79,810
Escambia	43,100	63	27,230
Flagler	1,200	52	630
Franklin	1,400	17	240
Gadsden	7,600	24	1,810
Gilchrist	600	39	230
Glades	700	40	280
Gulf	2,500	39	980
Hamilton	2,200	43	940
Hardee	3,100	33	1,030
Hendry	1,800	40	730
Hernando	2,200	33	730
Highlands	4,500	40	1,820
Hillsborough	95,100	76	72,240
Holmes	2,800	24	680
Indian River	4,400	38	1,660
Jackson	8,200	21	1,730
Jefferson	2,400	31	740
Lafayette	700	39	270
Lake	13,000	50	6,440
Lee	9,700	51	4,910
Leon	14,700	17	2,510
Levy	2,600	33	860
Liberty	700	17	120
Madison	3,200	31	980
Manatee	13,900	58	8,100
Marion	12,800	37	4,740
Martin	3,000	38	1,130
Monroe	14,300	51	7,310
Nassau	3,600	67	2,410
Okaloosa	9,100	46	4,220
Okeechobee	1,100	49	540
Orange	53,700	61	32,810
Osceola	4,300	49	2,120
Palm Beach	51,900	71	36,920
Pasco	7,400	38	2,820
Pinellas	78,400	64	50,470
Polk	45,000	54	24,490
Putnam	7,600	52	3,960
St. Johns	8,400	61	5,100
St. Lucie	7,500	38	2,830
Santa Rosa	5,300	46	2,450
Sarasota	12,600	42	5,240
Seminole	9,700	39	3,770
Sumter	2,800	38	1,070
Suwannee	3,900	43	1,670
Taylor	3,600	31	1,100
Union	900	65	590
Volusia	29,700	37	10,840
Wakulla	1,300	17	210
Walton	3,800	24	910
Washington	2,800	24	680
GEORGIA	**948,900**	**62**	**584,880**
Appling	3,000	30	900
Atkinson	1,700	31	530
Bacon	2,200	54	1,190
Baker	1,100	31	340
Baldwin	5,000	39	1,960
Banks	1,500	56	840
Barrow	3,400	58	1,980
Bartow	7,000	82	5,730
Ben Hill	3,800	30	1,150
Berrien	3,000	31	940
Bibb	36,300	56	20,440
Bleckley	2,200	46	1,020
Brantley	1,500	33	490
Brooks	3,800	20	750
Bryan	1,400	43	600
Bulloch	5,600	37	2,050
Burke	5,500	36	1,990
Butts	2,200	67	1,480
Calhoun	2,000	31	610
Camden	2,300	52	1,200
Candler	1,800	35	620
Carroll	8,600	75	6,420
Catoosa	4,300	67	2,870
Charlton	1,100	52	570
Chatham	47,600	68	32,300
Chattahoochee	1,600	47	750
Chattooga	5,400	64	3,450
Cherokee	5,200	72	3,730
Clarke	10,700	52	5,540
Clay	1,300	40	520
Clayton	7,500	85	6,370
Clinch	1,400	37	520
Cobb	21,200	86	18,190
Coffee	5,500	31	1,720
Colquitt	9,000	34	3,060
Columbia	2,300	64	1,480
Cook	2,900	20	570
Coweta	7,100	60	4,260
Crawford	1,200	47	560
Crisp	4,700	46	2,170
Dade	1,700	64	1,090
Dawson	700	72	500
Decatur	6,200	25	1,570
De Kalb	48,700	84	40,800
Dodge	3,800	46	1,760
Dooly	3,100	46	1,430
Dougherty	14,900	54	7,970
Douglas	3,100	80	2,470
Early	3,900	25	990
Echols	500	37	180
Effingham	2,200	37	800
Elbert	4,400	57	2,510
Emanuel	4,300	27	1,170
Evans	1,500	43	640
Fannin	3,500	41	1,440
Fayette	1,900	85	1,610
Floyd	17,700	63	11,200
Forsyth	2,600	72	1,860
Franklin	3,300	56	1,850
Fulton	150,400	83	124,730
Gilmer	2,400	67	1,600
Glascock	700	51	350
Glynn	9,300	52	4,850
Gordon	4,600	67	3,060
Grady	4,600	25	1,160
Greene	2,800	43	1,200
Gwinnet	8,400	60	5,040
Habersham	4,100	51	2,070
Hall	11,100	83	9,200
Hancock	2,200	39	870
Haralson	3,600	80	2,880
Harris	2,600	51	1,340
Hart	3,200	57	1,830
Heard	1,500	60	900
Henry	3,700	78	2,880
Houston	7,000	54	3,780
Irwin	2,400	31	750
Jackson	4,400	58	2,560
Jasper	1,600	54	870
Jeff Davis	2,400	30	720
Jefferson	4,200	51	2,130
Jenkins	2,300	36	830
Johnson	2,400	33	800
Jones	1,600	39	630
Lamar	2,400	67	1,620
Lanier	1,300	37	480
Laurens	7,500	50	3,720
Lee	1,400	43	600
Liberty	2,100	43	900
Lincoln	1,300	53	700
Long	900	30	270
Lowndes	11,800	29	3,410
Lumpkin	1,500	41	620
McDuffie	2,900	64	1,860
McIntosh	1,600	43	690
Macon	3,100	47	1,450
Madison	2,600	56	1,450
Marion	1,400	47	660
Meriwether	5,100	55	2,790
Miller	2,100	25	530
Mitchell	5,200	25	1,320
Monroe	2,400	67	1,610
Montgomery	1,600	27	440
Morgan	2,500	54	1,360
Murray	2,500	67	1,670
Muscogee	35,100	82	28,690
Newton	5,000	78	3,900
Oconee	1,600	54	870
Oglethorpe	2,200	43	940
Paulding	2,600	80	2,070
Peach	2,900	47	1,360
Pickens	2,200	72	1,580
Pierce	2,300	33	760
Pike	1,800	55	990
Polk	7,900	80	6,330
Pulaski	2,100	46	970
Putnam	1,600	39	630
Quitman	800	40	320
Rabun	1,700	51	860
Randolph	2,900	40	1,170
Richmond	44,200	66	29,270
Rockdale	2,200	78	1,710
Schley	800	47	380
Screven	4,100	36	1,480
Seminole	1,900	25	480
Spalding	8,600	85	7,280
Stephens	4,700	51	2,380
Stewart	2,000	47	940
Sumter	6,200	43	2,680
Talbot	1,800	51	920
Taliaferro	900	53	480
Tattnall	3,400	35	1,170
Taylor	2,200	47	1,030
Telfair	2,700	30	810
Terrell	3,000	43	1,290
Thomas	9,100	34	3,100
Tift	6,200	32	1,950
Toombs	4,100	35	1,420
Towns	1,000	40	400
Treutlen	1,400	27	380
Troup	13,900	61	8,480
Turner	2,500	32	790
Twiggs	1,700	33	560
Union	1,700	41	700
Upson	6,500	51	3,340
Walker	11,300	57	6,440
Walton	4,900	54	2,660
Ware	8,500	54	4,620
Warren	2,100	51	1,060
Washington	4,600	33	1,530
Wayne	3,500	30	1,060
Webster	800	47	380
Wheeler	1,400	30	420
White	1,400	40	560
Whitfield	9,900	79	7,850
Wilcox	2,300	46	1,070
Wilkes	2,700	53	1,440
Wilkinson	2,200	33	730
Worth	4,200	32	1,320
IDAHO	**173,800**	**50**	**87,570**
Ada	24,300	68	16,430
Adams	900	36	320
Bannock	12,300	51	6,270
Bear Lake	1,800	41	740
Benewah	1,500	66	980
Bingham	6,600	56	3,660
Blaine	1,300	38	490
Boise	600	43	260
Bonner	4,400	62	2,720
Bonneville	9,700	69	6,690
Boundary	1,500	62	930
Butte	800	38	300
Camas	300	38	110
Canyon	16,600	48	7,950
Caribou	1,900	41	780
Cassia	3,800	41	1,540
Clark	200	61	120
Clearwater	2,100	49	1,020
Custer	1,000	19	190
Elmore	2,900	52	1,510
Franklin	2,500	41	1,020
Fremont	2,300	61	1,400
Gem	2,200	43	940
Gooding	3,200	40	1,270
Idaho	3,100	22	680
Jefferson	2,700	61	1,650
Jerome	3,300	40	1,310
Kootenai	7,600	66	4,990
Latah	5,900	39	2,280
Lemhi	1,700	19	320
Lewis	1,200	39	460
Lincoln	1,100	40	440
Madison	2,400	61	1,460
Minidoka	2,300	40	920
Nez Perce	7,200	39	2,780
Oneida	1,000	41	410
Owyhee	1,600	52	830
Payette	3,500	43	1,490
Power	900	41	360
Shoshone	6,600	49	3,200
Teton	700	61	430
Twin Falls	12,900	35	4,540
Valley	1,100	36	400
Washington	2,300	43	980
ILLINOIS	**2,983,300**	**82**	**2,445,000**
Adams	22,100	84	18,530
Alexander	7,300	51	3,690
Bond	4,600	81	3,740
Boone	5,600	61	3,430
Brown	2,200	75	1,660
Bureau	12,000	78	9,340
Calhoun	1,700	76	1,280
Carroll	6,300	72	4,530
Cass	4,700	75	3,540
Champaign	33,200	78	25,960
Christian	12,700	73	9,250
Clark	5,500	62	3,410
Clay	5,500	39	2,150
Clinton	6,800	81	5,530
Coles	13,700	62	8,510
Cook	1,554,200	88	1,365,000
Crawford	7,300	63	4,560
Cumberland	3,100	62	1,920
De Kalb	13,100	84	11,040
De Witt	5,300	68	3,580
Douglas	5,200	63	3,280
Du Page	72,900	88	64,230
Edgar	7,800	63	4,910
Edwards	2,800	43	1,200
Effingham	6,500	65	4,210
Fayette	7,100	65	4,600
Ford	5,100	77	3,930
Franklin	16,000	48	7,710
Fulton	14,600	78	11,400
Gallatin	2,700	38	1,030
Greene	6,000	76	4,530
Grundy	6,200	84	5,230
Hamilton	3,800	38	1,450
Hancock	8,400	69	5,770
Hardin	2,100	42	890
Henderson	2,500	81	2,020
Henry	16,200	89	14,370
Iroquois	10,600	59	6,220
Jackson	13,000	64	8,280
Jasper	3,800	63	2,380
Jefferson	12,300	51	6,220
Jersey	4,900	76	3,700
Jo Daviess	6,800	72	4,890
Johnson	2,400	42	1,020
Kane	49,800	91	45,420
Kankakee	21,200	85	18,040
Kendall	3,800	84	3,210
Knox	18,500	84	15,500
Lake	73,000	93	67,500
La Salle	32,800	57	18,560
Lawrence	6,600	51	3,350
Lee	10,400	63	6,520
Livingston	11,100	60	6,680
Logan	8,900	81	7,200
McDonough	9,400	69	6,460
McHenry	18,200	86	15,600
McLean	27,300	62	16,930
Macon	36,200	66	23,960
Macoupin	14,200	78	11,080
Madison	64,400	83	53,390
Marion	13,100	75	9,770
Marshall	4,100	65	2,660
Mason	5,100	57	2,920
Massac	4,900	42	2,070
Menard	2,900	57	1,660
Mercer	5,400	81	4,370
Monroe	4,100	84	3,430
Montgomery	10,600	61	6,410
Morgan	10,200	66	6,680
Moultrie	4,100	66	2,700
Ogle	11,000	61	6,730
Peoria	59,100	85	50,000
Perry	6,800	66	4,460
Platt	4,300	68	2,900
Pike	7,000	75	5,220
Pope	1,500	42	640
Pulaski	4,500	51	2,280
Putnam	1,300	65	840
Randolph	8,400	83	6,960
Richland	6,300	43	2,700
Rock Island	45,500	89	40,540
St. Clair	69,300	87	60,430
Saline	10,900	61	6,590
Sangamon	46,100	69	31,720
Schuyler	3,100	75	2,330
Scott	2,300	75	1,720
Shelby	7,700	66	5,070
Stark	2,600	65	1,690
Stephenson	14,400	82	11,740
Tazewell	27,600	88	24,360
Union	5,500	51	2,780
Vermilion	29,300	65	18,960
Wabash	4,700	51	2,390
Warren	8,000	81	6,470
Washington	4,600	66	3,010
Wayne	7,600	39	2,960
White	6,800	38	2,590
Whiteside	16,800	87	14,650
Will	44,700	87	38,670
Williamson	16,800	55	9,240
Winnebago	55,100	79	43,750
Woodford	6,800	65	4,420
INDIANA	**1,348,000**	**80**	**1,073,630**
Adams	6,800	73	4,980
Allen	65,100	85	55,070
Bartholomew	13,400	87	11,630
Benton	3,200	78	2,490
Blackford	4,200	58	2,450
Boone	8,300	88	7,300
Brown	1,500	65	970
Carroll	5,300	65	3,430
Cass	12,300	82	10,140
Clark	17,300	84	14,510
Clay	7,800	61	4,730
Clinton	10,200	83	8,490
Crawford	2,600	58	1,520
Daviess	8,400	63	5,300
Dearborn	8,000	89	7,130
Decatur	5,700	78	4,440
Dekalb	8,600	84	7,220
Delaware	33,500	82	27,500
Dubois	6,900	55	3,790
Elkhart	29,900	65	19,290
Fayette	7,800	75	5.880
Floyd	15,800	87	13,730
Fountain	5,900	74	4,360
Franklin	4,600	75	3,470
Fulton	5,400	75	4,070
Gibson	9,700	56	5,460
Grant	20,800	82	17,100
Greene	9,100	83	7,520
Hamilton	9,800	89	8,700
Hancock	7,200	85	6,140
Harrison	5,300	66	3,470
Hendricks	11,700	81	9,480
Henry	14,900	70	10,460
Howard	19,100	87	16,560
Huntington	10,600	61	6,500
Jackson	9,000	65	5,840
Jasper	5,400	78	4,210
Jay	7,600	58	4,440
Jefferson	6,400	82	5,220
Jennings	4,200	80	3,340
Johnson	10,700	83	8,880
Knox	14,100	83	11,760
Kosciusko	11,200	64	7,160
La Grange	4,500	62	2,790
Lake	136,900	88	120,470
La Porte	26,600	85	22,530
Lawrence	11,000	82	9,060
Madison	36,900	89	32,880
Marion	197,600	87	172,310
Marshall	9,900	75	7,450
Martin	3,100	63	1,950
Miami	9,500	58	5,510
Monroe	14,700	83	12,130
Montgomery	9,800	87	8,480
Morgan	9,800	88	8,580
Newton	3,500	78	2,730
Noble	8,100	84	6,810
Ohio	1,200	89	1,070
Orange	5,000	58	2,910
Owen	3,600	83	2,980
Parke	4,800	72	3,430
Perry	5,100	58	2,970
Pike	4,500	56	2,500
Porter	13,800	89	12,290
Posey	6,100	77	4,700
Pulaski	4,000	75	2,990
Putnam	6,900	61	4,180
Randolph	9,100	82	7,470
Ripley	6,000	80	4,770
Rush	6,200	78	4,830
St. Joseph	72,300	86	61,820
Scott	4,300	82	3,510

State and County	Total Households	TV Households %	TV Households Number
Shelby	9,800	85	8,360
Spencer	3,900	55	2,140
Starke	5,200	75	3,890
Steuben	4,900	62	3,040
Sullivan	6,400	69	4,410
Switzerland	2,000	89	1,780
Tippecanoe	23,900	66	15,650
Tipton	4,800	71	3,420
Union	1,600	75	1,210
Vanderburgh	56,800	64	36,070
Vermillion	6,600	72	4,720
Vigo	35,400	87	30,620
Wabash	9,700	58	5,630
Warren	2,500	74	1,850
Warrick	7,100	56	3,950
Washington	5,100	66	3,340
Wayne	23,500	74	17,440
Wells	6,300	73	4,610
White	6,000	65	3,890
Whitley	6,400	84	5,380
IOWA	**830,600**	**77**	**635,180**
Adair	3,900	60	2,340
Adams	2,600	60	1,560
Allamakee	4,600	55	2,510
Appanoose	6,000	53	3,150
Audubon	3,500	85	2,970
Benton	7,100	85	6,000
Black Hawk	34,500	85	29,260
Boone	8,200	80	6,530
Bremer	5,700	71	4,060
Buchanan	6,000	87	5,240
Buena Vista	7,100	62	4,400
Butler	5,400	71	3,840
Calhoun	5,300	58	3,060
Carroll	6,500	82	5,340
Cass	6,200	84	5,230
Cedar	5,500	88	4,860
Cerro Gordo	14,700	84	12,390
Cherokee	5,200	83	4,290
Chickasaw	4,400	60	2,630
Clarke	3,000	49	1,480
Clay	6,100	55	3,330
Clayton	6,500	55	3,540
Clinton	16,200	90	14,610
Crawford	5,500	82	4,510
Dallas	7,700	81	6,200
Davis	2,900	63	1,830
Decatur	3,700	51	1,880
Delaware	5,100	87	4,460
Des Moines	14,500	84	12,220
Dickinson	4,000	55	2,180
Dubuque	20,600	79	16,230
Emmet	4,200	48	2,020
Fayette	8,100	56	4,570
Floyd	7,000	60	4,190
Franklin	5,100	74	3,790
Fremont	3,500	84	2,930
Greene	4,800	80	3,820
Grundy	4,300	78	3,340
Guthrie	4,400	81	3,540
Hamilton	6,300	86	5,430
Hancock	4,300	67	2,870
Hardin	7,400	86	6,380
Harrison	5,600	88	4,940
Henry	5,600	65	3,630
Howard	3,900	51	1,970
Humboldt	4,000	52	2,070
Ida	3,200	83	2,640
Iowa	4,800	68	3,240
Jackson	5,600	81	4,530
Jasper	10,200	85	8,630
Jefferson	5,000	65	3,250
Johnson	13,200	63	8,330
Jones	5,700	81	4,610
Keokuk	5,500	68	3,710
Kossuth	7,400	52	3,860
Lee	13,500	58	7,790
Linn	37,500	86	32,360
Louisa	3,200	68	2,170
Lucas	3,700	49	1,820
Lyon	4,200	82	3,430
Madison	4,200	79	3,310
Mahaska	7,800	60	4,670
Marion	7,500	85	6,360
Marshall	11,200	83	9,320
Mills	3,500	81	2,840
Mitchell	4,100	70	2,860
Monona	4,900	88	4,320
Monroe	3,100	53	1,630
Montgomery	5,100	81	4,130
Muscatine	10,800	88	9,460
O'Brien	6,000	63	3,790
Osceola	2,900	63	1,830
Page	7,200	84	6,030
Palo Alto	4,300	48	2,070
Plymouth	6,700	82	5,470
Pocahontas	4,400	52	2,270
Polk	82,000	86	70,110
Pottawattamie	21,800	83	18,140
Powesheik	5,700	60	3,420
Ringgold	3,000	62	1,870
Sac	5,400	62	3,340
Scott	33,800	90	30,520
Shelby	4,400	85	3,740
Sioux	7,300	82	5,970
Story	13,400	83	11,140
Tama	6,900	78	5,360
Taylor	3,900	62	2,430
Union	5,600	60	3,350
Van Buren	3,600	63	2,270
Wapello	15,200	57	8,660
Warren	5,300	79	4,180
Washington	6,300	68	4,270
Wayne	3,700	51	1,870
Webster	13,900	86	11,930
Winnebago	3,900	67	2,610
Winneshiek	6,500	51	3,280
Woodbury	36,400	86	31,450
Worth	3,200	70	2,240
Wright	6,300	74	4,680
KANSAS	**688,900**	**63**	**435,330**
Allen	6,000	50	3,020
Anderson	3,300	45	1,490
Atchison	6,600	74	4,900
Barber	3,000	56	1,680
Barton	11,200	84	9,390
Bourbon	6,200	50	3,120
Brown	5,000	60	3,010
Butler	12,400	62	7,710
Chase	1,600	55	870
Chautauqua	2,200	44	960
Cherokee	8,100	54	4,340
Cheyenne	1,500	22	330
Clark	1,100	34	380
Clay	3,800	45	1,710
Cloud	5,300	37	1,940
Coffey	2,700	45	1,220
Comanche	1,200	56	670
Cowley	12,200	55	6,710
Crawford	15,200	55	8,360
Decatur	2,300	37	840
Dickinson	7,400	37	2,750
Doniphan	3,400	74	2,530
Douglas	11,000	58	6,340
Edwards	2,000	64	1,280
Elk	2,000	44	870
Ellis	5,300	53	2,780
Ellsworth	3,000	49	1,480
Finney	4,200	29	1,210
Ford	6,400	34	2,180
Franklin	6,700	66	4,430
Geary	6,200	37	2,300
Gove	1,000	31	310
Graham	1,600	37	590
Grant	1,500	16	240
Gray	1,300	34	440
Greeley	600	22	130
Greenwood	4,300	44	1,870
Hamilton	800	14	120
Harper	3,500	56	1,950
Harvey	7,700	65	4,990
Haskell	800	16	130
Hodgeman	900	64	580
Jackson	3,500	60	2,110
Jefferson	3,700	60	2,220
Jewell	2,900	37	1,060
Johnson	38,600	84	32,310
Kearny	900	16	140
Kingman	3,500	56	1,950
Kiowa	1,400	56	790
Labette	10,500	50	5,220
Lane	1,000	29	290
Leavenworth	10,900	84	9,170
Lincoln	2,000	49	990
Linn	3,200	63	2,030
Logan	1,200	20	240
Lyon	8,000	47	3,760
McPherson	7,600	62	4,720
Marion	5,300	55	2,900
Marshall	5,900	42	2,470
Meade	1,500	34	510
Miami	6,400	63	4,060
Mitchell	3,000	37	1,100
Montgomery	16,900	53	8,940
Morris	2,500	55	1,370
Morton	900	14	130
Nemaha	4,300	60	2,590
Neosho	6,800	54	3,650
Ness	2,100	29	610
Norton	2,900	37	1,060
Osage	4,500	66	2,980
Osborne	2,600	42	1,090
Ottawa	2,500	49	1,240
Pawnee	3,100	64	1,980
Phillips	3,700	42	1,560
Pottawatomie	3,800	42	1,590
Pratt	4,100	56	2,300
Rawlins	1,600	20	320
Reno	19,400	82	15,930
Republic	3,700	45	1,660
Rice	5,100	62	3,170
Riley	7,800	38	2,970
Rooks	3,200	42	1,340
Rush	2,200	53	1,160
Russell	4,100	53	2,150
Saline	13,700	51	7,040
Scott	1,300	29	380
Sedgwick	106,500	78	83,500
Seward	3,700	16	590
Shawnee	42,300	82	34,770
Sheridan	1,100	37	400
Sherman	2,200	22	480
Smith	2,800	42	1,180
Stafford	2,800	64	1,790
Stanton	500	14	70
Stevens	1,200	14	170
Sumner	9,000	56	5,010
Thomas	2,400	20	470
Trego	1,600	31	490
Wabaunsee	2,200	47	1,040
Wallace	700	22	150
Washington	4,100	45	1,840
Wichita	800	20	160
Wilson	5,100	54	2,730
Woodson	2,000	45	910
Wyandotte	61,600	85	52,180
KENTUCKY	**811,900**	**57**	**463,810**
Adair	3,600	44	1,580
Allen	3,800	41	1,540
Anderson	2,200	56	1,220
Ballard	3,500	37	1,280
Barren	8,600	41	3,480
Bath	2,500	32	790
Bell	8,500	38	3,230
Boone	4,700	83	3,880
Bourbon	5,000	50	2,490
Boyd	15,400	85	13,060
Boyle	5,600	47	2,650
Bracken	2,800	72	2,020
Breathitt	3,500	29	1,010
Breckinridge	3,900	64	2,480
Bullitt	3,800	84	3,190
Butler	2,300	36	830
Caldwell	4,200	29	1,200
Calloway	4,700	37	1,730
Campbell	25,800	87	22,360
Carlisle	1,800	37	660
Carroll	2,500	83	2,070
Carter	5,700	71	4,050
Casey	3,300	39	1,290
Christian	16,600	48	7,900
Clark	6,000	32	1,910
Clay	3,900	21	810
Clinton	1,900	21	390
Crittenden	2,500	29	720
Cumberland	2,100	37	770
Daviess	17,000	57	9,720
Edmonson	1,900	40	770
Elliott	1,400	71	1,000
Estill	2,700	22	590
Fayette	33,400	45	14,900
Fleming	2,900	46	1,330
Floyd	9,200	59	5,390
Franklin	7,700	57	4,390
Fulton	3,500	37	1,280
Gallatin	1,100	83	910
Garrard	3,200	47	1,510
Grant	3,100	83	2,560
Graves	10,400	27	2,830
Grayson	4,400	40	1,770
Green	2,500	44	1,100
Greenup	7,000	71	4,980
Hancock	1,500	64	950
Hardin	11,100	68	7,580
Harlan	15,600	44	6,930
Harrison	4,900	58	2,840
Hart	3,600	40	1,450
Henderson	10,200	52	5,260
Henry	3,200	61	1,950
Hickman	2,100	37	770
Hopkins	12,200	33	4,000
Jackson	2,500	20	490
Jefferson	168,100	85	142,890
Jessamine	4,000	47	1,890
Johnson	4,400	55	2,410
Kenton	35,500	90	31,900
Knott	3,200	29	920
Knox	6,200	22	1,360
Larue	2,900	44	1,270
Laurel	6,000	20	1,180
Lawrence	3,700	55	2,040
Lee	1,800	25	440
Leslie	3,000	21	630
Letcher	6,700	27	1,790
Lewis	3,100	46	1,410
Lincoln	5,000	39	1,950
Livingston	2,100	29	600
Logan	6,800	52	3,520
Lyon	1,900	37	700
McCracken	23,400	40	9,350
McCreary	2,800	32	890
McLean	3,300	36	1,190
Madison	9,200	22	2,020
Magoffin	2,400	29	690
Marion	3,400	56	1,890
Marshall	4,700	37	1,740
Martin	2,300	55	1,270
Mason	5,800	72	4,190
Meade	2,100	64	1,340
Menifee	900	22	200
Mercer	4,100	47	1,940
Metcalfe	1,700	37	620
Monroe	2,800	37	1,030
Montgomery	2,500	32	790
Morgan	2,200	25	540
Muhlenberg	7,700	36	2,770
Nelson	4,800	84	4,030
Nicholas	2,100	50	1,050
Ohio	4,800	36	1,720
Oldham	2,700	61	1,640
Owen	2,500	57	1,430
Owsley	1,400	21	290
Pendleton	2,900	72	2,090
Perry	7,600	28	2,150
Pike	15,100	46	7,010
Powell	1,600	22	350
Pulaski	8,600	23	2,000
Robertson	700	72	500
Rockcastle	2,600	20	510
Rowan	2,700	46	1,240
Russell	2,600	39	1,020
Scott	4,300	58	2,490
Shelby	6,000	61	3,650
Simpson	3,800	52	1,960
Spencer	1,400	84	1,180
Taylor	3,900	44	1,700
Todd	3,400	52	1,760
Trigg	2,000	37	740
Trimble	1,700	61	1,030
Union	3,500	34	1,170
Warren	12,900	46	5,880
Washington	2,800	56	1,560
Wayne	3,400	21	710
Webster	4,400	34	1,480
Whitley	6,400	32	2,040
Wolfe	1,300	25	320
Woodford	3,300	58	1,910
LOUISIANA	**804,400**	**61**	**488,110**
Acadia	12,700	31	3,920
Allen	5,300	39	2,090
Ascension	6,000	46	2,770
Assumption	4,000	34	1,360
Avoyelles	10,300	34	3,480
Beauregard	5,400	39	2,120
Bienville	4,400	36	1,570
Bossier	12,700	61	7,750
Caddo	58,900	76	44,850
Calcasieu	33,300	51	17,120
Caldwell	2,600	45	1,160
Cameron	1,300	40	520
Catahoula	2,700	36	960
Claiborne	6,200	36	2,220
Concordia	3,800	36	1,350
De Soto	5,800	54	3,130
E. Baton Rouge	58,700	64	37,710
East Carroll	3,900	47	1,850
E. Feliciana	3,300	33	1,080
Evangeline	8,700	27	2,380
Franklin	7,100	42	3,010
Grant	3,400	49	1,670
Iberia	11,100	44	4,840
Iberville	7,100	38	2,670
Jackson	3,600	49	1,770
Jefferson	42,500	81	34,420
Jeff Davis	7,200	40	2,910
Lafayette	17,700	49	8,580
Lafourche	11,100	64	7,140
La Salle	3,800	45	1,700
Lincoln	6,700	42	2,780
Livingston	5,500	46	2,540
Madison	4,500	47	2,130
Morehouse	8,900	37	3,320
Natchitoches	9,300	36	3,350
Orleans	183,700	82	150,540
Ouachita	24,500	60	14,750
Plaquemines	3,600	73	2,640
Pointe Coupee	5,200	33	1,700
Rapides	28,100	54	15,300
Red River	2,700	54	1,450
Richland	6,400	64	4,090
Sabine	5,100	28	1,430
St. Bernard	3,500	80	2,790
St. Charles	3,600	61	2,190
St. Helena	2,400	33	780
St. James	3,500	61	2,130
St. John Bapt.	3,400	61	2,070
St. Landry	20,000	30	5,980
St. Martin	6,100	34	2,080
St. Mary	10,100	44	4,400
St. Tammany	8,000	61	4,860
Tangipahoa	15,800	74	11,690
Tensas	3,200	47	1,510
Terrebonne	11,600	72	8,390
Union	4,700	42	1,950
Vermilion	10,000	28	2,830
Vernon	5,900	28	1,650
Washington	10,800	65	7,020
Webster	10,100	54	5,420
W. Baton Rouge	3,200	38	1,210
West Carroll	3,700	64	2,370
W. Feliciana	1,600	33	520
Winn	4,400	49	2,150
MAINE	**263,200**	**72**	**188,510**
Androscoggin	24,900	84	20,970
Aroostook	24,400	37	9,120
Cumberland	51,800	77	39,890
Franklin	5,700	63	3,600
Hancock	10,100	61	6,150
Kennebec	23,800	81	19,370
Knox	8,600	71	6,090
Lincoln	5,300	81	4,270
Oxford	12,100	73	8,810
Penobscot	30,000	78	23,520
Piscataquis	5,100	72	3,660
Sagadahoc	6,300	81	5,080
Somerset	11,200	49	5,470
Waldo	6,200	71	4,390
Washington	9,800	57	5,610
York	27,900	81	22,510
MARYLAND	**748,700**	**81**	**607,820**
Allegany	26,500	51	13,590
Anne Arundel	40,000	85	34,080
Baltimore	371,300	84	311,620
Calvert	3,100	77	2,400
Caroline	5,400	82	4,410
Carroll	12,000	85	10,200
Cecil	9,800	78	7,600
Charles	6,100	77	4,720
Dorchester	8,000	79	6,330
Frederick	18,500	79	14,540
Garrett	5,100	42	2,140
Harford	16,600	83	13,780
Howard	6,800	81	5,470
Kent	3,900	82	3,180
Montgomery	71,800	88	62,940
Prince Georges	75,000	87	65,350
Queen Annes	4,100	82	3,340
St. Marys	8,600	77	6,640
Somerset	5,800	37	2,160
Talbot	6,000	79	4,740
Washington	23,900	68	16,250
Wicomico	12,700	75	9,550
Worcester	7,500	37	2,790
MASSACHUSETTS	**1,474,200**	**82**	**1,212,460**
Barnstable	17,700	81	14,300
Berkshire	42,500	82	34,850
Bristol	124,800	82	102,340
Dukes	1,900	78	1,480
Essex	171,900	84	144,150
Franklin	17,800	70	12,470
Hampden	120,500	80	96,400
Hampshire	25,600	72	18,410

State and County	Total Households	TV Households %	TV Households Number
Middlesex	329,700	82	270,350
Nantucket	1,100	78	850
Norfolk	132,700	83	109,740
Plymouth	65,400	85	55,590
Suffolk	249,900	84	209,920
Worcester	172,700	82	141,610
MICHIGAN	**2,148,000**	**84**	**1,805,000**
Alcona	1,600	61	970
Alger	2,800	36	1,000
Allegan	15,700	83	13,080
Alpena	6,800	28	1,910
Antrim	3,500	52	1,830
Arenac	2,800	69	1,930
Baraga	2,300	40	910
Barry	9,100	83	7,550
Bay	28,700	85	24,370
Benzie	2,500	54	1,360
Berrien	43,100	86	36,850
Branch	10,100	64	6,450
Calhoun	41,400	85	35,190
Cass	10,700	80	8,530
Charlevoix	4,000	43	1,700
Cheboygan	8,800	42	3,720
Chippewa	3,800	43	1,620
Clare	3,500	76	2,660
Clinton	9,700	85	8,220
Crawford	1,300	60	780
Delta	9,500	49	4,690
Dickinson	7,600	62	4,710
Eaton	13,700	77	10,550
Emmet	4,800	43	2,040
Genesee	99,100	79	78,590
Gladwin	2,500	76	1,900
Gogebic	8,200	45	3,720
Gr. Traverse	8,700	54	4,730
Gratiot	10,300	83	8,560
Hillsdale	12,200	56	6,840
Houghton	11,300	20	2,240
Huron	9,400	82	7,740
Ingham	60,800	86	52,040
Ionia	11,500	82	9,480
Iosco	3,900	69	2,690
Iron	5,600	40	2,220
Isabella	8,200	76	6,230
Jackson	35,900	85	30,440
Kalamazoo	44,600	88	39,290
Kalkaska	1,400	52	730
Kent	100,700	86	86,100
Keweenaw	700	40	280
Lake	1,800	75	1,360
Lapeer	10,600	82	8,720
Leelanau	2,500	54	1,360
Lenawee	22,200	84	18,670
Livingston	9,100	85	7,720
Luce	1,600	36	580
Mackinac	2,600	42	1,100
Macomb	71,800	92	66,060
Manistee	6,400	57	3,640
Marquette	15,000	34	5,120
Mason	6,600	54	3,550
Mecosta	5,600	82	4,570
Menominee	7,700	62	4,780
Midland	11,900	73	8,710
Missaukee	2,100	52	1,090
Monroe	25,600	87	22,350
Montcalm	10,700	85	9,110
Montmorency	1,200	28	340
Muskegon	42,100	89	37,550
Newaygo	7,000	75	5,270
Oakland	158,400	89	140,400
Oceana	5,200	54	2,790
Ogemaw	2,800	61	1,700
Ontonagon	2,900	45	1,310
Osceola	4,200	82	3,420
Oscoda	1,000	61	610
Otsego	1,700	60	1,020
Ottawa	25,300	83	21,000
Presque Isle	2,900	28	820
Roscommon	2,600	60	1,550
Saginaw	50,000	85	42,300
St. Clair	31,300	85	26,610
St. Joseph	12,400	84	10,440
Sanilac	9,400	72	6,810
Schoolcraft	2,500	36	900
Shiawassee	15,100	85	12,850
Tuscola	11,800	80	9,400
Van Buren	14,100	83	11,750
Washtenaw	42,300	85	35,870
Wayne	799,300	92	732,000
Wexford	5,900	57	3,360
MINNESOTA	**929,200**	**71**	**661,450**
Aitkin	3,800	57	2,160
Anoka	14,400	88	12,640
Becker	6,800	49	3,320
Beltrami	7,100	21	1,510
Benton	4,100	45	1,850
Big Stone	2,500	35	880
Blue Earth	11,600	88	10,160
Brown	7,600	68	5,190
Carlton	6,800	56	3,800
Carver	5,100	84	4,300
Cass	5,500	24	1,300
Chippewa	4,800	37	1,770
Chisago	3,900	83	3,230
Clay	9,900	78	7,730
Clearwater	2,600	21	550
Cook	900	51	460
Cottonwood	4,600	52	2,400
Crow Wing	9,500	35	3,280
Dakota	15,800	86	13,600
Dodge	3,600	68	2,460
Douglas	6,300	30	1,900
Faribault	7,100	53	3,760
Fillmore	7,300	56	4,080
Freeborn	10,600	76	8,000
Goodhue	10,100	83	8,390
Grant	2,700	35	950
Hennepin	234,200	88	205,100
Houston	4,200	56	2,340
Hubbard	3,200	24	760
Isanti	2,700	83	2,230
Itasca	11,900	50	5,950
Jackson	4,600	70	3,210
Kanabec	2,400	57	1,360
Kandiyohi	8,300	63	5,260
Kittson	2,500	33	830
Koochiching	5,000	24	1,190
Lac Qui Parle	3,900	37	1,440
Lake	3,900	51	1,980
Lake of Woods	1,200	24	290
Le Sueur	5,900	65	3,860
Lincoln	2,900	44	1,270
Lyon	6,600	44	2,890
McLeod	7,000	76	5,310
Mahnomen	1,500	49	730
Marshall	4,200	33	1,380
Martin	7,900	53	4,180
Meeker	5,400	63	3,430
Mille Lacs	4,900	45	2,210
Morrison	6,900	36	2,480
Mower	12,800	76	9,730
Murray	4,500	61	2,730
Nicollet	5,500	68	3,760
Nobles	6,600	70	4,610
Norman	3,200	49	1,560
Olmsted	13,800	84	11,620
Otter Tail	13,500	39	5,210
Pennington	3,700	43	1,580
Pine	3,500	30	1,050
Pipestone	4,900	56	2,730
Polk	4,300	61	2,600
Pope	10,400	40	4,150
Ramsey	119,400	86	103,160
Red Lake	1,600	43	690
Redwood	6,400	58	3,700
Renville	6,800	58	3,930
Rice	9,600	83	7,970
Rock	2,800	61	1,690
Roseau	3,900	33	1,290
St. Louis	68,200	75	51,150
Scott	4,500	84	3,800
Sherburne	2,400	75	1,790
Sibley	3,900	76	2,960
Stearns	18,900	72	13,680
Steele	5,900	68	4,030
Stevens	3,100	35	1,080
Swift	4,400	37	1,620
Todd	6,800	36	2,450
Traverse	2,100	35	740
Wabasha	4,900	75	3,670
Wadena	3,500	24	830
Waseca	4,900	65	3,200
Washington	11,300	85	9,610
Watonwan	4,100	52	2,130
Wilkin	2,400	78	1,880
Winona	11,800	48	5,690
Wright	8,000	75	5,970
Yellow Med	4,700	44	2,060
MISSISSIPPI	**558,600**	**38**	**211,820**
Adams	9,400	30	2,850
Alcorn	7,500	34	2,530
Amite	4,300	25	1,080
Attala	6,000	37	2,220
Benton	2,000	35	690
Bolivar	15,600	24	3,730
Calhoun	4,100	18	730
Carroll	3,100	27	820
Chickasaw	4,300	18	770
Choctaw	2,500	22	560
Claiborne	2,700	39	1,050
Clarke	4,400	39	1,700
Clay	4,000	22	890
Coahoma	14,400	27	3,840
Copiah	7,300	34	2,450
Covington	3,400	36	1,230
De Soto	5,500	50	2,760
Forrest	14,000	30	4,200
Franklin	2,500	39	970
George	2,500	34	850
Greene	1,800	34	620
Grenada	4,600	27	1,250
Hancock	2,900	65	1,870
Harrison	30,400	50	15,200
Hinds	44,000	63	27,760
Holmes	7,300	34	2,490
Humphreys	5,000	40	2,020
Issaquena	1,100	40	440
Itawamba	4,000	32	1,260
Jackson	10,900	71	7,730
Jasper	4,100	49	2,000
Jefferson	2,500	39	970
Jeff Davis	3,600	36	1,310
Jones	16,900	43	7,200
Kemper	3,000	36	1,070
Lafayette	5,100	27	1,390
Lamar	3,300	32	1,040
Lauderdale	19,400	54	10,530
Lawrence	2,700	36	980
Leake	4,900	37	1,810
Lee	10,900	45	4,870
Leflore	12,800	22	2,830
Lincoln	7,400	38	2,780
Lowndes	10,300	13	1,360
Madison	7,300	38	2,790
Marion	6,000	32	1,890
Marshall	5,400	35	1,870
Monroe	9,300	26	2,430
Montgomery	3,500	27	930
Neshoba	6,000	36	2,130
Newton	5,300	49	2,580
Noxubee	4,000	30	1,220
Oktibbeha	6,000	22	1,340
Panola	7,100	50	3,520
Pearl River	5,500	65	3,560
Perry	2,100	28	590
Pike	9,100	32	2,890
Pontotoc	4,800	29	1,370
Prentiss	4,800	32	1,520
Quitman	6,000	40	2,390
Rankin	5,800	37	2,120
Scott	5,000	37	1,830
Sharkey	2,700	40	1,090
Simpson	5,100	37	1,870
Smith	3,500	37	1,280
Stone	1,500	28	420
Sunflower	12,600	14	1,760
Tallahatchie	7,000	29	2,000
Tate	4,000	50	2,010
Tippah	3,900	35	1,350
Tishomingo	3,800	34	1,280
Tunica	5,100	40	2,040
Union	5,300	29	1,520
Walthall	3,200	32	1,010
Warren	12,700	45	5,680
Washington	20,600	30	6,140
Wayne	3,600	39	1,400
Webster	2,500	27	670
Wilkinson	3,000	25	750
Winston	5,100	30	1,550
Yalobusha	3,500	27	950
Yazoo	8,500	40	3,380
MISSOURI	**1,332,500**	**73**	**973,720**
Adair	6,800	45	3,070
Andrew	3,900	65	2,520
Atchison	3,400	50	1,680
Audrain	8,400	56	4,680
Barry	6,600	47	3,130
Barton	4,300	47	2,010
Bates	6,200	51	3,180
Benton	2,500	59	1,480
Bollinger	3,000	53	1,600
Boone	14,400	58	8,310
Buchanan	32,700	78	25,380
Butler	12,000	42	5,020
Caldwell	3,500	65	2,260
Callaway	6,500	56	3,620
Camden	2,400	54	1,300
Cpe. Girardeau	12,300	60	7,390
Carroll	5,100	55	2,810
Carter	1,400	32	450
Cass	6,600	61	4,050
Cedar	3,700	47	1,720
Chariton	4,800	40	1,930
Christian	3,900	50	1,960
Clark	2,800	61	1,700
Clay	19,700	89	17,590
Clinton	3,900	78	3,060
Cole	10,300	69	7,110
Cooper	5,200	53	2,750
Crawford	3,500	41	1,420
Dade	2,900	47	1,350
Dallas	3,100	54	1,670
Daviess	3,700	65	2,390
De Kalb	2,800	65	1,810
Dent	3,200	50	1,590
Douglas	3,600	44	1,590
Dunklin	13,000	50	6,490
Franklin	11,800	59	7,000
Gasconade	4,100	53	2,160
Gentry	3,400	54	1,830
Greene	39,800	83	32,990
Grundy	4,500	61	2,730
Harrison	4,400	54	2,360
Henry	6,700	59	3,960
Hickory	1,800	59	1,070
Holt	3,000	50	1,490
Howard	3,600	51	1,850
Howell	7,200	27	1,930
Iron	2,400	41	970
Jackson	201,000	88	177,690
Jasper	29,100	70	20,360
Jefferson	12,800	82	10,530
Johnson	7,800	61	4,790
Knox	2,500	61	1,520
Laclede	6,200	54	3,370
Lafayette	7,900	68	5,370
Lawrence	7,800	47	3,700
Lewis	3,600	61	2,200
Lincoln	4,900	73	3,560
Linn	6,600	40	2,650
Livingston	5,300	61	3,220
McDonald	4,300	53	2,300
Macon	6,000	56	3,370
Madison	3,200	53	1,700
Maries	2,000	53	1,050
Marion	10,300	84	8,650
Mercer	2,400	54	1,290
Miller	4,200	53	2,210
Mississippi	6,200	45	2,760
Moniteau	3,500	53	1,850
Monroe	3,800	65	2,490
Montgomery	3,900	73	2,830
Morgan	3,000	53	1,590
New Madrid	10,600	46	4,830
Newton	9,100	53	4,860
Nodaway	7,600	50	3,760
Oregon	3,400	23	780
Osage	2,900	53	1,520
Ozark	2,300	44	1,020
Pemiscot	12,500	52	6,530
Perry	4,200	64	2,690
Pettis	11,900	59	6,960
Phelps	7,400	50	3,680
Pike	5,900	65	3,850
Platte	5,200	78	4,070
Polk	5,200	54	2,810
Pulaski	3,200	54	1,740
Putnam	2,800	45	1,270
Ralls	2,500	65	1,640
Randolph	8,200	51	4,210
Ray	5,500	68	3,740
Reynolds	1,600	32	510
Ripley	3,600	32	1,150
St. Charles	9,800	82	8,020
St. Clair	3,400	59	2,010
St. Francois	10,700	65	6,960
St. Louis	436,500	88	382,120
Ste. Genevieve	3,000	64	1,930
Saline	8,300	55	4,560
Schuyler	1,800	45	820
Scotland	2,400	61	1,460
Scott	10,300	52	5,300
Shannon	2,100	23	480
Shelby	3,600	56	2,020
Stoddard	9,500	52	4,960
Stone	2,700	50	1,360
Sullivan	3,500	45	1,590
Taney	3,000	50	1,510
Texas	5,900	27	1,580
Vernon	6,900	51	3,540
Warren	2,500	73	1,810
Washington	4,100	41	1,660
Wayne	2,700	53	1,440
Webster	4,600	54	2,490
Worth	1,600	54	860
Wright	4,900	44	2,160
MONTANA	**200,400**	**32**	**63,260**
Beaverhead	2,400	23	550
Big Horn	2,500	18	450
Blaine	2,400	18	430
Broadwater	900	23	200
Carbon	3,200	28	900
Carter	600	8	50
Cascade	20,000	49	9,750
Chouteau	2,300	39	890
Custer	4,000	8	330
Daniels	1,000	9	90
Dawson	2,900	9	270
Deer Lodge	5,100	22	1,100
Fallon	1,000	8	80
Fergus	4,600	22	1,010
Flathead	10,800	32	3,410
Gallatin	7,300	17	1,220
Garfield	700	9	60
Glacier	2,800	19	540
Golden Valley	400	23	90
Granite	1,000	22	220
Hill	5,000	18	890
Jefferson	1,000	17	170
Judith Basin	900	22	200
Lake	3,700	25	940
Lewis & Clark	8,800	23	1,980
Liberty	400	18	70
Lincoln	3,100	22	680
McCone	2,100	9	190
Madison	1,400	17	240
Meagher	800	23	180
Mineral	600	22	130
Missoula	13,200	35	4,640
Musselshell	1,800	23	410
Park	4,100	28	1,150
Petroleum	300	23	70
Phillips	2,000	9	180
Pondera	1,700	38	640
Powder River	1,000	8	80
Powell	1,700	22	370
Prairie	800	9	70
Ravalli	4,200	23	950
Richland	3,100	11	350
Roosevelt	2,900	11	330
Rosebud	1,700	18	300
Sanders	2,400	22	530
Sheridan	1,700	11	190
Silver Bow	19,600	59	11,560
Stillwater	1,500	28	420
Sweet Grass	1,100	28	310
Teton	2,400	38	910
Toole	2,000	19	380
Treasure	400	18	70
Valley	3,100	9	270
Wheatland	1,100	23	250
Wibaux	400	9	40
Yellowstone	22,500	51	11,480
NEBRASKA	**433,100**	**67**	**290,390**
Adams	9,500	72	6,810
Antelope	3,400	49	1,650
Arthur	200	20	40
Banner	500	34	170
Blaine	200	33	70
Boone	3,200	42	1,330
Box Butte	3,900	17	670
Boyd	1,500	21	320
Brown	1,400	21	300
Buffalo	8,300	64	5,310
Burt	3,400	72	2,460
Butler	3,900	64	2,500
Cass	5,600	84	4,700
Cedar	3,700	84	3,110
Chase	1,500	23	350
Cherry	2,900	16	450
Cheyenne	5,000	28	1,420
Clay	3,100	56	1,720
Colfax	3,400	64	2,180
Cuming	3,700	72	2,680
Custer	5,900	41	2,420
Dakota	3,400	84	2,860
Dawes	2,700	17	460
Dawson	6,600	64	4,230
Deuel	1,000	28	280
Dixon	2,800	84	2,350
Dodge	9,400	87	8,190
Douglas	96,500	87	84,150
Dundy	1,200	23	280
Fillmore	3,000	56	1,660
Franklin	2,300	67	1,550
Frontier	1,400	35	480
Furnas	3,400	67	2,280



KFEQ-TV

CBS TELEVISION

T. M. CBS, INC.

CHANNEL 2 · ST. JOSEPH

A KENYON BROWN STATION

announces the appointment of

BLAIR *Television* ASSOCIATES

as national representative
effective October 1, 1956

Basic details of the KFEQ-TV Market:

*POPULATION . .	883,700
†TV Homes	193,897
*Retail Sales .	$944,953,000

*Sales Management, May 10, 1956
†Updated ARF

MIDLAND BROADCASTING CO. • ST. JOSEPH, MISSOURI

Contact the nearest office of Blair Television Associates:

NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

13.5% Food Dominance

Market figures prove 13.5% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

	Food Dollars Spent	Percentage
WXEX-TV	$230,866,000	100%
Station B	$199,661,000	86.2%
Station C	$199,700,000	86.5%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

State and County	Total Households	TV Households %	TV Households Number
Gage	8,400	73	6,090
Garden	1,000	28	280
Garfield	800	33	260
Gosper	800	67	540
Grant	200	20	40
Greeley	1,600	45	710
Hall	11,800	70	8,280
Hamilton	2,900	68	1,970
Harlan	1,900	67	1,280
Hayes	700	35	240
Hitchcock	1,800	23	410
Holt	4,300	21	910
Hooker	300	20	60
Howard	2,300	45	1,030
Jefferson	4,200	60	2,510
Johnson	2,200	73	1,600
Kearney	2,000	67	1,350
Keith	2,600	34	880
Keya Paha	400	21	90
Kimball	1,300	34	440
Knox	4,300	49	2,090
Lancaster	43,500	81	35,410
Lincoln	9,200	34	3,090
Logan	400	20	80
Loup	400	33	130
McPherson	200	20	40
Madison	7,800	79	6,140
Merrick	2,700	42	1,130
Morrill	2,300	34	790
Nance	1,900	42	790
Nemaha	3,600	64	2,290
Nuckolls	2,900	56	1,610
Otoe	5,400	84	4,530
Pawnee	2,000	64	1,270
Perkins	1,300	34	440
Phelps	3,200	67	2,150
Pierce	2,700	49	1,310
Platte	6,300	79	4,960
Polk	2,600	68	1,760
Redwillow	4,100	35	1,420
Richardson	5,000	64	3,180
Rock	900	21	190
Saline	4,500	60	2,690
Sarpy	6,300	85	5,340
Saunders	5,600	90	5,030
Scotts Bluff	10,300	35	3,620
Seward	4,200	60	2,510
Sheridan	2,800	17	480
Sherman	1,800	41	740
Sioux	900	17	150
Stanton	1,800	64	1,160
Thayer	3,400	56	1,890
Thomas	400	20	80
Thurston	2,500	72	1,810
Valley	2,300	41	950
Washington	3,700	87	3,230
Wayne	2,900	84	2,440
Webster	2,300	72	1,650
Wheeler	500	33	170
York	4,800	68	3,250
NEVADA	**71,200**	**46**	**33,010**
Churchill	1,700	8	140
Clark	30,000	53	16,030
Douglas	500	31	150
Elko	3,700	13	490
Esmeralda	200	14	30
Eureka	300	11	30
Humboldt	1,200	11	130
Lander	400	11	40
Lincoln	800	14	110
Lyon	900	31	280
Mineral	3,200	8	260
Nye	900	14	130
Ormsby	1,100	31	340
Pershing	1,100	8	90
Storey	300	31	90
Washoe	21,200	67	14,180
White Pine	3,700	13	490
NEW HAMPSHIRE	**164,200**	**76**	**124,510**
Belknap	8,400	74	6,200
Carroll	4,900	78	3,830
Cheshire	12,500	74	9,220
Coos	10,300	67	6,930
Grafton	13,100	57	7,400
Hillsboro	48,900	81	39,400
Merrimack	18,700	76	14,170
Rockingham	23,800	82	19,560
Strafford	14,900	79	11,750
Sullivan	8,700	70	6,050
NEW JERSEY	**1,672,100**	**84**	**1,404,970**
Atlantic	45,600	85	38,760
Bergen	217,100	83	181,100
Burlington	42,000	84	35,410
Camden	101,800	84	85,510
Cape May	13,900	83	11,540
Cumberland	31,000	83	25,670
Essex	299,000	83	248,170
Gloucester	33,000	84	27,590
Hudson	199,500	86	170,770
Hunterdon	14,600	84	12,260
Mercer	71,900	84	60,540
Middlesex	96,800	84	80,830
Monmouth	85,900	86	73,620
Morris	58,700	84	49,310
Ocean	23,400	84	19,560
Passaic	116,800	84	98,350
Salem	17,100	84	14,360
Somerset	34,200	83	28,320
Sussex	11,700	82	9,540
Union	139,700	85	118,750
Warren	18,400	82	15,010
NEW MEXICO	**210,100**	**43**	**89,830**
Bernalillo	57,100	62	35,400
Catron	500	35	170
Chaves	15,200	50	7,650
Colfax	3,400	14	490
Curry	7,500	27	2,050
De Baca	800	22	180
Dona Ana	10,900	62	6,740
Eddy	13,800	45	6,150
Grant	5,300	33	1,740
Guadalupe	1,300	41	530
Harding	300	14	40
Hidalgo	1,500	33	490
Lea	15,800	27	4,210
Lincoln	1,800	37	670
Los Alamos	3,500	41	1,440
Luna	2,800	41	1,150
McKinley	7,200	19	1,390
Mora	1,500	21	320
Otero	6,900	37	2,550
Quay	3,500	27	950
Rio Arriba	5,700	28	1,580
Roosevelt	4,100	22	920
Sandoval	2,300	35	790
San Juan	8,600	19	1,660
San Miguel	5,100	21	1,070
Santa Fe	9,500	45	4,240
Sierra	1,700	41	700
Socorro	2,100	35	730
Taos	2,900	28	810
Torrance	1,400	41	570
Union	1,500	14	210
Valencia	4,600	49	2,240
NEW YORK	**5,011,400**	**83**	**4,139,470**
Albany	81,900	83	67,810
Allegany	13,700	64	8,800
Bronx	464,700	82	380,590
Broome	60,200	81	48,760
Cattaraugus	24,700	83	20,500
Cayuga	21,900	83	18,160
Chautauqua	47,900	81	38,970
Chemung	30,000	77	23,110
Chenango	12,600	79	10,010
Clinton	14,600	84	12,260
Columbia	14,200	84	11,910
Cortland	12,000	82	9,790
Delaware	14,100	71	10,000
Dutchess	38,000	81	30,700
Erie	302,600	85	256,030
Essex	10,600	66	6,990
Franklin	12,900	59	7,640
Fulton	17,900	79	14,210
Genesee	14,800	85	12,610
Greene	9,100	82	7,450
Hamilton	1,300	83	1,080
Herkimer	19,700	82	16,230
Jefferson	27,100	67	18,190
Kings	855,100	86	731,970
Lewis	6,500	75	4,890
Livingston	11,100	78	8,690
Madison	14,800	82	12,090
Monroe	169,200	83	140,440
Montgomery	19,400	80	15,550
Nassau	327,600	84	275,510
New York	660,900	80	529,720
Niagara	63,500	86	54,350
Oneida	70,200	86	60,090
Onondaga	115,200	83	96,080
Ontario	18,400	81	14,900
Orange	48,100	82	39,440
Orleans	9,700	85	8,230
Oswego	24,200	84	20,260
Otsego	17,200	80	13,780
Putnam	7,100	79	5,590
Queens	546,400	84	459,520
Rensselaer	43,500	83	36,020
Richmond	58,100	85	49,330
Rockland	26,900	85	22,890
St. Lawrence	28,100	60	16,940
Saratoga	25,000	81	20,170
Schenectady	50,700	82	41,620
Schoharie	7,400	80	5,930
Schuyler	4,700	83	3,880
Seneca	7,300	83	6,070
Steuben	28,800	69	19,980
Suffolk	126,400	82	103,520
Sullivan	13,500	81	10,930
Tioga	9,900	81	7,970
Tompkins	19,100	74	14,090
Ulster	30,900	81	24,930
Warren	13,000	81	10,520
Washington	14,000	81	11,340
Wayne	18,400	82	15,090
Westchester	219,300	83	182,900
Wyoming	9,400	81	7,620
Yates	5,900	82	4,830
NORTH CAROLINA	**1,041,200**	**60**	**620,290**
Alamance	20,200	83	16,710
Alexander	3,400	79	2,680
Alleghany	2,100	49	1,040
Anson	5,900	55	3,230
Ashe	4,900	49	2,410
Avery	3,000	42	1,260
Beaufort	8,800	75	6,590
Bertie	5,800	51	2,960
Bladen	6,500	30	1,920
Brunswick	4,400	38	1,680
Buncombe	34,900	51	17,640
Burke	11,200	63	7,060
Cabarrus	17,000	83	14,030
Caldwell	10,900	58	6,270
Camden	1,400	59	830
Carteret	6,400	43	2,720
Caswell	4,200	54	2,290
Catawba	17,400	82	14,230
Chatham	6,000	50	3,000
Cherokee	4,000	24	970
Chowan	2,800	44	1,230
Clay	1,300	24	310
Cleveland	16,100	59	9,420
Columbus	11,700	24	2,830
Craven	13,200	64	8,450
Cumberland	25,300	31	7,740
Currituck	1,800	59	1,070
Dare	1,300	44	570
Davidson	17,300	78	13,440
Davie	3,800	66	2,530
Duplin	9,400	33	3,140
Durham	28,500	71	20,320
Edgecombe	11,600	59	6,890
Forsyth	45,700	79	36,070
Franklin	6,900	36	2,510
Gaston	30,500	65	19,860
Gates	2,300	57	1,310
Graham	1,700	24	410
Granville	6,700	49	3,280
Greene	3,500	50	1,760
Guilford	55,600	81	45,090
Halifax	12,500	46	5,730
Harnett	11,300	28	3,160
Haywood	9,600	42	3,990
Henderson	9,000	42	3,770
Hertford	4,700	57	2,680
Hoke	3,200	37	1,190
Hyde	1,400	44	620
Iredell	14,800	63	9,370
Jackson	4,300	40	1,700
Johnston	15,400	41	6,280
Jones	2,500	43	1,070
Lee	6,200	50	3,090
Lenoir	11,200	51	5,660
Lincoln	6,800	59	4,040
McDowell	6,500	53	3,430
Macon	3,800	40	1,500
Madison	4,200	35	1,480
Martin	6,000	51	3,060
Mecklenberg	60,600	76	46,240
Mitchell	3,300	42	1,390
Montgomery	4,200	57	2,380
Moore	8,000	44	3,540
Nash	13,900	45	6,210
New Hanover	20,000	51	10,280
Northampton	5,700	57	3,260
Onslow	10,400	45	4,650
Orange	8,500	67	5,670
Pamlico	2,500	43	1,070
Pasquotank	6,700	59	3,960
Pender	4,200	38	1,600
Perquimans	2,500	59	1,480
Person	5,100	54	2,770
Pitt	14,400	83	11,980
Polk	2,900	74	2,150
Randolph	13,500	70	9,400
Richmond	9,900	67	6,610
Robeson	19,800	44	8,650
Rockingham	17,400	74	12,850
Rowan	20,900	75	15,600
Rutherford	11,300	65	7,290
Sampson	11,300	35	3,960
Scotland	6,100	37	2,280
Stanly	10,500	86	9,020
Stokes	4,700	65	3,040
Surry	11,500	69	7,880
Swain	2,300	24	550
Transylvania	3,700	40	1,460
Tyrrell	1,200	44	530
Union	10,400	55	5,720
Vance	7,600	52	3,980
Wake	37,800	60	22,480
Warren	4,800	36	1,740
Washington	2,900	44	1,270
Watauga	4,100	42	1,730
Wayne	15,500	58	8,910
Wilkes	10,700	48	5,100
Wilson	12,700	57	7,200
Yadkin	5,500	66	3,650
Yancey	3,400	35	1,190
NORTH DAKOTA	**169,900**	**50**	**84,400**
Adams	1,200	25	300
Barnes	4,400	76	3,330
Benson	2,400	45	1,070
Billings	500	16	80
Bottineau	3,100	43	1,330
Bowman	1,000	16	160
Burke	1,800	43	770
Burleigh	9,000	58	5,190
Cass	18,600	77	14,250
Cavalier	2,600	32	830
Dickey	2,600	49	1,270
Divide	1,400	15	210
Dunn	1,600	36	570
Eddy	1,200	45	530
Emmons	2,100	58	1,210
Foster	1,500	45	670
Golden Valley	900	16	140
Grand Forks	12,300	54	6,670
Grant	1,600	72	1,150
Griggs	1,300	76	980
Hettinger	1,800	25	450
Kidder	1,500	58	870
La Moure	2,300	49	1,120
Logan	1,300	49	640
McHenry	3,000	43	1,280
McIntosh	1,700	49	830
McKenzie	1,800	15	260
McLean	5,300	36	1,880
Mercer	2,100	36	740
Morton	5,400	72	3,880
Mountrail	2,500	15	370
Nelson	1,700	65	1,100
Oliver	500	36	180
Pembina	3,600	39	1,400
Pierce	2,100	44	920
Ramsey	3,500	32	1,110
Ransom	2,200	59	1,290
Renville	1,500	43	640
Richland	5,200	59	3,050
Rolette	2,300	32	730
Sargent	1,800	59	1,060
Sheridan	1,200	44	520
Sioux	600	72	430
Slope	500	16	80
Stark	4,100	25	1,030
Steele	1,200	76	910
Stutsman	6,700	55	3,660
Towner	1,300	32	410
Traill	2,900	76	2,200
Walsh	4,600	39	1,780
Ward	11,600	56	6,470
Wells	2,700	44	1,180
Williams	8,300	15	1,220
OHIO	**2,670,500**	**87**	**2,328,000**
Adams	6,700	80	5,330
Allen	30,000	80	24,060
Ashland	11,300	85	9,610
Ashtabula	26,600	86	22,800
Athens	12,700	72	9,130
Auglaize	10,200	84	8,560
Belmont	27,100	84	22,740
Brown	7,300	80	5,800
Butler	48,700	88	43,000
Carroll	5,900	82	4,850
Champaign	8,800	87	7,690
Clark	37,800	87	32,700
Clermont	13,700	87	11,920
Clinton	8,600	83	7,140
Columbiana	32,800	85	27,810
Cashocton	10,500	66	6,900
Crawford	13,200	81	10,640
Cuyahoga	468,100	91	423,570
Darke	13,700	83	11,370
Defiance	8,500	85	7,210
Delaware	9,200	89	8,210
Erie	18,000	81	14,580
Fairfield	17,300	89	15,380
Fayette	7,700	78	6,000
Franklin	177,100	92	162,720
Fulton	8,300	81	6,730
Gallia	6,800	76	5,170
Geauga	8,400	78	6,530
Greene	20,600	89	18,400
Guernsey	11,800	68	8,060
Hamilton	258,100	88	226,390
Hancock	15,700	81	12,670
Hardin	9,300	86	7,970
Harrison	5,900	82	4,860
Henry	7,100	85	6,020
Highland	9,600	78	7,460
Hocking	5,700	85	4,830
Holmes	5,500	80	4,370
Huron	13,100	85	11,150
Jackson	8,600	81	6,970
Jefferson	28,500	84	23,940
Knox	11,800	85	10,040
Lake	27,700	90	24,960
Lawrence	14,900	85	12,680
Licking	24,200	81	19,650
Logan	10,800	83	8,990
Lorain	52,600	89	46,870
Lucas	133,300	89	118,840
Madison	6,500	83	5,380
Mahoning	79,300	88	69,860
Marion	17,600	86	15,100
Medina	13,900	91	12,690
Meigs	7,100	80	5,650
Mercer	8,800	82	7,230
Miami	21,300	91	19,400
Monroe	4,500	78	3,510
Montgomery	138,000	93	128,000
Morgan	4,200	78	3,270
Morrow	5,400	85	4,570
Muskingum	24,500	70	17,100
Noble	3,600	78	2,800
Ottawa	10,000	85	8,480
Paulding	4,800	79	3,780
Perry	8,600	87	7,460
Pickaway	8,000	88	7,060
Pike	7,100	81	5,760
Portage	20,500	84	17,240
Preble	8,900	89	7,940
Putnam	7,700	79	6,070
Richland	30,900	85	26,170
Ross	16,800	87	14,530
Sandusky	16,000	86	13,780
Scioto	30,700	85	26,000
Seneca	17,200	80	13,760
Shelby	9,000	85	7,640
Stark	94,800	86	81,910
Summit	140,300	91	127,310
Trumbull	51,500	85	43,780
Tuscarawas	23,200	81	18,790
Union	6,700	83	5,540
Van Wert	9,300	82	7,650
Vinton	2,800	85	2,370
Warren	13,900	86	11,940
Washington	14,500	75	10,930
Wayne	18,400	81	14,960
Williams	9,000	83	7,470
Wood	18,900	88	16,710
Wyandot	6,500	79	5,140
OKLAHOMA	**668,500**	**67**	**444,930**
Adair	3,200	40	1,280
Alfalfa	3,000	55	1,640
Atoka	3,200	51	1,630
Beaver	2,100	19	400
Beckham	6,800	33	2,270
Blaine	4,100	67	2,750
Bryan	7,200	49	3,520
Caddo	8,300	59	4,870
Canadian	7,100	79	5,590
Carter	12,800	49	6,270
Cherokee	3,400	50	1,710

State and County	Total Households	TV Households %	TV Households Number
Choctaw	4,200	18	750
Cimarron	1,300	19	250
Cleveland	10,600	80	8,500
Coal	1,600	51	810
Comanche	22,000	75	16,380
Cotton	3,100	58	1,790
Craig	4,200	59	2,460
Creek	12,400	79	9,780
Custer	5,600	47	2,610
Delaware	3,000	59	1,760
Dewey	2,200	47	1,030
Ellis	2,700	36	970
Garfield	16,100	66	10,670
Garvin	9,100	60	5,480
Grady	9,400	75	7,000
Grant	2,500	55	1,360
Greer	2,600	35	910
Harmon	2,100	35	740
Harper	1,500	36	540
Haskell	2,800	28	770
Hughes	4,700	47	2,230
Jackson	7,100	35	2,490
Jefferson	2,700	58	1,560
Johnston	2,500	51	1,270
Kay	15,900	69	11,020
Kingfisher	3,300	67	2,210
Kiowa	4,800	55	2,620
Latimer	2,100	28	580
Le Flore	7,800	25	1,920
Lincoln	5,900	73	4,300
Logan	6,100	56	3,420
Love	1,700	49	830
McClain	4,400	60	2,650
McCurtain	5,800	30	1,760
McIntosh	3,600	47	1,700
Major	2,900	55	1,580
Marshall	2,000	49	980
Mayes	5,100	59	2,990
Murray	2,900	51	1,480
Muskogee	16,600	77	12,800
Noble	3,000	66	1,970
Nowata	3,500	73	2,560
Okfuskee	3,900	50	1,970
Oklahoma	124,500	82	102,140
Okmulgee	11,600	60	6,990
Osage	10,300	79	8,170
Ottawa	8,300	58	4,810
Pawnee	4,200	66	2,760
Payne	13,000	51	6,600
Pittsburg	10,100	49	4,910
Pontotoc	8,900	66	5,840
Pottawatomie	13,200	54	7,130
Pushmataha	2,800	18	500
Roger Mills	1,900	47	890
Rogers	5,400	73	3,950
Seminole	11,600	58	6,730
Sequoyah	4,400	40	1,750
Stephens	11,100	61	6,800
Texas	3,600	19	690
Tillman	4,800	58	2,770
Tulsa	93,000	89	82,380
Wagoner	4,100	50	2,060
Washington	11,300	76	8,530
Washita	4,600	55	2,510
Woods	4,000	36	1,450
Woodward	3,300	36	1,190
OREGON	**537,700**	**53**	**285,550**
Baker	4,900	27	1,340
Benton	10,400	37	3,820
Clackamas	29,200	65	19,050
Clatsop	10,900	39	4,230
Columbia	7,000	42	2,920
Coos	17,900	20	3,610
Crook	2,500	23	570
Curry	2,700	24	640
Deschutes	6,700	23	1,530
Douglas	20,600	34	6,910
Gilliam	1,000	37	370
Grant	2,600	18	470
Harney	2,000	14	280
Hood River	3,800	34	1,280
Jackson	21,500	50	10,750
Jefferson	2,100	34	710
Josephine	10,300	38	3,910
Klamath	13,200	31	4,020
Lake	1,900	14	270
Lane	47,400	62	29,430
Lincoln	7,900	33	2,580
Linn	18,900	38	7,140
Malheur	6,300	48	3,030
Marion	30,900	54	16,750
Morrow	1,300	37	480
Multnomah	177,300	70	124,570
Polk	7,200	49	3,560
Sherman	700	37	260
Tillamook	6,400	39	2,480
Umatilla	13,500	32	4,330
Union	5,800	27	1,590
Wallowa	2,000	27	550
Wasco	7,300	34	2,470
Washington	23,000	70	16,000
Wheeler	1,100	18	200
Yamhill	9,500	36	3,450
PENNSYLVANIA	**3,226,500**	**82**	**2,629,320**
Adams	13,100	73	9,560
Allegheny	466,900	86	399,810
Armstrong	23,800	83	19,740
Beaver	52,600	86	45,010
Bedford	11,400	83	9,460
Berks	79,300	81	64,470
Blair	41,300	82	33,910
Bradford	15,900	79	12,500
Bucks	69,800	86	59,820
Butler	29,100	85	24,760
Cambria	58,200	83	48,190
Cameron	1,900	60	1,140
Carbon	16,200	79	12,840
Centre	17,500	79	13,780
Chester	45,900	85	39,020
Clarion	10,700	81	8,700
Clearfield	23,800	84	19,920
Clinton	10,800	62	6,680
Columbia	16,100	66	10,630
Crawford	24,200	76	18,500
Cumberland	31,500	74	23,400
Dauphin	63,600	81	51,710
Delaware	146,000	85	123,950
Elk	9,800	56	5,440
Erie	70,600	84	59,300
Fayette	52,900	84	44,550
Forest	1,300	59	770
Franklin	23,100	77	17,810
Fulton	2,900	68	1,980
Greene	12,600	72	9,090
Huntingdon	11,500	80	9,200
Indiana	21,300	82	17,350
Jefferson	14,200	82	11,590
Juniata	4,400	57	2,500
Lackawanna	75,400	81	60,700
Lancaster	71,500	83	59,350
Lawrence	32,000	82	26,300
Lebanon	27,000	82	22,140
Lehigh	60,600	85	51,510
Luzerne	108,800	79	86,060
Lycoming	32,300	57	18,440
McKean	17,200	64	10,990
Mercer	34,200	81	27,830
Mifflin	12,800	81	10,340
Monroe	10,700	80	8,550
Montgomery	114,900	86	98,810
Montour	3,700	75	2,790
Northampton	55,100	85	46,840
Northumberland	34,000	58	19,610
Perry	7,400	57	4,210
Philadelphia	649,000	82	531,530
Pike	3,100	69	2,150
Potter	4,800	60	2,870
Schuylkill	56,700	78	44,230
Snyder	6,500	58	3,760
Somerset	22,800	71	16,100
Sullivan	1,700	77	1,300
Susquehanna	8,900	79	7,010
Tioga	10,800	69	7,460
Union	6,100	58	3,530
Venango	18,900	63	11,900
Warren	12,400	67	8,340
Washington	62,000	86	53,490
Wayne	7,900	69	5,480
Westmoreland	92,400	87	80,450
Wyoming	4,900	77	3,750
York	65,800	83	54,420
RHODE ISLAND	**249,800**	**85**	**213,390**
Bristol	8,900	86	7,670
Kent	27,800	86	23,880
Newport	18,300	85	15,460
Providence	179,300	86	153,480
Washington	15,500	83	12,900
SOUTH CAROLINA	**559,500**	**55**	**308,190**
Abbeville	5,500	56	3,080
Aiken	26,100	47	12,150
Allendale	3,200	36	1,140
Anderson	23,400	54	12,730
Bamberg	3,900	36	1,390
Barnwell	7,000	36	2,500
Beaufort	6,700	54	3,590
Berkeley	6,800	55	3,730
Calhoun	3,200	42	1,330
Charleston	50,900	74	37,620
Cherokee	8,800	61	5,330
Chester	7,700	54	4,180
Chesterfield	7,900	48	3,800
Clarendon	6,500	37	2,410
Colleton	7,100	56	3,970
Darlington	12,100	47	5,740
Dillon	6,600	50	3,280
Dorchester	5,500	56	3,070
Edgefield	3,700	46	1,690
Fairfield	4,700	54	2,540
Florence	19,900	60	12,000
Georgetown	7,700	53	4,100
Greenville	50,000	68	34,100
Greenwood	11,600	57	6,570
Hampton	4,300	54	2,300
Horry	13,900	21	2,930
Jasper	2,500	54	1,340
Kershaw	7,400	55	4,080
Lancaster	8,800	54	4,740
Laurens	11,500	36	4,120
Lee	4,600	59	2,710
Lexington	12,400	52	6,390
McCormick	2,100	56	1,180
Marion	7,600	53	4,040
Marlboro	7,100	49	3,460
Newberry	8,000	47	3,780
Oconee	9,200	37	3,420
Orangeburg	16,100	47	7,490
Pickens	10,100	41	4,130
Richland	42,200	70	29,480
Saluda	3,600	46	1,650
Spartanburg	40,800	55	22,520
Sumter	14,200	48	6,770
Union	7,500	53	3,980
Williamsburg	8,900	55	4,870
York	20,200	53	10,770
SOUTH DAKOTA	**199,400**	**43**	**86,550**
Aurora	1,300	24	310
Beadle	6,800	25	1,680
Bennett	800	20	160
Bon Homme	2,500	56	1,410
Brookings	5,300	49	2,600
Brown	10,500	37	3,920
Brule	1,700	24	400
Buffalo	400	31	120
Butte	2,600	21	540
Campbell	900	21	190
Charles Mix	4,800	24	1,130
Clark	2,500	40	1,000
Clay	3,600	75	2,680
Codington	6,200	40	2,470
Corson	1,500	21	310
Custer	1,600	21	330
Davison	5,300	43	2,260
Day	3,400	42	1,440
Deuel	1,700	40	680
Dewey	1,200	21	250
Douglas	1,200	24	280
Edmunds	1,800	21	380
Fall River	3,300	21	680
Faulk	1,500	31	460
Grant	2,700	42	1,140
Gregory	2,600	18	460
Haakon	700	16	110
Hamlin	2,100	40	840
Hand	1,900	31	580
Hanson	1,300	43	560
Harding	700	21	150
Hughes	2,500	20	500
Hutchinson	3,200	56	1,800
Hyde	700	31	210
Jackson	500	16	80
Jerauld	1,200	31	370
Jones	800	20	160
Kingsbury	2,800	49	1,370
Lake	3,100	65	2,010
Lawrence	5,800	19	1,090
Lincoln	3,700	75	2,760
Lyman	1,100	18	200
McCook	2,500	65	1,610
McPherson	1,700	21	360
Marshall	2,100	42	890
Meade	3,100	19	580
Mellette	800	20	160
Miner	1,700	43	730
Minnehaha	25,700	82	21,070
Moody	2,500	65	1,610
Pennington	17,300	36	6,300
Perkins	1,800	21	380
Potter	1,300	20	260
Roberts	3,700	42	1,570
Sanborn	1,400	43	600
Shannon	1,100	21	230
Spink	3,400	25	840
Stanley	400	16	60
Sully	800	20	160
Todd	1,100	20	220
Tripp	2,400	18	430
Turner	3,500	75	2,610
Union	3,200	75	2,380
Walworth	2,300	21	480
Washabaugh	200	20	40
Yankton	4,900	56	2,760
Ziebach	700	21	150
TENNESSEE	**899,000**	**60**	**536,000**
Anderson	14,900	58	8,640
Bedford	6,600	57	3,750
Benton	2,900	33	960
Bledsoe	1,700	52	890
Blount	15,200	71	10,810
Bradley	8,600	53	4,540
Campbell	8,000	41	3,300
Cannon	2,100	58	1,220
Carroll	7,400	39	2,860
Carter	10,900	52	5,650
Cheatham	2,000	64	1,270
Chester	2,700	39	1,050
Claiborne	5,400	32	1,720
Clay	1,900	39	730
Cocke	5,200	37	1,930
Coffee	7,000	58	4,080
Crockett	4,000	51	2,040
Cumberland	4,500	30	1,350
Davidson	98,800	78	76,960
Decatur	2,400	33	790
De Kalb	2,500	51	1,270
Dickson	5,000	51	2,530
Dyer	8,800	57	5,020
Fayette	5,800	56	3,250
Fentress	3,200	32	1,020
Franklin	6,100	27	1,610
Gibson	13,800	43	5,890
Giles	6,800	32	2,200
Grainger	2,800	32	890
Greene	10,400	35	3,630
Grundy	2,800	41	1,160
Hamblen	6,900	37	2,550
Hamilton	63,700	60	38,420
Hancock	2,000	32	640
Hardeman	4,900	49	2,420
Hardin	4,000	39	1,560
Hawkins	7,400	26	1,930
Haywood	5,900	51	3,010
Henderson	4,100	33	1,360
Henry	6,500	36	2,320
Hickman	3,000	51	1,520
Houston	1,200	55	670
Humphreys	2,700	55	1,490
Jackson	2,500	39	960
Jefferson	4,800	38	1,830
Johnson	2,600	39	1,020
Knox	64,900	79	51,090
Lake	2,700	41	1,100
Lauderdale	6,400	57	3,620
Lawrence	6,900	32	2,230
Lewis	1,500	51	760
Lincoln	6,300	27	1,670
Loudon	6,200	54	3,340
McMinn	8,100	43	3,450
McNairy	5,000	39	1,950
Macon	3,400	51	1,720
Madison	17,300	47	8,200
Marion	4,800	52	2,510
Marshall	5,000	57	2,840
Maury	10,800	51	5,450
Meigs	1,300	43	550
Monroe	5,500	56	3,060
Montgomery	12,100	64	7,760
Moore	1,200	27	320
Morgan	3,100	32	990
Obion	8,000	41	3,270
Overton	3,900	39	1,510
Perry	1,500	21	310
Pickett	1,000	32	320
Polk	3,000	56	1,670
Putnam	7,900	45	3,520
Rhea	3,800	43	1,620
Roane	8,200	58	4,770
Robertson	6,800	64	4,320
Rutherford	11,100	63	7,040
Scott	4,000	32	1,270
Sequatchie	1,300	52	680
Sevier	5,400	38	2,050
Shelby	149,900	80	119,770
Smith	3,600	51	1,830
Stewart	2,000	55	1,110
Sullivan	28,700	51	14,490
Sumner	8,700	77	6,680
Tipton	7,400	59	4,390
Trousdale	1,600	51	810
Unicoi	3,800	38	1,430
Union	1,900	32	600
Van Buren	800	52	420
Warren	6,300	41	2,600
Washington	15,500	60	9,330
Wayne	3,200	21	660
Weakley	7,600	34	2,580
White	3,900	30	1,170
Williamson	5,800	75	4,360
Wilson	7,500	55	4,100
TEXAS	**2,488,000**	**64**	**1,586,210**
Anderson	8,200	31	2,570
Andrews	2,600	47	1,230
Angelina	10,600	39	4,110
Aransas	1,200	31	370
Archer	1,800	55	980
Armstrong	600	70	420
Atascosa	4,700	62	2,920
Austin	4,000	48	1,930
Bailey	2,200	69	1,520
Bandera	1,200	65	780
Bastrop	5,000	40	2,010
Baylor	2,100	55	1,150
Bee	4,900	46	2,270
Bell	23,800	62	14,800
Bexar	150,400	78	117,560
Blanco	1,300	54	710
Borden	200	53	110
Bosque	3,000	47	1,410
Bowie	19,800	53	10,400
Brazoria	16,400	80	13,100
Brazos	11,500	36	4,140
Brewster	1,800	14	250
Briscoe	900	33	290
Brooks	2,700	35	940
Brown	8,900	29	2,610
Burleson	3,000	40	1,210
Burnet	2,700	55	1,480
Caldwell	4,700	53	2,500
Calhoun	3,100	31	960
Callahan	2,400	43	1,040
Cameron	38,800	44	17,230
Camp	2,400	40	970
Carson	1,800	70	1,250
Cass	6,100	54	3,270
Castro	1,600	50	790
Chambers	2,200	78	1,710
Cherokee	9,300	31	2,920
Childress	3,300	27	880
Clay	2,500	71	1,760
Cochran	1,700	69	1,170
Coke	1,200	50	600
Coleman	3,800	49	1,870
Collin	12,500	74	9,210
Collingsworth	2,200	27	580
Colorado	5,000	41	2,070
Comal	5,200	54	2,830
Comanche	3,900	29	1,150
Concho	1,400	32	450
Cooke	7,100	71	5,010
Coryell	4,400	55	2,420
Cottle	1,300	26	340
Crane	1,400	37	510
Crockett	1,100	22	240
Crosby	2,500	62	1,540
Culberson	500	40	200
Dallam	2,400	73	1,760
Dallas	240,300	81	194,830
Dawson	5,800	47	2,740
Deaf Smith	3,100	43	1,340
Delta	2,000	36	720
Denton	12,100	75	9,100
DeWitt	6,200	44	2,730
Dickens	1,700	36	610
Dimmit	2,400	27	650
Donley	1,500	56	840
Duval	3,200	38	1,200
Eastland	6,700	43	2,880
Ector	19,500	58	11,210
Edwards	800	17	130
Ellis	12,400	67	8,320
El Paso	62,900	81	50,890
Erath	5,100	47	2,390
Falls	6,500	45	2,920
Fannin	7,700	34	2,590
Fayette	6,000	41	2,480
Fisher	2,500	50	1,260
Floyd	2,900	62	1,780
Foard	1,100	46	510
Fort Bend	7,300	69	5,000
Franklin	1,500	36	540

YOUR Q FOR COLOR



Chicago homemakers get bright buying ideas in COLOR these days from "Bob and Kay with Eddie Doucette." This mid-day WNBQ favorite (12:30 to 1:30 pm daily) currently sells in COLOR for such leading advertisers as American Home Foods, Coty, Inc., International Cellucotton and Rockwood Candy.

The stars of this show – Bob Murphy, Kay Westfall and Chef Eddie Doucette – have sold successfully for more than 200 advertisers on WNBQ since 1950. And "Bob and Kay with Eddie Doucette" is only one of many programs included in the more than 30 hours of local WNBQ COLOR now presented weekly for over 40 local and national spot advertisers.

This is *your* cue to sell in COLOR, too. By all means the place to do that is WNBQ, where COLOR is proven through and through.

WNBQ NBC *Television leadership station in Chicago* SOLD BY NBC SPOT SALES

State and County	Total Households	TV Households %	TV Households Number
Freestone	3,800	34	1,290
Frio	2,600	62	1,610
Gaines	2,400	47	1,130
Galveston	38,500	74	28,610
Garza	1,800	56	1,010
Gillespie	3,000	34	1,030
Glasscock	200	44	90
Goliad	1,300	46	600
Gonzales	5,200	53	2,760
Gray	7,400	56	4,160
Grayson	22,400	58	13,060
Gregg	21,300	51	10,950
Grimes	3,600	53	1,910
Guadalupe	7,000	68	4,740
Hale	9,400	62	5,780
Hall	2,700	33	880
Hamilton	2,900	47	1,360
Hansford	1,200	78	940
Hardeman	3,000	46	1,370
Hardin	5,600	40	2,260
Harris	317,800	80	254,280
Harrison	12,300	47	5,760
Hartley	500	73	370
Haskell	3,500	53	1,860
Hays	4,400	54	2,390
Hemphill	1,300	32	410
Henderson	5,600	31	1,760
Hidalgo	46,000	42	19,100
Hill	8,300	82	6,840
Hockley	7,100	69	4,890
Hood	1,300	69	890
Hopkins	5,900	36	2,110
Houston	5,400	32	1,720
Howard	8,600	53	4,540
Hudspeth	1,200	40	480
Hunt	11,300	75	8,520
Hutchinson	9,900	88	8,660
Irion	500	44	220
Jack	2,100	67	1,400
Jackson	3,500	47	1,650
Jasper	5,100	34	1,750
Jeff Davis	500	40	200
Jefferson	64,700	72	46,410
Jim Hogg	1,300	24	320
Jim Wells	7,600	28	2,150
Johnson	9,700	79	7,620
Jones	6,300	50	3,170
Karnes	3,800	46	1,760
Kaufman	7,300	64	4,670
Kendall	1,600	65	1,030
Kenedy	100	35	30
Kent	500	36	180
Kerr	4,200	34	1,430
Kimble	1,200	34	410
King	200	26	50
Kinney	500	27	130
Kleberg	6,400	28	1,810
Knox	2,500	46	1,150
Lamar	12,600	18	2,320
Lamb	5,800	69	4,000
Lampasas	2,800	55	1,540
La Salle	1,900	38	720
Lavaca	5,500	44	2,430
Lee	2,500	40	1,010
Leon	2,700	34	910
Liberty	7,600	78	5,890
Limestone	5,900	45	2,650
Lipscomb	1,100	32	350
Live Oak	2,000	38	760
Llano	1,700	25	420
Loving	100	37	40
Lubbock	42,600	65	27,630
Lynn	2,700	56	1,510
McCulloch	3,000	32	970
McLennan	40,900	75	30,540
McMullen	500	38	190
Madison	1,900	32	600
Marion	2,400	54	1,290
Martin	1,400	47	660
Mason	1,600	25	400
Matagorda	6,400	47	3,010
Maverick	2,900	27	780
Medina	4,500	65	2,910
Menard	1,100	32	350
Midland	13,600	70	9,470
Milam	5,700	36	2,060
Mills	1,500	55	820
Mitchell	4,000	53	2,110
Montague	4,600	71	3,240
Montgomery	7,000	64	4,500
Moore	6,300	73	4,620
Morris	2,500	54	1,340
Motley	1,000	26	260
Nacogdoches	7,500	27	2,050
Navarro	10,600	69	7,360
Newton	2,400	34	820
Nolan	5,900	50	2,970
Nueces	61,800	59	36,380
Ochiltree	1,900	32	600
Oldham	400	43	170
Orange	16,300	56	9,190
Palo Pinto	8,400	69	5,780
Panola	4,300	22	930
Parker	7,500	69	5,150
Parmer	1,800	43	780
Pecos	2,600	21	540
Polk	3,700	49	1,800
Potter	34,400	84	28,910
Presidio	1,500	14	200
Rains	800	71	570
Randall	6,400	70	4,460
Reagan	900	44	400
Real	700	33	230
Red River	5,300	28	1,500
Reeves	4,100	21	860
Refugio	2,500	31	780
Roberts	300	32	100
Robertson	4,800	36	1,740
Rockwall	1,400	64	900
Runnels	4,400	49	2,160
Rusk	11,700	41	4,800
Sabine	1,900	34	650
San Augustine	1,900	27	520
San Jacinto	1,600	49	780
San Patricio	9,500	50	4,730
San Saba	2,200	25	540
Schleicher	700	22	150
Scurry	9,900	48	4,720
Shackelford	1,100	43	480
Shelby	5,700	22	1,240
Sherman	700	73	510
Smith	22,400	51	11,490
Somervell	800	47	370
Starr	3,000	24	730
Stephens	3,300	43	1,430
Sterling	400	44	180
Stonewall	900	50	450
Sutton	1,000	22	220
Swisher	2,300	50	1,140
Tarrant	153,300	77	117,910
Taylor	21,200	61	12,970
Terrell	900	21	190
Terry	4,100	61	2,510
Throckmorton	900	53	480
Titus	4,600	28	1,310
Tom Green	21,300	53	11,350
Travis	49,700	66	32,600
Trinity	2,500	49	1,210
Tyler	2,800	40	1,130
Upshur	4,900	40	1,970
Upton	1,500	44	660
Uvalde	4,600	33	1,510
Val Verde	4,300	17	720
Van Zandt	5,500	71	3,880
Victoria	10,000	28	2,800
Walker	4,200	53	2,230
Waller	2,900	64	1,860
Ward	4,300	37	1,570
Washington	5,100	48	2,450
Webb	14,400	24	3,470
Wharton	9,700	52	5,000
Wheeler	2,500	27	660
Wichita	33,400	70	23,380
Wilbarger	5,700	55	3,120
Willacy	6,000	35	2,090
Williamson	10,200	58	5,890
Wilson	3,200	68	2,170
Winkler	3,800	37	1,390
Wise	4,300	67	2,860
Wood	5,200	40	2,090
Yoakum	1,100	61	670
Young	4,600	53	2,440
Zapata	1,000	24	240
Zavala	2,600	33	850
UTAH	**209,400**	**70**	**145,630**
Beaver	1,300	9	120
Box Elder	5,500	78	4,270
Cache	9,400	69	6,440
Carbon	7,200	31	2,230
Daggett	100	19	20
Davis	10,600	78	8,270
Duchesne	2,000	19	380
Emery	1,400	31	440
Garfield	900	9	80
Grand	500	31	160
Iron	2,500	9	230
Juab	1,500	40	600
Kane	600	9	60
Millard	2,400	40	960
Morgan	600	61	370
Piute	500	9	50
Rich	500	61	300
Salt Lake	88,100	81	71,360
San Juan	1,000	9	90
Sanpete	3,700	40	1,480
Sevier	3,200	40	1,280
Summit	1,700	61	1,040
Tooele	5,500	68	3,740
Uintah	2,700	19	510
Utah	23,700	77	18,250
Wasatch	1,300	61	790
Washington	2,700	9	240
Wayne	300	9	30
Weber	28,000	78	21,840
VERMONT	**109,600**	**64**	**70,040**
Addison	5,100	62	3,150
Bennington	7,700	74	5,680
Caledonia	7,200	53	3,830
Chittenden	18,600	82	15,170
Essex	1,800	73	1,310
Franklin	8,300	67	5,540
Grand Isle	800	67	530
Lamoille	3,000	67	2,000
Orange	4,700	53	2,500
Orleans	5,800	73	4,210
Rutland	13,300	64	8,480
Washington	12,100	70	8,470
Windham	8,500	39	3,300
Windsor	12,700	46	5,870
VIRGINIA	**927,900**	**66**	**614,850**
Accomack	10,100	41	4,130
Albemarle	13,700	41	5,590
Alleghany	7,700	64	4,900
Amelia	1,700	51	870
Amherst	4,300	56	2,410
Appomattox	1,900	56	1,070
Arlington	71,500	84	60,090
Augusta	17,800	42	7,390
Bath	1,500	40	600
Bedford	7,400	49	3,600
Bland	1,400	42	590
Botetourt	3,900	64	2,480
Brunswick	4,300	41	1,760
Buchana	7,900	28	2,240
Buckingham	2,600	46	1,200
Campbell	21,500	62	13,330
Caroline	2,600	65	1,680
Carroll	6,800	37	2,540
Charles City	900	64	580
Charlotte	3,100	51	1,590
Chesterfield	10,500	78	8,230
Clarke	1,800	64	1,160
Craig	800	64	510
Culpeper	3,300	55	1,820
Cumberland	1,600	46	730
Dickenson	5,100	29	1,490
Dinwiddie	13,900	81	11,290
Essex	1,400	65	910
Fairfax	33,200	89	29,510
Fauquier	5,400	64	3,460
Floyd	2,600	37	970
Fluvanna	1,700	46	780
Franklin	5,700	49	2,770
Frederick	9,200	75	6,880
Giles	5,000	62	3,080
Gloucester	2,900	67	1,930
Goochland	1,700	62	1,060
Grayson	5,600	40	2,220
Greene	1,100	46	510
Greensville	3,900	51	1,990
Halifax	9,200	56	5,150
Hanover	5,600	62	3,490
Henrico	88,100	81	71,180
Henry	12,700	58	7,400
Highland	800	40	320
Isle of Wight	3,500	49	1,700
James City	2,600	67	1,730
King & Queen	1,400	65	910
King George	1,800	59	1,050
King William	1,900	65	1,230
Lancaster	2,300	59	1,350
Lee	8,000	33	2,620
Loudon	5,100	82	4,180
Louisa	3,000	62	1,870
Lunenburg	3,400	41	1,390
Madison	2,000	46	920
Mathews	1,700	67	1,130
Mecklenburg	8,000	48	3,850
Middlesex	1,900	67	1,260
Montgomery	10,400	77	8,020
Nansemond	10,000	62	6,220
Nelson	3,200	56	1,800
New Kent	1,000	64	640
Newport News	48,400	82	39,680
Norfolk	130,500	83	108,100
Northampton	4,500	48	2,170
Northumberland	2,500	59	1,460
Nottoway	4,300	51	2,200
Orange	3,100	55	1,710
Page	3,800	50	1,900
Patrick	3,600	37	1,340
Pittsylvania	27,300	48	13,190
Powhatan	1,200	62	750
Prince Edward	3,700	51	1,890
Prince George	9,100	64	5,860
Princess Anne	14,500	70	10,210
Prince Wm.	5,200	82	4,260
Pulaski	7,600	62	4,690
Rappahannock	1,400	46	640
Richmond	1,400	59	820
Roanoke	39,100	81	31,480
Rockbridge	7,100	40	2,840
Rockingham	12,600	55	6,870
Russell	6,100	29	1,790
Scott	6,600	38	2,530
Shenandoah	5,600	50	2,810
Smyth	7,100	40	2,820
Southampton	6,300	49	3,060
Spotsylvania	6,500	62	4,020
Stafford	3,100	62	1,920
Surry	1,500	67	1,000
Sussex	2,700	51	1,380
Tazewell	11,600	34	3,920
Warren	4,400	64	2,830
Washington	13,200	31	4,070
Westmoreland	2,600	59	1,530
Wise	13,600	36	4,870
Wythe	5,800	42	2,430
York	3,700	67	2,460
WASHINGTON	**820,600**	**65**	**530,940**
Adams	3,000	62	1,850
Asotin	3,800	44	1,660
Benton	19,600	36	7,040
Chelan	13,600	38	5,110
Clallam	8,600	67	5,720
Clark	27,900	69	19,140
Columbia	1,500	44	660
Cowlitz	18,000	45	8,170
Douglas	3,800	27	1,010
Ferry	1,100	47	520
Franklin	6,600	47	3,110
Garfield	900	44	390
Grant	11,700	41	4,810
Grays Harbor	18,100	43	7,840
Island	3,900	72	2,800
Jefferson	2,600	69	1,780
King	256,400	74	188,560
Kitsap	27,300	77	21,050
Kittitas	6,300	31	1,980
Klickitat	4,100	36	1,470
Lewis	13,900	50	6,880
Lincoln	3,400	62	2,090
Mason	4,800	69	3,300
Okanogan	8,700	33	2,900
Pacific	5,600	39	2,190
Pend Oreille	2,500	47	1,180
Pierce	88,200	73	63,920
San Juan	1,200	72	860
Skagit	14,300	54	7,660
Skamania	1,700	54	910
Snohomish	43,400	75	32,470
Spokane	82,900	75	62,510
Stevens	6,000	47	2,840
Thurston	15,500	65	10,090
Wahkiakum	1,000	39	390
Walla Walla	12,300	36	4,420
Whatcom	22,900	48	10,970
Whitman	9,000	46	4,100
Yakima	44,500	60	26,590
WEST VIRGINIA	**502,400**	**61**	**304,030**
Barbour	4,600	32	1,470
Berkeley	8,000	65	5,210
Boone	7,600	57	4,290
Braxton	3,700	31	1,160
Brooke	6,900	90	6,200
Cabell	33,100	87	28,760
Calhoun	2,200	45	990
Clay	3,200	48	1,530
Doddridge	2,100	27	570
Fayette	19,900	52	10,290
Gilmer	2,100	27	570
Grant	2,200	36	790
Greenbrier	9,200	51	4,720
Hampshire	2,900	38	1,110
Hancock	8,800	86	7,600
Hardy	2,200	36	790
Harrison	22,500	36	8,030
Jackson	3,500	45	1,580
Jefferson	4,300	79	3,410
Kanawha	65,300	80	52,300
Lewis	4,600	31	1,440
Lincoln	4,700	77	3,600
Logan	17,700	63	11,200
McDowell	20,700	54	11,260
Marion	19,500	63	12,340
Marshall	9,000	81	7,250
Mason	6,000	77	4,600
Mercer	18,400	53	9,700
Mineral	5,700	38	2,180
Mingo	10,900	64	6,930
Monongalia	15,800	69	10,930
Monroe	2,900	46	1,340
Morgan	2,300	38	880
Nicholas	6,500	48	3,100
Ohio	22,600	88	19,820
Pendleton	2,000	36	720
Pleasants	1,600	54	860
Pocahontas	2,700	36	970
Preston	7,500	46	3,470
Putnam	5,000	77	3,830
Raleigh	22,900	47	10,690
Randolph	7,100	30	2,130
Ritchie	2,900	27	780
Roane	3,800	45	1,710
Summers	4,400	46	2,030
Taylor	4,400	46	2,030
Tucker	2,200	36	780
Tyler	2,500	54	1,340
Upshur	4,800	32	1,540
Wayne	8,200	64	5,250
Webster	4,000	36	1,440
Wetzel	4,700	54	2,520
Wirt	1,200	45	540
Wood	20,100	46	9,170
Wyoming	8,800	49	4,290
WISCONSIN	**1,082,700**	**75**	**812,110**
Adams	2,500	33	830
Ashland	5,600	52	2,900
Barron	10,800	53	5,720
Bayfield	3,900	43	1,690
Brown	30,000	85	25,620
Buffalo	4,400	63	2,790
Burnett	2,900	48	1,380
Calumet	5,500	81	4,480
Chippewa	12,000	57	6,830
Clark	9,100	45	4,070
Columbia	10,800	52	5,650
Crawford	5,000	45	2,230
Dane	53,100	67	35,580
Dodge	17,500	84	14,670
Door	6,600	82	5,430
Douglas	14,300	62	8,870
Dunn	7,800	65	5,030
Eau Claire	17,500	80	13,910
Florence	1,200	44	530
Fond du Lac	20,700	77	15,940
Forest	2,400	44	1,060
Grant	12,600	51	6,390
Green	7,600	57	4,300
Green Lake	4,700	47	2,190
Iowa	5,700	44	2,500
Iron	2,500	52	1,290
Jackson	4,900	55	2,700
Jefferson	13,600	84	11,420
Juneau	5,500	33	1,830
Kenosha	25,600	87	22,140
Kewaunee	4,800	82	3,950
La Crosse	21,300	61	13,040
Lafayette	5,300	57	3,000
Langlade	6,100	53	3,240
Lincoln	6,600	53	3,500
Manitowoc	20,700	85	17,550
Marathon	23,300	58	13,400
Marinette	10,600	62	6,570
Marquette	2,700	47	1,260
Milwaukee	293,100	91	266,090
Monroe	8,800	53	4,650
Oconto	7,400	81	5,990
Oneida	6,600	41	2,710
Outagamie	25,300	85	21,450
Ozaukee	7,600	88	6,700
Pepin	2,100	63	1,330
Pierce	6,300	63	3,990
Polk	7,500	82	6,170
Portage	9,300	55	5,090
Price	4,700	42	1,990
Racine	36,300	88	31,940
Richland	5,500	44	2,410
Rock	31,200	67	20,940



The new advertising strategy based on Politz research

From daybreak to bedtime, radio — and *only* radio — can follow your potential customer wherever she goes, sell her while she is occupied with other things. And in the average home, more listening is done *in the kitchen* than any other place!

Alfred Politz Research, Inc., collected the important facts which form the basis of the new and amazingly *economical* advertising technique called The Nation's Voice. This is the strategy of concentrating your advertising on a relatively small number of *great* radio stations in important markets.

Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach!

Not in just one — but in five separate markets, the Politz studies show that people *trust*, *respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station. These studies show, too, that in areas where television is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen.

The Nation's Voice story is in brief presentation form at all Christal offices. Call now and arrange for a demonstration.

A COST COMPARISON OF 4 EXCELLENT MEDIA

If you invest $100,000 in advertising with —

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just three times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for three color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than three shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL—Baltimore	WBEN—Buffalo	WGAR—Cleveland	WJR—Detroit	WTIC—Hartford
WDAF—Kansas City	KFI—Los Angeles		WHAS—Louisville	WCKR—Miami
WTMJ—Milwaukee	WHAM—Rochester	WGY—Schenectady	WSYR—Syracuse	WTAG—Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

State and County	Total Households	TV Households %	TV Households Number	State and County	Total Households	TV Households %	TV Households Number	State and County	Total Households	TV Households %	TV Households Number	State and County	Total Households	TV Households %	TV Households Number
Rusk	4,600	42	1,950	Washington	10,900	89	9,650	Carbon	4,900	27	1,320	Platte	2,300	22	490
St. Croix	7,800	84	6,540	Waukesha	29,500	86	25,310	Converse	1,600	22	340	Sheridan	6,200	16	1,010
Sauk	12,100	60	7,240	Waupaca	10,700	82	8,730	Crook	1,200	11	130	Sublette	900	10	90
Sawyer	2,900	43	1,260	Waushara	4,300	47	2,000	Fremont	5,900	10	590	Sweetwater	6,300	9	590
Shawano	9,700	63	6,080	Winnebago	29,500	76	22,450	Goshen	3,600	22	780	Teton	800	23	180
Sheboygan	25,700	84	21,540	Wood	15,300	53	8,170	Hot Springs	1,700	10	170	Uinta	1,600	27	440
Taylor	4,700	42	1,990					Johnson	1,400	16	230	Washakie	2,000	16	330
Trempealeau	6,900	55	3,790					Laramie	16,100	59	9,530	Weston	2,000	11	210
Vernon	7,800	45	3,470	**WYOMING**	92,100	26	23,750	Lincoln	2,400	27	650	Yellowstone Pk.	100	23	20
Vilas	2,900	41	1,190	Albany	6,500	27	1,760	Natrona	12,800	20	2,590				
Walworth	14,700	83	12,250	Big Horn	3,600	16	590	Niobrara	1,200	22	260				
Washburn	3,300	48	1,570	Campbell	1,400	11	150	Park	5,600	23	1,300	**U. S. TOTAL**	**48,784,600**	**73**	**35,495,330**

Radio-Tv Set Survey Released by Nielsen

COUNTY-BY-COUNTY data on radio and tv set ownership in the U. S., as of last spring, was distributed by A. C. Nielsen Co. last week to subscribers to its Nielsen Coverage Service No. 2. The complete NCS No. 2, consisting of station coverage reports based on county-by-county set ownership, will be released to subscribers "early this fall," Nielsen said.

The television homes information, according to Nielsen spokesmen, is identical to that which was released last week by Advertising Research Foundation (see story, page 29), which developed it in cooperation with the Neilsen firm through correlation of NCS No. 2 data and a concurrent study by the U. S. Census Bureau. The radio homes figures, it was explained, are an updating of 1955 counts by application of county percent information against new total home base counts developed in cooperation with *Sales Management* and the Census Bureau.

"The figures, developed through the cooperation of representatives from both the buying and selling sides of radio and tv, with Nielsen and ARF, give to the industry a single common source for the basic dimensions of the two broadcasting media," according to Nielsen Vice President John K. Churchill. "We believe this cooperative effort will resolve earlier conflicting claims regarding receiver ownership in certain areas. The combined television and radio tabulations are being distributed exclusively by Nielsen, while the television data are being made available jointly by Nielsen and ARF."

Toy Firm Likes Tv Test, Plans to Increase Use

TRANSOGRAM Co., New York, one of the largest combines of toy and game manufacturers, will plunge into tv this month after having dipped its toe in $10,000 worth of tv time last year. Allocating "at least one-third" of its 1956 total advertising budget of an estimated $300,000 to television, Transogram will place a total of 199 spot announcements on nine stations in the New Haven, Cincinnati and Cleveland markets between Oct. 22 and Dec. 9.

Transogram's tv schedule includes tie-ins with ABC-TV's *Mickey Mouse Club* on WNHC-TV New Haven and WCOP-TV Cincinnati; participations in *Heading West* on WLWT (TV), *Hi Kids* on WKRC-TV, and *Al Lewis Show*, all Cincinnati; *Romper Room, Tumbleweed Theatre,* and *Looney Tunes* on WJW-TV Cleveland, and *Six O'clock Adventure* on KYW-TV Cleveland.

Spokesmen for Transogram pointed out that while the firm maintains complete national distribution, it wants to "give tv a full try" in concentrated market areas before extending its schedule—probably next year—to cover a wide geographic area of the U. S.

According to Charles S. Raizen, Transogram's president, "toys—in action—are a tv natural," adding that year by year, his firm "is learning that television is a most powerful promotion tool." There are no plans for radio at present.

Agency for Transogram is Lester Harrison Inc., New York.

St. Georges & Keyes, Shepard Agency Unite

CONSOLIDATION of St. Georges & Keyes, New York, and K. E. Shepard Inc., Chicago, was announced last week by the agencies' two principals, Stanley J. Keyes Jr. and Kenneth E. Shepard. The combined agency will operate under the name of St. Georges & Keyes.

St. Georges & Keyes, 17-year-old agency, services such clients as Revere Copper & Brass Inc., H. K. Porter Co., Davison Chemical Co. (division of W. R. Grace & Co.), while the former, 29-year-old Shepard agency serviced National Assn. of Home Builders and the veterinary medicine division of Parke Davis & Co.

No personnel changes are contemplated for the agency, which will now have a Chicago office in addition to those in New York and Philadelphia, the latter opening this past July. Mr. Shepard will continue in Chicago as general manager of western operations; Mr. Keyes will remain president, and Ben F. Homan, executive vice president of the Shepard agency, will head the Chicago office's service department.

Richard Hudnut, K&E To Go Separate Ways

THE 14-year association of Richard Hudnut (Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., New York) and Kenyon & Eckhardt, New York, will be ended Dec. 31 on what an official described as "an amiable note."

It was understood that Warner-Lambert would take the approximately $4 million account to Sullivan, Stauffer, Colwell & Bayles, New York, currently serving Warner-Lambert's DuBarry brand hair products. Reportedly, SSC&B may surrender DuBarry to another agency.

Robert G. Urban, executive vice president of Lambert-Hudnut, declined to say what prompted the termination of the K&E advertising agreement by insisting, "we just don't make comments in situations such as these."

Kenyon & Eckhardt services Warner-Lamberts' Quick home permanents, End home curl permanents, Pin Quick home permanent, Enriched Creme shampoo and Creme rinse, all bearing the brand name of Richard Hudnut. Total billing on the account was estimated at $4 million, with at least $3 million allocated to broadcast media. Hudnut currently is sponsoring NBC-TV's *Your Hit Parade* for the third season on an alternate basis with American Tobacco Co. (Lucky Strike) through BBDO, New York. It also is active in tv spot and some years ago sponsored the *Edgar Bergen-Charlie McCarthy* programs on CBS Radio.

Richard Hudnut, then known as Hudnut Sales Co., subsidiary of Warner-Hudnut Co., was absorbed in 1954 by Lambert Pharmacal Co., St. Louis, which was then reorganized into the Warner-Lambert Pharmaceutical Co.

C&W GETS TEXACO $11 MILLION SIREN

A LONG-PENDING consolidation of the bulk of the Texas Co.'s U. S. advertising activities with a single agency will take effect Jan. 1. Company officials last week designated Cunningham & Walsh the recipient of the firm's annual $11 million billing.

This move, in the discussion stage for over three years according to Texaco Advertising Director Donald W. Stewart, "was made to keep up with a change in marketing conditions . . . necessitating consolidation of our advertising planning to a greater degree."

Affected will be Kudner Agency, New York, which handles the company's radio-tv billing (estimated last season at $5 million), and Erwin, Wasey & Co., New York, the agency servicing Havoline motor oil, Marfak, PT anti-freeze, as well as farm and industrial advertising.

One exception to the consolidation will be made: G. M. Basford Co., New York, which will take over Erwin, Wasey's share of industrial advertising.

Cunningham & Walsh handled print and outdoor advertising for the two Texaco gasolines, Sky Chief and Fire Chief. Advertising for McColl-Frontenac Oil Co. Ltd., Texaco's Canadian affiliate (and co-sponsor on its ABC Radio-Canadian Broadcasting Co. sponsorship of the Metropolitan Opera Saturday matinee broadcasts) will continue to be serviced by Ronalds Adv. Ltd., Montreal.

Though having spent an annual $3.8 million on its *Texaco Star Theatre* during the past several years, the Texas Co. will stay clear of network television "through the present season," Mr. Stewart indicated. However, the oil company, which canceled the Jimmy Durante program last season, is considering what Mr. Stewart called "valuable tv properties," for possible use starting next year.

In the aural medium, besides its weekly ABC-CBC Metropolitan Opera broadcasts during the fall-winter season, Texaco sponsors 22 five-minute news programs on ABC Radio weekends; a 15-minute sports program with Tom Harmon, six days a week on approximately 50 western and southwestern radio stations; the Bob Burns sports program on KMOX St. Louis; the Tom Manning sports show on KYW Cleveland, and the John Carmichael sports program on WBBM Chicago.

Mr. Stewart, aware that word of Texaco's impending move had been making the rounds on agency row for over two years, attributed the timing to the fact that "we spent over a year and a half screening prospective agencies," adding that "the choice was altogether more difficult on account of so many very fine presentations we looked at."

For Cunningham & Walsh, no stranger to the Texas Co., the sounding of the familiar red siren is particularly welcome. Earlier this year, it dropped about $12 million in billing when Liggett & Myers moved its Chesterfield account from C&W to McCann-Erickson.

WE'VE TAKEN THE AGE OUT OF NEWS COVERAGE . . .



AND PUT THE NEW IN NEWS

SERVING MONTGOMERY . . . as well as every HOME TOWN in Southeast Alabama.

40 correspondents in Alabama and North West Florida towns and communities are equipped to film, on the spot, news as it occurs and to wing it to Montgomery for prompt telecasting, usually the same day.

The most modern film processing equipment at our studios makes the news ready to screen in minutes . . . NO AGING IN TRANSIT . . . .

A news crew that's trained, qualified in every respect, stands ready with their equipment to cover news when it happens, wherever it happens.

WSFA-TV news is presented without still photographs and our consumption of 16mm films at the average rate of 26,000 feet per month makes it fresh . . . new . . . as new as the news . . . .

Excellence in timely and complete, unbiased news coverage is a part of WSFA-TV's service to southeastern Alabama and is one of the many reasons for its dominance over all other media.

Your message will be seen more . . . .
mean more on . . . .

NBC

WSFA-TV, Montgomery, Alabama
WKY, WKY-TV, Oklahoma City, Oklahoma
WTVT in Tampa - St Petersburg

Represented by THE KATZ AGENCY, INC.

CHANNEL 12 WSFA-TV
Montgomery, Alabama

FC&B PLANS COMPLETED FOR NEW FORD ACCOUNT

Agency offices to be opened in Philadelphia, Dallas, Atlanta, New Orleans, Boston and Washington to accommodate dealers. Detroit and Chicago offices assign 120.

THE Chicago and Detroit offices of Foote, Cone & Belding will assign 120 people to the new million dollar plus Special Products Div. account of Ford Motor Co., with FC&B President Fairfax Cone heading a creative task force as special management representative, it was announced last week.

The agency also reported it will open offices in Philapelphia, Dallas, Atlanta, New Orleans, Boston and Washington, D. C., to accommodate dealer groups for Ford's new automobile, now being designed and slated for introduction as a 1958 model next year. FC&B was appointed last January to handle the account, with estimated potential billings (manufacturer and dealer group) of $15 million, a considerable amount of that sum to be allocated to broadcast media.

Directors and officers of Foote, Cone & Belding from various offices and other advertising leaders converged on Detroit last Wednesday and Thursday for formal opening of the agency's new branch in the National Bank Bldg. The Detroit office eventually will be fully staffed with account, copy, broadcast, art, media and research personnal (about 70 people) under Charles S. Winston Jr., vice president and office manager, and Clyde E. Rapp, vice president, associate manager and account supervisor.

The Detroit staff will work closely with a Chicago creative task force headed by Mr. Cone, who earlier this year resigned certain administrative duties to concentrate on creative work for the Ford account and other agency clients. Mr. Cone will be assisted by Fred Ludekens, associate creative head. Chicago staffers on the Special Products Div. account will number 50 people.

As of last week, no specific broadcast appointments had been officially announced, although a number of account, art personnel and copy writers had been assigned to the account.

Among key personnel assigned to Ford are A. J. Bremner, copy chief; Curtis Berrien, copy department; Marvin Potts, executive art director, all Chicago.

In Detroit are Robert F. Hussey, media account supervisor; Robert Freeman, Robert G. Andrus and Richard A. Clarke, art directors; John O. Cook, copy chief; John Harvey (from FC&B San Francisco), Albert F. Remington and Bruce E. Miller, account executive, and Robert J. Hakken and David Jenkins, copy writers.

Mr. Cone explained that FC&B will establish a staff of 11 field offices to permit the agency to work closely with various dealer groups on their local advertising programs. Field men also will operate out of already established agency offices in New York, Chicago, Kansas City, Los Angeles, and San Francisco.

K&E Personnel Purge Denied By Vice President Hal Davis

SPECULATION circulating last week that Kenyon & Eckhardt, New York, was having a personnel purge was firmly denied by an agency official who pointed out that the discharge of nine employes (out of a total of 950) was merely a manifestation of K&E's growing pains.

Indicating that K&E—"like any other rapidly expanding agency"—operates on the formula of cost control and profits, Hal Davis, vice president and promotion director, told B•T that his shop is admittedly getting to be more cost conscious and that therefore, "we find ourselves faced with the necessity of having to operate more like a business and less like the proverbial top-heavy agency."

Mr. Davis declined to name the nine departees, but it was understood that two of them, Richard Bellamy and Barney Freeman, came from his promotion department.

K&E claims to have increased its total billing by $20 million during the past two years by adding such accounts as RCA, Shell Oil, Pepsi Cola, National Biscuit Co., Hood Tire Co., Blatz Beer and Whirlpool-Seeger (now RCA Whirlpool). Its current billings touch the $75 million mark.

QUARTET MOVES UP AT DONAHUE & COE



Mr. Weir



Mr. Schneider



Mr. Rosenthal



Mr. Kingsbury

AN EXECUTIVE realignment, which was prompted by "expanded business" and a need for reorganization, according to agency President E. J. Churchill, last week saw four Donahue & Coe, New York, executives shifted to top level posts.

Walter Weir, chairman of the plans board and vice president in charge of client service, was named executive vice president, a new position; Oliver A. Kingsbury, with D&C since its 1934 founding and vice president and secretary, became management committee chairman; William Schneider, vice president in charge of creative service, succeeded Mr. Weir as plans board chairman, and J. R. Rosenthal, marketing director, was appointed vice president in charge of research, marketing and merchandising.

NEW TYPE PEPSI CONTEST ON RADIO-TV IN MUNCIE

Contestants phone reasons why they like soft drink with best to be played on WLBC-AM-TV simulcast. Winners decided by vote of public.

PEPSI-COLA, which made history with its "Pepsi, Please" radio advertising concept [B•T, Aug. 20], will launch a new "electronic contest" idea on both radio and television this week.

The contest, to be staged on a test basis in Muncie, Ind., is not a replacement for but an addition to the "Pepsi, Please" campaign, which itself was tested in Muncie and also in San Diego, and is now going strong in Marion, Ind.

The "electronic contest" differs from ordinary contests in at least two ways. Ordinarily, contestants in such product promotions are required to make written entries—submit slogans, explain "why I like" the product, complete limericks, etc. In the Pepsi contest starting in Muncie this week, contestants have to write nothing. They merely call a designated telephone number, identify themselves, and then talk for 25 seconds or less—a variation of the usual contest's "25 words or less"—about Pepsi-Cola. They can say anything they want to, so long as it's about Pepsi. At the other end of the phone, their voices are recorded.

Each week a staff of judges will listen to the recordings and select 10 for the week's finals, based on such factors as sincerity, originality and voice inflection. The 10 contestants who submitted these entries will then appear on a half-hour simulcast on WLBC-AM-TV Muncie, during which the entry of each will be played.

Voting for the first-prize winner will be done by the public—and to get ballots, people must buy Pepsis. A bottle collar worth six votes will go with a "six pack" of Pepsis, and individual sales—whether fountain or bottle—will be worth one vote each. In the opening week's contest, approximately six days will be alloted for the balloting. For instance, the finals will be staged on the WLBC-AM-TV program next Monday at 7-7:30 p.m., and the voting on that week's finalists will close the following Sunday. A similar pattern will be followed in succeeding weeks, although exact deadlines for voting may be changed somewhat.

Each week's first-prize winner is slated to receive a portable television set, while each of the 10 finalists will receive a year's supply of Pepsi-Cola—about 10 cases—under current planning.

To promote the contest, Pepsi has scheduled 100 spot announcements on WLBC during October and also hopes to clear some id's on WLBC-TV. Two newspaper ads also are scheduled. The contest is slated to continue for 13 weeks and if successful, it will be placed in other cities.

Like the "Pepsi, Please" campaigns, which award prizes to people who recognize their own voices on broadcast recordings, the Muncie contest is being handled by Pepsi-Cola Co. and its agency, Kenyon & Eckhardt, in conjunction with the stations involved. Those who have been working directly on the Muncie project include Pepsi-Cola's Charles Derrick, advertising vice president, and Bill Darkee, midwest vice president; Kenyon & Eckhardt's J. Clarke Mattimore, account executive, Howard Martin, of the Chicago office, Ted Harbert, producer, and Fred Papert, copy chief, and WLBC's Bill Craig.

WBKB IS CHICAGO

Channel **7** **WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"NIGHT ON THE DRIVE"



A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago– Photography: Hedrich-Blessing

GASOLINE-OIL IN BOSTON RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Atlantic Refining Co. (N. W. Ayer)	—	1	17	315
2.	Jenney Manufacturing Co. (Griswold-Eshleman)	—	2	7	117
3.	California Oil Co. (B. B. D. & O.)	—	2	3½	75
4.	Standard Oil Co. (McCann-Erickson)	—	1	10	71
5.	Socony-Mobil Oil Co. (Compton)	—	2	6	63
6.	Tide Water Oil Co. (Buchanan)	—	2	4	52

RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Atlantic Refining Co. (N. W. Ayer)	—	1	48	224
2.	Cities Service Co. (Ellington)	—	2	39	160
3.	Shell Oil Co. (J. Walter Thompson)	—	2	18	56
4.	Sun Oil Co. (Ruthrauff & Ryan)	5	1	15	47
5.	American Oil Co. (Joseph Katz)	4	4	16	43
6.	Standard Oil Co. (McCann-Erickson)	—	1	18	31
7.	Tide Water Oil Co. (Buchanan)	—	2	7	27
8.	Gulf Oil Corp. (Young & Rubicam	—	1	2	8

In the above summary, the monitoring occurred the week ending July 21, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Pabst, Burnett Huddling; $6 Million Budget Involved

RECOMMENDATIONS on Pabst Brewing Co.'s 1957 advertising expenditures are currently under consideration by Leo Burnett Co. and the client, with an estimated $6 million budget involved. Expected to be completed by Nov. 1, substantial part of the budget will go into broadcast media.

One decision hanging in the balance is whether Pabst will buy into ABC-TV's co-op feature *It's Polka Time,* in certain markets. The client sponsored a trial run on the network this past summer. ABC-TV has set the series for co-op at a new day and time (Sunday, 8:30-9 p.m. EST) starting Oct. 7.

Among Pabst's present properties are the ABC radio-tv *Wednesday Night Fights* and numerous spot tv-radio programs (mostly sports). Pabst is set to co-sponsor, with Standard Oil Co. of Indiana and Philip Morris (Marlboro cigarettes), Green Bay Packers pro football telecasts on a "split" CBS-TV network of about 15 stations in Wisconsin, Minnesota and North Dakota this season.

Pro Football on CBS-TV Under Marlboro Banner

MARLBORO Cigarettes (Philip Morris Inc.) will hew to the "male line" this season with sponsorship of professional football games that the tobacco firm claims to be "the greatest array (of games) ever presented to the nation's home viewing audience." It will be Marlboro's first network sponsorship.

Scheduled to get underway this past weekend, the live Sunday telecasts will run through Dec. 23, with two Saturday games scheduled for Dec. 8 and 15—all on CBS-TV.

In order to give audiences "local color," the cigarette firm has ordered eight special networks consisting of 190 CBS-TV stations. As many as six different games will be aired "simultaneously" in various localities, giving the sponsor an opportunity to blanket various regions with a staggered schedule of Marlboro announcements.

Sportscasters covering the games will include Chris Schenkel, Red Grange, Van Patrick, Ernie Harwell, Joe Boland and others. All 12 clubs of the National Football League have been signed for telecasts.

Leo Burnett & Co., Chicago, is Marlboro's agency.

Gerst, Sylvester & Walsh, Ohio Adv. Agency Combine

TWO Cleveland advertising agencies—Gerst, Sylvester & Walsh Inc. and Ohio Adv. Agency —have merged under the name of the former, effective today (Monday). The merger announcement was made jointly by Arthur Gerst, GS&W president, and Samuel Abrams, Ohio president.

Mr. Gerst will continue as president of the combined operations with Mr. Adams a vice president. The agencies have moved into newly-remodeled quarters at 3113 Prospect Ave. Mr. Abrams is past president of the Cleveland chapter of the American Assn. of Advertising Agencies.

K&E Names Two VPs

TWO Kenyon & Eckhardt, New York, account executives, John W. Keeshan and Samuel A. Alter, have been elected vice presidents of the agency, Board Chairman Thomas D'Arcy Brophy announced last week.

Before joining K&E in 1951, Mr. Keeshan was with J. Walter Thompson Co. for five years. Mr. Alter joined the agency earlier this year



MR. ALTER



MR. KEESHAN

after seven years as vice president and account executive at The Biow Co. He also has been with Aluminum Co. of America and A. C. Nielsen Co.



Radio's One-Book Reference Library

B • T's annual Broadcasting Yearbook-Marketbook is revving up. Deadline is November 19 for advertising reservations. As in 22 previous issues, the new book will present a vast collection of important, useful data about the entire radio profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to radio, of agencies and their radio accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. Further details upon request to B • T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.



AGENCY and station representative pesonnel were guests of WHO-AM-FM-TV Des Moines during its 1956 National Field Days and National Plowing Matches event [B•T, Sept. 24]. Among the Chicago-Milwaukee contingent at event were (l to r): George Adkisson, Peters, Griffin, Woodward Inc., national sales representative for stations; Mahlon Saxon, Leo Burnett Co.; Carroll Bay, Wherry, Baker & Tilden; Rex French, Leo Burnett Co.; Charles Michael, Record Adv. agency, Fairbury, Ill.; Don Looper, Bert S. Gittins Adv. Inc.; Lee Hammett, Western Adv. Agency; A. L. Decker, The Buchen Co.; Carlton Stoddard, Gittins agency; Fred Lyman, Aubrey, Finlay, Marley & Hodgson; William Lind, Leo Burnett Co.; Paul Seabrook, Gittins agency; Ed Nesbitt, Critchfield & Co.; Ellen Korngiebel, E. H. Brown Adv. Agency; Joe Hall, Leo Burnett Co.; Rex Thomas, Fuller & Smith & Ross; Harry Pick, Dancer-Fitzgerald-Sample; Roger Mohr and Evelyn Vanderploeg, Arthur Meyerhoff & Co., and John A. Cory, of Peters, Griffin, Woodward Inc., Chicago.

NEW BUSINESS

Carter Products (Arrid), N. Y., renewing contracts with 40 radio and 100 tv stations for 26-week campaign starting today (Mon.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Swift & Co. (meat packer), Chicago, buys alternate weeks of *The Lone Ranger* on ABC-TV, Thurs., 7:30-8 p.m. EDT, starting Oct. 25. Agency: McCann-Erickson Inc., Chicago.

Mennen Co. (Skin Magic hand cream), Morristown, N. J., through Grey Adv., N. Y., purchased the 4:15-4:30 segment of NBC-TV's *Queen for a Day,* starting this Wednesday.

Best Foods Inc., through Dancer-Fitzgerald-Sample, both N. Y., signs to sponsor eight seven-and-a-half minute segments in lineup of three CBS Radio daytime serials, *This Is Nora Drake, Ma Perkins,* and *Right to Happiness,* effective Oct. 8. Sales understood to represent about $830,000 in gross annual billings.

AGENCY APPOINTMENTS

B. T. Babbitt Inc. (household cleansers), New York, appoints Dancer-Fitzgerald-Sample, N. Y., as agency for all Bostwick Labs products. Bostwick is a Babbitt division manufacturing aerosol products. D-F-S services Babbitt's Cameo, Bab-O and Tidy Bowl cleansers.

Procter & Gamble appoints Leo Burnett Co., Chicago, to handle advertising for its Camay Soap.

A&A PEOPLE

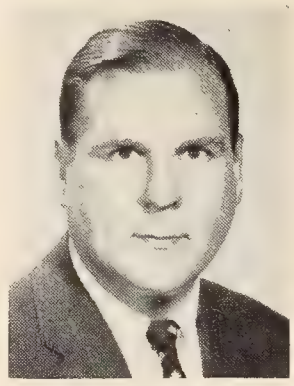
Arthur J. Mahoney appointed treasurer of Lambert & Feasley, N. Y., succeeding **Robert W. Stowbridge Jr.,** who has retired after 33 years with agency.

Robert L. Larsen, salesman in Detroit and Toledo for Salada Tea Co. Inc., to firm's Boston headquarters as general sales manager, succeeding **Walter F. Haefele,** who has retired from firm.

Tom Viscardi, timebuyer on Mercury Div., Ford Motor Co., at Kenyon & Eckhardt, N. Y., to Young & Rubicam, N. Y., in similar capacity on Proctor & Gamble account, effective today (Mon.).

Arthur Schwartz, associate sales promotion director for radio-tv, Bulova Watch Co., N. Y., to sales promotion manager, International Latex Corp., N. Y.

Frank Noettling, personnel manager, McCann-Erickson, N. Y., elected vice president in charge of personnel at Benton & Bowles, N. Y. He succeeds **Rodman Funston,** resigned to join Lever Bros. as management employment supervisor.



MR. NOETTLING

John B. Hunter, vice president and account supervisor on American Telephone & Telegraph Co., at N. W. Ayer & Son, N. Y., retired Friday after spending more than 30 years with the agency.

Nat Brandon, formerly with Coggin Adv. Agency and Noble-Dury & Assoc., both Nashville, Tenn., rejoins latter agency as assistant to president.

Nancy Dixon, author-home economist formerly with Young & Rubicam, N. Y., named director of media and public relations, Ingalls-Miniter Adv. Agency, Boston.

Dick Howell, formerly with WDSU-AM-TV New Orleans, La., named radio-tv director, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, Ind.

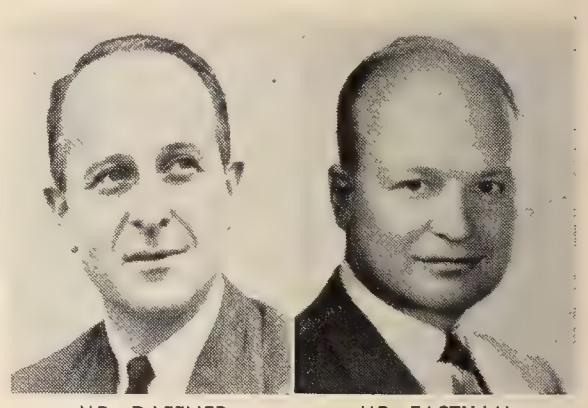


MR. HOWELL

Donald Daigh, tv commerical producer-writer-supervisor, appointed executive producer in William Esty Co.'s tv commercial department.

Thomas S. Andrews, formerly eastern division regional director for Martin-Senour Paint Co., Chicago, appointed marketing director. He will supervise advertising, merchandising, market analysis and public relations.

Joseph Daffner, formerly vice president, Norex Labs, division of Schenley Industries, appointed director of advertising and merchandising, Lanolin Plus Inc. (toiletries), Chicago.



MR. DAFFNER MR. EASTHAM

William K. Eastham, associate merchandising manager, Lever soaps and detergents division, Lever Bros. Co., New York, appointed merchandising manager of Pepsodent division, reporting to Pepsodent marketing Vice President **T. E. Hicks.** He succeeds **Ambrose J. Addis,** named to new post of assistant to the advertising vice president of Lever Bros.

Richard W. Nixon, formerly with Fletcher D. Richards Inc. and Fuller & Smith & Ross, both N. Y., to Young & Rubicam, N. Y., as contact executive on Borden Co. account.

Frank W. Julsen, formerly vice president of Ruthrauff & Ryan Inc., Chicago, to Cunningham & Walsh Inc., same city as supervisor of food accounts.

Correction

THE following errors have been discovered in the table "The Top 200 Tv Spenders" [B•T, Aug. 20]: Procter & Gamble's network figure should be $20,928,569 and total $33,252,369. General Motors' network figure should be $10,675,407 and total $13,110,307. Brown & Williamson's spot figure should be $5,595,300 and total $7,447,785. Ford's network figure should be $5,237,077 and total $6,985,077.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Rumors Were a Dime a Dozen..."

. . . And Then . . . Open Armed Violence!

Case History No. 23

To a good newsman, nothing is more important than the advance contacts he establishes with possible news sources.

For proof of this, just ask Jaime Cunningham, news editor of WCTW, New Castle, Indiana.

Cunningham had built good contacts among both workers and management of the large industrial plants in his area. That's the reason he was ready for quick action when violence broke out at the Perfect Circle Corporation plant, which had been crippled by a 10-week-old strike by most of its employees.

"Rumors were a dime a dozen, but when I checked and got the same word from four different sources, I knew something big was up."

At 6:30 the morning of the big break, Cunningham observed that the usual number of workers were not showing up at other New Castle factories. Tension mounted. He immediately alerted The Associated Press at Indianapolis.

"Looks like real trouble," he said.

Then, shortly after 9 a.m., it happened. Five thousand angry, shouting strike sympathizers descended on the Perfect Circle plant, determined to close it. One hundred armed non-strikers were barricaded inside the foundry. Cunningham was on the phone to The AP at Indianapolis with eyewitness reports of the seething situation.

Four advancing pickets dropped from gunshot wounds. Bullets ricocheted inside the plant, wounding four more. One hundred and fifty state troopers rushed to the scene. Cunningham and the WCTW staff relayed details to The AP.

"Eight shot so far. We'll call you the moment we have more."

Six hundred national guard infantrymen, backed by two tanks, eventually descended on the troubled city. All public gatherings were banned. The sale of alcoholic beverages was halted. A temporary truce did not promptly break the explosive tenseness, and WCTW continued its coverage to The AP.

Said Cunningham, "I've been grateful many times for AP coverage that practically put me at the scene, so my first thought was of The Associated Press."





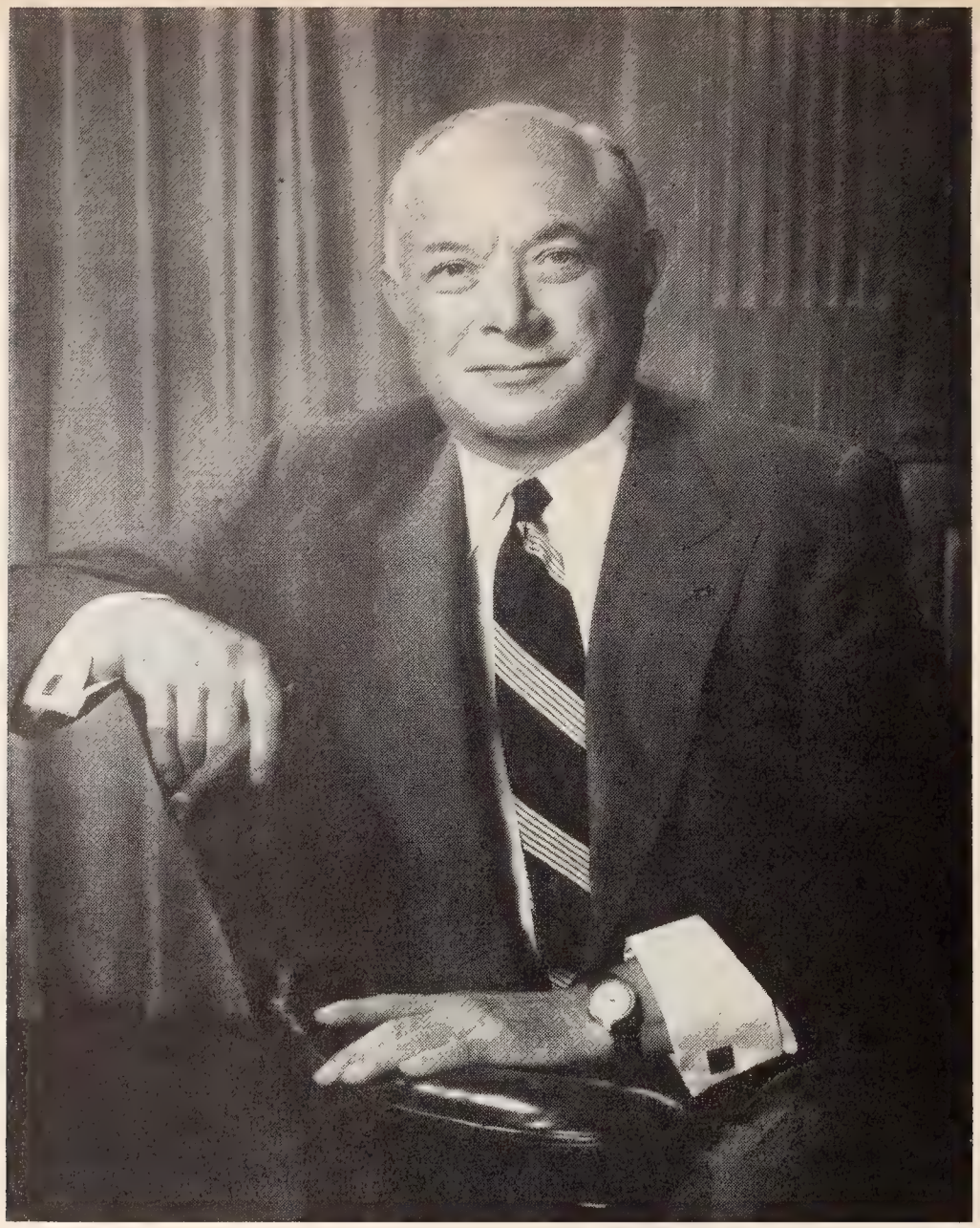
Jaime Cunningham
News Editor
WCTW, New Castle, Ind.

Cunningham is one among the thousands of newsmen who make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP





SARNOFF'S FIFTY YEARS

THE major developments which Brig. Gen. David Sarnoff asked his RCA scientists five years ago to "give" him on his 50th anniversary in electronics were slated to be presented to him last (Sun.) night on schedule—at a golden anniversary dinner attended by approximately 1,000 of his friends and associates.

The RCA board chairman got the three "gifts" and then some. Shown on color slides at the dinner at New York's Waldorf-Astoria Hotel—and slated for public demonstration at the David Sarnoff Research Center in Princeton today (Mon.)—were these five developments:

- A magnetic tape recorder of both color and black-and-white television for broadcast use;
- A home magnetic tape player for television;
- An electronic amplifier of light and an application of it to industrial X-ray use;
- An electronic air-conditioner;
- An electronic refrigerator.

Gen. Sarnoff—whose original request was for the magnetic tape recorder for tv programs, the all-electronic air-conditioner, and the electronic amplifier of light—thanked "all those involved" for "their pioneering courage, their perseverance, their competence unmatched in this field," and accepted these "amazing gifts on behalf of our company."

He said he realized that "in part they are still in what engineers call the developmental stage," but that "bold dreams and hopes" have been turned "into proud realities" and that "in time they will find their way to the market place, serve the public and benefit industry." (Also see excerpts of Gen. Sarnoff's speech, page 49.)

Dr. Elmer W. Engstrom, RCA senior executive vice president, announced that the gifts were ready for presentation.

Looking again to the future, Gen. Sarnoff in his address made 20 predictions for the 20 years ahead, including this one on communications:

"Television, in full color, will be completely global, so that man will be able not only to speak and hear all around this planet but to see the entire world in natural colors. Individuals will be able to hold private two-way conversations and see each other as they talk, regardless of the distances separating them. Moreover, the beginnings will have been made in the automatic and instantaneous translation of languages, enabling people to understand one another at once across the barriers of Babel."

In another prediction he said that "electroluminescence or 'cold light,' now emerging from the research laboratories, will bring into being startling new types of illumination," effecting far-reaching changes in "factories, streets, stores, highways and homes" and, among other things, providing "brighter and bigger tv pictures, and ultimately [replacing] the tv tube altogether with a thin, flat-surface screen that will be hung like a picture on the wall."

Gen. Sarnoff, who entered the radio field on Sept. 30, 1906, as a messenger boy with the Marconi Wireless Telegraph Co. of America (later acquired by RCA), received many tributes at the dinner, including messages from President Eisenhower and Britain's former prime minister, Sir Winston Churchill.

President Eisenhower's message said:

"The golden anniversary, marking your 50 years in the field of radio, television and electronics, is made brilliant by your leadership and great contributions in the science, art and industry of communications. You have established an outstanding record of service to the American people and to the nation. You have helped greatly to bulwark the pre-eminence of the United States in electronics and world-wide communications.

"With all who know you I join in congratulations on your splendid record of achievement made possible by hard work and steady adherence to high ideals and American traditions.

"I hope that the years to come will bring you the best of health and happiness—as well as some time for golf."

Sir Winston sent "warm good wishes and my congratulations on the 50th anniversary of your work in the field of wireless and television to which you have contributed so much."

Tributes and awards also were presented to Gen. Sarnoff by the Radio Pioneers, citing his leadership in broadcasting and from the National Appliance & Radio-Tv Dealers Assn., in recognition of his contributions to the radio-television business.

20 PREDICTIONS FOR 20 YEARS

HERE, in condensed text, are highlights of address prepared for delivery by Brig. Gen. David Sarnoff, RCA board chairman, at last night's (Sun.) dinner celebrating the 50th anniversary of his entry into electronics (also see story page 48):

"Exactly five years ago, you gave me a party at the Princeton Laboratory to mark my 45th milestone. Taking advantage of the place and the occasion, I looked ahead to this night and asked our scientists for three gifts for my 50th anniversary. The gifts I asked for were a magnetic tape-recorder for both black-and-white and color television, an electronic air-conditioner without any moving parts and an electronic amplifier of light. . . .

"Well, the deadline has been reached, and I am here to attest that my faith in their genius has been fully justified. You have heard Dr. [E. W.] Engstrom [senior executive vice president of RCA] announce that the three gifts are all wrapped up in ribbons ready for demonstration. Of course, I realize that in part they are still in what engineers call the developmental stage. But the fact remains that in five short years they have succeeded in turning what were bold dreams and hopes into proud realities. . . .

"This is an occasion that tempts me to reminisce about the rich and exciting years we have travelled together. But I have always been more concerned with the future than the past, and so resolutely bypass the temptation. I shall ask you instead to join me in peering into the future.

"However impressive the events that filled the last 50 years, or even the last century, I am convinced that they will be eclipsed by the events of the next 20 years. I take this arbitrary span of time because, we can hope that, with a little bit of luck all those present tonight—myself included—will still be around to check on the accuracy of our vision. In fact, I have already been promised an 85th birthday party and you are all cordially invited to attend.

"So I proceed to stick my neck out by making the following 20 predictions for the 20 years ahead.

"1. **Nuclear energy:** . . . Nuclear energy will be brought to a practical state of peacetime usefulness, not only for industry but for planes, ships, trains and automobiles. Direct conversion of atomic energy into electricity—a principle already demonstrated experimentally by RCA—will be a fact . . .

"2. **Solar energy:** The energy of sun rays will be effectively harnessed and in worldwide use . . .

"3. **Communications:** Television, in full colors, will be completely global, so that man will be able not only to speak and hear all around this planet but to see the entire world in natural colors. Individuals will be able to hold private two-way conversations, and see each other as they talk, regardless of the distances separating them. Moreover, the beginnings will have been made in the automatic and instantaneous translation of languages, enabling people to understand one another at once across the barriers of Babel.

"4. **Transportation:** Jet-propulsion and rocket-type vehicles, using nuclear fuels, will travel at speeds as high as 5,000 miles an hour with greater safety and comfort than today's aircraft. . . . Guided missiles will transport mail and other freight over vast distances, including oceans.

"5. **Automation:** Already well launched automation will reach a crescendo under the impact of cheap and abundant power. It will increase production, decrease costs, and make more goods and services available to more people. The transition will create problems of adjustment but ultimately it will free millions of people from arduous and hazardous work. It will increase employment, reduce hours of labor and increase leisure.

"6. **Materials:** Chemistry will make spectacular strides . . . A tremendous array of new plastics, ceramics, lubricants and categories of substances that as yet have no name will become available for personal and industrial uses.

"7. **Electronic light:** Electroluminescence or 'cold light,' now emerging from the research laboratories, will bring into being startling new types of illumination. It will change the appearance of our factories, streets, stores, highways and homes, providing light without heat and almost without shadow. Its glow will be subject to easy control for volume and color nuances to suit any taste or decor. Being light without glare, it will eliminate many of the perils of night driving and flying. **It will also give us brighter and bigger tv pictures, and ultimately replace the tv tube altogether with a thin, flat surface screen that will be hung like a picture on the wall.**

"8. **Computers:** The era of electronic computers, already begun, will reach fruition. Recording and accounting will be taken over by robots, freeing for other work the great majority of the 9 million Americans now engaged in clerical tasks . . . High speed writing and reading will be as familiar as high-speed arithmetic is today.

"9. **Food:** Striking developments in irrigation and flood control, more efficient use of solar energy, the electronic acceleration of germination and growth, as well as new chemical and biological discoveries will greatly expand mankind's food resources. At the same time, the oceans will be efficiently "farmed" for nutritive products . . . These developments will enable famine to be eliminated in all parts of the world.

"10. **Health:** The close ties now developing between biology, chemistry, and physics, applying the new tools of electronics and atomics, will bring an avalanche of improvements in preventive medicine, diagnosis and treatment of human ills . . . Man's life span will be further extended, probably within hailing distance of the century mark.

"11. **The Home:** The housewife's dream of an all-automatic home will be realized. The day's chores in the home will be prescheduled, with each of the tasks performed electronically . . . Fortunately, we shall continue to do our own eating.

"12. **Climate:** Not only will the prediction of weather for months and even years ahead be perfected, but major steps will have been taken to make and control weather as desired. Ports now icebound will be unfrozen and icebergs rapidly melted. Progress will have been made in dissipating storms even of hurricane intensity, or in diverting them from a destructive course . . .

"13. **Communism:** Within the next 20 years Soviet Communism will collapse under the weight of its economic fallacies, its political follies, and the pressures of a restive, discontented population.

"14. **People's capitalism:** . . . As socialism is stripped of its popular appeals, the dynamics of a people's capitalism within a democratic framework will be intensified.

"15. **Living standards:** . . . Slowly but surely the waters of wretchedness now covering so much of the earth will recede, and levels of well-being without past parallel will be attained all over the world. The most pressing problems will not be the use of labor but the intelligent and beneficent use of leisure.

"16. **Education:** . . . Not only will general levels of knowledge rise, but the intellectual climate will be favorable to development of special talents and individual genius. Highly-geared technology will put a premium on brains.

"17. **Entertainment:** Every form of art and every type of entertainment will be readily accessible in the home. Talent—both live and recorded—will be available by television, radio, the phonograph and electronic photography. The opportunities for creative and interpretative talents will be greater than ever before. The range and variety of programs will embrace everything created by the human mind.

"18. **Government:** Because of unprecedented access to information public opinion will be a more decisive element . . . Prevailing sentiment on any issue will be quickly and accurately registered by electronic means . . . Popular government and democratic processes will tend to become more and more effective.

"19. **War:** Universal communications and speedy transportation will shrink the world to a neighborhood. Technological developments in weapons of mass destruction will leave no doubt that the alternative is between survival or annihilation . . . War as an instrument of international policy will be outlawed.

"20. **Science and religion:** As a reaction against current cynicism and materialism, there will be an upsurge of spiritual vitality. . . .

NETWORKS, ON CELLER STAND, TELL OF INSIDE OPERATIONS

Appearances by Stanton of CBS and Sarnoff of NBC occupy most of House subcommittee's attention as New York hearings come to close. Uneasy prospect: Chairman Celler says he may have to reopen them in D. C. Congressmen commend CBS chief for frank testimony.

DEEP probing into the way networks run their business occupied most of the third, and perhaps final, week of New York hearings before the Celler antitrust subcommittee.

The New York phase of the probe ended late Thursday afternoon on a note of uncertainty as to whether or not the hearings would be resumed "at a later date" in Washington. Chairman Emanuel Celler (D-N. Y.) announced that they "may" be so reopened but did not amplify his statement. Previously, however, Rep. Celler had indicated while Robert W. Sarnoff, NBC president, was on the stand that he might have to "reassemble" the subcommittee if certain answers to questions were not forthcoming at that time.

Questioning was lively at times last week as two network presidents—Frank Stanton, CBS, and Mr. Sarnoff of NBC—went into details of such topics as affiliation contracts, talent fees, film programming and alleged favoritism granted to the networks' inside programs as against non-owned program properties.

Chairman Emanuel Celler (D-N. Y.) paid a glowing tribute to Dr. Stanton at the completion of his testimony. But the impression was evident that the subcommittee feels it is grubbing out priceless operating secrets that have never before been revealed. It looked for a time as though confidential salary and fee data from talent contracts might be unveiled to eager competitors, but most of this material was unidentified. There was some disturbance, however, among industry witnesses over unveiling of several confidential network affiliation arrangements.

Witnesses testifying during the second week were:

Monday—Alan R. Cartoun, vice president-advertising director, Longines-Wittnauer Watch Co., accompanied by Clark Getts, Getts Lecture Bureau; Carl Haverlin, BMI president; Earl Gammons, former CBS Washington vice president; Ralph W. Hardy, CBS Washington vice president; Dr. Stanton.

Tuesday—Dr. Stanton; Walter Winchell, MBS-NBC-TV newsman.

Wednesday—Dr. Stanton; Robert W. Sarnoff, president, NBC; James A. Stabile, ABC.

Thursday—Mr. Sarnoff; Robert Moore Jr., superintendent, Sheraton Corp., closed-circuit tv network; Murray Carpenter, president, WTWO (TV) Bangor, Me.

Other subcommittee members attending one or more sessions: Reps. Peter W. Rodino (D-N.J.), Byron B. Rogers (D-Colo.), James M. Quigley (D-Pa.), Kenneth B. Keating (R-N.Y.) and Hugh Scott (R-Pa.). Also present: Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel, and Leonard Appel, Thomas H. McGrail and Julian H. Singman, assistant counsel.

Alan R. Cartoun

Longines-Wittnauer

Messrs. Cartoun and Getts described the history of *Longines Chronoscope,* quarter-hour program on CBS-TV. Under questioning, Mr. Cartoun said the show began on CBS-TV in 1951 as a production of the watch company, with its agency, Victor A. Bennett Co., New York, purchasing time from CBS-TV.

Answering queries, Mr. Cartoun said CBS-TV shortly after the show began in 1951 at 11 p.m., informed Longines that the program was contrary to the network's policy of itself controlling all special events presentations. Thereupon, Longines furnished CBS-TV with a list of the special guests well in advance of each performance so the network could pass on them.

In the summer of 1953, however, CBS-TV President J. L. Van Volkenburg, told the company the show was being terminated because "programs in the opinion area must be the direct responsibility of CBS Television."

The program was off the air "several months," but was reinstated as a CBS-TV production with Mr. Cartoun continuing as director on the CBS-TV payroll and also continuing with Longines. The network dispensed with services of Mr. Gett's bureau and secured the special guests itself. Additional costs to Longines, under CBS-TV ownership, was only $300 or $400 more weekly than it was while being produced by Longines. The show was sold to CBS-TV for a "token" sum, with the understanding it would revert back to Longines when no longer used on the CBS-TV network.

Then, in the summer of 1955, CBS-TV took the program off the network altogether, explaining that it did not fit the current structure as reevaluated by the network, Mr. Cartoun explained. Since then, Longines has not been able to secure comparable network time for the show, he continued.

Near the end of the 1951-53 period, discussions were renewed on whether CBS-TV or Longines should produce the show, Mr. Getts said, adding that he went to see Mr. Van Volkenburg and told him of "the great damage that would accrue to me if this change were made, and other matters." The network agreed to carry a card saying that the program was produced under "the supervision and control" of CBS-TV. The card was carried two or three weeks, Mr. Getts continued, but was dropped "suddenly when one of the guests, I was told privately, was no favorite of the network."

Mr. Getts said that after his termination, he protested to CBS President Frank Stanton, who said he would look into the matter. When he asked again to see Dr. Stanton, he never heard from the CBS president, Mr. Getts said.

The subcommittee entered in the record a telegraphed reply by CBS Records artist and repertoire man Mitch Miller to a telegraphed charge by singer Frank Sinatra last week [B•T, Sept, 24] that Mr. Miller almost ruined his career by insisting that he record BMI instead of ASCAP songs.

Mr. Miller said Sinatra history at Columbia "during my tenure" shows that he recorded 57 songs in 31 months of which 51 were ASCAP and five BMI, two of the latter "hits." He said he is "prepared to confront Sinatra on witness stand if your committee so requests." An accompanying affidavit by Mr. Miller was withheld pending "perusal by counsel."

Carl Haverlin

President, BMI

Mr. Haverlin cited similar figures to indicate that most of Mr. Sinatra's telegram "seems to have no foundation in fact."

The BMI president said that in the songwriters' suit against BMI and others "no one has furnished . . . any figures to suggest" that BMI songs are more often recorded by broadcast-connected recording companies than those which are not. ASCAP, he said, "has many times our performances" and "several times our income."

On the two basic issues before the Justice Dept. for 15 years, whether broadcaster ownership of BMI stock is wrong and whether broadcasters have discriminated against ASCAP and in favor of BMI, Justice "has taken no action because no action was called for," he continued.

ASCAP witnesses before the subcommittee, he said, are asking the House group "to assume the existence of a conspiracy more widespread and gigantic than has ever existed in this country." He called ASCAP testimony "an attack on the integrity of 4,000 broadcasters . . . leading citizens of their communities."

He called the charges "an obvious attempt, in my mind, to prejudice the outcome of a law

WITNESSES FOR THE DEFENSE



STANTON OF CBS



SARNOFF OF NBC

suit and to reinstate that ASCAP monopoly by destroying BMI as effective competition."

He noted the committee is not taking testimony under oath, while the court has "rules of evidence" to protect parties against untruths, and that the committee should not take any action or position to prejudice the court suit.

Chairman Celler denied the committee has taken a position, to which Mr. Haverlin reminded him that he had favored divestiture of BMI from broadcasters. Chairman Celler replied that it was only his own opinion, not the committee's, and he still feels divestiture is "most eminently proper."

Mr. Haverlin told Rep. Celler he thought the congressman was "being misled . . . I think they are lying to you."

Counsel Pierce questioned Mr. Haverlin on a contract entered into by BMI and Hill & Range Inc., a publishing company, March 29, 1949, providing that Hill & Range principals could keep their interests in three other ASCAP publishing firms, but must not do anything to exploit, plug or otherwise promote the ASCAP songs licensed by the three firms.

Mr. Haverlin said he did not negotiate the contract, nor did he know anything about the provision, although he signed it. He said that regardless of how the provision appears, "it seemed never to have been activated nor operative." He felt the contract applied to the three principals as individuals and not to them in their capacities of controlling the other three firms.

There could have been a verbal amendment which negated the provision, Mr. Haverlin said. He noted that the three men started still another ASCAP company afterward which had several hits.

He said that to the best of his knowledge, BMI has made no similar provisions in contracts with others.

A Matter of Subpoenas

Chairman Celler waxed wroth in questioning Mr. Haverlin and one of his attorneys, Max Freund, about subpoenas issued in connection with an examination before trial in the songwriters' suit against BMI. BMI attorneys, Chairman Celler charged, subpoenaed three ASCAP people who appeared before the House group last week or who furnished statements to it.

These were Billy Rose, Oscar Hammerstein II, Stanley Adams and Jack Lawrence. Why, asked Rep. Celler, did BMI lawyers not subpoena two others, Allen Lerner, lyricist for the CBS-backed Broadway musical, "My Fair Lady," and Steve Allen, NBC performer? Was it because they are connected with the networks?

Mr. Freund said that Mr. Lerner is one of the complainants in the case and thus can be called by "serving notice on him." He said BMI proposes to subpoena Steve Allen.

Chairman Celler retorted: "Do not fence with me . . . Did you or did you not? . . . Answer yes or no."

"Not yet," said Mr. Freund. Mr. Freund explained that "we can only get out a certain number of subpoenas at one time."

Chairman Celler denounced the subpoenaing as being an "interference with the activities of this committee." Mr. Freund said he would not have issued the subpoenas if Rep. Celler had so informed him, and that he doesn't think it interferes to "cross-examine individuals here not under oath, to ask them to repeat the statement made under oath and subject to cross examination."

Chairman Celler didn't agree: "I think it is an harassment of these witnesses, and it indicates your discrimination" to take non-broadcasting witnesses and not subpoena those connected with networks. Mr. Freund said he would subpoena Messrs. Lerner and Allen "in due course."

Chairman Celler felt the subpoenas might deter other witnesses "that we may want to have appear before this committee."

Returning to the BMI contract with Hill & Range, Rep. Keating told Mr. Haverlin he would have "a much better effect on this committee if you would come in here and say, 'This contract is a mistake. We ought never to have put that clause in it; I am sorry we did. . . .' "

Committee questioning indicated that the BMI contract with Hill & Range was not renewed until April 1955, some time after the songwriters' suit against BMI, and that it did not carry the earlier provision against exploiting ASCAP songs.

Dr. Frank Stanton

President, CBS

Dr. Stanton opened his testimony by warning the subcommittee that tv broadcasting is "an enormously complex and equally delicate mechanism"; is both a "young and dynamic industry" and "most if not all of the pains are growing pains." These pains come from social, economic and technological factors, none of which should be ignored at the expense of the others.

The CBS president took particular note of the scarcity of tv station facilities and said CBS and others have addressed themselves to this problem. Tv is still a growing industry, he said, and it would be a mistake to take action "which might hobble that normal development," because "the damage might be fatal."

Dr. Stanton submitted five documents which CBS already had furnished to the Senate Commerce Committee in the latter's tv network investigation and tv allocations probe.

Turning to the BMI-ASCAP squabble, Dr. Stanton said CBS along with other broadcasters helped create BMI in 1939 because ASCAP had a "monopoly position" in music performance rights. CBS invested about $30,000 for 9% of BMI, has never received dividends and no one at CBS has ever issued any orders, directions or suggestions that BMI music be preferred over ASCAP music: "Our policy is . . . to use the right music, regardless of its source . . . to create the best possible program or record."

His inquiries, he said, indicate 80% of the music on CBS-TV and 74% of that on CBS Radio is ASCAP, with 13% and 18% for BMI. At Columbia Records, 70% is ASCAP and 19% BMI in popular records and if hillbilly and rhythm and blues are considered, 62% ASCAP and 21% BMI.

The CBS head said attorneys advise him against discussing CBS' BMI stock pending outcome of the songwriters' suit against BMI, but if the suit is terminated, "and if we have continued assurance of the maintenance of competition in the music licensing field, I can assure this subcommittee that I will take a good, hard look at the question of our continued ownership of the stock."

Rep. Celler said he was "happy" to hear such a "significant" statement, and Rep. Keating "hoped" that "other networks here" will be prepared to make a similar statement to that made by Dr. Stanton.

Questioning then turned to events leading to CBS acquisition of the present WBBM-TV (ch. 2) Chicago, formerly WBKB (TV), which was moved to ch. 2 from ch. 4 by the FCC's Sixth Report & Order of April 14, 1952. Mr. Stanton said CBS agreed to buy the then ch. 4 station from Balaban & Katz in 1951.

Asked whether he thought it proper for a CBS official or employe to discuss privately with an FCC commissioner a contested case pending before the FCC when that case involves CBS, Dr. Stanton said he did not.

Counsel Maletz then asked questions designed to show that Zenith Radio Corp. had been an applicant for ch. 2 during the 1948-52 freeze period and, after the Sixth Report, filed an amended application for ch. 2, and in June 1952 petitioned for a comparative hearing on ch. 2. CBS and Balaban & Katz opposed Zenith's request, Dr. Stanton said. B&K, meanwhile, had obtained a temporary authorization to operate on ch. 2.

Asked whether this meant that as of November 1952 the "Zenith-CBS-WBBM matter was pending before the Commission," Dr. Stanton replied, "Well, sir, it was on file at the Commission. I am not sure where it stood in the production line."

Dr. Stanton identified a memorandum to him from CBS Vice President Richard Salant, based on a report by Earl Gammons, then CBS Washington vice president, dated Nov. 11, 1952, in which Mr. Gammons reported talking to FCC Comr. Rosel H. Hyde, then chairman, about the ch. 2 transfer. The points made in the report:

1. Mr. Hyde would like to avoid comparative hearings but is not sure they can be avoided.

2. Believes FCC must finally determine B&K's license before approving assignment to CBS. Mr. Gammons understood Mr. Hyde to mean approval must wait until FCC decided in comparative hearings that B&K, rather than Zenith or others, was entitled to a regular license. Mr. Salant thought Mr. Hyde may only have meant Zenith's petition would have to be disposed of before a final decision on assignment.

3. Mr. Hyde does not believe the Zenith petition for comparative hearing must be dismissed because it is untimely; i.e., that Zenith should have filed in "B&K proceedings" and having failed to do so, must await the next renewal period. Mr. Salant thought Mr. Hyde "properly" disagreed with this view on the ground that Zenith's petition was in fact filed long before the merger, renewal and assignment proceedings began and, therefore, the FCC should have consolidated the petition with the overall hearings and made Zenith a party, and that the FCC, having not done so, cannot dismiss or deny Zenith's petition as untimely.

4. Mr. Hyde believes CBS has as good a chance as anyone in a comparative hearing and FCC will not and cannot be influenced by the fact CBS paid $6 million for "something less than a regular license," and that CBS' position would be the same in this regard: that the FCC would not find it fatal that CBS is competing against local owners, and that this factor would be offset by the Commission's strong feelings that equal network competition is important, and because of this, equal ownership of facilities; that Zenith's position would be weakened because of its position on subscription tv, and that Mr. Hyde believes Zenith President Eugene McDonald does not want ch. 2 at all.

5. Believes CBS should not take any action until the "trial" examiner's decision on the merger case, due this week, comes out, and that the decision may provide some guidance.

The memorandum said Mr. Gammons believed a comparative hearing was inevitable and that he will discuss the matter further with other commissioners.

Dr. Stanton, asked by Counsel Maletz whether he thought it proper for Mr. Gammons to have any contact with Comr. Hyde in view

of the "contested" matter before the FCC, said this question was difficult because the "Chicago matter was so complicated by a number of factors with which we had nothing to do that Mr. Gammons, and certainly I, for that matter, were very confused about the procedure that would be followed and the exact posture that we were in."

CBS certainly was not seeking help in terms of "one course of action or another," Dr. Stanton continued. "We were simply seeking information as to how to prepare ourselves and how to conduct ourselves in the future. We didn't know whether we were going into a comparative hearing . . . a renewal procedure . . . or . . . a regular transfer situation." There had been no hearing up to that time, he added, and the FCC was not faced with making a judgment between CBS and B&K or CBS and the posture was of this case, not what the decision was going to be. . . ."

Dr. Stanton said he didn't remember cautioning Mr. Gammons against discussing the matter with Comr. Hyde, but that he has cautioned CBS officials at "general meeting" that they were not to discuss with FCC members matters pending before the FCC involving CBS.

Earl Gammons

Ex-CBS Vice President

Mr. Gammons took the stand Monday afternoon to tell the subcommittee that whether he ever discussed contested cases pending before the FCC "depends on what you mean by pending. After the hearings were held, where they were sitting as judges, we did not talk then. When the case was being prepared for hearing, said.

Dr. Stanton interposed to explain that the original contract between CBS and B&K called for transfer of a "regular" license and that CBS was trying to ascertain, among other things, whether the license was to be "regular," and that whether the FCC understood this part of the contract.

The CBS president said he visited with the board chairman of AB-PT to ask him to hold the station until the license was clear, but that he was told others were also wanting to buy the station; thus, he said, CBS couldn't hesitate and "take that risk." CBS was merely trying to clear up a misunderstanding, he continued. Zenith, he said, had been an applicant "many times" for ch. 2, but had been turned down.

He affirmed that the FCC renewed the ch. 2 license to B&K in February 1953, Zenith filed a petition for reconsideration, the FCC denied the petition and the Court of Appeals upset the FCC's decision.

Since there was a "cloud" on the FCC's action, Dr. Stanton said, CBS was prepared to go into a hearing and he felt sure Zenith was, too. From Feb. 9, 1953, to July 5, 1953, when CBS officially began operation on ch. 2, there was an "awkward" situation since CBS could not point to its operating schedule because "technically we were not supposed to be operating the station," even though CBS was operating it.

This added up to a confused situation, which, however, does not reflect on the FCC, Dr. Stanton said.

He said the subcommittee's examination of CBS' and the industry's "behavior" is "probably a very good thing, because I think it puts into sharp focus the line between what is proper and what is not proper. I do not mean that I think we were improper, but I think that this is one that is in the twilight zone."

Rep. Keating told Dr. Stanton he thought the latter's recognition of a problem faced by the subcommittee "is very heartening, and . . . gives me great confidence in any witness . . . for this is something which reasonable men could differ on as to the propriety of it."

Rep. Quigley suggested that Messrs. Stanton and Gammons might have—since "it was legalistic procedure that was plaguing you and bothering you at the time"—engaged attorneys to handle it.

"Hindsight," commented Dr. Stanton, "is always 20/20, and I certainly agree with you as I look back on it." However, he said, he and other non-lawyers were making some of the decisions and had exhausted all the "ordinary channels." He agreed it was a "general misunderstanding all around" and that "I should not have gotten into it myself."

He explained his impatience: ". . . We had waited a long, long time. . . . I was running the risk of seeing $6 million float down the stream without getting something back for it. My neck was 'way out. . . ." He concluded: "I think what you say is absolutely right, and I think from now on I am not going to do anything without lawyers around me."

Rep. Rodino joined in commending Dr. Stanton for this statement, which he called "very reasonable," adding, "I think the committee is well satisfied."

Chairman Celler, too, called Dr. Stanton's attitude "commendable," and said the subcommittee has an "eminent conception" of Bruce Bromley, who accompanied the CBS head as counsel.

Chairman Celler added: "I am very frank. You take the wind out of our sails with this attitude. . . . I take it now that the future will profit by the past mistakes." He interrupted

WINCHELL CASTIGATES NETWORK'S 'ONE-MAN CONTROL'

WALTER WINCHELL, radio-tv commentator, told the Celler antitrust subcommittee of the House (see story, page 50) at its Tuesday hearing that "one man can control an entire network, including advertisers and can dictate their decisions."



MR. WINCHELL

Mr. Winchell is currently on MBS and resumes tv on NBC Oct 5, he said. Most of his air career was spent on ABC.

He recalled an argument with ABC President Robert Kintner over a million-dollar insurance policy protecting him from damage for air comments, with ABC buying the policy. "I have never lost a case in all the 28 years that I have been on the air," he testified, "if I had been permitted to be confronted by the people I exposed or attacked for some crookery, and once or twice settlements were made without my knowledge, or consent."

He called Mr. (Leonard H.) Goldenson "the rich husband, representing United Paramount Theatres, which saved American Broadcasting from going out of business, adding Mr. Kintner begged him not to leave the network because he was "the only one that is getting a rating for us." He testified the late Fred Allen and others "complained and called it a 'bastard' network because nobody could get anywhere on it." The word "bastard" was deleted from the record.

After resignation talk, Mr. Winchell testified, "I was informed, notified by Goldenson that my option was to be dropped on June 26. I had expected to go along until Dec. 26." He said agencies had told him his ratings were unusually high and sales were very good. He said that when he spoke to advertisers' representatives he could not get answers so he felt he had a basis for a damage suit because of "skulduggery." He said an advertiser told him, "We were told not to renew you," with Mr. Kintner as the source.

Sol A. Rosenblatt, Mr. Winchell's counsel, summed up his client's testimony this way, "I think the relevancy of the testimony to your inquiry is in connection with demonstration of facts of control by network executives over the very advertisers and the content of the program to be presented by the advertisers, that all being within their control and under their direction; and with the advertisers, should they desire a specific talent to continue with them, being unable if the executives of the broadcasting organization veto their thoughts."

James A. Stabile, ABC general counsel, told the committee Wednesday the points raised by Mr. Winchell are before the Supreme Court of New York in a suit filed by the commentator. He "categorically and emphatically" denied everything Mr. Winchell said but felt it would not be proper during litigation to answer on a point-to-point basis.

Zenith. This situation was partly a result of the freeze and of the ABC-United Paramount Theatres merger proceedings, he said, adding that all CBS was seeking at any time was "guidance as to how to conduct ourselves," and had no thought of seeking any special favors or consideration.

Dr. Stanton said he paid the $6 million for ch. 2 at the time the FCC approved the transfer in February 1953 "not knowing exactly what I had bought." CBS, he said, was prepared to go through hearings.

As to the propriety of Mr. Gammons discussing the "virtues or nonvirtues" of Zenith's application for ch. 2, Dr. Stanton said he did not know wether Mr. Gammons "asked him this" or whether Comr. Hyde "volunteered" the information. He felt Mr. Gammons was discussing the "broader problem . . . exactly what and they are trying to get information and we are trying to find out the procedure they are going to follow, then we talk with them."

Mr. Gammons said he couldn't vouch for all the details outlined in the memorandum because he couldn't remember, because there was "a lot of legal procedure. I am not a lawyer." Since there were legal proceedings involved, a CBS lawyer might have got the information just as well, Mr. Gammons said, but he (Mr. Gammons) was visiting with Mr. Hyde at the time and "I tried to find out. I had to find out many things down there in my days. . . ." He said he met with commissioners regularly at lunch, but tried to "keep away" from any case in the process of being judged. He did not feel the Chicago matter was being judged. The FCC never decided this case because it subsequently was settled "outside," Mr. Gammons



Move over, Harold. Make room, Harry. — I've made a mistake too!

I'm the guy who wrote the copy for the WCCO Television ad in the August 13 Broadcasting-Telecasting, and the August 20 Sponsor. It contained a real dandy error: Said WCCO Television averaged 97% more viewers per quarter-hour, day and night, than any other Minneapolis-St. Paul television station. Quoted NSI, June, 1956, as the source.

That 97% was a mistake. It should be 47%. So I'm setting the record straight, apologizing, and shouldering the blame.

Actually, WCCO Television has 47% more viewers per average quarter hour than the second station in the Minneapolis-St. Paul market; 261% more than the third station; 934% more than the fourth. That's what Nielsen really says.

August was the month of mighty mistakes. Harry Truman's. Harold Stassen's. And mine.

Gene Godt
WCCO Television

CBS Television for the Northwest

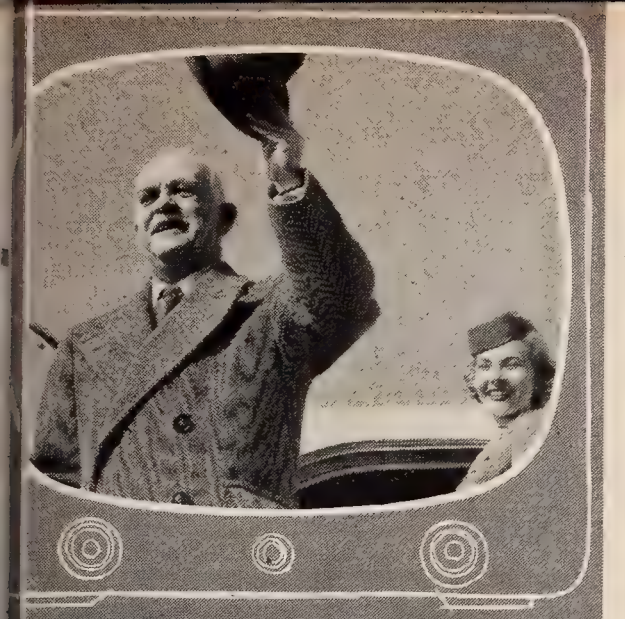
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MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward

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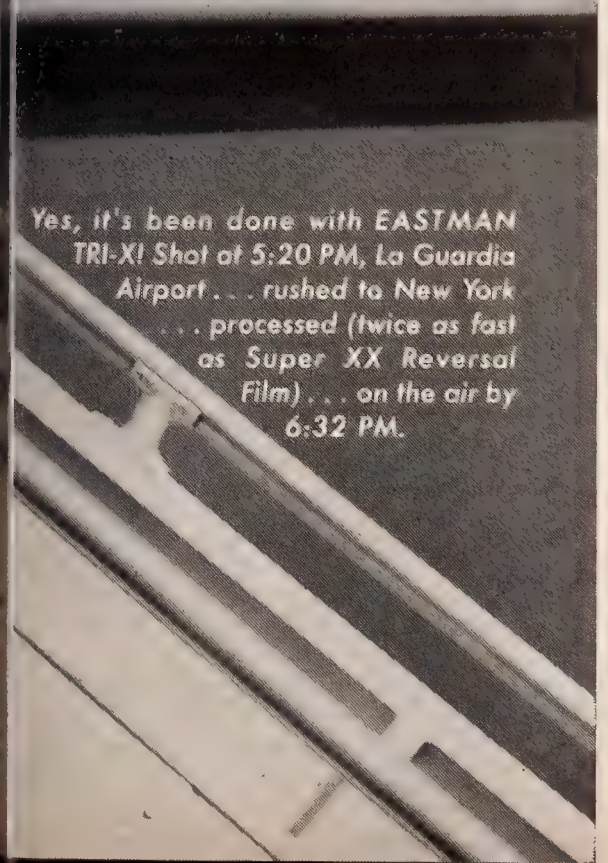
Anyway—it's easy . . . inexpensive, too . . . provided you work out your schedules and . . . **USE EASTMAN TRI-X FILM.**

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Yes, it's been done with EASTMAN TRI-X! Shot at 5:20 PM, La Guardia Airport . . . rushed to New York . . . processed (twice as fast as Super XX Reversal Film) . . . on the air by 6:32 PM.

further questioning by Counsel Maletz "in view of the statement made by Dr. Stanton."

Counsel Maletz offered another memorandum from Mr. Salant to Dr. Stanton, dated Nov. 21, 1952, subject to CBS authentication, for the record.

Ralph Hardy

CBS Vice President

Mr. Hardy was called to the stand to explain a letter from him to Dr. Stanton, dated Jan. 10, and describing FCC's reaction following the FCC Network Study Committee's visit to New York where members were briefed by CBS. Mr. Hardy's conclusion was that the FCC group had been favorably impressed with the briefing. Mr. Hardy explained also that he talked to several commissioners to find out how the FCC would proceed in its investigation and how broad it would be.

Chairman Celler explained that other material was being entered in the record not so as to be contrary to CBS interests "or in your favor," but to bring these matters out as ". . . sort of an admonition for the future in the conduct of broadcasting companies and Commission members and Commission's staff They must be very, very careful."

[*Dr. Stanton continues.*]

Asked for his views on multiple ownership, Dr. Stanton said he saw nothing wrong with it. *per se,* but questioned "undue concentration of control in any geographic area." He said he had told the Senate Commerce Committee he saw nothing wrong with the 25%-of-population proposal unless the stations were concentrated in one part of the country. Conceivably, he said, the stations could be distributed in such a way that 12 individuals could own all the affiliate stations of all three networks. CBS, he said, thus, could sit down with four people and negotiate affiliation agreements instead of with 180. He saw nothing wrong with this provided the concentration is not all in the eastern part of the country. In other words, if the four stations in Chicago were owned by four multiple owners there still would be competition.

Dr. Stanton said that "naturally" he'd like to see the limits lifted, because networking is expensive and uncertain and more station ownership would give stability to network operations. CBS has only three vhfs and is applicant for a fourth, but hopes to get a fifth someday, he added. He did not know what measuring stick should be applied to limit geographical area ownership, but felt, at any rate, that the total ownership shouldn't be less than seven. He thought it would be "chaos" for the FCC to decide multiple ownership on a case-by-case basis. Rep. Celler, too, thought that would be "unfortunate."

Dr. Stanton said he had no private meetings with FCC members regarding changes in multiple ownership rules in 1953, 1954, 1955 and 1956, but in 1950 or 1951 did talk about it with commissioners, but said nothing privately that he wouldn't say publicly and "I suspect that we put in writing exactly the same thing that I talked about."

Chairman Celler at this point asked Dr. Stanton whether he thought direct FCC regulation of networks desirable. The CBS president replied that this "would make sense if that were what the regulation was intended to accomplish," but that he has opposed network regulation when it was "non-specified" because he feared program control and "certain other features."

Dr. Stanton said he would prefer "direct" FCC regulation of networks because it would be less complicated, more businesslike and systematic, "but it is the blank check kind of regulation that troubles me and that is the reason I [opposed] it."

Asked by Rep. Celler whether he would oppose changing the laws if the FCC found it could not change the regulations "to conform to what you desire," Dr. Stanton answered in the negative. He felt direct regulation would be better than indirect (through stations).

Chairman Celler said he thought it is a "natural inference" to say that if the FCC "cannot do that, and they need changes in the statute to do it, that it would seem advisable to change the statute to give them the power."

Mr. Salant explained that the FCC finalized its multiple ownership rules in late 1953 to mean that minority holdings would count as full ownership in the new rules, but allowed owners to pursue their current applications while getting rid of minorities. When the two-uhf rule was added, he said, this distinction inadvertently was not made and CBS "woke up one day and found out this tricky little thing, which made no difference. . . . It was just something we felt ought to be called to the Commission's attention. . . ."

Dr. Stanton explained, under questioning, that CBS switched its affiliation from WFBM-TV Indianapolis to WISH-TV because WFBM-TV did not give CBS satisfaction in clearing and promoting CBS programs during option time, but was carrying "local commercials and regional commercials" instead. CBS exacted a promise from WISH-TV to give no word of the agreement so the network could "protect what little clearance we had left in Indianapolis."

Asked about CBS' switch to KOOL-TV Phoenix from KPHO-TV there, Dr. Stanton said CBS was "not particularly" satisfied with KPHO-TV and pointed to CBS' "historical and pleasant" radio affiliation with KOOL and to the network's policy of affiliating where possible and reasonable in such cases with the sister tv station. He acknowledged that Gene Autry, a majority owner of KOOL-TV, was a CBS performer at the time of the affiliation change.

Dr. Stanton said CBS never "arbitrarily" cancels a station affiliation; that an affiliation review committee makes these recommendations after "months of study," during which the stations "are invited to come in and put their facts before us." He thought CBS should have freedom to make the best affiliation it can so it can do the best job of serving the public: "We would not be holding up our obligation to the other affiliates if we allowed weeklings to stay on the network, and if stations did not clear or if enough stations did not do certain things, the whole level of the program structure would change and the public would lose."

Asked whether he thought there should be a law to give a station a legal remedy against a network which does not exercise good faith in cancelling an affiliation, Dr. Stanton said he would not fear any law "that would make us justify our ruling, because we have to be in the position where if we can improve our service to the public we are not strait-jacketed and the public is the loser."

If the industry were guilty of malpractice in this regard, this would come out in the FCC's network study, he said, and influential individuals would certainly make their protests known. He did not see any parallel be-

(Contract story on page 58, testimony continues on page 60)

FOCUS ON TALENT CONTRACTS

IN SELECTING network talent contracts to go into the record of the House Antitrust Subcommittee hearings (story commencing on page 50), the committee staff was looking primarily for three things.

These, according to a staff member, were:

1. Indications that the networks might be acting as a sort of artists' placement bureau, a field they departed in 1940 after the FCC had criticized their being in it.

2. Provisions which give the network the artist's services exclusively not only in radio and tv, but in other fields as well.

3. Provisions which guarantee the network exclusive rights to the artist's services beyond the term of the contract.

Most of the talent contracts taken for the record were packed up almost immediately for shipment to Washington, for the New York sessions were almost at an end by that time. Thus, except for the half-dozen or so taken from CBS-TV files, the contracts themselves were temporarily unavailable for examination. They will, of course, eventually be open to public inspection—along with network affiliation contracts put into the record.

Meanwhile, however, a staff member told B•T that of the three "things" the staff was mainly looking for, it found "strong examples" of all three in some of the NBC contracts, including indications that NBC in some cases seemed empowered to act as "something akin to an artist bureau."

He said that among CBS contracts it found only one sentence, in one agreement, indicating that a possibility might exist that CBS had authority to act as such a booker for the artist in that case.

Both CBS and NBC in the late 1930's operated artist bureaus which managed concert artists, actors, announcers, writers and other talent. In 1940, after FCC hearings during which the networks' "dual role" as employer and agent was sharply questioned, both CBS and NBC disposed of their bureaus.

Instances of the two other factors looked for by the committee staff—exclusively outside of radio-tv, and exclusively beyond the term of contract—were found among both NBC and CBS talent agreements, the staff member said.

Examination of the contracts available for inspection last week—those of CBS only—turned up full details on salaries, rights, obligations, and privileges, but nothing to indicate the identities of the talent involved, the programs they're on, or the names of their sponsors where sponsors were involved.

This personal material was deleted by agreement between counsel for the networks and counsel for the committee; in order to preserve the secrecy of private material not pertinent to the investigation.

In most cases the deletions included even those references that would indicate the sex of the star involved, and often even the dates were omitted.

One contract—with a CBS-TV star already under contract with the network to Sept. 27, 1957—was for a 20-year term, during which CBS-TV receives his active services for seven years and is assured that the artist will not render services in competition with CBS "in any manner in the fields of television and radio for a period of time not exceeding" the full 20-year period.

For the seven-year period of active service, this star gets $176,000 a year ($4,000 a week for 44 weeks of each year) and for the next 13 years he receives $100,000 a year. He also gets repayment of his out-of-pocket expenses in furnishing the program involved. During the last 13 years of the contract he is obligated to appear only on guest programs. For the first seven, he will appear on a regularly scheduled program whose name was deleted from the record; he is not required to appear on more than one program a week, except for guest appearances (and he may not be required to appear on more than 40 guest programs during the term of the contract, or more than five a year). The program must originate in Class A time.

During each of the last 13 years of the contract, any money the star makes in radio or tv is to be applied against the $100,000 due him annually by CBS.

In case of the artist's death, or disability lasting more than six months, CBS can cancel the agreement; but if the disability occurs before the end of the third year, CBS must pay $25,000 a year for each remaining year of the 20-year contract. The network also may cancel the remainder of the first seven years if the artist goes unsponsored for two consecutive years.

Production budget averages $50,000 per show, to be adjusted if it is broadcast in color. It may be staged either live or on film.

The contract also provides that the artist "will not work in radio and television shows anywhere in the world except pursuant hereto [terms of the contract]."

It also permits CBS to terminate the agreement within 30 days after learning that the artist has become involved in any act "involving moral turpitude," if such happens.

Another CBS-TV talent agreement put into the record involved both the original contract, made Oct. 25, 1950, and four subsequent amendments.

It calls for active service divided into two periods—the first covering two years, the second three—and a subsequent "restricted period" of five years. Original contract called for payment of (1) $15,000 per half-hour program; (2) at least $60,000 a year for each of the first two years; (3) at least $300,000 a year for each of the last three years. If the number of telecasts should exceed the prescribed number, the star —who incidentally must get the only star billing on the program, under the contract—receives $15,000 for each additional show. Payment for the "restricted period" is at the rate of $100,000 a year for the five-year term.

The star may not perform or perform on or let his name be used in connection with any commercial radio-tv program during the active employment period except as detailed in the contract, aside from not more than four guest appearances. During the "restricted period" he may not appear on radio or tv except on CBS or CBS affiliates, or except locally to promote personal appearances, or except on one noncommercial program of charitable or patriotic nature per year, or except for up to four guest appearances a year.

This contract also contains the following provision:

"The services to be rendered [words omitted] under this agreement are of a special, unique, unusual, extraordinary and intellectual character which give them a peculiar value, the loss of which cannot be reasonably or adequately compensated for in damages in an action at law, and a breach [words omitted] of this contract will cause Columbia irreparable injury. [Words deleted] that Columbia shall be entitled to injunctive and other equitable relief to prevent a breach, or continuance of a breach, of this agreement [words deleted], but this provision shall not be construed as a waiver of any other rights that Columbia may have in the premises for damages or otherwise. . . ."

Another contract—handled, according to accompanying letterheads, by CBS-TV's Hollywood offices, and dated Dec. 11, 1951—gave CBS the artist's exclusive services, with guaranteed pay of $41,600 for the first year, $52,000 for the second, $55,000 for the third, and $64,000 for each of the fourth and fifth.

Unlike the complicated termination provisions in some of the other contracts, this one permits CBS to terminate the agreement at the end of any year by giving 30 days notice.

Attached to this contract was a copy of a letter from CBS to the artist, dated Aug. 15, 1955, and saying that although "you are under exclusive contract to us and we are entitled to receive all compensation earned by you for services rendered to any person, firm or corporation to whom we make your services available, we hereby consent to your performing services [blank] in connection with the production" of a motion picture which the artist apparently had signed to do.

"We agree," the CBS letter continued, "that you may retain for your own use and benefit all compensation earned by you pursuant [to the motion picture contract]." But, the star was told, he (or she) would not be eligible for certain payments which otherwise would have been due from CBS during the period of his motion picture employment.

Another CBS-TV contract—this one identifying the star as an actress and dated May 1, 1952—called for her services to make television films and covered a five-year period. She would receive certain re-run fees, plus: $3,000 per program during the first and second year; $3,250 per program during the third year, and $3,500 per program during the fourth and fifth years. CBS could terminate at the end of any year by giving two weeks notice.

The contract called for the actress' exclusive services during its term, except for two radio-tv appearances in each 13-week period. It also gave CBS certain powers of reinstatement of the contract, during which time the actress could not perform in competition with CBS.

A supplementary agreement dated Aug. 15, 1956, indicated that CBS would pay the actress $300,000 (in payments of $50,000 annually), in return for which she agreed to give up the re-run and re-use fees provided for her in the original contract.

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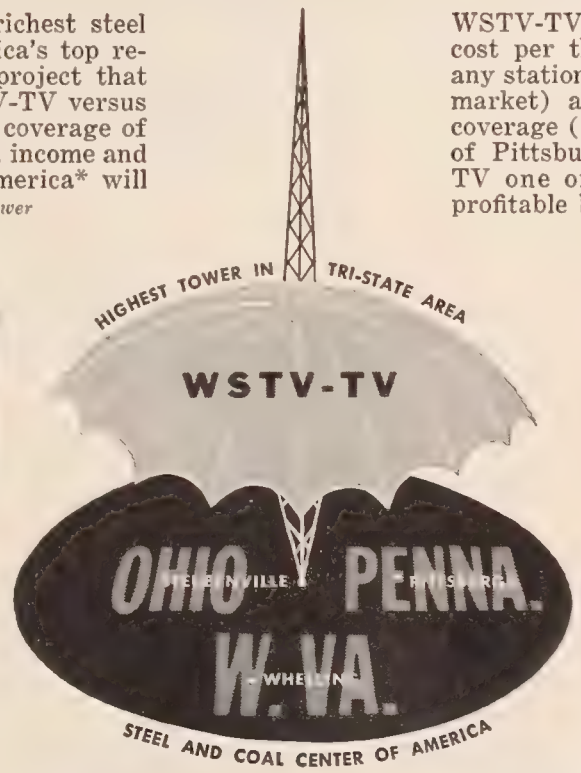
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Stanton testimony

Continues from page 57

tween the network-station relationship and a bill enacted in the 84th Congress to give auto dealers the right to legal redress when the auto manufacturer cancels a franchise.

Chairman Celler said that if a network decided to change affiliation, the network would have the legal right to do it. Even if the public made an outcry "it sometimes might be that the network doesn't care about the public outcry," he said. He noted there were "serious charges" made in the NBC-Westinghouse Cleveland-Philadelphia radio-tv stations exchange, in which the FCC granted the transfer without a hearing "despite the outcry."

Dr. Stanton said that never had anyone at the FCC commented on the rightness or wrongness of changes in CBS affiliation. He acknowledged other stations in cities where CBS has owned stations do not have a chance for CBS affiliation: "I would have holes in my head if I were to affiliate with somebody where we owned the station."

Asked whether CBS' uhf station in Milwaukee is making money, he replied that this is a "sensitive" question, but said he thinks "we are just barely making money." He noted CBS' concern for uhf and said CBS deliberately picked the mixed Milwaukee market for its uhf outlet.

He said he urged FCC members to let multiple owners own uhf stations in addition to vhf so they could show the industry how to make uhf work, but this was not allowed until later. Now, he said, "It may be too late . . . to make that thing work that way, I don't know, but we are trying very hard in Milwaukee, and we are going to try very hard in Hartford."

Dr. Stanton, replying to a question from Rep. Quigley, said CBS could not "legislate an advertiser into an uneconomic purchase"; i.e., force him to take a uhf station when he has choice of a vhf and its greater coverage or circulation.

Counsel Maletz asked Dr. Stanton to comment on the FCC's chain broadcast report of 1941, which said network ownership of a station in a particular market renders that station permanently inaccessible to other networks, and that common ownership of network and station places the network in a position where its interest as the owner of certain stations may conflict with its interest as a network serving affiliated stations. He said the FCC may well conclude station and network operation should be "entirely separate."

Resuming testimony Tuesday, Dr. Stanton said he thought Sec. 3.658 (f) of the FCC's regulations "took care" of that condition. This section provides that no station license shall be granted to a network in any locality where existing tv stations are so few or of such unequal desirability (coverage, power, frequency, etc.) that competition would be restrained.

The CBS president said CBS had to divest itself of a radio station in Charlotte, N. C., because of the FCC probe, and said he is "perfectly satisfied to live under the present ownership rules."

Counsel Maletz referred to Assistant Attorney General Victor Hansen's testimony [B•T, Sept. 24, 17] that multiple-ownership rules should be tightened and that multiple owners obtain preference in network affiliations.

Dr. Stanton replied that it is a preference "if you want to state it that way, based on the merits of operation, Mr. Maletz, not on the basis of multiple-ownership alone." Some multiple owners get higher percentage payments from CBS than non-multiple owners, but if the stations were examined on a market-by-market basis, he said, these same stations would get higher percentages even if they were owned individually. He cited experience, past pleasant business relationships in other affiliations and the merits of improving network coverage by affiliating with a multiple owner in three places as compared with the merits of not covering one or more of the areas.

He acknowledged that in general the five Storer Broadcasting Co. affiliates of CBS got better terms than other CBS affiliates.

Mr. Maletz read Sec. 358 (b) of the FCC's rules which forbids a tv station to make an agreement with a network which hinders a station in another community from broadcasting the network programs.

Later, he cited a memorandum from Mr. Salant to Mr. Stanton, dated March 29, 1956, in which Mr. Salant said NBC affiliate KPRC-TV Houston ordered a CBS program on a per-program basis with the advertiser willing to pay for both KPRC-TV and CBS affiliate KGUL-TV Galveston; that CBS has not and will not discuss the problem with KGUL-TV. Mr. Salant noted that "there seems to be a storm brewing," and KPRC-TV had taken the matter up with its attorney.

Dr. Stanton replied that CBS considered Galveston and Houston to be the same market (what CBS calls a "hyphenated" market). He said CBS denied KPRC-TV the program because "if this happened by extension in other markets all over the country . . . you would dilute the value of our program schedule . . . and such dilution would not be desirable." There might be exceptions for "very important public events," he added.

Self-Protection

Dr. Stanton said he didn't think CBS acted to protect KGUL-TV, but to protect itself; the public had the program, he said, and it was duplicative and wasteful and undesirable from the public's point of view to have the same program on both stations.

The CBS head was asked about a Salant-to-Stanton memorandum date June 1, 1954, saying that at WFMZ-TV Bethlehem-Allentown, Pa., "the charge has been that we refused to affiliate in Bethlehem-Allentown because of an agreement with Don Thornburgh to protect WCAU. There seems to be some reason to believe that Thornburgh stated to one of the Allentown stations' officials that he would not permit an affiliation with CBS, but it is denied that Station Relations took this into consideration."

Mr. Stanton said Mr. Thornburgh personally denied to him that he made this statement. He suspected the reason CBS didn't affiliate was because it would be "uneconomic." He felt that WCAU-TV unquestionably covers Allentown.

Mr. Stanton dismissed as a "rumor" an inter-office note saying NBC Radio in 1951 had given General Foods an 83% discount to take business away from CBS Radio. Salesmen make these claims to their bosses, he said, as excuses for losing a sale. He said CBS-TV in 1955-56 granted only three special discounts, noted on one of the documents submitted by CBS to the subcommittee, he added. He did not know of any instance in which CBS sold time directly to a sponsor.

Commenting on the subcommittee's report on the 15 top agencies cornering 73.3% of Class A tv time on CBS, Dr. Stanton said he supposed it is just a "normal development in the trade," and nothing CBS had anything to do with. The agency business is like many others, he said, with concentration to bigness. "The country is large and if you are going to service the entire country, you have to be big in this business."

The CBS president didn't know whether this is good or not. He noted the services large agencies offer that small agencies cannot. He didn't think an agency could develop market habits because its responsibility is to move merchandise and has no preconceived notion of forcing sale of goods in one market as against another.

Dr. Stanton told the subcommittee CBS would sell any available time under certain conditions to any agency on behalf of a legitimate sponsor.

Chairman Celler felt that bigness in itself might eventually lead to nationalization of industries, as in England, simply because of their size, and wondered whether advocates of bigness shouldn't keep that in mind.

The CBS executive noted network advertising also helps the local business by advertising national products which he (local business) handles. In addition, the local advertiser can place spots in between the strong programs of the network on the local station, he added. Some stations have even said they would take CBS programs free, Dr. Stanton said, to build attractive programming by which they can sell local spots.

Dr. Stanton felt the public would be the loser if network option time were reduced from three to 1½ hours a day, with national instead of local advertisers still using the periods.

In a line of questioning on profit participation and subsidiary merchandising rights, he said CBS Television has no profit interest in 42.4% of programs on the fall schedule, with 29.6% wholly owned by the network and partial interest in 28%. In prime evening hours, it has no interest in 49.5%, with 18.8% wholly-owned and partial interest in 31.7%.

As to CBS ownership of specific programs, he agreed (subject to a later check) with the committee that the network has no ownership but gets 50% of net profits (if any) from subsidiary rights to *What's My Line* (Goodson & Todman) and *Winkie Dink & You* (Barry Enright Production Corp.); *I've Got a Secret* (I've Got a Secret Inc.); no longer has an interest in *Stage Show* (Jackie Gleason Enterprises). He explained how the network bids for rights to sports events such as the Orange Bowl game and horse races and then tries to sell them to advertisers.

Other programs in which the network has no interest but a 50% profit partcipation, testimony showed, include *Brave Eagle* (Indian Productions); *Robert Q. Lewis Show* (Rosebush Enterprises); *Navy Log* (Gallu Products), 75% of net profits and 50% of profits from subsidiary rights; *It's News to Me* (It's News to Me Inc.); *I'll Buy That* (Erminia Productions).

The network owns 25% interest in Bing Crosby Enterprises, Dr. Stanton said, with no program subsidiary rights or profit. "Our profit," he said, "comes from the types of following we can attract to the network." He said CBS has 24% ownership in Desilu Productions with 40% of profits, including *I Love Lucy* and *December Bride*. Mr. Pierce said CBS shares net profits equally with the producer after 50½% deduction for Park Levy and Spring Byington. It also gets 50% of subsidiary rights. He said CBS had no stock in the *Gene Autry Show* (Flying A Pictures).

Answering a question about the problem of building up the tv network after the FCC freeze, he explained how many markets could be reached by CBS-TV only on a delayed basis. "I do not see why DuMont could not have done the same thing that we did," he said, adding that DuMont then owned three vhf stations.

In a line of questioning on pilot shows, he

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said the network had spent $192,000 on one pilot project and estimated 15 or 20 programs have reached the pilot stage at CBS in the last few months. Of these, he guessed two or three might get on the air. He said CBS represents its owned stations. When Rep. Keating asked about *Adventure*, he said it would be replaced at the turn of the year by *Odyssey*, with leading museums cooperating. He said *Adventure* had cost $15,000 a week and was carried sustaining several years at a cost of about $750,000 a year. He said $750,000 had been put into *The Search* before it took the air "and we never got a dime back for it."

In New York, Dr. Stanton said, the network stations donated $1,944,634 to public service causes in the first half of the year plus another $986,000 in Chicago, based on card rates.

Questioned about alleged network preference granted its owned programs, Dr. Stanton said, "It has never happened in the history of CBS Television where we have insisted on a profit participation with an outside package."

A line of questioning about antitrust probes into networks brought from Dr. Stanton the CBS insistence on maintaining production, supervision and control over all its news and public affairs programs. He listed the policy in connection with multiple sponsorship and anchor programs, noting that four of 11 cited anchor programs are not produced by the network.

$4 Million for No Profit

"Our test is to get the best program we can get," he said in showing how programs are selected. The network spends over $4 million a year to maintain news and public affairs programs "and there is no profit in it," he said. He was questioned about minutes of meetings in relation to specific programs. There are fewer "inside programs" on the schedule than was the case in 1954 and 1955, he said. Other questions covered *You Can't Take It With You*, with Dr. Stanton denying Screen Gems had been given prejudicial treatment since the network felt the material would be used up in the first episode.

In his opening testimony Wednesday morning, Dr. Stanton explained other details of the *Playhouse 90* project, with history of the *Four Star Playhouse* and *Count of Monte Cristo* series. The exchange included CBS contracts with Young & Rubicam on the last-named series.

CBS has a profit plan with Screen Gems, he said, based on CBS syndication rights the first year plus an alternating formula. It has no profit participation in *Four Star Playhouse*. Details were given of the *Chronoscope* 11-11:15 p.m. news documentary. The matter is now in litigation. He contended Television Programs of America testimony had left incorrect impressions on network policy.

Committee members asked why the current hearings had not been given attention on network newscasts. Dr. Stanton repeated his explanation of the complete freedom given CBS newsmen. "We will not tell the news department how to handle a story," he said, adding that the network calls them analysts rather than commentators. He suggested the industry tends to be timid about using its own facilities to tell its own story, possibly leaning over backwards.

Questions were asked about CBS negotiations with British Broadcasting Corp. news films, with indications NBC had an exclusive arrangement. CBS has a tieup with Independent Television Authority. It has negotiated, too, with the Italian government (RAI-TV).

Going into discounts, the committee cited a 25% over-all discount for a $100,000 weekly minimum sponsor, over 52 weeks. Procter & Gamble had over a half-million dollars in average weekly billings, committee counsel noted, getting $135,000 a week discount with $544,300 billings per week in 1955. Dr. Stanton said six sponsors get the over-all discount.

Committee probers tied the varying discounts into the Robinson-Patman Act, with its ban against preferential quantity rates, but CBS counsel, Bruce Bromley, said the act doesn't apply to television because it is a service. Committee counsel listed these discounts, among others, in 1955—R. J. Reynolds 25% compared to Philip Morris 12½%; Bristol-Myers 25% compared to Wildroot 5%, Noxema 5%, Carter 9.5% and Yardley 15%; National Dairy 23% compared to American Dairy 5%.

Affiliate contracts were worked over, with unrevealed details of several contracts exposed over Dr. Stanton's protest. Among several yardsticks, Dr. Stanton said, is the desire to keep the tv cost-per-1,000 as low as possible to be competitive with other networks and other media. The cost has gone down from $3.93 in 1949 to $1.76 in 1956, he said. He said the standard primary contract provides pay at 30% of gross time charges per week, less deductions. Counsel cited a 33⅓% rate for KPIX (TV) San Francisco, with Dr. Stanton explaining the station was a key outlet and had bargaining power that wound up in that formula. In the case of WAGA-TV Atlanta, also with 33⅓%, he included "multiple-station opportunity." WAGA-TV is one of the Storer Broadcasting Co. group.

As to WBNS-TV Columbus, Ohio, with a sliding rate ranging from 10% to 36%, he said the station was a key outlet in the market, had a fine radio record and was in a strong position to bargain. A rate of 10-37½% at WBRC-TV Birmingham was accounted for by multiple ownership and the fact it is a two-station market.

Purpose of the questioning, Chairman Celler explained, was to see if there is network combination or discrimination in dealing with affiliates.

In the case of "WKGA-TV" (apparently WKZO-TV) Kalamazoo, Mich., the 40% rate was traced to single-station situation plus cost of the station's own microwave link. Converted hour deductions were covered at some length, with Dr. Stanton explaining they are free hours the station gives in connection with the compensation formula. He called it a carryover from early radio days.

Chairman Celler lauded Dr. Stanton's explanation of the "must-buy" list as a way of confining prime evening hours to advertisers wanting nationwide coverage since the network serves the entire country. Actually, he added, advertisers are going far beyond the must-buy figure, averaging 123 stations at night with only 55 required. He said CBS-TV had trouble getting clearances in two-station Louisville, hence agreeing to this clause: "During the term of this agreement so long as CBS Television continues its basic required station group in network purchases, CBS Television shall include station in such group." He said the contract was the only one of this type, with the station now pushing off some CBS programs to take others.

Certain questions about other affiliates were dropped at the chairman's order.

Turning to talent contracts, the committee went into restrictive clauses and other details. CBS has 77 contracts with individuals, Dr. Stanton testified. Three are 15-20 years—Edward R. Murrow, Ed Sullivan and Jackie Gleason; Arthur Godfrey, Jack Benny, Garry Moore and Lucille Ball and Desi Arnez hold 10-15 year pacts. No contracts pay over $200,000 a year. Dr. Stanton explained CBS Television puts out 90 hours of programming a week, "almost as much as the major Hollywood studios turn out in an entire year."

Committee counsel cited a Sept. 17, 1954, memo from Sam Fuller to Thomas McAvity suggesting MCA could get $15,000 for Edgar Bergen, $35,000-$40,000 for Harry James and Betty Grable. Dr. Stanton said talent representatives exaggerate in trying to get the best possible prices.

Lauding Dr. Stanton's testimony, along with that of Judge Bromley and Mr. Salant, Chairman Celler said that in his experience few witnesses "have been as sagacious, articulate and incisive as you have been in your answers to questions. . . . You have corrected a number of illusions that I had concerning this industry."

Robert W. Sarnoff

President, NBC
Accompanied by John F. Sonnett, NBC counsel; David C. Adams, executive vice president; Thomas E. Ervin, vice president-general counsel; Benjamin Rauf, senior attorney.

The root of the tv problem, Mr. Sarnoff said in reading a prepared statement, is an inadequate number of stations due to the nature of frequencies, allocation of channels and the history of tv development. He urged elimination of the excise tax on all-channel receivers and took a dim view of a committee suggestion that the tax on vhf-only sets might be raised to give all-channel sets a price break. He felt a lower tax would solve uhf's circulation problem. He urged full use of the 70 uhf and 12 vhf channels.

Testimony of film producers and syndicators, he said, twists "the shortage of facilities into an argument for artificially curtailing the network service, in order to enlarge their own market and profit." He called film producers "program merchants" whose sole business is "programs for profit."

During the fourth quarter of 1956, he explained, NBC will program 1,100 hours on the tv network of which 440 will be unsponsored. He and the committee traded comments on the "fourth network," a film organization set up by National Telefilm Associates, agreeing on differences in NBC and NTA operations.

Chairman Celler told Mr. Sarnoff he was making film witnesses "a whipping boy" and added the mere fact the committee took testimony doesn't mean it was persuaded.

An exchange of legal views on the Supreme Court Paramount decision included a claim by Mr. Sonnett, who had argued for the United States in the case, that there was no application whatever to broadcast networks.

Mr. Sarnoff defended network option time and the must-buy principle. He said film producer business is expanding tremendously, contending their announcements of new shows destroy the claim they can't get their programs on the air because network time dominates the field.

He said must buy stations in 57 markets provide basic national circulation, forming "a reasonable and logical minimum purchase unit for national marketing purposes." He showed how small national advertisers are able to get tv network time. In 1955, 10 advertisers spent less than $10,000 on the network, he said, 58 spent less than $50,000 and 91 spent less than $100,000. These groups included almost half of the network's advertisers. At the other end, he continued, was an advertiser who spent over

$10 million. The number of network advertisers increased from 48 in 1949 to 138 in 1952 and 231 in 1955, an increase made up mostly of small advertisers.

Some choice time is still available, he said, including half of *Producer's Showcase,* a spectacular. He flatly denied the network schedules programs because of a financial interest in them. The network strives for the best available program structure to maintain circulation, he said.

Commercial programs on NBC-TV network cost $8.6 million more than the network received from advertisers for these programs, he said. Unrecovered program cost amounted to $24 million in 1955, he said. Committee questions credited the network with $14.6 million net income with an investment in broadcast property of $18.2 million. The different accounting approaches to the profit situation were kicked around for some time, Mr. Sarnoff contending return on investment is not a fair figure.

NBC-TV took 58 of 81 programs from non-NBC sources, it was shown, having a financial interest in 15 of the 58.

He touched lightly on the ASCAP-BMI question, noting the current litigation and claiming broadcasters cannot revert to the pre-BMI situation. He said NBC will take a new look at the whole situation when the litigation is out of the way and consider the advisability of BMI stock ownership. NBC owns 5.8% of BMI stock, he said, the original shares costing $21,320. He showed how the network played 65.7% ASCAP music in 1952 before the suit and only 6.7% BMI, with 62.2% ASCAP on NBC Radio and 9.9% BMI. Present figures are about the same, he said.

Profit Participation

Testimony by committee counsel indicated NBC has 50% profit participation in *Children's Corner;* 50% in *Uncle Johnny Coons;* 30% syndication handling rights to *Dragnet* re-runs *(Badge 714);* 50% net profits on subsidiary rights in *Frontier.* Others were cited, including a 50 stock interest in Hope Enterprises Inc. and an interest in Max Liebman Productions. A working arrangement prevails with Talent Associates Ltd.

Questions about talent fees dealt with memos purporting to show how the network is trying to limit the 10% talent fee to above-the-line cost. The Wednesday session would up with questioning about *The Great Gildersleeve* program and a contract with Drewrys Ltd. Mr. Sarnoff said WNBQ (TV) Chicago must decide for itself what programs are on its schedule and said NBC Television Films Div. licenses its series without regard to whether the station which will broadcast the film is owned by or affiliated with NBC.

As testimony resumed Thursday morning, Mr. Sarnoff explained that while the network and NBC's film syndication unit were commonly owned, they operated as separate and competing units.

Chairman Celler read from an article in the Oct. 12 issue of *Collier's* magazine which described the large size of RCA, its far-flung operations and its significant and dominant position in the electronics industry. Rep. Celler commented that, electronically, RCA affects the U. S. people "from the womb to the tomb." RCA's "mammoth and monolithic" influence, he said, "pervades the life of America," and it would appear that RCA "controls the destinies of radio and tv."

Mr. Sarnoff replied that RCA's contribution to the public, to the art of broadcasting and to electronics and the record of his father, RCA Board Chairman David Sarnoff, speak for themselves. There is still competition in the electronics industry, he said, and in the case of RCA it is just a case of who can "build a better mousetrap." Although RCA owns NBC, the network itself operates autonomously, he said, pointing to NBC's role in the development of color television of which "I am particularly proud."

Rep. Celler said that in a talk recently on CBS-TV, he had praised RCA, saying he did not know of anyone who has contributed more to electronics than Gen. Sarnoff. As to the RCA board chairman's "daring and initiative" in this field, "I would be derelict if I didn't say so," Rep. Celler said.

But on the other hand, recognition should not affect the other factors—when one operation "controls so much" it should be open to "exhaustive scrutiny" and should "give us pause." Whether it is wrong, he said, "is something we have to wrestle with." Since the Communications Act says that radio-tv affects the public interest, Rep. Celler said, radio must be looked at quite differently than selling of industrial goods such as "ships and shoes and sealing wax." Although the *Collier's* article was "a bit florid," the New York Democrat continued, there is "nothing invidious in my directing attention to it."

Mr. Sarnoff was asked by subcommittee counsel to supply a list of all NBC-TV affiliates which have bought transmitters and other

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BEFORE



AFTER

Want to lose weight?

Want sunken eyes, a foggy brain and a collapsed wife?

Then do what this man did! . . . . conduct a non-stop Disc-o-thon for 126 hours, 5 minutes and 45½ seconds. Ray Williams, manager of KCSJ radio and television, set up remote studios in the showrooms of the Union Gas and Equipment Company in Pueblo, in cooperation with RCA, and stayed with it, 24 hours a day, for more than five full days. *Ray's* not in very good shape . . . they took him to the hospital in an ambulance . . . but Union Gas and Equipment reports the most tremendous sales event in history! In five days, they moved a full carload of merchandise.

In Colorado,

KCSJ Radio 590 kc and **KCSJ** Television Channel 5

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LIBERACE
FRANKIE LAINE
FLORIAN ZABACH

143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE

208 COMEDIES and DRAMAS
MOLLY (The Goldbergs)
DUFFY'S TAVERN (26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL THEATER

370 CARTOONS
WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES

PLUS
134 CHILDREN'S SHOWS
100 ALL-STAR WESTERNS
65 WOMEN'S FEATURES
250 TOP HOLLYWOOD MOTION PICTURES

GUILD FILMS Company, Inc.
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equipment from RCA, together with dates of purchase, costs and the nature of the equipment.

Asked by Counsel Pierce if NBC's film syndication subsidiary and its owned stations cannot combine to exclude competing stations in those markets from carrying the NBC films, Mr. Sarnoff acknowledged that NBC may have this power, but this action would be impossible because of the "handful" of NBC-owned stations.

Then, Mr. Pierce wanted to know, can the two divisions combine to exclude competing film syndicators from selling film to the NBC owned stations? Mr. Sarnoff supposed it "could" be done.

Counsel Maletz asked the NBC head if there was any legal insurance that NBC owned outlets would not give preference to NBC-syndicated films. Mr. Sarnoff replied that NBC Film Syndication is competing for the "best deal" and that sometimes this means sale to non-NBC-owned stations. There is no assurance, he agreed, that NBC-owned outlets won't prefer NBC-syndicated films, but this does not mean there will be this preference in actual practice.

He acknowledged that he knew of no "legal assurance" that NBC-owned stations could not get NBC-syndicated films on better terms than non-NBC-owned stations.

Chairman Celler wanted to know how much of the eastern seaboard is included in coverage by NBC-owned stations in New York, Philadelphia, Buffalo, Washington and its pending acquisition of a uhf in New Britain, Conn. Mr. Sarnoff said he would furnish this "technical" data for the record, as well as the population covered in each state concerned.

Mr. Pierce read a memorandum, dated Feb. 12, 1952, purported to be from Fred Wile Jr., then in charge of NBC-TV production, to Thomas A. McAvity, then head of NBC's tv programming department, asking if a list of CBS-TV "hits" could be "sprung."

Did this mean, Mr. Pierce asked, that NBC was interested in "pirating" CBS shows?

It means, Mr. Sarnoff replied, that NBC was interested in seeing what CBS hits would rather be on NBC. He didn't know what action NBC had taken on the memorandum, but identified one of the listed CBS shows in Mr. McAvity's reply as being now on NBC. Perry Como also came to NBC from CBS, he added, but the NBC show has a different format than the CBS version.

Mr. Pierce read another memorandum from an NBC program employe to Stockton Helffrich, head of NBC continuity and acceptance, which proposed that the network tighten its guards against "payola"—the free plug—and expressing fear that the mounting publicity about it might touch off a government investigation of the industry, that "payola" inroads were reaching such proportions that they were impossible not to notice, and that the practice was bringing protests from the public that the broadcast industry was being overcommercialized.

Yes, Mr. Sarnoff admitted, the free plug problem has been plaguing the industry a long time. Neither network nor affiliates like it and NBC has asked producers to be active and vigilant in trying to stop free plugs by checking scripts closely. But even when plugs are taken out of scripts, sometimes the performers ad lib them, he said, and he didn't know if "we can ever get rid of it entirely."

Chairman Celler observed that the subcommittee's investigation indicates that others (presumably disc jockeys) get "under-the-table payments" to plug songs, which he felt was a "wholesale indictment" against the recording companies' artists and repertoire men.

Mr. Sarnoff said there is nothing in NBC contracts to prohibit free plugs and is not sure free plugs can be stopped through a contract, but felt that if a performer defies the network and continues to insert free plugs the network might find some way to prevent it.

Mr. Sarnoff acknowledged that in "most instances" a network's power to affiliate with a station is an important power. But, as far as an affiliate having protection against a network's cancellation of a contract, the situation "works both ways," he said, and the station, too, can drop its affiliation if it is unsatisfactory. He felt that both station and network have "comparative rights."

Is there any redress to an affiliate, asked Chairman Celler, when the network cancels the affiliation after the station has spent large sums on equipment and other expenses? Such a station, Mr. Sarnoff said, would have taken a "calculated risk," just as the network did. Many stations have dropped NBC affiliation when NBC didn't want to lose them, he added.

Mr. Sarnoff said that in a three-station-or-less market a station which loses its affiliation can always affiliate with another network, but admitted that if the network refused to renew an affiliation in a four-station market the station would have no redress.

Counsel Maletz then turned to WTVR (TV) Richmond, whose president, Wilbur Havens, told the Senate Commerce Committee during the summer that NBC used pressure against WTVR, before finally letting its affiliation lapse in 1955, to get WTVR to carry programs in option and non-option time [B•T, May 21].

Did NBC switch to WXEX-TV Petersburg, which went on the air Aug. 15, 1955, because WTVR did not carry all the programs NBC asked for?

Mr. Sarnoff told Mr. Maletz that the station's refusal to carry NBC programs was "one of the reasons in our evaluation." Sticking close to his testimony to the Senate Commerce Committee [B•T, June 18], Mr. Sarnoff said NBC's relationship with Mr. Havens was "troublesome," and that during the time WTVR was the sole station in the market Mr. Havens "forced" NBC to raise its compensation to the station when actual, unduplicated circulation didn't warrant it. Mr. Havens, he felt, took advantage of the fact WTVR was the only station in the market at that time.

This led to questions of whether NBC or the station fixes network rates, with Mr. Sarnoff testifying that the network determines by unduplicated circulation and other factors what it



will pay a station. At this point Counsel Maletz referred to testimony before the House group by Assistant Attorney General Victor Hansen of the Justice Dept.'s Antitrust Division that he felt there was some question of the legality of this practice under the antitrust laws [B•T, Sept. 24].

Mr. Sonnett told the House group he felt Mr. Hansen was looking at the situation "with an open mind." Mr. Sonnett said he didn't know "what implication can be drawn" from Mr. Hansen's testimony, but that he (Mr. Sonnett) had advised NBC that this practice is not a violation of the antitrust laws in his opinion.

Chairman Celler told Mr. Sonnett he thought he was "a good lawyer, but I don't agree with you."

Chairman Celler chose this time to warn Mr. Sarnoff and those flanking him that refusals or evasions of questions which the subcommittee has asked NBC or other witnesses to supply will mean that the subcommittee "will have to reassemble to find out why the additional data was not received." Mr. Sonnett told the chairman NBC is happy to comply with all the House unit's requests and will do so.

Bringing up the controversial subject of WXEX-TV's change in equipment, specified in its application to the FCC, from DuMont Labs' gear to RCA equipment, Mr. Maletz asked that Mr. Sarnoff furnish the committee with copies of all RCA correspondence with proposed new stations and all correspondence between RCA and NBC on proposed new stations.

Favors Case-by-Case Basis

Did Mr. Sarnoff, asked Mr. Celler, think the present multiple ownership rule should be changed?

The NBC president felt it was difficult to set an arbitrary figure on ownership, but that this should be done on a case-by-case basis. It might be of value to the industry if multiple owners were allowed to own some more uhfs, perhaps five vhfs and five uhfs.

Did he mean in saying "case-by-case" that one owner might be allowed 12 stations, another 14, another two and a fourth three?

"I'm not sure I'd go that far. I don't know if I can answer that," Mr. Sarnoff replied. He didn't know if there should be an arbitrary limit such as 12 or 9 stations.

Chairman Celler was skeptical that "you, the president of a large corporation, don't know." Didn't NBC supply data to the FCC on this subject?

Mr. Sarnoff said NBC had supplied data on multiple uhf ownership.

The subcommittee chairman then quizzed Mr. Sarnoff for his views on whether he felt the FCC should regulate networks "directly" rather than "indirectly" (through station licensing as at present).

Mr. Sarnoff replied he had given that a lot of thought. There are many complicating factors, he said, on what a network is and what the regulations would be.

Direct regulation, he felt, would open the door to programming control, would discriminate in favor of one advertiser over another, would affect the rates in terms of affiliation and would affect negotiations with talent.

Mr. Sarnoff felt competition, as practiced now, is better. No government regulation of networks is needed, he said, unless there is "a clear and demonstrated" need for it. No such need has been shown, he said.

What the industry needs is more stations, and any efforts to help should go in that direction, he said.

Chairman Celler felt the government, through its control over licensees, could exercise even more power over the networks, but doesn't do so.

Mr. Sarnoff said the basis of regulation of stations is the allocation of frequencies. There is no such basis for regulating networks, which are "primarily circulation and program builders," he said.

What does NBC think of the idea, Mr. Pierce asked, of making affiliation contracts longer than the present two years allowed by the FCC —say, five years—the station given the option to cancel any time during the period but the network not allowed to cancel for the five years as long as the station "does a good job of broadcasting"?

Mr. Sarnoff had no objection "if both parties want it and both parties have cancellation powers."

Mr. Pierce asked what motive beyond profits NBC would have in owning tv in cities other than New York, Chicago and Los Angeles?

Mr. Sarnoff replied the profit motive is present because the network needs station profits to "stabilize the network operation." Another reason, he said, in the case of owned uhf stations is to help develop uhf. The network also originates programs at its Washington and Buffalo stations, he said.

Chairman Celler was tenacious about the profit question, and asked why networks want more stations.

Mr. Sarnoff said NBC's five vhfs have enabled the network to "do many things to help build the industry. Our two uhfs will help uhf by encouraging other uhfs in these and other areas." He said the Buffalo operation already

New York
Chicago
Detroit
Dallas
Atlanta
Charlotte
St. Louis
Miami
Memphis
Los Angeles
San Francisco

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has helped uhf there and generally and that one uhf operator in the New Britain area was "about ready to throw in the towel" until he found out NBC planned to operate a uhf there; that now this man has decided to "stay with it."

The NBC president explained that when he said NBC needed more owned stations, he meant uhf in other areas to help uhf there, too.

Chairman Celler thought "there would be no end" to network desires for more uhfs in such a case. "That's no answer," he said, and he asked for Mr. Sarnoff's "real motive."

"I don't want to put a halo around your head," Rep. Celler said, suggesting that the network's motive would be to "make money."

Mr. Sarnoff said he had not denied this. "If there is to be further ownership by multiple owners," he said, "it should be in uhf."

It took NBC nine years to make a profit, he said, "and now as we turn the corner we are faced with $80 million in costs for color tv development."

Mr. Pierce wondered if there was any tie-in between the radio and tv affiliations of the owner of both radio and tv stations in the same market, and if affiliations were negotiated with the network for both at the same time.

Radio Ties Less Weighty

The NBC chief said radio affiliation is no longer "of much consequence" although negotiations "might be" carried on at the same time. The reason there are so many radio-tv station owners who have NBC affiliations for both stations is that NBC urged them back in 1947 to go into television, he said. He did not know of any case where NBC ever held a tv affiliation "over the head" of a radio-tv affiliate to persuade him to renew his radio affiliation.

If an owner dropped its radio affiliation, would this influence NBC in negotiating for continued tv affiliation, he was asked.

Mr. Sarnoff said tv is "more important. Radio stands on its own merits."

Mr. Pierce asked if NBC would decline to renew tv affiliations with Westinghouse Broadcating Co. because WBC has dropped its radio affiliations.

At this point, Mr. Sonnett commented that "this gets into an area which is being studied," but Mr. Sarnoff said: "The answer is no."

Mr. Singman, turning to talent, asked Mr. Sarnoff how many performers NBC has under contract for a year or more. There are 53, Mr. Sarnoff replied.

Answering other questions, he said Milton Berle's contract is for longer than 20 years and with 15-to-19-year contracts are Jimmy Durante, Eddie Fisher, Marlon Perkins and Martha Raye. Those with contracts from 10 to 14 years, he said, are Sid Caesar, Perry Como, Dave Garroway, Jack Webb, Paul Gilbert and Frances Horwich. He said he would supply a list of the 32 whose contracts run from 5 to 9 years.

He couldn't answer how many performers have contracts for more than $200,000 a year, and for this reason came in for strong criticism from Chairman Celler, who said if he was in Mr. Sarnoff's place he would know.

Mr. Sarnoff said one reason he didn't know was that many of the agreements were on a per program and package basis and a salary might be more one year and less the next. He promised to supply a list, without naming names, of performers in the $200,000, the $150,000, the $100,000 and the $50,000 a year brackets for the past season.

Mr. Singman then brought the subject around to details of NBC talent contracts, noting that NBC and CBS sold their artists bureaus several years ago as a result of Justice Dept. antitrust action. Mr. Sonnett noted that the cases didn't involve "adjudication."

Mr. Singman read one contract indicating NBC reserved the right to assign the artist to perform services in night clubs, on stage, in motion pictures and elsewhere as designated by NBC, with the network to collect the fees therefrom. Mr. Sarnoff said this was in connection with developing young and unknown talent, "one of our biggest problems." NBC farms out such talent elsewhere before throwing the artist "to the wolves" on the network, he said. NBC designates where an artist will perform, but "we don't act as his agent," he added. NBC's talent scouts over the country find places to put this young talent, he said.

Mr. Singman asked that NBC furnish a written answer of its opinion as to whether this constitutes activity by the network as an artists bureau. Chairman Celler suggested the FCC might well address itself to this kind of activity and asked that this part of the testimony be referred to the Commission.

As to the fee collected from the artist's non-network performances, isn't this a profit for NBC, Mr. Singman asked. Mr. Sarnoff said it might constitute a profit, but that the network also might make nothing "for quite a while" from the artist's performances.

Mr. Singman wanted to know if the exclusivity of the NBC contract didn't interfere with competition against the network from non-broadcast entertainment fields. Mr. Sarnoff thought it put the performer in a position to earn better money.

Mr. Sarnoff noted at one time that such a contract is "voluntary" and therefore, has value to the performer. Remember, he noted, that NBC is paying him according to the terms of the contract. The NBC president didn't think, as Mr. Singman suggested, that such a contract represents "intent to violate the antitrust laws" by affecting competition in non-network fields.

Repeating the exclusivity part of the contract indicating that NBC would designate where an artist is to appear in motion pictures, stage, etc., Mr. Singman wanted to know if this didn't mean NBC is contracting for an artist's performances in non-network fields. Mr. Sarnoff didn't think so and Chairman Celler commented that this statement was "inconsistent" with earlier testimony by the NBC president.

Mr. Sarnoff said he wanted to distinguish between a "specific contract" and "general policy"; that this doesn't retract his earlier testimony.

Mr. Singman, indicating another contract, asked if its provisions do not limit the kind of contract an artist may make in the event his contract with NBC is terminated.

Mr. Sonnett protested at this point that the reading of this clause of the contract was rather intricate. Mr. Sarnoff agreed to supply the answer in writing after the chairman asked if anyone present was familiar with the agreement cited.

Mr. Ervin told the subcommittee that NBC counsel will read all the contracts and supply answers, since there are wide variations among them and other NBC talent contracts. Chairman Celler said the record would show here that "counsel is unable to answer and wants time to reffect."

Mr. Sarnoff was asked by Mr. Singman if another NBC contract did not interfere with the right of the artist to perform on another network, even after the NBC contract has expired, and wouldn't this also interfere with another network's efforts to hire the artist?

"We want direct answers," Chairman Celler snapped.

Mr. Sonnett protested that Mr. Singman's question was "argumentative" in form, but Rep. Celler didn't think so. "I'm a lawyer of many years standing," he said, "and I want no quibbling. I . . . am in emphatic discord with you." This, he told Mr. Sonnett, is "nothing new to you."

Mr. Sonnett thought it was still "difficult," to which Rep. Celler retorted:

"I don't think you're making a good record here."

Mr. Sonnett agreed that the answer would be supplied later.

Mr. Singman read from another contract specifying five years' performance and $50,000 a year to the artist for the next 10 years for occasional or no services. Isn't NBC paying "topflight talent to remain idle?"

NBC, Mr. Sarnoff said, is paying that sum because that's the demand the artist made; as for paying him to remain idle, "maybe yes, maybe no," he said, noting the "occasional appearances" provision.

During another exchange, Rep. Celler admonished Mr. Sonnett, "You know how to read contracts."

Another contract read by Mr. Singman required the artist to perform for five years for $50,000 a year and to be on tap for five more years. Rep. Celler wanted to know if this wasn't also putting the artist on ice?

Tax Problems

Mr. Sarnoff said the contract represents negotiations between the network and the artists and some such contracts are the result of "tax problems." The artist knows he has had or will have to work many years to reach the peak, he said, and that he will be at the peak a short time, so that the post-performance contract proposals are made to NBC by the artists.

Mr. Singman said the question was whether these contracts are "all right" if they pose antitrust questions. Aren't there other ways to settle some of these problems rather than "exclusivity provisions?" he aked.

Mr. Sarnoff told the subcommittee NBC has backed three Broadway plays that he remembers: "Call Me Madam," "Happy Hunting" and "The Great Sebastian."

Mr. Maletz wanted to know the details of certain exchange agreements NBC had with British Broadcasting Corp. for exchange for newsfilm and was told by Mr. Sarnoff that BBC wanted the exclusive provisions, not NBC. Another agreement, with RAI-TV in Italy is no longer exclusive, he said.

Mr. Sarnoff was asked to supply a list of advertisers, with agencies and programs, which got NBC discounts in the first half of 1956 and those who didn't. A list of 1955 NBC-TV discounts was entered in the record.

Chairman Celler ended the NBC testimony by noting that NBC "potentially" covers 95% of television homes, according to the network's claims, and noted NBC's pioneering in the "growing and lusty" tv industry. He said he didn't agree with "many of your opinions, but they will be taken into consideration."

Robert L. Moore Jr., second vice president of the Sheraton Corp. of America in charge of public relations and associated with Sheratons closed-circuit tv system, followed Mr. Sarnoff to the stand.

Mr. Moore said he was an independent producer and packager of tv film programs for about two years, leaving the business in November 1952. He charged that during his time in the field, the networks already had been setting the pattern of domination. Although he did not know what had happened since, he thought the networks today still are seeking to obtain control of properties aired on their facilities and as a result program packagers are fading

from the scene. While he was at it, Mr. Moore managed to get a word in about a new book he has authored and that will be published this week. He said the book is titled *The Pitchman.*

Final witness Thursday in the windup of the New York phase of the hearing was Murray Carpenter, president, treasurer and controlling stockholder, WTWO (TV) Bangor, Me.

In effect, Mr. Carpenter defended the networks, particularly option time provisions of affiliation contracts. FCC or Congressional change of network practices, he said, would be a "heartbreaking" mistake both for the small station operator and the public.

He was critical of AT&T, however, describing it as a "monopoly which squeezes every penny out of its favored position," and charging AT&T with maintaining "fantastically high charges" which in effect are "a colossal tax on the broadcasting industry."

Criticizes AT&T

He thought if independent operators had an easier access to capital for financing their growth, a "gradual shift of station ownership from small individual operators to giant corporate entities" could be halted.

Under questioning by Mr. Maletz, Mr. Carpenter, whose testimony paralleled what he had delivered before the Senate Commerce Committee last May, said that he would like to obtain more network service, stressing that network option time in particular had played a major part in the growth of tv stations in the smaller class.

COMMENTS ON ALL-UHF MOVE DUE TODAY

As of late Thursday, only 12 pleadings had been filed on this phase of FCC's allocations study. Most broadcast groups are expected to file Monday.

COMMENTS on the feasibility of moving all television to the uhf bands—in the country as a whole or in a major geographic area—requested by the FCC in its June 25 report on allocations, are due today (Monday) with every indication that major broadcast entities will file fairly general observations.

As of late Thursday only 12 pleadings had been filed on this phase of the Commission's allocations study.

A B•T check of major broadcast units indicated that most of the comments will be filed today.

Among the 12 comments already filed, 10 were from Rocky Mountain area vhf outlets who opposed the substitution of uhf for vhf in their portion of the country. They also opposed any reduction in mileage separation, and favored the crash program on uhf which has been organized [B•T, Sept. 24].

Stations signing this western manifesto were KOB-TV Albuquerque, N. M.; KLZ-TV, KTVR (TV), KRMA-TV, KOA-TV, all Denver; KRDO-TV and KKTV (TV), both Colorado Springs; KCSJ-TV Pueblo, and KREX-TV Grand Junction, all Colorado.

The City of Burbank, Calif., urged hearings on a shift of all tv to the 470-890 mc area; suggested also the addition of 60-88 mc and 174-216 mc for land mobile use. The communication was signed by Robert E. Brooking, communications engineer.

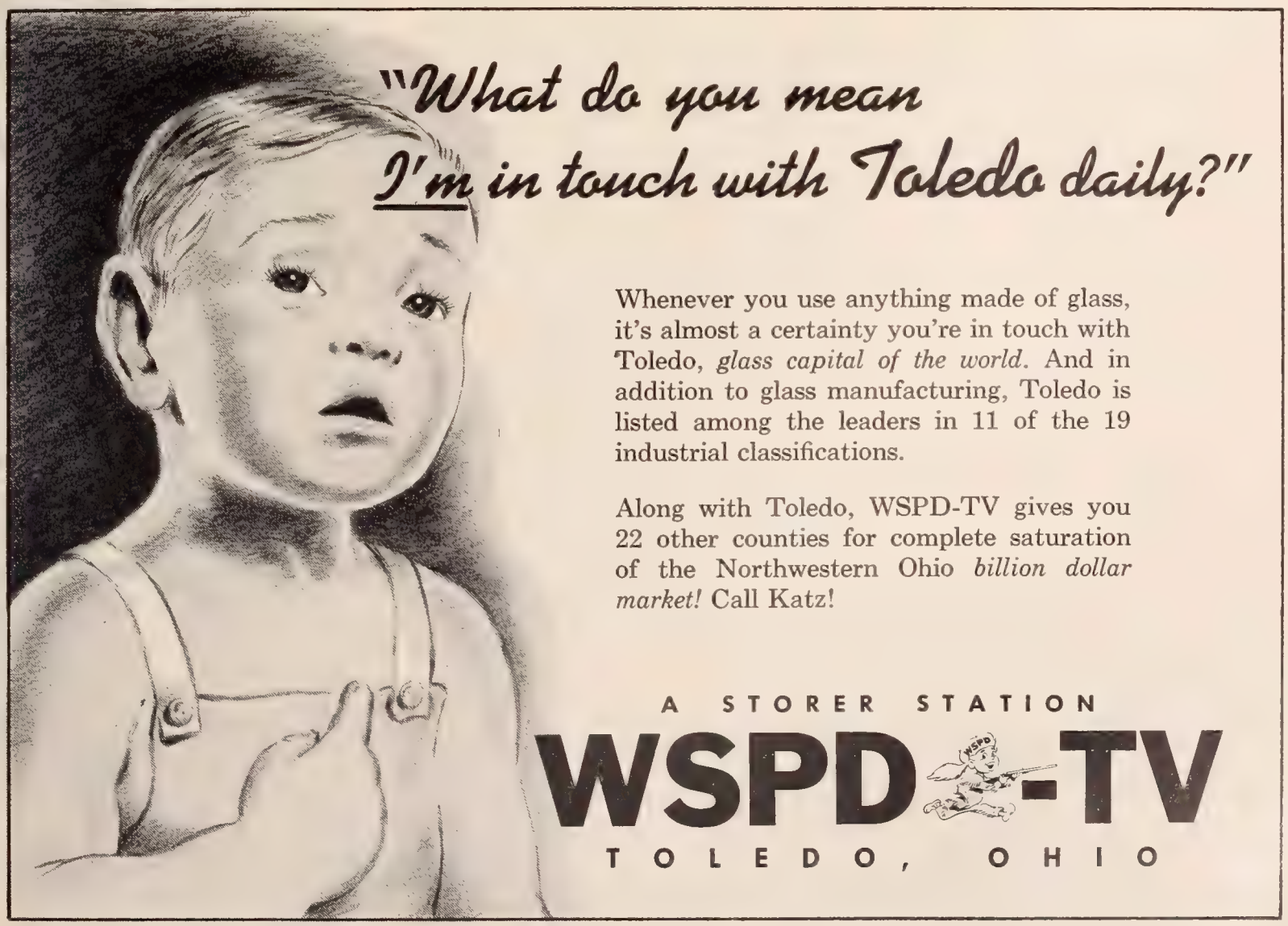
Albert Jerry Balusek, San Antonio, Tex., who has filed other comments on this subject, urged that the FCC delete vhf television within 10 years, substituting uhf channels for existing vhf stations. He also suggested that tv channels be renumbered, so that ch. 14 would become ch. 1, etc.

Last week, the FCC denied a Feb. 28 petition filed by Mr. Balusek advocating the deletion of all educational reservations so that these frequencies would be available for commercial operation as well as non-commercial educational use.

Meanwhile, the Commission finalized one rule-making proposal, invited comments on three others and denied an amended petition to assign ch. 8 to Mt. Airy, N. C., in lieu of ch. 55.

Granting a request of KELO-TV Sioux Falls, S. D., the FCC deleted ch. 6 from Pierre, S. D., and assigned it to Reliance, S. D., effective Nov. 1. Pierre retains chs. 10 and 22 (educational), neither of which has been applied for.

Comments were asked for by Nov. 1 on the following proposals: (1) assign ch. 8 to Hay Springs, Neb. (requested by Northwestern Nebraska Cooperative Tv Assn., which said it would apply for the channel); (2) assign ch. 3 to Ainsworth, Neb. (requested by ch. 13 KHOL-TV Kearney, Neb., which said it would apply



for satellite operation on the Ainsworth channel), and (3) add ch. 32 to Greenfield, Mass., deleting that channel from Lowell, Mass., and substituting ch. 78 in the latter city. That request was filed by ch. 58 WRLP (TV) Springfield, Mass., which additionally asked the FCC to delete ch. 58 from Greenfield and issue an order to show cause why WRLP should not be authorized to operate on ch. 32 instead of ch. 58. The Commission denied both these requests.

Also denied by the FCC was an amended petition by Paul E. Johnson asking for assignment of ch. 8, in lieu of 55, to Mt. Airy, N. C The FCC last July denied a previous petition from Mr. Johnson asking for the same changes. Both proposals, the FCC found, would result in sub-standard spacing.

Plaza Seeks Second Tv, Two Other CPs Requested

APPLICATIONS seeking construction permits for three new television stations were filed at the FCC last week. Plaza Radio & Television Co. filed for St. Louis ch. 30; Television Muscle Shoals Inc. filed for Florence, Ala., ch. 41, and Western Nebraska Television Inc. filed for Alliance, Neb., ch. 13.

Plaza Radio & Television's bid marks its second application within two weeks. The group previously filed for Detroit ch. 62 [B•T, Sept. 17]. Principals are Alex Rosenman (50%), former minority stockholder in WCAN-AM-TV Milwaukee; Eliot Hyman (25%), former owner of Associated Films Inc., motion picture-tv production firm, and David M. Harris (25%), photography interests.

Power for the proposed St. Louis outlet was listed at 244.08 kw, with antenna 258.55 ft. above average terrain. Construction cost was an estimated $25,539, first year operating cost at $264,000.

Television Muscle Shoals principals are Richard B. Biddle (25%), 52% owner of WOWL Florence and 25% owner of WGAD Gadsen, Ala.; Radio Muscle Shoals Inc. (25%), licensee of WOWL; C. V. Green (12.5%), grocery interests; James B. Gambill (12.5%), oil distributor; O. B. Miley (12.5%), automobile interests, and George W. McBurney (12.5%), real estate interests.

The Florence application calls for 15.6 kw power and antenna 391 ft. above average terrain. Construction cost was estimated at $76,375, first year operating cost at $150,000.

Western Nebraska principals are equal owners L. L. Hilliard, 51% owner of KOLT Scottsbluff, Neb., and Sandhills Broadcasting Corp., licensee of KCOW Alliance. The group proposes power of 102.3 kw, with an antenna 669 ft. above average terrain. Construction cost was listed at $296,000, first year operating cost at $160,000.

WNAO-TV Plea Denied

REQUEST by ch. 28 WNAO-TV Raleigh, N. C., for rehearing and stay of last June's Raleigh ch. 5 grant to WRAL there [B•T, July 2], was denied last week by the FCC. WNAO-TV, which has pending a rule-making request asking the Commission to delete ch. 5 from Raleigh, sought a stay of the WRAL-TV grant, or, in the alternative, asked the FCC to attach a no-construction prohibition to it, as it has done in Peoria, Ill., New Orleans, La., and other cases.

In its order last week, the FCC said the public interest will best be served by permitting construction, giving Raleigh its second local tv service.

COURT TELLS FCC: SETTLE KOB CASE

Appeals tribunal gives Commission 60 days to either get KOB off 770 kc or restrict transmissions to protect WABC New York.

IN WHAT is considered the most severe slap for the FCC in several decades a three-judge federal court in Washington last week ordered the Commission to get KOB Aubuquerque, N. M., off 770 kc or permit it to remain on 770 kc with appropriate restrictions. The court also ordered the Commission to report what steps it planned to take or had taken in carrying out the mandate.

The decision, *per curiam* by Circuit Judges Wilbur K. Miller, David L. Bazelon and George Thomas Washington in chambers, came one week after the case was argued—itself a precedent.

The implications of the court's order are considered far-reaching in its effect on the decade-old clear-channel case as well as subsidiary daytime skywave proceedings.

The court said that the Commission must in 60 days "take effective steps substantially to relieve said illegal impingement upon the existing license of WABC (New York), pending final determination of the use to be made of the frequency of 770 kc either in the so-called clear-channel proceedings or in the proceedings now being conducted. . . ." The court implied that the Commission could reassign KOB to another frequency or authorize its continued operation on 770 kc "with such restrictions and conditions (such as the use of a directional antenna or reduced power) as will substantially eliminate the present interference with Station WABC. . . ." It ordered the FCC to report in 45 days what it planned to do.

Ironically, the day before the court's opinion came down, the FCC extended KOB's special service authorization to continue operating on 770 kc, conditioned on pending proceedings including the court's, at that time, unissued decision.

The appeal was taken by ABC (owners of WABC) from a 1952 extension of KOB's SSA to operate on 770 kc. The court had told the FCC in 1951 to resolve the problem, and ABC had requested and secured a hearing in 1952 when KOB requested further extension of its SSA. When the FCC continued KOB on 770 kc, ABC returned to the court demanding that the 1951 mandate be put into effect.

The case originated in 1940 when KOB was granted 1180 kc. This was changed to 1030 kc in 1941 when Mexico was given a priority on 1180 kc after the North American Regional Broadcast Agreement came into being. After a few months operation on 1030 kc, KOB was moved to 770 kc temporarily. It has been operating on that wavelength since then under SAA's. ABC's WABC is the Class 1-A station on 770 kc; WBZ (Westinghouse Broadcasting Co.) is the Class 1-B station on 1030 kc.

FCC Asks Appeals Court To Modify WSPA-TV Edict

FCC last week filed a petition in the U. S. Court of Appeals seeking rehearing in the three-year-old WSPA-TV Spartanburg, S. C., litigation. The Commission said it is not seeking rehearing with respect to the court's basic determinations, but to modify the Court opinion by deleting the words which state that the FCC's action is set aside. The Commission said the Court could not "set aside" any action of a government administrative agency but only remand it, consistent with the opinion.

Earlier this month the Court told the Commission it erred in affirming its authorization for ch. 8 WSPA-TV to move its transmitter from Hogback Mt. to Paris Mt., near Greenville, S. C. [B•T, Sept. 10]. The FCC was told it should have received certain engineering evidence and that WSPA-TV committed misrepresentations.

Riverton, Wyo., Vhf, New Orleans U Granted

FCC last week authorized construction of two new television stations. The grants went to WWEZ Radio Co. for New Orleans ch. 32 and to Chief Washakie Tv for ch. 10 in Riverton, Wyo.

WWEZ Radio Co., licensee of WWEZ New Orleans, is principally owned by A. L. Chilton (64%). The firm plans a 229 kw operation, with an antenna 338 ft. above average terrain. Construction cost has been estimated at $314,875, first year operating cost at $350,000.

Chief Washakie Tv is owned by Joseph P. Ernst and his wife, Mildred V. Ernst. They are owners of KWOR Worland, KWRL Riverton, and KRTR Thermopolis, all Wyoming. The Ernst's station will operate with 64 kw power, using an antenna 1,712 ft. above average terrain. Construction cost has been estimated at $137,346, first year operating cost at $91,368.

Three Am Outlets Granted Last Week by Commission

AUTHORIZATIONS for three new am stations were made by the FCC last week. Construction permits awarded were:

St. Joseph, Mich.—Lake Broadcasters granted 1400 kc, 250 w unl. Principals include Maurice G. Humphrey (33.3%), insurance interests, and Carl L. Benson (33.3%), photo engraver.

Salamanca, N. Y.—Cattaraugus Broadcasting Service granted 1590 kc, 1 kw D. Principals include Luther M. Schaeffer (27.77%), pastor; Marion G. Shaeffer (11.11%), housewife; Warren A. Schaeffer (22.22%), auditor; Warren C. Schaeffer (11.11%), railroad foreman; Carl L. Schaeffer (11.11%), carpenter; George D. Pursell (8.33%) and Lily S. Pursell (8.33%).

Mansfield, Ohio — Mansfield Broacasting Corp. granted 1570 kc, 250 w D. Group is wholly-owned by Frederick Eckhardt, radio technician for State of Ohio.

Versatile Big Ed

COLORADO Gov. Ed Johnson, for many years chairman of the Senate Interstate and Foreign Commerce Committee, which oversees the FCC, made his debut last week as a movie "star." He flew to Durango, Colo., Thursday, where Universal International was on location filming "Night Passage" and played the role of a railroad section hand in an important sequence with James Stewart and Audie Murphy. In his earlier years, Gov. Johnson once worked as a section hand on the Burlington Railroad.

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Executive Vice President
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NORMAN B. NORMAN

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Following a brief period with Duane Jones, two years in the Navy, and an ill-fated attempt to build an agency, he joined Wm. H. Weintraub & Co. In 1955, he joined with Daniel Kaplan and Gene Kummel to purchase the major stock and now operate the agency which billed an estimated $21,000,000 in 1955.

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At Norman, Craig & Kummel, for example, radio-tv billings accounted for nearly $6,000,000 of its $21,000,000 in 1955. This year, N.C.&K. is handling the $7,000,000 Democratic National Committee account ($5,000,000 in broadcast), as well as such outstanding regular broadcast advertisers as Hudson Pulp & Paper Co., G.H.P. Cigar Co., Seeman Brothers, Chanel Inc., etc.

Every week, 22 paid subscription copies of Ad Age get read, routed and discussed at N.D.&K. Heading the route slips are such key titles as *Manager, Media Dept.; Vice President & Secretary; Chairman of the Board; Vice President & Director of Research, Marketing & Media; Executive Assistant to Vice President of Radio & TV; Account Executives and others.*

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FCC PLANS REDUCTION IN TAX RELIEF

Commission says a more literal construction of Sec. 1071 of the Internal Revenue Code will apply to all station sales based on contracts entered into after Oct. 15.

THE FCC last week announced that it was narrowing its interpretation of those situations where it will issue tax relief certificates.

A more literal construction of Sec. 1071 of the Internal Revenue Code will apply to all station sales based on contracts entered into after Oct. 15, the Commission said.

Tax certificates under Sec. 1071 of the internal revenue regulations permit broadcasters who have had to sell one broadcast property in order to acquire another to put off payment of capital gains taxes—until the newly-acquired property is disposed of.

The provision came into being in 1943 when the FCC passed its duopoly rule forbidding single ownership in more than one radio station in the same market. This rule hit about 40 broadcasters who came under its provision —including such entrepreneurs as Buffalo Broadcasting Corp., licensee of both WGR and WKBW Buffalo, N. Y.; Gene T. Dyer, WSBC, WGES and WAIT Chicago; Ralph L. Atlass and family, WJJD Chicago and WIND, then Gary, Ind.; Crosley Corp., WLW and WSAI Cincinnati; Westinghouse Broadcasting Co., WOWO and WGL Fort Wayne, Ind.; Earle C. Anthony Inc., KFI and KECA Los Angeles; Scripps-Howard newspapers, WMC and WMPS Memphis, Tenn.; *Des Moines Register* and *Tribune,* KSO and KRNT Des Moines, Iowa; Arde Bulova, WOV and WNEW New York; *Portland Oregonian,* KGW and KGX Portland, Ore.; Wesley I. Dumm, KSFO San Francisco and KROW Oakland, Calif.; Fisher's Blend Station Inc., KOMO and KJR Seattle, Wash.; *Shreveport Times,* KWKH and KTBS Shreveport, La.; Louis Wasmer Inc., KGA and KHQ Spokane, Wash.; Spartanburg Advertising Co., WSPA and WORD Spartanburg, S. C., and J. Hale and John F. Steinman, WDEL and WILM Wilmington, Del.

The stricter requirements for issuance of tax certificates is due to the fact that the provision was established for those situations where a regulation of the Commission forced a broadcaster involuntarily to divest himself of one of his properties.

In recent years, the Commission pointed out, broadcasters who voluntarily undertook to sell one property in order to acquire another in order to stay within the FCC's rules have been requesting and have received such tax relief. In its most common form, tax relief has been requested by multiple owners who have had to dispose of a broadcast property when they acquired a new one in order to remain within the FCC's limitations on multiple ownership.

It is believed that there have been less than 12 tax certificates issued since the 1943 situation was taken care of.

In discussing its new policy, the Commission concluded by stating:

"Therefore, the Commission has determined that, in the future, the basic test to be applied in issuing tax certificates will be that the facility which was disposed of must have been lawful under the Commission's rules and policies when acquired, but have been disposed of because of a change in Commission policy or rule which made the retention of the facility inconsistent with such policy or rules."

The latest tax certificate was issued to Rollins Broadcasting Co. last month. This was to permit the Rollins group to secure the grant of what is now WIRI Indianapolis (5 kw daytime on 1590 kc). The Rollins-owned WRAD Radford, Va., was sold. Rollins also owns WAMS Wilmington, Del.; WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and is an applicant for Philadelphia, Pa. (900 kc).

Edward Tait Named To Trade Commission

EDWARD T. TAIT, 36-year-old Pittsburgh attorney now serving on the staff of Sherman Adams, special assistant to President Eisenhower, was named to the Federal Trade Commission by the President last week. He succeeds Lowell B. Mason, whose term expired Sept. 25. The new appointee must be confirmed by the Senate.

Mr. Tait, appointed for a full seven year term running to 1963, was graduated from U. of Pittsburgh in 1942 and received his law degree from that school in 1949. He served as law clerk to Judge W. Heber Dithrich of Pennsylvania Superior Court, was associated with the Pittsburgh law firm of Kuntz, Fry & Meyer, and joined the Securities & Exchange Commission, where he became executive director prior to joining the White House staff in July 1955. Mr. Tait was a major in the Army during World War II. He was with the Eisenhower campaign train in 1952.

Mr. Mason, who has been the leader of a number of crusades (more lately calling for an all-out drive on radio-tv advertising excesses), was first appointed by President Truman in October 1945 and renamed for a full term in 1949.

FCC Gives Composite Week For Program Log Analyses

FCC announced last week that the following dates will constitute the composite week for preparation of program log analyses in connection with applications of all am, fm and tv stations whose licenses expire in 1957. Attention is directed to date of Dec. 4, 1955. All other dates are 1956.

Monday—Feb. 6, 1956.
Tuesday—March 13, 1956.
Wednesday—April 25, 1956.
Thursday—May 3, 1956.
Friday—Aug. 10, 1956.
Saturday—Sept. 15, 1956.
Sunday—Dec. 4, 1955.

The Commission also directed the attention of station licensees to Sec. IV, page 3, item 10, of the renewal application, which permits submission of any additional program data that the applicant desires to call to the Commission's attention, if, in the applicant's opinion, the statistics based on the composite week do not adequately reflect the program service rendered.

3 Translators for Kingman

THE NUMBER of newly-authorized translator stations increased to six last week as the FCC awarded construction permits for three new outlets. The grants went to Mohave County Board of Supervisors for chs. 70, 74 and 82 in Kingman, Ariz. KLRJ-TV Henderson, Nev., will be re-broadcast on ch. 70; KTVK-TV Phoenix on ch. 74, and KOOL-TV Phoenix on ch. 82.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

FTC Attorneys Object To CBS Intervention

FEDERAL Trade Commission attorneys have objected to the intervention of CBS in the FTC complaint against nine manufacturers whose products are sold in grocery stores. The FTC charges were made last July [B•T, July 30].

The FTC attorneys claim CBS has no standing as a party in the case.

CBS asked to become an active participant in the government suit against the nine manufacturers because its merchandising programs were under attack. The other networks, whose merchandising plans also were challenged indirectly by the FTC, have not yet filed notices of intervention. Their attitude, it is understood, is to assist the manufacturers against whom the FTC complaint was issued.

The FTC claimed that the manufacturers, all users of network merchandising plans, gave grocery chains promotional allowances which they did not offer to other retail customers. The defendant manufacturers, it was charged, used merchandising plans of ABC, CBS and NBC, which granted them special in-store displays in large chains of grocery stores in New York and Chicago through tie-in arrangements with network-owned stations in those cities. This constituted discrimination and a violation of the Robinson-Patman Act, FTC charged.

CBS, in its petition to intervene, declared that the plan under attack had been devised and put into operation by itself and that CBS had not acted as an intermediary for anyone. The FTC complaint implied that the networks were intermediaries for the manufacturers. CBS included affidavits from Howard Lally, in charge of merchandising, WCBS New York; Richard P. Leutters, merchandising manager, WEEI Boston, and Charles Harley, merchandising manager, WBBM Chicago.

Requests that CBS be permitted to intervene were filed by two of the defendants: Piel Bros. and Hudson Pulp & Paper Co. Other defendants are Groveton Paper Co., Pepsi-Cola Co., Coca-Cola Bottling Co. (New York), Sunkist Growers, General Foods, Sunshine Biscuits and P. Lorillard.

The FTC also granted the defending manufacturers until late October to file their responses to the complaint.

FCC Initial Decisions Propose One Am Grant, One Denial

IN three am initial decisions issued last week, FCC hearing examiners recommended denial of one application for a new station in Mt. Pleasant, Iowa, grant of a new outlet in Shreveport, La., denial of a facilities change for KUIN Grants Pass, Ore., and approval of a power increase (from 1 to 5 kw) for KDSM El Dorado, Ark.

Examiner J. D. Bond recommended denial of an application by Henry County Broadcasting Co. seeking 1340 kc, 1 kw at Mt. Pleasant, Iowa. Mr. Bond noted that the applicant did not offer any evidence under the issues of the hearing and was held in default. Under the circumstances, denial of the application was the only conclusion that could be reached, the examiner said.

Examiner Thomas H. Donahue recommended that the FCC grant a new daytime station at Shreveport (1330 kc, 1 kw) to Twin-City Broadcasting Co. and also grant to KDSM El Dorado (1290 kc) a power boost from 1 to 5 kw. Mr. Donahue found that both proposals would bring a new and needed service to a considerable number of people, and although the proposals would cause mutual interference, such interference was slight and both parties had agreed to accept it.

Jay A. Kyle, assistant chief FCC hearing examiner, recommended denial of an application of KUIN Grants Pass, Ore., seeking a change from 1340 kc, 250 w to 1480 kc, 1 kw. Examiner Kyle found that the proposed change would result in nighttime interference to KWIZ Santa Ana and KYOS Merced, both Calif., with a net loss of nighttime service to 180,200 persons.

Magnuson Alters Aug. Letter On KOVR (TV) 'Straddling'

SEN Warren G. Magnuson (D-Wash.) has retreated a step in regard to his views communicated to the FCC last August in which he commented upon various moves the Commission has taken or contemplated taking in regard to the uhf and vhf situation [B•T, Sept. 24].

In the case of KOVR (TV) Stockton, Calif.—which has asked FCC for permission to relocate its Mt. Diablo transmitter—Sen. Magnuson had expressed fear that this was market straddling; that KOVR "having failed to penetrate the San Francisco market" was attempting to "invade" the Sacramento and Fresno markets.

This is not the case, Sen. Magnuson wrote FCC Chairman George C. McConnaughey Sept. 19. According to the information furnished him, the Senate Commerce Committee chairman said, KOVR's basic coverage in the Central Valley of California will be substantially the same from its proposed new site as it is from Mt. Diablo. The signal in Sacramento will be about the same as it is now, the senator said he was told, and there would be no coverage of Fresno even as there is none now. Therefore, the Washington senator said, this does not appear to be a case of market straddling.

"As I understood it," Sen. Magnuson wrote, "this station has found that its coverage of San Francisco in addition to its home markets has resulted in certain economic problems in connection with the pricing of film programming and similar matters. Apparently, these provide the reason for the proposed move, rather than the more common desire to tap the resources of a more attractive market." The senator concluded by expressing the hope that his "earlier misunderstanding of the facts" would not reflect on KOVR's pending application.



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Rounsaville Expansion Among FCC Approvals

EXPANSION of the Robert W. Rounsaville station group by addition of WIOK Tampa and WSOK Nashville headed a list of station ownership changes approved by the FCC last week. Despite winning approvals, the Rounsaville purchases and the sale of WLAQ Rome, Ga., drew some commissioners votes for 309(b) (McFarland) letters indicating the necessity of hearings.

Addition of WIOK and WSOK-WHCY (FM) boosts Rounsaville am interests to seven regional outlets, all in major markets. He also owns WQXI Atlanta, his headquarters station; WCIN Cincinnati; WLOU Louisville; WOBS Jacksonville, Fla.; and WMBM Miami Beach. He holds permits for WATL-TV Atlanta; WQXN-TV Cincinnati, and WQXL-TV Louisville.

Comrs. Robert T. Bartley and Richard A. Mack voted for a McFarland letter regarding possibilities of over concentration.

WIOK operates independently on 1150 kc with 1 kw daytime. WSOK, also independent, operates on 1470 kc with 1 kw daytime. Price for the two outlets was $540,000.

WLAQ was sold by Cary L. Graham to Mitchell Melof (business name Don Mitchell) for $50,000. The application for FCC approval for this sale was filed only one month after Mr. Graham's purchase of the station from the News Publishing Co. (*Rome News-Tribune*). At that time Mr. Graham paid $17,000 plus assuming certain debts and obligations of the station. Comr. Bartley thought this should be looked into.

Mr. Graham also owns WETO Gadsden, WANA Anniston and WPID Piedmont, Ala. Mr. Melof is former commercial manager of WGST Atlanta and before that was manager of WQXI in the same city. WLAQ—1410 kc, 1 kw—is affiliated with ABC.

FCC approval was stamped on the following deals without incident:

WBAT Marion, Ind.—Transfer of 100% control from John L. Ramp to Central Broadcasting Corp. for $140,000. Central Broadcasting is licensee of WKBV Richmond, Ind. CBS-affiliated WBAT operates on 1400 kc with 250 w.

WARE Ware, Mass.—Sold to Central Massachusetts Broadcasting Corp. for $100,000. Central Massachusetts principals are Bertram Roberts (45%), dentist; Sherwood J. Tarlow (40%), banker; Allan W. Roberts (10%), former employee at numerous am stations, and Joseph Kruger (5%), sales manager at WHIL Medford, Mass. WARE, affiliated with MBS, operates on 1250 kc with 1 kw daytime.

WBIW Bedford, Ind.—Sold by Radio Bedford Inc. to Joseph H. and Agnes I. McGillvra for $76,125. The McGillvras have an application pending at the FCC seeking authorization of a new am at Kingston, N. Y. WBIW—1240 kc, 250 w—is affiliated with MBS.

KWHN Fort Smith, Ark.—Transfer of control (52.5%) from Salome Nakdimen, administratrix of estate of Hiram S. Nakdimen, to M. Bershop, et. al., administrators of estate of A. F. Hoge, and Virginia B. Whiteside for $75,000. KWHN operates independently on 1320 kc with 5 kw.

WLEU Erie, Pa.—Sold by Commodore Perry Broadcasting Service to Joseph P. Wardlaw Jr. for $85,000. Mr. Wardlaw is former salesman for I. B. M. Corp. MBS-affiliated WLEU operates on 1450 kc with 250 w.

WJMA Orange, Va.—Transfer of control from O. B. Jones, et al, to Woodbury S. Ober, present minority stockholder who will own 65% interest. Purchase price is $18,375. Outlet, affiliated with MBS, operates on 1340 kc with 250 w.

Opponents Admitted

THE FCC last week reversed Chief Hearing Examiner James D. Cunningham and decided that the National Community Television Assn. has the right to participate in the current hearing on the $250,000 sale of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., to WSTV Inc. (WSTV-AM-FM-TV Steubenville-Wheeling area).

The Commission said that the results of the hearing, involving issues of purported overlap and concentration of control, may affect the interests of community tv systems and thus the association, representing the 400-odd community systems, should be permitted to participate.

The *Clarksburg Exponent* and *Telegram*, in objecting to the sale, claimed among other things that because WSTV-TV's signals were distributed to Clarksburg subscribers by a community tv system, there was overlap between Steubenville and the yet-to-begin Clarksburg tv stations. FCC regulations prohibit the same principal from owning more than one station in a market.



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FILMS-FOR-TIME DEALS STUDIED BY FCC

Implications of such arrangements between packagers and stations studied by Commission staffers in affiliation contracts between NTA Film Network and broadcasters.

THOSE highly publicized film package-station time deals are getting the once-over at the FCC, it was learned last week.

Commission staffers have begun studying the implications of such arrangements as the affiliation contracts between broadcasters and the newly-organized National Telefilm Assoc. Film Network.

Inferentially it can be assumed that FCC personnel also are studying the meaning of the C&C Television Corp.-International Latex Corp. agreements with stations.

What the Commission attorneys are considering, it is understood, is whether these arrangements result in any abdication of responsibility by tv station licensees. The FCC has always insisted that the licensee must be able to refuse a program, an advertiser or a product. It has also been adamant that the broadcaster must be permitted to substitute a local program for a network program if he thinks it is in the public interest to do so.

They also wonder, it is understood, whether the various option time or free time arrangements between stations and film organizations involve violations of the chain broadcast regulations. These forbid a station to option more than three hours in each segment of the broadcast day. The FCC also eyes askance any imputations of time brokerage (where a station sells a block of time to a second party who in turn resells it in whole or in parts to third parties).

The FCC chain broadcast rules provide that no station may option more than three hours during any one of these segments: 8 a.m.-1 p.m.; 1-6 p.m.; 6-11 p.m.; 11 p.m.-8 a.m.

Could Exceed Time Limit

Should a network-affiliated tv outlet sign an affiliation agreement with the NTA Film Network involving option time, it was pointed out, the combined time liens may amount to more than three hours permitted in each segment.

The time brokerage question arises, it is understood, in the NTA Film Network contract which provides that some stations will receive 800 hours of film programming in return for giving up two hours to the network. The two hours will then be programmed and the sponsor secured by the network.

The NTA Film Network contracts are being studied most seriously at the present time, it was understood, because about 10 have already been submitted to the Commission.

There has been some opposition to filing such contracts with the FCC, it was determined, but it was pointed out by FCC attorneys they must be filed as a network affiliation contract or as a film contract involving time options. This is required by Sec. 1.342(a).

NTA's Ely Landau reported two weeks ago [B•T, Sept. 17] that 104 tv stations had signed affiliation contracts. In 64 major markets, the contracts provide that each affiliate turn over to the film network two hours of time which the network will program and sell to advertisers and for which it will compensate affiliates much in the same manner as is done regular networks. In addition, according to Mr. Landau, in 40 smaller markets contracts provide that the network will furnish 800 hours of film programming in return for two hours of time to the network. There will be no compensation involved, Mr. Landau said. The stations have cleared two hours for the network on Friday, Saturday and Sunday, ranging between 9:30 p.m. and midnight, it was reported.

These contracts are two-year agreements, running for 39 weeks per year, with a provision permitting the network to pre-empt option time on 30 days notice.

FCC's network rules prohibit affiliation contracts for more than two years, provide for 56 days notice of pre-emptions, and also contain sections restraining exclusive network arrangements, territorial exclusivity, and reserving to stations the right to reject programs.

The C&C Television-International Latax propositions [B•T, July 30] provide for the trading of C&C's library of former RKO features in return for time from stations, it has been reported. This time will be used by International Latex in a nationwide saturation campaign, according to these same reports.

$700,000 in Sales Reported For Gross-Krasne's 'O Henry'

GROSS-KRASNE INC., Hollywood has racked up a total of $700,000 in five weeks syndication sale of its *O Henry Playhouse* half hour tv anthology series, it was revealed last week in a joint announcement made by Jack Gross at the California studios and Philip N. Krasne in New York.

Mr. Krasne has left for Hamburg, Germany,

a new name

On October 1, 1956, the firm of station representatives in the field of Television, formerly titled Hoag-Blair Company becomes

BLAIR Television ASSOCIATES

Richard L. Foote, Executive Vice President & General Manager

REPRESENTING

KFYR-TV	Bismarck, N. D.	KBES-TV	Medford, Ore.
KIDO-TV	Boise, Idaho	WDBO-TV	Orlando, Fla.
KCRG-TV	Cedar Rapids, Iowa	WPTZ-TV	Plattsburgh, N. Y.
KFEL-TV	Denver, Colo.	KFEQ-TV	St. Joseph, Mo.
KIEM-TV	Eureka, Cal.	WSAV-TV	Savannah, Ga.
KFBB-TV	Great Falls, Mont.	WCTV	Tallahassee, Fla.
KRCG-TV	Jefferson City, Mo.	KSYD-TV	Wichita Falls, Tex.

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to check the rough cut of the firm's recently completed feature picture, "Women and the Hunter."

The *O Henry Playhouse*, starring Thomas Mitchell in the title role, has been sold to date for 21 markets according to the announcement. These are: Teleradio's purchase for stations in New York, Los Angeles, Boston, Memphis, Windsor-Detroit and West Palm Beach; BBD&O's contract for Pacific Gas and Electric for stations in San Francisco, Bakersfield, Fresno, Sacramento, Salinas, San Luis Obispo, Chico and Eureka, all Calif.

Other markets sold thus far are Denver, Houston, Miami, Jacksonville, Salt Lake, Albuquerque and Boise.

Messrs. Gross and Krasne, who only five weeks ago announced their intention of reentering the tv syndication field, told B•T they now have five sales representatives in this phase of their operation. These are Mel Schlank, vice president in charge of sales; Robert Brahm, who heads the New York office; Irving Feld, headquartered in Chicago, Ed Simmel, covering the southern states, and Robert Hill, operating in the eleven western states.

NBC Subsidiary CNP Names Levitt As Vice President

ROBERT D. LEVITT, general manager of California National Productions Inc., has been elected vice president and general manager of the NBC subsidiary, President Alan W. Livingston announced last week. CNP encompasses NBC film production facilities for syndicated programs, NBC Television Films, NBC Theatrical Div. (NBC Opera Co.) and NBC Merchandising Div.



MR. LEVITT

Mr. Levitt joined CNP last July 2 from Screen Gems, tv subsidiary of Columbia Pictures Corp., where he was national sales director. Before that, he was publisher of *The American Weekly* and *Puck—The Comic Weekly*, both Hearst publications.

'Cochise' Sales Exceed $1 Million, NTA Reports

TOTAL gross billings on National Telefilms Assoc.'s *Sheriff of Cochise* tv film series has exceeded $1 million with latest sales in 18 additional markets, it was announced last week by Harold Goldman, NTA vice president in charge of sales. The series is set in 115 markets, according to Mr. Goldman.

The most recent sales of the series were to National Brewing Co., Baltimore, through W. B. Doner & Co., Baltimore, for 13 markets in the East and Southeast; Table Talk Pastry Co., Worcester, Mass., through the Reingold Co., Boston, for four New England markets, and WKY-TV Oklahoma City.

Webb Forms Production Firm

RICHARD WEBB, star of Screen Gems' *Captain Midnight* and *Jet Jackson* tv film series, has organized his own company, Webb Productions, in partnership with Screen Gems. Mr. Webb plans to launch his company with a new tv series, *Major Webb, Troubleshooter*, and produce, write and star in the series.

$3.5 MILLION PAID FOR 'LASSIE' RIGHTS

Wrather, Loeb purchase radio-tv rights and affiliated enterprises. Wrather expected to coordinate it in 'Long Ranger' operation.

IN a property transaction reported at $3.5 million, multiple station owner Jack D. Wrather Jr., in association with investment banker John L. Loeb of New York, last week purchased all rights to the *Lassie* tv film and radio program and its affiliated enterprises from Television Programs of America and Robert Maxwell Assoc.

Under terms of the agreement, the Wrather-Loeb combination will obtain the 65 *Lassie* films produced since 1954; the new series of 39 programs, which went into production at TPA's studios in Hollywood June 14, and all rights to the licensing program conducted by TPA calling for manufacture of such items as dog shampoos, dolls, toys, clothing, books and some 35 other products. TPA and Maxwell have owned *Lassie* since it began on tv two years ago.

Mr. Wrather bought the rights to the *Lone Ranger* program about two and a half years ago for an estimated $2.5 million. It is reported to be Mr. Wrather's plan to coordinate the management, operation and promotion of the *Lassie* program with that of the *Lone Ranger* enterprises, particularly in those areas of activities which involve merchandising and personal appearance tours. Under Mr. Wrather's management and ownership of *Lone Ranger*, the scope of activities in these fields has widened and during the past year an all-color film production based on the program, was released by Warner Bros. to theatres.

Those who participated in the negotiations on the property over the past few months were Mr. Wrather, Mr. Maxwell and Edward Small and Milton A. Gordon, board chairman and president, respectively, of TPA.

Mr. Wrather is part owner of KFMB-TV San Diego, KYAT (TV) Yuma, Ariz., WNEW New York, and sole owner of WJDW (TV) Boston. Mr. Loeb is senior partner of Carl M. Loeb, Rhoades & Co., New York investment bankers.

The *Lassie* program will continue on CBS-TV under the sponsorship of Campbell Soup Co. and in Canada for Colgate-Palmolive Co. Mr. Maxwell, who has been producing the series, will continue in that capacity under a separate employment arrangement.

Electronicam Showing Readied for Hollywood

AN UNVEILING for Hollywood of the new Allen B. DuMont Labs' Electronicam film system is scheduled to take place this week at Paramount Sunset Studios. The system was displayed several weeks ago in New York [B•T, Sept. 17, 3].

A trio of eastern executives from DuMont are in Hollywood to participate in the demonstration. The group includes Keeton Arnett, vice president; John Auld, operations manager in charge of the design and development of the unit; and Benjamin C. Bowker, public relations chief. DuMont's western manager, Ralph B. Austrian, also is taking part.

Described as a "team tool" designed to save time and production costs during filming, the electronicam system this week will be demonstrated as practical illustration to all branches of film production on how the system operates and accomplishes its purpose.

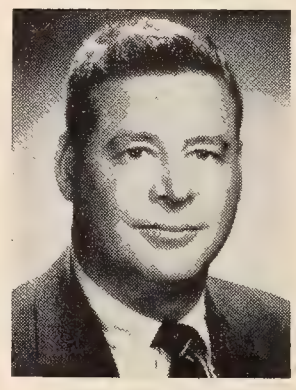
A complete cast of actors will be assembled on Stage 4 each evening of the week to participate in the demonstrations. They will work from a prepared script while director, cameramen and crew, functioning as a unit, will demonstate the system's advantages in speed, camera mobility lighting, time-cutting in rehearsals, in camera setups and in editing processes.

Electronicam as Hollywood will view it for the first time will include three Mitchell 35 mm cameras; all necessary electronic circuit and power supplies; control center with facilities for monitoring; a five-circuit intercommunication system; tele-transcription recording and control unit; supplemental monitors for production and technical personnel; and special editing equipment to speed editing processed in multiple-camera operation.

All this equipment is housed in two vehicles which may be readily transported from lot to lot, location to location, or set to set.

TPA Elects Wolfson

ELECTION of William M. Wolfson as treasurer of Television Programs of America, New York, was announced last week by Milton A. Gordon, president. His election as an officer of the company came five months after he joined TPA as controller. Previously, Mr. Wolfson had been manager of accounting and budget operations for NBC-TV Films and with the staff of S. E. Leisdorf & Co., New York, certified public accountants.



MR. WOLFSON

FILM PEOPLE

Philip Frank, formerly vice president in charge of sales, George Blake Enterprises, to Peter Elgar Productions, N. Y., as a partner and vice president.

Robert E. Galen, research director, ABC Film Syndication, to General Teleradio as research-promotion director of RKO Television. Mr. Galen, who will head up all market research and promotional sales activities for RKO Television's main New York offices and its 41 field representatives, reports to syndicate sales manager William Finkeldey.



MR. GALEN

Nathan S. (Nat) Rubin, former assistant research director, *Television* Magazine, to ABC Film Syndication Inc. as research manager. He succeeds **Robert E. Galen,** resigned to join RKO Teleradio Pictures in promotion-research capacity.

Cecil H. Surry, 49, animator at UPA Pictures Inc., Burbank, Calif., producer of tv and theatrical cartoon films and commercials, died a fortnight ago following a heart attack at work. He is survived by his wife and four children.

NARTB FALL MEETINGS REACH HALF MARK WITH CALIFORNIA, OKLAHOMA SESSIONS

Station management problems, numerous sidelight events draw attention at San Francisco conference, while FCC Comr. Robert E. Lee tells 200 delegates attending Oklahoma City meeting that Commission must 'make haste slowly' in long-range conversion to uhf.

TWO NARTB regional conferences, at San Francisco and Oklahoma City, wound up the first half of the association's fall series of station meetings as FCC officials joined broadcasters in a review of common problems.

More than 200 delegates at the Monday-Tuesday session in San Francisco went into station management problems, including prospects of another test case in Los Angeles on city taxation of radio-tv station gross income.

Comr. Robert E. Lee, of the FCC, told the Thursday banquet in Oklahoma City the Commission must "make haste slowly" in long-range conversion to uhf but still must act swiftly in individual deintermixing cases (see story, page 78). More than 200 delegates attended the Oklahoma City meeting.

Sidelight events not on the agenda at San Francisco drew nearly as much attention as the scheduled sessions. These included:

• Resolution by west coast affiliates of ABC to back fully, including financial support, NARTB's expanding public relations program to offset industry degradation attending multiple Congressional investigations and other current public criticism.

• Demonstration of pre-patent equipment developments by Mechron Inc., affiliate operation of KRON-TV San Francisco, which will permit automation of complex tv station switching operations as well as billing and logging. Effecting automation from sign-on through sign-off or for single station break, devices will eliminate human error and free technicians for pre-setting and supervising functions (story, page 89).

• Planning session between the Alliance of Television Film Producers and representatives of the NARTB television code review board looking toward making "affiliate subscriptions" to the tv code available to film producers and distributors.

FCC Comr. Rosel H. Hyde, addressing the Monday night banquet at the St. Francis Hotel, said he could think of no more serious blunder the Commission could make than "to permit large financial aggregates to acquire a dominant role in the television medium." He told broadcasters from California, Oregon, Washington, Arizona, Nevada, Guam and Hawaii that "a competitive television system is a bulwark against governmental interference."

Next year's Region 8 meeting will be held in Portland, Ore.

The Region 8 broadcasters went on record Tuesday with resolutions opposing the FCC's rule-making proposals to transfer all television to the uhf and urging all rating services to indicate on their reports any activity of a station "which violates the Standards of Practice in attempting to 'buy' audience."

NARTB President Harold E. Fellows outlined in more detail the association's expanding public relations program in an effort to meet the growing challenge and criticism stemming from Congressional investigations such as the Celler hearing now in progress in New York (story, page 50). He spoke at the Monday luncheon.

In his banquet address, Comr. Hyde warned that "to weaken the multiple ownership rules could weaken a fundamental bulwark of the American system of private broadcasting." FCC



TAKING PART in Monday's afternoon roundtable meetings at NARTB conference in San Francisco (l to r) seated, George Whitney, KFMB-AM-TV San Diego; William Pabst, KFRC San Francisco and NARTB host director; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Thad H. Brown Jr., NARTB Washington; standing, Lew Avery, Avery-Knodel Inc., New York; Phil Lasky, KPIX (TV) San Francisco; Gil Patridge, KROW Oakland; Joe Drilling, KJEO (TV) Fresno, Calif., and William Warren, KOMO-AM-TV Seattle.

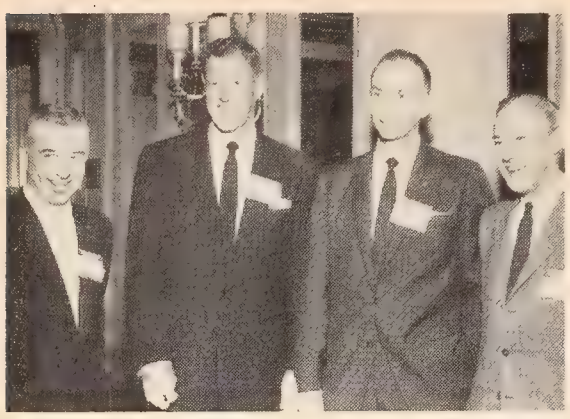
Brews a winner

Blatz Beer, number one seller in beer-wise Milwaukee, finds televised sports shows on WXIX keep sales hopping in this important market. Toasting WXIX's ability to draw customers, E. S. Jaques, Blatz Advertising Manager, says: "There is no question in our mind that the power and frequency of our television advertising on WXIX has been important in helping Blatz hold a strong grip on first place, as the largest-selling beer in Milwaukee." To add yeast to *your* sales, advertise on WXIX...a premium buy at low cost.



WXIX

CBS Owned • Channel 19 • Milwaukee
Represented by CBS Television Spot Sales



COMPATIBILITY of radio-tv is evidenced in this group at the St. Francis Hotel during NARTB conference in San Francisco. L to r: William Smullin, KIEM-TV Eureka, Calif.; Robert Reynolds, KMPC Los Angeles and KSFO San Francisco; Tom Bostic, KIMA-AM-TV Yakima, Wash.; Richard Brown, KPOJ Portland, Ore.

now limits tv station ownership to five vhf and two uhf stations for a single corporate entity or individual.

Comr. Hyde pointed out that typically the multiple station owner does not add to the number of tv stations in the U. S., "rather, he acquires an existing one. Permitting such large financial interests to become dominant would not be in the public interest and would not be in the interest of the industry itself, for inevitably the day of reckoning would come."

He noted, "I suspect it would come rapidly for the legislature is very keenly aware of developments in the television medium."

The Commission is going through the same cycle with television as it did in radio, the veteran FCC member said, in trying to find a solution to the allocations problem so that the new medium can have enough operating stations adequately to serve national and local needs, large and small communities, urban and rural population. Also like radio, he added, FCC is reviewing the network structure in tv to determine whether it is reasonably competitive.

In this connection, he explained, FCC's multiple ownership policies must be considered in the context "of promoting competition and preventing monopoly and must square with licensing policies which stress the individual local broadcaster."

Comr. Hyde said he did not mean to suggest that any reputable element of business should be precluded from getting in the broadcast business. "The service has been enriched by the ideas and viewpoints contributed by participants from many walks of life, including education, the clergy, the professions and many businesses," he said.

Following the theme of his earlier talks before regional conferences a fortnight ago in Minneapolis and Salt Lake City [B•T, Sept. 24], NARTB President Fellows warned delegates of the "constant and mounting barrage of criticism of our industry, much of it engendered by an articulate minority. Yet these minorities can and do establish attitudes in the public mind." He called upon broadcasters to be prepared "to counter prejudice where it exists and to place our case before the public."

The NARTB president's expanded public relations program received a big boost from the Sunday meeting of the western affiliates of ABC. In a motion spearheaded by John C. Cohan, KSBW-AM-TV Salinas-Monterey, Calif., and supported by Otto Brandt and Walter Wagstaff, KING-AM-TV Seattle and KGW-TV Portland, Ore., the ABC affiliates resolved to give extensive financial assistance in any program to counter attacks on broadcasting rising especially out of current congressional investigations.

Joe Drilling, KJEO (TV) Fresno, Calif., was chairman of the ABC meeting. Resolution copies were sent to ABC President Robert Kintner and Vice President Ernest Lee Jahncke Jr.

William D. Pabst, general manager of KFRC San Francisco and NARTB District 15 radio director, was host for the conference, assisted by district directors Robert O. Reynolds, vice president-general manager of KMPC Los Angeles; Richard M. Brown, general manager of KPOJ Portland, Ore., Harold P. See, general manager of KRON-TV San Francisco, and C. Howard Lane, managing director, KOIN-TV Portland.

At the morning session Monday, a closed discussion on radio station administrative problems was conducted by John F. Meagher, NARTB vice president for radio. FCC District 12 engineer Francis Sloan participated.

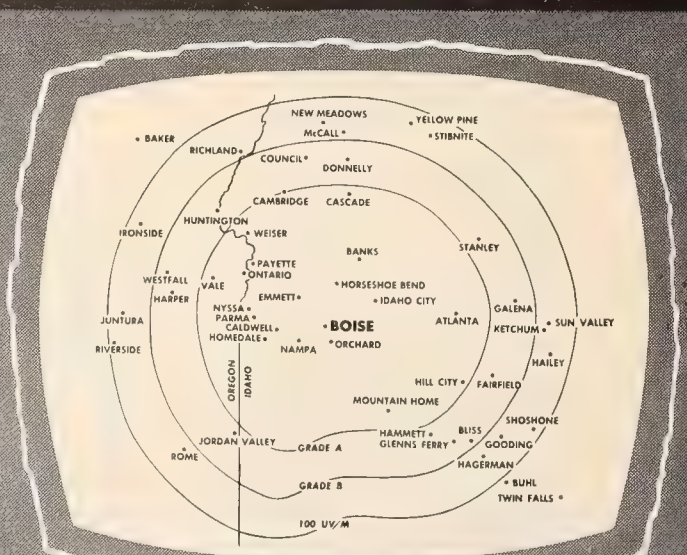
During Monday's luncheon meeting, addressed by President Fellows, two broadcasters debated the proposed amendment to NARTB's by-laws to restore directors-at-large on the board. Charles Hamilton, KFI Los Angeles, spoke in behalf of the amendment and cited the additional representation opportunities possible which would bring enlarged viewpoints to the board. But Richard M. Brown, KPOJ Portland, felt the extra expense didn't justify the extra directors. He said nine out of 10 members couldn't identify directors-at-large.

In a discussion of the television code, G. Richard Shafto, WIS-TV Columbia, S. C., and chairman of the NARTB Code Review Board,

Now! more than 3 times the power!

KIDO-TV channel 7
MAXIMUM POWER!

- IDAHO'S MOST POWERFUL TV STATION!
- HIGHEST TV ANTENNA IN THE NORTHWEST!
- BIGGER COVERAGE!
- BETTER PICTURE!
- BETTER SERVICE FOR SOUTHWESTERN IDAHO AND EASTERN OREGON!



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said that stations subscribing to the code which find it impossible to comply should drop out until such time as they can conform.

He felt this as the fair way so that those who do adhere to the code will not be placed in jeopardy by those who do not. Those who display the code seal and live up to it, he said, are entitled to the resulting good will of the audience.

Halsey Barrett, Television Bureau of Advertising, told the Monday afternoon tv meeting that of the $13.5 billion total advertising expenditure predicted by 1960, television can expect to get about 22% "but we will have to work for it." Tv today accounts for 11% of the total $10 billion spent, he said, and TvB is seeking to broaden the base of those not now in tv advertising. Among these he cited Hunt Foods, Fullerton, Calif., and Hershey Chocolate Co., Hershey, Pa., "which is losing brand identification among the younger generation."

He also reported that the New York Stock Exchange is planning to test television in two markets for 13 weeks. Purpose is to study effective means for member firms to promote expansion of the stock ownership base among the public. Howard Abrahams, director of TvB's retail sales department, explained progress in tapping the retail field.

The small market roundtable, under the chairmanship of L. W. Trommlitz, KERG Eugene, Ore., was so successful in probing all facets of station operation and sales problems that the group held an adjourned meeting Tuesday morning to wrap up the broadcasters' questions.

Large market operators, attending the roundtable under the chairmanship of Bill Baxley, KABC Los Angeles, reported significant uptrends in national business during the last 18 months but were outspoken in their attacks on program rating services.

At a Tuesday morning closed meeting, Thad Brown, NARTB television vice president, reported on Washington affairs while Charles H. Tower, NARTB manager of employer-employe relations, discussed labor problems. Colin M. Selph, president of KEYT (TV) Santa Barbara, Calif., covered sales problems facing tv management in today's market.

Tuesday's luncheon meeting saw passage of several resolutions reported by Committee Chairman Calvin J. Smith, KFAC Los Angeles, including one requesting Region 8 members to "urge all rating services to indicate on their reports any activity of the station during a rating period which violates the standards of practice in attempting to 'buy' audience." Others thanked Comr. Hyde, host directors and the St. Francis Hotel for their contributions to the conference.

The last resolution submitted opposed FCC's rule-making proposal to transfer all tv channels to the uhf. It said that "because of the rough nature of the terrain and the great distances between population centers in the Pacific Coast area, it has been found that adequate free television service cannot be furnished without the use of vhf television" and added that "the elimination of vhf from this area would be contrary to the public interest in that it would deprive many persons of existing free television services and other persons of their only real chance for future free television."

Morrie Webster, KNX Los Angeles, and Frank Crane, Southern California Broadcasters Assn., reported at the Tuesday afternoon joint radio-tv session that Los Angeles once again is considering the applicability of its business tax on gross income to radio-tv stations and that a test case may be in prospect which all municipalities in the West will watch closely. Two previous attempts have been successfully blocked, Los Angeles broadcasters recalled. If applied this time, the rate would be 1% of gross and might go as high as 4%, it was noted, although there is considerable question as to whether national business could be included.



TALKING over ABC progress in Pacific Northwest, including debut of KGW-TV Portland, Ore., Dec. 17, are these broadcasters attending NARTB conference in San Francisco. L to r: Briggs Baugh, ABC Station Relations, New York; Otto Brandt, vice president and general manager, KING-TV Seattle, and Walter Wagstaff, station manager of KGW-TV, owned 62% by KING Broadcasting Co.

Mr. Webster said there is some likelihood that the business tax at least might be applied to income stations receive from making of recordings, renting of studios for rehearsal or

KTVH GOES TO THE FAIR



While the judges hand out blue ribbons for prize cakes, steers, and grain at the **KANSAS STATE FAIR**, TV viewers are pinning the blue ribbon on ***KTVH*** once again for local programming in the public interest.

During the six days of Fair activity, ***KTVH*** is telecasting all local shows live from Television City on the Fair Grounds in Hutchinson. Their on-the-spot audience and the folks at home count on this basic **CBS** station for strong network programming, as well as for shows of *intense local interest.*

To sell in this rich Kansas market, buy ***KTVH*** with unduplicated **CBS-TV** coverage, reinforced by local-impact programming.

VHF
CBS BASIC

KTVH
KANSAS

CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita. Howard O. Peterson, *General Manager.*

other activities of an associated nature.

Dick Rawls, KPHO-AM-TV Phoenix, reported stations in Arizona have been "negotiating" with officials about implementation of an overlooked 1935 tax law for several years and may eventually have to pay 1% of local gross.

Robert L. Pratt, KGGF Coffeyville, Kan., opened the Oklahoma City meeting Thursday, with Mr. Meagher presiding at the station administration forum. The luncheon debate on at-large directorships, held following President Fellow's talk, was led by Richman Lewin, KTRE Lufkin, Tex., for the affirmative, with George H. Clinton, WPAR Parkersburg, W. Va., a board member opposing restoration of at-large directors.

George W. Marti, KCLE Cleburne, Tex., presided at the small market station roundtable. Frank S. Lane, KRMG Tulsa, presided at the large market session. Norman Cash, vice president, and Howard Abrahams, retail sales director, appeared on behalf of Television Bureau of Advertising, presenting the sales promotion clinic. Mrs. Hugh McClung, KHSL-TV Chico, Calif., member of the NARTB Tv Code Review Board, and Mr. Bronson, spoke on the tv code.

Roy Bacus, WBAP-TV Fort Worth, presided at Friday morning's tv sales session. Mr. Wasilewski and Mr. Tower joined Mr. Fellows in the Friday afternoon session.

Vadeboncoeur to Head New York Broadcasters

E. R. VADEBONCOEUR of WSYR-AM-TV Syracuse was elected president of the New York State Broadcasters Assn. at a meeting in Syracuse last Monday. He succeeds Michael R. Hanna, WHCU-AM-TV Ithaca, who did not seek re-election. All other officers were re-elected.

In an informal discussion a majority of the group expressed concern over the inability of broadcasters, as well as of Broadcast Music Inc. officials, to get their side—and that of BMI—into the record in the House Antitrust Subcommittee hearings which have been in progress for the past three weeks (also see page 50). They expressed "amazement" that the subcommittee seemingly would neither "seek nor allow" evidence that would refute charges against BMI operations. For their own part, spokemen reported, their stations play considerably more ASCAP than BMI music.

Mr. Hanna, in a report as retiring president, urged broadcasters individually to take more active leadership in community affiairs through "an alert editorial policy" on matters of interest at all levels from local to national and international. Broadcasters are capable of exerting greater influence than they realize, he asserted, adding that they have just as much right and ability as anyone to evaluate political candidates, for instance. They should take their place alongside newspapers and magazines in exerting leadership, he maintained.

Officers re-elected were Bill Doerr, WEBR Buffalo, first vice president; Gordon Gray, WOR-AM-TV New York, second vice president; George Dunham, WNBF-AM-TV Binghamton, treasurer, and Elliott Stewart, WIBX Utica, secretary. Four new directors elected were Robert Hanna, WGY and WRGB (TV) Schenectady; Albert Spokes, WEAV Plattsburg; Sam Digges, WCBS-TV New York, and Glover Delaney, WHEC-AM-TV Rochester.

Principal speaker at the association's luncheon was State Commerce Comr. Edward Dickinson, who expressed appreciation for the assistance given him by broadcasters, particularly through the advisory committee which they have established to work with his department.

PROCEED WITH CAUTION ON UHF, SAYS LEE

FCC Comr. tells NARTB Oklahoma City regional meeting that FCC must guard against "any premature attempt to force the viewing public to accept inferior service . . ."

FCC Comr. Robert E. Lee called for a continuation of the FCC's uhf policy of moving carefully toward the uhf band and "expeditious action on selective deintermixture cases" in an address to the NARTB regional meeting in Oklahoma City.

Comr. Lee voiced confidence that in a reasonably short time engineers will overcome the tchnical difficulties which have retarded the growth of uhf service. But until these improvements have been demonstrated in actual practice and not on the drawing board, he said, the FCC must proceed carefully and "give proper consideration to the many and complex questions posed in such important long-range planning."

"Any premature attempt to force the viewing public to accept inferior service at substantially increased cost, or deprive large areas of any service at all, would, in all probability, jeopardize what we can do on an interim basis," he said.

The commissioner said that although the people have every right to expect prompt action, he wished to emphasize the importance of "due process" in these matters. In many cases, he pointed out, it is not merely private parties involved but whole communities and areas will be competing with each other for an equitable share of facilities. "I believe it is highly important that these communities be given a full and fair opportunity to present their cases," he said.

Comr. Lee said he believed the Commission meeting on Sept. 20 with industry representatives to plan a crash research and development program for ascertaining the full practical capabilities of uhf "established the basis for close cooperation between the Commission and all branches of the industry."

This cooperation, he continued, "will pave the way for the development of a long-range, progressive program and an equitable solution of this allocations problem."

At the Sept. 20 meeting, he reported, a Television Allocations Research Committee (TARC) was proposed as was a non-profit research corporation. Since each has advantages and shortcomings, he proposed a combination of both entailing the organization of a corporation called Industry Television Research Foundation Inc. to function through a TARC type of committee.

He listed the following advantages offered by the combined corporate-committee form:

- 1. Establishment of a legal entity which has limited liability and perpetuity.
- 2. Corporate form is more in keeping with modern business practice.
- 3. It is capable of receiving gifts and grants, can dispense the same and is on equal status with all other business enterprises.
- 4. It is all inclusive as contrasted with the exclusive committee form, and will furnish a vehicle through which all interested parties can participate.
- 5. The main office and administrative staff of this corporation could be located in Washington, D. C., so as to provide close liaison with the Commission and interested parties; it could prepare, edit and disseminate all material relating to current research progress to interested parties; and it could coordinate the work of all committees and carry on all other corporate functions necessary for a successful business enterprise.

The commissioner said he had hoped additional vhf channels could be obtained from other government users of frequency space, but when this turned out to be impractical, he concurred in the necessity to determine whether uhf can do the job and whether the 70 uhf channels will be sufficiently comparable with the 12 vhf channels so as to better encourage a national competitive service.

Comr. Lee said he would never vote for large scale use of uhf until its engineering and technical success has been assured. He added that the FCC is not "putting all our eggs in the uhf basket" and he called for "further research and development in the vhf to provide better public service now and to have this alternative ready in case it is needed."

In addition to the long-range research on uhf, Mr. Lee said the Commission will continue the interim remedy of deintermixing selected markets and "otherwise shifting channels, not only to give uhf areas a better break but also to provide more vhf stations into other areas."

Tracing the "phenomenal growth" of am radio broadcasting, Mr. Lee said it was accomplished "in the old American free enterprise way . . . and penalties for bad judgment and business failure were accepted with no attempt to hide behind the skirts of government regulation."

No Aids for Radio

He noted that am radio required no "crash program" technique to develop and that it was not necessary to reduce the power and coverage of clear channel stations to build up the advertising value of low-power local stations. Large numbers of local outlets found the competition too rough, he recalled, and fell by the economic wayside, while others succeeded in developing programs which the public wanted and advertising outlets which the producer needed to move his goods."

He observed that perhaps the natural course of events will see a similar trend in tv, but that in the meantime, "we must do what we can to preserve the uhf spectrum."

He conceded the possibility that tv is suffering from a different type of growing pains than those experienced by am, "although the disparity in power and coverage among the am categories is far greater by comparison than that found between vhf and uhf." On the other hand, he added, am did not have serious conversion problems now primarily responsible for disparity in tv.

Since am and tv are both entirely dependent on advertising under our system, "we must be careful not to kill the goose that lays the golden egg," he said. He noted that competition among the various media is still very keen and said any increase in the rates of one medium without a corresponding increase in others would imediately be reflected in a loss of advertising.

He concluded with an appeal for the understanding and cooperation of the industry. "That the industry can be depended upon to do its share," he said "is exemplified in its close relationship with the Commission in helping to bring television to new areas, in working with hundreds of local committees which deal with television interference problems at the grass roots level, and in rendering advice and comment on the problems of other radio service."

FRANK FORD JR. HEADS LA. ASSN.

KENT Shreveport general manager elected president at broadcasters' fall meeting in that city. Agency, advertiser and representative speakers on hand for session.

AGENCY advertiser and representative speakers joined broadcasters last Monday and Tuesday at the fall meeting of Louisiana Assn. of Broadcasters, held at Shreveport. Frank Ford Jr., KENT Shreveport, was elected president succeeding Robert Earle, WIBR Baton Rouge.



MR. FORD

Other officers elected were B. Hillman Bailey Jr., KNOC Natchitoches, radio vice president; Tom Gibbens, WAFB-TV Baton Rouge, tv vice president, and Gene Jones, KSLO Opelousas, treasurer. Elected to the board were John Chauvin, KEUN Eunice; H. F. Wehrman, WTPS New Orleans; Paul Goldman, KNOE-TV Monroe; Si Willing, KTLD Tallulah; Tom Pears, KVOL Lafayette; W. L. Switzer, KRMD Shreveport; Kelly Maddox, WJBO Baton Rouge, and Mr. Earle.

Dwight M. Martin, board chairman of WAFB-TV Baton Rouge, in a discussion of film-buying problems, pointed to the danger of depreciating the value of its air time through barter deals. He added that stations may load up with large quantities of film and not be in a position to take advantage of the "more recent vintage" that comes on the market later. He noted that some 8,000 feature films were on the market prior to 1956, with 2,500 features released to tv this year. The 1956 releases include 770 by MGM, offered in bulk, and 754 Warner Bros. features offered in groups of 58.

"We should bear in mind that in the vaults of the major Hollywood studios there are still between 6,000 and 7,000 features, not yet offered to television, a substantial portion of which are of more recent origin than those now on the market," Mr. Martin said. "I wouldn't be surprised if the bulk of these will be on the market in one to three years. When they are released, it may well be said of the station still amortizing, either in money or time, the cost of a quantity purchase of older films, that it is caught with its old prints showing." He said he was not deprecating bulk film purchases.

The Continental Divide Station
TV4

PROGRAM SERVICES

Transoceanic Cable Opened to England

THE WORLD'S first tranoceanic telephone cable system was inaugurated last Tuesday—with both NBC and the British Broadcasting Corp. employing the new facilities for radio program transmissions on the opening day.

The cable was viewed as opening the way not only for more reliable voice broadcasts to and from Europe, but for transatlantic exchange of live musical programs. The shortwave service generally employed for radio programming between the two continents provides generally satisfactory voice transmission, but atmospheric interference and fading make it impractical for regular orchestral programs.

The prospect of a cable—not this one—that will permit exchange of television programs between the two continents also was held out as a possibility, but that is some years away. American Telephone & Telegraph Board Chairman Cleo F. Craig, whose company is half-owner of the new cable system, noted that plans for a second cable are under way and said the possibility of equipping it for tv has been considered but as yet is still in the "laboratory stage." The bandwidth of the new cable opened last week is only a fraction of that required for tv.

The cable, which can carry 36 different telephone conversations simultaneously, offers a "one-circuit" service for radio programming that is somewhat under the quality provided by the Class A lines used by networks in the U. S. This service, providing a range from 200 to 3,400 cycles per second, is available for radio use at a rate starting at $40 for the first 10 minutes, which is the minimum usage for radio.

In addition, AT&T filed tariffs with FCC last week for a higher quality service, effective immediately [CLOSED CIRCUIT, Sept. 24]. This wideband service uses the equivalent of two circuits and provides a range of from 100 to 6,000 cycles per second—somewhat better than Class A lines in the U. S., whose range is from 100 to 5,000 cycles.

Rates for this wideband cable service start at $80 for the first ten minutes. The comparable figure for Class A line service between New York and Los Angeles would be around $60 for ten minutes, a figure derived from rates for "occasional" rather than regular usage since AT&T spokesmen pointed out that differences in usage provisions make exact comparisons difficult if not impossible.

NBC was the first American network user of the cable, piping its regular daily news report from the NBC news bureau in London to the U. S. starting at 3:45 p.m. EDT. This program, transmitted via the "one-circuit" service, was transcribed in New York and on regularly scheduled news shows that afternoon and evening. BBC also used the cable two times on opening day to feed programs from the U. S. to London, the first at 3:50 p.m. CBS used it on Wednesday, at 7:58-8:08 a.m., to feed from London to New York.

NBC, in announcing its first use of the cable, did not indicate plans for extensive regular use. "The cable provides an insurance for the overseas news reports and will be available for use when the short-wave reception is interrupted or faulty," NBC's announcement said.

The cable was officially inaugurated by Mr. Craig, who spoke from New York in a telephone conversation shortly after 11 a.m. with Dr. Charles Hill, head of the British Post Office, who was in London.

FCC Chairman George C. McConnaughey



was on hand to participate in the New York ceremonies, as was Frederick R. Kappel, AT&T's new president.

Joining in the conversation, Mr. McConnaughey told London that "this is a major step forward in telephone progress." The ceremonies also linked New York and London with Ottawa.

The 2,250-mile cable system was under construction for more than two years. It cost $42,000,000. AT&T owns 50%; the British Post Office 41%, and Canadian Overseas Telecommunication Corp. 9%. The deep-sea portion was laid under the supervision of AT&T's Long Lines Dept. Bell Labs engineers and scientists designed and tested the system, which is capable of handling about three times the traffic now transmitted between this continent and Great Britain by radiotelephone.

Cost of a three-minute telephone call between Great Britain and any U. S. point is $12 during weekdays and $9 on Sundays and evenings, plus 10% Federal excise tax.

Alfred Francis Harrison, UP Veteran, Dies at 72

ALFRED FRANCIS HARRISON, 72, with the United Press for more than 30 years and the guiding hand in the establishment of the UP radio wire service, died last Wednesday at the home of his daughter, Mrs. Florence Curly, in Hickory, N. C. He retired from the UP Washington office two years ago after suffering a stroke.



MR. HARRISON

A native of Indianapolis, Mr. Harrison started his career as a telegrapher and worked for a number of newspapers prior to joining UP in 1914 as a Morse operator. He became a UP salesman in 1918 and four years later was named UP general sales manager in New York.

He left UP in 1924 to join the John H. Perry interests and later the Consolidated Press Assn. While with CPA, Mr. Harrison was credited with selling the first news report to a radio station—WBZ Boston. He returned to UP in 1933 and a year later, as assistant to UP President Karl Bickel, set up the Washington City News Service.

Mr. Harrison became UP radio news sales manager in 1935 when the news service opened its radio wire to 14 station clients. Ten years later, the service had grown to include 560 stations in every state and the District of Columbia. In 1945, Mr. Harrison returned to Washington as special representative of the UP.

Besides Mrs. Curly, he is survived by his wife, Frances Irene, and another daughter, Mrs. Frances Jund, Washington. Funeral services were held Saturday at St. Aloysious Catholic Church, with burial in the Catawba Memorial Cemetery, Hickory.

Democrats Retain TNT

THE Democratic National Committee has retained Theatre Network Television Inc., New York, to arrange a 50-plus city hook-up to be used for a closed-circuit "joint dinner table" fund raising drive Oct. 20. TNT handled a similar project for the Republican National Committee during that organization's "Salute to Ike" box-lunch fund raising campaign earlier this year.

RADIO-TV EXPECTS KICK IN THE WALLET FROM UPCOMING POLITICAL PRE-EMPTIONS

Varied methods planned to offset necessity of rebates to advertiser. B•T knocks on a few doors along agency row to sample their attitudes.

RADIO and television industry can expect to "lose" an estimated $10 million on the political campaigns and elections this year as a result of concessions being made to advertisers whose time is being pre-empted by campaigners.

Further findings of a special B•T study indicate that station representatives stand to suffer as much as a three to five % loss in income this year as a consequence of the election displacements. The overall figure is expected to approximate $1.2 million.

The networks, which have already reported approximately $3 million deficit on their convention coverage, appear destined to take another header of from $2 to $5 million on "out of pocket" reparations to advertisers in cases where commercials cannot logically be re-run at a later date. In such instances the networks are understood to be absorbing the costs.

For the most part, the losses that stations take—aside from the intangible loss marked up to "general dislocation of schedules"—are those that occur when a network political broadcast preempts local and national spot advertising, because the station's return from network programming is considerably less than what it gets from national spot and local advertising.

Meanwhile the advertising agencies are shaping the forms of compensation they will ask of stations where commercial programs and spots have to give way to political broadcasts. The compensations generally break down into the following categories:

(1) *Make-goods* in which the station or network redeems the advertiser's pre-empted time with equally good time at another period.

(2) *Extension of contract,* wherein the advertiser will, in effect, fill out his lost time after the normal expiration of his contract with the station.

(3) *Credit,* which is outright rebate to the advertiser of the cost of his pre-empted time.

A spot check by B•T showed the following approaches toward reparations by representative advertising agencies:

Jim Luce, association media director at J. Walter Thompson Co., New York, reported that "the political campaign problems were not unanticipated by advertisers and the agency, and wherever possible contracts are being extended." In fact the extension clause was written into most contracts placed by the agency this year.

On the other hand, Ted Bates Inc., New York, reportedly has asked for "credit" for its advertisers' pre-empted time.

Hope Martinez, timebuyer for such accounts as American Tobacco Co., Lever Bros. and Campbell Soup at BBDO, New York, said that "if the stations can offer the same quality make-good, we usually accept. If not, we'll take credit. We very seldom extend the contract." Among her clients, Miss Martinez estimates that 65% of the time will be "credited" and 35% "make-good."

Another agency, McCann-Erickson, New York, is accepting "make-goods" in most cases and "extending contracts" in others.

In arriving at their estimate of a $10 million loss from the elections, station men pointed directly at the "credit" factor and the fact that most political broadcasts are placed on a national basis with a consequent reduction in return as compared to the local rates they would customarily get on locally sold programming.

The stations get approximately 30% of their published card rate from the networks.

At the same time they were not unmindful of the indirect, but no less real, losses suffered from application of the "make-good" and "extension of contract" principles.

As one broadcaster, put it: "We're dealing in time; and no matter how you stretch it, there are only so many hours in a broadcasting day. Once you've compromised good time, you can only make it up at the expense of other good time. And, of course, with us time is money."

Station representatives attributed a good measure of their "loss" to the radical increase in their cost of doing business resulting from the pressures of insistent negotiation and long distance communication.

"For just one thing," explained one representative, "we've run up staggering telephone, TWX and telegraph bills since this election business got under way."

IKE CHARITY TALK SPARKS TIME ISSUE

CBS holds up acceptance of President's message pending assurances that other nominees won't ask equal time. ABC, MBS and NBC go ahead and schedule talk.

ISSUE of equal time for political candidates flared last week as CBS held off on a definite commitment to carry a talk by President Eisenhower on behalf of the United Community Funds and Councils of America set for yesterday (Sunday) until assurances were given that equivalent time would not be sought by other Presidential nominees.

Though NBC, ABC and Mutual had decided by last Thursday to schedule the three-minute film and recorded talk, CBS was still in the process of obtaining clearances from other candidates that equal time would not be sought. Originally, CBS announced last Tuesday it would not carry the talk because the FCC had advised the network that it would be obligated to provide free time to all qualified Presidential candidates.

The FCC letter, signed by Sec. Mary Jane Morris, pointed out that the equal-time provision of the Communications Act (Sec. 315) contains "no exception" with respect to public service broadcasts. The Commission said "it would appear, therefore," that the Community Funds appeal would be a "use" of network facilities under Sec. 315, obligating the network to make available "equal opportunity to other legally qualified candidates for the same office."

CBS reconsidered its position on Thursday after receiving a telegram from Democratic Presidential candidate Adlai E. Stevenson. Mr. Stevenson said that "in this instance" he would "gladly relinquish the right to ask for equal time" because "it is traditional for the President of the United States to open this important fund-raising campaign." (Similar wires from

Mr. Stevenson were sent to the other networks.) CBS thereupon sent telegrams to the Presidential candidates of 13 parties, asking if they would similarly relinquish any claim to time, and reported that it would carry Mr. Eisenhower's talk on radio and television if such assurances were forthcoming.

Meanwhile, other networks arranged to carry the talk yesterday as follows (EDT): ABC Radio, 7:35 p.m.; ABC-TV, 7:30 p.m.; Mutual 9 p.m.; NBC-TV on *Steve Allen Show* (8-9 p.m.); NBC Radio, on *Monitor* between 3:40 and 4 p.m. CBS reportedly was the only network to ask the FCC for guidance on the issue.

The groups to which CBS sent telegrams asking whether they would follow Mr. Stevenson's example and relinquish any claim to time were: Socialist Labor Party, Socialist Workers Party, Socialist Party, Prohibitionist Party, Independent Electors of South Carolina, State Rights Party of Louisiana, Kentucky States Rights Party, American Constitution Party of Iowa, Texas Constitution Party, Conservative Party, Greenback Party, an Independent State of Presidential Electors in Alabama and the New Jersey American Third Party.

CBS, in the past [B•T, Nov. 3, 1952] has pointed out difficulties that can arise out of interpretations of Sec. 315 and has suggested revisions of the section. This same equal-time dilemma arose in 1952 when Mr. Stevenson, then governor of Illinois and official Democratic Presidential candidate, was slated to give an address opening the Illinois State Fair. In a letter to WBBM Chicago (CBS), the FCC stressed that Sec. 315 contained no exception with respect to broadcasts by legally qualified candidates carried "in the public interest" or as a "public service," and that coverage of the State Fair speech would obligate the broadcaster to make available equal facilities for other qualified Presidential candidates.

DEMOS SCORED BEST IN CONVENTIONS

Nielsen reports estimate 21 million U. S. families listened to some part of Chicago sessions. Republican convention's comparable figure was 15.6 million families.

A. C. NIELSEN Co. reported last week that an estimated 21 million American families listened to some part of the Democratic convention in Chicago on radio for an average of 6 hours and 1 minute per home, while about 15.6 million families, with an average of 3 hours and 23 minutes per home, heard some portion of the Republican convention in San Francisco.

These were the highlights of Nielsen data:

• Daily audiences ranged from 6.5 million to 13 million homes, averaging 10.2 million a day for Democrats and 8.2 million for the Republicans and pointing up that the Democrats were in session during daytime and evening. The Republican convention lasted four days and the Democratic five.

• The peak radio audiences to individual half hours were reached in early afternoon at or near the 4 million home level on the opening day of each convention, reflecting "living habits as well as the fact that broadcast audiences were divided between radio and tv."

• The half hour evening peaks were "nearly equally strong" with 3.6 million for the Democrats on Tuesday at 9:30 p.m. and 3.8 million for the Republicans on Wednesday at 9:30 p.m.

$1 MILLION PLUS INVOLVED IN FOUR SALES

FOUR station properties were sold last week, with the selling prices aggregating over $1 million. Involved were two tv outlets. All the sales are subject to FCC approval.

Marking its third television property, and second uhf station, the Steinman-owned WGAL Inc. bought WRAK-AM-FM-TV Williamsport, Pa., for $125,000.

The Berkman-Laux WSTV Inc. (WSTV-AM-FM-TV Steubenville-Wheeling, Ohio-W. Va.) bought KSWM-AM-TV Joplin, Mo., for $760,000—marking its second purchase within 13 months. WSTV Inc.'s purchase of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both West Virginia, is in hearing.

A group in which former Houston Mayor Roy Hofheinz is a principal bought KRIS Corpus Christi, Tex., for $225,000.

The Williamsport stations were sold by Margaretta T. Steele and George E. Joy and associates. WRAK operates on 1400 kc with 250 w and is NBC-affiliated. The fm station utilizes 100.3 mc with 3.2 kw output. The ch. 36 outlet, scheduled to begin operation this month, received its grant in 1952. Sale of these stations had been optioned by WGBI Scranton, Pa., but WRAK was released from this agreement last August.

Balance sheet as of July 31 for WRAK Inc., filed with the transfer application, showed total assets of $125,328, liquid assets of $40,516, and fixed assets of $75,303. Liabilities totaled $5,744, capital surplus $1,311 and earned surplus $79,273. WRAK Inc.'s tangible property as of Dec. 31, 1955, was valued in replacement terms at $143,000.

J. Hale and John F. Steinman and family own WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg and WRAW Reading, all Pennsylvania, and WDEL-AM-FM Wilmington, Del. They also own the *Lancaster Intelligencer-Journal* and *New Era*. Clair R. McCollough is in charge of the Steinman radio-tv properties.

FCC approval of the acquisition of the Williamsport properties would give the Steinman group the maximum seven am stations, four fm and a third tv. The Steinmans also owned WDEL-TV at one time but sold it to Paul F. Harron (WIBG Philadelphia) for $3.7 million in early 1955.

WGAL Inc. balance sheet as of July 31 showed total assets of $1,867,129, with current assets amounting to $869,710. Current liabilities were listed at $397,054; capital surplus $22,874 and earned surplus $874,225. WGAL Inc. had a net income after taxes of $288,423 in 1954 and of $337,086 in 1955.

The Joplin outlets are principally owned by Austin A. Harrison, who will remain as a consultant for six months at $2,500 per month. KSWM operates on 1230 kc with 250 w and is CBS-affiliated. The ch. 12 tv station, also a CBS affiliate, licensed to Air Time, Inc., began operating in September 1954.

Balance sheet of Air Time Inc., as of Aug. 31 showed total assets of $329,189, with current assets of $110,094. Current liabilities totaled $39,757; long term debt $3,000; paid-in surplus $76,000 and earned surplus $13,865.

Principals of WSTV Inc. (Jack Berkman-John J. Laux and others) also own WPIT Pittsburgh, WBMS Boston and WFPG Atlantic City.

The WSTV Inc. balance sheet as of Aug. 31, filed with the application for FCC approval, showed total assets of $1,113,530, with current



assets amounting to $202,017. Current liabilities were listed at $298,214, with earned surplus to Jan. 1 given as $285,108 and profit from Jan. 1 to Aug. 31 listed as $113,140. WSTV Inc. lost $45,031 in 1954, but its net income after federal taxes was $80,405 in 1955.

The sale agreement calls for cash payment of $300,000 plus payment of the remaining $460,000 over six years. A loan of $200,000 has been arranged with the First National Bank of Steubenville, running for five years at 4%.

The Corpus Christi sale involves only the 30-year-old, NBC-affiliated KRIS, operating on 1360 kc with 1 kw. Ch. 6 KRIS-TV, also NBC affiliated, is not involved in the sale and will remain in the ownership of T. Frank Smith and family.

Buyers of the Corpus Christi am include W. B. Bates, Frank W. Michaux as well as Mr. Hofheinz and others, all of whom have interests in KTHT Houston. Mr. Hofheinz, 25% owner of KTHT, owns 16% of KTRK-TV Houston (ch. 13) and 75% of applicant for 860 kc at San Antonio.

Gulf Coast Broadcasting Co. (licensee of KRIS-AM-TV) balance sheet as of July 31 showed total assets of $336,761, of which $74,071 were current assets; current liabilities $18,882, capital surplus $60,685 and earned surplus $243,035.

Also filed at the FCC last week was the application for approval of the transfer of WLAY Muscle Shoals, Ala. (1450 kc, 250 w), from M. C. Gregory to Mr. and Mrs. Michael R. Freeland for $85,000. Transaction was negotiated by Paul H. Chapman Co., Atlanta. Mr. Freeland is a partner in WFWL Camden, Tenn., and formerly held controlling interest in WKTM Mayfield, Ky., and WHDM McKenzie, Tenn. WLAY balance sheet as of July 31 showed total assets of $112,916, of which $13,738 were current assets; current liabilities $15,734 and a deficit of $41,228.

Staff Appointments Made For KOBY San Francisco

THE STAFF for KOBY San Francisco, scheduled to go on the air Oct. 8, was announced last week by David M. Segal, president-general manager of Mid-America Broadcasters Inc., which owns the station.

Bill E. Brown, former manager of Mid-America's KLEE Ottumwa, Iowa, will serve as both station manager and sales manager. Salesmen include Wallace Brazeal and John McRae.

Sam Blessing and Jim Price, moving to KOBY from Mid-America's KOSI Denver; Ted Randall, from Mid-America's WGVM Greenville, Miss.; and Rod Stevens, veteran California disc jockey, are members of the announcing staff.

Ted Porter, from KLEE, is chief engineer, and chief of transmitter operation is Veikko K. West.

Mr. Segal will supervise the KOBY operation. Forjoe & Co. is national representative and the Clyde Melville Co. will handle Dallas business.

Landsberg Leaves $35,000

KLAUS LANDSBERG, former vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, who died Sept. 16, left an estate of more than $35,000, his will has shown. The estate will be divided equally among his widow, a son by a former marriage and an unborn child. He also had a $15,000 insurance policy benefiting his son and parents and a $10,000 policy for his widow.



This is WJBK-AM-TV's new studio, office building in Detroit

WJBK-AM-TV Dedicates Its New Studios, Offices

THE FIRST live camera color pickup in Michigan television history highlighted the dedication program a fortnight ago for the new studios and offices of WJBK-AM-TV Detroit.



MR. STORER

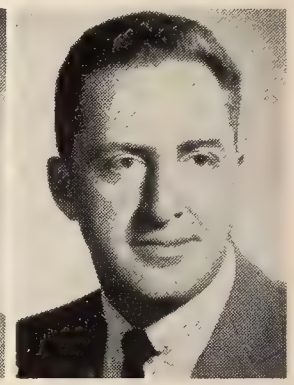
The colorcast showed the sealing of a microfilm of Detroit memorabilia into a "time capsule" to be reopened in 25 years. Taking part were Michigan Gov. G. Mennen Williams, Detroit Mayor Albert E. Cobo and George B. Storer, president of Storer Broadcasting Co., which owns WJBK-AM-TV.

A "Parade of Progress," featuring 86 floats, marching units, and cars was another feature. The hour-long dedication was simulcast by the radio and tv station.

Bill Michaels, Storer vice president, is managing director of WJBK-TV, and Harry R. Lipson, also a Storer vice president, is managing director of WJBK.



MR. LIPSON



MR. MICHAELS

WBUF (TV) Power Increase Effected on Allen's Program

WBUF (TV) Buffalo, N. Y., planned to increase its power yesterday (Sunday) to 500 kw, Charles C. Bevis Jr., general manager for the NBC-owned ch. 17 station announced. The power boost will be effected by a switch flipped in New York on the network *Steve Allen Show* (Sunday, 8-9 p.m., EDT).

Charles C. Bevis Jr., general manager of WBUF, said the power increase is part of a long-range plan that will result in a power rise to 1,000 kw and ultimately to 5,000 kw, the maximum permitted under present FCC regulations. Mr. Bevis was scheduled to appear on the station yesterday on a special program, *Stand By For Higher Power,* which was designed to acquaint WBUF's viewers with the many advantages expected to be realized from the power rise in the station's present coverage area and with the extension of service to a larger area in numerous communities surrounding Buffalo.

Stars National Inc. Opens New Office in Chicago

STARS NATIONAL Inc., radio-tv station representative, has opened a new Chicago office at 35 E. Wacker Dr., Chicago 1, Ill. Telephone is Central 6-2135 and office manager is Alan Bress.

Willis K. Freiert Appointed WBAL-TV Assistant Mgr.

WILLIS K. (BUD) FREIERT has been appointed assistant station manager for WBAL-TV Baltimore, it was announced last week by Leslie H. Peard, vice president and station manager. Mr. Freiert also will continue in his present post as the station's sales manager.



MR. FREIERT

"Mr. Freiert brings to his new position a wide and varied background in both radio and tv, having served in sales, programming and other executive positions," said Mr. Peard.

WJIM-TV to Boost Rates

WJIM-TV Lansing, Mich., plans a rate increase Nov. 1 with the addition of Class AA time, according to Harold F. Gross, president. The Class AA hour will sell for $1,000, with one minute and 20 second spots bringing $200. Class A hour will be $900; Class B, $700, and Class C, $450. The station's highest hourly rate is now $800.

News Commentator Godwin Dies Following Long Illness

FUNERAL SERVICES were held last Wednesday for Earl Godwin, 75, Washington news commentator who died in his sleep Sept. 24 at his Rehobeth Beach, Del., summer home. He had been forced by a heart ailment to discontinue his WRC Washington newscasts last May and recently had been hospitalized.

A native Washingtonian, born on the site of the present Supreme Court Bldg., Mr. Godwin entered newspaper work on the *Passaic* (N. J.) *Herald,* drawing a $3 weekly salary. He returned to Washington in 1908, working for the *Star* and the old *Times.* He entered radio in the mid-30s after having been interviewed on the air and soon had a five-weekly newscast. He appeared on the old NBC Blue network and later ABC.

Surviving are his wife, the former Elizabeth Cromelin, and four children by a prior marriage. Interment was in Arlington National Cemetery.

KXLF-TV Butte, Mont., Target Date This Month

KXLF-TV Butte, Mont., will go on the air on ch. 4 about the end of October, it was announced last week. The outlet's assignment on ch. 6, where it has been operating since Aug. 1953, was changed to ch. 4 last July by the FCC to prevent threatened co-channel interference between KXLF-TV and KSEI-TV Pocatello, Idaho, ch. 6 [B•T, July 23].

Also announced by KXLF-TV last week was arrival of its new RCA transmitter. The new equipment is being installed as part of the station's power boost to 64.6 kw. The ABC-NBC affiliated outlet will use an antenna 1,890 ft. above average terrain.

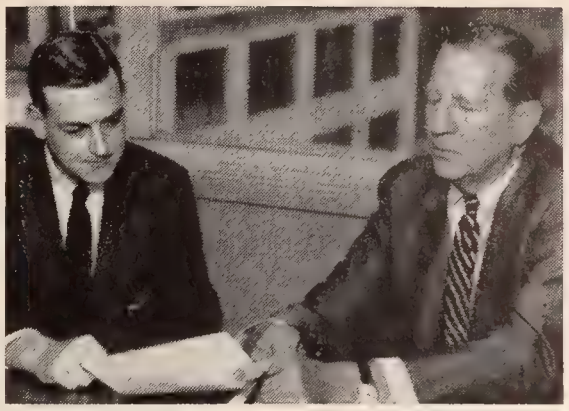
Smith Named C-C Board Head

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., has been elected to the additional post of board chairman. He fills the vacancy created in July 1955 by the resignation of Clarence E. Stouch. C-C owns KFWB Los Angeles and has a contract to purchase the Bitner stations (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis-St. Paul and WFDF Flint, Mich.).

WSAI Goes Independent

WSAI Cincinnati, an ABC affiliate since the days when it was the old Blue Network of NBC, went on an independent basis, yesterday (Sunday). In making the announcement, Sherwood R. Gordon, president-general manager, said that WSAI has been carrying a "bare handful of network programs for many months."

The Continental Divide Station
TV4



CHANGE in the name of Hoag-Blair Co., national representative of tv stations, to Blair Television Assoc. becomes effective today (Monday). Discussing logotype for the company's new name are John Blair (r), president of Blair Television Assoc., and Richard Foote, vice president-general manager. The change follows the resignation (Sept. 14) of Robert B. Hoag as president of Hoag-Blair.

WGN-AM-TV Elects Quaal Vice President

ELECTION of Ward L. Quaal as vice president of WGN Inc., anticipated since last Aug. 1 when he became general manager of WGN-AM-TV Chicago, was announced last week.



MR. QUAAL

J. Howard Wood, president of WGN Inc., made the announcement after a meeting of its board of directors. Mr. Quaal resigned last June as vice president and assistant general manager of Crosley Broadcasting Corp. [B•T, June 11] and Aug. 1 formally assumed managerial reins of the *Chicago Tribune* radio-tv properties, succeeding Frank P. Schreiber, who resigned as vice president and general manager.

Mr. Quaal is a member of the NARTB Tv Board and president of Quality Radio Group.

WGN Inc. last week also announced the addition of Wally Phillips and Bob Bell, comedy team, to its talent roster and the new *Wally Phillips Show* on WGN-AM-TV. Both were associated with the Crosley stations (WLW and WLWT [TV]) in Cincinnati and previously with other outlets.

WTMJ-TV Milwaukee Plans Increased Color Operation

PLANS for increased color activity at WTMJ-TV Milwaukee were announced last week by Walter J. Damm, vice president-general manager of the Journal Co., licensee.

New facilities, which Mr. Damm said would enable the station to broadcast three times as many programs in color, include doubling of the station's color studio floor space and the addition of two more color cameras, bringing the total to three. Oct. 28 is the date set for the changeover of all local live programs to color. Mr. Damm said that the station would then be broadcasting an average of 15 hours a week of local shows in color.

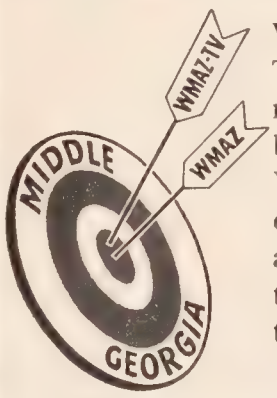
EXPANDING!

$150 MILLION INVESTED IN NEW INDUSTRY IN METROPOLITAN MACON!



Manufacturers know a good thing when they see it . . . and the booming economy of Middle Georgia has attracted them in droves. In the center of this prospering area stands Metropolitan Macon, where retailers last year moved nearly $160 million worth of goods! Macon's sales growth tops all but three of the nation's top 25 markets—further proof that Macon is truly the *supermarket* of fast-expanding Middle Georgia.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

WJOL Joliet, Ill., Installs Weather Forecasting Station

WJOL Joliet, Ill., has installed a complete weather forecasting station for airing of weather reports 48 times daily.

The station has received tremendous listener response to the innovation, according to Joseph F. Novy, president-general manager of Joliet Broadcasting Co.

Mr. Novy, who assumed ownership of the station in January 1955 with Jerry Cerny, vice president and station manager, also reported other developments at the station, including installation of a new "hi-fi" RCA transmitter and two Ampex "hi-fi" tape recording machines.

WKCR-FM to Begin Oct. 8

WKCR-FM New York, operating on 89.9 mc, will commence broadcast operations Oct. 8 under the direction of undergraduates of Columbia U. It will mark the first time since the college began broadcasting in 1941 that programs have been heard "off campus." Previously, WKCR, operating a closed-circuit am station, beamed programs only into dormitories and buildings of Columbia and its sister school, Barnard College.

Local Color for KRCA (TV)

EXTENSIVE alterations have begun to prepare KRCA (TV) Los Angeles for colorcasting local programs, it was announced Wednesday by Thomas C. McCray, vice president and general manager of the NBC-owned outlet. Studio F, which was the first studio built at the NBC Sunset & Vine location in Hollywood for the exclusive use of television, is being converted for the color operations. Target date for completion is Dec. 1.

KGUL-TV Studios Remodeled

EXTENSIVE remodeling of the studios of KGUL-TV Galveston, Tex., has been completed, including such features as a 50% increase in the size of the main studio, new lighting equipment and greater flexibility to permit more intricate programming.

The revamping also has provided additional space for public service and farm service departments, traffic and accounting departments and dressing rooms.

KNXT (TV) Ups Spot Rates

A RATE INCREASE on spot participations in KNXT (TV) Los Angeles programs becomes effective today (Mon.), it was announced by General Manager Clark B. George.

Participations in KNXT's *Charles Collingwood and the News, Stand Up and Be Counted,* and *Fare for Ladies* are increased from $175 to $210. Both of the station's daily movie presentations, *The Early Show* and *Big Hit Movies,* have participations increased to $350.

Green Offers New Service

KENNY A GREEN, president of Kenny Green Enterprises (KGE), Tulsa, has announced the addition of a representation division, specializing in national religious accounts, to his advertising agency. First client to contract for the new service was KHEN Henryetta, Okla., Mr. Green reported, while "many more have expressed their interest."

WTVH (TV) Power to 500 Kw

WTVH (TV) Peoria, Ill., increased its power to 500 kw Sept. 18 with the use of a new RCA 110 ft. antenna mounted atop a 550 ft. Dresser-Ideco tower. The ch. 19 outlet is affiliated with both ABC and CBS.

REPRESENTATIVE APPOINTMENTS

WAVZ New Haven appoints George P. Hollingbery Co. as national representative. WAVZ represented in New Haven by Kettell-Carter Inc.

KWDM Des Moines, Iowa, appoints Indie Sales Inc. as national representative.

D. Thomas Miller, account executive, CBS-TV Spot Sales, Chicago, transferred to N. Y. office, replacing **Lamont Thompson,** recently named general sales manager, WHCT (TV) Hartford, Conn.

Wilbur Fromm, advertising-promotion manager, NBC Spot Sales, father of boy, Michael Andrew, Sept. 18, in New York.

STATION PEOPLE

C. W. (Bill) Weaver, vice president, McLendon Investment Corp. and general manager, WRIT Milwaukee, named general manager, KTSA San Antonio, Tex.

Barry Tucker, general sales manager, KIDO-AM-TV Boise, Idaho, resigns effective Oct. 15. He will announce future plans at later date. His successor not yet named.

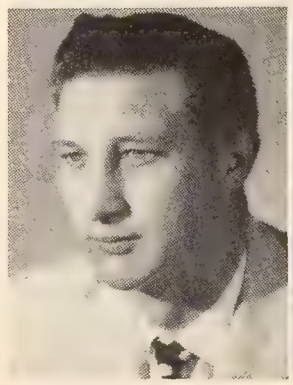
Reggie Martin, formerly owner and operator of stations in Stuart and Eustis, Fla., to retail advertising manager, WSPD Toledo, Ohio, handling local and Ohio sales.

C. D. (Duke) Tully named general manager of WDSM-TV Duluth, Minn. **Rod Quick,** general manager WDSM-TV to represent station in Minneapolis-St. Paul.

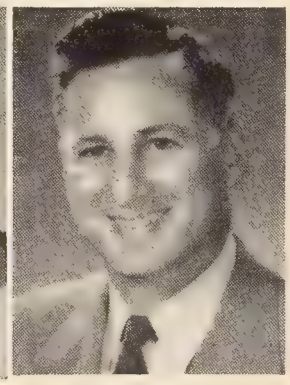
Sy and **Alfred Dresner** to WWHG-AM-FM Hornell, N. Y., as general manager and general counsel, respectively.

Ray McFadden, commercial manager, WTNJ Trenton, N. J., named general manager of station. **Ron Paleo** to chief announcer, WTNJ, replacing **Ken Kirklander,** leaving station for new post at WGLV (TV) Easton, Pa.

George Glavin, merchandising manager, Pacific National Adv. Agency, Seattle, to KTVW (TV) Seattle-Tacoma as general sales manager.



MR. GLAVIN



MR. MELTON

Orrin Melton, sales representative, KSOO Sioux Falls, S. D., named station's sales manager.

Arthur Harrison, former timebuyer on Block Drug Co. account which was transferred from Harry B. Cohen Adv., N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y. [B•T, Sept. 17] last week succeeded **George A. Bernstein** as sales manager of WLIB New York. Mr. Bernstein resigned to enter his own business.

John Hymes, KGO-TV San Francisco account executive, to head of research for KGO-AM-TV. **Robert H. Dodd,** KYA San Francisco sales staff, succeeds Mr. Hymes in KGO-TV sales.

Bud Doss, former sales manager of KELO-KDLO (TV) Sioux Falls, S. D., to sales staff of KTIV (TV) Sioux City, Iowa.

Tom Dargan, KING-TV Seattle program operations manager, to KGW-TV Portland, Ore., as program manager. KGW-TV has a December target date. **Bob Prins,** KING-TV public affairs director, succeeds Mr. Dargan at that station.



MR. DARGAN



MR. MacKENZIE

Charles W. MacKenzie, Curtis Publishing Co. sales manager for Michigan and Indiana, to WWJ-TV Detroit sales staff.

Nat A. Sibbold, assistant general sales manager, Closures Inc. (folding doors), to sales staff, WWJ-TV Detroit.

Wallace M. Bradley, announcer-director, WWLP (TV) Springfield, Mass., to assistant to General Manager William L. Putnam.

Gary Miller, network writer, to publicity director, WGTO Haines City, Fla.

William D. Gorman, sports reporter, *Junction City* (Kan.) *Daily Union,* appointed sports editor, KTVH (TV) Hutchinson, Kan.

Carl M. Lawton, WBZ-TV Boston film department, to film manager of KYW-TV Cleveland.

Robert Paris, account executive, WGAY Silver Spring, Md., to sales staff WWDC Washington, D. C., in similar capacity.

Adna Karns, formerly vice president and general manager, Air Trails Network, will produce a new Broadway comedy "Double In Hearts," in association with Paul Vroom, veteran Broadway manager-producer, and Barnard Straus. Play set to open on Broadway Oct. 16.

Charles Caldwell, WJPS Evansville, Ind., staff announcer, named station's program director. **Al McKelfresh,** WFIE Evansville announcer, to WJPS for daily *Music Unlimited* program.

Glenn D. Lockhart, program director, WPCK-WJDM (TV) Panama City, Fla., to program director of KAFY Bakersfield, Calif.

Sydney Byrnes, president and general manager of WADS Ansonia, Conn., father of girl, Bonni Faith, Sept. 22.

John H. Poole, president, KBIG Catalina, KBIF Fresno, both Calif.; father of sixth child, Angela Christina, born Sept. 16.

Patrick Harrington Jr., sales supervisor for children's programs, NBC-TV sales, N. Y., to WRCA-TV New York as account executive.

Len Morton, KNOR Norman, Okla., sports director, to KVOO-TV Tulsa to handle all sports shows on that station.

James A. Gilleland, WGBS Miami news staff, named news editor of station. Former News Editor **George Callison** to moderator of station's nightly discussion program.

Jack D. Poole replaces Thomas Pate as merchandising manager for KNX Los Angeles' *Housewives Protective League.*

George A. Rasmussen, WGR-TV Buffalo, N. Y., news writer, named news supervisor.

Joe Patrick to KFAB Omaha announcing staff and daily music and sports show.

Robert J. Ellsworth, formerly with WGTH-TV Hartford, Conn., to announcing staff of WTIC Hartford.

Chuck Bennett, formerly wth KNXT (TV) Los Angeles, to announcing staff of KDAY Santa Monica, Calif.

Leland Johnson and **Grant Nelson** named directors of KTRK-TV Houston. **Ken Morris** and **Phil Fraas** to assistant directors and **Bill Slater** named apprentice director.

William Givens, NBC Philadelphia, to sports and promotion director of WENY Elmira, N. Y.

Doree Crews, former singer, WMBR Jacksonville, Fla., to vocalist staff of WBBM Chicago.

Guy Cherney, singer, to KCBS San Francisco, for two daily 15-minute programs.

Fred Roberts, KBIF Fresno, Calif., disc jockey, winner of disc jockey mail pull contest conducted in central California by Edco Distributing Co., RCA representative.

F. C. Sowell, vice president and general manager, WLAC Nashville, Tenn., appointed member of 12-man National Advisory Council on Health Research Facilities.

Lester W. Lindow, vice president-general manager, Trebit Corp. (WFDF Flint, Mich.), appointed volunteer national fund vice chairman for 1957 Red Cross campaign.

Norman Kraeft, farm service supervisor, WGN-AM-TV Chicago, elected co-chairman of a State of Illinois Committee for improving farm-city relations (National Farm-City Week, Nov. 16-22).

Alene McKinney, music director and librarian, KBIG Catalina, Calif., has written song "That's the Way I Feel" recorded on Verve label.

Ed Ronnberg, studio supervisor, KHOL-TV Kearney, Neb., father of second son, Kevin Scott, Sept. 18.



MARVIN DIZACK, general manager of Clark Markets, signs a contract ordering more than 900 radio spots a month as part of his firm's new advertising and merchandising campaign. Stations being used are KFWB Los Angeles, KBIG Santa Catalina, KFOX Long Beach, and KXLA Pasadena. At the contract signing are M. B. Scott (l), president of M. B. Scott agency, Hollywood, and Pat Raymond, account executive for the agency.

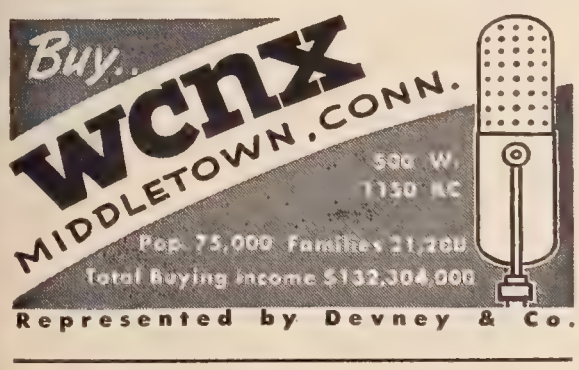
Northwest Radio & Television School, Portland, Ore., announces following graduate appointments:
Walter C. Doan to KGVO-TV Missoula, Mont., as announcer; **Bennie Hatch** to KLUK Evanston, Wyo.; **Robert Lintner** to KOCS Ontario, Calif., as announcer; **Sprig Parrott** to KCOV Corvallis, Ore., as combo man; **Jim Skjelstad** to KOMB Cottage Grove, Ore., as announcer; **John P. Dennison** to WIBW-TV Topeka, Kan.; **Roy Gibson** to KFQD Anchorage, Alaska, as combo man; **Katherine Ogle** to KXLF-TV Butte, Mont., as assistant program director; **Elayne Sahley** to WTAP-TV Parkersburg, W. Va., as traffic director; **George Swartz** to KVIP-TV Redding, Calif., as film editor; **Peter Ryan** to KOMB Cottage Grove, Ore., as announcer-salesman; **Roger Wagner** to WMAL-TV, Washington D. C., as assistant director; **Christine Chadwell** to WRC-TV, Washington, D. C.; **Roger Thayer** to KINY-TV Juneau, Alaska, in general station work; **Robert Knodell** to KTKN Ketchikan, Alaska, as announcer; **Carlyle Decker** to KSL-TV Salt Lake City as cameraman; **Al Charf** to KBCH Ocean Lake, Ore., as announcer; **Jack Webb** to KTIL Tillamook, Ore., as station manager; **Elroy Cooper** to KOCO Salem, Ore., as chief engineer; **Kendall Burkhead** to KXLF-TV Butte, Mont. as film editor; **Roland Anderson** to KCIB-TV Minot, N. D., as cameraman; **Bruce Ruminski** to KVAL-TV Eugene, Ore; **Gary Henley** to KTEL, Walla Walla, Wash., as combo man; **Jerry Dennon** to KOIN-AM-TV Portland, Ore., as assistant promotion manager.

STATION SHORTS

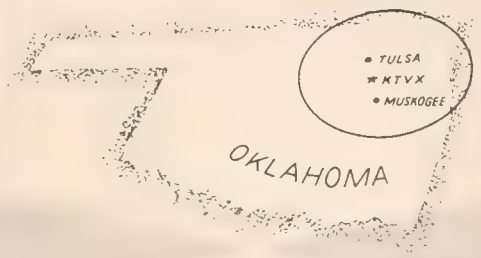
WOL-FM Washington has placed new transmitter in operation at West Falls Church, Va., increasing power of its present fm in Silver Spring, Md., from 10 to 20 kw.

WDBJ-AM-TV Roanoke, Va., now in new quarters at 201 Campbell Ave. Telephone: Roanoke 3-8031.

WGLV (TV) Easton, Pa., engineering department under direction of Chief Engineer Robert A. Francett, has constructed its own remote mobile unit with associated equipment.



NORTHEASTERN
OKLAHOMA IS OKLAHOMA'S
BIGGEST MARKET



Here's Why -
1 - TULSA
Oklahoma's Second Largest City
Plus
2 - MUSKOGEE
Oklahoma's Third Largest City
Equals
OKLAHOMA'S BIG $1,000,000,000 Market in the heart of the most populous area in the State.

KTVX

. . . with studios in both Tulsa and Muskogee, and transmitter half way between these two cities, gives you the coverage you need to reach the most people who have money to spend.

Ask your
Avery-Knodel, Inc., Representative
Mike Shapiro, *Managing Director*
L. A. (Bud) Blust, *Manager*

TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

136,000 WATTS
TULSA • MUSKOGEE
Channel 8
KTVX

PLAYBACK

Quotes worth repeating

KILL OR CURE?

Editorial in the Wall Street Journal *Sept. 21, commenting on Assistant Attorney General Victor Hansen's testimony to the Celler antitrust subcommittee [B•T, Sept. 24, 17] that the Justice Dept. finds a "striking similarity" between the present tv networks and the "pattern of monopoly" found among movie producers in the Paramount case:*

WE would like to point out that if there is a parallel between what tv is doing today and what the eight movie producers were doing that caused the government to break them up, there may be some other parallels as a result.

The small, independent producers and theatre owners didn't like the way things were going and they thought that they might get the pick of the 500 movies Hollywood annually produced if the government banned producers from owning theatres. And if "block-booking" was also banned, the independents might get first run shows instead of having to wait until the producers who made the pictures showed them first in their own theatres. And eight years ago the government, to the glee of the independents, did exactly as they asked.

But things didn't turn out exactly as the government and the small independents hoped.

What happened was that the big producers no longer had theatres of their own to supply and that pressure was off. They began to cut back production, and the growth of tv made things even more difficult for both producers and exhibitors. Film output slipped about 40%, where it still is. The independents found that under the new system of having a right of access to first run shows they also had to bid for the first run shows. And the rental costs quite often exceeded the box-office take, even with the help of popcorn.

The way we hear it, a great many of the independents right now look on the old days of "monopoly" and block-booking with increasing nostalgia. Some of them are mighty sorry the government ever tried to cure whatever was wrong with the movie business; they'd much prefer the illness. After all, even with block-booking and the other evils, there were 500 shows around instead of today's 300.

Perhaps tv's future will parallel that result if the government is successful in acting against the networks for the same reasons it acted against the movie producers. And we don't see how it will help the customers if all that happens is a rerun, the same old dismal show where the government's hero turns out to be the government's villain.

FORBIDDING MATHEMATICS

Roger Pryor, vice president for radio and television at Foote, Cone & Belding, addressing the Fragrance Foundation in New York Sept. 20:

AT THE EXPENSE of being thought of as reactionary, I will, nevertheless, tell you that in my opinion color [tv] is something you need not seriously worry about for some time to come. To be sure, the networks, notably CBS and NBC, are investing millions of dollars in its furtherance. Even assuming part of the cost of color production, as an inducement to advertisers to launch their wares in color . . . Now don't misunderstand me, color is here and it will become increasingly popular . . . It's a mere case of mathematics. As of the end of this year, there probably will be from 350 to 400 black-and-white sets in the country to each color set. This being the case, color is still not important from the advertiser's standpoint and won't be until such time as there is a far greater percentage of people viewing color than may be expected to within the next year to 18 months.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

—PROFESSIONAL SERVICES—

Frank H. McIntosh Dissolves Firm of Consulting Engineers

DISSOLUTION of the Washington consulting engineering firm of Frank H. McIntosh & Assoc. was announced last week by Mr. McIntosh.

Mr. McIntosh formed the consulting firm after World War II, during which he served as asst. chief of the War Production Board's radio-radar division. He said he has decided to concentrate on manufacturing and research activities, relinquishing his broadcast consulting practice. Mr. McIntosh controls McIntosh Lab. Inc. and McIntosh Electronics Inc., Binghamton, N. Y., where the McIntosh amplifer and other high fidelity equipment is made. He also is the majority stockholder in McIntosh Music Inc., Washington, D. C. He will continue to accept consulting work, Mr. McIntosh said, but only those jobs which he himself can handle.

Members of the McIntosh consulting firm who have made their new associations public include Mrs. Elizabeth Dahlberg, who joins Lohnes & Culver, and James Croy, Thomas Luckett and Ambrose J. Cavegn to Kear & Kennedy.

Somson to Represent Talent

BERT SOMSON, executive vice president of WLW (Chicago) Promotions Inc. and head of the talent division since 1954, has announced he will enter the artist personal management field and engage in production of package shows for tv. All talent under Mr. Somson's management, as well as package shows, will be booked nationally by General Artists Corp. All package shows will be produced by Cova Productions, New York, of which Mr. Somson has been named executive vice president.

Smith to Open PR Office

HUGH A. SMITH has resigned as general manager of KXA Seattle, effective Oct. 1, to open his own office as a marketing and public relations consultant in the Tower Bldg., Seattle. He will continue as a vice president and consultant to KXA.

John Dubuque, KXA chief engineer who has been with the station 15 years, will become acting station manager.

PROFESSIONAL SERVICE PEOPLE

Jack Ryan, previously assistant public relations director at Zenith Radio Corp. and former press manager for NBC Central Div., to staff of Max Cooper & Assoc., Chicago publicity firm, as account executive and writer.

Lee Armentrout, former CBS producer, appointed director of Talent Inc., Chicago, succeeding **Mary G. Dooling,** founder of talent agency who resigned to enter personal management field.

James E. Jewell, head of Jewell Radio & Tv Productions, Chicago, re-elected president of Chicago Unlimited Inc., organization devoted to promotion of local talent and radio-tv network organizations. Also re-elected at CU's annual meeting: actress **Patti Wilkus,** secretary, and **Jack Russell,** head of talent agency bearing his name, treasurer. **Frank Atlass,** WBBM Chicago, elected vice president.

Don Cowell, president, Chicago Chapter of the Public Relations Society of America, to Communications Counselors, Chicago, as manager and account director. Communications Counselors is a McCann-Erickson subsidiary.

Denny Heads New NBC Overseas Operations

NBC last week established an international division, thus becoming the first U. S. broadcasting network to formalize its corporate activities overseas. The new division, to be known as NBC International Operations, with headquarters in New York, will be under the supervision of Charles R. Denny, executive vice president for operations, and will be directed by Alfred R. Stern in addition to his regular duties as vice president in charge of the NBC theatrical division of California National Productions. Mr. Stern will be on tour with NBC opera through Dec. 8.

Heading the European operations will be Romney Wheeler, NBC's London office manager and newscaster, who reports to Mr. Stern.

The new division will make all of NBC's facilities and experience in both local station and network operations available to commercial and non-commercial overseas tv stations. Stations outside the continental U. S. with which NBC has affiliation contracts include XEW-TV Mexico City, QMQ-TV Havana, WAPA-TV San Juan, P. R., KUAM-TV Agana, Guam, KONA (TV) Honolulu, KENI-TV Anchorage, Alaska, KFAR-TV Fairbanks, Alaska, KMVI-TV Wailuku, T. H., and YVKS (TV) Caracas, Venezuela.

In commenting on the formation of International Operations, NBC President Robert W. Sarnoff pointed to the network's "pioneering endeavors . . . throughout the world, dating back to the early days of radio," and said that the new division would "command a place of utmost importance in the network's future planning," because of NBC's "faith in the rapid advancement of international broadcasting during the next few years."

Mr. Stern joined NBC in January 1952 from associations with Universal Pictures Corp. and RKO-Pathe. In November 1953, he became assistant to Mr. Sarnoff, then executive assistant to Sylvester L. (Pat) Weaver. In 1955, Mr. Stern assumed additional duties as operations director for NBC Radio's *Monitor* and earlier this year, became a vice president of CNP.

Mr. Wheeler came to NBC in October 1950 following a 10-year stint with Associated Press in Europe and the U. S. Since then, he has been in charge of NBC news and special events as well as business operations in Great Britain.

Cohen, Masket Named To ABC's Legal Department

HAROLD D. COHEN, assistant to James A. Stabile, ABC vice president and general counsel, last week was named business affairs director of the network's legal department. Also named to the department: Edward S. Masket, transferred from American Broadcasting - Paramount Theatres Inc.



MR. COHEN

Before joining ABC in February this year, Mr. Cohen was with the William Morris Agency, Ashley-Steiner (packagers) and with the New York law firm of Hartment & Craven. Mr. Masket was in private practice before joining AB-PT (then United Paramount Theatres) several years ago.

strike up the band— it's the pigskin parade

rah-rah days and razzle-dazzle plays need the support of a booming band

cheer the teams on with the oom-pahs of a winning brass band, in the Spectacular Sound of Sesac Library's "B" Section, now available separately

send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19

Karl King Band

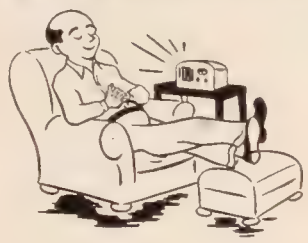
Roy W. Baker's National Symphonic Band

Robert A. Williams' All-American Band

324 selections from $7-$9 a month



SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



THE ONE THEY LISTEN TO MOST...



...IS THE ONE TO BUY!



In Roanoke and Western Virginia—that's WDBJ!

your Peters, Griffin, Woodward "Colonel"

has the whole wonderful story



WDBJ CBS radio

AM 960 KC

FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives





NBC-TV Will Drop 30 Min. Of Allen-Kovacs' 'Tonight'

NBC-TV will discontinue the last 30 minutes of its *Tonight* Monday-Friday program (11:30 p.m.-1 a.m. EDT) starting Oct. 29 to fashion what it calls a "tighter, fast-paced program." Beginning the end of this month, the program will be seen 11:30 p.m. to 12:30 a.m. EST, 11 p.m. to midnight CST, and 11:30 p.m. to 12:30 a.m. PST, with the latter two time zones receiving the program on a delayed basis. The program is not carried in the Mountain Standard Time zone.

Explaining the move, Richard L. Linkroum, executive producer of NBC-TV's participating programs, said the effect of originating *Tonight's* "full network commercial pattern one half-hour earlier than before will be an increase in audiences for full network advertisers." Mr. Linkroum said participations would be sold within an hour show instead of within specific half-hours as the case is now, and it also will permit an advertiser "to buy a partial network lineup of eastern only or central only."

Tonight, a potpourri of acts, stunts and amiable patter (by Steve Allen on Wednesday, Thursday and Friday and by Ernie Kovacs on Monday and Tuesday), joined the lineup of NBC-TV participating programs in September 1954. It has become an integral part of the network's *Today-Home-Tonight* (THT) sales pattern.

CBS-TV's Sat. Afternoon Bid: 3½-Hour 'Football Roundup'

CBS-TV will make a bid for the Saturday afternoon football audience starting Oct. 6 with *Football Roundup,* a three-and-a-half hour potpouri of predictions, film interviews, scores, weather reports, statistics, news capsules, and running commentary on the great American autumn pastime, with a horse race thrown in for good measure. The package, now being offered to sponsors, was described by CBS Sports Director Bill MacPhail as "the most complete coverage of the college football scene . . . the first studio sports show in tv's history . . . ever undertaken."

Behind the scenes of this 2-5:30 p.m. Saturday afternoon program will be wire service tickers, facsimile machines and a complete communications center designed to handle hundreds of phone calls from roving CBS reporters covering the more than 150 games throughout the country. "On set" will be a staff of no less than 45 people, spearheaded by Jack Drees and aided by sportscasters Chris Schenkel, Johnny Lujack, Kyle Rote, Herman Hickman, and Jim McKay. Another "star" of the show will be Datatron, electric "brain" that picked four bowl game winners last year. The "score" of the man-vs.-machine bouts will be posted regularly throughout the program, CBS said.

WKAT Adds ABC

WKAT Miami Beach, Fla. joins the line-up of ABC Radio stations today (Monday) following the signing last week of an affiliation agreement by WKAT President A. Frank Katzentine and ABC Radio Station Relations Director Edward J. DeGray. WKAT recently renewed its MBS affiliation for a two year period. WKAT is owned and operated by WKAT Inc., and operates with 5 kw daytime and 1 kw night on 1360 kc.

Just in Case . . .

PLANS were made last week to carry a playoff series on NBC-TV and Mutual, if the National League pennant race finished in a tie. The best-two-of-three game series was set to be carried on the networks in Brooklyn today (Monday), starting at 12:45 p.m. EDT, and continue in Milwaukee tomorrow (Tuesday) and, if necessary on Wednesday, beginning at 2:45 p.m. EDT. NBC-TV and Mutual will carry the World Series, starting Wednesday (or later, if a playoff is required.)

'Mama' May Be Revived

CBS-TV programming officials seemingly still remember *Mama,* the highly-successful 7-year series of domestic situation comedies starring Peggy Wood, for they were huddled last week with Carol Irwin, producer (and co-owner with CBS) of the package, discussing *Mama's* probable revival next January.

Though plans are still in what was called "the sketchy stage," it was reported the revived series, as against the previous live programs, would be filmed in advance. Negotiations are said to be underway with the original cast members: Miss Wood, Judson Laire, Dick Van Patten, Rosemary Rice and Robin Morgan.

General Foods Corp. sponsored the series on CBS-TV up to this summer. The program in January would be placed for late Sunday afternoon family viewing.

Coe Signs NBC-TV Contract

AWARD-WINNING NBC-TV staff producer Fred Coe has signed to a long-term contract with the network, Thomas A. McAvity, executive vice president in charge of NBC-TV programs and sales, announced last week. Mr. Coe, whose last regular assignment was Pontiac's *Playwrights '56,* is currently working on a number of program projects for NBC-TV.

WSRS Now Mutual Affiliate

WSRS Cleveland yesterday (Sunday) became a fulltime affiliate of the Mutual network, it was announced by Norman Bergholm, executive director. The station operates with 250 w on 1490 kc.

NETWORK PEOPLE

William K. Emerling, Chicago regional sales manager, Telemat, tv film commercial and animation firm, and former owner of Monogram-Chicago (now defunct), to ABC-TV network sales, Chicago, as account executive.

Norman Macdonnell, associate producer, CBS-TV *Gunsmoke* series, promoted to producer succeeding **Charles Marquis Warren,** assigned to network's *Playhouse 90.* Mr. Macdonnell also produces radio version of *Gunsmoke.*

Frederick N. Dodge, former (1951-1954) director of merchandising at NBC and since 1954 private management consultant, named editor and publisher of Fisherman Press, N. Y. Firm publishes consumer (*The Fisherman*) and trade (*Tackle Industry*) magazines.

Thomas Sarnoff, NBC director of tv production and business affairs and son of RCA Board Chairman David Sarnoff, father of boy, Daniel Jay, Sept. 20.

TV STUDIO AUTOMATION GEAR SHOWN

Mechron Inc., subsidiary of KRON-TV operators, shows two devices at NARTB meet. One will run station for complete 24 hours, the other for 90 seconds.

AUTOMATIC OPERATION of a tv station, including logging and billing functions, has become a practical reality, according to Mechron Inc., a subsidiary of the Chronical Pub. Co., operator of KRON-TV San Francisco. Mechron unveiled for invitational inspection during the NARTB Regional 8 conference in San Francisco last week (story page 75) the two equipment prototypes which it claims will make such automation possible.

Both devices are pre-production and pre-patent models, one designed to handle all switching processes for a 1½-minute period and the other to handle switching for an entire day from sign-on to sign-off. Each is pre-set for its various functions.

The machines were developed during the past two years, a project undertaken at the instigation of Harold P. See, general manager of KRON-TV. The development was under the supervision of J. L. Berryhill, KRON-TV chief engineer. Only the pre-production models exist at this time and no prices have been established, although plans are being made to produce them in quantity and to offer them for sale to all tv stations as well as other industries which can make use of time-switching devices.

Both Mechron and KRON-TV representatives emphasized that the new devices are designed to take the element of human error out of complex tv switching and related activities, freeing technical personnel for the task of more careful pre-setting of the equipment and supervision of its operation. It also was noted that the equipment would enable a small station staff to add extra hours to the on-air schedule by taking over the repetitious mechanical duties.

One of the machines is called the automatic broadcast program system and is capable of handling automatically all tv switching procedures for an entire day's schedule, Mr. Berryhill told B•T. It operates from a series of pre-punched IBM tabulating cards and assures accurate, rapid switching for any time period, including two-second spot announcements, he said.

The system will switch both audio and video from live cameras, to film chain, to slide projector, to remote locations and to network in any sequence desired and for any pre-determined length of time for each of these originating points. It allows a film projector a short warm-up head start before cutting in the audio and video, he explained, and is flexible enough to permit last moment changes and manual changes.

One feature is an "unscheduled start" button. In cases of network participating programs where local spots are to run within the program, but the time cannot be determined in advance, the operator watches for his cut-away cue and then pushes the button. The system then performs the local spot and automatically returns to the network.

A more important aspect of the system, Mr. Berryhill explained, is that the punch cards facilitate logging and billing automation in addition to technical operation. The billing-logging phase already is in operation at KRON-TV, he said, The IBM card is punched as soon as the order is received.

The other machine which may have more immediate application throughout the profession, according to Machron officials, is the automatic sequential program switcher. It performs similar switching functions for a pre-determined period up to 99 seconds and in the manner pre-set by the operator. It will be less complex and less expensive than the system described earlier. The program switcher does not use IBM punch cards, but functions from an operation pattern pre-set on a panel of multiple selector switches.

"The advantages of both the automatic broadcast program system and the automatic sequential program switcher will be immediately apparent to any station manager or owner," Mr. See said. "Both take the panic out of the frantic period—the short period at station break time when an operator must make as many as 10 different switching operations. This is the danger area where human fallibility takes over and often produces errors that disturb the viewer or cause loss of revenue to the station."

The demonstrations during the NARTB meeting were made with a tv station's component elements represented on large display boards. Little lights showed when a camera, scanner or mike was activated by the machines.

New Slide Projector Announced by RCA

DEVELOPMENT by RCA of a television slide projector featuring a loading capacity of 36 2x2 inch color or monochrome transparencies was announced last week by A. R. Hopkins, manager of broadcast and tv equipment department, RCA. The projector will be placed on the market in Jan. 1957 at a price of $2,450.

Mr. Hopkins said the projector (Type TP-7A) has been designed for use in conjunction with virtually all types of tv film camera systems. He observed that the projector incorporates various operating features suggested by broadcasters in an RCA survey. The survey showed, Mr. Hopkins said, that the features most desired by broadcasters and incorporated in the TP-7A were: high-slide-loading capacity, visability, emergency projector lamp and improved color balance.

The projector, Mr. Hopkins pointed out, has been field tested to determine its performance under actual studio operations. The tests were conducted in conjunction with WBTV (TV) Charlotte, N. C.

According to Mr. Hopkins, WBTV submitted a report on the test which stated:

"The TP-7A projector was in use at WBTV for 51 days, and during that time its operation was virtually flawless. We averaged about 170 slides per day on the air and probably averaged another 60 slides per day in previewing and rehearsals. This means that this unit has projected more than 12,500 slides during the field trials at WBTV. The performance of the slide projector was excellent . . ."

The Continental Divide Station
TV4

JULY '56 TELEPULSE PROVES KTBS-TV LEADS in Shreveport



LEADS IN 54% of the rated quarter hours from 5:00 P.M. to 10:00 P.M. Sundays and 6:30 P.M. to 10:00 P.M. Monday through Friday.

LEADS IN 65% of the rated quarter hours from Noon to 5:00 P.M. Monday through Friday.

LEADS IN 67% of the rated quarter hours from 1:00 P. M. to 6:30 P.M. Sundays.

LEADS IN 57% of the rated quarter hours from 6:30 P.M. to 10:00 P.M. Mondays, Wednesdays and Fridays.

LEADS IN 72% of the rated quarter hours from 6:30 P.M. to 10:00 P. M. Thursdays.

KTBS-TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

GE Fills Six New Posts

GENERAL ELECTRIC Co.'s power tube department last week announced six new key positions in its Schenectady, N. Y., manufacturing sections, and named the following GE personnel to the posts: manager of camera and storage tube manufacturing, Walter H. Beers; manager of metal tube, tank rectifier and tube parts, Bruce E. Belnap; manager of quality control, John H. Goodrich; manager of power rectifier equipment, Arthur A. Kehrer; manager of equipment engineering and facilities, Robert E. Steward, and manager of klystron and traveling wave tube manufacturing, Hugh E. Thomson.

NYU Buys Collins Equipment

AS PART of a rebuilding and modernization program for New York U.'s two radio studios, the university has purchased new studio equipment from Collins Radio Co. The new equipment will enable NYU to double the scope of its radio operation, according to Prof. Harvey W. Zorbaugh, executive officer of the university's communication arts group.

Fisk U. Orders Tv Equipment

SARKES TARZIAN Inc., Bloomington, Ind., reports that Fisk U., Nashville, Tenn., has ordered complete studio tv equipment, including studio and film Vidicon cameras, 100-slide slide projector and film projector. Also reported were shipments of 100-slide projectors to WBAL-TV Baltimore, WKBN-TV Youngstown, Ohio, and KCKT (TV) Great Bend, Kan.

DuMont Sets Up Sales Zones

DECENTRALIZATION of the Allen B. DuMont sales-distributor structure was effected last week as the manufacturer set up four separate sales zones (in turn containing several sales regions) in hopes of "achieving the broadest possible sales coverage."

The new plan, which splits the DuMont table of organization into eastern, western, central and southern sectors, is expected to shorten the span of control, and by doing so, will bring the firm closer to its distributors.

MANUFACTURING PEOPLE

Carl Harshberger, formerly with Westinghouse Electric Corp., rejoins firm after several months' absence as district manager for southeastern region, television-radio division. He reports to J. C. Drewry, general manager.

Chester C. Pond, with Philco Corp., Philadelphia, since 1935 in various executive posts, appointed manager of product planning.

R. D. Harris, acting southwest regional manager, tv-radio division, Westinghouse Electric Corp., to same post in permanent capacity. He will make his headquarters at district office, St. Louis.

Bill Ashby, electronics sales-service technician, appointed director of service engineering, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

Vbyard M. Pawson, manager of industrial relations, Westinghouse Electric Supply Co., Metuchen, N. J., to manager of industrial relations, television-radio division.

Ralph E. Endersby, manager, Toronto, Ont., office, Ampex Corp., to Ampex audio division as export manager.

James B. Valladares, plant manager, Jewel Radio-Tv Corp. and Garad Radio, to production manager, Telectro Industries Corp., Long Island City, N. Y. **Roger Somerville,** senior product engineer, Emerson Radio & Phono Co., to chief engineer, Telectro Industries.

MANUFACTURING SHORTS

S.O.S. Cinema Supply Corp., announces new, low cost animation stand. Known as the "Tel-Animastand," it permits production of cartoons, titles, and other special effects. Information may be obtained from S.O.S. at 602 W. 52nd St., N. Y., or 6331 Hollywood Blvd., Hollywood, Calif.

Northeastern Engineering, Inc., Manchester, N. H., has developed a new frequency meter, Model 7-18. Model is designed to measure frequency in the 100 to 10,000 mc range, using a 2C40 triode with elements continuously tuneable from 500-1250 mc. Position may be determined aurally by headphones or visually by means of oscilloscope.

Stromberg-Carlson Division of General Dynamics Corp. announced purchase of Bond Stores Inc., factory in Rochester, N. Y. S-C will utilize new facilities to set up electronics research-enginering-manufacturing center to accommodate overflow from division's main Carlson Road operations.

Sarkes Tarzian, Inc., Broadcast Equipment Div., Bloomington, Ind., reports complete order, including image orthicon camera, vidicon film chain and associated units from KGVO-TV Missoula, Mont., and shipment of closed-circuit studio facilities to Toledo (Ohio) U.

SUPER is the word for

STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Canadian Commission Hears Color Tv Plea

Other items composing final presentations at Ottawa sittings include urging of an appeal from CBC rulings for independent stations and CBC government financing.

U. S. COLOR tv shows, an appeal from Canadian Broadcasting Corp. rulings for independent stations, and CBC financing from the national treasury were the subjects featured at the final presentations by a variety of organizations before the Royal Commission on Broadcasting at Ottawa a fortnight ago.

A start on color tv for Canadian tv stations was urged on the commission by the Radio-Electronics-Television Manufacturers Assn. of Canada in order to boost sale of color tv sets in Canada. The association's brief said that tv stations could be changed over for color tv at a cost of about $40,000 per station. It stated that if color tv is retarded in Canada a situation would develop whereby color sets would be produced in large quantities at low cost in the United States and Canadian manufacturers would find it uneconomical to make color sets, even though there is a 20% import duty on tv receivers into Canada.

The association also urged that the 15% excise tax now collected on radio and tv sets and components be removed. The tax goes to the CBC for its operations. The association, along with others appearing within a few days of each other, urged that money for the CBC come from the general revenue fund. Canadian radio-tv artist and employe associations had similar suggestions to give CBC on a per capita of radio and tv homes about $60,000,000 a year out of the national treasury. Briefs from these organizations said that CBC could plan its operations better if it knew several years in advance how much money it would receive.

Dr. A. R. M. Lower, professor of history at Queen's University, Kingston, Ont., urged that the board recommend some form of appeal for independent stations from CBC rulings. There is no appeal at present. Neil LeRoy, president of the Canadian Council of Authors and Artists, Toronto, suggested formation of an advisory committee from the independent stations to consult with and advise the CBC and that there should be a clearer definition of the functions of the CBC board of governors and the CBC operating department.

At another session of the commission, criticisms of employment practices of independent Canadian broadcasters and recommendations that independent as well as CBC stations be fined for alleged abuses of CBC regulations were made by E. B. Joliffe, Toronto counsel for National Assn. of Broadcast Employes & Technicians. Mr. Joliffe, a former Ontario provincial leader of Canada's Socialist party, said that most Canadian broadcasting stations pay their help at a low rate of pay, have substandard working conditions and are indifferent to pension plans and welfare schemes.

U. S. Tv Exhibits Applauded At International Trade Fairs

CLOSED-CIRCUIT television as featured in U. S. exhibits at International Trade Fairs being staged throughout the world is having a "tremendous impact," according to William R.

Traum, deputy director of the Office of International Trade Fairs, U. S. Department of Commerce.

Such a reaction is being reflected in reports received from Stockholm, Sweden, to Kabul, Afghanistan, Mr. Traum said. The tv exhibits feature programs ranging from native folk dances to the use of color television in medical science.

In addition to tv, the electronics industry of the U. S. is being represented in the exhibits by a wide variety of radios.

CBS announced that its color television and tv microscope, exhibited for the first time in Europe at the Vienna, Austria, fair, has been loaned to the U. of Vienna for use in medical education and research during the current semester.

Great Britain's ITA Has First Anniversary

GREAT BRITAIN's International Television Authority, which operates commercial tv in that country, is celebrating its first anniversary.

The authority opened its London station Sept. 22, 1955, and the station today is said to have 3,670,000 viewers. A Midlands station (now with an estimated 1,578,000 viewers) went on the air Feb. 17 of this year; a Lancashire station (1,351,000 viewers) debuted May 2, and a fourth station, Yorkshire (with an expected 1,200,000 viewers), will open this month.

CCBA to Elect Directors

SEVEN DIRECTORS will be elected at the annual meeting of the Central Canada Broadcasters Assn., to be held in the Royal Connaught Hotel, Hamilton, Ont., Oct. 22-23. Five of the directors will be elected from various parts of Ontario Province, including one director for the metropolitan stations in English-speaking Montreal, Toronto and Hamilton. Two directors will represent the television stations in Ontario.

English Prices Down 10%

MANUFACTURERS who displayed their radio and television sets at the recent London Radio Show had their prices marked down an average 10% under the previous year. The reduction was brought about by increased competition for a market that has decreased by 20%. Manufacturers hope that the 5,000 buyers in attendance from foreign markets will help to boost set exports as a compensation for the shrinking domestic market.

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Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

— *PERSONNEL RELATIONS* —

AFTRA STRATEGY SET IN CASE OF STRIKES

Union reportedly has set up committees and is planning to employ agency to present on radio and tv its side of negotiations for new contracts.

AMERICAN Federation of Television & Radio Artists last week announced plans for strategy to be followed in the event that a strike call is necessary at the expiration of its two-year contracts on Nov. 15. The union reported it has set up strike committees and is planning to employ a "top-notch" advertising agency to present its side of the negotiations' story on radio and television.

The union presented its new codes for radio, television and transcriptions to the networks on Sept. 20 and will meet with industry negotiators in New York on Oct. 8. An AFTRA spokesman told B•T last Thursday that the networks' counter-proposal had been received Wednesday night but union officials had not had a chance to study them thoroughly.

AFTRA is seeking an approximate 20% increase in its television fees. In the radio and transcription fields, the union's demands center largely around the establishment of a pension and welfare fund, which already is incorporated in the current network television code. The union also is aiming for changes in the staff announcers' network contracts in New York, Chicago, Los Angeles and San Francisco, asking for a minimum base salary of $100 a week and a minimum weekly guarantee of $300 a week, including commercial fees.

Network officials declined to reveal the nature of their counter-proposals, but it is understood they prescribe a small increase in fees for television and make no provision for extending the pension and welfare funds to the radio and transcription fields.

Local Talks Start

Concurrent with national negotiations, local AFTRA chapters in New York, Los Angeles, San Francisco and Chicago have opened talks with stations in those cities on new contracts covering local conditions.

Donald F. Conaway, national executive secretary of AFTRA, reported that at the request of industry representatives, first attention will be directed to "the radio problem." He said that AFTRA agreed to this schedule "on the condition that the national transcription code and the four-city staff announcers' contracts be considered along with the network radio codes, since all of these agreements are inter-related in view of radio's present status." The success of this plan, Mr. Conaway said, will depend largely on the nature of industry counter-proposals and on the headway achieved when national sessions resume.

Mr. Conaway said that strike plans are being formulated to meet that contingency, but added that "AFTRA earnestly hopes to avoid a strike."

Mr. Conaway told B•T Thursday that an advertising agency to handle AFTRA's campaign has not been selected as this project is still in the planning stage, dependent on whether such a move is necessary. He said a national strike committee and strike subcommittees in New York, Chicago, Los Angeles and San Francisco have been formed. He added the union plans to notify all members that their engagements after Nov. 15, when the current contracts terminate, are subject to an AFTRA strike call.







Jim Burke, KMBC-KFRM Special Events Director, has something extra special in his nightly feature "Showtime." Platters and patter—interspiced with celebrity interviews—create a New Sound that is drawing new listeners.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of* **Kansas City**
KFRM *for the State of Kansas*
1st *in the Heart of America*

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

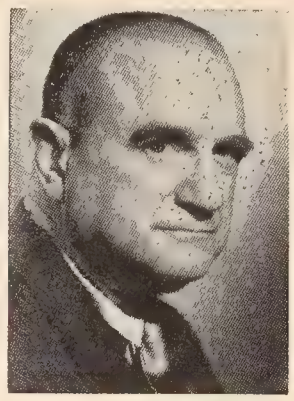
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Dr. Alfred Goldsmith Wins SMPTE Award

DR. ALFRED N. GOLDSMITH, motion picture and television consultant to such companies as RCA, NBC and the Eastman Kodak Co., last week was selected by the Society of Motion Picture and Television Engineers as the 1956 recipient of its highest award, the Progress Medal. The presentation will be made during the society's 80th semi-annual convention at the Los Angeles Ambassador Hotel on Oct. 9.



DR. GOLDSMITH

Dr. Goldsmith was selected as this year's recipient of the SMPTE award "for his many contributions to the progress of sound motion pictures and television engineering, particularly his early recognition of the importance of a tri-color kinescope and his concept of the means for its accomplishment.

The SMPTE convention, which will run from Oct. 8-12, will be devoted to current developments in the technical phases of television and motion pictures. Complete agenda of the program will be released this week.

John Potts Memorial Award Made to Hanson in New York

O. B. HANSON, vice president of engineering services, RCA, and former chief engineer for NBC, last week won the 1956 John H. Potts Memorial Award "in recognition of his contributions to better broadcasting systems and facilities."

Presentation of the award was made at the annual banquet of the Audio Engineering Society, on the eve of the opening of the 1956 High Fidelity Equipment Exposition in New York.

Texas AP Broadcasters Give Two Awards to KLEN Killeen

KLEN Killeen, Tex., took two of the awards presented by the Texas Associated Press Broadcasters Assn. at the association's ninth annual convention held a fortnight ago in Dallas, Tex. It was the first time in the history of the Texas group that any station has won two of the awards in the same year.

Citations were presented the station for continuous outstanding news coverage and for continuous outstanding feature coverage.

Other awards went to KDDD Dumas, for the best coverage on a single news story; to KDSX Denison-Sherman, for continuous outstanding news coverage in its class, and to KONO San Antonio, continuous outstanding news coverage in its class.

American Heart Assn. Cites Three From Radio, Television

CITED by the American Heart Assn. for outstanding reporting on heart disease were Howard Whitman, medical commentator on NBC-TV's *Home* show, George Voutsas, producer-director, and Earl Hamner, writer, both on NBC radio's *Biographies in Sound*. The three were honored along with a group of magazine, newspaper and wire service writers.

The Messrs. Whitman, Voutsas and Hamner received the association's Howard W. Blakeslee awards for their respective contributions through broadcasting towards understanding of cardiac diseases. Mr. Whitman was responsible for filming and narrating a special four-part *Home* series entitled "Your Heart," and Mr. Voutsas and Mr. Hamner for their documentary on a cardiac case titled *Courage to Live.*

The awards will be presented Oct. 28 at the AHA's annual dinner in Cincinnati, Ohio.

AWARD SHORTS

J. R. H. (Hank) Wilson, president and general manager, WMIT Mt. Mitchell, N. C., and vice president and manager, Melodaire Inc., Memphis, franchise distributor of Muzak, has won Muzak's annual award for outstanding performance during 1955.

WAVZ New Haven presented resolution of commendation from local Chamber of Commerce for station's coverage of recent Ruotolo kidnaping and its efforts to obtain baby's return.

Mel Leavitt, sports and special events director, WSDU-TV New Orleans, presented certificate of merit for outstanding part and consistent work in furthering city traffic safety program.

Jack Wrather, president, The Lone Ranger, Inc., presented Golden Mike award by American Legion Auxiliary for best youth program on radio during 1955-56 season.

James M. Legate, manager, WCKT Miami, presented one of four national distinguished service awards by Marine Corps League.

O'Keefe & Merritt Co., Los Angeles, received top honor for its 1956 Starline catalog of gas ranges in the Affiliated Advertising Agencies Network annual awards competition at Reno, Nev. **Hixson & Jorgensen Inc.,** O'Keefe & Merritt's agency, is the Los Angeles member of the 39 agency group comprising the AAAN.

WGAR Cleveland, Ohio, presented an outstanding achievement award by Ohio State Safety Council for providing professional services and tapings of special safety messages. These were on behalf of highway-rail crossing accident prevention program.

Arthur Mortensen, KFMB San Diego, Calif., manager, presented special plaque for outstanding participation and service in San Diego County's Red Cross activities.

Mollie Martin, director of women's activities, WBAL-AM-TV Baltimore, awarded citation by Ken-L-Ration (dog food) for locating more than 800 lost dogs through air announcements.

Rod Sherry, chief announcer at KFSD-TV San Diego, Calif., presented city's Glove Theatre Atlas Award for best male actor of year. Presentation made at annual awards dinner by tv star Nanette Fabray.

Art Eckdahl and **Jerry Granger,** news and sports director, respectively, KHOL-TV Holdrege, commissioned "admirals" of the Nebraska State Navy for their help in Army recruiting.

The Continental Divide Station
TV4

PARIS WCAU PRIZE

AN ALL-EXPENSE trip to Paris is being offered to the winner of a new contest being conducted by WCAU Philadelphia. Each morning on the *Here's Harvey* show a key word is announced, and contestants are asked to incorporate the word in a 25-word statement on "Why I would like to spend New Year's Eve in Paris." Writer of the best letter each week receives a prize and also qualifies for the grand prize, to be announced Nov. 16.

WBZ-TV TOURS SCHOOLS

WITH the advent of the school season, WBZ-TV Boston news cameramen are traveling throughout New England photographing the outstanding features of all the new schools that have opened in the area this fall. These new buildings and facilities are being shown on the station's 6:30 p.m. newscasts.

KIRO ENTERS BOAT RACE

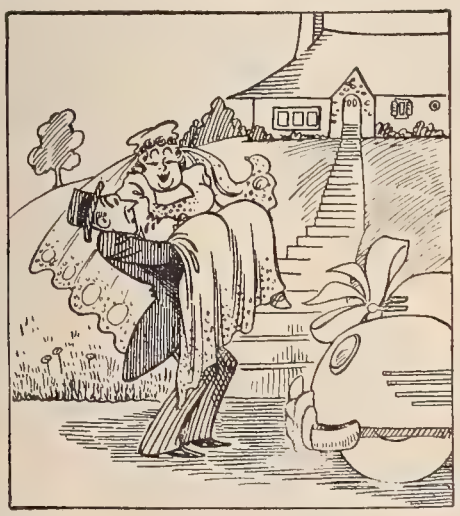
HUNDREDS of listeners from British Columbia to Oregon submitted suggestions in a contest to name a hydroplane racing boat which KIRO Seattle plans to enter in this year's Seattle Seafair Regatta. The boat was the idea of KIRO disc jockey Don Einarsen, who will pilot it in the race. The winning name: "KIRO Gyro." The station feels it scored a coup in securing as the boat's registry number 710, which it KIRO's frequency.

THE KRON-TV STORY

AN EIGHT-PAGE publication has been brought out by KRON-TV San Francisco as a source of information for advertising agencies, art services, film producers, schools and others with an interest in television properties. The publication explains the various facilities offered by the San Francisco station.

WBKB (TV) ISSUES BROCHURE

BROCHURE calling attention to its new fall daytime schedule, with heavy emphasis on programs designed to get "maximum women viewership," is being distributed to trade by WBKB (TV) Chicago. The booklet, titled "Networks, Move Over!", lists personalities in fall setup and cites prominence of "personalized commercials with live personality sell" for six of its eight new programs. Concluding brochure is list of 1956-57 programs for ABC Television Network.



"Who'd have thought that romantic music on KRIZ Phoenix would lead us to this?"

'WHAT'S MY NAME' ON WORL

WORL Boston is currently celebrating its sixth anniversary (Oct. 6) with a "What's My Name?" contest. Four national figures are airing thought-twister clues on the station as clues to their identity. Each mystery voice has one of the letters of the WORL call as the initial letter in his first or last name. First prize is an all-expense paid trip to Europe; second is a trip to Mexico; third to Bermuda, and the fourth prize winner will go to Miami Beach. All trips are for two persons.

KTTV (TV) COVERS NAVAL EVENT

DESCRIBED as the first live telecast of a naval review was the KTTV (TV) Los Angeles coverage of west coast exercises that included a total of 70 combat vessels, including the carriers *Philippine Sea, Bennington* and *Shangri La.* The KTTV coverage originated from the deck of the *USS St. Paul* in Long Beach harbor. Bill Welch, the station's special events commentator, reported on the activities.

STEREOPHONIC CONCERTS

THROUGH an inter-station arrangement, listeners throughout Wisconsin will be able to hear a new 12-week series of stereophonic concerts each Sunday morning starting Oct. 7, according to the Wisconsin State Radio Council, Madison. First of two signals required will be carried by the statewide educational fm network. The second will be provided by am stations WHA Madison and WLBL Auburndale. This signal will be broadcast and so relayed between these two stations by fm station WWCF, Baraboo Bluffs. So far, 11 stations are participating in the series and others have been invited to join.

Magic Number Promotion

CLAIMING to have the biggest giveaway promotion in local station history, KWIZ Santa Ana, Calif., has started its 13-week *Kwiz Magic Numbers* campaign with local merchants providing $50,000 worth of merchandise prizes, including automobiles, pianos, food products and other items.

KWIZ has mailed each of the 106,000 homes in Orange County a promotion folder assigning each home a different number and inviting residents to listen to the station for tips on what prizes the cooperating merchants are offering. Merchants who buy the minimum saturation package of 130 spots for the 13 weeks on KWIZ may participate and display prizes bearing numbers which they pick at random. The listener may shop any store and if he finds his number on the merchandise he can claim the prize, KWIZ said.

KWIZ is supporting the campaign through ten local newspapers, outdoor boards and airplanes in addition to on-air publicity. KWIZ Manager Hal Davis told B•T thousands of prizes will be offered daily and said he knows of no other local radio station ever undertaking such an extensive giveaway program. The idea has been copyrighted by KWIZ which plans to offer it on a syndicated basis for use by stations in other markets.

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests Stainless Towers

Write for descriptive literature

Stainless, inc.
NORTH WALES • PENNSYLVANIA

NEW DJ CHAMPION?

RAY J. WILLIAMS, manager of KCSJ-AM-TV Pueblo, Colo., today claims the world's championship for continuous radio broadcasting—126 hours.

His "discathon" was conducted in a remote studio set up in the showrooms of a Pueblo RCA dealer, the Union Gas & Equipment Co. Thousands of Pueblans were reported lining the streets to see Mr. Williams finally emerge from the studio and walk unassisted to an ambulance that took him to the hospital for a checkup.

According to reports reaching B•T, the previous broadcasting champ was Don King, WBML Macon, Ga., disc jockey, who was on the air for 125 continuous hours [B•T, July 30].

HOLDS D. J. COMPETITION

A NAME-your-favorite-disc-jockey contest sponsored by KSTN Stockton, Calif., gave an all-expenses-paid week's trip for two to Hawaii to a local listener. The promotion, sponsored by Stockton Lincoln-Mercury, in addition awarded lifetime lubrications for their cars to winners of weekly drawings.

CRANE SAVES DAY FOR WSBT-TV

UTILIZING a measure of resourcefulness, WSBT-TV South Bend, Ind., was able to televise live an hour-long dedication of the new Northern Indiana Toll Road Sept. 17. After station technicians discovered it would be necessary to install microwave transmitter over 100 feet in air at exchange (to obtain line of sight back to the WSBT-TV Broadcast Center), the *South Bend Tribune* station, with aid of Sollitt Construction Co., secured a motor crane with 110-ft. boom for the remote. Transmitter was clamped to boom and raised, solving the problem and permitting dedication of new section of New York-Chicago superhighway.

KHOZ'S 'JAMBOREE' SRO

KHOZ Harrison, Ark., is presenting *Jamboree* which has been playing to capacity crowds since its start 16 weeks ago. Bob Lewis emcees the show as it originates live from the stage of a theater in Harrison. *Jamboree* is said by KHOZ to have been sold out since its beginning, but a contract is being held for an additional 13 weeks at the end of the present segment.

DOMINION DOINGS

A DAILY one-hour evening program on happenings across Canada to be aired five days a week on the CBC Dominion network starts today (Mon.). Titled *Assignment*, it is designed to give radio listeners "a sample of the best radio can offer," according to Harry Boyle, CBC network program director. The program will give network listeners a wide variety of items, ranging from on-the-spot actualities, interviews, news features on science and medicine, reports from correspondents of the individual stations on the network, to current news. Program will originate at CJBC Toronto, Ont., with cut-ins from all parts of Canada. Sandy Stewart, formerly of CFPL London, Ont., is the producer.

WIRL CARRIES SCHOOL TALK

FOR the first time in the history of Peoria, Ill., radio was used to deliver a special opening-of-school message to teachers and officers of the city's school system, according to WIRL in that city. Station carried the address by Dr. Mark Bills, superintendent of Peoria school system. Use of radio for the talk did away with the necessity of school staffs gathering at a central meeting place, which left more time for individual staffs to concentrate on preparation directly connected with teaching.

WHCT (TV) TELLS ITS STORY

WHCT (TV) Hartford, Conn., which recently became the second CBS-owned uhf station [B•T, Sept. 17], last week hit Hartford and New Britain newspaper readers with a full-page advertisement telling of the importance of a CBS-owned tv outlet in that market. The introductory ad will be followed up, Harvey J. Struthers, WHCT general manager said, by "the most extensive continuing promotion campaign ever conducted in the area—both on the air and through the use of almost 100,000 lines of newspaper space."

KPOJ ADDS NEW MOBILE UNIT

A NEW special events station wagon has been added to the mobile equipment of KPOJ Portland, Ore., in order to increase its on-the-spot radio coverage. A $2 million waterfront fire was broadcast from it a few days after the arrival of the wagon. The unit is equipped with a portable GE two-way radio and is able to transmit up to 30 miles from the station's towers.

IGLOO SYLVANIA GIVEAWAY

RADIO-TELEVISION Div., Sylvania Electric Products, Buffalo, N. Y., this winter will make available to dealers a cardboard igloo complete with tv antenna which will be given free to consumers with the purchase of a Sylvania tv set. The igloo is designed as a children's playhouse.

KNXT (TV) SALUTES TOWNS

A SERIES of station breaks to salute various communities in its viewing area is being used by KNXT (TV) Los Angeles. The breaks, which will include more than 100 towns, consist of telops depicting a scene from a community with an off camera announcer reading an historical fact concerning the community.

'MISS STRIKE IT LOVELY'

UNIVERSAL Pictures Corp. will effect a promotional tie-in with Colgate-Palmolive Co. for its latest film, "Written on the Wind," from Oct. 1 to the middle of November. The film company, together with the soap firm, will ask west coast beauties to submit their names and pictures (through their local C-P dealers) to *Strike It Rich*, Colgate's CBS-TV and CBS Radio program, care of KNXT (TV) Los Angeles, to try for the title of "Miss Strike It Lovely." The winner, to be chosen Nov. 12, will act as "a public relations envoy" for the film company, traveling throughout the U. S. on a 30-day promotional junket.

A 'NATURAL' MOVE

ANNOUNCEMENT card of Screen Gems Inc. about the film distributor's New York move to 711 Fifth Ave. was ornamented with two pairs of dice, mounted with "7" and "11" on the up side. Firm noted new address "where program speculation is eliminated because the dice are always loaded in your favor."

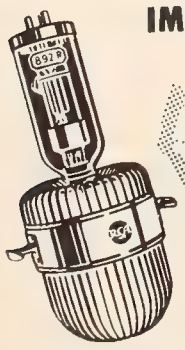


RENEWAL CONTRACT, covering the second year of Pearl beer sponsorship of *Bullfights From Mexico* over KCOR-TV San Antonio, Tex., is signed by Harvey Bolser, advertising director of the Pearl Brewing Co. of San Antonio. Witnessing the signing are Jack Pitluk (l), president of Pitluk Adv. Co., San Antonio, and Raoul A. Cortez, president of KCOR-AM-TV. *Bullfights* is filmed in Mexico and flown to the U. S. for telecasting. Pearl beer also sponsors the program over KVDO-TV Corpus Christi, KHAD-TV Laredo, both Tex., and KOAT-TV Albuquerque, N. M.

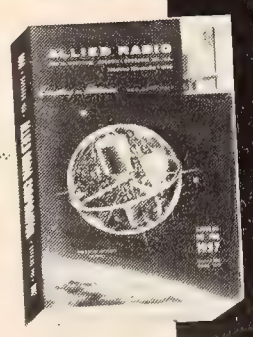
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IMMEDIATE DELIVERY ON

RCA 892-R



ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.



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IN WHAT is described by the station as one of the largest sports packages ever put together on a local level for a single advertiser, The Iowa-Des Moines National Bank, through J. M. Hickerson Inc., has purchased several sports events on KRNT-AM-TV Des Moines. Included in the package are nine radio broadcasts of the U. of Iowa football games and one Drake U. game; local sponsorship of a segment of 15 professional football games on CBS-TV; 12 radio broadcasts of U. of Iowa basketball games, several Big 10 conference games not involving Iowa, and radio and television broadcasts of the Iowa State high school boys basketball tournament. Play-by-play of all KRNT-AM-TV originations will be handled by Sports Director Al Couppee. At the contract signing are (l to r): seated, Robert Dillon, vice president and general manager of KRNT-AM-TV; Harold P. Klein, vice president of the bank; Robert MacRae, Hickerson vice president and account executive; standing, Shelton R. Houx, Hickerson vice president and manager; William Hippee, KRNT-AM-TV sales manager; James Reilly, KRNT-AM-TV account executive, and M. M. McMichael, the bank's assistant vice president in charge of advertising.

PRESENT FOR PRINCESS

A RECORD ALBUM containing four weeks of broadcasts of the Rainier-Kelly nuptials at Monaco last April has been presented to their highnesses by Benedict Gimbel Jr., president of WIP Philadelphia. The album, presented during couple's current visit to Philadelphia, is made up of recordings of broadcasts made by Wendy Phillips, WIP's womens director, who reported the wedding festivities.

GETS D.J.'S SERVICES

BILL SHARPE offered, along with other prizes, the services of a fellow disc jockey, Perry Allen, to the winner of a mystery song contest held on KTLN Denver. A 12-year-old girl, Melody Mura, was the first to call with the correct answer and the station sent its mobile unit to do a live broadcast from her home. The program had Melody welcoming her guests and answering phone calls from listeners.

HOWARD E. STARK
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RADIO and TELEVISION STATIONS
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WCLI MAKES BASEBALL AWARD

WCLI Corning, N. Y., completing its sixth consecutive year of Pony League play-by-play baseball broadcasts, presented its player-of-the-year award to George Lewis, of the Corning Red Sox. The award is a photosensitive glass plaque made by the Corning Glass Works.

PLAY-BY-PLAY IN SPANISH

KWKW Pasadena, Calif., claims an American "first" in its play-by-play broadcast in Spanish of a football game last month between Los Angeles State College and Mexico City U.

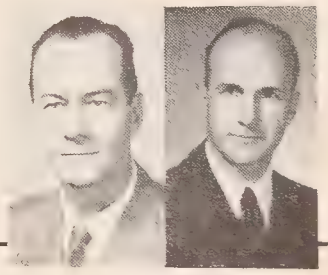
Hints for Travel

MIDWESTERN radio listeners are getting reports on just what they should take with them on an overseas trip, via George J. Volger, manager of KWPC Muscatine, Iowa. Mr. Volger, his wife and two teenage daughters who have been in the British Isles since last August tape recorded 26 15-minute programs for use on 35-50 U. S. radio stations, including the Iowa Tall Corn Network. Titled *The Family Flies to Britain*, the series will be released through British Information Services.

All four members of the family are participating in the interview programs, which give details on international travel from a family standpoint and describe places of historical interest.

AMERICANS LOVE ADVENTURE!

by
John Pepper
and
Bert Ferguson



Americans love adventure! . . and the development of Memphis' fabulous Negro market is, to many, as exciting and promising as a diamond discovery in Africa! Frankly, WDIA is leading the safari with a 50,000 watt transmitter!

MARKET DEVELOPMENT

As industry started moving down from the east and utilizing local Negro labor, WDIA foresaw the development of a tremendous Negro market. WDIA increased its power to 50,000 watts . . . and deliberately set out to dominate this market—to control the buying habits of 1,237,686 Negroes with a quarter of a Billion Dollars in their pay envelopes.

WDIA APPROACH

New standards of living—new social status—were inevitable. And WDIA was the first to recognize these people—the first to go out to meet them, in their own idiom, in their own rich voices, in their own traditional culture. WDIA gave them their own stars, their own programs. And WDIA achieved top rating from Pulse!

STAR SALESMANSHIP

Memphis Negroes believe in WDIA and have confidence in its performers. They know their national brands and accept those recommended by their favorite stars. Consequently, WDIA sells fabulous amounts of consumer goods and services, from beer to bus lines. Its national accounts include:

Continental Trailways . . . Budweiser . . . Lydia Pinkham . . . Maxwell House Coffee . . . Ford . . . Pet Milk . . . Esso . . . Halo.

These national industries find that investment in WDIA pays huge dividends. They run up fantastic sales in a specialized market, virtually untouched by conventional, generalized methods. In fact, no other media is effective in this area. Negroes have not acquired the reading habit in sufficiently large numbers to feel the influence of the press. Too few own television sets to count on successful penetration. Only WDIA reaches this enormous audience—only WDIA induces this concentrated Negro population to buy more goods in specific brands.

YOUR ADVENTURE

WDIA presents adventure that's exciting, but safe. The Memphis Negro Market is a new financial field—but definitely paying off! Let WDIA sell your products to almost one-tenth of the Negro population of the United States. Write, today, on your letterhead, for factual information pertaining to your business. Also, ask for your bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager



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PRESIDENTIAL PACKAGE

New, Timely Election-Year Continuities

An assortment of 23 program Scripts for radio and television . . . background — color — personalities— oddities—of past elections . . . available without charge as a station and public service.

THE FIRST ELECTION
One half-hour script

A PRESIDENTIAL CAVALCADE
Seven five-minute scripts

FAMOUS FIRST LADIES
Five 15-minute scripts

RISE OF POLITICAL CAMPAIGNING
One half-hour script

THE PRESIDENTS SPEAK
Seven five-minute scripts

FAMOUS CAMPAIGN SONGS
One half-hour TV script

CAVALCADE OF PRESIDENTS
One half-hour TV script

TIME SIGNALS

STATION BREAKS
:10 — :30 — 1 Min.

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FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B•T)

September 20 through September 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Sept. 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,914	3,660	160	288	133
Fm	522	545	37	10	1

FCC Commercial Station Authorizations

As of August 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,885	515	200
Cps on air	54	10	307
Cps not on air	112	20	113
Total authorized	3,051	545	620
Applications in hearing	185	1	123
New station requests	268	9	49
New station bids in hearing	127	0	72
Facilities change requests	157	4	28
Total applications pending	923	74	326
Licenses deleted in August	1	6	0
Cps deleted in August	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 26

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	372	90	462[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,022	337	800	559	1,360[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,083	337	834	586	1,421[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 692 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

New Orleans, La.—WWEZ Radio Inc. granted uhf ch. 32 (578-584 mc); ERP 229 kw vis., 126 kw aur.; ant. height above average terrain 338 ft., above ground 358 ft. Estimated construction cost $314,875, first year operating cost $350,000, revenue $400,000. Post office address Hotel New Orleans, New Orleans. Studio location New Orleans. Trans. location Paris Rd., Chalmette, La. Geographic coordinates 29° 57′ 45″ N. Lat., 89° 57′ 31″ W. Long. Trans. and ant. GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. WWEZ Radio Inc. is licensee of **WWEZ New Orleans.** Principal stockholder is **A. L. Chilton,** 64%. Announced Sept. 26.

Vail Mills, N. Y.—FCC is advising Hudson Valley Bcstg. Co. that its application for cp for new tv to operate on ch. 10 in Vail Mills has been accepted for filing, adding: "Under the circumstances that the Commission's Notice, adopted June 25, 1956, in Docket No. 11751, has issued rule-making looking toward the possible deletion of ch. 10 from Vail Mills, the Commission has decided to place all applications involving that channel in pending file and to withhold further action on such applications until thirty days subsequent to either the disposition of the issues involved in the rule-making or to a public notice removing the applications from the pending file. Announced Sept. 20.

Bryan-College Station, Tex.—Brazos Bcstg. Co.'s application, seeking cp for new tv to operate on ch. 6, returned. (Incomplete and dual station location specified.) Announced Sept. 25.

Riverton, Wyo.—Chief Washakie Tv granted vhf ch. 10 (198-192 mc); ERP 64 kw vis., 32 kw aur.; ant. height above average terrain 1,712 ft., above ground 138 ft. Estimated construction cost $137,346, first year operating cost $91,368, revenue $120,000. Post office address Box 409, Worland, Wyo. Studio location Riverton. Trans. location near Boysen, Wyo. Geographic coordinates 43° 27′ 26″ N. Lat., 108° 12′ 02″ W. Long. Trans. Std. Electronics, ant RCA. Consulting engineer Frank H. McIntosh & Assoc., Washington. Sole owners are **Joseph P. Ernst** and his wife **Mildred V. Ernst.** They are owners of **KWOR Worland, KWRL Riverton, Wyo.,** and **KRTR Thermopolis, Wyo.** Announced Sept. 26.

APPLICATIONS

White Heath, Ill.—Plains Tv Corp., uhf ch. 21 (512-518 mc); ERP 200 kw vis., 120 kw aur.; ant. height above average terrain 646 ft., above ground 603 ft. Estimated construction cost $175,000, first year operating cost $75,000, revenue $125,000. Post office address Rm. 642, 190 N. State St., Chicago, Ill. Studio location one mile south of White Heath on Hwy. #105, near Monticello. Trans. location same as studio. Geographic coordinates 40° 00′ 13″ N. Lat., 88° 34′ 31″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Station will operate as satellite of **WICS (TV) Springfield, Ill.,** and will be under same ownership. Filed Sept. 25.

Greenwood, Miss.—Delta Tv Corp., vhf ch. 6 (82-88 mc); ERP 60.2 kw vis., 30.2 kw aur.; ant. height above average terrain 550 ft., above ground 589 ft. Estimated construction cost $373,024, first year operating cost $180,000, revenue $140,000. Post office address P. O. Box 551, Greenwood. Studio location northwest corner of 11th and Yazoo Sts., Greenwood. Trans. location on Miss. Hwy. #442, near Schlater, Miss. Geographic coordinates 33° 38′ 30″ N. Lat., 90° 20′ 47″ W. Long. Trans. and ant. RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals are equal partners **George K. Wade,** business interests; **F. C. Ewing,** general manager-stockholder, **WGRM Greenwood; Percy L. DeLoach Jr.,** stockholder, WGRM; **Wiley P. Harris,** former director of **WJDX Jackson, Miss.; Warner Wells Jr.,** business interests, and **Floyd M. Melton,** business interests. Filed Sept. 25.

Amarillo, Tex.—Southwest States Inc., vhf ch. 7 (174-180 mc); ERP 46 kw vis., 23 kw aur.; ant. height above average terrain 806 ft., above ground 843 ft. Estimated construction cost $167,-

The Continental Divide Station
TV4

500, first year operating cost $388,029, revenue $543,446. Post office address 1301 Polk St., Amarillo. Studio location 1301 Polk St., Amarillo. Trans. location five miles north of Amarillo. Geographic coordinates 35° 18′ 55.137″ N. Lat., 101° 50′ 3.028″ W. Long. Trans. and ant. RCA. Legal counsel Pierson, Ball & Dowd, Washington. Consulting engineer John Creutz, Washington. Principals are equal owners **Robert D. Houck**, general manager-47% owner, **KAMQ Amarillo**; his brother **Hoyt Houck**, president-47% owner of KAMQ; **Murry Worner**, commercial manager-2.66% owner of KAMQ, and **George A. Oliver**, sales manager-1.33% owner of KAMQ. Filed Sept. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WINK-TV Fort Myers, Fla.—Granted application for private tv inter-city microwave relay system between Tampa and Fort Myers to pick up programs of **WTVT (TV) Tampa-St. Petersburg**, from point near Verna and relay to WINK-TV through another unit near Fort Ogden. Announced Sept. 26.

WOKA (TV) Macon, Ga.—Cp cancelled and call letters deleted for lack of prosecution. Station was on ch. 47. Announced Sept. 20.

WJIM-TV Lansing, Mich.—Granted mod. of cp to install new ant. system and make other equipment changes. Announced Sept. 25.

WJTV (TV) Jackson, Miss.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur., change type ant. and make other equipment changes. Announced Sept. 25.

WOW-TV Omaha, Neb.—Granted cp to change type ant. Announced Sept. 25.

KGGM-TV Albuquerque, N. M.—Granted cp to change ERP to 44.7 kw vis., 22.4 kw aur., DA. Announced Sept. 25.

WKTV (TV) Utica, N. Y.—Granted cp to change ERP to 309 kw vis., 155 kw aur., and make other equipment changes. Announced Sept. 25.

WATE (TV) Knoxville, Tenn.—Granted mod. of license to change name of licensee to WATE Inc. Announced Sept. 25.

KTVE (TV) Longview, Tex.—Call letters deleted and cp cancelled for lack of prosecution. Station was on ch. 32. Announced Sept. 20.

KRSM (TV) Yakima, Wash.—Cp cancelled and call letters deleted for lack of prosecution. Station was on ch. 23. Announced Sept. 20.

CALL LETTERS ASSIGNED

WPTA (TV) Roanoke, Ind.—Sarkes Tarzian Inc., ch. 21.

WROC-TV Rochester, N. Y.—Transcontinent Tv Corp., ch. 5. Changed from WHAM-TV.

WATE-TV Knoxville, Tenn.—Greater East Tennessee Tv Inc., ch. 6. Changed from WATE (TV).

APPLICATION

WAGM-TV Presque Isle, Me.—Seeks mod. of cp to change ERP to 58.9 kw vis., 30 kw aur., and install DA system and make other equipment changes. Filed Sept. 21.

Allocations . . .

ACTION BY FCC

Bishop, Calif.—FCC finalized rule-making in Docket 11784 and assigned ch. 19 to Bishop, effective Oct. 25. Announced Sept. 20.

Translators . . .

ACTION BY FCC

Kingman, Ariz.—Mohave County Board of Supervisors granted chs. 70, 74 and 82 to rebroadcast, respectively, ch. 2 **KLRJ-TV Henderson, Nev.**, ch. 3 **KTVK-TV Phoenix, Ariz.**, and ch. 10 **KOOL-TV Phoenix**. Trans. output 10 w ERP to community 80 w. Estimated population to be served 4,000. Post office address Box 390, Kingman. Estimated construction cost for each station $3,150, first year operating cost for each station $175. This makes six translator stations authorized since new rules became effective July 2. Announced Sept. 26.

VOTE *but...*



Study the issues and the candidates and then decide where you stand

CALL LETTERS ASSIGNED

K70AA Bishop, Calif.—James R. Oliver.

K73AA Bishop, Calif.—James R. Oliver.

K70AB Hawthorne, Nev.—Mt. Grant Tv Booster Service Corp.

APPLICATIONS

Lewiston, Idaho—Orchards Community Tv Assn. seeks ch. 70 to rebroadcast ch. 2 **KREM-TV Spokane, Wash.** Trans. output power 10 w ERP to community 390 w. Estimated population to be served 43,801. Post office address 3204½ Fifth St., Lewiston. Estimated construction cost $6,300, first year operating cost $500. Filed Sept. 20.

Lewiston, Idaho—Orchards Community Tv Assn. seeks ch. 76 to rebroadcast ch. 6 **KHQ-TV Spokane, Wash.** Trans. output power 10 w, ERP to community 390 w. Estimated population to be served 43,801. Post office address 3204½ Fifth St., Lewiston. Estimated construction cost $4,750, first year operating cost $500. Filed Sept. 20.

Truth or Consequences, N. M.—City of Truth or Consequences seeks ch. 70 to rebroadcast ch 4 **KOB-TV Albuquerque, N. M.** Trans. output power 10 w, ERP to community 80 w. Estimated population to be served 6,000. Post office address 605 Sims St., Truth or Consequences. Estimated construction cost $6,450. Filed Sept. 20.

New Am Stations . . .

ACTIONS BY FCC

St. Joseph, Mich.—Lake Broadcasters granted 1400 kc, 250 w unl. Post office address Hotel Whitcomb, St. Joseph. Estimated construction cost $22,071.62, first year operating cost $57,264.48, revenue $79,740. Principals include Pres. **Maurice G. Humphrey** (33.3%), insurance, and Vice Pres. **Carl L. Benson** (33.3%), photo engraver. Announced Sept. 26.

Salamanca, N. Y.—Cattaraugus Bcstg. Service granted 1590 kc, 1 kw D. Post office address % Luther M. Schaeffer, Milton Baptist Church, Delevan, N. Y. Estimated construction cost $6,825, first year operating cost $24,000, revenue $32,000. Principals include Pres. **Luther M. Schaeffer** (27.77%), pastor; Vice Pres. **Marion G. Schaeffer** (11.11%), housewife; Treas. **Warren A. Schaeffer** (22.22%), auditor; **Warren C. Schaeffer** (11.11%), railroad foreman; **Carl L. Schaeffer** (11.11%), carpenter; **George D. Pursell** (8.33%), plantman, and **Lily S. Pursell** (8.33%), nurse. Announced Sept. 26.

Mansfield, Ohio—Mansfield Bcstg. Corp. granted 1570 kc, 250 w D. Post office address 1600 Northgate Rd., Springfield, Ohio. Estimated construction cost $11,350, first year operating cost $25,000, revenue $35,000. Mansfield Bcstg. Corp. is wholly-owned by **Frederick Eckhardt**, radio technician for state of Ohio. Announced Sept. 26.

APPLICATIONS

Fayetteville, Ark.—Stamps Radio Bcstg. Co., 1250 kc, 500 w D. Post office address P. O. Box 217, Fort Smith, Ark. Estimated construction cost $14,900, first year operating cost $36,000, revenue $48,000. Principals are equal partners **H. Weldon Stamps**, owner of **KTCS Fort Smith**, and his brother **Clifford L. Stamps**, jewelry interests. Filed Sept. 20.

Alhambra, Calif.—Latin-American Bcstg. Corp., 1190 kc, 1 kw unl. Post office address % Norman A. Obrand, 408 S. Spring St., Los Angeles 13, Calif. Estimated construction cost $66,915, first year operating cost $80,000, revenue $90,000. Principals are equal owners **Lazaro Castro Jr.** and his brother **Ismael Castro**, both holding business interests. Filed Sept. 20.

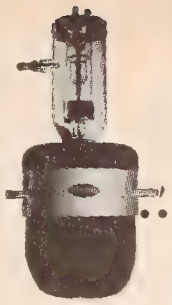
Cocoa, Fla.—Irving Braun, 1480 kc, 1 kw D. Post office address 8027 Chesapeake Blvd., Norfolk, Va. Estimated construction cost $19,700, first year operating cost $36,000, revenue $40,000. Mr. Braun holds tv appliance interests. Filed Sept. 21.

Douglas, Ga.—Fernandina Beach Broadcasters, 1480 kc, 500 w D. Post office address 118 Atlantic Ave., Fernandina Beach, Fla. Estimated construction cost $12,000, first year operating cost $30,000, revenue $42,000. Principals are equal partners **Marshall W. Rowland** and **Carol C. Rowland**, owners of **WFBF Fernandina Beach**. Filed Sept. 25.

Lake Providence, La.—Radio Services Co., 1050 kc, 250 w D. Post office address % Emmet H. McMurry Jr., P. O. Box 661, Greenville, Miss. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. Principals are equal partners **Emmet H. McMurry Jr.** and **Frank W. Baldwin**, owners of **WJPR Greenville**. Filed Sept. 20.

APPLICATIONS AMENDED

Show Low, Ariz.—Peak Bcstg. Co.'s application seeking cp for new am to operate on 750 kc, 250 w D, amended to change applicant name; to change frequency to 1050 kc; change ant.-trans. and studio location to U. S. Hwy. #173, 1.8 miles south of Show Low; make changes in ant. (de-



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crease height), and make changes in ground system. Amended Sept. 25.

Bradenton, Fla.—Gulf Isles Bcstg. Co.'s application seeking cp for new am to operate on 1420 kc, 500 w D, amended to increase power to 1 kw and make changes in DA system. Amended Sept. 21.

Dublin, Ga.—Radio South Inc.'s application seeking cp for new am to operate on 1230 kc, 250 w unl., amended to change frequency to 1440 kc; change power to 1 kw; change hours of operation to D only; make changes in ant., and make changes in ground system. Amended Sept. 21.

Terre Haute, Ind.—Citizen's Bcstg. Co.'s application seeking cp for new am to operate on 1350 kc, 500 w D, amended to change frequency to 1300 kc, makes changes in ant. (decrease height) and make changes in ground system. Amended Sept. 25.

Lansing, Mich.—Capitol Bcstg. Co.'s application seeking cp for new am to operate on 730 kc, 500 w D, amended to change station and studio location to East Lansing. Amended Sept. 21.

APPLICATION RESUBMITTED

Phoenix, Ariz.—Grand Canyon Broadcasters Inc. resubmits application seeking cp for new am to operate on 1540 kc, 1 kw D. Resubmitted Sept. 25.

Existing Am Stations . . .

ACTIONS BY FCC

KBOK Malvern, Ark.—Granted change of frequency from 1420 kc to 1310 kc, continued operation with 1 kw D. Announced Sept. 26.

KGMS-TV Sacramento, Calif.—Granted mod. of cp to change studio location. Announced Sept. 25.

WDSR Lake City, Fla.—Granted cp to change ant.-trans. location and make changes in ant. (increase height) and ground system. Announced Sept. 25.

WTAM Decatur, Ga.—Granted change of operation on 970 kc from 1 kw D to 5 kw, DA-D; engineering conditions, including acceptance of any interference that may result from proposed operation of **WRFC Athens, Ga.**, to increase D power to 5 kw. Announced Sept. 26.

WEAW Evanston, Ill.—Granted mod. of cp to make changes in DA pattern. Announced Sept. 25.

KGAC St. Peter, Minn.—Granted mod. of cp to change ant.-trans. location. Announced Sept. 25.

KOB Albuquerque, N. M.—Granted request for extension of SSA for operation on 770 kc, 50 kw LS, 25 kw N until expiration of regular license on 1030 kc, or until 30 days after issuance of final decision in Dockets 6584, 6585 (involving KOB application for regular operation on 770 kc); grant is without prejudice to any action FCC might take during this period to comply with any final decision by Court of Appeals in *ABC* v. *FCC*. By letter, Commission denied Sept. 18 petition for relief filed by ABC. Commissioner Craven abstained from voting. Announced Sept. 26.

WALY Herkimer, N. Y.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system. Announced Sept. 25.

WFNC Fayetteville, N. C.—Granted changes in DA-D system, continuing operation on 1390 kc, 1 kw, 5 kw LS, DA-2 unl. Announced Sept. 26.

WHOT Campbell, Ohio—Granted increase in power from 250 w to 1 kw, DA-D, continuing operation on 1570 kc. Announced Sept. 26.

WEOL Elyria, Ohio—Granted request to cancel cp which authorized changes in DA pattern. Announced Sept. 25.

WDAS Philadelphia, Pa.—Granted cp to make changes in DA pattern. Announced Sept. 25.

WROL Knoxville, Tenn.—Granted mod. of license to change name of licensee to WATE Inc. Announced Sept. 25.

WDNE Elkins, W. Va.—FCC, by letter, denied waiver of rules requiring first-class radiotelephone operator in regular full-time employment; directed WDNE to advise FCC within 30 days to extent to which it has attained compliance with rules. Announced Sept. 20.

WPRE Prairie du Chein, Wis.—FCC granted Aug. 20 protest and petition for reconsideration filed by **WHA Madison, Wis.** (U. of Wis.), directed against Commission's July 18 grant of application to change frequency of WPRE from 1280 kc to 980 kc, continued operation with 500 w D; stayed effective date of grant pending hearing to be held Nov. 13; Commission not adopting issues, but adding one and placing burden of proof of all issues on WHA. Announced Sept. 20.

WAEL Mayaguez, P. R.—Granted mod. of cp to change ant.-trans. location and make changes in ground system. Announced Sept. 25.

CALL LETTERS ASSIGNED

KHFH Fry, Ariz.—Carleton W. Morris, 1420 kc, 1 kw.

KOBY San Francisco, Calif.—Mid-America Broadcasters Inc., 1550 kc, 10 kw. Changed from KEAR.

WTYT Titusville, Fla.—Titusville Bcstg. Co., 1300 kc, 1 kw.

WDMF Buford, Ga.—Gwinnett County Bcstg. Co., 1460 kc, 1 kw.

KCLN Clinton, Iowa—Mississippi Valley Bcstg. Co., 1390 kc, 1 kw.

WLOB Portland, Me.—Casco Broadcasters Corp., 1310 kc, 1 kw.

KDBM Dillon, Mont.—Vigilante Bcstg. Co., 800 kc, 1 kw.

WMIA Arecibo, P. R.—Abacoa Radio Corp., 1070 kc, 500 w.

APPLICATIONS

KBNZ La Junta, Colo.—Seeks cp to change ant.-trans. location to 1.3 miles west of center of La Junta. Filed Sept. 20.

WOOO De Land, Fla.—Seeks mod. of cp to increase power from 1 kw to 5 kw. Filed Sept. 20.

WDMF Buford, Ga.—Seeks mod. of cp (which authorized new am) to change studio location to .3 mile east of U. S. Hwy. #23, 1.2 miles east of center of business district of Buford (same as trans.) and delete request for remote control operation of trans. Filed Sept. 20.

WLOU Louisville, Ky.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 20.

WNBH New Bedford, Mass.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 25.

WWBC Bay City, Mich.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio locations and operate trans. by remote control from studio location. Filed Sept. 20.

WJLB Detroit, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 25.

WKAR East Lansing, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 26.

WKLZ Kalamazoo, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 26.

WHAM Rochester, N. Y.—Seeks authority to transmit football games from Aquinas Stadium, Rochester, to **CFPL London, Ont.** Filed Sept. 26.

WNAE Warren, Pa.—Seeks cp to increase power from 1 kw to 5 kw. Filed Sept. 26.

KIHO Sioux Falls, S. D.—Seeks cp to change from DA-1 to DA-N only. Filed Sept. 25.

KNBX Kirkland, Wash.—Seeks cp to change station location from Kirkland to Bellevue, Wash.; change main studio location to 10312 N. E. Fourth St., Bellevue, and request remote control operation of trans. Filed Sept. 20.

APPLICATIONS AMENDED

KWBR Oakland, Calif.—Application seeking cp to change ant.-trans. location; make changes in ant. and ground system, and operate trans. by remote control from studio location, amended to make changes in ant. (decrease height) and make changes in ground system. Amended Sept. 21.

WTAO Cambridge, Mass.—Application seeking cp to increase power from 250 w to 1 kw amended to change frequency to 760 kc. Amended Sept. 26.

KYW Cleveland, Ohio—Application, seeking cp to change ant.-trans. location, utilizing combined am-fm-tv tower, and make changes in ground system, amended to install DA-1. Amended Sept. 25.

WDEH Sweetwater, Tenn.—Application seeking cp to increase power from 500 w to 1 kw, amended to change name of applicant to WDEH Inc. Amended Sept. 21.

APPLICATION RESUBMITTED

KSFO San Francisco, Calif.—Resubmits application seeking mod. of license to change name of licensee to Golden West Broadcasters. Resubmitted Sept. 21.

KMPC Los Angeles, Calif.—Resubmits application seeking mod. of license to change name of licensee to Golden West Broadcasters. Resubmitted Sept. 21.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC invites comments by Oct. 26 to proposed rule-making to amend allocation table for Class B fm stations by deleting ch. 263 from San Francisco and adding it to Sacramento, Calif., in lieu of ch. 233 at latter city. Change was requested in order to eliminate interference in Sacramento area to **KGMS-FM Sacramento**, and **KPFA (FM) Berkeley, Calif.** Announced Sept. 26.

Jonesboro, Ark.—Arkansas State College granted 91.9 mc, .760 kw. Post office address % John E. Cramer, Box 176, Arkansas State College, State College, Ark. Estimated construction cost $5,500, first year operating cost $2,850. Station is for noncommercial, educational purposes. Announced Sept. 26.

Santa Barbara, Calif.—Cameron A. Warren granted 97.5 mc, 17.5 kw unl. Post office address 2919 De La Vina St., Santa Barbara. Estimated construction cost $8,900, first year operating cost $6,000, revenue $5,000. Mr. Warren is former automobile dealer. Announced Sept. 26.

Greenville, N. C.—East Carolina College granted 91.3 mc, 4.5 kw. Post office address % J. D. Messick, president, East Carolina College, Greenville. Estimated construction cost $22,400, first year operating cost $6,000. Station is for noncommercial, educational purposes. Announced Sept. 26.

APPLICATION

Los Angeles, Calif.—WHM Bcstg. Co., 105.1 mc, 17 kw unl. Post office address c/o Radio Station KDB, Radio Square, Santa Barbara, Calif. Estimated construction cost $8,713, first year operating cost $18,500, revenue $15,000. Principals are equal partners **Lucie Miltenberg, Rube Goldwater** and **James Harford**, owners of **KDB Santa Barbara, Calif.** Mr. Harford is also 33.3% owner of **KONE Reno, Nev.**, and **KTOO Henderson, Nev.** Filed Sept. 21.

Existing Fm Stations . . .

ACTIONS BY FCC

WCAR-FM Pontiac, Mich.—Granted request to cancel license and delete call letters. Announced Sept. 25.

WKBR-FM Manchester, N. H.—Granted change from Class A to Class B station; frequency to 95.7 mc; ERP to 3.6 kw; ant. height to 940 ft.; change trans. site, and operate trans. by remote control. Announced Sept. 26.

WEMP-FM Milwaukee, Wis.—Granted request to cancel license and delete call letters. Announced Sept. 25.

CALL LETTERS ASSIGNED

KEAR (FM) San Francisco, Calif.—Electronic Service Corp., 97.3 mc, 247 kw. Changed from KXKX (FM).

WCLM (FM) Chicago, Ill.—Carol Music Inc., 101.9 mc, 17.19 kw.

Ownership Changes . . .

ACTIONS BY FCC

WBBA Pittsfield, Ill.—Application, seeking acquisition of positive control of licensee corporation by **G. B. Meyer** through purchase of 55% from **Keith Moyer**, returned. (Filed on wrong form.) Announced Sept. 26.

WTIM Taylorville, Ill.—Application seeking transfer of stock from **G. B. Meyer to Keith Moyer**, returned. (Necessary to file Form 323.) Action Sept. 25.

WDDT Greenville, Miss.—Granted assignment of license to **William Hodding Carter Jr.** and **John T. Gibson.** Mr. Carter, present 34% owner of station, and Mr. Gibson, present, 24.95% owner, will be equal partners. They are buying re-



mainder of station's stock from Delta Democrat Publishing Co., for $11,851. Announced Sept. 25.

KFJI Klamath Falls, Ore.—Granted involuntary transfer of control from **W. D. Miller,** deceased, to **Willard D. Miller,** executor of estate of W. D. Miller. Transfer involves 100%. Willard D. Miller is son of W. D. Miller. Announced Sept. 25.

WDKD Kingstree, S. C.—Granted assignment of license to **E. G. Robinson Jr.** tr/as Palmetto Bcstg. Co. Mr. Robinson, present 50% owner of station, is buying out his partner, **M. L. Few,** for $70,000. Announced Sept. 25.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Seeks transfer of control of licensee corporation from **M. C. Gregory** to **Michael R. Freeland** and **Flora Ellen Freeland** for $85,000 and assumption of certain liabilities. Transfer involves 100%. Mr. Freeland is 50% partner of **WFWL Camden, Tenn.** Filed Sept. 25.

WPFA Pensacola, Fla.—Seeks assignment of license to **Jerome William O'Connor** for $77,500. Mr. O'Connor holds radio-tv commercial production interests. Filed Sept. 21.

WORC Worcester, Mass.—Seeks transfer of negative contral (50%) from **Harold** and **Miriam Kaye** to **A. Abbott Coblentz** and **Bernard Koteen** for $60,000. Messrs. Coblentz and Koteen each presently own 25% of outlet. Filed Sept. 20.

KCLV Clovis, N. M.—Seeks acquisition of control by **Odis L. Echols,** 25.3% owner of station, through purchase of 25.3% from **Horace Echols** and **Coy Echols** for $5,631. Filed Sept. 20.

WBRE-AM-FM Wilkes-Barre, Pa.—Seeks transfer of control of licensee corporation to WBRE-TV Inc. Transfer involves 100%. Consideration is exchange of stock. Filed Sept. 20.

WSIX-AM-TV Nashville, Tenn.—Seeks acquisition of positive control of licensee corporation by **Louis R. Draughon** through purchase of 33.3% from **W. H. Criswell** for $250,000. Mr. Draughon is present 33.3% owner. Mr. Criswell is leaving station. Remaining 33.3% will continue to be held by **S. D. Sanford Jr.** Filed Sept. 20.

WCEF Parkersburg, W. Va.—Seeks assignment of license to Franklin Bcstg. Co. Corporate change. Filed Sept. 25.

Hearing Cases . . .

FINAL DECISION

WLON Lincolnton, N. C.—FCC made effective immediately initial decision and granted application of Lincoln County Bcstg. Co. to increase power of WLON from 500 w to 1 kw, on 1050 kc D. Announced Sept. 26.

INITIAL DECISIONS

Mt. Pleasant, Iowa—Hearing Examiner J. D. Bond issued initial decision looking toward denial of application of Henry County Bcstg. Co. for new am to operate on 1340 kc, 100 w unl., in Mt. Pleasant. Announced Sept. 26.

Shreveport, La.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Twin-City Bcstg. Co. for new am to operate on 1330 kc, 1 kw D, in Shreveport, and application to increase power of **KDSM El Dorado, Ark.,** from 1 kw to 5 kw on 1290 kc D. Announced Sept. 26.

Saline, Mich.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of The Saline Bcstg. Co. for new am to operate on 1290 kc, 500 w D, in Saline. Announced Sept. 20.

KUIN Grants Pass, Ore.—Hearing Examiner Jay A. Kyle issued initial decision looking toward denial of application to change facilities of KUIN from 1340 kc, 250 w unl., to 1480 kc, 1 kw unl. Announced Sept. 26.

OTHER ACTIONS

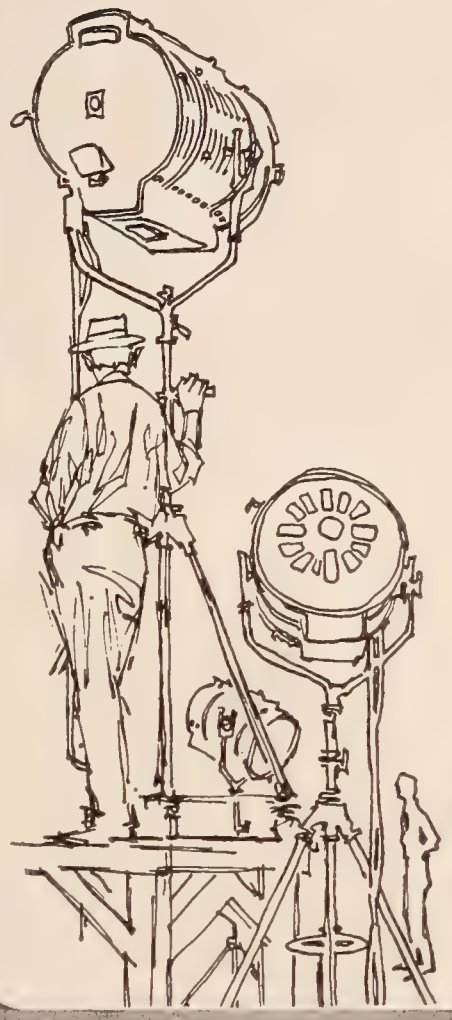
WSLA (TV) Selma, Ala.—FCC denied May 29 petition by Department of Defense seeking review of hearing examiner's memorandum opinion and order of May 18 which denied Department's petition to reopen record in proceeding involving application by Deep South Bcstg. Co. for mod. of cp of WSLA to move trans. site to about 50 miles from Selma and 23 miles from Montgomery, locate main studio at trans. site and increase ant to 1,993 ft. Announced Sept. 26.

Pine Bluff, Ark.—FCC denied petition by **B. J. Parrish,** Pine Bluff, for review and reversal of various rulings of hearing examiner, which excluded from evidence various material and testimony which Parrish sought to submit in am proceeding in Dockets 11323, et al., affecting am applications in Macon and Columbus, Ga., Monroe, La., and Pine Bluff, Ark.; dismissed as moot Broadcast Bureau's motion to dismiss Parrish petition. Commissioner Craven abstained from voting. Announced Sept. 26.

WNAO-TV Raleigh, N. C.—FCC denied July 13 petition by WNAO-TV Raleigh, N. C., for rehearing and for stay of Commission's June 29 decision which granted application of Capitol Bcstg. Co. for new tv to operate on ch. 5 in Raleigh, and denied competing application of WPTF Radio Co. Commissioners Bartley and Craven abstained from voting. Announced Sept. 26.

KGEO-TV Enid, Okla.—FCC corrected record

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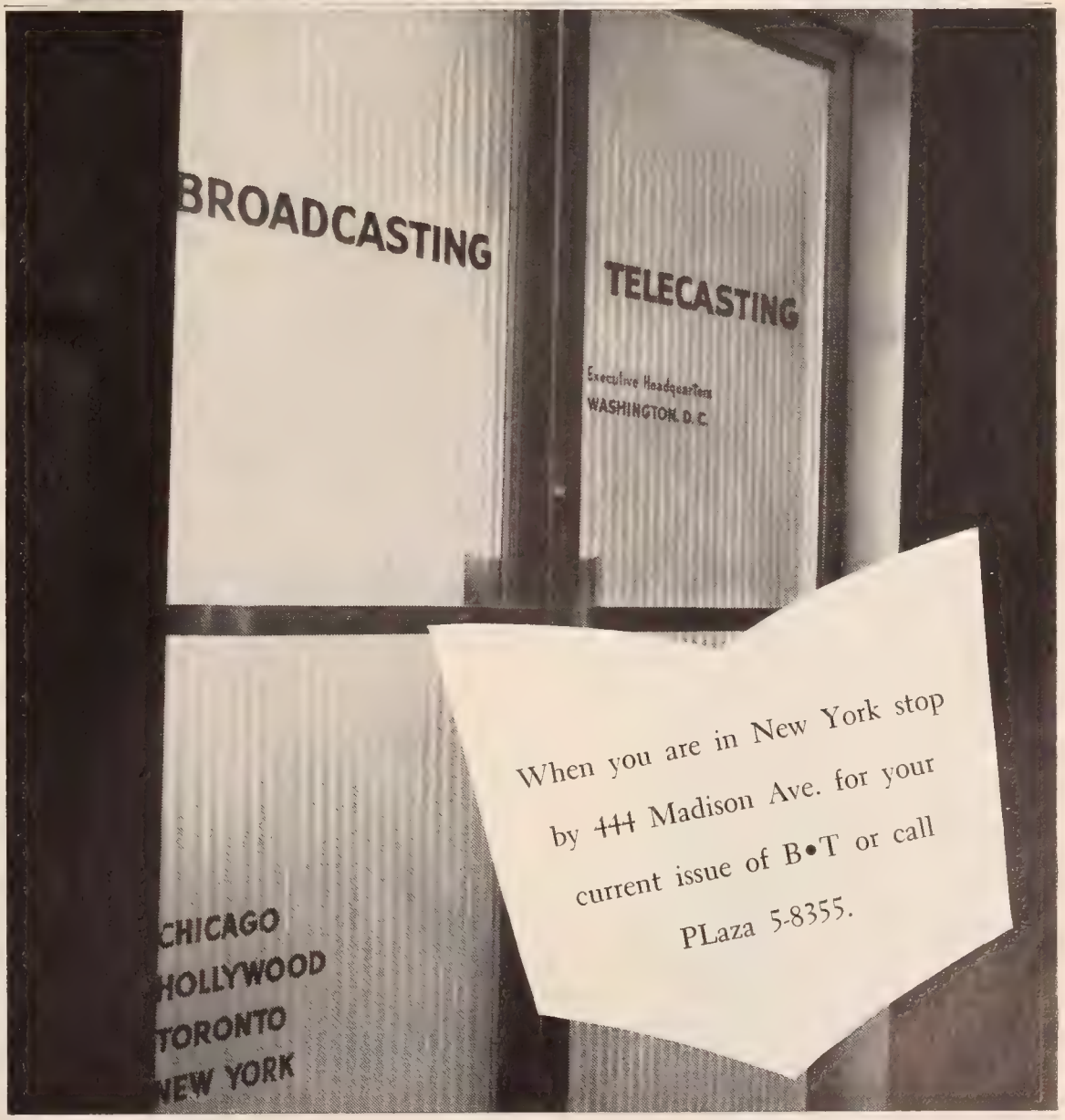
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in certain respect but denied, in all other respects, Department of Defense petition of June 4 for rehearing and other relief in proceeding involving May 2 grant to Streets Electronics Inc., for mod. of cp of KGEO-TV to move trans. 31 miles from Enid, increase ant. height to 1,356 ft. and make ant. and other equipment changes. Announced Sept. 26.

WBLK Clarksburg, W. Va.—FCC granted petition filed by National Community Television Assn., for review and reversal of chief hearing examiner's ruling, and granted that Association leave to intervene as party in proceeding on applications of Ohio Valley Bcstg. Corp. for new tv (**WBLK-TV**, ch. 12), and for transfer of control of that corporation from News Publishing Co. to WSTV Inc., Steubenville, Ohio. Announced Sept. 26.

Routine Roundup . . .

September 20 Applications

ACCEPTED FOR FILING

Modification of Cp

WCOG Greensboro, N. C.—Seeks mod. of cp (which authorized increase in D power and erection of additional tower for new DA array) for extension of completion date.

WJLN-TV Birmingham, Ala.—Seeks mod. of cp for extension of completion date.

KHBC-TV Hilo, Hawaii—Seeks mod. of cp for extension of completion date to April 13, 1957.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WITH-TV Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WRAK-TV Williamsport, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 16, 1957.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of License

KENL Arcata, Calif.

September 21 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

KOAT Albuquerque, N. M.—Granted April 3 petition for dismissal of its applications for cp and license on 860 kc and dismissed hearing. Action Sept. 19.

Broadcast Bureau—Granted petition for extension of time to Sept. 24 to file response to petition for reconsideration and mod. of Commission opinion and order filed by **Joe B. Carrigan**, trustee, and **James K. Smith**, partnership d/b as Smith Radio Co., ch. 4 proceeding, Port Arthur, Tex. Action Sept. 19.

B. L. Golden, Fresno, Calif.—Granted petition for extension of time to Oct. 1 to file reply briefs to exceptions, re his am application. Action Sept. 19.

By Hearing Examiner Thomas H. Donahue

The Saline Bcstg. Co., Saline, Mich.—Granted motion to correct transcript, re its am application. Action Sept. 19.

Crawfordsville Broadcasters Inc., Crawfordsville, Ind.—Granted motion for continuance of hearing from Sept. 25 to Oct. 25, re its am application and that of **J. E. Willis**, Lafayette, Ind. Action Sept. 20.

By Hearing Examiner J. D. Bond

Philadelphia, Pa.—Upon informal request by applicants, and with consent of Broadcast Bureau, ordered that further hearing re am applications of Rollins Bcstg. of Delaware Inc. and Franklin Bcstg. Co., Philadelphia, scheduled for Sept. 21, is continued to Oct. 4. Action Sept. 20.

By Hearing Examiner Herbert Sharfman

WTAO Cambridge, Mass.—Granted motion for leave to amend its am application so as to request 760 kc in lieu of 740 kc, and application as amended is removed from hearing. Action Sept. 18.

Anadarko, Okla.—Ordered that prehearing conference is scheduled for Oct. 3, re am application of Indian City Bcstg. Co., Anadarko. Action Sept. 19.

Beacon, N. Y.—Ordered that prehearing conference, now under indefinite continuance, is rescheduled for Sept. 28, at 2:00 p.m., re am applications of West Shore Bcstg. Co., Beacon, The Westport Bcstg. Co., Westport, Conn., and **James W. Miller**, Milford, Conn. Action Sept. 19.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time from Sept. 17 to Sept 19 to file proposed finding of fact and conclusions, re am application of **Sanford A. Schafitz**, Lorain, Ohio. Action Sept. 18.

WKMF Flint, Mich.—Granted petition to reopen record, re its am application, solely for purpose of receiving in evidence stipulation attached thereto, of additional engineering information requested by Broadcast Bureau subsequent to close of hearing, and record is closed. Action Sept. 19.

By Hearing Examiner Jay A. Kyle

Jacksonville, Fla.—Ordered that prehearing conference will be held on Sept. 27, re am applications of Joseph M. Ripley Inc. and **Robert Hecksher**, Jacksonville. Action Sept. 19.

September 21 Applications

ACCEPTED FOR FILING

License to Cover Cp

WEND Baton Rouge, La.—Seeks license to cover cp which authorized new am.

WCAR Pontiac, Mich.—Seeks license to cover cp which authorized change in power; installation of DA-2; change ant.-trans. and studio location, and change in station location from Pontiac to Detroit.

KMRS Morris, Minn.—Seeks license to cover cp which authorized new am.

WANB Waynesburg, Pa.—Seeks license to cover cp which authorized new am.

WRAD Radford, Va.—Seeks license to cover cp which authorized change in hours of operation from D to unl., using 500 w N, 5 kw D, and installation of DA-N.

WFMT (FM) Chicago, Ill.—Seeks license to cover cp which authorized changes in licensed station.

KRCC (FM) Colorado Springs, Colo.—Seeks license to cover cp which authorized changes in licensed station.

KHAS-TV Hastings, Neb.—Seeks license to cover cp.

WCKT (TV) Miami, Fla.—Seeks license to cover cp which authorized new tv.

Modification of Cp

WAZL-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WQIK-TV Jacksonville, Fla.—Seeks mod. of cp for extension of completion date.

WEAL-TV Orlando, Fla.—Seeks mod. of cp for extension of completion date.

WAAB-TV Worcester, Mass.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp for extension of completion date to March 17, 1957.

WFTV (TV) Duluth, Minn.—Seeks mod. of cp for extension of completion date.

WKNE-TV Keene, N. H.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WFPG-TV Atlantic City, N. J.—Seeks mod. of cp for extension of completion date to July 16, 1957.

WKDN-TV Camden, N. J.—Seeks mod. of cp for extension of completion date.

WKNY-TV Rochester, N. Y.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WCBF-TV Rochester, N. Y.—Seeks mod. of cp for extension of completion date.

KTVQ (TV) Oklahoma City, Okla.—Seeks mod. of cp for extension of completion date.

WTVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

WACA-TV Camden, S. C.—Seeks mod. of cp for extension of completion date to April 16, 1957.

KXYZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date.

WLTV (TV) Wheeling, W. Va.—Seeks mod. of cp for extension of completion date to Arpil 16, 1957.

Renewal of Licenses Returned

KAFP Petaluma, Calif.—(Re name); **KSJO San Jose, Calif.** (Re name); **KUKI Ukiah, Calif.** (dated wrong).

Renewal of SCA

KTKT-FM Tucson, Ariz.

Remote Control

WSPA-FM Spartanburg, S. C.

September 25 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 21

WILL-TV Urbana, Ill.—Granted license for noncommercial, educational tv station (ch. *12) and to add Board of Trustees to applicant name. ERP: 45.7 kw vis., 22.9 kw aur.

WFIL-TV Philadelphia, Pa.—Granted license covering changes in facilities of existing tv.

WCPO-TV Cincinnati, Ohio—Granted license covering changes in facilities of existing tv.

KMID-TV Midland, Tex.—Granted license for tv station (ch. 2). ERP: 100 kw vis., 50 kw aur.

KOIN-TV Portland, Ore.—Granted license for tv station (ch. 6). ERP: 100 kw vis., 50 kw aur.

WCAX-TV Burlington, Vt.—Granted license for tv station (ch. 3). ERP: 18.2 kw vis., 9.55 kw aur.

KGNC-TV Amarillo, Tex.—Granted license for tv station (ch. 4). ERP: 100 kw vis., 50 kw aur.

WMNA Gretna, Va.—Granted license for am station.

KCCO Lawton, Okla.—Granted license for am station.

Following stations were granted authority to operate trans. by remote control: **KRPL Moscow, Idaho; WSPA-FM Spartanburg, S. C.; WSMT Sparta, Tenn.**

WJDM Panama City, Fla.—Granted extension of completion date to 3-21-57.

Action of September 19

KOOS Coos Bay, Ore.—Granted extension of completion date to 3-1-57.

Actions of September 18

WXYZ-TV Detroit, Mich.—Granted license covering cp for changes in ant. facilities.

KUZN West Monroe, La.—Granted license for am station.

KRAI Craig, Colo.—Granted license covering change in facilities, installation of DA-N and change in ant.-trans. location.

WSYD Mount Airy, N. C.—Granted license covering change in facilities, change in trans. location, changes in ant. system and installation of DA-N.

WFOB Fostoria, Ohio—Granted license covering changes in DA.

Following were granted extensions of completion dates as shown: **WBKB (TV) Chicago, Ill.**, to 12-3; **WYES (TV) New Orleans, La.**, to 4-16-57; **KETA (TV) Oklahoma City, Okla.**, to 3-18-57; **WBZ-TV Boston, Mass.**, to 4-8-57; **WKBT (TV) La Crosse, Wis.**, to 3-6-57; **KPIC (TV) Roseburg, Ore.**, to 4-25-57; **WWLP (TV) Springfield, Mass.**, to 3-1-57.

September 25 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WOW Omaha, Neb.—Denied Aug. 6 petition for intervention and for other relief in proceeding re am application of **KODY North Platte, Neb.** Action Sept. 20.

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition for extension of time to Sept. 20 to file proposed findings in proceeding on am applications of **B. J. Parrish**, Pine Bluff, Ark., et al. Action Sept. 20.

By Hearing Examiner Elizabeth C. Smith

The Greenville Bcstg. Corp., Greenville, Ohio—Granted petition for continuance of hearing from Sept. 24 to Oct. 4, re its am application. Action Sept. 21.

By Hearing Examiner H. Gifford Irion

WSLA (TV) Selma, Ala.—Upon request by Capitol Bcstg. Co., Montgomery, Ala., ordered that final date for filing of reply findings and conclusions is extended from Oct. 1 to Oct. 15, re application of WSLA for mod. of cp (ch. 8). Action Sept. 21

By Hearing Examiner Basil P. Cooper

Smith Radio Co., Port Arthur, Tex.—Granted

Continues on Page 107

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RADIO

Help Wanted

Salesmen

Good salesman who can also announce, southern New Mexico. Base commission arrangement or salary. Permanent position, congenial staff. Write Box 906A, B•T.

Salesman-announcer wanted by progressive Chicagoland daytime. Experienced in sales and able to handle announcing trick. Send complete details and salary requirements. Box 930A, B•T.

Excellent opportunity in major market for hard-working, experienced salesman with merchandising ideas. Salary plus commission. Permanent position with expanding organization. Complete details to KSPO, Spokane, Washington.

Wanted regional sales manager. Should be making over $8,000 per year now. Salary and good commission. Call, write or wire S.A. Hassan, WROY, Carmi, Illinois.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Michigan regional expanding staff. Need two fully experienced air and street salesman combination. Immediate opening, station recognized as area leader. Give full details first letter. Box 845A, B•T.

Announcer with first ticket. Give full particulars first letter with salary expectation. Northeast. Write Box 911A, B•T.

Announcer-engineer. Topnotch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Midwest net. affiliate wants experienced announcer-personality. Give full details first letter, including expected salary. No tapes until requested. Box 935A, B•T.

Good announcer with 1st phone. South Florida network 250 watter. Box 941A, B•T.

Two combo men needed at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Salary open. Give full particulars first letter, plus starting salary, would like tape, if possible. Box 946A, B•T.

All night DJ with first class ticket for great 24 hour market, Las Vegas. New ownership going all out on 24 hour DJ personality programming with all out promotion, all media. Send fast moving tape with your selection from top 100 pop tunes and 5 minute news to Buskett, KRAM, Hotel Riviera, Las Vegas, Nevada.

RADIO

Help Wanted—(Cont'd)

Announcers

Mature news director needed immediately for remote studio operation. Good salary, also opportunity to sell if desired. Permanent. Phone WFRO, Fremont, Ohio, FEderal 23951.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Morning man fast growing indie. $85 starting. Must be experienced. Send audition, resume, WPVL, Painesville, Ohio.

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Martin Block and Howard Miller disregard. But we are looking for men of your stature, highest rated in all our markets, Omaha, New Orleans, Kansas City, Minneapolis and we've just acquired a Miami station. Only alert and original sounding deejays need apply. All tapes returned immediately. Air tapes to Todd Storz, Kilpatrick Building, Omaha, Nebraska.

Technical

Regional station with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T

Wanted: Young EE graduate with good mathematical ability for position with established Washington consulting engineering firm, involving office, lab and field work. Good opportunity for professional advancement. Send resume. Box 905A, B•T.

Chief engineer wanted. Good pay, pleasant working conditions. Box 916A, B•T.

Have opening for two, first-class licensed engineers. Box 917A, B•T.

ENGINEERS

NEEDED AT ONCE

Expanding, coastal, California network vhf needs immediately, engineers fully qualified and experienced in studio, transmitter maintenance and operation. Excellent opportunity for qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer, KSBW-TV, P. O. Box 1651, Salinas, Calif.

RADIO

Help Wanted—(Cont'd)

Technical

Bright young man interested in tape and disc recording field as apprentice for the engineering department of a large New York City recording firm. Musical background preferred. Salary to suit ambition. Box 926A, B•T.

Large network radio station, major eastern market needs first class man for studio and transmitter duty. Immediate vacancy. Beginning salary $80.00. Box 959A, B•T.

Engineer-announcer. Chance to become chief. Planning television expansion. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Chief engineer-announcer for third market in Oklahoma. Permanent, reliable and ambitious first phone man only $100 per week. Call or write KCRC, Enid, Okla.

Wanted, first class engineer who can do announcing, be the chief engineer of the Quint Cities daytime music and news station going more power in October with new studios and new equipment. Earnings in line with performance. Contact Lester L. Gould, Manager, KFMA, Box 457—415 Perry Street, Davenport, Iowa.

First phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

First class engineer-announcer. Family man for good family town. $5000. WFKY, Frankfort, Kentucky.

Chief engineer-announcer. Excellent opportunity for young experienced man to move up. Salary dependent only on responsibility you can assume. WLFA, LaFayette, Georgia.

Announcer-first class engineer for mountain studio-transmitter on October 20th. Single man with car. Two days off per week. Start $60.00 plus room and board. Send full details WMIT, Charlotte, N. C.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Combo man, 1st phone to act as chief engineer. Will handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

First class license man for maintenance of remote controlled fm station in central New York. State qualifications and salary requirements. Reply to: Donald Udey, Chief Engineer, Terrace Hill, Ithaca, New York.

Wanted: Experienced tower erector—work unlimited. Contact Mr. Auer, Tower Service Company, 3010 Delsa Drive, Salt Lake City, Utah.

Programming-Production, Others

Immediate opening. Special events and news work primarily, some DJ and board work. Good opportunity with leader in area. Community growing. Send data and tape. Box 925A, B•T.

News editor-broadcaster sought by Chicago area community station. Gather, write, announce local news. Handle interviews. Submit educational and work background and starting salary. Box 931A, B•T.

Combo gal, capable handling traffic and bookkeeping in small station in southern California where personnel not only double but triple in brass. Salary commensurate with ability. Submit photograph and complete details. Box 954A, B•T.

Wanted: Good local news reporter with radio voice for excellent daytime operation in New England. Write or call WESO, Southbridge, Mass. State full background and salary requirements.

Mature news director needed immediately for remote studio operation. Good salary, also opportunity to sell if desired. Permanent. Phone WFRO, Fremont, Ohio, FEderal 2-3951.

Wanted: Experienced continuity writer. Wonderful opportunity. Excellent independent ideally located in beautiful southwestern Michigan. WHFB-Radio, Benton Harbor, Michigan.

Need continuity writer immediately. Must be able to write strong sell copy. Send sample copy, salary open, to WIBM Jackson, Michigan.

Program director—with good selling voice to replace current man being promoted to manage new company-owned station. Prefer man who is strong on news and adept at both hillbilly and pop. Must be steady man. Future opportunities unlimited with organization planning expansion into new markets. Send tape. WKUL, Cullman, Alabama.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Girl Friday wanted who can double in brass in programming, traffic and executive secretarial duties. Write in complete detail today to Radio-TV Station WLEX, Earl Boyles, Manager, Lexington, Ky.

Copywriter, male to work closely with account executives in writing and servicing major local accounts. Expanding department, excellent opportunities for advancement. Send personal resume including samples to WMBD, Peoria, Illinois.

Wanted: Copywriter. Programming and announcing ability desirable but not necessary. Write WMRF, Lewistown, Penna.

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Situations Wanted

Managerial

Sales manager/manager: Looking for facts, not fiction So am I! Available, my detailed experience outline documenting the facts of successful manager/sales manager record. Three stations in sixteen years, two sold out from under me at top price. I'm now employed, but we both can do better. Negotiations confidential. Box 831A, B•T.

Capable manager or operations director tv or radio. Thirteeen years experience. Married, family. Experienced every phase industry. Presently directing tv operation southwest. Desire security with expanding operation. Immediately available. Box 949A, B•T.

Manager/sales manager: 14 years sales, sales manager NBC station; 2 years sales manager CBS affiliate, one year general manager top 5 kw independent. Family man, 43 years old. College education. Florida preferred. Now employed. Best references. Box 951A, B•T.

Manager—7 years experience from ground up. Constructed and operated successful kilowatt 5 years. AB Degree, married, finest references. Willing to invest. Looking for permanent location with future. Age 30. Box 961A, B•T.

Manager — managing medium market — desire change and permanency. Energetic family man. Box 968A, B•T.

Sales manager—desire larger market sales manager. Managing medium market. Family man. Box 969A, B•T.

Sales manager — 32, family—producer—desires permanent situation. Now general sales manager. Box 970A, B•T.

General or commercial manager. Have over 20 years experience at 43, and this is ready to work for you. Outstanding sales ability on local and national level. Not an arm chair exec but a driver with tight operation know-how. Can get the job done for you and am ready to go. Box 973A, B•T.

Salesmen

Wanted, sales or management in upper midwest. Several years experience in both. Sales record over $70,000.00 annually. Presently employed. Will take four weeks to make change. Complete resume on request. Box 848A, B•T.

Salesman-announcer. 6 years. Also have 1st phone. Family. Prefer central or north central Texas. Box 929A, B•T.

Salesman—top man wants permanency in large market. Experienced sales manager—family man. Box 971A, B•T.

Announcers

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified announcer. Send audition, details and references first letter, no unmarried men. Box 726A, B•T.

Announcer, 4 years. All phases. Married. Veteran. Desires permanent location. Box 876A, B•T.

Good newsman, sportscaster, staff. Seeks midwest location. Four years experience. Presently news and sports director. Box 915A, B•T.

Experienced announcer/newsman. Family, 35, college, veteran. Middle Atlantic or New England area. Box 920A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Good, versatile voice with school background. Looking for good spot. Box 932A, B•T.

Personality DJ, strong commercials. Reliable, eager to please. Go anywhere. M. Stillman. Box 933A, B•T.

Experienced DJ, with proven success in major markets. Sell products instead of himself. Seeking better potential. Reply in confidence. Box 934A, B•T.

5 years experience, all phases radio-tv. Married, college—presently employed by satisfied station in good sized market in northeast. Seek advancement—radio DJ, tv variety show. Successful professional singing. Available 2 weeks notice. Tape, photo, etc. on request. Box 944A, B•T.

Announcer, seven years experience, 31, married, family, experienced PD, would like radio or tv. Would like to relocate by November 1. Box 945A, B•T.

Announcer—experienced—family man. Desires permanent location in small or medium market. Prefer southern states. Box 947A, B•T.

Attention southern California! Experienced and versatile staff announcer wishes to locate at small station. Box 952A, B•T.

Staff announcer. Versatile. Sports, records, news. Prefer east. Exchange references. Box 953A, B•T.

Announcer-mature, reliable. Accent on news. Some tv experience. Seeking good market, preferably northeast. Box 960A, B•T.

DJ with 6 years experience and 1st phone. Presently employed. Proven results with morning and afternoon shows. Excellent references including sponsors. Stations with turnover need not apply. Box 963A, B•T.

1st phone top-flight announcer, 3½ years experience, desires relocation. Presently employed. Relaxed easy going style. Box 965, B•T.

Stations sold! Desires change, west, southwest, northwest. 1st phone. 5 years broadcasting. Announcing, continuity, programming some sports. No maintenance. Minimum $90, forty hours. Guy Christian, Bel Aire Motel, Sterling, Colorado.

Mature first phone. Top newscaster. Excellent commercials. Wants permanent job Atlantic seaboard. No sales, minimum maintenance. Now employed. Martin Hagen, 154 West Franklin, Waynesburg, Penna.

Anyone, anywhere, California. Announcer, negro —graduate Speare school, Hollywood. Good voice, personality—neat—hard worker. Experienced all phases. Tape. Cliff Morris, 1724 South Arlington Avenue, Los Angeles, California.

Announcing school graduate with 1st phone, desires first position. State salary, hours. Russ Randolph, 2219 N. Parkside, Chicago.

Technical

Chief engineer. IRE member. 1st class licensee. Experienced administration, design, construction, maintenance and operation, AM-FM. Physical, nuclear research background. 35. Married. Family. Can invest. Box 914A, B•T.

Experienced, capable chief engineer-construction, maintenance, directionals, remote control, 250 watt to 50 kw. Box 922A, B•T.

Programming-Production, Others

Newsman. Foreign correspondent on way home from Berlin and Paris. Announcer, writer, special events, three years newspaper. Box 870A, B•T.

RADIO

Situations Wanted—(Cont'd)

Radio station Girl Friday desires to relocate. Prefer south but will listen to any offer. 3 years experience. Traffic, promotion, continuity, clerical. B.S. Degree in radio and speech. Box 942A, B•T.

News reporter, writer, editor and broadcaster. Twelve years experience. Journalism degree, executive background. Best references. Box 955A, B•T.

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv spot buyer/admin. assistant. Heavy and versatile ad agency experience. Good contacts, interested in medium sized agency. Box 957A, B•T.

TELEVISION

Help Wanted

Managerial

Company operating TV stations in several extremely attractive, rapidly growing small markets needs executive personnel, strong sales background desired, managerial potential required. Permanent connections with genuine opportunity for men who can convince us they're right material for small to medium situations. Openings available immediately. Send complete resume including salary requirements. Box 899A. B•T.

Salesmen

KCBD-TV has opening for TV salesman. If you are presently selling for a Texas or Oklahoma station and have experience, energy and integrity, you may be our man. Contact George Tarter, KCBD-TV, Lubbock, Texas.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contract Sales Manager, WTVO, Rockford, Illinois.

We have an opening immediately in sales for man who is qualified to handle local and regional sales at grass roots level in southern market of 50,000 on CBS affiliated vhf. Position calls for strong background in local sales. Opportunity unlimited as to salary and future. This is an important job and we expect to pay well if you are qualified. Send complete letter with trade references and pictures to John E. North, P. O. Box 309, Jackson, Tennessee.

Announcers

Progressive Michigan station expanding staff. Has opening for trained TV announcer-copywriter in immediate future. Employee benefits, ideal working conditions, excellent location. Personal interview absolutely essential. Send full information, no tapes to Box 910A, B•T.

Tv announcer—competitive market, midwest. Will accept experienced radio announcer ready for tv. Send picture, resume. Box 939A, B•T.

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- College City 10,000
- Only Station
- Year-round mild climate $27,500

RALPH J. ERWIN

P.O. Box 811 Licensed Broker Tulsa, Oklahoma

TELEVISION

Help Wanted—(Cont'd)

Announcers

Experienced radio or tv announcer for night time schedule on established Indiana outlet. Film work also involved. Write Box 271, Muncie, Indiana.

Technical

Wanted: Licensed engineers with TV experience for mountain top location. Box 912A, B•T.

Technician to operate, maintain, improve three-camera vidicon system; teach production course if necessary. Stimulating educational atmosphere. Send information on marital status, salary requirements, training, experience, with photo. Box 913A, B•T.

Engineers needed at once for expanding coastal California network vhf. Studio, transmitter maintenance and operation experience a must. Excellent opportunity for fully qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Hargan, Chief Engineer, KSBW-TV, P. O. Box 1651, Salinas, California.

Programming-Production, Others

Experienced tv sales promotion, merchandising, and publicity director wanted immediately. CBS affiliate. Pennsylvania. Box 938A, B•T.

Girl Friday for on-air and production work at midwestern vhf. Appear regularly on air plus behind scenes Program Department work. Send full details to Box 966A, B•T.

Situations Wanted

Managerial

East and midwest. TV salesman-director-producer-announcer available for medium market. Prefer program director, will consider comparable offer. Eight years experience two major markets. Double in sales. Box 882A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Ten years television-radio. Announcer, dj, singer, actor. Present location five years. Prefer station with live music or variety shows. Box 918A, B•T.

Warm personality—one year commercial tv. Former DJ. Whimical ad-lib. Not "announcer type". Convincing "live" sell. Telegenic. Perfect MC. College and SRT graduate. Seeking station that appreciates value of "live" commercials and personality show. Medium to large market. Box 937A, B•T.

Technical

TV transmitter engineer. Eight years actual experience with GE and RCA TV transmitters to 50 kw, with supervisory background. Former AM chief with college training. Wants locate Kansas, Oklahoma, west Texas or New Mexico. Presently employed large TV station. Available two weeks notice . Size of operation or salary secondary to permanent position in above locations . Mature family man. Best references. Box 919A, B•T.

TV studio technician, currently working, 3½ years experience, all phases studio operations. Second phone. Norm Weissman, 2038 Richfield Drive, Dayton, Ohio.

Recent 1st phone, desires his first position as engineer. State salary, hours and routine. Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Radio newsman wants teevee. Five years reporting and broadcasting, including newspaper. Also solid foreign experience. Box 871A, B•T.

Copywriter-salesman to write and/or sell for TV station. Two years experience TV and radio copy, currently selling radio. Married, veteran, college. Box 921A, B•T.

Newsman, experienced all phases tv-radio news, married, M.A. journalism. Desires position with station emphasizing news. Box 948A, B•T.

Ten years experience, all phases, radio and tv, announcer, production, programming, sales, film, traffic . . . veteran, 29, married, university graduate . . . will relocate . . . seeks good position with permanent future. Box 972A, B•T.

FOR SALE

Stations

Delaware—$75,000.00; Florida—$65,000.00; Massachusetts—$160,000.00; Maryland—$65,000.00; North Carolina—$20,000.00; New York—$85,000.00; Ohio—$40,000.00; Pennsylvania—$80,000.00; Rhode Island—$42,000.00; Virginia—$50,000.00; Vermont—$50,000.00; West Virginia—$60,000.00. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Used 5 kw AM, air cooled, RCA transmitter. XEAW, Apartment 628, Monterrey, Nueno Leon, Mexico.

Wanted: Used type 44BX and 77D microphones. 3⅛" 90 degree bends. 7C26 tubes. WFMS, Indianapolis, Indiana.

Used disc recorder, or overhead recording mechanism. State type, condition, accessories and price. WLBN, Lebanon, Kentucky.

Reasonable priced used equipment. Transmitter, turntables, amplifiers, tape recorders. Write WSOO, Sault Ste. Marie, Michigan for listing.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Wanted: Any equipment for 1 kw station, with remote operation. Pastor Schaeffer, Delevan, N. Y. Machias 8778.

Western Electric 10 kw transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

Part ownership desired by experienced program, news and play-by-play sports director. Can make substantial investment. Married, veteran, college graduate. Box 895A, B•T.

Chief engineer—can invest. Read other ad; Radio, Situations Wanted, Technical. Box 936A, B•T.

I have qualified clients wanting stations. Texas, Arkansas, Kansas, Missouri, Oklahoma, Colorado. Operating figures immaterial. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Equipment wanted, 1 Collins 4 ring fm antenna. Reply to Box 950A, B•T.

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Wanted: Used 3 or 6-bay antenna for Channel 3, 5 to 50 kw; used 6 or more bay antenna for Channel 12, 5 to 50 kw. Hector Balcazar, Apartado 1762, Mexico, D. F.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Independent Music . . . News . . . Sports Stations in Alaska. Positions open either Anchorage or new station in Fairbanks.

General information for all positions listed: This is not second rate radio . . . Our stations are on par with best independent music and news stations in larger metropolitan cities. This is not a slow track and is no place for the would-be, has-been or never-will-be. These positions are for professionals and pay accordingly. On all positions, salary is open but good. Tell us what you would expect to be paid stateside and we will adjust upward to compensate for higher living costs in Alaska. Alaska cities are not whistle stops or tank towns but have all the necessities, conveniences, and luxuries of any larger modern American city. Transportation advanced. Deductions for price of ticket will be made from salary over the first six months' period. At the end of six months satisfactory service, all deductions are refunded.

1. ALL NIGHT DJ. Shift and work is as follows: Monday thru Friday—Board work and taped show ten p.m. till twelve p.m.; DJ popular variety show 12 midnight till 3 a.m.; taped show 3 a.m. till 5 a.m.; morning show 5:00 a.m. till 6:00 a.m. Sundays—Four hours board and air work. All shows are heavy commercial. Unless you are willing to work the above hours and can sell hard commercial copy and lots of it, do not apply. If you expect to play rhythm and blues, Rock and Roll of all varieties, progressive jazz, or "cool" music, please do not waste your time and ours. Strictly enforced music policy of the stations prohibit all of the above. Pay good but hours permanent, music policy strict. No humorist or character expected or desired. If you feel that you do a good country and western show say so but not necessary to get the position.
2. NEWSMAN
   Newsroom. Editing news from both press services, deliver five minute newscasts every hour. Five p.m. till midnight Monday thru Friday; 11 a.m. till 7 p.m. Sundays. Must have ability to rewrite, edit, and cover local phone contacts. Hours as above. Not subject to change.
3. COPYWRITER
   Man or woman. Must be able to write hard sell copy and lots of it. Not interested in production spots; shows; sophisticated, artistic copy; institutional or good-will copy. We want one minute sell announcements on the retail level.
4. SALES
   Salary and commission. High wage level. Experience in servicing accounts and ability to sell in highly promotional market. All sales on retail level, easily made but require more than usual amount of servicing. Not for the inexperienced.

Send applications with recent photo and tape if for announcer for all above positions AIR MAIL to Personnel Office, Radio Anchorage, Inc., Box 1960, Anchorage, Alaska.

RADIO

Help Wanted—(Cont'd)

WANTED—STAFF

Complete staff in Number one market. New operation.

Commercial Manager
Salesman
Announcers
Copy Writer

Send full information in writing.
Box 900A, B•T

Salesmen

AM and TV Broadcast Sales

Major manufacturer of AM and TV Broadcast equipment offers unusual field sales opportunity.

Excellent starting salary—outstanding Company paid benefit program—Retirement Plan—Expenses paid including relocation.

Background should include:

1. ***EE degree or equivalent technical experience.***
2. ***AM or TV broadcast equipment experience:***
   — 2 years sales or,
   — 3 years studio engineering or,
   — 3 years design or product development.

Resume including complete educational, business, and military background will be treated in strictest confidence.

Reply to Box 928A, B•T

Announcers

What's happened to the good morning men?

We'd like to find one.

Interested in working for an eastern 50,000 watt metropolitan independent? *RUSH* tape and background to Box 927A, B•T

POP DEEJAY WANTED

NBC station, 15 years old, looking for top-notch announcer excelling in pops. Up to $100 a week paid for qualified man. Reasonable hours.

WCRS

Phone 91300 P. O. 868
Greenwood, S. C.

RADIO

Help Wanted—(Cont'd)

Announcers

FLORIDA CBS AFFILIATE

NEEDS TOP-FLIGHT MORNING MAN

Must have proven ability, outstanding personality, and be able to do strong selling job. Send 15 minute tape of simulated or actual morning show with photo and complete personal details.

Box 958A, B•T

Practical . . . Non-technical

Just Published

Audio Control Handbook

For Radio & TV Broadcasting

by Robert S. Oringel

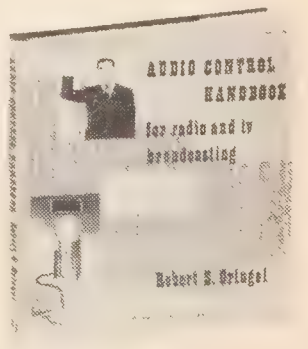
Broadcast Engineer, Voice of America

160 pages, 8¾" x 10", 131 illus.

Only $6.50

Now . . . all about audio techniques, available for the first time in this concise and profusely illustrated handbook. Here are the methods to achieve highest standards of broadcast quality . . . *explained step by step,* with "refresher"-review questions in each chapter. **COVERS IN DETAIL:**

- TV mike usage
- FCC regulations, etc.
- mike types—patterns
- records—transcriptions
- hand signals and TV intercom
- program mike setups
- broadcast terminology
- tapes and tape editing
- cue-up and play procedures
- remote broadcasts



Everything the audio operator needs . . . for all program formats . . . is packed in this authoritative, easy-to-use handbook. Examine it today. Clip and mail this coupon.

HASTINGS HOUSE, PUBLISHERS, Dept. BT-2
41 East 50th St., New York 22, N. Y.

Send Oringel's AUDIO CONTROL HANDBOOK for 10-day examination. If not satisfied I will return it—pay nothing. Otherwise, I'll remit $6.50 plus postage. (We pay postage if you remit with coupon—same return privilege.)

Name .....

Address .....

City .....Zone.....State.....

RADIO

Help Wanted—(Cont'd)

Technical

WANTED: TRIPLE THREAT CHIEF ENGINEER, with most emphasis on FM transmitter experience. Successful commercial FM operation plus popular AM station (TV later) in major New England market wants a chief who's good on maintenance, likes audio work and can help build a real engineering team for a company with a future. Send resume, references and snapshot first letter.

Box 962A, B•T

Technical

ENGINEER-ANNOUNCER

for Sitka, Alaska, church-owned KSEW, operated commercially on the campus of Sheldon Jackson Junior College. Must have first class license. Also Program Director wanted with educational radio background.
Unusual career opportunity for experienced broadcaster dedicated to Christian service. Write John Groller, Presbyterian Board of National Missions, 156 Fifth Ave., New York, N. Y.

RADIO

Situations Wanted

Managerial

AVAILABLE

Dick Rudolph, former General Sales Manager of WITH, Baltimore, is available. Has averaged over $200,000 annual sales for past ten years. Also served with Hearst newspapers for 10 years. Know all agencies and advertisers in Baltimore, Philadelphia, Washington and Richmond. Best reference is my record.

6611 Edenvale Road,
Baltimore 9, Maryland
Hunter 6-4334

This forceful . . . 34 year old sales executive has an increasingly successful record in sales administration with one of the nation's well known radio and television stations. The sales organization he now operates is successful but self limiting due to market restrictions. He is free to travel or relocate for a challenging job with top station or firm.
Box 943A, B•T

RADIO

Situations Wanted—(Cont'd)

Managerial

Not a genius, but a guy with lots of imagination and creativity. Plenty of experience in program production, management, as well as promotion. On camera work too. Radio or TV, what have you to offer?
Box 940A, B•T

TELEVISION

Help Wanted

Programming-Production, Others

WANTED

TV news operation needs a trained newsman with Journ. degree. Reporting and re-write ability a must, and prefer man capable of on-camera news delivery. Full power, CBS affiliate in state capitol. Fine opportunity for man with minimum experience in radio or TV news. Salary commensurate with ability and experience.

BOX 924A, B•T

Established network vhf needs experienced:
Program Assistant (Girl)
Continuity Writer
2 Cameramen (Program Department)
Producer Director
Weather Girl—Stenographer
Forward full resume, references, salary requirements and photo.
Box 967A, B•T

FOR SALE

BROADCASTING SCHOOL IN BOSTON FOR SALE

Well-known established school. Approved for Korean veterans. Successful, profitable enterprise. Will make back investment first year. Good reason for selling. Contact Albert Kramer, Attorney, 476 Dedham Street, Newton, Mass., LAsalle 7-0911.

FOR SALE

Equipment

FOR SALE

RCA 5 DX Air Cooled 5 Kilowatt AM Transmitter, including operating spare parts and tubes. Price $5,500. F. O. B. Amarillo. Also available 21 function Remote System for this transmitter suitable for directional antenna use, $2,100. Equipment available about October 15th,
KFDA, Amarillo, Texas
B. S. Spiller, Chief Engineer

425 FOOT GUYED
STAINLESS TOWER

Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

EQUIPMENT WANTED

I want to buy three Ampex 450-B reproducers. Also I want to buy one Ampex 350-C recorder. Time is important. Immediate cash deal on delivery. Please reply immediately to
Box 855A, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

Continued from page 100

petition for continuance of further hearing from Sept. 26 to Oct. 17, in ch. 4 proceeding, Port Arthur; at further hearing, date for cross-examination of principals and date for taking of depositions will be specified. Action Sept. 20.

Babylon, N. Y.—On hearing examiner's own motion, ordered that further prehearing conference will be held at 9:30 a.m., Sept. 25, and that formal hearing is continued from Sept. 25 to Oct. 1, re am application of Babylon-Bay Shore Bcstg. Corp., Babylon. Action Sept. 20.

Claremore, Okla.—Ordered that prehearing conference now scheduled for Oct. 12 is rescheduled for Oct. 1 at 2:00 p.m., re am application of Claremore Bcstg. Co., Claremore. Action Sept. 20.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—On oral request by Cherry & Webb Bcstg. Co., Providence, and without objection by other parties in proceeding re its application for cp for new tv (ch. 12) and for STA, ordered that time for filing initial supplemental proposed findings of fact and conclusions is extended from Sept. 24 to Sept. 27, and time for filing replies is extended from Oct. 4 to Oct. 8. Action Sept. 20.

September 25 Applications

Accepted for Filing

License to Cover Cp

KAIM Honolulu, Hawaii—Seeks license to cover cp which authorized new am.

WPMP Pascagoula, Miss.—Seeks license to cover cp which authorized increase in power.

WFLR Dundee, N. Y.—Seeks license to cover cp which authorized new am.

WENE Endicott, N. Y.—Seeks license to cover cp which authorized change of operation from DA-1 to DA-N only, using number three tower for non-directional operation, and operate trans. by remote control from 909 E. Main St., Endicott, while using non-DA.

Modification of Cp

WELI-TV New Haven, Conn.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WJDM (TV) Panama City, Fla.—Seeks mod. of cp for extension of completion date to March 21, 1957.

WPFA-TV Pensacola, Fla.—Seeks mod. of cp for extension of completion date.

WATL-TV Atlanta, Ga.—Seeks mod. of cp for extension of completion date.

WQXL-TV Louisville, Ky.—Seeks mod. of cp for extension of completion date.

WQXN-TV Cincinnati, Ohio—Seeks mod. of cp for extension of completion date.

KGTV (TV) Des Moines, Iowa—Seeks mod. of cp for extension of completion date.

WPTV (TV) Ashland, Ky.—Seeks mod. of cp for extension of completion date.

WLAP-TV Lexington, Ky.—Seeks mod. of cp for extension of completion date.

WXEL (TV) Boston, Mass.—Seeks mod. of cp for extension of completion date.

WCOC-TV Meridian, Miss.—Seeks mod. of cp for extension of completion date to April 1, 1957.

WOCN (TV) Atlantic City, N. J.—Seeks mod. of cp for extension of completion date.

WINR-TV Binghamton, N. Y.—Seeks mod. of cp for extension of completion date to June 16, 1957.

WICA-TV Ashtabula, Ohio—Seeks mod. of cp for extension of completion date.

WAZL-TV Hazelton, Pa.—Seeks mod. of cp for extension of completion date to June 16, 1957.

WPHD (TV) Philadelphia, Pa.—Seeks mod. of cp for extension of completion date.

Renewal of Licenses

KERN Bakersfield, Calif.; KHSL Chico, Calif.; KBAB El Cajon, Calif.; KBIF Fresno, Calif.; KMJ Fresno, Calif.; KFWB Hollywood, Calif.; KFBK Sacramento, Calif.; KFXM San Bernardino, Calif.; KSON San Diego, Calif.; KCBS San Francisco, Calif.; KBIG Santa Catalina Island, Calif.; KONG Visalia, Calif.; KWSO Wasco, Calif.; KTTV (TV) Los Angeles, Calif.; KCOP (TV) Los Angeles, Calif.; KFMB-TV San Diego, Calif.

Renewal of License Returned

KMOR Oreville, Calif. (wrong dates).

September 26 Decisions

BROADCAST ACTIONS

By the Commission

Following were granted renewal of licenses: **KBEN Carrizo Springs, Tex.; KVOZ Laredo, Tex.; KSUN Bisbee, Ariz.; KAWT Douglas, Ariz.; KVAR (TV) Mesa, Ariz.; KCID Caldwell, Idaho; KCNA Tucson, Ariz.; KLGN Logan, Utah; KLUB Salt Lake City, Utah; KFBC Cheyenne, Wyo.; KMUR Murray, Utah; KOTS Deming, N. M.; KOWB Laramie, Wyo.; KOY Phoenix, Ariz.; KPTL Carson City, Nev.; KSOP Salt Lake City, Utah; KVOG Ogden, Utah; KYME Boise, Idaho; KRAL Rawlins, Wyo.; KNAK Salt Lake City, Utah; KVEL Vernal, Utah.**

September 26 Applications

ACCEPTED FOR FILING

License to Cover Cp

WTHI Terre Haute, Ind.—Seeks license to cover cp which authorized change from DA-2 to DA-1

WCYN Cythiana, Ky.—Seeks license to cover cp which authorized new am.

WDOS Oneonta, N. Y.—Seeks license to cover cp which authorized change in frequency; increase in power; change in hours of operation; change in ant.-trans. location, and erection of new ant. (increase in height).

WFIS Fountain Inn, S. C.—Seeks license to cover cp which authorized new am.

KTIX Seattle, Wash.—Seeks license to cover cp which authorized new am.

Modification of Cp

KCOA (TV) Corona, Calif.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WTVI (TV) Fort Pierce, Fla.—Seeks mod. of cp for extension of completion date to March 1, 1957.

WMFL (TV) Miami, Fla.—Seeks mod. of cp for extension of completion date to April 1, 1957.

WHFC-TV Chicago, Ill.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WCBC-TV Anderson, Ind.—Seeks mod. of cp for extension of completion date.

WKLO-TV Louisville, Ky.—Seeks mod. of cp for extension of completion date to March 1, 1957.

WTVX (TV) Gastonia, N. C.—Seeks mod. of cp for extension of completion date.

WTVG (TV) Mansfield, Ohio—Seeks mod. of cp for extension of completion date.

KSPG (TV) Tulsa, Okla.—Seeks mod. of cp for extension of completion date to April 16, 1957.

KCEB (TV) Tulsa, Okla.—Seeks mod. of cp for extension of completion date.

KBMT (TV) Beaumont, Tex.—Seeks mod. of cp for extension of completion date.

WBTM-TV Danville, Va.—Seeks mod. of cp for extension of completion date to April 16, 1957.

WFOX-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date to April 16, 1957.

Renewal of Licenses

KCNO Alturas, Calif.; KWTC Barstow, Calif.; KICO Calexico, Calif.; KMAK Fresno, Calif.; KTRB Modesto, Calif.; KVCV Redding, Calif.; KWIZ Santa Ana, Calif.; KRNO San Bernardino, Calif.; KGO San Francisco, Calif.; KNBC San Francisco, Calif.; KDB Santa Barbara, Calif.; KWG Stockton, Calif.

UPCOMING

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.
Oct. 2: Illinois Broadcasters Assn., semi-annual meeting, Abraham Lincoln Hotel, Springfield, Ill.
Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.
Oct. 3-4: NARTB Tv Code Review Board, Tides Inn, Irvington, Va.
Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.
Oct. 4-6: Community Tv Assn., third annual western regional conference, Hotel Multnomah, Portland, Ore.
Oct. 5: Ohio Assn. of Radio-Tv Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.
Oct. 5-6: Midwestern Advertising Agency Network, 4th quarterly meeting, Edgewater Beach Hotel, Chicago.
Oct. 6-7: American Women in Radio-Tv, Heart of America convention, Wichita, Kan.
Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.
Oct. 8-12: SMPTE semi-annual convention, Los Angeles.
Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.
Oct. 12: North Dakota Broadcasters Assn., fifth annual meeting, Clarence Parker Hotel, Minot.
Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.
Oct. 12-14: Intercity Conference of Women's Advertising Clubs, Minneapolis.
Oct. 12-14: Advertising Federation of America, 3rd district, Charlotte, N. C.
Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 16-18: National Assn. of Educational Broadcasters, annual convention, Biltmore Hotel, Atlanta, Ga.
Oct. 17: Indiana Broadcasters Assn., Sheraton-Lincoln Hotel, Indianapolis.
Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana, Ill.
Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.
Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.
Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.
Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.
Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.
Nov. 6: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.
Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.
Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.
Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.
Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.
Nov. 16-17: Oregon State Broadcasters Assn., Salem.
Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.
Nov. 29: Advertising Research Foundation, 2nd annual conference, Hotel Ambassador, New York.

NARTB CONFERENCES

Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Phase 1 Ends at Foley Square

NOW that the Foley Square branch of the House Antitrust Subcommittee has completed its public hearings, the question logically arises: What next?

Phase II, it must be surmised, will be an "interim report," which probably even now is in process of being drafted, and which should see daylight sometime before the Nov. 6 elections. About mid-October, or shortly thereafter, should fit the timing.

And what will this report find? Victor R. Hansen, the new assistant attorney general for antitrust, made the task relatively easy. And Committee Chairman Emanuel Celler telegraphed his punches.

The committee has already characterized the networks as monopolists. Mr. Hansen, though he has been on his job only since July 13, thinks "divestiture" may be indicated. He regards the network must buy and option time as more sinister than the block-booking of the motion picture industry, which terminated in a consent decree. He has made up his mind, even to the extent of calling in more FBI agents to mop up, giving the proceeding a criminal connotation.

However it may be conveyed, the accent will be on a consent decree, whereby the networks voluntarily would agree to divest themselves of certain holdings and practices, in return for which the antitrust suits would be avoided. Chairman Celler has said as much while the networks were under bombardment. Later he and his colleagues appeared to learn there was another side, and that to denude the networks of clearance and programming authority would be to destroy them.

Great stress was placed upon network stock ownership in and purported domination of Broadcast Music Inc. The performance statistics of ASCAP versus BMI prove conclusively that the issue is makeweight from the monopoly standpoint. As a practical matter, we doubt whether any network owning BMI stock would balk at this "divestiture." BMI pays no dividends. BMI achieved its purpose in introducing competition in the music copyright field. Tin Pan Alley and hundreds of theretofore unknown composers are better off because BMI came into being.

It is in the other areas of network operation and network-station relationships that the divestiture approach could become onerous. The FCC's Network Study Staff, with a separate appropriation from Congress, is covering the very same ground. Its report is due next June. Mr. Hansen's testimony was that a year, possibly two, would be needed to complete the Antitrust Division's study of all facets of network-station-film-advertiser relationships.

It would be the height of folly to be deluded by honeyed words about cooperation and frankness expressed after the testimony of the network presidents. Network affiliation contracts are in the hands of the committee, as are confidential agreements on talent and programming—the disclosure of which would cause untold distress. It is to be hoped the committee will honor the historic confidentiality of these contracts. So far there has been no answer.

The eyes of television in the weeks ahead will focus on the Celler Committee, the Antitrust Division and the FCC Network Study Group. Never was there greater need for clear thinking by government, lest injury be done to a service closest to the people.

Certainly, at this stage, no one should be stampeded. If there are technical violations of the statutes, then adjustments may have to be made, or the statutes changed to fit conditions peculiar to the information-entertainment-public service art which is television.

Crash Program Can't Be Slam-Bang

OF GREATER potential importance to the marketers and the buyers of advertising (as well as to broadcasters) than the fate of the 15% commission formula and what Uncle Sam may do about co-op advertising and merchandising tie-ins, is the study launched by the FCC to determine the fate of uhf allocations.

Commonly known as the "crash" program, but carrying the forbidding tentative title, Television Broadcasters & Manufacturers Research Committee, this voluntary group will seek the answer to the most vexatious problem confronting television—scarcity of facilities. All of the questions posed before committees of Congress and the Dept. of Justice stem from the fact that there are not enough desirable tv allocations to go around under present methods of allocation and evaluation.

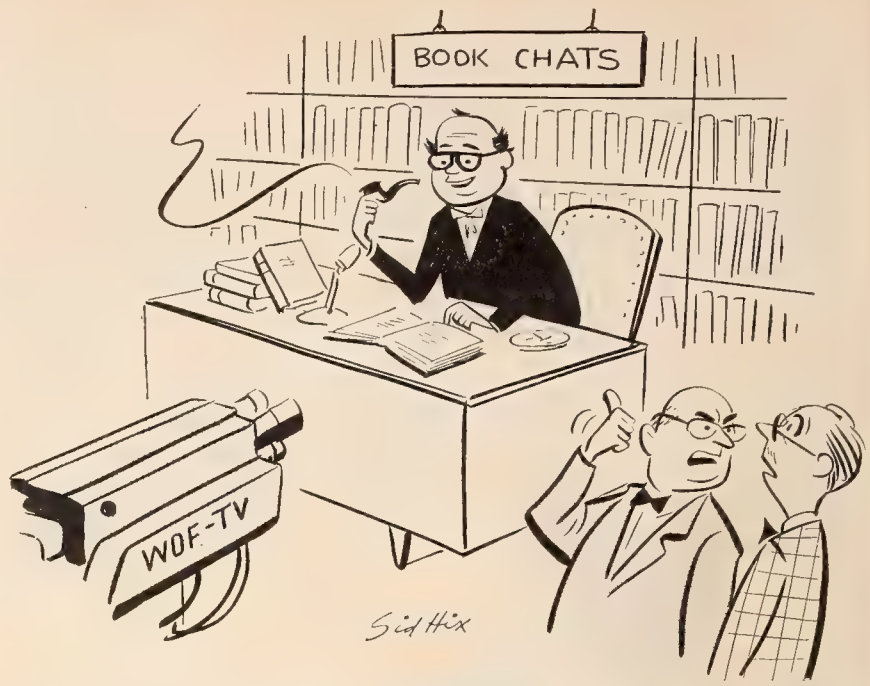
Tomorrow, the organizing subcommittee meets in Washington under the able chairmanship of W. R. G. Baker, GE engineering executive and president of RETMA. The project was born a fortnight ago under the FCC's aegis, and after Chairman McConnaughey had proposed it last April in an address before the NARTB convention.

Planned are a series of projects to determine whether uhf can eventually supplant vhf in whole or in part as the haven for tv. These cover propagation characteristics, along with transmitter and receiver test and design. They would supplant theory with engineering fact.

A number of organizations have pledged full cooperation, backed by their dollars, since government has not appropriated the funds to undertake these highly complex studies, for which there is little precedent and practically no stock testing equipment. Individual companies, too, can get behind the plan.

The project deserves the wholehearted support of all interested in television's healthy, stable growth. Television grew so fast in the post-war years that allocations techniques couldn't keep abreast of broadcaster (which means public) demand. There were few engineering bench-marks. Coverage curves, plotted from theory (or by osmosis) proved faulty. Vhf coverage exceeded theoretical expectations, while uhf coverage, notably in rugged terrain, was substantially less than projected.

With engineering facts at hand, the FCC should be in a position to chart longer range policy determinations on allocations. Meanwhile, it must move forward in providing additional service to areas lacking in facilities. Television progress should not be arbitrarily inhibited.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Do you realize the more he urges people to read, the less time they'll have to view our other programs?"

President or Candidate?

THOSE who question the desirability of introducing common sense into the political broadcasting laws are respectfully referred to the idiotic situation that arose last week when the FCC was asked if a charity appeal by President Eisenhower would entitle other presidential candidates to equal time.

The FCC's answer was yes, and it probably was right—as a legality.

Sec. 315 of the Communications Act says that if broadcasters make facilities available for the use of any candidate, they must give equal opportunity to his rivals. In the legal sense President Eisenhower's short appeal on behalf of the United Community Funds would constitute a "use" of facilities. Hence, Adlai Stevenson and any others running for the Presidency could legitimately request equal time.

This may make legal sense, but not any other kind.

It adds no glory to broadcasting that broadcasters have failed so far to unite in an effective effort to obtain more intelligent legislation than Sec. 315.

completely keep covered

with more from Channel 4

completely keep covered

WITH PROGRAMMING!
A strong CBS schedule augmented with the top from ABC and such local favorites as Tom Dailey, Gil Newsome and Fred Moegle... Channel 4 commands program leadership!

completely keep covered

WITH AUDIENCE!
Telepulse and ARB show that Channel 4 consistently leads in audience coverage of the great St. Louis Market. Throughout the week... month after month... it's Channel 4!

completely keep covered

WITH RESULTS!
With top programming throughout the week Channel 4 takes the largest audiences to give the advertisers a great sales potential in the St. Louis market!



Serving the Great St. Louis Market

CBS TOP PROGRAMS OF 2 NETWORKS ABC

You Get **MORE** on

in ST. LOUIS KWK TV CHANNEL 4

Represented Nationally By THE KATZ AGENCY, INC.



san francisco
atlanta
detroit
chicago
des moines
new york
boston
hollywood

weed & COMPANY

RADIO STATION REPRESENTATIVES

OCTOBER 8, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

HE BUSINESSWEEKLY OF ADIO AND TELEVISION

16.7% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 16.7% more on drugs* than families in Grade B area of any other Richmond market TV station

	Amount Spent on Drugs by Grade B Area Families	Percentage
WXEX-TV	$12,205,000	100%
Station B	$10,130,000	83%
Station C	$10,155,000	83.3%

*Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



The word is getting around! Fortune Magazine calls it

"The boom that runs a thousand miles." And also observes, "With secondary industry yet to come . . . the Ohio boom is still in its infancy."

The Magazine of Wall Street states:

"In this Valley of the Ohio history is being written. In a decade modern pioneers confidently invested hundreds of millions in new plants and still more are planned."

WTRF-TV, Wheeling, W. Va., is the Number One advertising medium in this rich industrial heartland.

In any advertising campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and its dominant, powerful advertising voice, WTRF-TV, Wheeling!

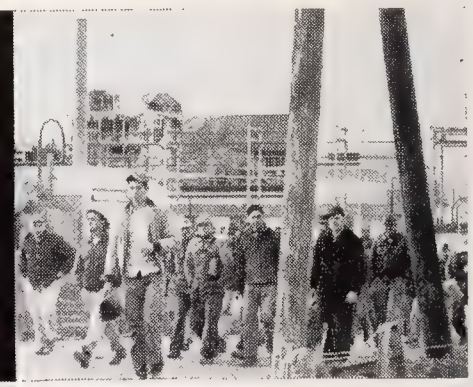
ADD $300,000,000.00!

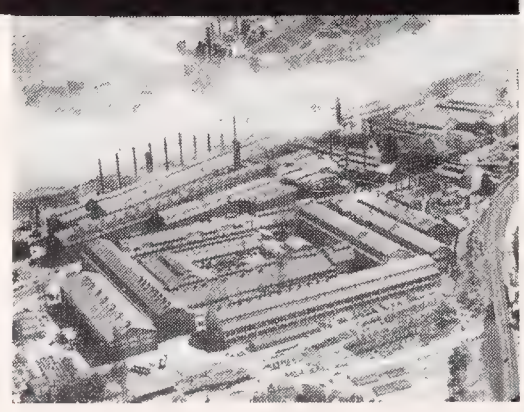
Olin-Mathieson Chemical and Revere Copper and Brass form Olin-Revere Metals Corporation . . . will locate 23 miles south of Wheeling . . . $231,000,000.00 company will produce 180,000 tons of primary aluminum a year . . . additional 225,000 kilowatt electrical generating unit to be constructed to serve the aluminum plant.

"a station worth watching"

wtrf-tv 7

Wheeling 7, West Virginia





For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!



Everyone...in the Texas Gulf Coast Area



is sold on KGUL-TV

The only station that delivers a primary city signal to Galveston and Houston.

KGUL-TV is top preference in prime time* with the most popular nighttime program, the largest average audience and the highest number of quarter hour firsts.

(Source: ARB, July, 1956, 7 days, 6 P. M. Midnight)*

¼ OF TEXAS

¼ of all Texas buying income, over 600,000 families with 475,000 television sets, make up the rich Gulf Coast Area, including Galveston and Houston.



Charted in proportion to effective buying income for counties included in KGUL-TV's coverage area.

kgul TV

GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IMPORTANT MEMO TO IMPORTANT RADIO TIME BUYERS!



KRLD, alone among major 50,000 watt radio stations in the rich, rapidly growing Dallas-Fort Worth Market, operates on a single frequency full time, sharing not so much as a minute.

This means one order, one billing . . . and that every announcement you use, no matter what time of day, is applied to earn for you a maximum frequency discount.

Texas' oldest CBS affiliate . . . KRLD is the Dallas-Fort Worth station to which a vast audience tunes with a purpose . . . for specific listening . . . and that makes your representation on 1080 doubly effective.

Buy double the impact for half the cost on . . .

KRLD Radio

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit®

RCA'S SECRET SYSTEM • While RCA-NBC is on official record as vigorously opposed to subscription-tv, exhaustive patent for "secret television systems" has been procured by Vladimir K. Zworykin, RCA honorary vice president, and assigned to RCA. U. S. Patent Office records show that eight claims were made and that patents were applied for in 1950 and granted July 31, 1956. System would be coin-operated, with selection of three programs. Like other subscription devices, invention is designed to send secret signals for distorting intelligence at transmitter and removing distortion at receiver.

B•T

DESCRIPTION of Zworykin patent states system would "provide for participation in financing of programs by an audience." In explanation, it's stated that in some instances "high quality tv programs whose costs exceed advertising revenues, or whose character would not tolerate the intrusion of advertising, are not available for general television audience consumption. It is clear, for example, that current motion picture production, which the film studios could not afford to release for general consumption unless the proper revenues were derived therefore, are at present probably withheld from television audiences because an acceptable system for audience-financing is not available."

B•T

WARNER-FOX MERGER? • Talk is current as to possible merger of Warner Bros. and 20th Century-Fox production facilities on mammoth Warner lot in Burbank, Calif. Story has it 20th Century would move its New York administrative headquarters to new building adjoining Warner, Burbank, and that both companies would merge distribution exchanges as well. Both are getting deeper in tv production too. 20th Century's present lot in Los Angeles is one of area's most valuable real estate tracts, oil rights alone commanding $37 million bid recently.

B•T

EXTENT to which television is outpacing movies on Hollywood scene is evidenced in roster of 26 big name stars on payroll at CBS Television City last week for six live shows, matching if not topping talent stable of any major film studio in movietown. Production costs on six hour shows for week exceeded $650,000. This fall CBS-TV Hollywood is feeding 33 film and live programs to network each week for total of 25½ hours, up two hours over last season.

B•T

DOWN MEXICO WAY • At invitation of Mexican government, FCC Comr. Rosel H. Hyde leaves about mid-October for Mexico City for further bilateral conversations on NARBA broadcast allocations. To be discussed will be terms of draft agreement evolved in Washington last July with Mexican delegation. Mexico is not now signatory to NARBA agreement signed with other North American nations. Tv allocations are not involved.

B•T

JOSEPH H. REAM, former executive vice president of CBS Inc., who retired four years ago, has accepted special assignment in Washington in connection with Defense Dept. activities. Since his CBS retirement, he has resided in Tallahassee, Fla., operating his farm and engaging in local law practice. Precise nature of his Washington duties not defined.

B•T

GROUNDED ANGEL? • Although Crowell-Collier has said financing was available for $16 million buy of Consolidated Television & Radio Broadcasters properties it still, according to best sources, doesn't have money on hand. Consequently application for FCC approval, scheduled to be filed last week, has new target date: this week. What is piquing curiosity is fact contract with Bitner-controlled broadcasting company has Oct. 31 cut-off date. According to informed reports, C-C has made no move to have contract extended, and H. M. Bitner, Consolidated chairman, has suggested no revision to publishing company. So far C-C has acquired KFWB Los Angeles, paying Harry Maizlish $2.47 million, and, by mutual consent, dropped its projected $1 million purchase of KULA-AM-TV Honolulu.

B•T

TIME Inc., which now holds three radio-tv properties (KOB-AM-TV Albuquerque, 50%; KDYL and KTVT [TV] Salt Lake City, 80%; and KLZ-AM-TV Denver, 100%) is contemplating expansion in broadcast field. Insofar as is known, there are no current negotiations but there have been signs that company is interested in expansion, possibly to full quota.

B•T

NO MONTANA FCC • Contrary to earlier reports, Montana Gov. J. Hugo Aronson does not plan appointment of Montana "FCC" which would authorize low power on-channel vhf boosters, as has been done in Colorado by Gov. Edwin C. Johnson. Answering inquiry from Archer S. Taylor, consulting radio engineer of Missoula, Mont., Gov. Aronson said he had had inquiries concerning on-channel boosters from both sides and that he felt that "it is a matter for regulation by the FCC."

B•T

FORMAL announcement shortly will be made of promotion of Merrill Lindsay, general manager of WSOY-AM-FM Decatur, Ill., to vice president in charge of operations of Lindsay-Schaub, parent newspaper organization. Reporting to Mr. Lindsay, who is NARTB director for fm stations, will be general managers of four newspapers, plus WSOY. Coincident with Mr. Lindsay's advancement, promotion of Milburn H. Stuckwish, WSOY station manager, to general manager will be announced.

B•T

COMMERCIAL CRITICS • Although it is too early for official announcement, 150 program review committees in 25 states will analyze tv commercials for full week in mid-November as next project of Peter Goelet's National Audience Board, and review questionnaires are being readied for distribution. NAB this week is expected to report on Labor Day weekend program analysis by nationwide committees including 800 community "leaders."

B•T

MOVIE industry spokesmen are openly unhappy about what they say was dull story of Hollywood last week by NBC-TV's Wide Wide World *and want future shows about movie capital to be filmed and carefully edited before showing. Feeling is accented by fact tv has taken over town's economics leaving virtually little but pride for movie titans, still smarting from deglamorization last spring when NBC-TV spectacular "un-covered" Beverly Hills.*

B•T

PRELIMINARY REPORT • FCC turned back two attacks on tv grants last week, with orders due to be issued this week. Commission agreed with examiner's initial decision last August denying protest of ch. 11 KIVA (TV) Yuma, Ariz., against January grant of ch. 13 Yuma to Wrather-Alvarez Broadcasting Co. (KYAT [TV]). KIVA had protested Yuma unable to support two tvs; FCC also decided to deny petition for reconsideration filed by Beechview Broadcasting Co. against last month's ch. 10 Portsmouth, Va., grant to WAVY that city. FCC also voted to reopen hearing on WWBZ Vineland, N. J., case to give station another opportunity to rebut charges its horserace programs used by gamblers. Two commissioners, Doerfer and Craven, voted to renew WWBZ license without further hearing.

B•T

THAT grant of private tv intercity relay last week to permit WCYB-TV Bristol, Va., to pick up programs of WSJS-TV Winston-Salem, N. C.—115 miles away—should not be given weight as indication FCC has changed policy regarding privately owned relays by tv stations. Grant is under existing policy which permits private relays only until common carrier puts in facilities and urges tv stations using own microwave equipment to amortize it soonest (Sec. 4.631 [c]). Commission still pondering policy whether or not tv stations and non-broadcast licensees should be allowed to install and operate own relays notwithstanding accessibility of common carrier facilities.

It's very nearly unanimous now in Minneapolis — St. Paul



Latest Hooper Says:*

WDGY FIRST

Among all Twin City stations all-day average Monday-Saturday

*Latest Nielsen** says:*

WDGY FIRST

Among Twin City independents

6 AM-12 midnite Monday-Sunday (NSI & total area, too!)

(Second only to one station on day-nite, week-long average)



*Latest Pulse*** says:*

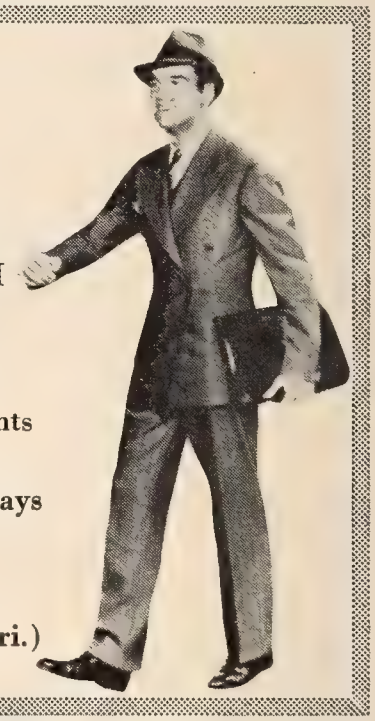
WDGY FIRST

Among all Twin City stations 12 noon-6 PM Saturdays

FIRST

Among all independents 6 AM-6 PM Mon.-Fri. 6 AM-12 noon Saturdays

(Only 4 points behind top station 12 noon-6 PM Mon.-Fri.)



Make sure you have the *up-to-date Twin City* radio story. Times have changed, and so have audience habits. Check the latest audience facts with General Manager Steve Labunski or your Blair man.

** Aug.-Sep. Hooper ** June Nielsen *** July-Aug. Pulse*

WDGY

Minneapolis-St. Paul • 50,000 watts— and almost perfect-circle daytime coverage

THE STORZ STATIONS

Today's Radio for Today's Selling

President: TODD STORZ

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | Represented by Adam Young, Jr.

at deadline

Four NBC Executives Named to Vice Presidencies

ELECTION of four new vice presidents and promotion of H. Earl Rettig to post of vice president and treasurer of NBC being announced today (Mon.) by President Robert W. Sarnoff.

New vice presidents: Charles H. Colledge, in charge of NBC facilities operations; Jerry A. Danzig, in charge of radio network programs; William R. (Billy) Goodheart Jr., in charge of television network sales, and William K. McDaniel, in charge of radio network sales. All four headed their respective areas of operation prior to elevation to vice presidencies.

Mr. Rettig, who has been vice president in charge of television network services, succeeds Joseph A. McDonald as treasurer. Mr. McDonald has been named assistant general attorney (see story, page 60).

Mr. Colledge, with NBC since 1933 (except for two-year stint as director of color television operations in Washington labs of parent RCA), reports to Charles R. Denny, executive vice president for operations. Mr. Danzig, who moved to NBC in 1955 after some 20 years with CBS-TV, WINS New York and Mutual-WOR New York, and Mr. McDaniel, who joined NBC in 1938 and subsequently served with KMPC and KECA-TV Los Angeles and ABC Western Div. before returning to NBC in 1952, both report to Matthew J. Culligan, vice president in charge of NBC Radio. Mr. Goodheart, co-founder of MCA and show-business veteran who came out of retirement to join NBC last May, reports to Thomas A. McAvity, executive vice president for tv network programs and sales. Mr. Rettig, in broadcasting and motion pictures for more than 25 years and with NBC since 1950, reports to John M. Clifford, executive vice president for administration.

Ade Hult to Screen Gems As Sales Development Head

APPOINTMENT of Adolph N. (Ade) Hult, formerly vice president in charge of sales for Mutual, as director of sales development for Screen Gems Inc., New York, announced Friday by John J. Mitchell, vice president in charge of sales for SG.

Mr. Hult served MBS for about 20 years, resigning in 1954. He served network in various sales capacities and was appointed a vice president in 1945 and board member in 1953. Starting in 1930, Mr. Hult was with sales staff of WGN Chicago for four years.

All's Well With Ford, CBS-TV

IN APPARENT MOVE to end speculation that Ford Div., Ford Motor Co., was planning to drop sponsorship of CBS-TV's *Ford Star Jubilee* series, Ford and network issued joint statement Friday stressing that "Ford fully realizes the prime importance of television as an advertising medium and of CBS-TV as a very important vehicle in that medium." Statement also noted that CBS-TV and Ford are "finalizing future plans for the *Jubilee* series" and that last week Ford sponsored a total of two and one-half hours of national network tv programming.

EVERYONE INVITED

"SURPRISE birthday party" for President Eisenhower to be presented on CBS-TV Saturday under sponsorship of national "Ike" Day Committee, preceding his actual birthday Oct. 14. It will be carried at 10-10:30 p.m. EDT, pre-empting Liggett & Myers' *Gunsmoke*. Program will include participation by President and family, and will feature Eddie Fisher, Irene Dunne, Nat "King" Cole, Helen Hayes and Gordon MacRae, with James Stewart as m. c.

Magnuson Stock in KIRO Challenged by GOP Opponent

STOCK ownership in KIRO Seattle by Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee was thrown into Washington senatorial campaign by Republican opponent, Gov. Arthur B. Langlie. In front-page story *Seattle Post-Intelligencer* (Hearst) reported Friday that Sen. Magnuson owned over 10,000 shares of Queen City Bcstg. Co. (KIRO) stock worth $40,000, which Gov. Langlie charged raised ethical questions in connection with KIRO's pending application for ch. 7 in Puget Sound area.

KIRO received examiner's nod in initial decision April 1955, but hearing was reopened to admit testimony about purported communist remarks involving Saul Haas, KIRO president. Records show Sen. Magnuson owns approximately 10,200 out of 254,544 outstanding shares of Queen City stock.

Gov. Langlie said stock of radio applicants getting tv grants quickly doubles and trebles in value. George P. Hardgrove, Seattle financier and Queen City board chairman, said Sen. Magnuson has never attempted to influence FCC decisions in favor of applicant.

Mrs. Frank Folsom Dies; Services Today in N. Y.

PONTIFICAL requiem mass for Mrs. Gladys Jordan Folsom, 58, wife of Frank M. Folsom, RCA president, will be held today (Mon.) at 11 a.m. at St. Vincent Ferrer Church in New York. She died Thursday of heart attack at her home in New York.

Mrs. Folsom was Lady of Grand Cross of Equestrian Order of Holy Sepulchre and was active in Catholic charities in New York, including New York Foundling Hospital. Family requests that in lieu of flowers, contributions be sent to that institution.

Arden Show for CBS-TV

NEW five-year CBS-TV contract announced Friday by actress Eve Arden under which her own production company will produce another situation comedy for CBS-TV for next fall. All rights to her *Our Miss Brooks* series (150 episodes) have been sold to CBS-TV for undisclosed amount to be paid over six-year period.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 48.

ARRID IN 75 • Carter Products (Arrid deodorant), N. Y., in addition to television campaign, is buying radio saturation package (with as many as 12 to 15 spots per week) starting Oct. 15 for seven alternate weeks. Schedule will be placed in about 75 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

TEMPTED TOWARD TV • Armour Co. (margarine), Chicago, through N. W. Ayer & Son, N. Y., considering television spot campaign. If schedule is approved, advertiser will use approximately 20 markets, starting Nov. 1 for 26 weeks.

CITIES SERVICE BUYING • Cities Service Oil Co. (gas and oil), N. Y., preparing radio spot announcement campaign starting Oct. 29 in about 40 markets for three weeks. Ellington & Co., N. Y., is agency.

MINUTES IN SECONDARIES • Campbell Soup Co., Camden, N. J., planning one-minute radio spot announcement schedule in 50 mainly secondary markets, starting Oct. 15 for 26 weeks. BBDO, N. Y., is agency.

POLITICAL PURCHASE • Volunteers and Businessmen for Stevenson & Kefauver committees are buying five minutes, five times weekly, early morning and noon in and around farm programs in almost 50 radio markets. Norman, Craig & Kummel, N. Y., is agency.

TV SPOTS FOR GOP • Republican National Committee buying 20-second television spots in 18 markets from now until election day. In addition, committee is considering—although no orders have been placed—additional half-hour network buys for last week before election day. BBDO, N. Y., is agency.

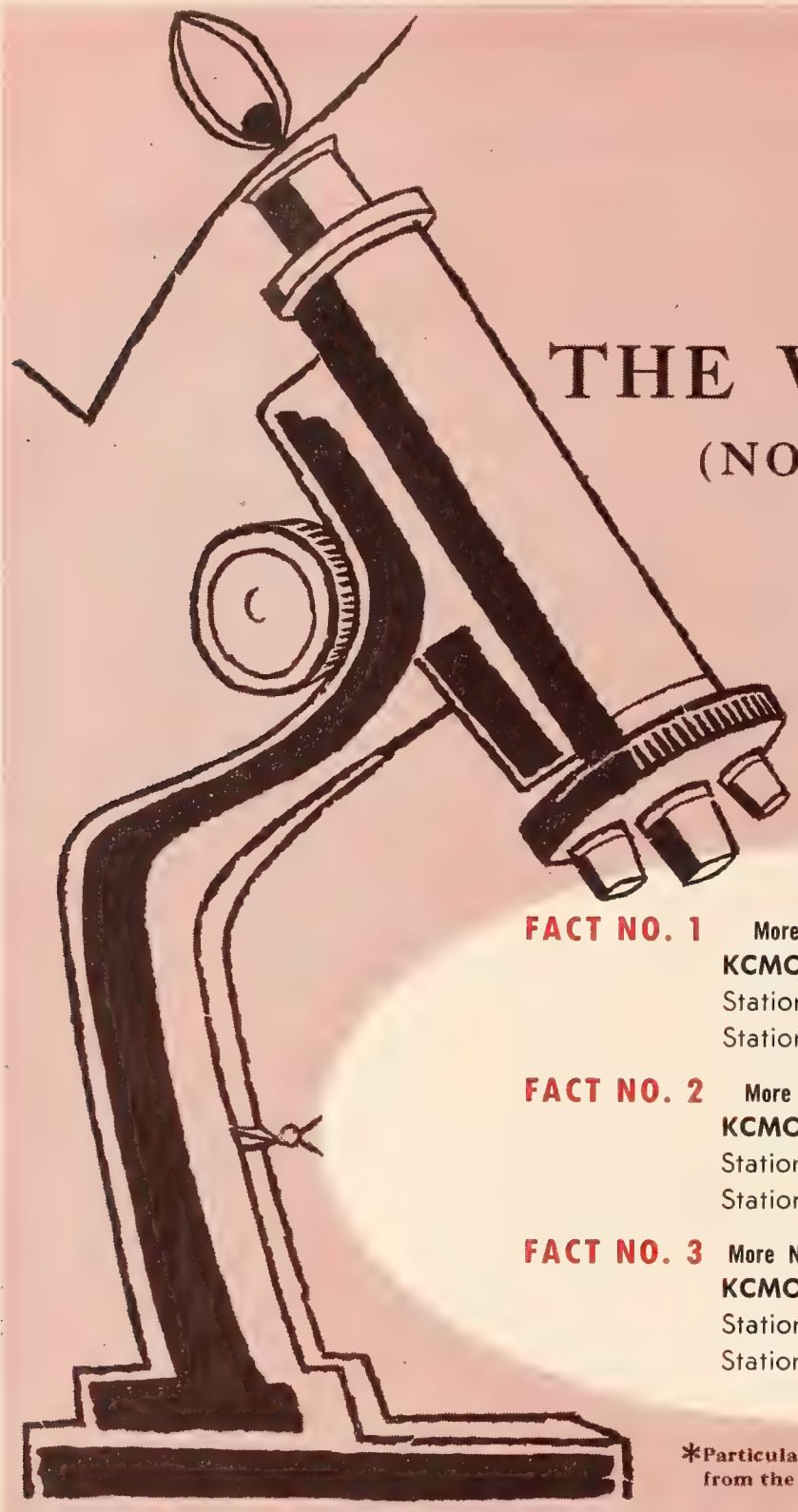
POSTUM IN 63 • General Foods Corp. (Postum), White Plains, N. Y., placing radio spot schedule effective Nov. 5 for 21 weeks in 63 top markets. Agency: Young & Rubicam, N. Y.

BIG BUY FOR NABISCO • National Biscuit Co. (Dromedary dates), N. Y., placing radio spot schedule Nov. 1-22 and again Dec. 4-24 in almost 100 markets. Lennen & Newell, N. Y., is agency.

SCOTT DRIVE SET • Harold F. Ritchie Co., Clifton, N. J., which recently shifted its Scott's Emulsion (vitamin supplement) account from Atherton & Currier to J. Walter Thompson, both N. Y., launching first tv spot campaign out of Thompson in 33 markets starting Oct. 21 and running through March. Scott's also will use five southern radio markets.

C & W GETS BUSY • Texas Co., which recently designated Cunningham & Walsh for

(Continues on page 9)



THE WHOLE TRUTH

(NOT 1/2 TRUTHS)

about who's watching who* in Kansas City

FACT NO. 1 More ARB quarter-hour firsts for KCMO-TV

KCMO-TV	**264**	**Channel 5**
Station B	137	As surveyed by ARB, July 1956
Station C	113	

FACT NO. 2 More PULSE quarter-hour firsts for KCMO-TV

KCMO-TV	**261**	**Channel 5**
Station B	158	As surveyed by PULSE, July 1956
Station C	50	

FACT NO. 3 More NIELSEN quarter-hour firsts for KCMO-TV

KCMO-TV	**225**	**Channel 5**
Station B	137	As surveyed by NIELSEN, July 1956
Station C	131	

*Particularly KCMO-TV, telecasting at full power from the world's tallest self-supporting tower.

CBS

KCMO-TV . . . ONE OF MEREDITH'S BIG 4 . . . ALL-FAMILY STATIONS

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Radio, Tv Cited as Best For Appliance Advertising

RADIO AND TV, as effective family media, are best for such family-decision items as appliances, R. J. Sargent, general manager of Westinghouse Electric Corp. consumer marketing-distribution division, told Ohio Assn. of Radio-Tv Broadcasters fall sales meeting Friday at Columbus. He said tv often provides only real demonstration family sees before purchase.

Mr. Sargent said *Studio One* CBS-TV audience costs $1.08 per 1,000 viewers per commercial-minute. He suggested radio-tv presentations to advertisers and agencies should show how to use all media in campaigns instead of just broadcast media.

George A. Moore, of Commerce Dept. field office, said Ohio is now second industrial state, having passed Pennsylvania and Illinois, and will eventually go ahead of New York.

Series of radio-tv panels held during day. Radio moderators were Bert Charles, WVKO Columbus, and Sam Johnston, WTVN Columbus. Tv moderators were J. L. Bowden, WKBN-TV Youngstown, OARTB president, and Robert D. Thomas, WBNS-TV Columbus. Radio speakers included Benedict Gimbel Jr., WIP Philadelphia; Gordon McLendon, KLIF Dallas; Daniel Kops, WAVZ New Haven, Conn.; Marilyn Bielefeldt, Earle Ludgin Adv. Agency, Chicago. Tv speakers were Norman E. Cash, Television Bureau of Advertising; T. S. Christensen, Philip Morris Inc.; Paul Schlessinger, Tatham-Laird Adv. Agency, Chicago; John B. Soell, WISN-TV Milwaukee, and Miss Bielefeldt. Luncheon speaker was William J. Hecker, advertising manager of special products, National Biscuit Co.

D. C. Agency Boosts Officers

FOUR top executives of Kal, Ehrlich & Merrick, Washington, D. C., agency, elected to new posts. Norman C. Kal, president and founder of WAAM (TV) Baltimore, becomes board chairman; Harry L. Merrick, vice president, elected president-treasurer; Alvin Q. Ehrlich, vice president, becomes executive vice president; Bernard R. Linkins, secretary, elected vice president-secretary. Agency, formed in 1922, has nearly 200 active accounts with several million dollars in billings.

WAAA, WTAN Change Hands

TWO station sales—WAAA Winston-Salem, N. C., and WTAN Atlanta, Ga.—announced Friday, both handled by Blackburn-Hamilton Co., brokers. WAAA was sold for $150,000 to Laury Assoc., including Robert Monroe and Arnold Schneidman as principals. WTAN, formerly WGLS, was sold by Noemac group for $85,000 to Robert Wasden, Emil Arnold and Jack Siegal, owners of WALT Tampa, Fla., and other stations.

Loew's Sells to WOAI-TV

LOEW'S Inc.'s tv division moved into its 18th market Friday in leasing library of 725 M-G-M features on seven-year, exclusive basis to WOAI-TV San Antonio. Transaction involved $800,000.

Arnold, Flynn Appointed To Top Posts at KTLA (TV)

TEAM of Lew Arnold and Henry Flynn appointed as general manager and assistant general manager, respectively, of Paramount-owned KTLA (TV) Los Angeles, it was announced Friday by Bernard Goodwin, president of DuMont Broadcasting and vice president of Paramount Television Productions. Top vacancy created by death Sept. 16 of Klaus Landsberg who had headed station and its experimental predecessor since 1941.

Mr. Arnold, executive assistant to Ted Cott, general manager of DuMont Broadcasting, has been serving as acting general manager of KTLA on interim basis. Mr. Flynn recently resigned as general sales manager of CBS Radio Spot Sales, is California native.

Examiners Rule Against CBS Entry in FTC Case

REQUEST of CBS to intervene in Federal Trade Commission's complaint against nine manufacturers whose products are sold in chain stores and who have used network merchandising plans [B•T, Oct. 1, July 30], has been recommended for denial by two FTC hearing examiners. Gist of initial decisions was that CBS' interest was so indirect no useful purpose served in permitting network to participate in hearings with manufacturers. FTC complaint charged manufacturers gave grocery chains special allowances through use of networks' merchandising plans—which insured special in-store promotions in grocery chains with which broadcasters had special tie-ins.

NBC Program Unit to Meet

MEETING of NBC Radio Network's program advisory committee to be held Friday in New York, Lester W. Lindow, WFDF Flint, Mich., chairman of committee, announced Friday. Session was described as regularly scheduled meeting. It's understood agenda will include discussions of "imagery transfer" concept of advertising being advanced by Matthew J. Culligan, NBC vice president in charge of radio network [B•T, Oct. 1], and promotion for projected "Most Beautiful Voice in America" contest announced some time ago, among other program plans.

UPCOMING

Oct. 7-10: Western Region AAAA meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-9: Clear Channel Broadcasting Service program directors' meeting, Chicago.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, U. of Alabama, Tuscaloosa.

For other Upcomings, see page 113

PEOPLE

JEAN CARROLL, timebuyer on Smith Bros. and Warner-Lambert at Sullivan, Stauffer, Colwell & Bayles, N. Y., has resigned and plans to move to West Coast.

GILBERT S. McKEAN, advertising manager and transcription director, Columbia Records Inc. (division of CBS Inc.) and former vice president and national sales manager, London Records, N. Y., named national sales and promotion manager for Crowell-Collier Pub. Co.'s new mail order phonograph record clubs.

MILTON BURGH, director of news for Mutual, has resigned, effective last Friday. Mr. Burgh had been associated with MBS news department since 1945.

• BUSINESS BRIEFLY

(Continues from page 7)

most of its advertising, effective Jan. 1 [B•T, Oct. 1], reportedly will launch first radio spot campaign through C & W (broadcast media heretofore being Kudner Agency responsibility) later this month to run through middle of December in over 60 top markets for Petrox additive in Fire Chief gasolines. Agency also will assume responsibility for ABC Radio Saturday afternoon broadcasts from New York's Metropolitan Opera House at beginning of broadcast season, Dec. 8.

D'ARCY RESIGNS PACKARD • Packard Div. of Studebaker-Packard Corp., South Bend, Ind., has been resigned by D'Arcy Adv. Co., effective Nov. 1. Billing is estimated at nearly $3 million. Benton & Bowles, N. Y., agency handling Studebaker, is expected to be named to service Packard. This would be in line with management thinking of consolidating Studebaker and Packard sales and marketing activities into one organization. Meanwhile, Studebaker through B&B is buying 100 markets for four-week tv spot schedule for 1957 models [B•T, Sept. 10] effective Nov. 1.

REPEAT CUSTOMER • Diamond Crystal Salt Co., St. Clair, Mich., which last July tested radio spot, apparently was convinced by results. Since that time, Diamond, through Ogilvy, Benson & Mather, has placed campaigns in approximately 35 markets, all in East, Northeast and Midwest. Now it's planning drives in 10 southern markets starting this month. Campaign will be directed along lines of four-week pushes with graduated hiatuses in between.

IDEAL EXPANSION • Ideal Toy Corp., N. Y., through Grey Adv., same city, will supplement its Yuletide push with participations in NBC-TV's *Home, Ding Dong School,* ABC-TV's *Kukla, Fran and Ollie,* and CBS-TV's *Art Linkletter's House Party* from Nov. 5-Dec. 14. Toy firm also will buy participations in local kiddies shows in 50 top markets.

WWL-TV Protests Grant

WWL-TV New Orleans, La., holder of grant for ch. 4 there but prohibited from building because New Orleans is one of 13 cities where the FCC has proposed deintermixture, appealed Friday to federal court in Washington against Commission's Sept. 26 grant of ch. 32 New Orleans to WWEZ that city. This is prejudical to WWL-TV's position, Loyola U. station said, because if Commission goes through with deintermixture in New Orleans it might have assigned ch. 32 to Loyola.

the week in brief

SPOT RADIO SPURTS AHEAD

August spot radio billings of $10.6 million, 28.5% ahead of last year, are reported by Radio Advertising Bureau; DeSoto puts $175,000 into special three-week radio-only campaign for 1957 models *27*

TV PACE: $100 MILLION A MONTH

B•T's preview of fall-winter business shows local, spot and network business all running well ahead of last year; half of total volume comes from networks, where ABC-TV is narrowing gap between it and CBS-TV and NBC-TV *28*
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WNBQ (TV) Chicago shows color tv to annual meeting of AAAA's Central Region; Howard W. Rapport of Tatham-Laird praises its accomplishments for advertisers *46*

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Sales offices are established in London, Berlin, Paris, Rome, Belgium and Sweden; four new properties are under consideration for production in conjunction with Sapphire Films, London *52*

MADISON AVE., HOLLYWOOD

Hal Roach Studios reorganizes its commercial division on advertising agency lines, with autonomous units assigned to service individual accounts *54*

MBS-RKO INTEGRATION SET

Tom O'Neil, president - chairman, RKO-Teleradio Pictures, announces plan making RKO stars available for Mutual programs; RKO executive personnel will help in sales programs, station relations; new MBS affiliation contracts are postponed indefinitely *58*

SHOULD TV MOVE TO UHF?

Station comments on FCC proposal for eventual move of all or substantial part of tv broadcasting to uhf region find vhf operators determined that they not be moved, uhf broadcasters insistent that move be hastened ...*63*

NBC TALENT CONTRACTS

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New IBM electronic brain, TELEVAC, to be installed in about 18 months at headquarters of telecasters' association, will provide up-to-the-minute compilations of tv advertising facts and figures *78*

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Second half of regional meeting series gets underway Thursday; attendance of 718 at first four sessions trails last year's 813 ..... *82*

FELLOWS GETS PR AIDE

Donald H. Martin, public relations director of British Travel Agency, joins NARTB as public relations assistant to the president *84*

RCA'S GIFTS TO SARNOFF

Magnetic tape player for tv programs, electronic air conditioner and electronic amplifier of light, asked for by RCA board chairman five years ago, are presented and demonstrated in ceremony at David Sarnoff Research Center *94*

CARTB SPEAKS ITS MIND

Explosive brief of Canadian broadcasters association asks Royal Commission to order Canadian Broadcasting Corp. to get rid of its empire-building complex *99*

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new adresses, including postal zone numbers. Post office will not forward issues.

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*Reg. U. S. Patent Office

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Now . . . 18 hours of

MUSIC

18 news shows daily on

WJIM Radio

Lansing

Famous on the local scene...

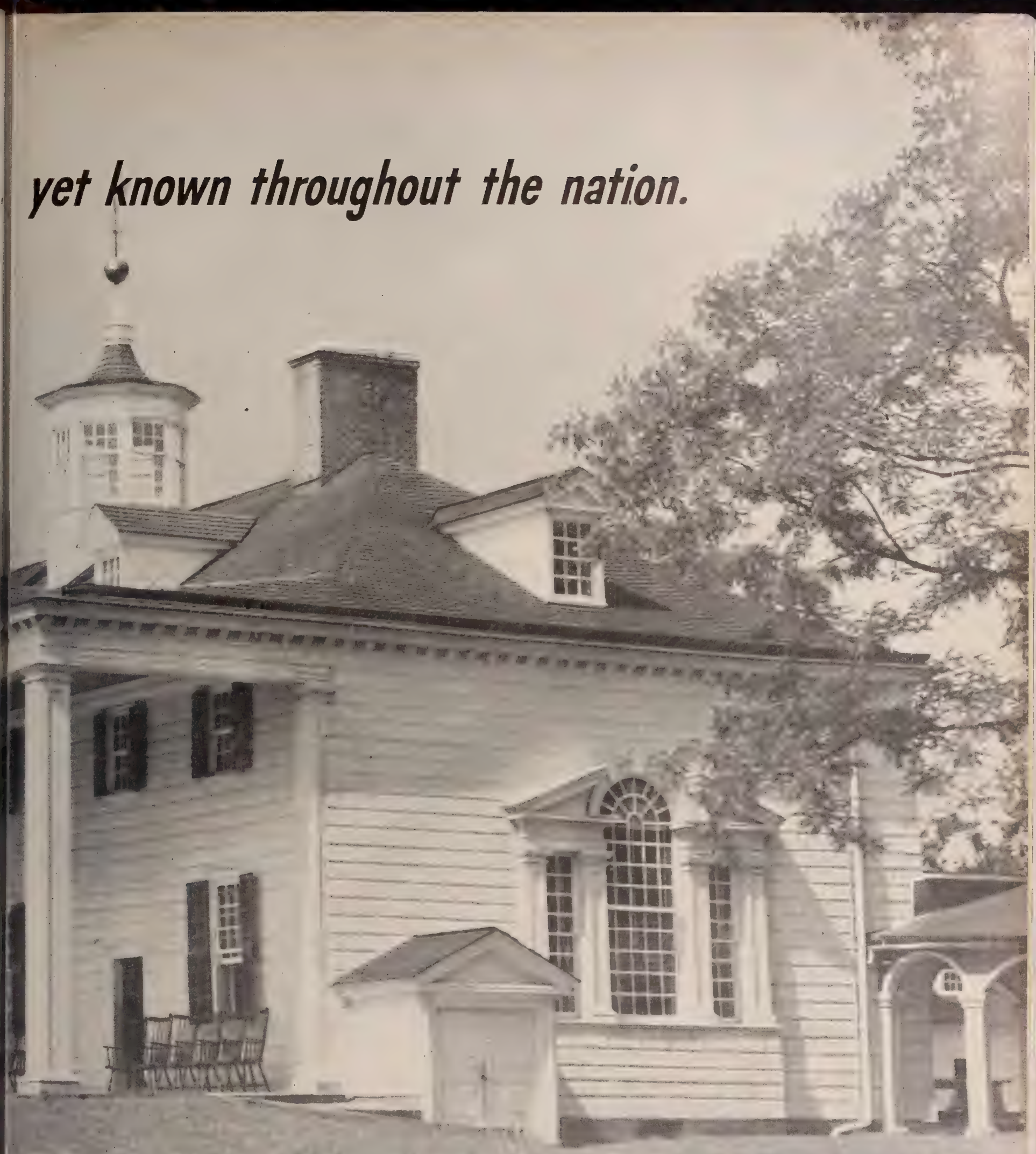
It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that has given national prominence to the Storer stations.

A Storer station is a *local* station.



yet known throughout the nation.



STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio
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WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga,
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.

WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

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BOB WOOD—national sales manager
} 118 East 57th Street, New York 22 • Murray Hill 8-8630

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GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

WVET
RADIO

Is Breaking Records in Rochester!

We're really breaking records—our library has been cleared of nerve racking, hard to take music and now WVET features "Melody Fidelity," good music for listening pleasure. The kind of music adults will remember and enjoy morning, noon and night. It's not crew cut or long hair, but just good enjoyable music that Rochester wants. News, too, is breaking all listening records for WVET's complete up-to-the-minute world-wide and local news coverage is aired every hour on the hour. Both news and music are presented by WVET personalities who are long-time favorites in Rochester. Your clients can break sales records with WVET radio.



Featuring

★ **MELODY FIDELITY**
Good music for listening pleasure

★ **EVERY HOUR NEWS COVERAGE**
World-wide and local news coverage every hour on the hour.

5000 WATTS
1280 KC

WVET
MUSIC
NEWS
ABC
ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING COMPANY

AQUA-SPECTACLE

A BETTER than average variety show was teamed with some beautiful swimming and spectacularly exciting water skiing to make up the "Aqua-Spectacle" which was the Sept. 29 presentation of NBC-TV's *Saturday Spectacular.* Esther Williams was lovely as lady-in-charge of proceedings both in and out of the water, her beauty charming the eye so effectively that the ear forgave some of the allegedly comic lines she was called on to utter. Monologist Don Adams and magician Ray Benson did well-polished night club acts; the Bassi Trio gave an amazing demonstration of foot juggling, and the swimming-dancing chorus that backed up Miss Williams and faced NBC's color cameras contributed several scenes of charm and beauty, particularly in "The Frog and the Princess" ballet sequence.

Red Barber was well cast as announcer for the amazing performance of the four world champion water skiers as they were towed around the pool at speeds that well could have been neck-break for any less skilled athletes. Less fortunate were Peter Lawford and Arnold Stang, whose chief duties were to introduce other performers and whose participation with Miss Williams in a parody of "Baby, It's Cold Outside" must have made them, as it did their audience, wish they'd stuck to their less conspicuous chores.

One man's opinion is that while Miss Williams is undoubtedly prettier than Ed Sullivan, NBC might find something better for her to do than head a vaudeville bill.

Production costs: approximately $125,000.
Sponsors: RCA and RCA-Whirlpool, through Kenyon & Eckhardt, and Oldsmobile, through D. P. Brother on NBC-TV, Sept. 29, 9-10:30 p.m. EDT.
Producer: Ben Gage; NBC Producer-Director: Greg Garrison; Musical Director: Jerry Dolan; Choreographer: Jonathon Lucas.
Cast: Starring Esther Williams, with Peter Lawford, Red Barber, Don Adams, Arnold Stang, Janik & Arnaut, Ray Benson, Bassi Trio and water skiing champions from Switzerland, Canada, South America and U. S.

SCUTTLING OF THE GRAF SPEE and LAST TRIP OF THE HINDENBURG

THIS past week proved to be a disastrous one on tv for Herr Hitler's Third Reich. On Sept. 30, Grand Admiral Erich Raeder's prize pocket battleship, *Graf Spee,* lay scuttled in Montevideo harbor, courtesy CBS-TV's *You Are There,* in a brilliant recreation of Dec. 18, 1939. The following day, the Deutsche Lufthansa's proud dirigible, *Hindenburg,* exploded at the U. S. Naval Air Station at Lakehurst, N. J., courtesy Robert Montgomery, in a less-than-satisfactory excursion back to May 6, 1937.

Both programs were, to use David Susskind's favorite term, "actuals." That is to say, both dealt with history as it happened, but in the final analysis, the weakness of *The Johnson's Wax Program* was pointed up in the strength of *You Are There.* The latter had all the facts of the Spee incident at its disposal: the amount of tonnage sunk by the *Spee,* British Admiralty records showing the deployment of the *Exter* and *Cumberland,* statements by Whitehall, the Ludwigstrasse, and the White House. And by welding together these facts, film clips of the *Spee* before and after scuttling, and specially recreated dramatic scenes dockside, *YAT* gave "Graf Spee" depth and perspective.

The Montgomery office too had its share of film clips: departure of the Hindenburg from Hamburg on May 3, the craft flying over the *Queen Mary* at sea, circling the tip of Manhattan and the final agonizing Gotterdämmerung at Lakehurst three days later.

Yet the program failed (where, incidentally, still another NBC-TV program, Kraft's sinking of the *Titanic* last season, succeeded) because its writers, Burton and James Benjamin, mistakenly improvised in their attempt to "humanize" the last trip of the Hindenburg. Save for the technical discussions between crew members and Mr. Montgomery's sage running commentary on what made the Hindenburg tick, the dialogue between passengers seemed strained and stilted. With eyes closed, one could overhear similar conversations on the Santa Fe "Super Chief." Reason: where Walter Lord's *Titanic* passengers were the last remnants of a dying era of superficial social graces, those aboard the *Hindenburg* represented no class at all; they were merely a group of adventurous tourists who happened to be on the wrong craft at the wrong time.

Though armed with the most dramatic climax of them all—the actual newsreel footage showing the conversion of a majestic airship into a ghastly crematorium—the Montgomery office strangely sought to do reality one better, instilling a laborious build-up of detail and overdramatization of human behavior. For example: the histronics by the actor supposedly portraying Herb Morrison of WLS Chicago (now news director of WJAS Pittsburgh) as he broke down completely in his hysterical description of the disaster. This (nor the vapid interview between Mr. Montgomery and survivor Margaret Mather) did little to "hypo" an otherwise unforgetful chapter in the history of aviation.

YOU ARE THERE

Production costs: Approximately $20,000.
Sponsored by Prudential Insurance Co. of America through Calkins & Holden, N. Y., on CBS-TV, Sun., 6:30-7 p.m. EDT.
Writer: Don Clark; producer: James Fonda; director: William Russell; executive producer: Robert Sparks; cast: Roland Varno, James Logan, Harlan Wade and members of CBS News.

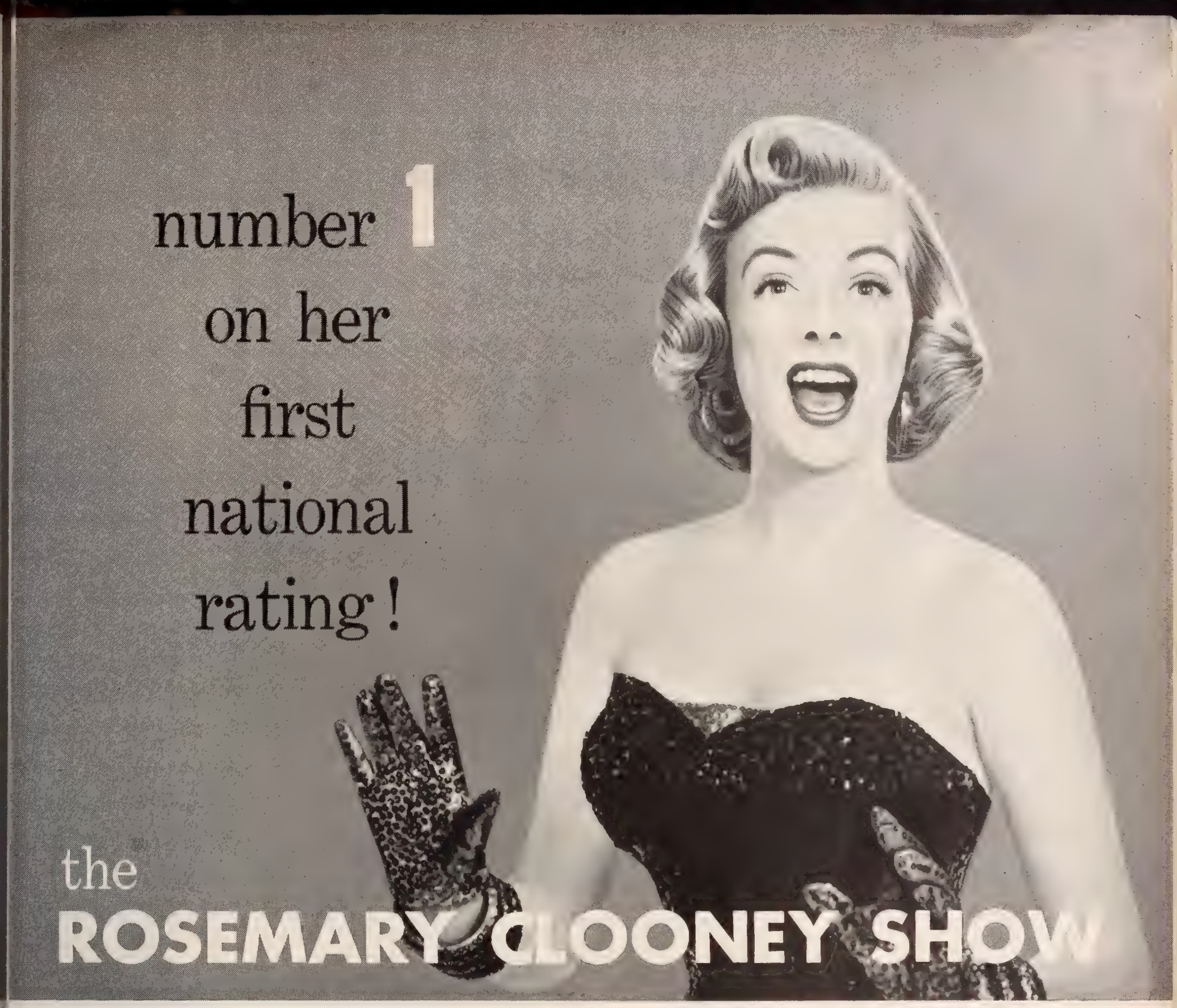
JOHNSON'S WAX PROGRAM

Production costs: Approximately $40,000.
Sponsored by S. C. Johnson & Son, Racine, Wis., through Needham, Louis & Brorby on NBC-TV, alternate Mons., 9:30-10:30 p.m. EDT.
Script by Burton and James Benjamin; director: Perry Lafferty; producer: Robert Montgomery; costumes: Syrjala; cast: Gale Page, Ford Rainey, Ulla Kazanova; Raymond Duke, Julius Bing, Leopold Badia, Mason Adams, Karl Swenson, Peter Von Verneck, and others.

JACKIE GLEASON SHOW

THE second coming of J. Gleason took place as scheduled a week ago Saturday night. All that was missing was a toot by the archangel Gabriel, but Gleason Enterprises more than made up for this oversight by providing us Great Unwashed with rocketbursts, 101 beautiful girls (101), and enough noise to make viewing Perry Como next door almost impossible.

With the Kramdens' honeymoon over and done with (the next sigh you hear will be a corporate one from your friendly Buick dealer), it remains to be seen just how long the viewing public will be entranced by the frantic behavior of Reggie Van Gleason III, the Timid Soul and whatever else the Golden Ham has in his trunk by way of stock characters. Indicative of the precarious adventure Mr. Gleason has embarked upon this season was the ap-



YOU TOLD US SO! . . . when you voted THE ROSEMARY CLOONEY SHOW television's "Best Syndicated Musical Series" . . . and when you snapped up regional sponsorships galore for **FOREMOST DAIRIES, INC., STERLING BREWERS, CLAIROL, BLATZ BEER, A. G. FOOD STORES, BRADING BREWERIES, BLUE CROSS, CHEVROLET DEALERS, CARLING BREWING, MICHIGAN BAKERIES, SAFEWAY STORES, ADMIRAL** . . . plus a host of top local advertisers and stations!

NOW LOOK WHAT'S HAPPENED! Rosie's NUMBER 1 of all TV film series (first rating!) with a 17.3 national average in the latest Videodex 284-market survey (August, 1956). "Top 10" local ARB ratings, too!

the rosemary clooney show presents 39 of TV's happiest, *highest-rated* half-hours with NELSON RIDDLE and his Orchestra, the HI LO'S, and a dream roster of guest stars like JOSE FERRER, TENNESSEE ERNIE FORD, JANET LEIGH, JOHNNY MERCER, ROBERT CLARY, JULIE LONDON, TONY CURTIS and others. Be happy, go Clooney! . . .

TV's highest rated film series...call **MCA TV** today

NOBODY'S LISTENING BUT PEOPLE

–WHO WANT THEIR WORK MADE EASIER!





What a time to talk about household appliances...while an average of 4,115,000 people a minute–mostly homemakers too busy for other advertising media–listen to CBS Radio's weekday serial dramas.

These programs are the strongest lineup in all daytime radio.

In one week, 20,548,000 different people hear them. And in four weeks, there are 31,791,000 different listeners.

this is the right time to buy...

CBS RADIO NETWORK



From left to right:

12:00 N.	WENDY WARREN & THE NEWS
12:15 PM	BACKSTAGE WIFE
12:30 PM	ROMANCE OF HELEN TRENT
12:45 PM	OUR GAL SUNDAY
1:00 PM	THIS IS NORA DRAKE
1:15 PM	MA PERKINS
1:30 PM	YOUNG DR. MALONE
1:45 PM	ROAD OF LIFE
2:05 PM	RIGHT TO HAPPINESS
2:15 PM	SECOND MRS. BURTON



WHILE THE OWL SLEEPS

YOU

CAN REACH THE

PRIME RADIO AUDIENCE

YES, IN YOUNGSTOWN, OHIO AS THROUGHOUT THE NATION, DAYTIME RADIO IS A WISE BUY, AND IN YOUNGSTOWN, PRIME RADIO TIME IS BETWEEN 7 A.M. AND 10 A.M.

. . . . LOOK WHAT PULSE says about WFMJ in this three hour prime period:

WFMJ . . . . . 27% of listeners
Station "B" . . 23% of listeners
Station "C" . . 17% of listeners
Station "D" . . 7% of listeners
(Pulse-June '56 7 a.m. to 10 a.m.)
first in most other times, too.

Conclusive proof that the **Sound Way to Sell** in Youngstown, Ohio is to use the station with:

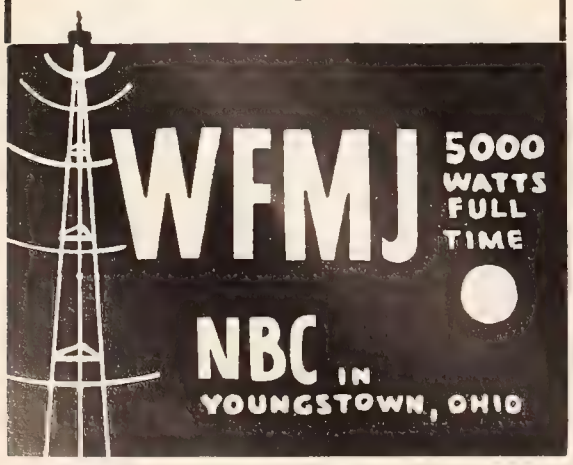
- Highest share of audience
- Lowest cost per thousand
- Complete merchandising service
- Finest programming
- 5000 watt coverage

ASK HEADLEY-REED OR CALL MITCH STANLEY, STATION MANAGER FOR AVAILABILITIES IN **PRIME RADIO TIME.**

7 A. M. to 10 A. M.

specialists in SOUND SELLING

The Good Neighbor Station



pearance of a galaxy of guest stars, each of whom paid their respects, being reimbursed, as it were, at $1,000 and up per respect.

We don't know how co-sponsor Arde Bulova felt about that little sketch featuring Joe the Bartender. As Joe, Mr. Gleason told about the barfly whose watch had stopped running, and about the good samaritan on the next stool who proceeded to lift up the back of the watch, only to find a dead bug in the works. "No wonder your watch has stopped," said the G.S. "The engineer's dead!" Well, only another 38 weeks, Mr. Bulova!

Production costs: Approximately $75,000.
Sponsored by P. Lorillard Co. (Old Gold) through Lennen & Newell, N. Y., and Bulova Watch Co., through McCann-Erickson, N. Y., on CBS-TV, Sat., 8-9 p.m. EDT
Starring: Jackie Gleason, Art Carney, Audrey Meadows, Joyce Randolph and the June Taylor Dancers.
Executive producer: Jack Philbin; producer: Jack Hurdle; asst. producer: Stan Poss; director: Frank Satenstein; announcer: Jack Lescoulie; writers: Marvin Marx, Walter Stone, Sid Zelinka, Herb Finn; music: Ray Bloch.

JONATHAN WINTERS SHOW

NBC-TV's colorcast of the *Jonathan Winters Show,* which premiered last Tuesday, was a mildly amusing 15 minutes. Young Mr. Winters' innocent appearance is a decided asset to his comedy routines, which were well conceived and delivered. With a musical guest act to vary the pace—which The Platters did last week most acceptably—it added up to a pleasant quarter-hour all around.

Production costs: Approximately $12,000.
Sponsored by Lewis-Howe Co. (Tums) through Dancer-Fitzgerald-Sample Inc. and Vick Chemical Co. through Batten, Barton, Durstine & Osborn Inc.
Packager: Martin Goodman Productions.
Star: Jonathan Winters. Broadcast on NBC-TV, Tuesday, 7:30-7:45 p.m.
Producer-director: Norman Frank; assistant director: Lamar Casselli; writers: Jack Douglas, Jim Lehner, George Atkins and Jonathan Winters.

THE BROTHERS

CBS-TV's new situation comedy, *The Brothers,* probably never will be listed in the top 10, but promises to gain a following for those viewers who like this type of stereotyped comedy.

The brothers own a photographic studio. The first show dealt with brother Harvey's efforts to bowl in a tournament instead of attending brother Gilmore's "surprise" birthday party. Both of the brothers' girl friends were brought into the action, as well as most of their family. Some of the jokes were good, some bad. Some situations were funny, some stressed.

Gale Gordon was not quite the bully he portrays as Osgood Conklin on *Our Miss Brooks* as he faked an arm injury to get out of bowling so that he could attend the party.

Production Costs: Approximately $32,000.
Sponsored by Procter & Gamble Co. through Leo Burnett Co. and W. A. Sheaffer Pen Co. through Russel M. Seeds Co. on CBS-TV, Tuesday, 8:30-9 p.m.
Stars: Gale Gordon and Bob Sweeney as Harvey Box and Gilmore Box, respectively.
Cast: Frank Orth as Capt. Sam Box; Nancy Hadley as Marilee Dorf; Oliver Blaker as Dorf; Ann Morriss as Dr. Margaret Kleeb; David Orrick as Roscoe; Mary Lansing as Hazel, and Rodney Bell as Lester.
Producer: Edward Feldman; director: Hy Averback; writer: William Davenport; art director: Ralph Berger.

Doerfer's Gospel

EDITOR:

I have read with a great deal of interest your account of FCC Comr. John Doerfer's remarks before the NARTB regional conference in Salt Lake City [B•T, Sept. 24]. I was especially interested in what he had to say about stations that run a "juke box operation."

Perhaps I am wrong (but I doubt it) but I have refused to allow our radio operation here to degenerate into such a situation, even though I am sure it has cost us quite a few "fast bucks." I contend that a "juke box operation" station is not complying with its obligation to operate in the public interest. I believe that there is still a place in the communications picture in this country for good radio stations, that have as their objective service to the public.

I hope Comr. Doerfer will continue to preach that gospel because I think he is dead right.

Harold Essex, Vice Pres. & Gen. Mgr.
WSJS-AM-TV Winston-Salem, N. C.

Endorsement

EDITOR:

This is not news, but it seems as though each issue of the magazine gets better and better. Keep it up.

Peter M. Bardach
Foote, Cone & Belding, New York

Thought-Provoking Question

EDITOR:

Billy Rose's testimony before the House of Representatives Antitrust Subcommittee [B•T, Sept. 24] raises a very thought-provoking question, namely:

"If we broadcasters use such a preponderance of BMI music, why must we pay more than three times as much in license fees to ASCAP as to BMI?"

If there was a grain of truth in what Mr. Rose says, I'd certainly be for applying the law of supply and demand.

The team of Rose and Sinatra presents quite a paradox. Mr. Rose states that the broadcasting industry is responsible for Elvis Presley. I'm no Elvis fan, but I'm old enough to remember that it was the phony, swooning bobby soxers that started Frankie on his rise to fame (you'll pardon the expression). Let him who is guiltless cast the first stone.

All of which goes to prove that it's mighty hard to open your mouth in public now-a-days without putting your foot in it.

Charles A. Sprague, Gen. Mgr.
WMAX Grand Rapids, Mich.

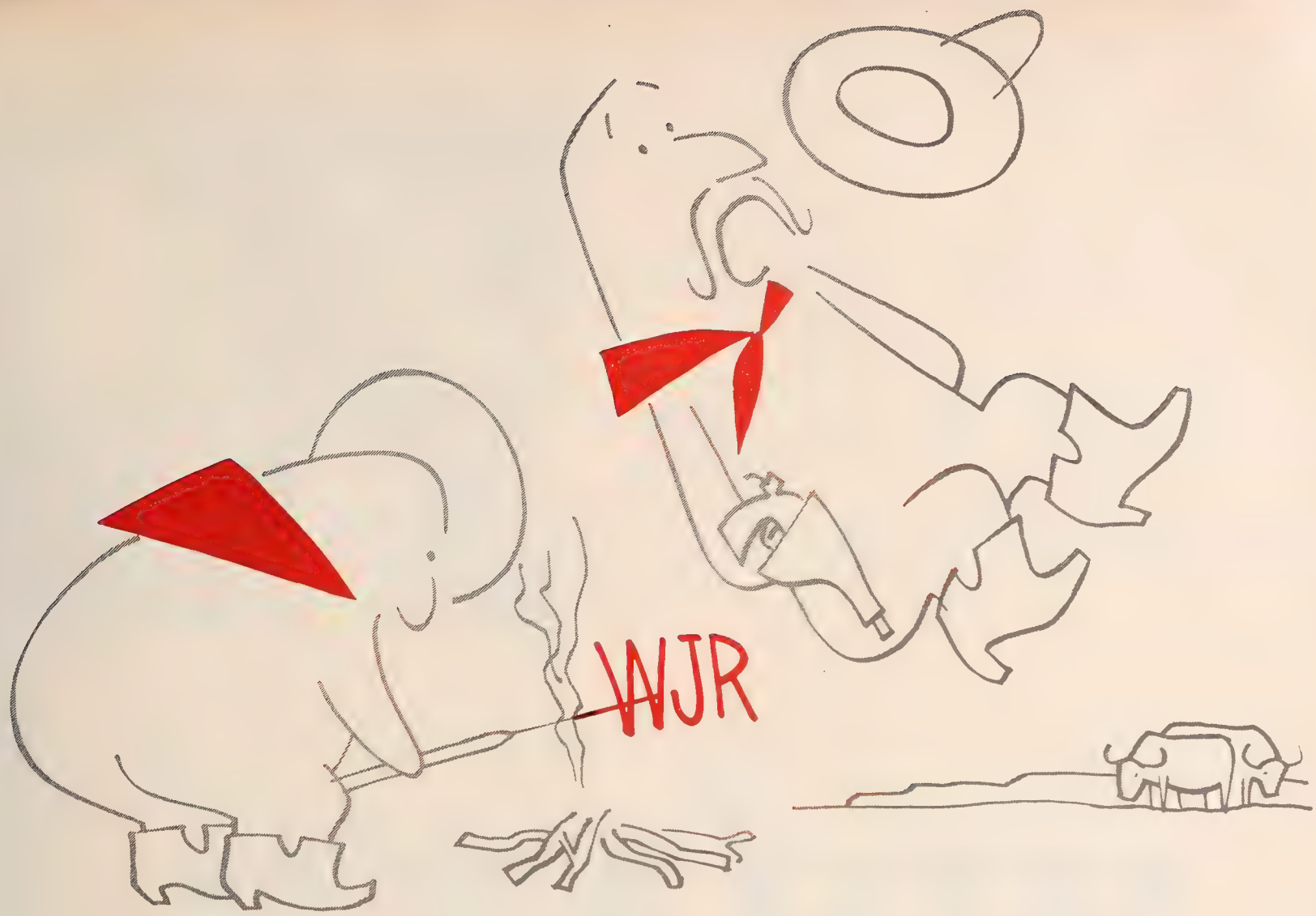
NAB Awards

EDITOR:

Our listing in the current TELECASTING YEARBOOK, under the heading of Major Awards, has put us in a difficult position. We entered into this project in good faith some time ago, but shortage of help plus the extreme difficulty of previewing a large number of commercials has made it impossible for us to carry out the project as we had intended.

For the benefit of the stations, producers and advertising agencies whose requests for information have been reaching us in a flood, I would like to say that it is our intention to devote a week in the near future to the scrutiny of the entire commercials-situation on a national basis. We will examine the proportion between program and advertising content as well as the effectiveness of commercials which perhaps you might care to publish if reader interest should warrant at the conclusion of the survey.

Peter Goelet, Pres.
National Audience Board Inc., N. Y.



The brands that mean business...

These grocery and supermarket items are currently advertised on WJR, Detroit. To move goods fast in Detroit and the Great Lakes market there's no medium like WJR.

FOOD & HOMEMAKING

Ac'cent
Aunt Wick's Root Beer Mix
Awrey Baked Goods
Baker's Angel Flake Coconut
Blue Bonnet Margarine
Breeze
California Bartlett Pears
Chef Boy-Ar-Dee Food Products
Chiquita Bananas
Chun King Foods
Contadina Tomato Paste
Diamond Crystal Salt
Doeskin Products
Frostee Desserts
Hills Bros. Coffee
Instant Chase & Sanborn Coffee
Instant Fels-Naptha
Instant Sanka
Jel Sert Fla-Vor-Aide
Jolly Time Popcorn
Kellogg's Cereals
Kerr Jars and Lids
Keyko Margarine
Kool-Aid
Lipton's Tea & Soups
Michigan Beet Sugar
Minute Potatoes
Nestle Instant Coffee
Perma-Starch
Pillsbury Products
Pine-Sol
Royal Gelatin Desserts
Salada Tea
Sanders' Candy & Baked Goods
Scott Paper Products
Shedd-Bartush Foods
Silver Dust Blue
Simoniz Products
Spry
Sta-Flo Liquid Starch
Surf
Swift & Company Meat Products
Tide
Twin Pines Dairy Products
Vel

DRUGS, SUNDRIES & TOILETRIES

Anacin
Arrid
Bufferin
Carter's Liver Pills
Chooz
Coldene
Colgate Palmolive Products
Doan's Pills
Ex-Lax
Feen-A-Mint
Heet
Ipana Tooth Paste
Lifebuoy
Murine
Pepsodent
Pepto-Bismol
Prell
Prom
Sal-Hepatica
Sleep-Eze
Sweetheart Soap
Toni Products
Tums
Unguentine
Vitalis
White Rain Shampoo

OTHER PRODUCTS

Camel Cigarettes
Cavalier Cigarettes
Chesterfield Cigarettes
d-Con Products
Eveready Batteries
Frankenmuth Beer
Goebel Beer
Hartz Mountain Products
Herbert Tareyton Cigarettes
Kool Cigarettes
L & M Filter Tip Cigarettes
Mail Pouch Tobacco
Muriel Cigars
Old Gold Cigarettes
Pal Blades
Pall Mall Cigarettes
Paper Mate Pens
Pfeiffer's Beer
Philip Morris Cigarettes
R. G. Dun Cigars
Salem Cigarettes
Schlitz Beer
Stroh's Beer
Viceroy Cigarettes
Winston Cigarettes
Wrigley Gums

The Great Voice of the Great Lakes
CBS Radio Network



are advertised on WJR DETROIT

You've heard about
the birth of NTA-
TV's dynamic new network-
but you may be asking...



WHAT'S NTA GOT...

{that no other TV network has?}

UNLESS you've been away, in a cave, or underwater, doubtless word has reached you that the NTA Film Network has been born.

In that case, you probably know that TV's dynamic new network is presenting a whopping new marketplace to the national advertiser.

But you may need filling in on what the NTA Film Network uniquely offers to advertisers and their agencies. Rather than keep you in the dark, here's what:

1. 108 Stations Covering 82% of U.S. TV Homes. They offer access to the nation's top markets ...where 38,173,100 families live...in 30,968,400 TV homes...with about *214 billion dollars* in buying power. To say the least, it's a vast market, with vast sales opportunities for the national advertiser.

2. At a Fantastically Low Cost Per Thousand. To those appalled by the high cost of TV advertising, the NTA Film Network offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show, and no staggering coaxial cable costs.

3. With the Widest Flexibility in Scheduling Known to Network TV. No costly "must-buys." Buy what you want...when you want...where you want it. One contract for everything—time and program. No worry about time differentials. You get the prestige of network *plus* the flexibility of spot.

4. And Guaranteed Clearance of Time and Programming. No more waiting for station clearances. You can get availabilities *now* ...without standing in line. Whatever your TV situation, make it better with the powerhouse programming of the NTA Film Network—the Four Dimension TV Network!

For the full story phone, wire, or write:

NTA FILM NETWORK INC.

A Subsidiary of National Telefilm Associates, Inc.

60 West 55th Street, New York 19, N. Y. • Phone PLaza 7-2100



We have the Prettiest Listeners!

No, the surveys do not measure audience pulchritude . . . yet.

But the most beautiful girl in California is a KBIG fan—Shirlee Garner Witty, shown arriving from Catalina at the Long Beach Miss Universe contest. Shirlee won the KBIG MISS CATALINA beauty contest, then went on to become MISS CALIFORNIA.

If you still think a pretty girl ad should point a moral, well . . .

1. Thousands, of Southern Californians, pretty and otherwise, are magnetized to KBIG by a quality music-news operation, plus continuing advertising and promotions like the MISS CATALINA exploitation.

2. Awards, more inanimate (but more significant) crowd the KBIG mantle . . . the four annual Golden Mikes of the Radio Television News Club of Southern California, the California State Fair Public Acceptance Award, the eight plaques of the RAB Radio Gets Results contest and the similar trophies of the Advertising Association of the West and Los Angeles Advertising Women.

Your Weed man can interpret how the vitality and prestige of KBIG fit the same qualities of *your* advertising.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

ALAN WENDELL LIVINGSTON



WHEN Alan Livingston runs out of a challenge, he manufactures one.

After World War II, for instance, he took a mole hill of an idea about reviving children's records and engineered it into a mountain of sales—$5 million worth for one album alone, "Bozo at the Circus." It helped push a small Hollywood record firm called Capitol into the ranks of a top label.

Now, he has bitten off television. It was one challenge he didn't manufacture. It was inevitable.

"Television is a jungle," Mr. Livingston admits, but as president of California National Productions, NBC's expanding subsidiary for tv film production and syndication, merchandising and theatrical investment, he has high hopes for an exciting conquest. Just turning 39, Mr. Livingston supervises California National's production of *Life of Riley* and *Adventures of Hiram Holliday* series, plus the development of more than a dozen other new program properties.

CNP last summer took over office space and four sound stages at Hollywood's California Studios and Mr. Livingston has assigned a crew of 15 creative production people there on a permanent basis to supervise the work of producers, directors and writers signed for various program properties.

Mr. Livingston not only oversees the creation and production of program material, but he also sees that it is sold and merchandised, since the subsidiary company now includes NBC Television Films and a merchandising division. Wrap it up with the NBC Theatrical Div. and you will understand why Mr. Livingston's tv challenge at CNP reaches to four horizons, not one.

NBC Television Films, CNP's worldwide syndication arm, originally was established as a major operating division of the parent company in 1953. Now it distributes 18 film series, operates a New York and Hollywood film exchange and administers over 22 million feet of stock film footage.

The merchandising division stems from CNP's predecessor, Kagran Corp., and the network's *Howdy-Doody* program, but now the division exploits and promotes a long roster of personalities, characters and programs seen on the network and in syndication. Kagran changed its name to CNP earlier this year as its activities were expanded under Mr. Livingston.

The NBC Theatrical Div. of CNP administers the NBC Television Opera Theatre, which will present six productions on NBC-TV this season, and the new NBC Opera Company, which is touring 45 U. S. cities this fall. The theatrical division also is major backer of "Happy Hunting," which will open on Broadway in December.

Noting the great risks attending tv program development ("the stakes are so high"), Mr. Livingston says two basic elements of judgement are vital: "Is it saleable to a network and sponsor and will it be successful with the audience." Factors which compound the problem are finding stars who will be compatible with an imaginary assortment of prospective sponsors, he explains, "and finding people who know what they are doing when you get into production. The big headache at this time is too many promoters and not enough producers."

Live television by force of necessity has generated a "great brood of creative producers and writers," Mr. Livingston says, but tv film has yet to achieve this status since the film industry's most creative talent remained in the theatrical field. "Live tv production costs are soaring," he notes, "and the gap between live and film is narrowing."

Born Alan Wendell Livingston Oct. 15, 1917, in the small mining town of McDonald, Pa., the future CNP executive made his mark at an early age. He became proficient on a number of musical instruments and organized his own band in high school.

At the U. of Pennsylvania, he joined a dance band called the Continentals and became its leader in his junior year. The group won national honors that year as the most outstanding college orchestra. He graduated from the university's Wharton School of Finance and Commerce in 1940 and dropped music to become salesman for Calvert Distillers.

In 1942 Mr. Livingston enlisted in the Army and attended officer's candidate school. In 1943 he married Elaine Osterweil, daughter of a New York stock broker.

After his Army release in 1945, Mr. Livingston chose Capitol Records as his most opportune challenge and learned they needed an advertising writer. He applied just a little too late, but hearing of Capitol's interest in reviving the once profitable children's record field, he asked to submit some ideas. He did and they connected. "Bozo" and a host of other new record ideas soon emerged.

By the first of this year when NBC picked him to head CNP, he had risen to executive vice president and director of Capitol, helping to quadruple its sales in just 10 years.

Divorced from his first wife in 1955, Mr. Livingston is now married to actress Betty Hutton. They make their home in Beverly Hills with her two children and enjoy frequent visits from his own youngsters, Peter, 7, and Laurie, 5. His chief avocation is watching television and tending the barbeque pit, although he occasionally enjoys water sports.

KOOL-TV DOMINATES PHOENIX, ARIZONA

PULSE

THE TELEVISION AUDIENCE

Published by The Pulse, Inc.
15 West 46th Street, New York 36, N. Y.

PHOENIX METROPOLITAN AREA — MAY 9,10,11,12,13,14,15, 1956

Top Fifteen Once A Week Shows — Program Average Rating

			May	Jan
$64,000 Question	KOOL	Tuesday	37.9	52.0
Do You Trust Your Wife	KOOL	Tuesday	32.9	37.8
Jackie Gleason	KOOL	Saturday	32.9	
Ed Sullivan	KOOL	Sunday	32.2	39.8
December Bride	KOOL	Monday	30.5	31.8
$64,000 Challenge	KOOL	Sunday	30.5	
Our Miss Brooks	KOOL	Friday	29.7	
Gunsmoke	KOOL	Saturday	29.5	
Red Skelton	KOOL	Tuesday	28.5	
Your Hit Parade	Station B	Saturday	28.3	32.2
Hall of Stars	KOOL	Sunday	27.5	
Phil Silvers	KOOL	Tuesday	27.4	
Stage Show	KOOL	Saturday	27.2	
Playhouse of Stars	KOOL	Friday	27.0	
Highway Patrol	Station C	Friday	26.9	26.9

or ARB

THE PHOENIX TELEVISION AUDIENCE — Sund

TIME	PROGRAM	STATION	RATING
8:30 P.M.	Famous Film Festival	B	2.5
	Guy Lombardo	C	6.8
	Ed Sullivan	KOOL	42.2
	Comedy Hour	D	1.7
	Sets in Use		53.2

THE PHOENIX TELEVISION AUDIENCE — Monday

TIME	PROGRAM	STATION	RATING
8:00 P.M.	TV Readers Digest	B	4.6
	Man behind the Badge	C	8.9
	I Love Lucy	KOOL	38.8
	Caesar's Hour	D	5.9
	Sets in Use		58.2

HE PHOENIX TELEVISION AUDIENCE — Thursd

TIME	PROGRAM	STATION	RATING	M
5:00 P.M.	Mickey Mouse Club	B	12.7	1
	Trouble with Father	C	5.5	
	Afternoon Movie	KOOL	15.6	
	Big 12 Trail	D	2.1	
	Sets in Use		35.9	
	Mouse Club	D	13.1	

E PHOENIX TELEVISION AUDIENCE — Thursda

IME	PROGRAM	STATION	RATING	Me
:30 P.M.	Stop the Music	B	8.0	3
	Trouble with Father	C	3.0	
	Climax	KOOL	26.2	2
	Dragnet	D	21.5	3
	Sets in Use		58.7	

- Serving 139,300 TV households in Greater Phoenix (91% saturation) PLUS five other Arizona counties and 8 community antennae systems.

CBS

KOOL-TV
CHANNEL 10

316,000 WATTS
PHOENIX, ARIZONA

NATIONAL REPRESENTATIVE—George P. Hollingbery



TENNESSEE'S

* 2nd LARGEST METROPOLITAN MARKET AREA

KNOXVILLE METROPOLITAN AREA

POPULATION 358,600

[KNOX • ANDERSON • BLOUNT COUNTIES]

* HERE'S WHAT WATE-TV OFFERS:

• POPULATION (54 Counties) . . . 1,391,280 • RETAIL SALES . . . $1,081,361,650

• FAMILIES . . . . . 345,810 • E. B. I. $1,290,306,630

* May 10, 1956 Sales Management Survey of Buying Power

WATE-TV CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

Represented Nationally by, AVERY-KNODEL, INC.

• NEW YORK • ATLANTA • DALLAS

• SAN FRANCISCO • LOS ANGELES • CHICAGO



HERBERT LEONARD

film maker

TURNING OUT FILMS for television goes at a pace which makes old-line Hollywood feature film producers blink in amazement.

"You've got to be young for this business," Herbert Leonard, producer for Screen Gems, Columbia Pictures' tv subsidiary, declares. And he's been on both sides of the fence.

Producer of *Rin Tin Tin,* currently on ABC-TV for Nabisco, Mr. Leonard also is producing two new Screen Gems series which have debuted on NBC-TV this fall. One is *Circus Boy,* sponsored by Reynolds Metals Co., and the second is *The 77th Bengal Lancers,* for General Foods (Jello).

In contrast to his motion picture experience, Mr. Leonard this year will turn out 117 half-hour tv programs, equal to 48 feature movies. He will have two companies shooting on the tv stages allotted to his company at Columbia every working day between now and March 1 next year.

During his previous six years as general manager of Sam Katzman Productions, Hollywood feature film company, he helped put together more than 140 theatrical films—what he considers a "solid way to learn the business of putting entertainment on film" but admittedly at a different pace. He had started with the firm as office boy soon after college and advanced to general manager in just four years.

Everyone knows Bert Leonard as the fast-moving type of man with a knack for getting things done. Born Oct. 8 in New York City just 33 years ago, he grew up in the rapid turmoil of the big city. Even before he had graduated from New York U. he knew his future was in film production, so he wasted little time getting there.

On his three television series this year, Mr. Leonard will be spending more than $4.5 million. All of this large tv schedule has developed in the brief span of two years and with a capital investment of just $1,000. In fact, it was $1,000 which he borrowed from his fiancee (now Mrs. Leonard) to finance his trip to New York to promote his concept of the *Rin Tin Tin* series. It was the success of this show which prompted him to venture further with *Circus Boy* and then *Bengal Lancers.* He considers the latter his most ambitious project to date.

Mr. Leonard married Willetta Smith on July 4, 1953. They have one daughter, Michelle Dianne, five months old.

the BIG 3 are on the BIG 4

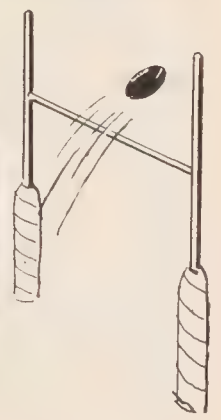
1. NEWS



2. MUSIC



3. SPORTS



WKMH
DEARBORN
Detroit

WKMF
FLINT
Michigan

WKHM
Jackson Broadcasting & Television Corp.
JACKSON
Michigan

WSAM
SAGINAW
Michigan

KNORR STATIONS

Today's BIG 3 radio attractions—news, music, and sports—are on all four Knorr Stations in a BIG way! In the home or out, Knorr listeners get more and more of what they want . . . advertisers get more and more of what *they* want . . . *Results!*

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit · **WKMF** Flint, Mich. · **WKHM** Jackson, Mich. · **WSAM** Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

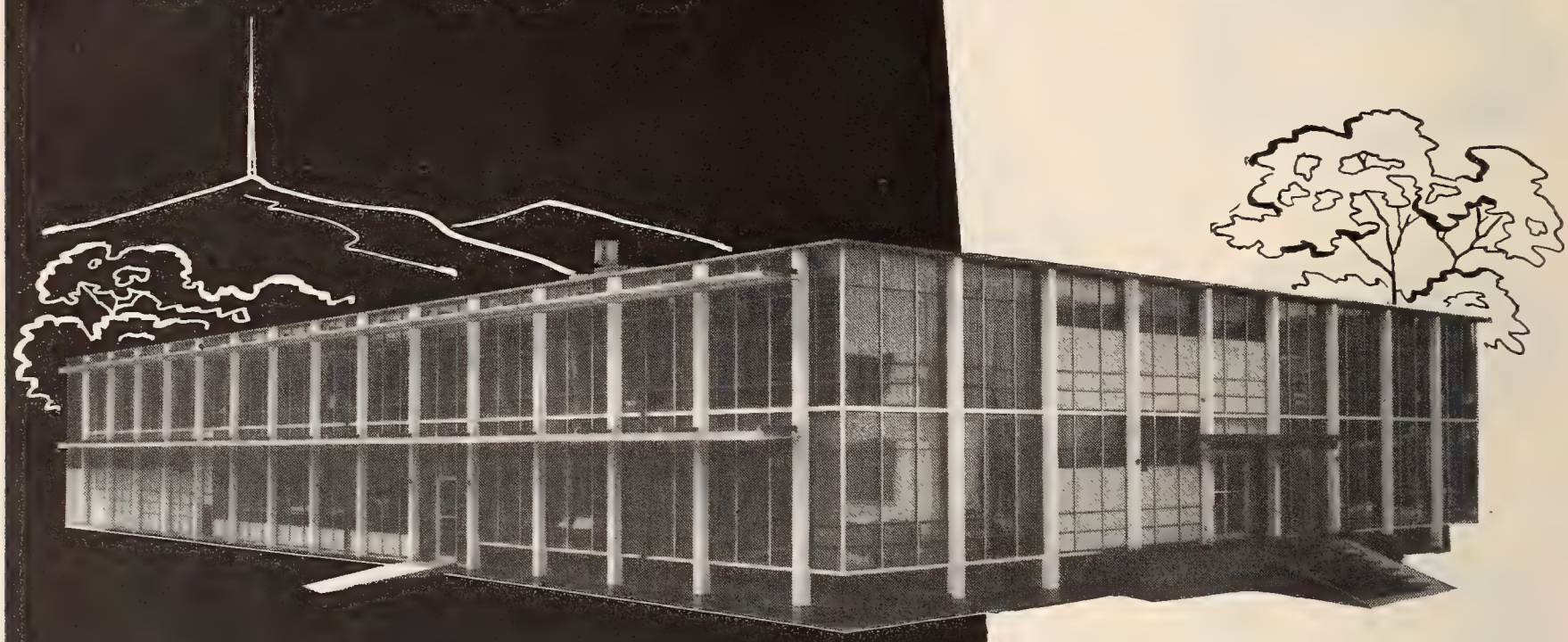
Represented by HEADLEY-REED



KNORR Broadcasting CORP.

COVER MORE OF ARKANSAS with KTHV

CHANNEL 11 LITTLE ROCK



FACILITIES: Finest and most complete in the Central South. Superb new building . . . two large studios . . . 20′ revolving turn-table . . . fully-equipped kitchen . . . four camera chains and other up-to-the-minute technical equipment!

ANTENNA: Tallest antenna in the Central South—1756′ above average terrain!

CBS: Primary CBS affiliation—Channel 11—316,000 watts!

Let your Branham man give you all the *new* KTHV facts!

316,000 Watts • Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*
AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING TELECASTING

October 8, 1956 Vol. 51, No. 15

SPOT RADIO'S RECORD-BOUND; DESOTO IS ONE REASON WHY

- **SRA reports August national spot sales reached $10.6 million**
- **That puts '56's pace $4.5 million ahead of '53's record**
- **DeSoto's idea typifies spot use during remaining months**

NATIONAL spot time sales in radio smashed another record last August, reaching $10,601,000, or 28.5% ahead of August 1955 and 4% above July 1956, according to Station Representatives Assn.

SRA's report on radio spot time sales, slated for release today (Mon.) by Lawrence Webb, managing director, points out that August traditionally is the low month of the year in radio time sales.

For the eight months of this year, spot radio was 21.5% ahead of the same period last year —$86,366,156 for the Jan.-August period in 1956 compared to $71,102,000 for the like eight months of last year.

SRA's figures, which are based on compilations made by Price Waterhouse Co., indicate that national spot radio—as of August—has been continuing its resurgence.

SRA notes further that the August time sales also were ahead of January and April of this year, adding credence to SRA's recent prediction that 1956 may break all previous annual records in national spot radio time sales. The peak year for this medium was 1953 when the total climbed to $129.6 million. Thus far, at about the two-thirds point of the year, 1956 is showing estimated time sales at an annual rate of $134,005,000—about $4.5 million over 1953.

At the same time, SRA found new orders from agencies in August indicating the use of a larger number of markets as contrasted to a tendency in 1954 and 1955 of advertisers to use a limited number of top markets only.

This fall should show more advertisers moving into 100 markets instead of 30, 300 markets instead of 100 etc., with saturation campaigns commonly used, according to SRA.

While large regional and sectional use of markets by national advertisers is normal and continuing, the movement toward a wider and deeper spread in markets is seen.

Among the factors aiding this upward movement, SRA cited an optimistic outlook by the auto industry for its 1957 models; national retail sales humming along at an approximate 4% above last year and a "boiling" cigarette market. Of the latter, SRA said stations are "cashing in now" after three years of intensive campaigning by the trade association and the stations' representatives.

DESOTO'S PLAN: HIT HARD WITH SPOT ON DELAYED BASIS

DESOTO this year is taking spot radio out of the rumble seat and plunking it behind the steering wheel.

A radio success story already is being written across the nation this week, as BBDO, Detroit, timebuyers continue to place radio spots in some 100 markets. DeSoto, a division of Chrysler Corp. and one of the "smaller" producers of automobiles in the U. S., this time is spending $175,000 for its three-week radio spot campaign compared to $65,000 for a three-week drive last year using both radio and tv spot.

It is kicking off its campaign nearly a month *after* it introduces its new models to the nation.

Why this sudden turnabout, and to what advantage radio and a "late" auto campaign on the airwaves?

BBDO about a fortnight ago held a closed reception-meeting in Detroit for some 22 station representative people from field offices. At that meeting, the DeSoto plans, via the agency and DeSotos' advertising director, James L. Wichert, were disclosed.

As recapitulated to B•T last week, the story sheds some light into the application by one national advertiser of radio's ability to carry a message with flexibility and frequency.

Actually the decision to use more and only spot radio in a given campaign can be traced back to last June as DeSoto started to plot its usual spot media drive to coincide traditionally with the introduction of its new models. As the experts closed in on the problem they came up with two interesting observations:

1. Other and bigger automakers—Ford, Chevrolet, Plymouth, etc.—also would have their messages on the airwaves.

2. An election year would mean an added demand on stations' spot availabilities.

The two together meant the DeSoto drive would place most of the "burden" on stations and their representatives which already had their hands full. Then, the Detroit coffee pot percolated:

Why not take advantage of the frequency which radio offers and take it when the spot pressure was off, thus giving DeSoto a fighting chance for audience attention?

Still hewing close to the auto industry's method of concentration with impact, or saturation, the DeSoto people decided to advance their schedule to Nov. 25, nearly a month after the firm formally announces its 1957 models on Oct. 30.

To get the most out of the medium to be used—spot radio—DeSoto is more than doubling its budget. It will pack its messages on stations throughout the country, using mainly 30-second and one-minute announcements. In New York City alone, for example, DeSoto expects to have a total of 500 spots concentrated in the three-week period on about seven radio stations.

The $175,000 budget for this type of campaign is the largest in DeSoto's advertising history. Whereas its messages were in about 70 markets last year, this fall DeSoto's spots will appear in 100 (and possibly more) markets, chiefly in the 7-9 a.m. and 5-7 p.m. periods weekdays and on various times on weekends.

DeSoto also thinks it has developed a technique, if not new then novel, for an automaker in advertising its new models. And it will do so by using the very most of slogan familiarity, emphasizing the "It's Delightful . . . It's Delovely . . . It's DeSoto" message first introduced last year.

What makes this campaign even more interesting is that DeSoto is not anti-tv—it is a veteran sponsor of network tv (Groucho Marx's *You Bet Your Life*) and a user of spot tv.

'56 vs. '55—NO RACE

	1956	*1955*	*Gain in '56*
JANUARY	$10,192,000	$ 8,556,000	+19.1%
FEBRUARY	11,031,000	8,890,000	+24.1%
MARCH	11,699,000	10,190,000	+14.9%
APRIL	9,704,000	9,311,000	+ 4.2%
MAY	11,632,000	9,124,000	+27.5%
JUNE	11,389,000	8,753,000	+30.0%
JULY	10,196,000	8,029,000	+27.0%
AUGUST	10,601,000	8,249,000	+28.5%
TOTAL	$86,366,156	71,102,000	+21.5%
SEPTEMBER		9,478,000	
OCTOBER		11,587,000	
NOVEMBER		11,639,000	
DECEMBER		10,260,000	
TOTAL		$114,066,000	

Index, National Spot Radio, August 1956—118.4, using 1954 as the base year.

TV FALL BUSINESS PACE AT $100 MILLION A MONTH

- **Network business will account for nearly half of total**
- **Spot outlook is for 20% gain this season over last**
- **All segments of day benefit in healthy sales picture**
- **Coming up fast, ABC-TV draws nearer the front runners**

TELEVISION advertising, which "officially" entered its fall season last Monday, is doing so as an estimated $100 million a month advertising vehicle, with nothing tangible in sight to apply brakes.

The tv networks alone can be expected to be coming in with close to 50% of this figure. The $100 million represents monthly gross time sales (figured at the one-time rate before deductions of commissions), and does not include expenditures for production. A year ago, B•T estimated gross sales for the fall of 1955 would run $80 million a month.

The pace in network tv is heightening with continued aggressive selling and greater station lineups (and thus greater circulation) portending an increased flow of national advertiser money.

National spot will continue to pour additional money into tv, as much as 20% more this season than last. Local business is expected to keep up with the national picture.

B•T's annual preview of the fall season finds:

• Advance sales of network tv time, although somewhat clouded by a cluster of political timebuys in an election year, are setting a fast pace.

• Daytime business at the networks, at first observation seeming to have slipped a bit, actually appears to be over the hump and should equal if not surpass the tremendous gain chalked up last year.

• Nighttime business, while not climbing at the same rate as it did last year, nevertheless is stepping forward with a hefty stride.

• ABC-TV seems headed for its greatest year yet, in its fight of the "third network" to rank nearer the bigtime billers—CBS and NBC.

• As they did last year, the bigger station lineups will mean additional advertiser spending and coverage.

• Program departments of each of the networks are setting forth a rash of entertainment fare, both film and live but all emphasizing higher budgets and exposure of a lengthening roster of stars. There will be more colorcasting than ever before, more quiz programs and more "adventure" stories.

Muscles of each of the networks are being flexed:

Slocum Chapin, vice president in charge of sales at ABC-TV, notes the network's gains in dollars, percentages, ratings and its newly-acquired name advertisers as well as additional programs to buttress his declaration that ABC-TV "looks forward" to this season as its "greatest ever."

Keeping an eye on CBS-TV's drive for its early evening programming that started a year ago and on its fattened daytime schedule, William H. Hylan, CBS-TV's vice president in charge of network sales, sees the network continuing "its leadership in both programming and sales" in the daytime, while hitting bigger volume in the nighttime.

NBC-TV, which is expanding its color schedule by 500% this season, is counting on color as an excitement to viewers and as an added attraction to advertisers. For the first six months of this year alone, William R. Goodheart, newly-appointed head of NBC-TV's sales, finds 33 of the 42 advertisers using network tv for the first time to be on NBC-TV.

Indeed, NBC-TV already is racing ahead of last season in advance sales of day hours. In addition, new sales are coming in, such as Helene Curtis' sponsorship of *Washington Square* (Ray Bolger on alternate Sunday afternoons). Some attrition is noted in nighttime sales but since last August additional advertiser purchases have been made (e.g., Lanolin Plus' buy of one-hour-long *Break the Bank* on Tuesday night, Schick Inc.'s alternate week buy of *Dragnet*).

Only a part of ABC-TV's story is told in the summary table on this page. For in addition to the network selling in August at a better rate than it did in 1955, its mounting strength—and billings—can be foreseen by the increased station lineups (see the full tables providing advertiser breakdown).

The growing influx of top advertisers to ABC-TV also is making the difference for the network.

According to the breakdown of average hours of commercials sold per week, ABC-TV is over its advanced sales record of last year in daytime hours. And although its nighttime pace appeared to be holding steady, the network since August already has added such advertisers as Plymouth (for its new *Ray Anthony* show) Miller Brewing (*Wire Service*), Swift (*The Lone Ranger*), U. S. Rubber (*Navy Log*) and segments purchased in *Circus Time* by American Metals, Remco Industries and Hartz Mt. Products.

Increased buying can be expected in ABC-TV's daytime hours, too, as indicated by some new business in for *Afternoon Film Festival* since the August cutoff date.

CBS-TV, as the summary table shows, has had some attrition in the daytime schedule. But network spokesmen hardly feel this a trouble area. The network still has a daytime total that overshadows completely those of the other two networks, and, of course, expects to push sales for its availabilities still open during the day. (A recent sale has been made to Tootsie Rolls for *Tales of the Texas Rangers.*) Most of the "loss" in CBS-TV's daytime hours can be attributed to its Mon.-Fri. strips, such as *Johnny Carson, Bob Crosby* and *Godfrey,* which are not completely sold out. Its *Contest Carnival* and *Johnny Coons,* both weekend shows, which were sponsored last season, are lost on this year's schedule.

In the nighttime segments, CBS-TV is ahead of last season, showing up impressively in those time periods where billings are the greatest.

Not appearing in this guide to current network fall business are the one-shots, the World Series (sponsored on NBC-TV by Gillette) and political timebuys. The political campaign expenditures are expected to be at a record high this year. Thus, by election time in a few weeks many advertisers can be expected to make final plans which have been in abeyance. In addition to the one-shots, regional buys of less than 20 stations are not included.

For the first time, B•T's preview includes a statement from Television Bureau of Advertising. According to Norman E. Cash, TvB vice president, tv advertising this season will see a "continuing upsurge" with impetus coming from recognition of daytime tv as "a major segment of the medium's selling efficacy" and from "the steady influx of new advertisers." From all current indications, says Mr. Cash, tv this season "will be one of vitality and growth" which he calls, "the hallmarks of a thriving business."

To Larry Webb, managing director of Station Representatives Assn., national spot tv is a "young giant" who expects to "put on weight and muscle at a rapid rate." The SRA estimate for the year is $315 million for national spot tv time sales as compared to the $275 million total it had estimated for this year.

THE FALL HARVEST

Average Hours of Network Commercials Per Week

Network	On Air in Oct. '55	Sold as of Aug. 15, '55	Sold as of Aug. 15, '56
DAYTIME			
ABC	5:15	4:15	5:37½
CBS	34:30	36:07½	31:05
NBC	22:45	17:15	18:58¾
Totals	62:30	57:37½	55:41¼
EVENING			
ABC	18:22¾	15:45	15:45
CBS	27:42½	26:45	28:22½
NBC	29:15	29:25	26:50
Totals	75:20¼	71:55	70:57½
TOTALS			
ABC	23:37¾	20:00	21:22½
CBS	62:12½	62:52½	59:27½
NBC	52:00	46:40	45:48¾
Totals	137:50¼	129:32½	126:38¾

OUTLOOK IS BEST YET FROM VANTAGE POINT AT ABC

Mr. Chapin:

ABC Television looks forward to the 1956-57 season as its greatest ever, both in terms of sponsorship and new programs. Such important advertisers as Eastman-Kodak, R. J. Reynolds, Union Carbide & Carbon, Aluminium Ltd., Ford Motor, Chesebrough-Pond's, Armour & Co., U. S. Rubber, Procter & Gamble, Plymouth and Swift, are among the new sponsors of ABC-TV nighttime programs this season, in addition to many top advertisers who will return.



MR. CHAPIN

With *Omnibus, Lawrence Welk's Top Tunes and New Faces, Broken Arrow, Navy Log, Ford Theatre, Wire Service, The Adventures of Jim Bowie* and *Treasure Hunt* new to our schedule, ABC believes it's to be in the forefront of fine programming.

In the first seven months of 1956, ABC Television billings hit an all-time high of $44 million, compared to $25 million in the same period of 1955, an increase of $19 million or 76%. The increases were greater both per-

centage-wise and dollar-wise than the other networks. ABC-TV anticipates similar billing increases in the coming season.

In the rating picture, ABC Television scored important gains, making a three-way battle for honors in many key time periods. With the important new properties we have programmed, ABC-TV believes it will make even greater inroads competitively during 1956-57."

REGULARLY SCHEDULED SHOWS STILL FORMULA FOR CBS-TV

Mr. Hylan:

CBS Television will continue in 1956-57 its emphasis on the regular weekly scheduling of programs in the belief that consistent programming is the basis for successful television advertising.

At the same time, provision has been made (as was the case last season) to carry important programs of a public affairs nature or of unique stature and quality in the entertainment field when the occasion arises.

Last year at this time, CBS Television was about to embark on an ambitious re-shuffling of its early evening schedule. The results have certainly lived up to expectations. *Doug Edwards with the News* at 7:15-7:30 p. m. Monday through Friday has maintained its position as the most stable news program on any television network. The Monday through Friday 7:30-8:00 p.m. has achieved top ratings with programs like *Robin Hood, Name That Tune, Sgt. Preston of the Yukon* and *My Friend Flicka.* It is anticipated that *The Giant Step,* which makes its debut in November at 7:30-8:00 p.m. Wednesdays, will make it a clean sweep for the entire strip.



MR. HYLAN

The circulation of the average Monday through Friday daytime program has increased in the past year to a greater degree than ever before in a like period. CBS Television, the pioneer in daytime network televison, will continue its leadership in both programming and sales areas. A top contender for daytime honors will be the *Our Miss Brooks* program schedule for the 2:00-2:30 Monday through Friday strip.

Probably the most ambitious undertaking of any television network this coming season is *Playhouse 90,* which will be scheduled from 9:30-11 p.m. Thursday starting Oct. 4. It is our firm belief that this series will bring a new dimension to television in both programming concept and in the use of the medium to sell goods or services.

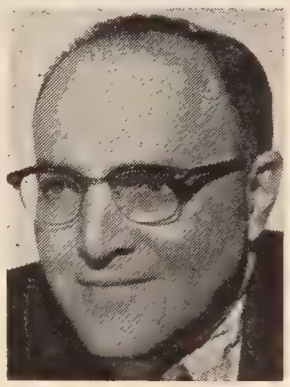
NBC-TV PUTS ITS CHIPS BEHIND COLOR PROGRAMMING

Mr. Goodheart:

Enthusiasm for color television on the part of advertisers and viewers indicates that 1956-57 is truly the color season.

Following the FCC approval of standards for compatible color television in December 1953, NBC led the field in presenting major shows, one at a time, in color in order that advertisers could see what full color could mean for their programs and products. Then, in the fall of 1954, NBC launched its more regular schedule of color programming, mainly by means of its spectaculars.

Even though there were numerous color sets in use at that time, NBC estimates that the number will have skyrocketed from some 30,000 at the beginning of this year to more than 300,000 at the beginning of 1957. There even has been speculation in the industry that by 1963 practically the entire television service, both programming and receiving, will be in color.



MR. GOODHEART

This great increase in color sets clearly demonstrates that the public is hungry for many-hued programming and advertisers are meeting this demand by associating themselves with color on an increasing basis.

This year NBC is expanding its color schedule by 500% for its advertisers and viewers. The color schedule calls for at least one major color program every night of the week in addition to the spectaculars and on some nights there will be as many as three straight hours of color programming on NBC. In the fourth quarter of 1956 nighttime color programming will total between 120 and 130 hours, as against 22.5 for the fourth quarter of 1955.

NBC believes this regular scheduling of color will help further to establish the color viewing habit as families become accustomed to watching the same program in color at the same time each week.

As another real aid to advertisers this season, west coast viewers for the first time will be able to see NBC color programs at the same clock hour as those in the East by means of the new lenticular film system.

In addition to color, the new 1956-57 season should attract even more new advertisers to network television through "shared" and participating advertising. During 1955 NBC succeeded in bringing in 51 new advertisers. Of these, 49 used NBC-TV exclusively. Our *Today, Home* and *Tonight* programs were responsible for most of these via the shows' pioneering magazine concepts.

Our successful recruitment of new network advertisers is continuing in 1956. During the first six months of this year, 33 of the 42 advertisers using network television for the first time were on NBC.

Other significant sales trends include:

An ever-increasing awareness by advertisers of daytime television's values—for instance, our *Queen for a Day,* launched only at the beginning of this year, is almost constantly in an S.R.O. status, so much so that it has been lengthened from its original half-hour to 45 minutes. Other daytime properties that are sure-fire sales vehicles include *It Could Be You, Bandstand, Tic Tac Dough* and *Comedy Time.* . . . The irregular, "special" buys, such as Warner Foundation's hour-long fashion shows, *Be a Famous Figure,* presented in color, on four Saturdays throughout the season, plus NCAA football, the bowl games, *Project 20* and others.

But above all this, we believe the most important sales development during this season stands to be color television for one paramount reason—advertisers realize that color shows people things as they really are.

SRA SEES 20% JUMP IN SPOT TV VOLUME

Mr. Webb:

National spot television is that young giant that everyone expects to continue to put on weight and muscle at a rapid rate. The broadcasting business is not going to be disappointed.

Whoever said that history repeats itself should have added "sometimes," and should have explained that history repeats are modified by change and new events.

For the fall season, national spot television will repeat its usual history of substantial increase over the previous year, probably in the vicinity of 20%. But there are two significant changes.

First: Tv incoming orders are slower than a year ago. Blame the conventions and the political campaigns.

Second: Some tv spot business of fall 1955 is shifting in fall 1956 to spot radio. This is a double reverse. The most likely result will be that spot radio will show a surprising increase, while spot tv's growth will not be affected.

The plusses and minuses of national spot tv rate as follows:

Part of the dollar increase will come from higher rates, warranted by more sets, more viewing, more selling power, and catching up with past delayed increases.

The fall of 1956 is working against extraordinary high time sales last fall.

This fall there will be more spot carriers brought about by more, better, more recent movies available. Audience pull on this programming is well recognized.

There will be a tendency toward less network programming in station time. Stations will be more selective with more independent product available.

There will be the usual shift of some spot business to network, but the stream also flows the other way in at least equal amounts.

More regional football this year.

The automotive section looks as good or better than a year ago. New models will have something new to show, and the public must be told.



MR. WEBB

There is some regional political business, and a good volume of national minutes and shared ID's.

The cigarette pot is boiling, with national spot tv carrying more and more of the sales burden. Standard length cigarettes—Camels, Luckies, Chesterfields—are trying to hold their share of a decreasing market. King size cigarettes continue to grow and the race for a big share of the market grows more intense. Filter-tip cigarettes are the fast growing newcomers. An old leader may suffer in share of market, but still gain in volume. New brands, new merchandising plans in old filter-tip brands (old means three to five years in this race for sales) requires flexibility, quick moves to spread the news, fast action when newly tested copy proves out. Spot television expenditures by individual cigarette brands are running on an annual basis from $50,000 up to close to $5 million, with an astounding total of 17 brands in the sweepstakes, and three more in immediate prospect.

New stations coming on the air affect time

Continues on page 36

HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

Advertiser / Program	Gross Time Charges Oct. '55	Network	Stations Oct. 1955	Stations Oct. 1956	Average Hours For Week 1955	Average Hours For Week 1956
Admiral Corp.						
Life Is Worth Living	$110,216	ABC	105		0:30	
Today		NBC		61		d0:43
Tonight		NBC		59		0:41
Aluminium Ltd.						
Omnibus	81,572	CBS	67		d0:22½	
Omnibus		ABC		89		0:22½
Aluminum Co. of America						
Alcoa Hour	162,590	NBC	89	98	0:30	0:30
Home	23,445	NBC	56		d0:09¾	
Aluminum Goods Mfg. Co.						
Today	10,364	NBC	58		d0:03	
Amana Society						
Collegiate Football	48,480	CBS	55		d1:00	
Phil Silvers Show	93,594	CBS	130	167	0:15	0:15
American Character Doll Co.						
Pinky Lee Show	29,884	NBC	94		d0:06	
American Chicle Co.						
Caesar's Hour	108,941	NBC	124		0:20	
Zoo Parade	55,287	NBC	74		d0:15	
Adventures of Jim Bowie		ABC		118		0:15
Ozark Jubilee		ABC		128		0:15
American Dairy Assn.						
Disneyland	94,073	ABC	143	149	0:15	0:15
Lone Ranger	63,162	ABC	75		0:15	
American Home Products Corp.						
Arthur Godfrey Time	24,830	CBS	52	69	d0:15	d0:15
Down You Go	16,500	ABC	20		0:15	
Midwestern Hayride	54,135	NBC	31		0:30	
Today	44,829	NBC	54		d0:14	
Tonight	39,355	NBC	51		0:16¼	
Douglas Edwards, News	103,370	CBS	82	141	0:15	1:30
Love of Life	247,254	CBS	150	185	d1:15	d1:15
The Secret Storm	246,541	CBS	147	185	d1:15	d1:15
Name That Tune	107,100	CBS	64	132	0:30	0:30
Wanted	49,380	CBS	81		0:30	
Adventures of Sir Lancelot		NBC		126		0:15
Queen For A Day		NBC		55		d0:15
Captain Kangaroo		CBS		96		d0:10
American Machine & Foundry Co.						
Regional Collegiate Football		NBC		26		d0:30
American-Marietta Co.						
Famous Film Festival	30,000	ABC	56		0:07½	
American Motors Corp.						
Disneyland	205,143	ABC	194	182	0:30	0:15
American Pfaff Corp.						
Home		NBC		61		d0:13½
American Radiator & Standard Sanitary Corp.						
Today		NBC		61		d0:13¼
Home		NBC		66		d0:24¾
American Telephone & Telegraph Co.						
Telephone Time		CBS		192		0:30
American Tobacco Co.						
Justice	202,155	NBC	118		0:30	
Jack Benny-Private Secy.	264,840	CBS	173	176	0:30	0:30
Your Hit Parade	163,494	NBC	152	177	0:15	0:15
Make Room For Daddy	80,160	ABC	117		0:15	
MGM Parade	65,000	ABC	102		0:15	
Douglas Edwards, News	149,600	CBS	59		0:30	
The Big Story	91,242	NBC	91	93	0:15	0:15
Navy Log		ABC		101		0:15
Stanley		NBC		126		0:15
American Viscose Corp.						
Home	18,988	NBC	52	61	d0:07½	d0:07½
Am-Par Record Corp.						
Mickey Mouse Club		ABC		94		d0:07½
Anheuser-Busch Inc.						
Damon Runyon Theatre	130,746	CBS	109		0:30	
Charles Antell Inc.						
Search For Beauty	238,947	NBC	82		d1:30	
Ted Mack Matinee	65,952	NBC	59		d0:52½	
Armour & Co.						
George Gobel Show	109,896	NBC	151	179	0:15	0:15
Perry Como Show	49,198	NBC	73		0:10	
Mickey Mouse Club	59,030	ABC	86	94	d0:15	d0:15
Danny Thomas Show		ABC		72		0:15
Matinee Theatre		NBC		56		d0:10
Tonight		NBC		59		0:09½
Today		NBC		61		d0:07½
Armstrong Cork Co.						
Circle Theatre	69,225	NBC	71	96	0:30	0:30
Associated Products Inc.						
Tony Martin Show	77,310	NBC	68		0:07½	
Atlantis Sales Corp.						
Howdy Doody	56,040	NBC	67		d0:15	
Pinky Lee	20,040	NBC	62		d0:06	
Avco Mfg Co.						
NCAA Football	134,412	NBC	128		d0:30	
B. T. Babbitt Inc.						
Matinee Theatre	5,116	NBC	60		d0:02	
Afternoon Film Festival		ABC		63		d0:15
Caesar's Hour		NBC		150		0:10
Beech-Nut Packing Co.						
Dr. Spock	39,532	NBC	37		d0:15	
Beltone Hearing Aid Co.						
Famous Film Festival	15,000	ABC	56		0:03¾	
Today	9,705	NBC	68	61	d0:03	d0:02¾
Best Foods Inc.						
You Asked For It	118,725	ABC	44	56	0:30	0:30
Garry Moore Show		CBS		98		d0:15
Bob Crosby Show		CBS		109		d0:15
Our Miss Brooks		CBS		72		d0:15
Birge Co.						
Home	9,840	NBC	56		d0:03½	
Hazel Bishop Inc.						
This Is Your Life	95,514	NBC	103		0:15	
Bissell Carpet Sweeper Co.						
Home	28,734	NBC	59	61	d0:03¾	d0:03¾
Today	14,581	NBC	55	61	d0:11¼	d0:03¾
Bloch Bros. Tobacco Co.						
Tonight	11,306	NBC	43		0:11¼	
Bon-Ami Co.						
Afternoon Film Festival		ABC		63		d0:15
Good Morning		CBS		56		d0:10
Matinee		NBC		n		d0:10
Borden Co.						
Date With Life	148,755	NBC	51		d0:45	
People's Choice	161,049	NBC	83	82	0:30	0:15
Queen For A Day		NBC		59		d0:30
John H. Breck Inc.						
Matinee		NBC		143		d0:10
Brillo Mfg. Co.						
So You Want To Lead A Band	108,030	ABC	44		0:30	
It Could Be You		NBC		63		d0:15
Matinee Theatre		NBC		56		d0:10
Bristol-Myers Co.						
Arthur Godfrey Time	93,776	CBS	52	95	d0:30	d0:30
Four Star Playhouse	87,090	CBS	99		0:15	
Mickey Mouse Club	59,030	ABC	86	94	d0:15	d0:30
Garry Moore Show	50,385	CBS	67	76	d0:15	d0:07½
Alfred Hitchock Presents	215,100	CBS	102	125	0:30	0:30
NCAA Football		NBC		173		d0:30
Playhouse 90		CBS		142		0:15
Arthur Godfrey Show		CBS		173		0:15
British-American Tobacco Co.						
The Line-Up	105,402	CBS	163	177	0:15	0:15
Robert Q. Lewis	23,975	CBS	52		d0:07½	
Steve Allen Show		NBC		127		0:20
Tennessee Ernie Ford		NBC		59		d0:07½
Bob Crosby		CBS		83		d0:07½
Brown Shoe Co.						
Captain Kangaroo		CBS		56		d0:15
E. L. Bruce Co.						
Today	22,020	NBC	49	61	d0:12½	d0:16¾
Bulova Watch Co.						
The Jackie Gleason Show		CBS		149		0:30
California Packing Corp.						
Home	22,138	NBC	91	61	d0:07½	d0:09½
Today	19,863	NBC	62	61	d0:06¼	d0:05¾
Tonight	15,334	NBC	45		0:07¼	
Caloric Stove Corp.						
Home	20,400	NBC	63	61	d0:07½	d0:02¾
Camfield Mfg. Co.						
Tonight	10,903	NBC	44		0:05¾	
Campana Sales Co.						
Queen For A Day		NBC		57		d0:07½
Campbell Soup Co.						
Lassie	78,870	CBS	75	86	0:15	0:30
Star Stage	90,504	NBC	96		0:15	
Mickey Mouse Club	85,305	ABC	86		d0:15	
On Trial		NBC		78		0:15
House Party		CBS		98		d0:15
Garry Moore Show		CBS		95		d0:15
Carnation Co.						
Mickey Mouse Club	59,030	ABC	86	94	d0:15	d0:15
Burns & Allen	155,256	CBS	149	n	0:15	0:15
Bob Crosby	32,160	CBS	107		d0:07½	
Carter Products						
Famous Film Festival	15,000	ABC	56		0:03¾	
Meet Millie	85,140	CBS	101		0:15	
Chesebrough-Ponds Inc.						
Star Stage	84,006	NBC	73		0:15	
Conflict		ABC		114		0:30
Adventures of Jim Bowie		ABC		118		0:15
Chrysler Corp.						
Climax-Shower of Stars	327,640	CBS	131	176	1:00	1:00
Famous Film Festival	7,500	ABC	55		0:02	
It's A Great Life	229,863	NBC	140		0:30	
You Bet Your Life	218,400	NBC	153	157	0:30	0:30
Break The Bank	221,392	ABC	176		0:30	
Lawrence Welk	306,404	ABC	143	194	1:00	1:00
Make Room For Daddy	76,329	ABC	112		0:15	
News Caravan	242,000	NBC	82		0:30	
Top Tunes & New Faces		ABC		117		1:00
Chemstrand Corp.						
High Finance		CBS		81		0:30
Chicken of the Sea, Inc.						
Queen For A Day		NBC		58		d0:07½

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

Advertiser / Program	Gross Time Charges Oct. '55	Network	Stations Oct. 1955	Stations Oct. 1956	Average Hours For Week 1955	Average Hours For Week 1956
Chun King Sales Inc.						
Garry Moore	26,550	CBS	68		d0:07½	
Chunky Chocolate Corp.						
Super Circus	41,198	ABC	36		d0:15	
Ciba Pharmaceutical Products Inc.						
Medical Horizons	101,370	ABC	39	67	0:30	d0:30
Cluett, Peabody & Co.						
Home	19,160	NBC	50		d0:07½	
Coats & Clark's Sales Corp.						
Afternoon Film Festival		ABC		63		d0:22½
Coca-Cola Co.						
Mickey Mouse Club	111,282	ABC	86	94	d0:30	d0:15
Coke Time	250,784	NBC	102	107	0:30	0:30
Colgate-Palmolive Co.						
Howdy Doody	53,033	NBC	75		d0:15	
Feather Your Nest	113,352	NBC	94		d0:37½	
Adventures of Champion	47,970	CBS	115		0:30	
Strike It Rich	425,679	CBS	95	128	d2 30	d2:30
Strike It Rich	148,860	CBS	127		0:30	
Variety Hour	367,070	NBC	139		1:00	
Modern Romances	121,991	NBC	104		d0:27½	
The Big Payoff	273,693	CBS	98	122	d1:30	d1:30
My Friend Flicka		CBS		102		0:30
Mighty Mouse Playhouse		CBS		86		d0:15
Millionaire		CBS		147		0:30
Bob Cummings Show		CBS		136		0:15
Crusader		CBS		136		0:15
Columbia Broadcasting System Inc.						
Garry Moore	28,810	CBS	80	100	d0:07½	d0:07½
Godfrey & Friends	101,136	CBS	155		0:15	
Continental Baking Co.						
Howdy Doody	84,120	NBC	55		d0:30	
Converted Rice						
Garry Moore	26,160	CBS	72		d0:07½	
Corn Products Refining Co.						
Arthur Godfrey Time	36,285	CBS	54		d0:15	
Robert Q. Lewis	39,435	CBS	78		d0:15	
Queen For A Day		NBC		122		d0:15
Crowell-Collier Publishing Co.						
Today	9,585	NBC	55		d0:03	
Culligan Inc.						
Home	15,138	NBC	73		d0:05½	
Alberto Culver						
Modern Romances		NBC		53		d0:07½
It Could Be You		NBC		63		d0:07½
Helene Curtis Industries						
Caesar's Hour	102,611	NBC	95		0:20	
Queen For A Day		NBC		55		d0:15
What's My Line		CBS		85		0:15
Curtis Publishing Co.						
Home	5,058	NBC	76		d0:02	
Daystrom Inc.						
Home	23,544	NBC	58		d0:10	
Derby Foods Inc.						
Disneyland		ABC		138		0:30
Dormeyer Corp.						
Perry Como	48,894	NBC	72		0:10	
Dow Chemical Co.						
Home	21,086	NBC	77		d0:07½	
Arthur Godfrey Time	53,080	CBS	59		d0:15	
Medic	102,723	NBC	116		0:30	
Football Scoreboard	83,630	NBC	71	58	d0:15	d0:15
Queen For A Day		NBC		57		d0:07½
E. I. du Pont de Nemours & Co.						
Cavalcade Theatre	101,436	ABC	63	87	0:30	0:30
Eastman Kodak						
Screen Directors' Playhouse	163,350	NBC	67		0:30	
Adventures of Ozzie & Harriet		ABC		111		0:30
Edison Electric Institute						
Today		NBC		61		d0:18¾
Home		NBC		61		d0:16¾
Electric Cos. of America						
You Are There	83,916	CBS	107		0:15	
Elgin National Watch Co.						
Person To Person	79,260	CBS	94		0:15	
Emerson Drug Co.						
Chance of A Lifetime	50,318	ABC	46		0:15	
Masquerade Party		ABC		68		0:15
Exquisite Form Brassiere Inc.						
Afternoon Film Festival		ABC		63		d0:22½
Falstaff Brewing Corp						
Football	37,894	ABC	26		d1:00	
Football		CBS		v		d0:30*
Firestone Tire & Rubber Co.						
Home	5,750	NBC	87	61	d0:02	d0:09½
Voice of Firestone	154,020	ABC	87	90	0:30	0:30
Ford Motor Co.						
Star Jubilee	138,757	CBS	169	178	0:22½	0:22½
Ford Theatre	215,172	NBC	147		0:30	
Producer's Showcase	58,400	NBC	77		0:11	
Ed Sullivan Show	466,425	CBS	172	195	1:00	1:00
Ford Theatre		ABC		112		0:30
Tennessee Ernie Ford Show		NBC		156		0:30
General Cigar Co.						
NCAA Football	134,412	NBC	128		d0:30	
National Bowling Champions		NBC		42		0:30
General Electric Co.						
20th Century-Fox Hour	149,805	CBS	109	149	0:30	0:15
G. E. Theatre	252,825	CBS	148	150	0:30	0:30
Medic	91,311	NBC	77		0:15	
Warner Bros. Presents	76,254	ABC	108		0:15	
Adventures of Ozzie & Harriet	85,808	ABC	57		0:22½	
Today	4,918	NBC	58		d0:01½	
Broken Arrow		ABC		119		0:30
Cheyenne		ABC		114		0:30
General Foods Corp.						
Roy Rogers Show	282,525	NBC	162		0:30	
Johnny Carson Show	163,440	CBS	75		0:15	
M-G-M Parade	67,232	ABC	98		0:15	
Mama	138,294	CBS	74		0:30	
December Bride	241,200	CBS	177	191	0:30	0:30
Home	26,388	NBC	60		d0:11¼	
Fury	107,025	NBC	71		d0:30	
I Love Lucy	140,790	CBS	154	162	0:15	0:15
Our Miss Brooks	153,274	CBS	95		0:30	
Tales of the 77th Bengal Lancers		NBC		124		0:30
Adventures of Hiram Holiday		NBC		103		0:30
Queen For A Day		NBC		55		d0:07½
West Point		CBS		126		0:30
Arthur Godfrey Time		CBS		65		d0:15
Zane Grey Theatre		CBS		110		0:30
Mighty Mouse Playhouse		CBS		83		d0:15
General Mills						
Burns & Allen	100,212	CBS	112		0:15	
Mickey Mouse Club	287,772	ABC	86	94	d0:45	d1:00

* Time segment is an arbitrary figure because of complexity of regional hookups.

COLORCASTING®

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Oct. 9 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner & S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Oct. 16, 23).

Oct. 10 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Oct. 17, 31).

Oct. 12 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Oct. 19, 26).

Oct. 14 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Oct. 21, 28).

Oct. 15 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Oct. 22 (3-3:30 p.m.) *The Big Payoff,* Colgate-Palmolive Co. through William Esty (also Oct. 23-26).

NBC-TV

Oct. 8 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 22, 29).

Oct. 9 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample and Vicks Chemical Co. through BBDO (also Oct. 16, 23, 30).

Oct. 9 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson and Max Factor Co. through Doyle Dane Bernback (also Oct. 23, 30).

Oct. 10 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Oct. 17, 24, 31).

Oct. 11 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Oct. 18, 25).

Oct. 12 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv. and R. J. Reynolds Co. through Wm. Esty on alternating weeks (also Oct. 19, 26).

Oct. 13 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Oct. 20, 27).

Oct. 14 (9-9:55 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

Oct. 15 (8-9:25 p.m.) *Producers' Showcase,* "The Letter," RCA and Whirlpool through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Oct. 15-19 (3-4 p.m.) *Matinee,* participating sponsors (also Oct. 22-26, 29-31).

Oct. 27 (9-10:30 p.m.) *The Saturday Spectacular,* "Manhattan Towers," Oldsmobile through D. P. Brother and RCA and Whirlpool through Kenyon & Eckhardt.

Oct. 28 (7:30-9 p.m.) *Hallmark Hall of Fame,* "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.

Oct. 28 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

[Note: This schedule will be corrected to press time of each issue of B•T]

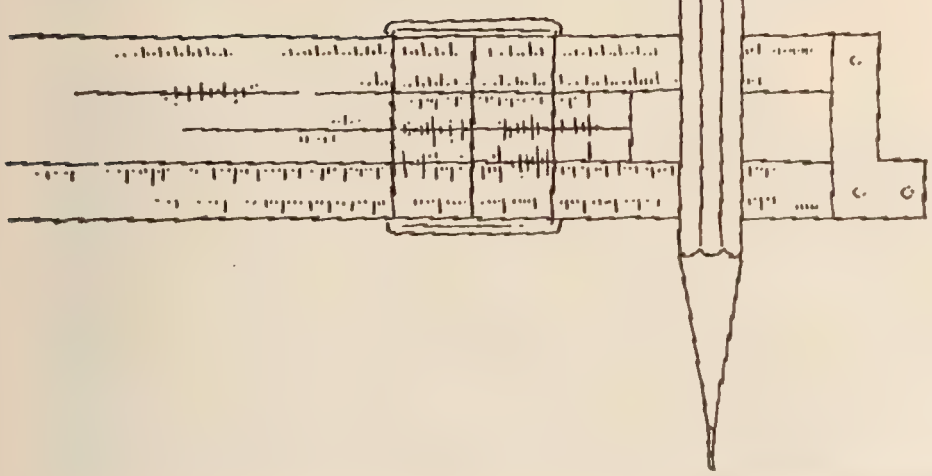
HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

Advertiser / Program	Gross Time Charges Oct. '55	Network	Stations Oct. 1955	Stations Oct. 1956	Average Hours For Week 1955	Average Hours For Week 1956
General Mills (Cont'd)						
Tales of The Texas Rangers	101,512	CBS	59	70	d0:30	d0:15
Lone Ranger	62,915	ABC	75	75	0:15	0:15
Lone Ranger	83,565	CBS	47	59	d0:30	d0:15
Bob Crosby Show	119,532	CBS	87	91	d0:45	d0:30
Garry Moore Show	37,050	CBS	70	87	d0:15	d0:07½
Valiant Lady	131,386	CBS	99	102	d0:45	d0:30
Wyatt Earp	57,192	ABC	60	79	0:15	0:15
Barker Bill's Cartoons	56,342	CBS	80		d0:30	
General Motors						
My Favorite Husband	156,576	CBS	119		0:30	
Arthur Godfrey Time	101,560	CBS	62		d0:30	
Big Town	58,280	NBC	87		0:15	
Wide Wide World	197,681	NBC	98	146	d0:45	d0:45
Honeymooners	286,005	CBS	172		0:30	
Today	10,841	NBC	75		d0:02	
Crossroads	150,096	CBS	122		0:30	
Chevy Show—Starring Dinah Shore	204,680	NBC	176	165	0:30	0:15
Dinah Shore Show	248,208	NBC	101	98	0:30	0:15
Max Liebman Presents	125,287	NBC	109		0:22½	
Home	9,914	NBC	54		d0:03¼	
Today	12,183	NBC	44		d0:05½	
Tonight	13,325	NBC	53		0:05	
Playwrights' '56	161,220	NBC	97		0:30	
Crossroads		ABC		151		0:30
Producers' Showcase		NBC		95		0:06
Chevy Show—Starring Bob Hope		NBC		160		0:15
Saturday Night Spectaculars		NBC		128		0:11¼
Do You Trust Your Wife?		CBS		137		0:15
Garry Moore Show		CBS		98		d0:15
General Time Corp.						
Tonight	17,234	NBC	44		0:07½	
Today		NBC		61		d0:09½
Gerber Products Co.						
Bob Crosby Show	27,320	CBS	68	73	d0:07½	d0:15
Ding Dong School	70,345	NBC	82		d0:15	
Gillette Co.						
People Are Funny	209,838	NBC	140	162	0:30	0:15
Perry Como Show	24,525	NBC	84		0:10	
Famous Film Festival	75,000	ABC	56		0:26¼	
Cavalcade of Sports	301,008	NBC	154	171	0:45	0:45
Arthur Godfrey's Talent Scouts	142,998	CBS	127	162	0:15	0:15
Pinky Lee Show	5,773	NBC	40		d0:01¼	
Valiant Lady	46,499	CBS	69	79	d0:30	d0:15
Godfrey & Friends	102,324	CBS	152	170	0:15	0:15
Bob Crosby Show	44,880	CBS	67	80	d0:15	d0:15
Garry Moore Show	21,290	CBS	68	76	d0:07½	d0:15
Walter Winchell Show		NBC		115		0:15
Glass Container Mfrs. Institute						
Home	36,864	NBC	52		d0:15	
The Glidden Co.						
Home	5,242	NBC	75		d0:02	
Today	11,325	NBC	84		d0:03¼	
Gold Seal Co.						
Perry Como Show	50,400	NBC	78	86	0:10	0:10
B. F. Goodrich Co.						
Burns & Allen	7,713	CBS	24	139	0:15	0:15
Goodyear Tire & Rubber Co.						
Goodyear Playhouse	175,300	NBC	128	112	0:30	0:30
Grove Labs Inc.						
Today	42,041	NBC	42		d0:17¼	
Gruen Watch Co.						
Home	9,656	NBC	51		d0:03¾	
Gulf Oil Corp.						
Life of Riley	160,020	NBC	116	115	0:30	0:30
NCAA Football	59,126	NBC	43		d0:30	
Hagan Corp.						
Today	19,923	NBC	77		d0:06¼	
Hallmark Cards Inc.						
Maurice Evans Presents	88,818	NBC	107	115	d0:22½	0:22½
Theodore Hamm Brewing Co.						
Person To Person	25,020	CBS	31	47	0:15	0:15
John Hancock Life Insurance Co.						
Producer's Showcase		NBC		95		0:06
Chr. Hansen's Labs						
Captain Kangaroo		CBS		26		d0:10
Hartz Mountain Products						
Capt. Hartz & His Pets	25,750	NBC	20		d0:15	
Captain Kangaroo		CBS		55		d0:15
Hawaiian Pineapple Co.						
Art Linkletter's Houseparty	49,420	CBS	60		d0:15	
The Hearst Corp.						
Home	14,268	NBC	50		d0:05½	
Today	20,107	NBC	55		d0:06¼	
Tonight	10,833	NBC	44		0:05½	
H. J. Heinz Co.						
Capt. Gallant of the Foreign Legion	174,570	NBC	55		d0:30	
Home	18,994	NBC	60		d0:07½	
The Hoover Co.						
Famous Film Festival	7,500	ABC	53		0:02	
Ideal Toy Corp.						
Winky Dink & You	63,535	CBS	62		d0:15	
International Cellucotton Products Co.						
Perry Como Show	76,377	NBC	82	90	0:10	0:10
International Harvester Co.						
Halls of Ivy	18,900	CBS	28		0:15	
International Molded Products Inc						
Home	9,491	NBC	50		d0:03¾	
Today	4,629	NBC	53		d0:03	
International Shoe Co.						
Pinky Lee Show	28,364	NBC	87		d0:06	
Jerclaydon Inc.						
Tonight	12,791	NBC	43		0:07½	
The Andrew Jergens Co.						
First Love	112,275	NBC	43		d0:45	
Steve Allen Show		NBC		127		0:20
Johns-Manville Corp.						
Meet The Press	75,330	NBC	31	37	0:15	d0:15
Johnson & Johnson						
Adventures of Robin Hood	79,272	CBS	82	159	0:15	0:15
Famous Film Festival	15,000	ABC	56		0:03¾	
Home	59,359	NBC	52		d0:24½	
S. C. Johnson & Son						
Robert Montgomery Presents	235,305	NBC	99	101	0:30	0:30
Red Skelton Show	78,900	CBS	74	90	0:15	0:15
Mickey Mouse Club	57,250	ABC	86		d0:15	
Kaiser Aluminum Co.						
Kaiser Aluminum Hour		NBC		96		0:30
Kellogg Co.						
Lassie	123,000	CBS	77		0:15	
Arthur Godfrey Time	71,380	CBS	61	76	d0:30	d0:30
Art Linkletter's Houseparty	74,180	CBS	65	86	d0:30	d0:30
Garry Moore Show	34,164	CBS	60		d0:15	
Wild Bill Hickock	103,717	CBS	79	109	d0:30	d0:30
Arthur Godfrey Show		CBS		n		0:15
Kimberly-Clark Corp.						
Danny Thomas Show		ABC		72		0:15
Knomark Mfg. Co.						
Masquerade Party	68,489	ABC	93		d0:15	
Caesar's Hour		NBC		150		0:10
Lanolin Plus Inc.						
Robert Q. Lewis	69,165	CBS	81		d0:15	
Home	23,968	NBC	97		d0:07½	
Name That Tune		CBS		136		0:15
Larsen Co.						
Bob Crosby Show	27,460	CBS	72		d0:07½	
Lee Ltd.						
Tonight	13,250	NBC	38		d0:07½	
Lehn & Fink Products Corp.						
Sunday Lucy Show	181,005	CBS	78		0:30	
Queen For A Day		NBC		96		d0:07½
It Could Be You		NBC		63		d0:07½
Lemon Products Advisory Board						
Home	19,380	NBC	52		d0:07½	
Today	10,128	NBC	56		d0:03	
Tonight	6,007	NBC	35		0:03¾	
Lettuce Inc.						
Mickey Mouse Club	28,655	ABC	86		d0:07½	
Lever Bros.						
Uncle Johnny Coons	65,250	CBS	39		d0:30	
Godfrey's Talent Scouts	74,040	CBS	63	95	0:15	0:15
Lux Video Theatre	322,300	NBC	104	129	1:00	1:00
Arthur Godfrey Time	83,561	CBS	57		d0:30	
Adventures of Sir Lancelot		NBC		126		0:15
On Trial		NBC		78		0:15
Garry Moore Show		CBS		76		d0:30
Houseparty		CBS		94		d0:45
Afternoon Film Festival		ABC		63		d0:22½
Lewis-Howe Co.						
Famous Film Festival	15,000	ABC	56		0:03¾	
Jonathan Winters Show		NBC		110		0:07½
Life Insurance Co. of America						
Today		NBC		61		d0:26¼
Liggett & Myers Tobacco Co.						
Dragnet	217,914	NBC	143	169	0:30	0:30
Warner Bros. Presents	154,188	ABC	109		0:30	
Gunsmoke	202,410	CBS	141	154	0:30	0:22½
Matinee Theatre	5,540	NBC	85		d0:02	
Noah's Ark		NBC		125		0:30
Regional Football		NBC		76		d0:30
Do You Trust Your Wife		CBS		176		0:15
Longines-Wittnauer Watch Co.						
Conquest	36,200	CBS	43		d0:15	
P. Lorillard Co.						
Father Knows Best	180,912	CBS	112		0:15	
Two For The Money	148,755	CBS	132		0:15	
Truth Or Consequences	160,296	NBC	85		0:30	
Walter Winchell Show		NBC		115		0:15
The $64,000 Challenge		CBS		122		0:15
Jackie Gleason Show		CBS		149		0:30
Manhattan Soap Co.						
Ding Dong School	55,608	NBC	75		d0:15	
Mars Inc.						
Mickey Mouse Club	59,030	ABC	86		d0:15	
C. H. Masland & Sons						
Garry Moore Show	50,960	CBS	58		d0:15	
Mattel Inc.						
Mickey Mouse Club	29,515	ABC	86	94	d0:07½	d0:07½
Maybelline Co.						
Color Spread	25,663	NBC	102		0:03¼	
See It Now	26,698	CBS	114		0:05	
Maytag Co.						
Navy Log	180,630	CBS	111	113	0:15	0:15
McGraw Electric Co.						
Famous Film Festival	22,500	ABC	56		0:05½	
Today		NBC		61		d0:03¾
Home		NBC		61		d0:05¾
Tonight		NBC		59		0:03¾
The Mennen Co.						
Ding Dong School	54,580	NBC	72		d0:15	
Fights	89,904	ABC	101	104	0:22½	0:22½
High Finance		CBS		61		0:22½
Miles Labs						
John Daly, News	74,160	ABC	22	54	0:45	0:30
Garry Moore Show	41,325	CBS	71		d0:15	
Bob Crosby Show	40,275	CBS	70		d0:15	

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

MARKET VISION

in the carolinas



well-calculated to increase southeastern sales

Today in the Carolinas a massive television market is alive and throbbing with the progress of active people.

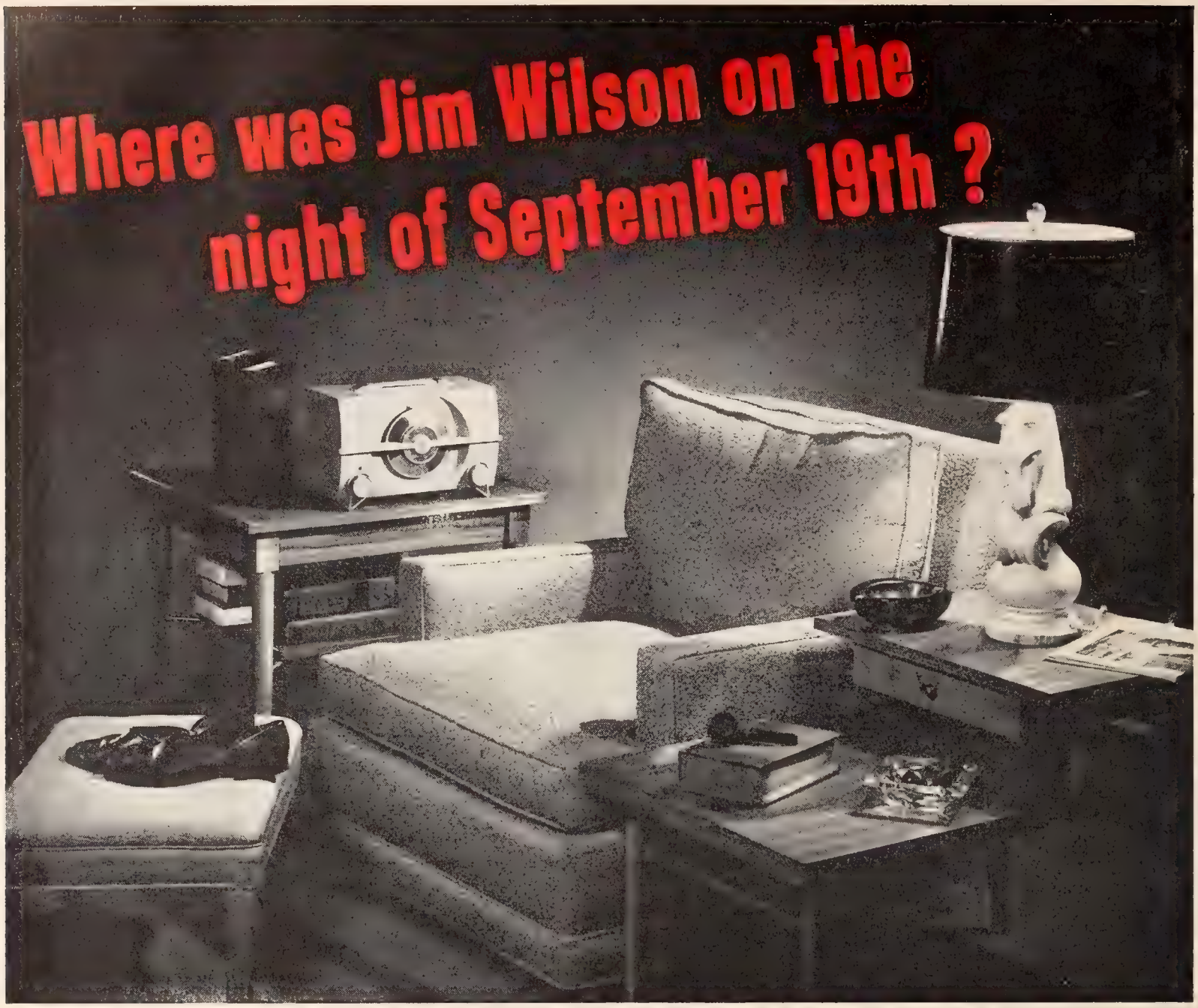
Nerve center of this Southern industrial-distribution crossroad is Television Station WBTV, Charlotte. From the beginning, WBTV vision spearheaded the development of this vital market.

Now! 1956 Sales Management Market Data reports the population in WBTV's 100 uv/m area to be 2,552,000. Retail sales are $2,085,430,000. Effective buying income $2,971,773,000.

Exercise your vision in the Carolinas and schedule increased sales for your product. Contact CBS Television Spot Sales or WBTV.

WBTV CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY
"VISION IN THE CAROLINAS"



Let's see . . . at 6:35 p.m. he was in Moscow for an inside report on the Kremlin . . . at 6:52 he was back in Dallas for a preview of the SMU-Notre Dame football game . . . at 8:00 he was in Marshall, Texas, for an eye-witness account of a raging fire . . . at 9:03 he was in Cairo for the latest word on political maneuverings in the Middle East . . . at 10:58 he was in Des Moines, Iowa, for highlights of a presidential campaign speech.

Odd chap, Jim Wilson?

Not at all. Like thousands of other North Texans that night, he was listening to WFAA news programs that take listeners *where* news is happening, *when* it is happening.

820
50,000 WATTS

WFAA

570
5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

WFAA Has the Most Extensive News Coverage of Any North Texas Station

- Its stringer network links 37 North Texas news correspondents in the most comprehensive system of regional news reporting ever used.
- The WFAA Mobile Broadcasting Unit gives direct coverage to every important local news event with live broadcasts, interviews, music pick-ups and tape recordings — even walkie-talkie reports.
- Live network and wire service (AP and UP) bring news of the nation and the world.

No wonder WFAA leads all other stations in North Texas in urban, village and farm listeners, morning, noon and night.*

If you'd like this audience for your customers . . . ask your Petry man for details.

**Whan Study, A. C. Nielsen, N.S.I.*

HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

Advertiser / Program	Gross Time Charges Oct. '55	Network	Stations Oct. 1955	Stations Oct. 1956	Average Hours For Week 1955	Average Hours For Week 1956
Miles Labs (cont'd)						
Tennessee Ernie Ford	31,040	NBC	56	61	d0:15	d0:15
World of Mr. Sweeney	33,050	NBC	53		d0:15	
Ding Dong School	33,280	NBC	60		d0:15	
Mickey Mouse Club		ABC		94		d0:07½
Queen For A Day		NBC		62		d0:15
News Caravan		NBC		85		0:22½
Miller Brewing Co.						
Tonight		NBC		59		0:15
Minneapolis Honeywell Regulator Co.						
Regional Collegiate Football (East)		NBC		26		d0:30
Minnesota Mining & Mfg. Co.						
Arthur Godfrey Time	57,875	CBS	49		d0:15	
Mickey Mouse Club		ABC		94		d0:07½
Today		NBC		61		d0:15
Home		NBC		61		d0:03¾
Tonight		NBC		59		0:02¾
Minute Maid Corp.						
Tennessee Ernie Ford Show		NBC		59		d0:07½
Mobile Homes Mfrs. Assn.						
Today	9,195	NBC	56	61	d0:03¼	d0:09½
Tonight	7,751	NBC	45		0:03¾	
Monsanto Chemical Co.						
Warner Bros. Presents	36,057	ABC	108		0:15	
Jules Montenier Inc.						
What's My Line	78,294	CBS	68		0:15	
Morton Salt Co.						
Mickey Mouse Club	29,765	ABC	86		d0:07½	
Mutual Benefit Health & Accident Assn.						
Zoo Parade	21,512	NBC	58	96	d0:15	d0:30
National Biscuit Co.						
Tennessee Ernie Ford	17,190	NBC	47		d0:07½	
World of Mr. Sweeney	17,617	NBC	47		d0:07½	
Rin-Tin-Tin	110,844	ABC	63	112	0:30	0:30
Halls of Ivy	19,170	CBS	29		0:15	
National Carbon Co.						
News Caravan		NBC		88		0:30
National Dairy Products						
Kraft Television Theatre	305,000	NBC	95	87	1:00	1:00
The Big Top	156,950	CBS	75	83	d1:00	d1:00
National Presto Industries Inc.						
Famous Film Festival	45,000	ABC	56		0:11¼	
Necchi Sewing Machine Sales Corp.						
Stop The Music	35,661	ABC	78		0:15	
The Nestle Co.						
Stage Show	226,761	CBS	110		0:30	
Lone Ranger		CBS		59		d0:15
The Gale Storm Show		CBS		100		0:30
Niagara Mfg. & Distributing Corp.						
Home		NBC		61		d0:05¾
North American Phillips Co.						
Project "20"		NBC		n		0:15
Norwich Pharmacal Co.						
Sunday News Special	47,855	CBS	43		0:15	
Arthur Godfrey Show		CBS		103		d0:15
Noxzema Chemical Co.						
Perry Como Show	76,149	NBC	79	86	0:05	0:10
Old Welch Co.						
Mickey Mouse Club	56,870	ABC	86		0:15	
It Could Be You		NBC		63		d0:07½
Olin Mathieson Chemical Corp.						
Chance of A Lifetime	75,206	ABC	44		0:15	
Tonight	16,320	NBC	46		0:07½	
Masquerade Party		ABC		86		0:15
John Oster Mfg. Co.						
Today	9,993	NBC	61		d0:03	
Outboard Marine & Mfg. Co.						
Tonight	7,432	NBC	41	59	0:03¾	0:07½
Today	11,882	NBC	90	61	d0:03	d0:07½
Pabst Brewing Co.						
Fights	91,612	ABC	101	104	0:22½	0:22½
Paramount Pictures Corp.						
Today		NBC		61		d0:02¾
Home		NBC		61		d0:02¾
Parker Pen Co.						
Wyatt Earp	60,312	ABC	62		0:15	
Paulsboro Mfg. Co.						
Tonight	7,563	NBC	44		0:03¾	
Queen For A Day		NBC		57		d0:07½
Pellon Corp.						
Home		NBC		61		d0:03¾
Pet Milk Co.						
Red Skelton Show	83,730	CBS	90	119	0:15	0:15
George Gobel Show	105,726	NBC	137	169	0:15	0:15
Pharmaceuticals Inc.						
Amateur Hour		ABC		133		1:00
The Herb Shriner Show		CBS		141		0:30
Sunday News Special		CBS		49		0:15
Twenty-One		NBC		75		0:30
Pharmaco Inc.						
Comedy Time		NBC		57		d0:07½
It Could Be You		NBC		63		d0:07½
Philco Corp.						
Television Playhouse	84,740	NBC	124		0:30	
Philip Morris Inc.						
Famous Film Festival	7,500	ABC	53		0:02	
Football		CBS		v		d0:30*
Pillsbury Mills Inc.						
Art Linkletter House Party	192,513	CBS	96	105	d0:30	d0:30
Godfrey & Friends	90,915	CBS	101	111	0:15	0:15
Arthur Godfrey Time	176,737	CBS	89	100	d0:30	d0:30
Mickey Mouse Club		ABC		94		d0:07½
Polaroid Corp.						
Tonight	11,437	NBC	45	59	0:05½	0:03¾
Polk Miller Products Corp.						
Today	10,142	NBC	55		d0:03¼	
A. H. Pond & Co.						
Tonight	15,264	NBC	45		0:07½	
Procter & Gamble Co.						
This Is Your Life	97,044	NBC	112	113	0:15	0:30
I Love Lucy	108,357	CBS	156	162	0:15	0:15
Down You Go	16,500	ABC	22		0:15	
The Line-Up	97,305	CBS	132	145	0:30	0:15
It's Always Jan	192,324	CBS	129		0:15	
It Pays to be Married	171,371	NBC	59		d1:15	
Tennessee Ernie Ford	196,486	NBC	64	103	d1:15	d1:15
Fireside Theatre	207,660	NBC	117	132	0:30	0:30
The Guiding Light	219,765	CBS	112	118	d1:15	d1:15
The Brighter Day	208,597	CBS	127	136	d1:15	d1:15
Welcome Travelers—Love Story	431,834	CBS	112		d2:30	
Search For Tomorrow	229,596	CBS	124	127	d1:15	d1:15
Matinee	9,390	NBC	50	58	d0:02	d0:10
Loretta Young Show	264,900	NBC	140	147	0:30	0:30
On Your Account	447,372	CBS	130		d2:30	
Hey, Jeannie!		CBS		136		0:30
Edge of Night		CBS		136		d1:15
Bob Crosby		CBS		81		d0:15
As The World Turns		CBS		117		d2:30
The Brothers		CBS		n		0:15
Queen For A Day		NBC		113		d1:15
People's Choice		NBC		82		0:15
Wyatt Earp		ABC		79		0:15
Prudential Insurance Co. of America						
Garry Moore	28,610	CBS	81		d0:07½	
You Are There	142,899	CBS	124	162	0:15	0:30
Purex Corp. Ltd.						
Big Surprise	83,244	NBC	72	83	0:15	0:15
Quality Goods Mfrs. Assn.						
Stop The Music	50,821	ABC	61		0:15	
Quaker Oats Co.						
Adventures of Ozzie & Harriet	28,310	ABC	55		0:03¾	
Sgt. Preston of Yukon	76,140	CBS	67	81	d0:30	0:30
Caesar's Hour		NBC		150		0:10
Radio Corp. of America						
Martha Raye-Milton Berle	63,331	NBC	152		0:20	
Producer's Showcase	58,772	NBC	78	94	0:05½	0:11¼
Perry Como		NBC		135		0:10
Saturday Night Spectacular		NBC		128		0:15
Matinee		NBC		56		d0:10
Ralston Purina Co.						
Ethel & Albert	100,985	ABC	54		0:30	
Grand Ole Opry	30,928	ABC	100		0:15	
Bold Journey		ABC		60		0:30
Reddi-Wip Co.						
Queen For A Day		NBC		57		d0:07½
Revlon Products Corp.						
Appointment With Adventure	47,400	CBS	107		0:15	
$64,000 Question	213,228	CBS	158	196	0:15	0:30
The Most Beautiful Girl In The World		NBC		94		0:30
Big Story		NBC		93		0:15
$64,000 Challenge		CBS		122		0:15
Reynolds Metals Co.						
Frontier	171,825	NBC	73		0:22½	
Circus Boy		NBC		96		0:30
R. J. Reynolds Tobacco Co.						
Crusader	186,729	CBS	127	126	0:30	0:15
You'll Never Get Rich	94,674	CBS	136	191	0:15	0:15
News Caravan	390,080	NBC	89		0:45	
I've Got A Secret	156,084	CBS	159	184	0:30	0:30
Bob Cummings Show	179,190	CBS	114	124	0:30	0:15
Feather Your Nest	55,310	NBC	50		d0:15	
People Are Funny		NBC		162		0:15
Wire Service		ABC		139		0:30
Harold F. Ritchie Inc.						
Tonight		NBC		59		0:24½
Ronson Corp						
Doug Edwards, News	167,280	CBS	70		0:30	
Playhouse 90		CBS		142		0:30
Roto-Broil Corp.						
Home	14,268	NBC	50		d0:05½	
Today	26,606	NBC	54		d0:09¼	
Tonight	18,093	NBC	41		0:09¼	
S & H Green Stamps						
Perry Como		NBC		95		0:10
The S. O. S. Co.						
Bob Crosby	26,340	CBS	67	77	d0:07½	d0:07½
Garry Moore Show	27,120	CBS	66	76	d0:07½	d0:07½
Mickey Mouse Club	29,515	ABC	86	94	d0:07½	d0:07½
Sawyer's Inc.						
Pinky Lee Show	7,758	NBC	108		d0:01¼	
Schick Inc.						
NCAA Football	134,412	NBC	128		d0:30	
Robert Montgomery Presents	165,350	NBC	99	101	0:30	0:30
Joseph Schlitz Brewing Co.						
Playhouse of Stars	180,762	CBS	113	131	0:30	0:30
Scott Paper Co.						
Omnibus	81,572	CBS	67		d0:22½	
Bob Crosby Show	102,885	CBS	53		d0:45	

* Time segment is an arbitrary figure because of complexity of regional hookups.

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

HOW ADVERTISER SPENDING COMPARES ON THE TV NETWORKS: 1956 VS. 1955

Advertiser / Program	Gross Time Charges Oct. '55	Network	Stations Oct. 1955	Stations Oct. 1956	Average Hours For Week 1955	Average Hours For Week 1956
Scott Paper Co. (Cont'd)						
Garry Moore Show	38,010	CBS	52		d0:15	
Father Knows Best	163,920	NBC	69	90	0:30	0:30
Arthur Godfrey Time		CBS		85		d0:15
Scoville Mfg. Co.						
Good Morning		CBS		58		d0:05
Serutan Co.						
Meet Millie	75,900	CBS	79		0:15	
Ted Mack Amateur Hour	142,618	ABC	72		0:30	
Masquerade Party	66,618	ABC	90		0:15	
Life Begins At 80	20,688	ABC	58		0:30	
W. A. Sheaffer Pen Co.						
Penny To A Million	24,981	ABC	50		0:15	
Two For The Money	104,082	CBS	131		0:15	
The Brothers		CBS		n		0:15
Simoniz Co.						
Garry Moore Show	40,590	CBS	67		d0:15	
The Big Story	93,732	NBC	91		0:15	
Bob Crosby Show	40,860	CBS	74		d0:15	
Houseparty		CBS		101		d0:15
Arthur Godfrey Time		CBS		95		d0:15
Simplicity Pattern Co.						
Home		NBC		61		d0:03¾
Singer Mfg. Co.						
Four Star Playhouse	89,430	CBS	107		0:15	
Playhouse 90		CBS		142		0:15
Speidel Corp.						
Big Surprise	82,644	NBC	71	81	0:30	0:15
Sperry Rand Corp.						
What's My Line	142,266	CBS	111	117	0:15	0:15
Caesar's Hour	102,611	NBC	95		0:20	
News Caravan		NBC		88		0:15
A. E. Staley Mfg. Co.						
Garry Moore Show	25,720	CBS	60	75	d0:07½	d0:07½
Standard Brands Inc.						
Topper	86,186	ABC	67		0:15	
Tennessee Ernie Ford	102,791	NBC	73	92	d0:30	0:30
Howdy Doody	27,072	NBC	71		d0:07½	
Valiant Lady		CBS		95		d0:15
Arthur Godfrey Time		CBS		118		d0:15
Standard Oil Co. of Indiana						
Person To Person	35,778	CBS	51	60	0:15	0:15
Football		CBS		v		d0:30*
State Farm Mutual Automobile Insurance Co.						
Red Barber Show	66,616	NBC	83	99	0:15	0:15
Sterling Drug Inc.						
The Vise	116,220	ABC	83	97	0:30	0:30
Modern Romances		NBC		69		d0:30
Studebaker-Packard Corp.						
TV Reader's Digest	155,059	ABC	76		0:30	
Sunbeam Corp.						
Tonight	15,975	NBC	45		0:07½	
Perry Como		NBC		95		0:10
NCAA Football		NBC		173		d0:30
Regional Football		NBC		76		d0:30
Sweets Co. of America Inc.						
Pinky Lee Show	127,027	NBC	55		d0:12½	
Swift & Co.						
Disneyland	107,091	ABC	132		0:30	
Swift's Show Wagon	39,246	NBC	68		0:30	
Garry Moore Show		CBS		102		d0:15
Bob Crosby		CBS		95		d0:07½
Houseparty		CBS		101		d0:15
Tennessee Ernie Ford Show		NBC		80		d0:15
Sylvania Electric Products Inc.						
Beat The Clock	199,950	CBS	88		0:30	
The Buccaneers		CBS		n		0:30
Matinee Theatre		NBC		56		d0:10
Time Inc.						
Person To Person		CBS		96		0:15
News Caravan		NBC		85		0:07½
Tonight		NBC		59		0:02¾
TV Time Foods Co.						
Mickey Mouse Club	58,190	ABC	86		d0:15	
The Texas Co.						
Texaco Star Theatre	188,928	NBC	100		0:30	
U. S. Rubber Co.						
Color Spread	53,618	NBC	116		0:03¼	
NCAA Football		NBC		173		d0:30
U. S. Steel Corp.						
U. S. Steel Hour	154,170	CBS	119	133	0:30	0:30
U. S. Time Corp.						
Pinky Lee Show	31,374	NBC	50		d0:06¼	
Union Carbide & Carbon Corp.						
Godfrey & Friends	98,910	CBS	112		0:15	
Omnibus		ABC		84		0:22½
Union Underwear Co.						
Afternoon Film Festival		ABC		63		d0:30
The Upjohn Co.						
Home	23,770	NBC	50		d0:09	
Vick Chemical Co.						
Mickey Mouse Club	59,030	ABC	86		d0:15	
The Wander Co.						
Captain Midnight	83,737	CBS	51		d0:30	
Warner-Lambert Pharmaceutical Co.						
Your Hit Parade	109,836	NBC	151	177	0:15	0:15
Weather-Proof Co.						
Tonight	7,278	NBC	43		0:03¾	
Webster Chicago Corp.						
Tony Martin Show	54,020	NBC	67		0:07½	
Weco Products Co.						
Today	36,255	NBC	54		d0:13	
Wesson Oil & Snowdrift Co.						
Valiant Lady	65,135	CBS	98	106	d0:15	d0:15
Bob Crosby		CBS		100		d0:15
Western Union Telegraph Co						
Down You Go	32,280	ABC	24		0:15	
Westinghouse Electric Products						
Studio One	416,380	CBS	126	128	1:00	1:00
Pick the Winner		CBS		114		0:30
Whirlpool-Seeger Corp.						
Martha Raye-Milton Berle	63,501	NBC	154		0:20	
Wildroot Co.						
Adventures of Robin Hood	128,880	CBS	96	160	0:15	0:15
Wine Corp. of America						
Dollar a Second	137,708	ABC	131		0:30	
Treasure Hunt		ABC		156		0:30
J. A. Wright & Co.						
Home	10,191	NBC	62	61	d0:03¾	d0:02¾
Today	21,904	NBC	87	61	d0:06¼	d0:07½
Yardley of London						
Garry Moore Show	51,350	CBS	62	60	d0:15	d0:15
Zenith Radio Corp.						
NCAA Football		NBC		173		d0:30

* Time segment is an arbitrary figure because of complexity of regional hookups.

* Where advertisers bought or are buying participations, hours per week represents the average based on total sponsorship in October. Same applies for once-a-month specials or spectaculars.
Symbols: n—incomplete lineups; v—various stations; d—daytime.

Continued from page 29

sales to only a small extent. Mostly, new stations are in smaller markets, the number is small, and there are offsetting suspensions.

New products launched with advertising continue to represent attractive business to stations. The flood is increasing. Station representatives smell out these new products early in the planning, and are credited with important assists in their marketing, with statistical help, layout of local conditions, and merchandising.

Industry figures tend to show the larger advertisers buying a larger proportion of national spot time, but the mathematics also show that in a bigger business, the smaller advertisers are also using more spot tv time in dollar appropriations.

Stations and station representatives now feel that they can make reasonable predictions on what spot tv will be in 1957. They believe that general business will be good. In this, they are in agreement with majority industrial and financial opinion.

They believe that advertising is destined for a continually larger place in the dynamics of prosperity. It will continue to stand high among growth industries and services, like life insurance, electrical utilities, etc.

They figure that national spot, radio and tv, as the two newest media, will grow faster than the average of all media.

On top of these basics, the record of sales results in national spot tv more than justifies advertisers' estimates of the power of the medium.

The figures for total national spot tv time sales are as follows:

1955—$222,400,000 (official FCC)
1956—$275,000,000 (SRA estimate)
1957—$315,000,000 (preliminary SRA estimate)

In a growing, somewhat unpredictable business, estimates should be looked at charitably. As often as not, they are underestimates.

The big fact that may make 1957 estimates inadequate is indicated by a recent single order for $750,000 of time on one station in one market. This sets up national spot sights far higher than ever before anticipated. Perhaps there are unusual circumstances surrounding this order, but there are many unusual facets of marketing in large cities. There may be more orders of this size as appropriations leap.

The basis for larger time sales in 1957 is the flow of better product—more recent movies, more and better special independent tv production.

Translate this product into station programming, and it means larger audiences, more viewing time, better program opportunities for large advertisers on a matched-market basis, and more and better station spot carriers for all advertisers.

Much of this flow of product will command premium rates in 1957, and will be worth it. It will also be used by stations to bolster time segments now under-programmed, thereby extending audience without more hours on the air.

No wonder stations and their representatives look forward with cheerful and hopeful views on the sales volume side of station management.

TvB statement on page 38



Blessed Events—Or Just Plain Special Events—
KRON-TV San Francisco Takes You There

SAN FRANCISCO CHRONICLE · NBC AFFILIATE · PETERS, GRIFFIN & WOODWARD

DAYTIME, NEW ADVERTISERS TO MAKE BIG MARK—TvB

Mr. Cash:

Significant impetus to the continuing upsurge of television in 1956-1957 will come from two sources: First, the documented recognition of daytime tv as a major segment of the medium's selling efficacy; and second, the steady influx of new advertisers.

In the matter of that "undervalued" part of television, daytime tv, it is illuminating to learn, from original TvB research, that more families view daytime tv today—between the hours of 6 a.m. and 6 p.m.—than watched all of television just three short years ago. In the morning alone, before 12 noon, more homes now regularly view than watched evening tv three years ago. In truth, tv has become a round-the-clock medium. In the meaningful language of the advertiser, the medium rolls up an impressive 1,478,000,000 home hours of viewing per week. Compared to the considerably less home hours per week claimed for newspapers, the measure of this difference is not lost on advertisers.

An indication of the trend toward tv can be found in the large corporate category. TvB has been working closely with large corporations not now using television and confidently expects them to join such "newcomers" to tv as Kaiser, AT&T, American Machine & Foundry, which, in turn, had followed the example of such "old timers" in tv as U. S. Steel, Reynolds Metals, Alcoa Aluminum and Dow Chemical.

In another category, insurance, a breakthrough, spearheaded by the John Hancock Co. —following the bellwether Prudential—is also expected. Insurance salesmanship, based on person-to-person selling, has been rightly linked with tv, for television—effective television—is just that: person-to-person selling.

With television's proven ability to reach more potential customers and move greater mountains of goods at less cost per advertising dollar than any other medium, it is not surprising that more and more new advertisers are allocating more and more of their promotion budgets to it.

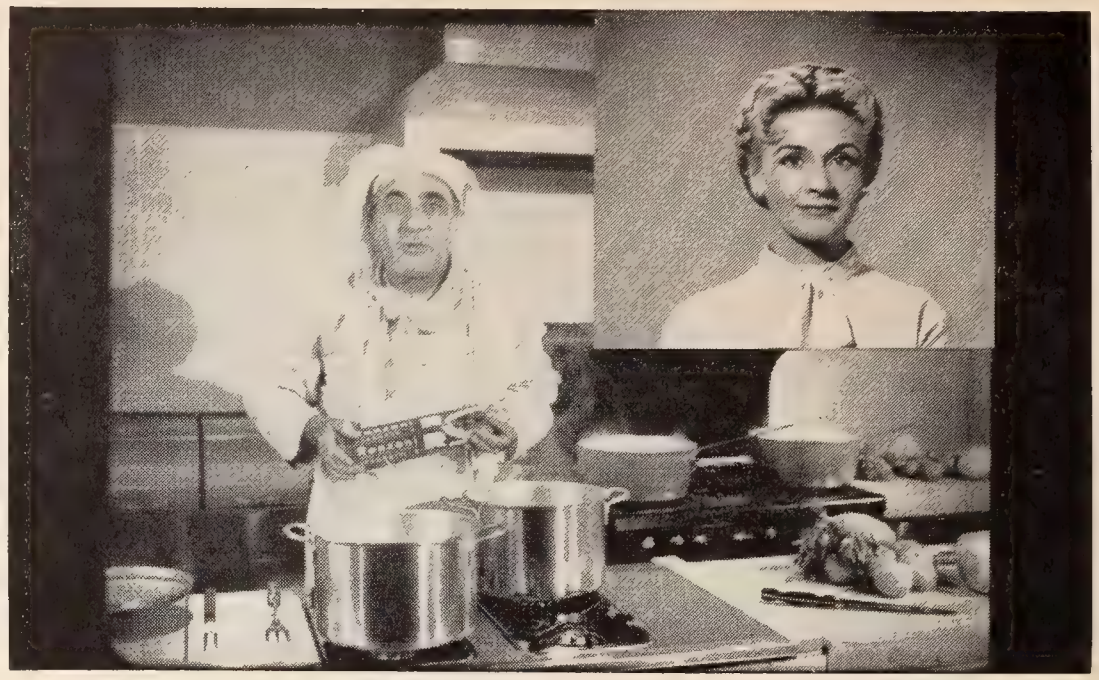


MR. CASH

Space limitations preclude a definitive listing of these new advertisers, but to mention just a few: Ray-O-Vac . . . Clorox (heretofore a nonuser of tv and a major user of print) . . . the American Gas Assn., which recently announced a big tv campaign . . . and a whole host of others.

Lastly, TvB's quarterly publication of spot expenditures—which did so much to lift the veil of mystery that had enshrouded this major portion of tv advertising—has given the medium a defined financial dimension of growing size. It is of more than passing competitive interest to advertisers to note that in 1950 there were 841 advertisers in the medium of which 107 were network and 734 were spot, but in 1956 there is a total of 3,153 advertisers in tv of which 265 are network and 2,978 are spot (no estimates of local tv advertisers are available).

Thus, taking all the factors—and many straws in the wind—into studied consideration, the 1956-57 season on tv will be one of vitality and growth, the hallmarks of a thriving business.



NEW SPOT: BI-LINGUAL COMMERCIAL

MANY radio listeners and tv viewers who cannot speak Italian have learned over the past few years that "Ronzoni Sono Buoni" means that "Ronzoni is so good." Starting last Tuesday, Ronzoni began an experiment to extend the Italian vocabulary of its listeners and viewers (and, not incidentally, inject an Italian flavor in its advertisments) through a series of one-minute, bi-lingual film commercials that extol the quality of Ronzoni macroni products and sauce in both English and Italian.

Emil Mogul Co., New York, which developed this treatment for its client, the Ronzoni Macaroni Co., New York, believes these are the first bi-lingual commercials in television. Mogul hit upon the approach as a means of both attracting attention to the commercials and inserting an Italian flavor into the selling message. The film commercials were unveiled in New York and New Haven as part of a spot announcement campaign and also will be used on WRCA-TV New York and WNHC-TV New Haven on *Celebrity Playhouse,* which Ronzoni sponsors on alternate Tuesdays. Mogul also plans to employ film clips of the commercials on live tv programs and sound tracks on radio.

Mogul has created three versions of the commercial to date—two set in a home kitchen and the third in the kitchen of a restaurant. A housewife is employed in the home setting and a male chef in the restaurant to speak the Italian lines. Arlyne Grey, who appears as a cut-in on top right of the tv screen, does the translating into English for all three commercials.

Each film opens with four seconds of Italian spoken in full volume. At this point, Miss Grey comes in to start her translation and the Italian voice is lowered. Intermittently, there are pauses in the translation thereafter, and the Italian comes to the fore in full volume.

Credited with developing this different approach were these Mogul executives: Myron A. Mahler, vice president and creative director for air media; Milton Guttenplan, vice president and Ronzoni account supervisor, and Rino Negri, vice president and director of the foreign language department.

Producer: Film Creations Inc., N. Y.; agency producer: Jeanne Harrison; agency supervisor: Nathaniel B. Eisenberg; producer's supervisor: Edward Carroll; writer: Myron A. Mahler; translator: Rino Negri.

Schick, Acquiring 'Dragnet,' May Drop Montgomery Show

SCHICK Inc., Lancaster, Pa., which last month signed to co-sponsor (with Liggett & Myers Co. through McCann-Erickson, New York) the *Dragnet* series on NBC-TV [AT DEADLINE, Oct. 1], is expected to bow out of its alternate week sponsorship of *Robert Montgomery Presents* in mid-January. The shaver firm and its agency, Warwick & Legler, New York, are considering other tv shows, probably for sponsorship in 1957.

The Schick-Chesterfield alliance on *Dragnet* marks the first time in the show's five-year history that another sponsor has shared the program with the cigarette firm.

NBC-TV is expected to announce this week that Schick's portion of the Montgomery program will be picked up, effective next Jan. 28, by Mennen Co., Morristown, N. J. The toiletries firm, for its shaving creams, skin bracers and deodorants, will drop its three-week-out-of-four sponsorship of CBS-TV's *High Finance* quiz (the fourth week being currently picked up by Chemstrand Corp.'s Acrilan through Doyle Dane Bernbach) at the conclusion of the first 26-week cycle that began last July.

'Spot Radio Report' Grows

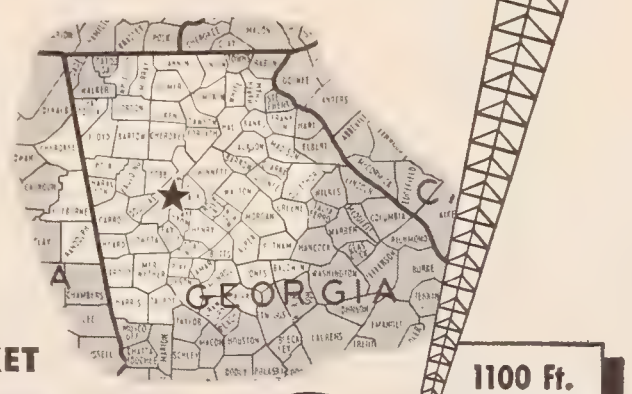
EXECUTIVES Radio-TV Service, Larchmont, N. Y., announced last week that the current issue of its *Spot Radio Report* lists the schedules of 27 additional advertisers, raising to about 350 the number of accounts now represented. Agencies reporting on new accounts include Bozell & Jacobs, Bruce B. Brewer Adv., Leo Burnett, Cargill & Wilson, Dowd, Redfield & Johnstone, Frederick-Clinton, Grey Adv., Jackson Assoc., Leeds & York, Meldrum & Fewsmith and Tucker Wayne.





WHEN YOU BUY ATLANTA...BUY waga-tv AND STRETCH POTENTIALS TO THE FULLEST

When you put to work the tallest tower, maximum power, plus top CBS-TV and local programing, you immediately enlarge your potentials in the fast-growing Atlanta market. You immediately add 300,000 people with over $300 million in spendable income, because WAGA-TV alone gives full coverage of a full 60 counties. Get the facts from your Storer or Katz rep about WAGAland and see why WAGA-TV is your best buy in Atlanta.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

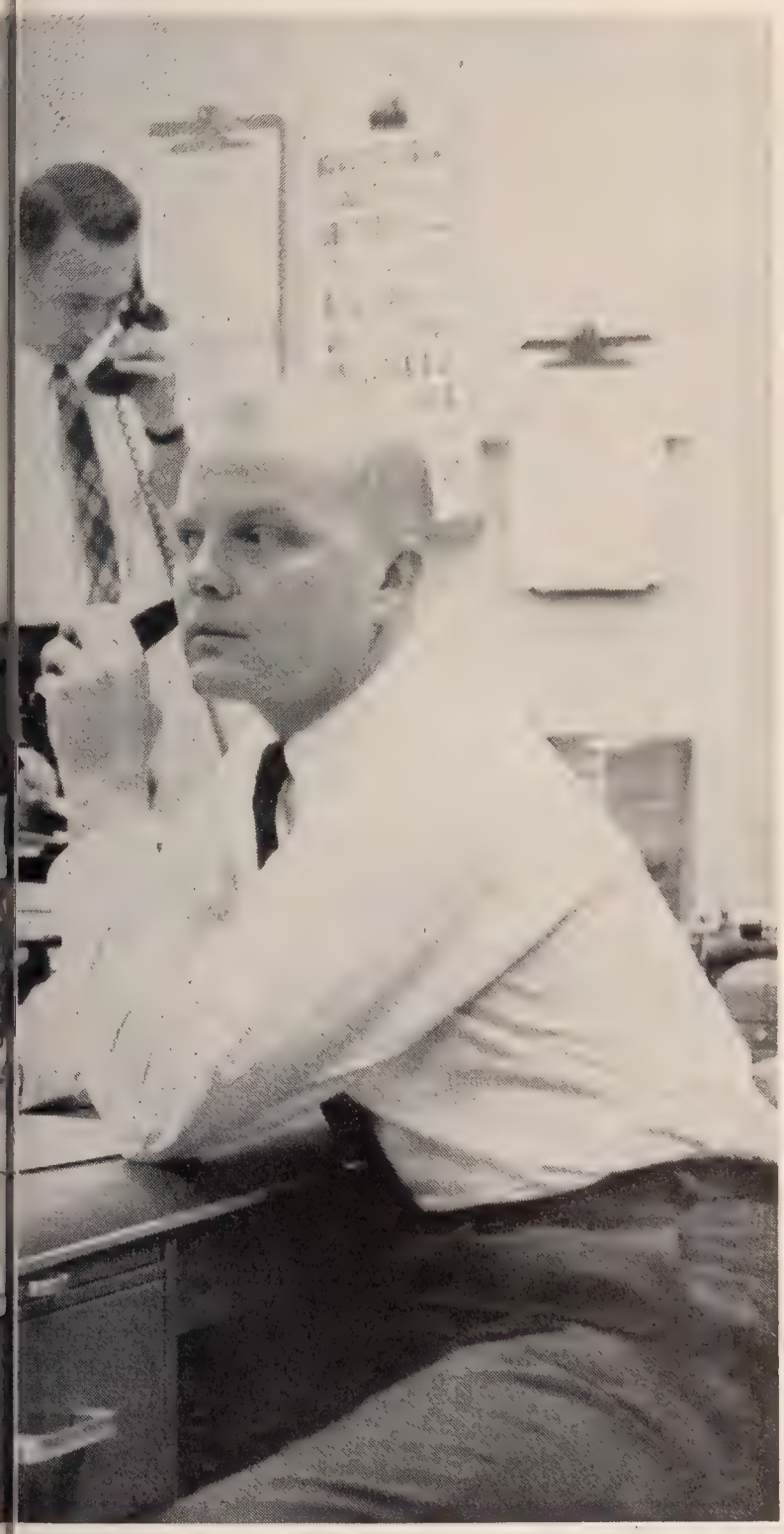
NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

"Put pay phones in the office
before they break us"



THERE is absolutely no truth to the rumor that we're putting pay phones in our editorial offices . . .

Our controller would be a happier man if we did. In fact, he's on record as favoring pay phones for everybody, but we haven't been able to work it out. Even non-controllers are staggered by the size of our four city* phone bill. Some of it, of course, is of the When-are-we-going-to-get-the-plates variety. But two-thirds is charged to the editorial department—for calls all over the country—made to confirm stories, develop facts, develop news angles, or run down rumors.



It's quite true that anyone can spend money on phone calls. But when you add ours to other communications items—TWX's, leased wires, telegrams, plus bureau coverage in the 4 more important sources of radio-tv news, plus the salaries and travel expenses of 35 editors, reporters and writers—it totals real dough.

Willingness to invest in first-hand information produces a business magazine every week that radio-tv folks depend on. Advertisers have discovered this—B•T carried more pages of radio-tv advertising (3,832) last year than all other vertical publications in its field combined.

* Washington, New York, Chicago and Hollywood offices.



Statement Required by the Act of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Showing the Ownership, Management, and Circulation of Broadcasting • Telecasting, published weekly at Washington, D. C., for October 1, 1956.

1. The names and addresses of the publisher, editor, managing editor, and general manager are:

Publisher and Editor—Sol Taishoff, Washington, D. C.
Managing Editor—Edwin H. James, Washington, D. C.
General Manager—Maurice H. Long, Chevy Chase, Md.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm its name and address, as well as that of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 17,030.

Maurice H. Long
Vice President and General Manager

Sworn to and subscribed before me this 3rd day of October, 1956.

Mary Jo Freehill
Notary Public

(Seal)

(My commission expires April 14, 1960)

. . . *about paid circulation*

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting • Telecasting for the past 12 months averaged a paid weekly circulation of 17,030 (as sworn above in the ownership statement). This is the largest paid circulation in the vertical radio-tv publication field. In fact, B•T distributes more paid circulation in 4 months than the combined annual paid of all other vertical magazines in its field.

That's why the intelligent advertiser always chooses B•T as his basic promotional medium in the radio-tv trade field. He knows **paid** circulation is a true reflection of the publication's value.

AGENCY COMPENSATION ON ANA'S AGENDA

Annual meeting Oct. 22-24 in Chicago to feature progress report on association's independent review of payments to advertising firms and a yearly look at radio and tv.

A PROGRESS REPORT on the Assn. of National Advertisers' independent review of agency compensation and a yearly look at radio and television (including both color and black-and-white) are slated for ANA's 47th annual meeting Oct. 22-24 at the Drake Hotel, Chicago.

The agency compensation question is underscored in last week's disclosure of ANA's advance agenda for the annual meeting. The agenda was set up by the association's special program committee headed by Ray Weber, advertising manager of Swift & Co.

The planning group pointed up that "a measure of the importance of this subject is the fact that ANA members annually pay agencies several hundred million dollars in fees and commissions."

Scheduled for the meeting's last day (Wednesday morning, Oct. 24) is an open session to be devoted to an examination of "advertiser-agency relations," specifically agency compensation methods. This session will be attended by advertisers, agency and media executives.

Edwin W. Ebel, ANA board chairman, will review the developments in the agency compensation area that have developed since last March's ANA meeting at Hot Springs, Va. John McLaughlin (Kraft Foods Co.), chairman of ANA's special study committee on agency compensation methods, will report to the session on the committee's progress and future plans.

Two NBC executives—Richard Pinkham, vice president-tv network programs, and Richard Day, color consultant—will share the spotlight at a special session devoted to the broadcast media.

The NBC officials will discuss radio and tv in the Tuesday afternoon (Oct. 23) session. A live, half-hour closed-circuit color telecast originating in New York will be featured. Emphasis will be placed on an analysis of how to get around problems in color tv commercials. The telecast, for example, will explore packaging improvements of a number of products advertised on both color and black-and-white tv. The past, present and future of radio and tv will be presented briefly.

Theme for the annual conclave is "Meeting the Growing Demands on Advertising in Today's World of Change," with a different aspect of the theme taken up in each session.

Opening speaker Monday morning (Oct. 22) will be Frank O. Prior, president of Standard Oil Co. of Indiana, on "The Opportunity and Challenge to Today's Business Management," stressing the coordination of advertising and other basic marketing functions. William Miller, assistant general manager of sales, and Wesley I. Nunn, advertising manager, both Standard Oil, will present a two-part case history on how advertising can contribute best to sales and profits.

Also on advertising management Monday morning: George Frost, Cannon Mills' advertising manager, who will tell how better management understanding of the advertising function is achieved at his company, and Henry Schachte, vice president of Lever Bros. and chairman of ANA's advertising management committee, who will report on new ideas and practices uncovered in the committee's work, including a series of guides in advertising management thinking and practices actually tested by ANA member companies.

ANA's luncheon and election of officers Monday will be closed, with election results revealed after the session.

That afternoon three sessions will run concurrently. All will be informal and also closed to newsmen.

Lead-off theme of the Tuesday morning session will be "Better Marketing," featuring Arthur C. Nielsen Jr. of A. C. Nielsen Co., Chicago, who will present new data on what is happening in the battle of brands. He is scheduled to use actual case histories which will point up policy questions such as off-season advertising, new product advertising, "shot-in-the-arm" promotions and other phases of marketing. L. B. Smith, president of Thorofare Markets, will speak on national brands versus private labels in the retail field.

Chris Witting, vice president, Westinghouse Electric Corp.'s consumer products division, will discuss long-range brand objectives—how they can be maintained while meeting today's competitive practices. Ollie Jones, Swift & Co.'s executive vice president, will analyze fundamental aspects of merchandising, sales promotion and advertising which are coordinated in order to reach a firm's marketing goals.

Emphasis Tuesday afternoon is on efficient use of media and research. The latter is taken up by Gene Duckwall, Foote, Cone & Belding, Los Angeles, who is slated to report on new and important developments in advertising research, offering some guides in media selection. Mr. Duckwall will illustrate why considerations as to price, nature of product, consumer interest and readiness to buy are key factors in media selection. Sherwood Dodge, chairman of Advertising Research Foundation's (ARF) printed advertising rating methods committee, will report on that group's special study.

Third part of the Tuesday afternoon sessions is the radio and tv presentations. ANA's annual reception and dinner will be held Tuesday evening with entertainment at the dinner featuring Ray Bolger.

The final sessions Wednesday also will include Marion Harper Jr., president of McCann-Erickson, who will discuss an agency's role in meeting a growing need for greater advertising productivity. An economic-political analysis will be given Wednesday by Dexter Keezer, chief economist at McGraw-Hill Publishing Co., and a special M-H panel. A luncheon—the speaker and subject as yet not announced—will close the annual meeting.

Families, Incomes on Rise In U. S., 'Fortune' Reports

THE October issue of *Fortune* magazine contains an article predicting that there will be 179 million Americans by 1960—11 million more than today—and 220 million by 1975 if today's trend to three-children families continues. Other predictions made by the article:

Real cash income per family after taxes, currently estimated at $5,400, will rise to $6,000 by 1960.

The number of families with more than $5,000 cash income is increasing by 1.1 million per year. By 1959, 20 million families will enjoy cash incomes after taxes of $5,000 or more.

American consumers will be spending $282 billion per year by 1960. This is $40 billion more than the $242 billion they are expected to spend this year, representing a 10-year rise of 41%.

spot news that sells!





Most Complete TV News Staff
In Multi-State Area Produces
35 Newscasts Weekly!

NEWS means KMTV to television viewers in KMTV's rich multi-state area. 35 locally produced newscasts weekly feature intensive local and regional coverage. To do this job, KMTV combines experienced newsmen and the most up-to-date equipment.

Ratings prove that viewers recognize KMTV's leadership in news—an important part of outstanding local and network programming. Coupled with the big PLUS of pioneering local live color telecasts, KMTV's program lineup means you benefit from a giant audience of pre-sold viewers.

TOP SPOT 20—KMTV is among the top spot 20! Of 267 stations participating in an N. C. Rorabaugh Co. survey of 181 markets for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts (July, 1956, Television Age).

Follow the lead of successful local and national advertisers—select KMTV to deliver this rich multi-state market. ***In Omaha . . . the place to be is Channel 3.*** **See Petry today.**



KMTV Market Data*	
Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*Survey of Buying Power

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

REMEDIES IN NEW YORK TELEVISION

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Bufferin (Young & Rubicam)	5	1	8⅔	119
2.	Anacin (Ted Bates)	12	2	13	100
3.	Alka-Seltzer (Geoffrey Wade)	5	2	8½	69
4.	Eno Antacid (Atherton & Currier)	(P)	1	3	26
5.	Bayer Aspirin (Dancer-Fitzgerald-Sample	4	2	4	25
6.	B C Remedy (N. W. Ayer)	(P)	1	5	21
7.	Pepto-Bismol (Benton & Bowles)	1	1	2½	20
8.	Bromo-Seltzer (Lennen & Newell)	1	1	1	15
9.	Rolaids (Ted Bates)	(P)	1	1	13
10.	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	2	2	2	12
11.	Phillips Tablets (Dancer-Fitzgerald-Sample)	2	1	2	12
12.	Bisodol (Sullivan, Stauffer, Colwell & Bayles)	1	1	1	7

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Alka-Seltzer (Geoffrey Wade)	5	3	21½	158
2.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	4	4	19	123
3.	Bufferin (Young & Rubicam)	5	1	8⅔	109
4.	Anacin (Ted Bates)	12	2	13	70
5.	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	2	4	6½	33
6.	B C Remedy (N. W. Ayer)	(P)	1	5	22
7.	Bromo-Seltzer (Lennen & Newell)	1	3	5	21
8.	Rolaids (Ted Bates)	(P)	1	1	19
9.	Eno Antacid (Atherton & Currier)	(P)	1	3	15
10.	Pepto-Bismol (Benton & Bowles)	1	1	2½	11
11.	Bisodol (Sullivan, Stauffer, Colwell & Bayles)	1	1	1	6
12.	Phillips Tablets (Dancer-Fitzgerald-Sample)	2	1	2	5
13.	St. Joseph Aspirin (Lake-Spiro-Shurman)	—	1	½	3

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Aug. 31, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commerical is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

BBDO GETS PHILCO CONSUMER GOODS

PHILCO Corp., Philadelphia, which will terminate its 21-year association with Hutchins Adv. Co., Philadelphia and New York [B•T, Sept. 7], has appointed BBDO New York, to handle the advertising for its entire line of consumer products, according to James M. Skinner, Philco president. The shift to BBDO will take place Jan. 1. The overall billing is approximately $10 million.

As a result of the loss of the Philco account, Hutchins Adv. will close its New York office. That office had handled the radio and television portion of the Philco account under the supervision of H. Pierson Mapes, vice president, for 21 years. Mr. Mapes supervised activities for Philco on *Philco Playhouse,* which was on NBC-TV for seven years until last season, and prior to that the Bing Crosby show on NBC radio and a number of other shows. In addition, Philco sponsored the Miss America Pageant (on ABC-TV), and political convention coverage, also on ABC-TV. Mr. Mapes future plans have not been formulated as yet.

Currently Philco is not sponsoring a regular network show but is using a spot campaign and short-term buys, such as convention coverage on ABC-TV.

Philco advertising campaigns, which BBDO will develop and place nationally, include those for radios, television receivers, phonographs, high fidelity instruments, refrigerators, home freezers, electric ranges, home laundry equipment, and air conditioners.

Mr. Skinner said the affiliation of Philco with one of the largest advertising agencies in the country presaged the opening of the most extensive advertising and promotional activity in the history of Philco Corp.

N. W. Ayer Gets Part Of duPont's Account

THE E. I. duPont de Nemours & Co., Wilmington, Del., a $23 million advertiser whose agency has been BBDO New York for the past 27 years, last week named N. W. Ayer & Son, Philadelphia and New York, to handle a portion of its products while retaining BBDO as its "principal" agency.

Effective Jan. 1, N. W. Ayer & Son will handle duPont's advertising for paints sold through retail channels, photographic products, X-ray and motion picture film and allied products, Neoprene synthetic rubber and other elastomers and dyes and fine chemicals. Advertising budget for these products reportedly is about $3 million.

Charles L. Rumrill & Co., Rochester, N. Y., will continue to handle advertising for duPont's tetraethyl lead. The agency has been handling the account for more than five years.

Wallace E. Gordon, advertising director of duPont, said the change was a result of the firm's interest in the advantages of a multiple agency setup.

Lightner Rejoins Ayer & Son

A. LEROY LIGHTNER Jr., former N. W. Ayer & Son, Philadelphia, account executive, has rejoined that agency after spending the past 15 months with Beaumont, Heller & Sperling, Reading, Pa., as a plans board member. Other Ayer personnel changes: David W. Neill, copywriter, Charles L. Rumrill & Co., Rochester, N. Y., in similar capacity at Ayer's Philadelphia office. Bruce F. Green, art director, transferred to account service department, and Helen D. Glisson, to Ayer production staff from Lord & Taylor department store.

EXTRA **SCREEN GEMS NEWS** EXTRA

PULSE REPORTS:

"CELEBRITY PLAYHOUSE"

1st AMONG ALL SYNDICATED SHOWS*

FOR AVAILABILITIES CALL

IN THE EAST
Ben Colman
Pl. 1-4432
New York, N. Y.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
Chicago, Ill.

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.

IN CANADA
Lloyd Burns
Empire 3-4096
Toronto, Can.

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N. Y.

*BASED ON AUGUST 1956 REPORTS ON PROGRAMS IN 10 OR MORE PULSE MARKETS.

CENTRAL 4A MEET REVIEWS COLOR TV

Rapport addresses annual convention in Chicago on the changes color has brought about for tv advertising.

"COLOR is the natural goal" for television and will "ultimately improve" with prospect it will sell more people as more sets are purchased.

The speaker was Howard W. Rapport, tv group supervisor at Tatham-Laird Inc., in a talk prepared for delivery during a creative workshop session of the American Assn. of Adv. Agencies Central Region's annual meeting in Chicago last week.

Mr. Rapport lauded the staff of NBC o&o WNBQ (TV) Chicago, pioneer all-color station, for "minor miracles" on tinted tv. While observing earlier that color-correction of products has cost advertising agencies "a potfull of gold," he commended the NBC service for cutting down rehearsal time and pre-production and felt "results are getting better all the time."

The Friday afternoon creative session also included talks and presentations by NBC Chicago's contingent, headed up by Jules Herbuveaux, vice president and general manager of WMAQ-WNBQ, and W. Lloyd Warner, U. of Chicago sociology professor, with James G. Cominos, vice president and radio-tv director of Needham, Louis & Brorby, as chairman. Mr. Herbuveaux spoke on "Color Is Here."

Highlight was a 10-minute closed circuit color production in which WNBQ studios developed a program and commercial for an actual product never before seen on color tv and piped it directly to 20 receivers at the workshop session. Products were selected at the opening of the afternoon session and rushed to the WNBQ studios.

In his talk Mr. Rapport cited experiences for some clients, including General Mills (Kix), Toni Co. (White Rain shampoo), Armour & Co. meat products and others. He noted agency surprise over the need for color correcting products in color and felt "one of the most important requisites is taste—good taste."

He pointed out that from the standpoint of agency artists, "the advent of color in our electronic lives has naturally increased the costs." In many cases, Mr. Rapport observed, "color doesn't always help a product."

Between 500-600 delegates representing the AAAA Central Region of 14 states attended the two-day sessions. Opening day (Thursday) was devoted to closed management meetings, including a report on the AAAA's agency-educator program. Friday morning sessions were set aside for media, research and marketing discussions, with accent on planning media strategy, and printed advertising rating methods. Appearing with Mr. Rapport was Gordon Minter, vice president in charge of commercial film production, Leo Burnett Co., and an NBC team including Howard W. Coleman, manager of WNBQ color sales development, and Richard D. Johnson, WMAQ-WNBQ production chief.

Media workshop panelists Friday were George Bolas, media director, Tatham-Laird; Gordon Buck, vice president and media director, Foote, Cone & Belding; Leonard Matthews, vice president in charge of media, Leo Burnett Co., with Norman D. Buehling, president of Fensholt Adv. Agency, as chairman.

Lawrence O. Holnberg, Compton Adv. Inc., Chicago, is chairman of the AAAA Central Region.



HARRY BYRNE, Cormier Advertising Agency, discovers the KFMB gals meant "no men allowed" at their party for agency women. Blocking his entrance are Rosalie Pollick, KFMB, a special Pinkerton guard hired for just such an emergency, and Helen Harris, KFMB.

Bosses Thrown Out

"NO BOSSES or men allowed" was the theme of a party held by the women employes of KFMB San Diego for members of their sex employed by San Diego advertising agencies.

The party idea originated when one of the KFMB traffic girls commented that she had been working via telephone with a certain agency girl for three years and had never met her. Vice President and General Manager George Whitney quickly gave his approval to the idea.

KFMB girls who served as hostesses for the distaff party included Jacki Miller, Jo Ann Forbes, Pat Lloyd, Rosalie Pollick, Doris Yeargin, Helen Harris and Michael Skrivanos.

4A WESTERN SESSION TO MULL AD PRACTICES

Annual convention opens this week at Coronado, Calif. Ways of improving advertising techniques to feature several sessions.

BUILDING greater sales by improving advertising practices and putting more emphasis on creativity will be the key themes for the 19th annual convention of the Western Region of the American Assn. of Advertising Agencies this week at the Hotel Del Coronado, Coronado, Calif.

Scheduled Sunday through Wednesday, the 4-A business meeting will open today (Monday) at a closed session on industry relations with talks by Frederic R. Gamble, 4A president; J. Davis Danforth, BBDO; Harry Harding, Young & Rubicam; Emerson Foote, Foote, Cone & Belding, and Robert D. Holbrook, Compton Adv., all from New York. Mr. Holbrook is chairman of the board of 4A.

Monday afternoon's session, under the chairmanship of Jack W. Smock, Young & Rubicam, Los Angeles, will explore ways of improving advertising in order to build more business. In addition to Mr. Gamble, others on the panel will include Larry Nolte, White King Soap Co., Los Angeles; Whitney Drayton, Hunt Foods Inc., Fullerton, Calif.; and C. D. Jackson, Time Inc., New York.

The Tuesday morning business session will be a personnel workshop with Robert H. Knollin of Knollin Adv. Agency, San Francisco, as chairman. Taking part are Joseph Epstein, of Fitzgerald Advertising Agency, New Orleans; Charles Reed, BBDO, San Francisco; John R. Little, Foote, Cone & Belding, San Francisco; and Del Porter and Robert Sande of Song Ad Film-Radio Productions, Hollywood.

The final business session Wednesday, conducted by Bryce Spruill of Botsford, Constantine & Gardner, Portland, will be a "creative workshop" with contributory comments offered by Charles H. Brower of BBDO, New York; John H. Tinker Jr. of McCann-Erickson, New York; and A. F. H. Armstrong, of Leo Burnett Co., Chicago.

Alternating with these serious advertising seminars will be numerous social and sports events including the Governors' open house Sunday.

Wednesday will feature the annual luncheon with introduction of new officers and governors. Arlene Francis of NBC will talk on "At Home With Admen."

Convention chairman is Trevor Evans, Pacific National Adv. Agency, Seattle, assisted by John C. Morse, Dan B. Miner Co., Los Angeles, and Harry S. Pearson, The McCarty Co., Seattle.

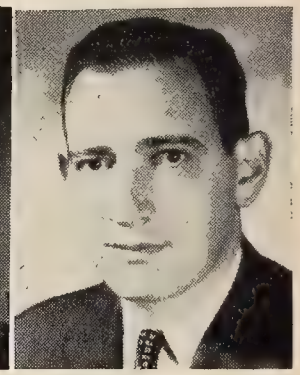
Small, Grey Named In Bates Promotions

EDGAR P. SMALL, vice president and media director of Ted Bates & Co., New York, has been elected treasurer, and Edward A. Grey, associate media director, has been elected vice president and media director, it was announced last week by William H. Kearns, president.

In his new post, Mr. Small, who has been



MR. SMALL



MR. GREY

media director of the agency since its organization in December 1940, also will supervise the personnel department.

Mr. Grey, with Ted Bates for the past two years, previously had been media supervisor for the Biow Co. for eight years.

Also appointed to new posts—as assistant vice presidents and media group supervisors—were William J. Kennedy, Edwin A. Kirschner, John E. Kucera, Martin J. Murphy and Albert Skolnik.

Mr. Kearns said that the realignment of executive responsibilities has been made necessary because of the agency's rapid growth.

BBDO Switchs Managers

RICHARD O. HOWE, newly-elected vice president, has been placed in charge of BBDO's Boston office, succeeding Burton E. Vaughan, vice president, who has been assigned as manager of BBDO's Pittsburgh office. Mr. Howe, formerly an account supervisor, joined BBDO in 1950. Mr. Vaughan has been manager of BBDO's Boston office since 1954.

Market facts that mean results in North Carolina

WSJS-TV...

Preference of the Piedmont

North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem. It's your biggest buy in North Carolina's Piedmont section. And the Piedmont is the state's most populous and heavily industrialized area. Result: more income, greater buying power.

WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point—Golden Triangle cities in a market of over 3 million people.

- **More TV Homes—over 500,000 TV homes!**
- **Top Coverage—75 counties in 4 states!**
- **Rich Market Potential—over 4 billion dollars buying power!**
- **Maximum Power—316,000 watts**
- **Mountaintop Tower—2,000 feet above average terrain**



channel 12

NBC AFFILIATE

Call Headley-Reed for

WSJS

television

WINSTON-SALEM

NORTH CAROLINA

Those Who Work at BBDO Know Where to Spend Dough

BBDO New York and its president, Ben Duffy, believe in client products and hope that BBDO's employes do too. To promote that feeling BBDO has launched a series of pay envelope copy enclosures which go to its 2,100 employes. They stress the theme that enlightened "self interest" should prevail.

Here is a sample of the inserts:

It can be proved by modern science
That all our income comes from clients
So why not, when you're spending dough,
Spend it where it gets you mo?

"Loyalty to clients does not mean that all personal preferences should be subjugated or all agency people regimented," Mr. Duffy explained in commenting on the policy, "but if a client thinks enough of BBDO to place his account with us, we should think enough of his product to use it. There is no place in any business for the individual who flaunts his use of a competitor's product."

Another example of the copy:

BBDO'er who buy competitive product
Get pay check from wrong agency.

Lee Ringer Joins USIA

LEE RINGER, president of Ringer & Assoc., Los Angeles agency, this week will join the U. S. Information Agency as information officer. Servicing of Ringer clients is being assumed by Mogge-Privett Agency, also Los Angeles.



MR. RINGER

Mr. Ringer will spend two months at Information Agency headquarters in Washington and then report to an overseas post. He served as a Navy public relations officer during World War II and was a lieutenant-commander upon release from service.

ARF Signs 11 Members

FOUR U. S. agencies, six associate international firms and one academic institution—the latter its 18th—have been signed by the Advertising Research Foundation. They are Barnes Chase Co., Chicago; Buchanan & Co., New York; Culver Adv., Boston; Fitzgerald Adv., New Orleans; Boddy & Dechy S. A., Brussels; Dentsu Adv., Tokyo; Adolph Kates & Son, Havana; Organizacion Tecnica Publictaria Latino Americana S. A., Havana; Publicidad Inter-Americana, Havana; Synergie Cie., Paris, and the U. of Oregon.

CBS Sponsors Switch

TO REPLACE their sponsorship of the radio portion of CBS' *Arthur Godfrey's Talent Scouts* (Monday, 8:30-9 p.m. EDT), which will continue only as a tv program, Thomas J. Lipton Inc., Hoboken, N. J., and the Toni Co., Chicago, are expanding their sponsorship of other CBS Radio programs. Lipton, through Young & Rubicam, New York, will sponsor one-half of *Ma Perkins* (Monday-Friday, 1:15-1:30 p.m. EDT) and Toni, through North Adv., Chicago, an undetermined number of segments of *Nora Drake* (Monday-Friday, 1-1:15 p.m. EDT).

Radio's 'Wonders'

RADIO has proven to be a "wonder" for Mericin, a new wonder drug prepared by Seaboard Drug Co., and only a recent addition to druggists' shelves throughout the U.S. Harry Patterson, president of Seaboard, which has been sponsoring Walter Winchell's MBS Sunday night newscast, the last seven weeks, said that the Winchell show aided Mericin in forging 30% ahead of its projected sales schedule.

Suit Withdrawn, BBB Says

THE Better Business Bureau of New York announced Friday that a $1 million law suit against the bureau by the Best Window Co., Brooklyn, has been withdrawn. In its complaint, filed in New York Supreme Court, Best had charged that an article in the bureau's magazine for June 1955 was "false and libelous." The article described Best's television advertising and selling tactics for storm windows and doors as "bait advertising in modern dress."

Y&R Names Calhoun V.P.

WILLIAM L. CALHOUN Jr., who has been with Young & Rubicam since 1939, has been made a vice president of the agency. He will serve as contact supervisor on the Kaiser Aluminum & Chemical Corp. and Kaiser Steel Corp. accounts in the agency's San Francisco office, to which he will be transferred from the New York office.

McMahan to IMR Consultancy

HARRY WAYNE McMAHAN, vice president in charge of tv and radio commercial production and member of the creative plans board, McCann-Erickson, N. Y., resigns effective Oct. 15 to become special consultant, Institute for Motivational Research, Croton-on-Hudson, N. Y., on psychological method of pre-testing television commercials.



ROBERT J. KOCHENTHAL (2d from l), Edward Petry & Co. account executive, won a "wonder where the yellow went" hole-in-one contest sponsored by Pepsodent Div. of Lever Bros. during the amusement industry's annual golf tournament at Vernon Hills Country Club, Tuckahoe, N. Y. A General Electric portable tv set went to the winner, shown with (l to r) Joe Stamler, WABC-TV New York sales manager; Bob Lambe, WTAR-TV Norfolk, Va., and Frank E. Pellegrin, vice president of H-R Rpresentatives Inc.

Sunkist Accelerates Tv Buys

SUNKIST Growers Inc., through Foote, Cone & Belding, both Los Angeles, will make its first large-scale use of network tv Oct. 9 when it begins a 25 alternate-week Tuesday sponsorship of NBC-TV's *Queen for a Day* 4:15-4:30 p.m. EDT [CLOSED CIRCUIT, Sept. 3]. The program is seen Mondays through Fridays, 4-4:45 p.m. EDT.

NETWORK NEW BUSINESS

NBC Radio, N. Y., reports sales representing more than $300,000 in net billings, with activity sparked by schedule of 350 participations for Quaker Oats Co. and 108 participations for Charles Pfizer & Co. Other advertisers signed include Carter Products Inc., Dodge Motors Div. and The White House Co. (Christmas dolls).

Regal Amber Brewing Co., S. F., starting sponsorship today (Mon.) of *The Regal Record Room* with Gil Henry as host on 15 stations of Columbia Pacific Radio Network, 9-9:30 p.m. PST [CLOSED CIRCUIT Sept. 17]. Contract is for 52 weeks. Agency: Guild, Bascom & Bonfigli.

Nestle Co. Ltd, which is sponsoring Hal Roach Studios' package, *Oh Susanna,* concurrently on CBC-TV and CBS-TV, is considering future sponsorship of program featuring Gale Storm in England and Europe to promote worldwide distribution of Nestle products. Canadian buy was through Cockfield, Brown & Co., Toronto. Nestle U. S. agency is Bryan Houston Inc.

NETWORK RENEWAL

Hills Bros. Coffee Inc. through N. W. Ayer & Son, N. Y., has renewed five-minute segment sponsorship of *Aunt Mary* on 23 stations of Columbia Pacific Radio Network. Contract calls for Tues.-Weds.-Thurs. and Mon.-Weds.-Fri. schedule on alternate weeks of 11 a.m. show.

SPOT NEW BUSINESS

Coca-Cola Bottling Co., L. A., using saturation radio spots on 13 area stations to introduce 12-oz. bottle. Agency: McCann-Erickson Inc., L. A.

AGENCY APPOINTMENTS

Chatham Mfg. Co., Elkin, N. C., names Anderson & Cairns, N. Y., to handle advertising and sales promotion for blanket, automotive upholstery and apparel fabric lines, effective Dec. 1.

Laco Products Inc. (Laco shampoo), Baltimore, Md., appoints Courtland D. Ferguson Inc., Washington.

Illinois Baking Corp. (Safe-T-Cones), Chicago, appoints Robert Christopher Agency Inc., same city, for advertising, merchandising and public relations.

Magnavox Co., Chicago, appoints Rothbardt & Haas Adv., same city, to handle advertising for its Spartan division and Sentinel subsidiary.

Consolidated Foods Corp., Chicago, names D'Arcy Adv. Co., same city, to handle national

Louisville's
BEST KNOWN FIGURE



The WHAS-TV Channel 11 figure here reminds homemakers that "Good Living" at 10:00-10:30 am daily, answers many of their problems. Changing attire, the versatile and always identifiable figure appears on promotion slides at other hours for WHAS-TV's outstanding teen-age show, "Hi Varieties".

Whether the setting is a kitchen or club house, viewers know the Channel 11 figure represents quality, good-taste programming, well produced shows suitable for the entire family.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

and regional advertising for its Monarch Finer Foods Div.

Carling Black Label Beer names **Aitken-Kynett Co.**, Phila., for mid-Atlantic area.

L. H. Hartman Inc., N. Y., named to handle all advertising for N. Y. Attorney General Jacob Javits' campaign for U. S. senator.

A&A SHORTS

Management Assoc. of Connecticut, Stamford, has moved its executive and creative departments from 26 Sixth St., to 2135 Summer St., where the agency has acquired 2,500 sq. ft. of space. The agency is retaining the Sixth St. offices for its accounting department. Agency's principal account is Slenderella International, whose budget is expected to exceed $5 million in 1956.

Kennedy, Walker & Wooten Inc., L. A., begins second year by moving entire agency to enlarged quarters at 8693 Wilshire Blvd., Beverly Hills. New phone is Olympia 2-0555.

Cunningham & Walsh, N. Y., has agreed to serve as volunteer task force agency for 1957 Advertising Week (Feb. 10-16), sponsored by Advertising Federation of America. Last year's task force agency was Foote, Cone & Belding, N. Y.

A&A PEOPLE

Richard R. Fansler, vice president, McCarty Co., Phoenix, Ariz., to Advertising Assoc., Phoenix branch, as executive vice president and creative director.

James F. Quinn, formerly vice president at Ross Roy Inc., to Robert Christopher Agency Inc., Chicago, as vice president-marketing.

Edward W. Dooley, former advertising manager, Economics Labs (Soilax and Soil-Off), St. Paul, Minn., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as an account executive.



MR. DOOLEY

North Clarey, formerly account executive at Foote, Cone & Belding, appointed account executive on McKesson & Robbins account, Dancer-Fitzgerald-Sample Inc.

George Bentley, formerly head of own advertising agency, to Fuller & Smith & Ross Inc., Chicago, as associate account executive.

Alfred E. Byra, assistant advertising manager, General Baking Co., to Blaine-Thompson Co., N.Y., as account executive.

Daniel J. Connolly, comptroller, Lewin, Williams & Saylor Inc., N. Y., and Newark, N. J., elected secretary and asst. treasurer of corporation.

Mercer Sweeney, account executive, Harold Miller Co., N. Y., named director research and media.

M. Graham Black, account executive, BBDO, Swift & Co., Chicago meat packer, to Leo Burnett Co., Chicago, as account executive.

Eugene H. Alnwick, timebuyer, Compton Adv., to media dept., C. J. LaRoche & Co., N. Y., in similar capacity.

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING AUG. 25)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	Republican Convention	Westinghouse	Ketchum, MacLeod & Grove	CBS	170	7 p.m.-concl.	14,454
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	12,593
3.	Democratic Convention	Westinghouse	Ketchum, MacLeod & Grove	CBS	170	concl.	12,155
4.	Republican Convention	Oldsmobile RCA Sunbeam	D. P. Brother, Kenyon & Eckhardt, Perrin-Paus	NBC	142	concl.	11,571
5.	G.E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	10,257
6.	Lawrence Welk Show	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	10,147
7.	Cavalcade of Sports	Gillette	Maxon	NBC	161	Fri., 10-10:45	10,111
8.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30	10,074
9.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	9,782
10.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	148	Sat., 10-10:30	9,746

Rank	‡Average Audience, Tv Homes Reached (000)
1.	Ed Sullivan Show 9,636
2.	$64,000 Challenge 9,308
3.	G.E. Theatre 9,235
4.	Gunsmoke 9,162
5.	What's My Line 8,432
6.	Alfred Hitchcock Presents 8,432
7.	Undercurrent 7,921
8.	Charles Farrell Show 7,848
9.	Lawrence Welk Show 7,483
10.	Cavalcade of Sports 7,410

Rank	*Total Audience, % of Tv Homes Reached
1.	Republican Convention —CBS—Eve. 41.2
2.	Ed Sullivan Show 36.1
3.	Democratic Convention —CBS—Eve. 34.7
4.	Republican Convention —NBC—Eve. 33.3
5.	Lawrence Welk Show 29.7
6.	G.E. Theatre 29.6
7.	$64,000 Challenge 29.6
8.	What's My Line 29.1
9.	Cavalcade of Sports 28.6
10.	Climax 28.5

Rank	*Average Audience, % of Tv Homes Reached
1.	Ed Sullivan Show 27.6
2.	$64,000 Challenge 27.4
3.	What's My Line 27.0
4.	Gunsmoke 26.7
5.	G.E. Theatre 26.6
6.	Alfred Hitchcock Presents 25.3
7.	Undercurrent 22.7
8.	Charles Farrell Show 22.3
9.	Lawrence Welk Show 21.9
10.	Climax 21.5

[Details on Programs in Preceding Tables, but Not Listed in Top Table]

What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11
Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10
Undercurrent	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	177 139	Fri., 10-10:30
Charles Farrell Show	General Foods Procter & Gamble	Young & Rubicam Grey	CBS	166	Mon., 9-9:30

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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VIDEODEX

TOP TEN TV NETWORK PROGRAMS
WEEK OF SEPT. 4-10

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	The $64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	32.1	11,227
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	31.2	10,694
3.	The $64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. LaRoche	CBS	111	Sun., 10-10:30	27.7	8,464
4.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	26.6	8,901
5.	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	26.2	8,992
6.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	25.9	8,939
7.	Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	25.5	9,043
8.	G.E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	25.4	8,320
9.	Phil Silvers	R. J. Reynolds Amana Refrigeration	Wm. Esty Maury, Lee & Marshall	CBS	169 151	Tues., 8-8:30	25.3	8,360
10.	Studio One	Westinghouse Electric	McCann-Erickson	CBS	99	Mon., 10-11	24.6	....
	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	....	8,163

Copyright, Videodex Inc.

Claire Crawford to media department, Blaine Thompson Co., N. Y., to handle local radio-tv advertising.

James H. Graham, advertising manager of Buick Div., General Motors Corp., to MacManus, John & Adams, Bloomfield Hills, Mich., Oct. 15, as assistant account executive on MJ&A's Pontiac Motors account.

John L. Neff, Washington, D. C., radio and advertising executive, to Larrabee Assoc., same city, as sales director and account executive.

Michael M. Minchin Jr., sales promotion staff, Erwin, Wasey & Co., L. A., promoted to account executive working on Friskies Pet Foods Div. of Carnation Co.

Raymond O. Bridges, brands manager at Swift & Co., Chicago meat packer, to Leo Burnett Co., Chicago, as account executive.

John V. Tarleton, art director, Liggett & Myers Div., Cunningham & Walsh, N. Y., named director of advertising art, Eastman Kodak Co., Rochester, N. Y.

Richard C. Hunt, account executive, Ruthrauff & Ryan, Chicago, to Allen & Reynolds, Omaha, Neb., as agency consultant for marketing and sales.

James O. Thompson, market consultant, Poetzinger, Dechert & Kielty, to Stromberger, Lavene & McKenzie, L. A., as copywriter and head of plans board.

James F. McGuckin, industrial advertising writer, to copy department, Coolihan, Coe & Coolihan, Syracuse, N. Y. agency.

William E. Doscher, formerly with J. Walter Thompson Co., to Simoniz Co., Chicago, as market research manager.

The magic carpet *that.....*



COVERS THE EMPIRE!

FROM CANADA TO OREGON, FROM THE CASCADES IN WASHINGTON TO THE MONTANA ROCKIES . . .

Inquire about the bonus merchandising service KXLY-TV advertisers may qualify for: TELEMARKET and PARADE OF PRODUCTS

No other advertising medium in the billion and half dollar Inland Empire reaches as many buyers as KXLY-TV! Only from 6,018 feet Mt. Spokane can your message reach ALL the television receivers in this big segment of the great, booming Northwest! Proof that the "magic carpet" covers the Empire best is the fact that more local advertisers use KXLY-TV than the other two stations combined. Plan to blitz this rich package of consumers with a sales bomb from the "magic carpet that covers the empire!" Write for complete market and coverage information.

KXLY TV *channel 4*

The station with a million friends!

REPRESENTATIVES: AVERY-KNODEL
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

SEATTLE-PORTLAND
ART MOORE AND ASSOCIATES

Thomas S. Andrews, regional director, eastern division, Martin-Senour Paint Co., to firm's Chicago headquarters as director of marketing.

R. T. McClaughry, from Needham, Louis & Brorby Inc., Chicago, to J. R. Pershall Co., same city, as copy supervisor.

Elizabeth Axelsen appointed art buyer, J. M. Mathes Inc., N. Y.; **Mary Lee Hammesfahr** named assistant art buyer.

John O. Gunn, public relations manager, Cleveland Illuminating Co., to Bozell & Jacobs, N. Y.

Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, appointed chairman of agency-educator committee of American Assn. of Adv. Agencies' central region.

Clayton Huff, assistant treasurer, BBDO, N. Y., elected president, Advertising Agency Financial Management Group, succeeding **Fredric J. Becker** of Charles W. Hoyt Co., N. Y.

Havis Medwick, business manager, radio-tv dept., Ruthrauff & Ryan, N. Y., conducting evening course in radio-tv program production at New York U.

Murray W. Gross, account executive, Emil Mogul Co., N. Y., appointed lecturer in marketing at evening session of College of The City of New York's Bernard Baruch Div.

RATING SERVICE PEOPLE

Elliott W. Robbins, formerly with Sylvania Electric Products Inc., named publicity director of Broadcast Div. of A. C. Nielsen Co., N. Y. He succeeds **Murray Harris,** resigned earlier this year to join IBM. **David A. Traylor,** Nielsen N. Y. station index department, promoted to account executive for Nielsen Coverage Table No. 2, firm's local area radio-tv measurement service.

Achoo-sey Method

GROVE Labs, St. Louis, which has allocated $5 million for its fall-winter campaign on behalf of Bromo-Quinine, 4-Way cold tablets and Citroid compound, has retained the services of a major—but unidentified—private weather forecasting firm which claims to be able to predict cold epidemics in various segments of the country.

The campaign got under way last week in over 90 markets as Grove's Clayton Labs Division (Citroid), launched a $1.9 million drive in magazines, newspapers and radio-tv. Citroid will place its radio-tv on no set schedule, but will hit in those markets designated as most susceptible to cold epidemics. This drive, lasting 18 weeks will be conducted through Dowd, Redfield & Johnstone.

Roughly the same pattern will be followed for Beaumont Div.'s 4-Way and Bromo-Quinine, it was understood. Bromo-Quinine, through Benton & Bowles, New York, will spend $1.5 million, with radio-tv supplementing a heavy magazine push, and 4-Way, through Harry B. Cohen Adv., New York, also will allocate $1.5 million, the bulk of it in radio-tv spot.

In all three campaigns timebuyers will concentrate on the 20 geographic districts "serviced" by the weather forecaster.

OFFICIAL EXPANDS EUROPEAN ACTIVITY

Sales and servicing organizations established and four new properties are under consideration in conjunction with Sapphire Films, London.

IN AN expansion of its activities in Europe, Official Films Inc., New York, last week announced the establishment of a sales and servicing organization abroad and plans for new production as well as enlargement of technical facilities in Britain.

Herman Rush, Official vice president in charge of sales, following a four-week tour of Europe disclosed that an international sales organization has been formed with offices or representatives in London, Berlin, Paris, Rome, Belgium and Sweden. He said branch offces will be provided with complete set of prints and promotional materials and will function autonomously, reporting directly to Official's headquarters in New York.

Official currently is making arrangements to dub its properties into Italian, French and German, Mr. Rush said, to meet the "definite potential" that exists in the European market. Outside of Britain, Mr. Rush listed The Netherlands, Belgium, France, Italy, Luxembourg, Monaco, Saar Basin, Switzerland, Western Germany and Sweden as comprising the basic market for American films. He estimated the number of tv sets in Europe at present as 7,316,600.

Harold L. Hackett, president of Official, who also returned from a business trip to Europe, revealed four new properties are under consideration for production in Britain by Official, in conjunction with Sapphire Films Ltd. Mr. Hackett said two of the four properties will be chosen for production, with initial delivery of first prints set for April 1957. The programs under consideration, according to Mr. Hackett, are *The Highwayman,* classic adventure series; *Sword for Hire,* costume-adventure show; *Marco Polo,* and *Three Just Men,* based on Edgar Wallace's detective novel.

Sapphire Films, Mr. Hackett said, is having additional sound stages built at the Nettlefold Studios to accommodate the increased production and also is installing new technical facilities to handle Official's dubbing operation.

Official Films Re-Elects Officers, Board Members

OFFICERS and board members at Official Films Inc., New York, were re-elected last week at the company's annual stockholders meeting held at Official's offices in Ridgefield, N. J.

Those re-elected were Harold L. Hackett, president; Herb Jaffe, vice president; Herman Rush, vice president; Seymour Reed, secretary-treasurer; Grace Sullivan, assistant secretary; Lee Moselle, general counsel; Isaac D. Levy, Herbert Siegel and Robert Birnheim, directors.

Mr. Hackett told stockholders that because of Official's "improved financial condition," he felt "very optimistic" regarding a plan for declaration of a dividend payment to the company's more than 5,800 shareowners this year and "for many years to come." He added that announcement of Official's final figures for the fiscal year ended June 30 is expected in early November, and said the company would initiate the issuance of quarterly reports at that time.

Ziv 'Airlifts'

ZIV Television Programs has established a monthly "airlift" to shuttle more than 100 actors, technicians and production personnel 6,000 miles every 30 days for filming of the *West Point* series, which was launched on CBS-TV last Friday (8-8:30 p.m. EDT). Under the current production schedule for the half-hour series, half of the footage is being shot on location at the U. S. Military Academy, New York, and the remainder at Ziv Tv's Hollywood studios.

TWO APPOINTED BY RKO TELERADIO

IN ANOTHER step in the organizational growth of RKO Television [B•T, Sept. 24], William Finkeldey, syndicate manager, last week announced the appointments of Max Bradbard as eastern sales manager and William Gorman as western sales manager of the RKO Teleradio Pictures subsidiary.

Mr. Bradbard has been an account executive



MR. BRADBARD



MR. GORMAN

with the Film Div. of General Teleradio Inc. since 1953 (RKO Television has assumed the activities of the Film Div.) He formerly was an announcer at WHIT New Bern, N. C., and WAAB Worcester, Mass. Mr. Bradbard will operate out of RKO Television's New York headquarters.

Mr. Gorman, an account executive with GT's Film Div. since 1955, previously had been assistant sales manager for WOR-TV New York. He also has been an account executive with KFI-AM-TV Los Angeles and General Teleradio-owned KHJ-TV in that city. Mr. Gorman has established headquarters in Los Angeles.

Stock Issue Substituted For Disney Debenture Plan

WITHDRAWAL of Walt Disney Production Inc.'s proposed issue of debentures and the substitution of a new common stock offer to present shareholders was announced last week by President Roy O. Disney. The new offer of 186,500 shares will raise about $3.7 million in lieu of the $7.5 million expected from the debenture plan [B•T, Sept. 24].

Present stockholders may buy one share of the new issue for each seven shares now held, Mr. Disney explained. Purchase price is $20, about current market value. Atlas Corp., now about 17% owner of the Disney firm, has offered to buy all new stock not taken by other stockholders. The Disney family stock totals about 54%.



WABC-TV IS NEW YORK

More and more, WABC-TV is reflecting New Yorkers' habits and needs. It is an integral part of a complex living pattern that encompasses cliffdwellers and suburbanites.

Paced at a level that reflects the potent ascendancy of the network, WABC-TV is an entertainment and sales-producing medium that truly is New York in every way.

Channel **7**

WABC-TV, New York **WBKB,** Chicago **WXYZ-TV,** Detroit
KABC-TV, Los Angeles **KGO-TV,** San Francisco
Owned and operated by the
American Broadcasting Company

Loew's Inc. President Submits Resignation

ARTHUR M. LOEW last week announced he has submitted his resignation as president of Loew's Inc., but will continue as president of Loew's International, the foreign sales and importing branch of the company. Mr. Loew said that he "wanted to make certain that the pressures of the job would not affect my health" in announcing his resignation.

The Loew's board will act upon Mr. Loew's resignation, effective Nov. 15, at its next meeting (Oct. 17). Loew's set up a television operation several months ago [B•T, June 25].

On top of Mr. Loew's resignation, it was reported Friday that Paul D. Mannheim, a partner of Lehman Bros. and Charles J. Steward, a partner of Lazard Freres, both New York investment houses, had submitted their resignations from the Loew's board. A company spokesman confirmed this action, but declined to comment on speculation that this move might lead Mr. Loew to reconsider his resignation.

DuMont Invades Hollywood With Improved Electronicam

AN ESTIMATED 350 Hollywood film directors, producers, financiers and other executives gathered on "Stage 4" of Paramount-Sunset Studios last Monday to witness the west coast unveiling of Allen B. DuMont Labs' improved mobile Electronicam system.

Coupling the electronic advantages of television to standard Mitchell motion picture cameras, the Electronicam was described as designed to cut production time and costs which are constantly soaring in the film field, both theatrical and tv. The Hollywood demonstration, however, was aimed principally at the theatrical market. The new Electronicam was displayed several weeks ago in New York [B•T, Sept. 17, 3].

The Electronicam is the newest of technical developments which Paramount-Sunset is leasing to film producers using the lot's reconstructed rental facilities.

Electronicam was introduced by Ralph Austrian, western manager for DuMont, in a demonstration which featured the filming of an actual drama sequence. The finished film was projected later. Other DuMont officials attending included President David T. Schultz and Vice President Keeton Arnett. Cooperating with Mr. Austrian in the demonstration was Stanton M. Osgood, general manager of Paramount-Sunset Studios.

Similar demonstrations were held at Paramount-Sunset Studios through the remainder of last week, with several hundred film representatives attending each session. For the next two weeks, DuMont officials will hold training courses for technicians in the operation of Electronicam.

Short Subjects Department Put Into Operation by NTA

ESTABLISHMENT by National Telefilm Assoc., New York, of a short subjects department to handle servicing requirements for the Paramount library of 1,500 films was announced last week by Ely Landau. Appointed to head the new unit is Morrie Roizman, who has been active in various phases of the film industry for more than 25 years.

The Paramount library consists of four "sub-libraries"—"Cartoon Carnival," "Show Business," "Jest for Laughs" and "Change of Pace," plus specialty packages including "Unusual Occupations," "Spectacular Reviews," "Little Lulu," "Color Cruises and Musical Romances," "Grantland Rice Sportlights," "Pictorials," "Betty Boop," "Speaking of Animals" and "Inkwell Imps." Headquarters for the short subjects department has been set up by NTA in the Pathe Labs Bldg. at 105 E. 106th St., New York.



KPHO-TV Phoenix will use Ziv-Tv's *Highway Patrol* twice weekly (Tuesday and Friday nights) this fall with two different sponsors. Blakely Service Stations will sponsor the Friday night show, consisting of new second-year features of the series, and Western Savings & Loan Assn. will sponsor re-runs of last year's shows on Tuesdays. Completing the arrangements are (l to r): John Driggs, Western vice president; KPHO-TV General Manager Richard B. Rawls; Blakely President Monty Blakely, and Les Lindvig, KPHO-TV local sales manager.

150th Spot Tv Contract Completed by Playhouse

PLAYHOUSE PICTURES, Hollywood animation studio, has completed its 150th television spot contract. Produced for the 1957 Ford through J. Walter Thompson Co., New York, over 4,500 reels of Ford spots were placed in the mails to 250 television stations throughout the U. S.

Since the studio's formation in 1952, over 20,000 feet of animated film have been produced for television, President Adrian D. Woolery reported. This includes 450 different animated commercials and over 22,000 copy reels of film.

Mr. Woolery also reported that Playhouse is producing a series of 30-second animated color openings for the *Tennessee Ernie Ford Show* (also for JWT), which began its fall season last Thursday on NBC. He said that at least 25% of Playhouse's production will be in color animation during the next year.

Production at the studio is up 200% for the first six months of this year, he said. Based on the number of current contracts held by the firm, this figure is expected to go even higher by the end of the year. Playhouse has created original animated spots for such accounts as Ford, DeSoto, Falstaff beer, Campbell soup, Heinz, Tums, Remington Rand, Kaiser Aluminum, Schlitz, Burgermeister and A-1 beers.

ROACH COMMERCIAL DIV. GETS AGENCY 'NEW LOOK'

Van Keuren says there will be a tv film counterpart of ad agency account units with account and production executives assigned to each client.

PLANS to reorganize and expand the commercial division of Hal Roach Studios along the lines of an advertising agency with autonomous units assigned to service individual film accounts was revealed to B•T last week by Sidney S. Van Keuren, vice president and general manager of Roach Studios, Culver City, Calif.

Mr. Van Keuren said the recent appointment of Frank Shea as director of eastern operations in New York for the commercial division [B•T, Sept. 17] was only the first step in this direction. He said the new organizational structure accompanying the eastern expansion of commercial operation has been necessitated by the division's 67% increase in billings over last year's total of more than $2.2 million. Cecil Underwood is overall managing director of the commercial division, headquartering at Culver City.

The Roach commercial division will set up a tv film counterpart of the advertising agency's account units, each comprised of an account executive, production chief, art director, etc., and each assigned to service an individual account, Mr. Van Keuren explained. To accomplish this "personalized service" structure, he said, additional executives and technical people will be added to the division.

The Roach vice president reported the bulk of commercial filming will continue at the Culver City lot, although the New York operation is designed to provide agencies there with "live" action filming at their base of operations. When production requirements demand, he said, a Culver City production unit would go to New York to assist the New York unit involved. Special effects and optical effects, plus editing and processing, will continue to be handled at Culver City.

Accounts currently being serviced by the Roach commercial division include AT&T, Bulova Watch Co., Nestle Co., Hills Bros. coffee and Johnson wax, among others, Mr. Van Keuren said.

Meanwhile, Mr. Van Keuren last week announced the appointment of Irene Teasley to the commercial division's production staff at Culver City. Miss Teasley formerly was with Film Opticals Inc., and Tv Graphics Inc., both New York. In her new post she will be production assistant to Jack Glass, head of special and photographic effects department.

'Golden Playhouse' Placed In 40 Markets by Esso Oil

ESSO STANDARD OIL Co., New York, will sponsor an Official Films series, entitled *Golden Playhouse,* in 40 eastern markets starting this month. The program is the first dramatic series to be sponsored by Esso, a veteran news program advertiser in both television and radio.

The series is a combination of 55 selected half-hour shows from *Four Star Playhouse,* and *Stage Seven.* In more than 26 of the 40 markets, *Golden Playhouse* will be first run.

The Esso Standard commercials will be the same as those produced for *Your Esso Reporter* and presented locally by Esso. McCann-Erickson, New York, is the agency.

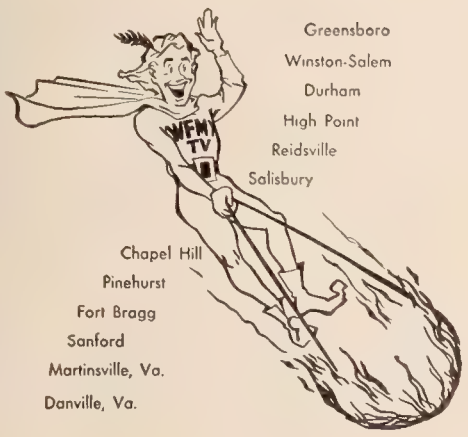


A Ball of Fire...

in sales results is **yours** in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. Blaze away to glory . . . and increased profits too . . . by calling your H-R-P man today for full information on this top TV market of the nation, **completely covered only by WFMY-TV.**

50 Prosperous Counties • 2 Million Population

$2.5 Billion Market • $1.9 Billion Retail Sales



WFMY-TV . . . Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS TELEVISION NETWORK
Since 1949

CBS Newsfilm Celebrates Third Year of Operation

CBS Newsfilm has marked its third anniversary as an organization providing news film footage to stations for locally-produced programs amid predictions from officials that the future is "bright" for the operation.

Howard L. Kany, manager of CBS Newsfilm since its inception Sept. 28, 1953, reported that the unit currently is servicing more than 80 tv stations through the U. S. and abroad and over the past three years has provided newsfilm to more than 100 stations. His optimism for the future was based on the observation that newsfilm does not compete with tv networks, since local news shows "have always been an integral part of station programming with high ratings because of the happy combination of world-wide and local news."

Mr. Kany noted that there are currently three tv news services but that CBS is the only company which provides filmed news exclusively for television, with the other two organizations (INS-Telenews and UP Movietone News) also active in the theatrical field.

In an average week, according to Mr. Kany, CBS Newsfilm supplies stations with 12 minutes of footage a day, five days a week, covering about 60 stories and about 2,300 feet of film. He said the weekly output by subject matter shows 70% of the stories to be of domestic origin and 30% from foreign countries. The film footage is provided by 450 full or part-time cameramen in the U. S. and abroad.

Keitz & Herndon Furnishing Pretested Film Commercials

KEITZ & HERNDON, Dallas film producer, is offering its clients "pretested" television film commercials through an arrangement with Southwest Research Inc., Dallas.

The commercials are pretested before a panel containing a cross section of all economic levels. Mixed groups of all ages are used, depending on the type of product being tested. Respondents complete varied questionnaires and a minimum of 100 replies are obtained for each commercial.

Larry Herndon, Keitz & Herndon partner, said the method also is used to retest a commercial over a period of months, or years. "It may be evaluated as more effective than ever before. But, perhaps it has lost its appeal," he stated. No more than six spots are shown at any one presentation.

"Research can give us some of the answers that may save clients hundreds, even thousands of dollars," Mr. Herndon concluded.

Screen Producers Absorb Hollywood Tv Film Men

INTEGRATION of the National Society of Television Producers with Screen Producers Guild, Hollywood, was virtually completed last week with the announcement by SPG that 26 NSTP members have been accepted in SPG. The merger had been voted earlier this year [B•T, Aug. 6].

Louis F. Edelman, SPG membership chairman, announced that total membership is now at a record high of 180. SPG was formed in 1950 and represents 95% of all producers of U. S. feature films while NSTP, founded in 1949, represented a majority of Hollywood's tv production executives.



CHECKING the renewal contract calling for Independent Grocers Assn. to sponsor *IGA First Night Theater* on KTVT (TV) Salt Lake City are (l to r) Jay Lloyd, account executive; W. E. Featherstone, Featherstone Adv. agency; Matt Kommel, IGA advertising manager, and KTVT Sales Manager Hack Woolley. The weekly series began on KTVT under IGA aegis in 1953.

Kaiser Plans Hawaii Studios

TO HELP film production in the Pacific, a motion picture studio costing $500,000 and financed by industrialist Henry J. Kaiser will be built in Hawaii, it was announced last week by Edward M. Gray, vice president of the western division of National Telefilm Assoc. and personal friend of Mr. Kaiser. Facility will include two large sound stages convertible to four. Studio will serve both tv and theatrical producers.

White Produces Own Shows

SAM WHITE, producer of the CBS-TV *My Friend Flicka* series for the past 15 months, is leaving TCF Television Productions to devote time to his own television properties. First of these to receive Mr. White's attention will be *Rawhide Riley,* an outdoor action show starring Richard Arlen. Five episodes already have been filmed. While at TCF-TV, Mr. White produced 26 of the first 39 episodes of *My Friend Flicka* and prepared 10 scripts for the show's forthcoming season.

Warner Sales Now at 75

ASSOCIATED Artists Productions, New York, last week reported that total sales on its catalogue of Warner Bros. feature films have reached the 75 mark, with latest purchases by WATE (TV) Knoxville, WPRO-TV Providence, WDSM-TV Duluth, KFMB-TV San Diego and WFGA-TV Jacksonville.

Fox Package Sold to 125

TOTAL SALES on the package of 52 20th Century-Fox feature films have reached the 125 mark, with latest sales to 18 stations, it was announced last week by Harold Goldman, vice president in charge of sales for National Telefilm Assoc., New York. Among those buying the package were WNAC-TV Boston, WCCO-TV Minneapolis, WHO-TV Des Moines, KHQ-TV Spokane, WAFB-TV Baton Rouge and WDSU-TV New Orleans.

FILM SALES

Guild Films Co., New York, reports sale of its musical programs, the *Liberace, Frankie Laine and Florian Zabach Shows,* to WTTG (TV) Washington; WAIM-TV Anderson, S. C.; KGEO-TV Enid, Okla.; KOMU-TV Columbia, Mo.; WGEM-TV Quincy, Ill.; WTCN-TV Minneapolis; KTAG (TV) Lake Charles, Ind.; CJBR-TV Rimouski, Canada; CBWT (TV) Winnipeg, Canada, and CJCB-TV Sydney, Canada.

Bud Wilkinson Productions, Oklahoma City, Okla., has announced sale of *Bud Wilkinson Show* to two more stations, KSTP-TV St. Paul, Minn., and KGNC-TV Amarillo, Tex., bringing to 43 the number of stations to buy 39 quarter-hour package. Sport Lite Inc., Chicago, handles national distribution of series.

INS-Telenews, N. Y., has sold *This Week in Sports* to WKOW-TV Madison, Wis., and WTAR-TV Norfolk, Va. INS-INP 35mm transparency service sold to Viguie Film Productions, San Juan, P. R.

MCA-TV Film Syndication Div. has announced purchase of 1,246 half-hour and quarter-hour films by WISN-TV Milwaukee. Contract involves *Lone Wolf, Ray Milland Show, Man Behind the Badge, Curtain Call, Headline, Famous Playhouse, Pride of the Family* and *Playhouse 15.*

FILM RANDOM SHOTS

Richard H. Ullman Inc., Buffalo, N. Y., film producer, announces opening of west coast sales office at 301 S. Kingsley Dr., Los Angeles 5, Calif. Telephone is Dunkirk 7-2423.

Film-Art Service, N. Y,. company providing animation service for film producers, is distributing footage conversion chart to film producers, designed to show "at a glance" number of animation frames to foot of film. Copies of card are available from Film Art Service, 41 W. 47th St., New York 36, N. Y.

Illustrated Films Inc., new corporation, has been formed to produce animated tv commercials. Firm's address is 8460 Santa Monica Blvd., Hollywood, Calif. Officers are: **Norman Maurer,** president; **Moe Howard,** vice president; **Leon Maurer,** secretary-treasurer.

FILM PEOPLE

Carol Orenstein, former copy chief, Allen Christopher Adv., N. Y., to Filmack Studio, N. Y., specialists in tv announcement films, as advertising-promotion manager.

Barbara Baldwin, formerly with N. Y. office of United Productions of America, joins Animation Inc., Hollywood, as scene planner and animation checker.

Elliot Schick, formerly producer-director with numerous Hollywood production firms, to executive staff of film division United Film & Recording Studios, Chicago.

Ralph J. Del Corso, research manager, Modern Talking Picture Service Inc., N. Y., named director of public relations television for Modern-Tv, N. Y., division of MTPS, and will handle distribution of public relations films to tv stations through regional centers in New York, Los Angeles and Chicago.

Jeanne Ramsey, formerly account executive and director of radio and television with J. W. Rike Adv., Corpus Christi, Tex., named to syndicate sales department of Screen Gems, N. Y.

ARE YOU GETTING INDIVIDUAL MARKETING ATTENTION WITH YOUR ADVERTISING?



You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertiser are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

Why not let us solve your marketing or merchandising problem, today?

1150 WISN Milwaukee RADIO

John B. Soell, Director

12 WISN-TV CHANNEL MILWAUKEE

BASIC ABC AFFILIATES

Represented by Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

RKO-MUTUAL INTEGRATION PLAN DRAFTED; MOVIE, NETWORK ENDS TO AID EACH OTHER

Controversial affiliation plan shelved pending trial of new system, which will find RKO stars appearing on network programs; network promoting films. President Poor says an RKO representative will be available to all (540) affiliates to expedite clearance problems.

INTEGRATION-COORDINATION of allied operational functions of Mutual and RKO Radio Pictures was announced last week by Thomas F. O'Neil, president and board chairman of the parent RKO Teleradio Pictures.

The movie company's personnel and facilities will be available to Mutual for station relations, sales, sales service, news and program liaison purposes, while its stars and story material will be available for programs, and the two organizations will work more closely in promoting and exploiting each other's products.

Coincident with the announcement came disclosure that the effective date of the controversial new MBS affiliation contracts—which had been set for Nov. 1 "regardless" [B•T, April 23, *et seq*]—had been postponed indefinitely. MBS President John B. Poor said members of the Mutual Affiliates Advisory Committee requested the postponment "pending further study" after he had explained the coordination-integration plan to them in a meeting in Chicago last Monday.

Mr. Poor quoted John W. Betts, MAAC chairman and manager of WFTM Maysville, Ky., as saying the new RKO-MBS alignment "obviated" some of the provisions of the new contract plan. Later, Mr. Poor explained to B•T that this referred especially to station clearance provisions.

In order to solve the clearance problem, the new contract had provided, among other things, that affiliates would "pre-clear" 16 hours a week for network programming. If the use of RKO field men in clearing stations for network advertisers works as well as Mutual thinks it should, Mr. Poor said, the "pre-clearance" provisions of the new contract shouldn't be necessary.

He pointed out that through RKO, Mutual now will have 32 field offices throughout the U. S. available to go to work on clearing stations when quick clearances are needed to button up a sale. The setup, he said, should give Mutual "the fastest, most comprehensive and most efficient station relations pattern ever devised for network radio."

Whether the new plan will result in cutbacks among Mutual personnel was not immediately ascertained. Mr. Poor said there "might be some in some areas," but that the plan had been adopted with an eye to improving efficiency rather than to making cutbacks.

Mr. Poor acknowledged that affiliate opposition to the new contract—or failure to accept it promptly—had entered into the decision to postpone its effective date indefinitely. He estimated about 200 stations, out of Mutual's approximately 540 affiliates, had sent in signed contracts, and said others had promised verbally but never had gotten around to it. Affiliates of Mutual's Yankee and Don Lee networks, and also Mutual's owned stations, it was understood, were exempt from the new terms.

Principal features of the contract were reduction of option time and the agreement by stations to "pre-clear" 16 hours a week for network programs, for which their compensation would be paid not in money but in additional free programs for local sale. A similar plan three years ago was shelved by affiliate opposition.

Contacts and Clearances

Aside from the RKO performers and program material being made available to Mutual, Mr. Poor thought the greatest assistance the network would get from the plan probably would be in the field of station clearances and contacts.

"We plan to divide the country into sections," he said, "so that no MBS station—and we have 540 of them—will be more than a couple of hundred miles from the office of an RKO field man." He noted that special telephone loops and teletype facilities already link Mutual and RKO offices in such key cities as New York, Boston, Chicago and Los Angeles, and that RKO also has field offices in such markets as Jacksonville, Fla.; Atlanta; Charlotte, N. C.; Philadelphia; New Haven, Conn.; Albany; Buffalo; Washington; Pittsburgh; Cleveland; Detroit; Indianapolis; Cincinnati; Milwaukee; Des Moines; Minneapolis; Omaha; Kansas City; St. Louis; Memphis; Oklahoma City; Dallas; New Orleans; Denver; Salt Lake City; San Francisco, Portland, Ore., and Seattle.

First impact of the RKO-MBS plan, Mr. Poor said, will be felt in programming—and shortly. RKO stars and other contract players, especially those in highly publicized and heavily promoted films soon to be released to theatres,

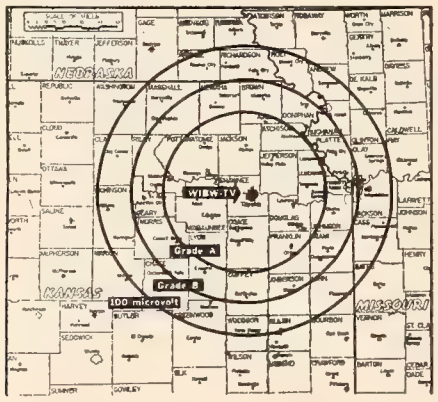
MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



WIBW-TV absolutely dominates 20 Kansas Counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 567,032 TV homes. Check the new A.R.B. for the TopekAREA. See the across-the-board preference for WIBW-TV.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.



We're Proud of Our

Miss Alabama

ANNE ARIAIL

Second Runner-up in

Miss America

Contest, Atlantic City

WAPI and WABT exclusive

Again in 1956, as in all previous years, WAPI and WABT were sponsors of the Miss Alabama contest. These stations are known and esteemed for promoting community projects every day—plus their exclusive broadcaster sponsorship of: Crippled Children's Clinic Football; Maid of Cotton Contest; Fat Calf Show; March of Dimes Auction; etc.

WAPI and WABT

BIRMINGHAM

Alabama's First Stations in Public Service

WAPI represented by
John Blair & Co.

WABT represented by
Blair-TV

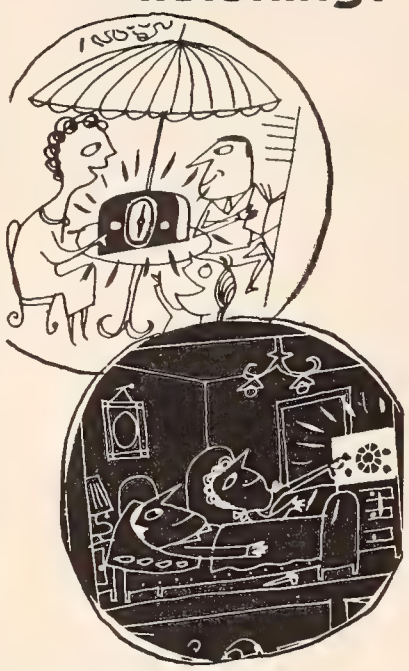
RADIO SELLS

no matter

when

people are

listening!



*Politz finds...**

...that it is necessary to discard the old image of RADIO as people massed alongside their sets. A SUBSTANTIAL amount of listening goes on virtually ALL THE TIME in each of a variety of places outside the home as well as in it.

In Southern New England—where family retail sales are 9% above U. S. average—34.1% of all adult listeners are listening before 7 A. M. And almost EIGHT TIMES as many are listening to WTIC as to any other station serving the area.

* Alfred Politz Research, Inc.
For complete information on this rich Southern New England Market...

call CHRISTAL

or write directly to

WTIC
HARTFORD
CONNECTICUT

will be worked into lead and character portrayals on MBS dramatic programs. RKO stars also will make guest appearances on MBS musical and variety shows.

Brad Simpson, Mutual programming director, currently is preparing the first such variety show, which will be world-wide in scope, Mr. Poor reported.

Mr. O'Neil, Mr. Poor and RKO Radio Pictures President Daniel O'Shea pointed out that a similar coordination of RKO Radio Pictures and RKO Television activities earlier this year had set the pattern for the RKO-MBS plan and proved its value. RKO Radio field managers, it was noted, already function as liaison contracts for RKO Television's expanding activities, handling station clearances, sales and sales services and providing promotional and merchandising support as needed.

"We know," Mr. O'Neil said, "that these people are fully aware of the problems unique to supplying films for tv and had experiences with network radio when we introduced "The Conqueror" last winter. To integrate them even more closely into our family of allied entertainment companies and divisions is, accordingly, a logical furtherance of already proved capabilities."

The field representatives, he said, are located in the nation's primary market areas and are continually in touch with MBS station owners and managers. Moreover, he said, RKO's 109 overseas office facilities can serve as contacts to permit an even greater expansion of the news and news-feature activities of Mutual.

Mutual's seven owned radio and five owned television stations also are involved in the integration. It was pointed out that facilities in New York and Los Angeles, especially, have been expanded in recent months in order to increase their service to both Mutual and RKO Television. The old WOR recording studios in New York have been overhauled and include equipment for both high-fidelity recording for radio and tape-recording for television (the latter to be complete about Feb. 1, anticipated delivery date for Ampex tv tape recorders ordered for MBS-General Teleradio usage).

RKO Radio Pictures President O'Shea said that, from the film company's side, the new alignment would offer "incalculable" benefits in promoting new motion pictures. One to be released in the near future is "Bundle of Joy," which stars Eddie Fisher, who already is heard on a twice-weekly program on Mutual, and his wife Debbie Reynolds. Other RKO films to be distributed shortly are "Young Strangers" and "Jet Pilot."

'Afternoon Film Festival' Signs Five New Sponsors

FIVE national advertisers have signed as participating sponsors of ABC-TV's *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EDT), it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. They are Bon Ami Co., New York, through Ruthrauff & Ryan, New York; Exquisite Form Brassiere Inc., New York, through Grey Adv., New York; Thomas J. Lipton Inc., Hoboken, N. J., through Young & Rubicam, New York; the Norwich Pharmacal Co., Norwich, N. Y., through Benton & Bowles, New York, and Union Underwear Co., New York, through Grey Adv., New York. Mr. Chapin also reported that Knapp-Monarch Co., St. Louis, through Frank Block Assoc., St. Louis, has bought participations in *Famous Film Festival* (Sat., 7:30-9 p.m. EDT).

McDonald Appointed To NBC Legal Post

APPOINTMENT of Joseph A. McDonald, NBC treasurer and one of the industry's acknowledged experts in broadcast law, as assistant general attorney of NBC was announced last week by Thomas E. Ervin, vice president and general attorney.



MR. McDONALD

Mr. McDonald's successor as treasurer was expected to be announced shortly. The post is expected to go to H. Earl Rettig, now vice president for tv network services.

In addition to his responsibilities as assistant general attorney, Mr. McDonald will continue to direct NBC's political broadcast unit.

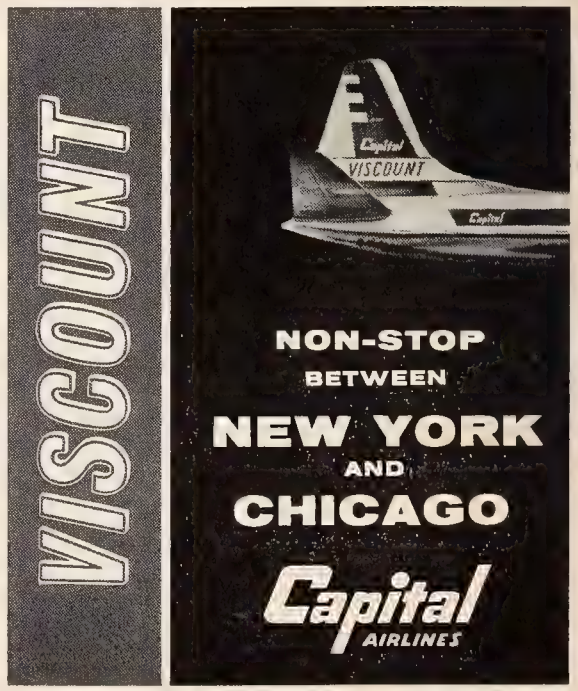
Of the appointment, John M. Clifford, NBC executive vice president for administration, said that "Mr. McDonald now will be more active than ever in the legal affairs of the company. His broad experience and high degree of professional competence will be of even greater value to us in his new position."

Mr. McDonald first joined NBC in 1931. He served in various posts in the legal departments in New York and Chicago until 1945, when he resigned to become general counsel of ABC, where he was elected a vice president in 1946. He returned to NBC as treasurer in 1952.

He has served on many industry committees and is credited with numerous contributions, particularly in the copyright field. He was one of the founders of the Copyright Society of the USA, of which he now is president.

Levy Sells 'Bride' to CBS

SALE by Parke Levy of his 50% interest in the *December Bride* tv film series to CBS for more than a half-million dollars was announced last week. The contract provides that Mr. Levy, who originated the series, will receive payment over a 12-year period. Mr. Levy will remain as producer and script editor of the show, which is sponsored by General Foods. The series will begin its third year today (Monday) on CBS-TV (9:30-10 p.m., EDT).



Forgotten Fans

MILWAUKEE baseball fans, who virtually went into mourning over the failure of their Braves to win the National League pennant, last week were denied radio coverage of the Yankees-Dodgers World Series games. Newspapers and local stations reported a flood of telephone calls from fans who were unable to pick up the broadcasts on their sets. The reason: MBS, which possessed the radio rights, has no Milwaukee affiliate causing local fans to rely on pickups from other cities.

CBS-TV Schedules Actors, Stories for 'Playhouse 90'

CASTING of seven stars and acquisition of six more properties for CBS Television's *Playhouse 90* series have been announced by Martin Manulis, producer of the new weekly 90-minute which just debuted on the network Thursdays (9:30-11 p.m.).

Playhouse 90 has as its Christmas story "The Family Nobody Wanted", the saga of the Doss family of Redlands, Calif., which relates the tale of a young minister and his wife who adopted twelve children of widely different backgrounds.

F. Scott Fitzgerald's novel "The Last Tycoon" is being adapted for the series by Don Mankiewicz. In the short story field, *Playhouse 90* has bought the rights to Ernest Lehman's story "The Comedian," which Rod Sterling will adapt.

Gore Vidal is working on an original for the series.

Another original scheduled for the series, "Heritage of Anger," being written by Harold Jack Bloom, is a drama of an industrialist bent upon turning his empire over to two sons.

Mr. Manulis also revealed that a play he directed on Broadway, Hagar Wilde's "Made In Heaven," a comedy of matrimony, also will be presented in a new adaption being made by the author.

Broadway and Hollywood stars signed to appear in these and other vehicles scheduled for the *Playhouse 90* include: Ralph Bellamy, Franchot Tone, Laraine Day, Boris Karloff, Tom Drake, Elizabeth Patterson and Rhonda Fleming.

Sponsors signed for *Playhouse 90* include Ronson Corp., through Norman, Craig, and Kummel; Bristol-Myers Co., through Young and Rubicam, and Singer Sewing Machine Co., also Y&R.

Four New Affiliates Signed By Keystone Broadcasting

KEYSTONE Broadcasting System has announced the signing of four new affiliates, giving it a total of 909 clients. New stations, according to Blanche Stein, station relations director, are WRUS Russellville, Ky.; KGHM Brookfield, and KLPW Union, both Mo., and WGRV Greeneville, Tenn.

At the same time plans were revealed for a Keystone press presentation in Chicago Oct. 18 at the Ambassador East Hotel. Sidney J. Wolf, president, and Edwin R. Peterson, vice president, will be featured speakers. The KBS account is handled by Gourfain-Cobb Adv. Agency, Chicago.

KTNT-TV
CHANNEL 11
316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area
CBS
the population within KTNT-TV's "A" Contour equals that of Buffalo and Pittsburgh Combined



SWIM SUIT BY JANTZEN

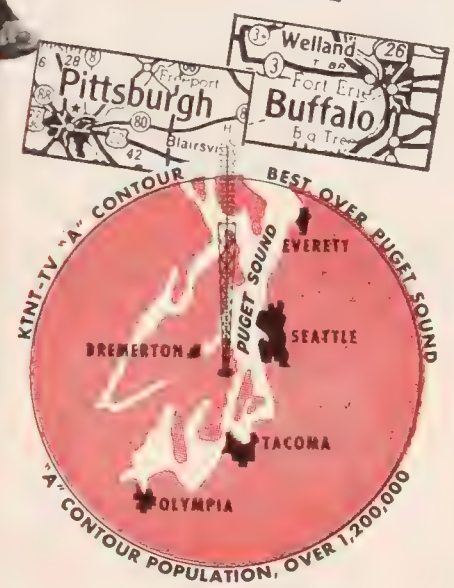
. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . and what's more—

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

• Seattle • Tacoma • Everett
• Bremerton • Olympia



"A" contour area contains OVER HALF of the population of Washington State and accounts for OVER HALF the retail sales of the state.

KTNT TV CBS
CHANNEL ELEVEN
BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

Represented nationally by
WEED TELEVISION

Allen Blasts Sullivan; Sullivan Blasts Allen

NBC-TV's Steve Allen and CBS-TV's Ed Sullivan traded verbal blows last week, giving rise to speculation that their "friendly rivalry" in the battle of the Sunday, 8-9 p.m. EDT period is not so friendly. Near week's end, Mr. Allen proffered an olive branch, but Mr. Sullivan would have no part of it.

The statement barrage started Tuesday when Mr. Allen accused Mr. Sullivan "or perhaps someone in his organization" of "pirating" ideas that Mr. Allen originally had conceived. He was most outspoken about programs on Oct. 14 and Oct. 21, on which he planned to present film clips of the motion picture, "Giant," starring the late James Dean, and appearances in person by the late Mr. Dean's aunt and uncle. He said he was "shocked" to learn that Mr. Sullivan had been given the rights by Warner Bros. to the "Giant" premiere for Oct. 14, though he (Mr. Allen) had been negotiating for film clips since last July. On Wednesday, after Mr. Sullivan vigorously denied Mr. Allen's charges and exploded with some choice vitriolic remarks of his own, Mr. Allen softened and said that he did not believe it was "Ed who is making these unethical and cut-throat moves." Mr. Allen offered to apologize "if the facts are now what they seem to be."

Brushing aside Mr. Allen's more conciliatory attitude, Mr. Sullivan asserted: "The whole basis is that he (Mr. Allen) has the Trendex jitters. I'm glad he didn't suggest that I tried to pirate his ratings. Those he can have all to himself."

One-Shot Job

IN WHAT might well be the first time a separate music company has been established to publish music for a one-shot television program, Chappell Music Co. has set up Remington Music Co., a separate corporate entity to handle the 12 songs to be featured on NBC-TV's forthcoming *Producers' Showcase* spectacular of "Jack and the Beanstalk."

Owners of Remington are Helen Deutsch, who wrote the book and lyrics for "Jack," and Jerry Livingston, the composer. Both are ASCAP members, and the score is controlled by ASCAP. The program will be aired Nov. 12, 8-9:30 p.m. EST.



Showmanship with that KENTUCKY FLAIR!

No, the yacht-club scene above isn't from Long Island Sound. It's a small view of enormous Kentucky Lake, our State's newest and most colorful playground.

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! WAVE-TV serves 2,437,000 people in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials* sell!

Let NBC Spot Sales give you all the facts!

**Metropolitan ARB, March, 1956*
**ARB Louisville, Feb., 1956*

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

'Press Conference' Offered ABC, NBC Available Times

WITH both NBC-TV and ABC-TV standing ready to provide a time spot for Oliver Presbrey and Martha Roundtree's *Press Conference*, sponsor Corn Products Refining Co. was reported last week to be close to reaching a decision. The program has been without a time period since Sept. 26, when General Foods' *Adventures of Hiram Holliday* moved into the Wednesday 8-8:30 time it formerly occupied on NBC-TV.

R. C. (Pete) Maddux, vice president and radio-tv director of Corn Products agency, C. L. Miller & Co., New York, confirmed that NBC-TV had offered Corn Products the Saturday, 5:30-6 p.m. time period, and that ABC-TV was making available the Sunday, 8:30-9 p.m. segment. He said that the client was studying both proposals, and "probably" would make up its mind tomorrow (Tuesday).

The audio portion of *Press Conference*, which was heard on MBS the same night the video portion was shown on NBC-TV, will be placed, Mr. Maddux said, "on whatever network offers us the best time."

WLW Affiliates with ABC, Keeps NBC Relationship

AN AFFILIATION agreement between WLW Cincinnati and ABC Radio was announced last week by Edward J. DeGray, ABC Radio's national director of station relations. According to ABC, the affiliation was effective last Monday.

NBC spokesmen said WLW will continue as a primary affiliate of NBC Radio. Last summer, Robert E. Dunville, WLW president, emphasized a continuing WLW-NBC affiliation by stating that although the 50-kw clear channel may carry additional ABC and Mutual radio shows, the action would not affect its affiliation with NBC [B•T, July 30]. At that time, WLW was beginning to pick up, on a delayed basis, an hour long block of three ABC Radio dramas in addition to its presentation of the ABC *Breakfast Club*.

Purves to CBS Sports Sales

APPOINTMENT of Jack Purves as sports sales manager for CBS-TV, effective today (Monday), was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. Mr. Purves, with N. W. Ayer & Son for 26 years, recently as director of sports, succeeds Edgar Scherick, who resigned to become president of the newly-organized Sports Programs Inc., New York [AT DEADLINE, Sept. 24].



A 10-WEEK series of 15-minute programs —*Hank Weaver's Fifth Quarter*—giving football scores and highlights now is being carried on the ABC Radio Pacific Network and in Tucson, Phoenix and Las Vegas, Nev. Sponsor is the service station supply division of Wilco Co. for Prest-O-Lite batteries. Completing the arrangements are (l to r) commentator Hank Weaver; Robert M. Olson, sales promotion manager, and William J. Whitfield, vice president in charge of the division. Elwood J. Robinson & Co., Los Angeles, is Wilco's agency.

WRAL-TV to Join NBC

WRAL-TV Raleigh, N. C., which has a target date of Dec. 15, will become an NBC-TV affiliate at that time, Harry Bannister, NBC vice president of station relations, announced last week. The station, whose affiliation status will be that of an optional, interconnected station, is licensed by Capitol Broadcasting Co., Raleigh. It succeeds WTVD (TV) Durham as the NBC-TV affiliate in that area.

NETWORK PEOPLE

Kenneth E. Palmer, in charge of regional and national sales, Denver office of Intermountain Network, Salt Lake City, appointed vice president in charge of Denver operations.

Robert C. Miller, former sales manager, KCRG-TV Cedar Rapids, Iowa, to CBS Radio Spot Sales in Chicago, as midwest sales manager.

Charles Straus, vice president, Filmcraft Productions, Hollywood, to CBS-TV as assistant to director of business affairs.

Morgan Beatty, veteran NBC commentator and editor-in-chief of *News of the World,* to staff of network's o&o WNBO (TV) Chicago. He will originate *News of the World* program in NBC Chicago studios.

Jac Hein, executive director, NBC-TV's *Today,* appointed producer of early morning program, succeeding **Gerry Green,** transferred to *Wide Wide World* as one of that series' staff of producers. Filling Mr. Hein's slot as director of *Today* is **Howard Davis,** former script chief on *Howdy Doody.*

Max Hutto, former director of *Fibber McGee & Molly* radio show, to program department of KNX Hollywood and Columbia Pacific Radio Network, replacing **Gomer Cool,** resigned.

Jack Singer, trade journal writer, to ABC-TV sales development department in New York as presentation writer.

SHOULD FCC MOVE TV INTO UHF BAND? NO, VHF'S DECLARE; YES, UHF'S URGE

Nearly 200 statements showing reasons for attitude on allocation controversy are filed. Commission looks them over and decides to invite more comments. Some new wrinkles appear in industry filings.

ALMOST 200 comments on the feasibility of moving all or part of tv to the uhf band poured into the FCC last Monday—the deadline for comments on this portion of the FCC's June 25 report.

Consensus? A heavy no from vhf stations. A hearty yes from uhf stations. Many of the largest entities in broadcasting urged the continuance of both vhf and uhf in all parts of the country. And many vhf outlets tempered their opposition with a cautionary warning that nothing should be done until the results of the uhf research program is at hand.

After three day of skimming comments, the FCC on Thursday announced that it would continue to welcome comments at anytime on the subject. No deadline was set for additional or further reports to the Commission.

RCA-NBC urged the continuance of all 82 vhf-uhf channels. CBS said the move of all or part of tv to uhf was one method of dealing with the uhf-vhf problem, but there were many unanswered questions. ABC plumped for its revised allocations plan, which recommends shorter spacing, vhf drop-ins and deintermixture. Multiple owners Storer and Meredith held that vhf was necessary; the former for service in rough terrain, the latter for wide coverage in western areas.

No comment was filed by Westinghouse Broadcasting Co. It was understood WBC stood by its earlier position that the results of the "crash" research program must first be ascertained before any solutions can be offered.

An interesting qualification showed up in some uhf comments. This was that perhaps allowing vhf drop-ins was a better scheme than the move of tv to uhf.

Hovering on the edges were industrial and non-broadcast groups which asked that they be considered for the vhf wavelengths if the Commission decided to move tv out of those bands.

A renewed bid for the Commission to consider "polycasting" was submitted by consulting engineer Raymond V. Wilmotte. This envisages the use of several low-powered tv stations to cover an area instead of a high-powered, high-antenna outlet.

General impressions from the comments included the following by vhf stations:

- Caution.
- Expense to broadcasters and public by a block move to uhf.
- Wait for results of research program.
- How about a research program to improve vhf?
- Need of vhf in large-area rural, and hilly and mountainous terrain.
- Use both bands.
- Uhf is technically inferior to vhf.

Uhf stations generally made these comments in addition to urging favorable consideration of move to uhf:

- Permit vhf drop-ins.
- Cut vhf powers to eliminate blanketing of small, adjacent community uhf outlets. And watch out that super-power uhf outlets don't do the same thing.
- Don't stall on research program.

The comments were filed in response to the Commission's June 25 report on the uhf-vhf problem—one part of which suggested that the purported evils of intermixture (combining both vhf and uhf frequencies in the same market) might be overcome by moving television to uhf—either throughout the country as a whole or in a major geographic area. This thought was predicated on a "crash" research program (see box below) to upgrade uhf transmitting and receiving apparatus. Also proposed in the June 25 order were deintermixture moves in 13 areas, comments on which are due Nov. 15.

Following is a sampling of comments filed with the FCC last week:

CBS—Agrees means must be "vigorously and promptly" explored to expand tv service. More stations mean more competition. Also "agrees that one of the major ways in which the objective of greater opportunity for equal competition can be afforded is through a

Shape of 'Crash' Uhf Research Program Set

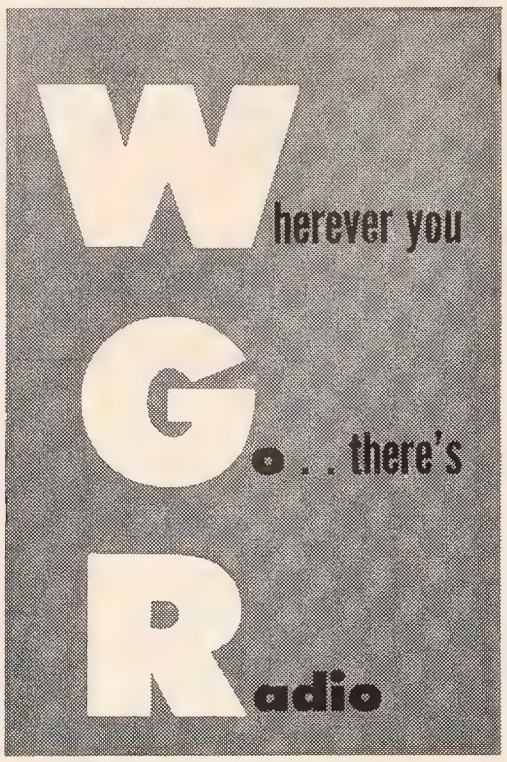
THE FCC-inspired "crash" uhf research program took form following last Tuesday's morning meeting of the organizing subcommittee of the five broadcaster and manufacturer groups under the chairmanship of RETMA's Dr. W. R. G. Baker, GE vice president (who has withdrawn from the program).

The full 20-member founding committee was called to meet in Washington Oct. 23 to hear the report of its organizing subcommittee.

Agreement was reached, it was understood (officially no public report was made), for the formation of a board of directors composed of two representatives from each of the five charter-member groups. One is to be a policy man and the second is to be a technician. It was also agreed to hire a paid director for the study—with the Institute of Radio Engineers' president, A. V. Loughran, formerly research director of Hazeltine Electronics Corp., being prominently mentioned. Former Comr. George E. Sterling, who was approached to take the directorship, was said to have declined on account of health.

The decision to establish a combined policy-technical board came after Dr. Baker proposed that it be solely a technical panel. NARTB's Harold Fellows led those who urged the combination board.

It was also agreed, it was learned, that the 10-man board would be the governing body for the research program. Other groups would be invited to participate in the program, financially or otherwise, it was reported, but not to join the steering committee.



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substantial or complete shift to the uhf." However there are a number of vital questions. Right now there is insufficient data. Planning field studies and will offer to research group and to FCC.

RCA-NBC—Don't delete any of the 82 tv channels. No development now or on horizon warrants only 70 channels for tv. Move of tv to uhf now would be "unwarranted," "most injurious" to the public interest and can jeopardize the whole future of tv broadcasting in the U. S. Preserve uhf by repealing excise tax on all-channel receivers, deintermixture, encourage multiple owners to take on uhf outlets in intermixed markets, permit uhf outlets to use directional antennas and on-channel boosters. Strive for higher power. Use translators. There are fundamental propagation differences between uhf and vhf. At Lancaster, Pa., plant, RCA fed 100 kw transmitter into 45-gain antenna radiated 4,500 kw at 527 mc; also pushed transmitter to 175 kw power which with 46 gain antenna would mean 8,000 kw output. Could deliver 5,000 kw uhf transmitter-antenna system 18 to 24 months after receipt of firm order. Noise level in uhf receivers reduced from 18-25 db to 11-14 db, with possibility of still further reduction to 9-13 db (compared with vhf set's noise level of 4-7 db). There are possibilities of improvements in vhf—such as new techniques to reduce interference. Raised question regarding cooperation in "crash" program as possible violation of antitrust laws.

ABC—Refers to its allocation plan, revised version of which was filed last July. Prefers deintermixture, reduced mileage separations to allow vhf drop-ins, release of unused educational tv channels, some move of existing vhf stations. But continue to use both vhf and uhf. Will submit soon study to continue present vhf quality but at closer spacings with directional antennas and "precision offset."

Assn. of Maximum Service Telecasters—Must make uhf work. Wait for findings of research program. AMST has field intensity study underway. Favors tax relief for all-channel receivers. "No one can reasonably disagree with the Commission's conclusions that before serious consideration can be given to changing the present national system of television, a great deal more technical information and developmental work are essential. What is involved is no trifling matter. Whatever defects it may have today, the American system of television is the best in the world. Because it provides so impressive a public service, it has been overwhelmingly accepted by the American people. The American people must not be shortchanged by glib and facile panaceas. The investment which television stations have today is tremendous. But this investment is far less than the investment which the American people have in our present system of television. . . ." Warns against any "precipitous" action resulting from faulty or inadequate engineering data.

NARTB—Opposes. Future of tv requires the 12 vhf channels and all 70 uhf channels. Is participating in research program.

Committee for Competitive Tv—Likes idea of moving tv to uhf but questions some uhf separation factors which might mean scarcity of such channels in some areas. Urges strong program of deintermixture.

Committee for Hometown Tv Inc.—In favor of research program if results would eliminate most of ills plaguing uhf. Urges deintermixture now as interim relief. Also asks that each station be confined to serve only own market.

RETMA—Submits copy of letter of Oct. 20, 1955, from RETMA to FCC, which indicated that tv needs both uhf and vhf and offering support in research program.

Joint Council on Educational Tv—Has stake in both vhf and uhf. Urges preservation and development of uhf. Urges deintermixture where feasible. Notes that in past four years, more than $40 million allotted for educational tv—$10 million from states, universities and public school system; $20 million from foundations, $6 million from business, $5 million from commercial broadcasters. Currently 23 non-commercial educational stations are operating, of which 18 are vhf.

A. Earl Cullum Jr., Dallas consulting engineer—Get facts on fundamentals. Go slow on interim moves. Suggests FCC offer to swap certain tv frequencies for government vhf frequencies.

Robert L. Hammett, San Francisco consulting engineer—Shift of all tv to uhf too radical. Commission should reconsider vhf standards, re-evaluate the fm band. In 10-15 years, vhf bandwidth might be reduced due to development of storage devices. Uhf can never be made the equivalent of vhf. Vhf can be improved, too.

Storer Broadcasting Co.—Uhf not good in rough terrain (it owns ch. 27 KPTV [TV] Portland, Ore.). Wait for results of research program. Suggests there may even be problems between low-band and high-band uhf.

Meredith Publishing Co.—Sees need for both vhf and uhf—vhf for large area coverage, particularly out west. Advocates selective deintermixture. Favors move of ch. 6 from Schenectady to Syracuse to make three vhf outlets there.

Vhf Station Comments

WBTV (TV) Charlotte, N. C., ch. 3
WBTW (TV) Florence, S. C., ch. 8
Oppose.

Move would be premature. Need vhf for wide-area coverage. Recall ch. 7 and ch. 13 problems in early tv days. Uhf can become competitive. Is not any more expensive than vhf. Shadow areas can be served through repeaters and boosters, but full power must be used. "Current unsavory reputation of uhf due to the fact that most uhf stations are using inadequate power and antenna heights." Only four uhf outlets use maximum 1,000 kw while there are 217 vhf outlets at maximum power. Includes table to show maximum power for high band vhf and all uhf not as great as has been indicated. Based on RCA prices, shows following:

Channels	Transmitter	Antenna	Total
2- 6 100 kw ERP	$145,500	$30,750	$176,250
7-13 316 kw ERP	212,000	38,500	250,500
14-83 1,000 kw ERP	186,000	49,500	235,500

Also indicates replacement costs for tubes

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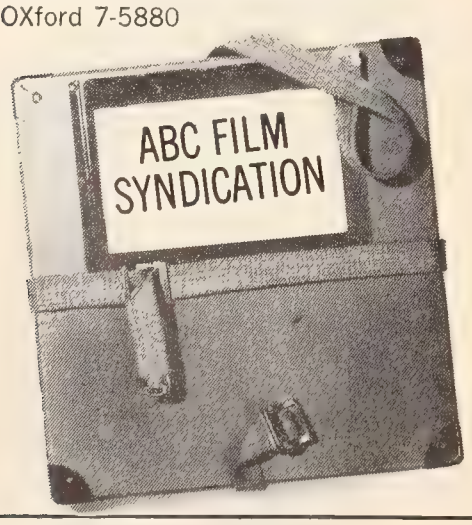
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STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

run $5,505.22 for chs. 2-6; $13,123.85 for chs. 7-13, and $13,100.00 for chs. 14-83.

KTIV (TV) Sioux City, Iowa, ch. 4—Need vhf to serve large areas. Public investment in vhf receivers in Sioux City estimated at over $47.5 million. KTIV investment almost $500,000, including accumulated operating losses.

KSL-TV Salt Lake City, Utah, ch. 5— Vhf is necessary in the Intermountain West. Uhf is "inferior." There is no scarcity of channels in the Intermountain West. East might be changed, but in the West no.

WOC-TV Davenport, Iowa, ch. 6 } Oppose.
WHO-TV Des Moines, Iowa, ch. 13 }
Have an investment of $1.5 million for full power at both stations. Loss from converting to uhf must be considered. It costs $15,000 a year more to operate ch. 13 than ch. 6. Must have factual data on relative merits of uhf and vhf.

WJAC-TV Johnstown, Pa. ch. 6—Opposes. Needs vhf for mountainous terrain. Submits figures showing if 75% of its viewers were required to buy new $20 uhf antenna would cost public in Johnstown area $12 million.

WHIO-TV Dayton, Ohio, ch. 7—Opposes. "Unfeasible at this time." Commission has attempted to paint a "rosy" picture of uhf, but it is all predicated on ifs—"if receiver sensitivity is improved, if receiver noise factor is reduced, if selectivity is improved, if transmitter power can be increased." If tv is shifted to uhf are we inhibiting the growth of tv in the future; are there enough channels in uhf for the future?

WRVA-TV Richmond, Va., ch. 12—Opposes. Serving large rural area, needs vhf. Spent $1¼ million building. Move to uhf would be tremendous expense to both public and broadcasters.

UHF Station Comments

Robert W. Rounsaville Stations (all uhf)—Oppose move of all tv to uhf; call proposal "too little and too late." Propose vhf drop-ins.

WBOC-TV Salisbury, Md., ch. 16—Favors. Spent $400,000 building, has 95% conversion in area. Transfer of tv to uhf "not only most desirable, but most necessary" for nationwide, competitive system.

WITV (TV) Fort Lauderdale, Fla., ch. 17—Calls FCC deliberations leading to June 25 report as resulting in "nothing more than a stalemate." Research program will take years (while uhf outlets in intermixed markets will disappear). Calls on FCC to consider other means to aid uhf outlets, including use of vhf drop-ins, etc.

WCOV-TV Montgomery, Ala., ch. 20—Calls for freeze on additional vhf grants while long-range research plan is under consideration.

WJTN-TV Jamestown, N. Y., ch. 58—Favors. Spent $30,000 acquiring grant, found itself blanketed by Buffalo, Erie and Pittsburgh vhf signals. Calls for big city vhf outlets to be reduced in power, confining coverage to own market so uhf stations can operate in smaller, adjacent cities. Same "blanketing" problem regarding high-power uhf outlets may require similar treatment for them.

WELI-TV New Haven, Conn., ch. 59—Favors move to uhf. Planning to apply for translator station for New Haven. Hopes it will grow to satellite, then full tv station.

Four Tv Allocations Made Final by FCC

FOUR rule-making proposals were made final by the FCC last week. In Lincoln, Neb., the Commission reserved ch. 12 for educational use, instead of ch. 18, and made the latter available for commercial use. The change becomes effective Nov. 7.

KUON-TV Lincoln, U. of Nebraska outlet, has been operating on ch. 12 since Nov. 1, 1954 when it went on the air as the eighth non-commercial educational tv station [B•T, Nov. 8, 1954]. However, ch. 12 was then—as it will be until Nov. 7—a commercial channel with ch. 18 reserved for non-commercial educational use.

The university acquired ch. 12 from John E. Fetzer, who now operates KOLN-TV Lincoln on ch. 10. Mr. Fetzer bought KOLN-TV (on ch. 12) in 1953 for $650,000 (with KOLN-AM). He purchased KFOR-TV Lincoln (on ch. 10) in 1954 from Cornbelt Broadcasting Corp., for $300,000. He then turned over the ch. 12 facility to the U. of Nebraska (now KUON-TV), and moved KOLN-TV to ch. 10.

Other allocations changes made by the FCC last week (all effective Nov. 7):

Woodward, Elk City, Okla.—Shifted ch. 8 from Woodward to Elk City; substituted ch. 35 at Woodward.

Glendive, Mont.—Assigned ch. 5 to Glendive.

Indianapolis, Anderson, Ind.—Shifted ch. 26 from Indianapolis to Anderson, deleted ch. 61 from Anderson and substituted ch. 39 for ch. 26 in Indianapolis. The original rule-making proposed substituting ch. 77 in Indianapolis, but the FCC found that this conflicted with another proposal involving a change in the Angola, Ind., assignment from ch. 15 to ch. 77 (ch. 15 going to Fort Wayne). The Commission said that WCBC-TV, on ch. 61 at Anderson, will be required to file an application for modification of its permit in order to change to newly assigned ch. 26.

In two rule-making proposals, the FCC called for comments by Nov. 7 on a proposal to delete ch. 56 from Cortland, N. Y., and assign it to Binghamton, N. Y., substituting ch. 72 at Cortland. The change request was made by WBRE-TV Wilkes-Barre, Pa., which said it would apply for ch. 56 in Binghamton if the change should be authorized.

The other proposal, comments on which are due on Nov. 7 also, involves the assignment of ch. 5 to Nashville, Tenn., instead of Old Hickory, Tenn. The request was made by ch. 5 WLAC-TV Old Hickory.

All Comments Except One Against FCC Appendix A

ONLY one comment was received by the FCC last week which upheld the engineering formulas in the Commission's Appendix A of its June 25 report on measurement of uhf coverage. This was a joint filing by ch. 43 WEEK-TV and ch. 19 WTVH (TV) both Peoria, Ill., who declared that the measurement standards proposed in the June 25 report were satisfactory for Peoria.

All other filings—the deadline was last Monday—held that there are too many variations in the terrain of uhf territories to permit a proper count to be made of population served under the standards suggested for uhf coverage measurement.

In general, the bulk of the nine comments followed the reasoning of the Assn. of Federal Communications Consulting Engineers, filed in mid-September [B•T, Sept. 24]. This was that the departure from averages was so great in uhf, that this data should only be based on actual measurement in each case. ABC joined AFCCE in this consensus, and KJEO (TV) Fresno, Calif., also maintained that uhf coverage should be based on actual measurements.

Both WCSC-TV Charleston, S. C., and WMBR-TV Jacksonville, Fla., declared that the FCC must recognize high levels of tropospheric interference in their areas.

Consulting engineer A. Earl Cullum Jr., Dallas, Tex., submitted a paper outlining a method of figuring field intensities based on frequencies and terrain factors. This indicated field intensity variations ranging from 3 db for 50% and 90% of locations in very smooth terrain on low-band vhf to 30 db for rough terrain in high uhf bands.

WISC-TV Madison, Wis., maintained that the formulas recommended in the June 25 report are defective and that a complete new rule-making proceeding is required to set them straight. WTVW (TV) Evansville, Ind., and KFRE-TV Fresno, declared the standards were too general to use for specific deintermixture areas. WTIC-TV Hartford, Conn., declared the assumption that antennas would be sited in the center of communities was unwarranted. It also complained that use of 1,000-ft. for uhf antennas was "unrealistic" and gives a "distorted" picture of uhf coverage. Also shooting at the 1,000-ft. antenna height was KOTV (TV) Tulsa, Okla., which recommended that actual antenna heights (KOTV's antenna is 1,330 ft. above average terrain) and powers be used.

Commercial, Educational Vs Sought in Texas, Des Moines

TWO vhf tv applications—one commercial and one educational—were filed with the FCC last week.

KMPS Broadcasting Co. filed an application for ch. 9 at Monahans, Tex., proposing 27.55 kw visual power with antenna height of 649.25 ft. above average terrain. KMPS Broadcasting principals are J. Conrad Dunagan, who is president—10.5% stockholder of ch. 2 KMID-TV Midland, Tex., and K. E. Burrows and D. W. Bozeman, both of whom have drug company interests.

KMPS Broadcasting plans $100,000 for construction, $180,000 for first year operation and estimates first year revenue at $180,000. With the tv application KMPS filed an application for a new tv intercity relay at Penwell, Tex., which the company plans to use with its proposed tv outlet. Also included with the application was an agreement with KMID-TV whereby the proposed Monahans station will rebroadcast some of KMID-TV's programs in return for inclusion of the proposed station's coverage in KMID-TV's network set-count.

Application for educational ch. 11 at Des Moines, Iowa, was filed by the Independent School District of Des Moines. The school district owns and operates educational KDPS (FM) Des Moines. The proposed tv station would use 14.02 kw visual power with antenna height of 302.2 ft. above average terrain. The non-profit educational group plans to spend $125,000 for construction of the station and $25,000 for first year operation.

Appeals Court Orders FCC To Reopen Shreveport Case

THE FCC was told last week to reopen the 18-month-old Shreveport, La., ch. 12 case to consider what effect the death of Don George, principal stockholder of KSLA-TV Shreveport, might have on the Commission's May 1955 choice of Shreveport Television Co. for the vhf wavelength over KRMD and KCIJ, both of Shreveport.

Announcing its unanimous decision from the bench, a three-judge panel of the U. S. Court of Appeals in Washington remanded the case back to the Commission following hearings on the petition filed by KCIJ. The panel consisted of Circuit Judges Henry W. Edgerton, E. Barrett Prettyman and David L. Bazelon. It acted after conferring together for about five minutes, following strong argument by FCC General Counsel Warren E. Baker that it had no jurisdiction because the final grant was made 17 months ago, the appeal was filed in December 1955 and Mr. George died in June of this year. There must be some finality in tv hearings, Mr. Baker pleaded.

Mr. George, owner of a theatre chain in Louisiana, was 43% stockholder in the winning ch. 12 applicant. Other stockholders are Ben Beckham Jr., 25%; H. E. Linam, 25%, and W. C. Henderson, 7%. KSLA-TV has been operating since Jan. 1, 1954, when it was set up as a joint cooperative venture by the three applicants pending the outcome of their hearing.

There were indications that the FCC might appeal this decision to the Supreme Court. At stake, it is understood, is the finality of cases before all federal administrative and regulatory agencies. Last year the same court ordered the FCC to reopen the Fort Wayne, Ind., ch. 69 case because of the death, after the final decision, of Paul McNutt, a partner of the losing applicant.

FTC Approves Consent Orders

THE Federal Trade Commission last week approved consent orders prohibiting Bymart-Tintair Inc. (beauty preparations) and Johnson & Johnson (first aid and baby products) from giving special allowances to some of its customers for radio-tv advertising without making the same concession available to others. The two firms originally were charged in complaints issued by the FTC last March [B•T, March 12] for giving special allowances to United Cigar-Whelan Stores in return for advertising on the drug chain's radio-tv shows without making proportionate allowances available to other customers. The consent orders are for settlement purposes only and do not constitute admissions of law violations.



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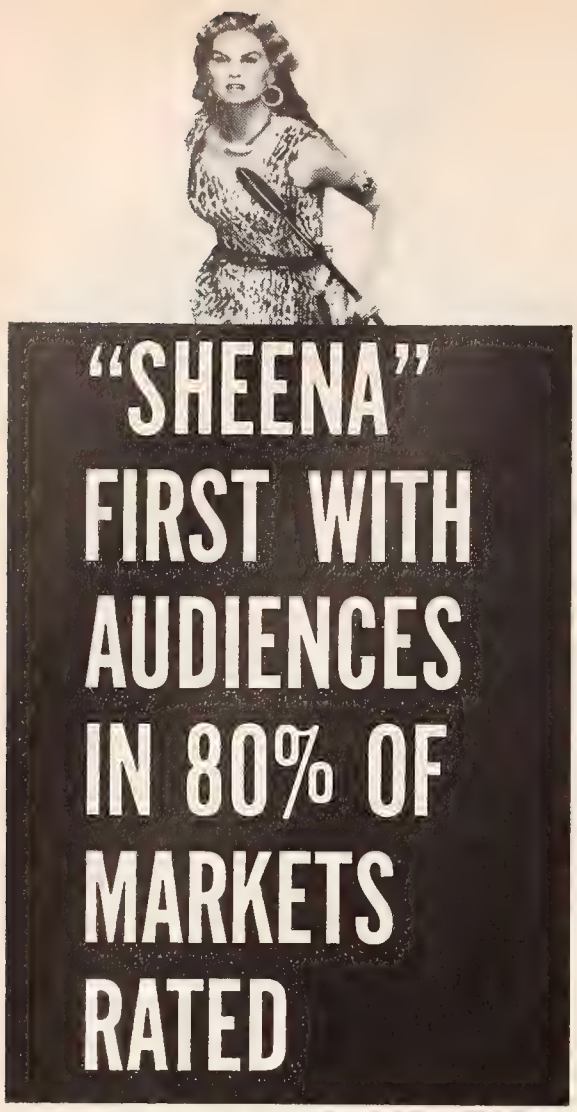
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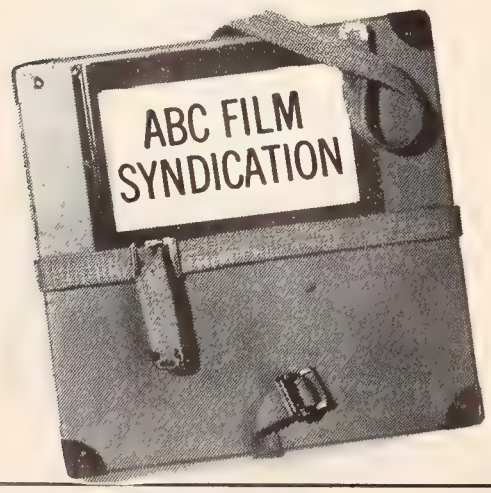
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ANTITRUST GROUP PONDERS NBC PACTS

Network's talent agreement provisions generally similar to those of CBS, according to check of 12 contracts retained by House subcommittee.

NBC's contracts with talent have generally similar provisions to those of CBS [B•T, Oct. 1], a check of the 12 NBC talent contracts retained by the House Antitrust Subcommittee indicated last week. The House group's staff is publishing six CBS talent contracts and a dozen NBC agreements which contain terms it considers questionable.

The NBC contracts will be entered in the subcommittee's records with names of stars and performers, sponsors, programs and packaging firms—and often dates—deleted, pursuant to an agreement reached with the networks by the subcommittee staff. The 12 NBC contracts as informally numbered for identification by the subcommittee staff, run from Nos. 1 to 13, but omit No. 4, apparently an error in numbering.

NBC contract No. 1 runs 30 years from May 1951 to Aug. 31, 1981, with $66,000 annually guaranteed for the 15 years subsequent to Sept. 1, 1961, and $55,000 a year for the five years thereafter. The contract indicated that if the sponsor failed to renew the performer's show after the 1951-52 season, NBC would guarantee $55,000 annually for 23 years beginning Sept. 1, 1958.

Contract No. 2 calls for a 20-year agreement from Feb. 18, 1956, to Feb. 17, 1976, based on an exclusive period ending Aug. 31, 1960, with the performer's services exclusive to NBC during this period in all branches of the entertainment industry. NBC guarantees $160,000 a year net for the first period (time undesignated) and $100,000 a year for the second, $60,000 annually for the third and $40,000 a year for the fourth. The performer is required to earn at least 166 "performance credits" during the period of the contract, based on one credit for each half-hour network show, such a credit for earning $10,000 toward the guarantee. If the 166 credits are earned by the 1960 date, then the non-exclusive period (1960-1976) is never to come into being. The contract, under certain conditions, grants beneficiaries $360,000 upon the performer's death and grants the performer $260,000 at a certain undisclosed age.

Contract No. 3 runs 15 years, from Sept. 1, 1951, to Aug. 31, 1966, with the star guaranteed $40,000 a year for the first ten years and $20,000 yearly for the five remaining years. The star is to receive, in addition, according to interpretations by the subcommittee staff, $25,000 net plus commission for each network program. NBC receives the right to option the performer for the last five-year period.

Contract No. 5 is for an "initial development period" from June 1 to Nov. 29, 1953, with the performer to receive "basic compensation" of $200 a week, plus $500 to $750 per network program; NBC is given the right to extend this period for 26 weeks and after the 26-week period to extend the contract for seven one-year terms, the performer receiving $750 a week basic compensation to begin, plus $1125 per program, increased each year and reaching $3500 and $5250 respectively during the seventh year. NBC's guarantee was for $15,000 the first year up to $87,500 for the seventh. NBC reserves the right to give its prior approval to commitments by the artist in any other entertainment media during the contract period.

Contract No. 6 was for 12 years beginning Aug. 28, 1955, with three performance periods of two, three and seven years. The artist was required to appear in 30 1½-hour shows per season and up to 39, for which he was guaranteed $300,000. For the second period (three years) he is guaranteed $200,000 annually. The artist is not to perform on another network during the second period if NBC wants him. If NBC does not renew the artist's program, he can move to another network, but can be recaptured at the end of each season by NBC at that network's option, without sponsor, if necessary. For the third period, NBC guarantees $100,000 a year for five years, in return for two guest appearances a year.

Contract No. 7 is to run for one year (1956), with NBC authorized to renew in 1957 and in 1958. The artist is to receive a guaranteed $100,000 for the first year, $115,000 for the second and $132,500 for the third, working these guarantees off at the rate of $2500 to $5000 for summer network programs, $5000 to $10,000 during regular seasons for half-hour or full hour programs and $7500 to $15,000 for full hour to 1½-hour programs. If under legal suspension during any part of the period, the artist is bound not to work for any non-NBC organization.

$15,000 Guarantee

Contract No. 8 calls for a five-year "performance" period beginning in 1955, to be followed by a ten-year "non-performance" period. The star is guaranteed $15,000 net per performance (13 programs during the 1955 season) and the star's packager $5000 per program, or totals of $195,000 for the star annually, $65,000 for the packager. During the second year (1956) NBC can not pay less than this amount. The star is authorized to offer half-hour filmed versions after the second year, with NBC given first option on them. On non-renewal by NBC, the star is authorized to put the show on another network, but NBC retains option to recapture the star at the end of each season covered by the contract. The show is budgeted at $51,928 per performance, plus $1,693 to the AFRTA welfare fund. For the ten-year non-performance period, the star is guaranteed $50,000 a year for guest appearances. NBC will finance a pilot film each year for $30,000.

Contract No. 9 is for 15 years from Nov. 1, 1955, to 1970, wth a "primary period" from 1955-65 and a "secondary period" (non-performance) from 1965-70, NBC given option to negotiate for star's services during this latter period. NBC retains option for the star's show for the first three years and option for a possible "substitute" show after the third year of the primary period. Artist is guaranteed $100,000 per year for the primary period and the artist's contractor $178,470 for the first year, $225,000 for the second and $90,000 yearly for the remaining eight years of the primary period.

Contract No. 10 is to run from Sept. 28, 1952, to Dec. 27, 1957, with NBC receiving options to extend up to five additional years by use of 1 one-year and two 2-year options. NBC also receives the right to cancel the performer after the third or fourth years if participations on his program drop to less than six segments per week. The performer is guaranteed $50,000 a year for the contract period, with the artist getting the first $10,000 earned over the $50,000, NBC getting the next $60,000 and the artist getting all over $120,000. The artist, after six years, is entitled to all over $100,000.

Contract No. 11 is to run 15 years from May

FOR PUBLIC SERVICE



for the ASSOCIATION OF AMERICAN RAILROADS

23, 1955. The artist is guaranteed $480 per week the first eight years, $336 the ninth year and $200 weekly for the remaining six years. The performer is guaranteed a total of $217,500 for the first nine years and NBC is given the rights to cancel beginning with the tenth year. NBC is to get percentages of merchandising activities. The artist agreed to resign at NBC's request at any time and not to accept employment without NBC's prior consent.

Contracts No. 12 and 13 are practically alike except that No. 12 began Dec. 18, 1955, and was signed by a minor, and No. 13 began Sept. 21, 1953. They are to run for 384 consecutive weeks (about 7½ years), salary starting at $150 per week with raises, ending at $2500 during the last part of the period. These two contracts authorize NBC to assign the performers in any entertainment field and to collect the revenues therefrom. NBC and the artist are to share 50-50 the net income from the use of the artist's name in various promotions.

The 12 NBC contracts generally give NBC first choice at the artist, both in selecting his program sponsor and in obtaining his services against the bids of other networks, NBC matching any amount offered the artist elsewhere.

The network in most cases retains the right to recapture an artist during the non-performance period after he has left NBC for another network—at the end of the broadcast season in which NBC serves notice to this effect.

Most of the artists, especially the important ones, retained the right to go into subscription television if it ever comes into being but gave NBC options—on equal terms—for their services, provided NBC itself then is a formidable force in toll tv.

Most of the contracts provided varying escape clauses for NBC in the case of programs cancelled for various reasons—unfavorable publicity or complaints about morals or political beliefs, disability or disfigurement, death—and in the case of individual broadcasts for cancellations due to "Acts of God," war, government regulations, presidential broadcasts and certain public service programs.

In some cases, the artist is free to enter into other businesses, including broadcasting, not in competition with NBC or sponsors of the performer's show on NBC. NBC in many cases gets option to distribute any films produced by the performer, with performer's use of NBC filming facilities, if available. In most cases NBC gets the right to a percentage of any promotion enterprises entered into by the star. All performers are required to be members in good standing of the union (usually AFTRA) with jurisdiction over the network's employes in the field. All the contracts contain "pay or play" clauses; i.e., NBC can buy off the performer's contract for the amount guaranteed him, without using his services.

Farm & Home Acquires KFNF

PURCHASE of KFNF Shenandoah, Iowa, for $61,000 by a group associated in Farm & Home Radio outlets, was announced last week by Don Searle, president of the Farm & Home Radio group. Group includes KIOA Des Moines, Iowa; KMMJ Grand Island, Neb., and KXXX Colby, Kan. Mr. Searle stated that the KFNF purchase was first of several proposed additions to extend service to the midwest farm area. KFNF, founded in 1924, operates on 920 kc with 1 kw day, 500 night, and is MBS-affiliated. It is owned by Ethel Abbott and associates.

WABD (TV) AIRS CELLER, OTHERS ON BMI DISPUTE

Hearings chairman calls for 'divestiture' by networks of stock in music firm. Haverlin issues protest and is challenged to tv debate by Schwartz.

AS A follow-up to the New York phase of hearings investigating alleged monopolistic practices in the broadcasting industry [B•T, Sept. 17 et seq.], Rep. Emanuel Celler (D-N.Y.) appeared on WABD (TV) New York Sept. 30 and recommended "divestiture" by networks of their stock in Broadcast Music Inc.

Mr. Celler, chairman of the House Antitrust Subcommittee that conducted the network investigation, participated in a panel discussion on the station's *Between The Lines* program, which was devoted to charges aired at the hearings that BMI music predominated on radio and tv networks and stations. Mr. Celler asserted during the program that through BMI, broadcasters control music by two main sources: transmission on the air and records made by network-owned recording subsidiaries. He referred directly to RCA Victor Records and Columbia Records.

Mr. Celler claimed that because of "the dominance" of BMI music on the air, standards of good taste have suffered. As an example of "bad taste," Rep. Celler cited Elvis Presley's recording of *Hound Dog*. He added:

"The remedy finally is divestiture. Broadcasters must sever all ownership—directly or indirectly—in BMI and then perhaps the 'electronic curtain' can be withdrawn and a better taste satisfied."

Rep. Celler charged radio and television networks and stations had "blacked out" news of the House investigation. He called upon the networks to follow WABD's example and schedule programs which would consider the various phases of the investigation. WABD is a non-network station owned by DuMont Broadcasting Corp.

Other Viewpoints

Other panel participants, who echoed Rep. Celler's views, were Arthur Schwartz and Oscar Hammerstein 2d, composers; John Crosby, radio-tv columnist of the *New York Herald Tribune,* and Lester L. Wolff, producer and moderator of the program. At one point, Mr. Wolff interjected to say that on several disc jockey programs which he has produced as an outside packager, the station exercised the right to select the tunes to be presented. He claimed this apparently was the policy of WMCA and WMGM, both New York, and WHLI Hempstead, L. I.

Following the telecast, Carl Haverlin, president of BMI, pointed out that Mr. Schwartz was one of a group of composers involved in a lawsuit against BMI. Mr. Haverlin asserted that "they are trying their case over tv; the congressman has been misled by false accusations."

Mr. Schwartz later sent Mr. Haverlin a telegram, offering to debate with him on television the topic: "Is There Freedom For Music Over Radio and Television in America Today?"

Mr. Haverlin declined Mr. Schwartz' invitation to a tv debate, pointing out in a prepared statement there is a lawsuit against BMI, Mr. Haverlin and others before the court. He called the court "the proper forum you, yourself [Mr. Schwartz], have chosen" to test "the baseless accusations you have made, and set forth in your complaint." Mr. Haverlin charged that Mr. Schwartz is attempting to move the issues out of the court because "your accusations are false and cannot be proved."

Mr. Haverlin also observed that with reference to Mr. Wolff's statement, WMGM, WMCA and WHLI are not members of BMI.



ONETIME ball player FCC Chairman George C. McConnaughey (Denison U., 1920) beams with pride accepting the NARTB basball trophy from George O. Sutton (r), Federal Communications Bar Assn. president, on behalf of the FCC team which last week defeated the lawyers' ball club 23 to 5 at the FCBA annual outing at Congressional Country Club in suburban Washington, D. C. It was first win for the FCC team since the cup was donated by the trade association in 1953. FCBA beat FCC 17-4 in 1953, 14-12 in 1954 and 12-7 last year. G-team was captained by Wally Johnson, who also hurled team-mates to victory; barristers were captained by Vince Pepper, with Vincent Welch on mound. Trophy becomes permanent possession of team winning four in a row.

Appeals Court Hears Attack On Ch. 7 Grant in Miami

ATTACK on the grant of Miami, Fla., ch. 7 to Biscayne Television Co. (now WCKT [TV]) moved last week to the U. S. Court of Appeals in Washington when the appeal of ch. 17 WITV (TV) Fort Lauderdale was heard before Circuit Judges Wilbur K. Miller, Charles Fahy and John A. Danaher.

WITV is also appealing from the FCC's denial of its petition to intervene in the ch. 7 proceeding, to stay issuance of a final decision in that case and the denial of its petition to deintermix the Miami-Fort Lauderdale market.

The FCC made its final grant to the Cox-Knight-Trammell group's WCKT in January of this year. Both Storer-owned ch. 23 WGBS-TV Miami and WITV—which have been seeking to have Miami made all uhf (except for the then only operating vhf, ch. 4 WTVJ [TV])—sought to intervene in the ch. 7 proceedings or to have the Commission delay issuing its final decision pending the outcome of deintermixture proceedings. Both appealed from the Commission's refusal to grant their requests, but Storer withdrew its appeal last August.

Arguing for the FCC was Daniel R. Ohlbaum, FCC trial attorney; for WITV, Vernon K. Wilkinson, and for WCKT, Duke M. Patrick. The FCC and WCKT attorneys held the court already had decided this point in its June decision involving a number of appeals on the



(Left) John Daly
American Broadcasting Company

(Center) Douglas Edwards
Columbia Broadcasting System

(Right) John Cameron Swayze
National Broadcasting Company

"We now switch you to..."

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But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

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To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

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same issues. This related to the court's ruling that the Commission had the right to continue making grants even though it was considering deintermixture on an overall basis [B•T, June 11]. Mr. Wilkinson argued that since the FCC was now considering deintermixing Miami—it proposes to put ch. 6 there—no grant of ch. 10 should be made and that the ch. 7 grant should be conditioned on any change the FCC makes when it decides finally on the Miami situation.

WPDQ Asks Reconsideration Of Jacksonville Ch. 12 Grant

WPDQ Jacksonville, Fla., unsuccessful applicant for that city's tv ch. 12, filed a petition with the FCC last week asking that the case be reheard, that the Commission reconsider its grant (to Florida-Georgia Tv Co.), that the record be reopened, that oral argument be scheduled and that a stay be issued.

And, on Thursday, a federal court in Washington heard argument on a motion to stay the Jacksonville ch. 12 grant filed by ch. 36 WJHP-TV that city.

FCC issued its final decision in favor of Florida-Georgia group late in August [B•T, Sept. 3]. Florida-Georgia company comprises local businessmen George H. Hodges and Alexander Brest, who each own 26%; Harold S. Cohn (WRHC Jacksonville), 19%, and Mitchell Wolfson-Sidney Meyer interests (WTVJ [TV] Miami and theatre owners), 20%. The grant was made to the Florida-Georgia group on past broadcast experience, integration of ownership and management and diversification of business interests.

The FCC's final decision, which reversed the examiner's initial decision favoring WPDQ, was by a vote of four to two, with Comr. T. A. M. Craven abstaining.

WPDQ—which was one of the two applicants denied; the other was WJAX, also Jacksonville—claimed that its past station operation outweighed the preferences given to Florida-Georgia. It also attacked the commercial practices of WTVI and WRHC's broadcast record.

The stay argument was held before Circuit Judges E. Barrett Prettyman, Walter M. Bastian and Warren E. Burger. WJHP-TV maintained that the ch. 12 grant should have been conditioned to forbid construction until the FCC acted on the uhf station's petition to deintermixture Jacksonville. William C. Koplovitz argued in behalf of WJHP; J. Smith Henley for the FCC and Bernard Koteen for Florida-Georgia.

Smith Argues WGMS Sale Ends Capital 'Good Music'

THE specialized services of "good" music stations and the need for such service charges the FCC with a responsibility to see that "good" music operations are maintained, the Commission was told last week.

In oral argument before the FCC *en banc* (Comrs. Bartley and Lee absent), the attorney for Lawrence M. Smith, minority (16⅔%) stockholder of WGMS-AM-FM Washington, contended that the sale of the stations to RKO Teleradio Pictures contravenes the public interest and FCC policy in that it would take away the District's only "good" music outlet.

The attorney also argued that the sale was wrongful because it was consummated without Mr. Smith's consent, infringing upon the rights of a minority stockholder. Mr. Smith, owner of WFLN (FM) Philadelphia, has contended that the RKO Teleradio transaction was undertaken and carried out despite knowledge that Nathan Strauss, WMCA New York, was ready and willing to pay more for the stations than RKO Teleradio. Mr. Smith has also objected to a five-year employment contract offered by RKO Teleradio to M. Robert Rogers and his wife, who own 42⅔% of WGMS stock.

Meanwhile, on the other side of the continent, another "good" music dispute is brewing. Objecting to FCC approval of the $500,000 sale of KEAR San Francisco [B•T, Sept. 10] Milton Stern Jr. said that he and over 1,000 others "subscribed to stock" in KEAR as a result of an aired appeal for funds to keep the station on the air as a "good" music outlet that after the funds enabled the station to continue, KEAR was sold to "interests not at all concerned with good music" without consulting "those with financial interests."

Boston Argument Oct. 29

ORAL ARGUMENT on the Boston ch. case was scheduled by the FCC last week for Monday, Oct. 29. Greater Boston Tv Corp., one of five competing applicants, was recommended for the grant last January in an initial decision by Chief FCC Hearing Examiner James D. Cunningham [B•T, Jan. 9]. The other applicants are WHDH Inc. (WHDH-AM-FM, *Boston Herald* and *Boston Traveler*), Post Publishing Co. (WCOP-AM-FM, *Boston Post*), Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs.

Meanwhile, the trustees in bankruptcy of the Post Publishing Co. informed the Commission by letter that they intend to participate in any further proceedings to be held in connection with the *Post's* application for the Boston vhf facility.

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CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

FCC Rescinds Regulation On Recorded Announcements

A broadcasting hallmark will virtually cease to exist next month. No longer will listeners hear the familiar "This is a recorded announcement." The FCC last week said it was all right to skip this identification—except where the time element is significant.

In a final-rule-making decision, effective Nov. 7, the Commission agreed that only one such announcement will henceforth be necessary during the broadcast day when delayed broadcasts, common during daylight saving time, are used. This may come at the beginning or the end of the day, at the option of the broadcaster. The new rule applies to am, fm and tv.

The present rule—which was liberalized once before several years ago—requires that a program or announcement mechanically transcribed must be announced as such immediately before or after the recorded portion or at the beginning or end of the program of which it is a part. The rule, however, does not require such announcements for background music, sound effects, station identification, or similar transmissions.

The most recent change was first proposed a year ago, following requests by ABC and NARTB. Comments were substantially in favor of this move.

An appropriate announcement, either at the beginning or end of a program will still be required for recorded programs or material where the absence of such an announcement may lead listeners or viewers to believe that the program is a live, instantaneous broadcast.

Four New Am Stations Get Approval of FCC

THE FCC approved four new am stations last week. They were:

Salem, Ill.—Salem Bcstg. Co. (same interests as WFIW Fairfield, Ill.), 1350 kc, 500 w, daytime.

Terre Haute, Ind.—Citizens Bcstg. Co., 1300 kc, 500 w, daytime. Principal Paul Ford is WTHI Terre Haute engineer.

Hopkins-Edina-St. Louis Park, Minn.—Radio Suburbia Inc., 950 kc, 1 kw day. Principals William E. and Edward Schons have interests in KLIL Estherville, Iowa; WKAI McComb, Ill.; WDUZ Green Bay, Wis., and WMAW Menominee, Mich. FCC issued final decision after granting petition by Radio Suburbia withdrawing exceptions to inital decision.

Gloucester, Va.—S. L. Goodman, 1420 kc, 1 kw, daytime. Mr. Goodman is a publisher and runs several printing plants.

FCC Opinions, Review Cases Total 51, Says FitzGerald

THERE are 51 cases in the FCC's office of Opinions & Review, John L. FitzGerald, chief of that office, told members of the Federal Communications Bar Assn. at a luncheon meeting in Washington.

Mr. FitzGerald said his office hopes to "break the back" of pending tv comparative cases this year. There are seven television decisions pending, he said.

[Editor's Note: There are now 8 comparative tv cases waiting final decision—Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9; Buffalo, N. Y., ch. 7.]

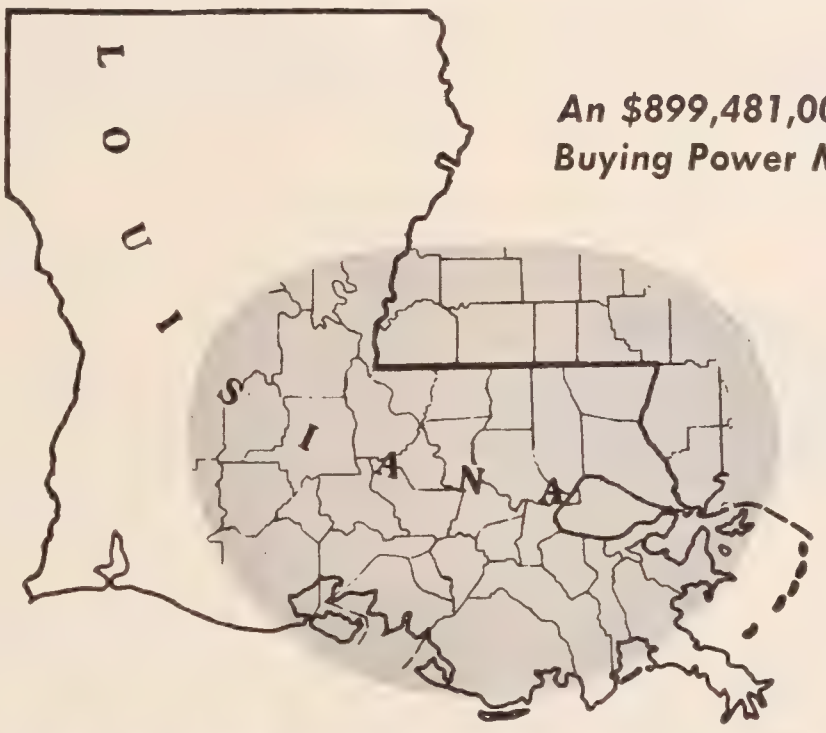
Mr. FitzGerald reviewed the functions of the Opinions & Review group and said that am radio cases have been increasing sharply in recent months.

FCBA also honored former FCC Comr. Edward M. Webster at the luncheon meeting. Also present as head table guests were FCC commissioners and Mrs. Webster. FCC Chairman George C. McConnaughey paid tribute to Mr. Webster, whose term expired last June.

Applications by Brothers May Require FCC Hearing

THE fraternal relationship of the Tedesco brothers has become an issue in two applications on which the FCC has sent McFarland letters indicating that hearings may be necessary.

Nub of the two letters to separate applicants was that counting all the Tedesco interests, an overlap situation seemed to be involved in the Minnesota-Wisconsin area covered by the five existing Tedesco stations, plus the pending applications—one for a new am station in Winona, Minn. (1570 kc, 1 kw daytime) and the other for a change in the facilities of WISK South St. Paul from 1590 kc, 5 kw daytime to 630 kc, 1 kw directional daytime at St. Paul. The Winona application was filed by Albert S. Tedesco, who also owns KBMO Benson and KDUZ Hutchinson, both Minn. The WISK change of facilities application was filed by Nicholas and Victor J. Tedesco, (brothers of Albert S.) and Antonio E. Tedesco, (father of all three). In addition, Nicholas and Victor J. Tedesco own KCUE Red Wing, Minn., and 74% of WCOW Sparta, Wis.



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- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



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BATON ROUGE, LOUISIANA
Power: 100,000 watts Tower: 1001 ft.
NBC-ABC
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WIBC

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WIBC not only sets the public service pace in Indianapolis, but WIBC programs lead in audiences, too. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

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WIBC's well-known personality salesmen . . . Gordon Graham, Al Brooks, Robin Bright, Jim Shelton, and many others are chiefly responsible for the station's leadership in both public service and big audiences. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

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More Competition Expected On 152-162 Mc Remote Band

BROADCASTERS using the 152-162 mc band for remote voice pickup are going to find they have twice as much competition as before. This is expected to result from the FCC's decision making final the split channel use of mobile service channels in the 152-162 mc band, effective Nov. 1.

There are nine 60-kc channels which broadcasters have been using for aural remote pickups (both radio and tv) on a share basis with other users—government, industrial, maritime, public safety and transportation. The broadcasters' use of these frequencies has been secondary to the other services using the band, with protection afforded to the non-broadcast users.

In its action last week, the FCC opened the way for these frequencies to be used by non-broadcast services on a 30 kc per channel basis. It decided, however, not to specify who may use these narrow-band operations until later. It also declared it looked forward to cutting these channels down to 15 kc as a "distant future" goal.

NARTB, which entered the proceeding in behalf of broadcasters, had agreed to the split-channel idea provided the nine 60 kc channels (152.84-153.38 mc) were assigned for broadcaster use on an exclusive basis. The FCC's decision failed to provide for this.

The Commission also decided not to split channels in the 25-50 mc band because of international interference and the "unpredictable" future of ionospheric scatter. It urged mobile services using these bands to consider moving to higher frequencies.

FCC Denies Defense Petitions Involving Tv Towers' Height

IN TWO ACTIONS involving so-called "tall-tower" tv proposals, the FCC has denied Dept. of Defense petitions aimed at preventing tower height increases for ch. 5 KGEO-TV Enid, Okla., and ch. 8 WSLA (TV) Selma, Ala.

The Dept. of Defense had requested rehearing of a May 2 grant to KGEO-TV [B•T, May 7] permitting, besides a transmitter-site change, an increase in antenna height from 816 to 1,356 ft. The department also asked for review of a hearing examiner's ruling denying its request to reopen the record in the WSLA case. WSLA, among other things, is seeking a tower height increase from 387 to 1,993 ft.

The FCC said the Dept. of Defense petitions were largely a repetition of material already considered by the Commission. As to a Dept. of Defense proposal to offer into evidence testimony of Air Force officers involved in a collision with the 435-ft. tower of WOAI San Antonio, Tex., during a training flight last April, the FCC doubted whether such evidence would be relevant in either the KGEO-TV or WSLA cases. The FCC said Defense had not shown such evidence was pertinent to the matter of possible air hazard at different locations with different conditions and circumstances.

WISC-TV Asks 'Crash' Unit Be Held to Original Five

REQUEST that the organization committee overseeing the FCC's "crash" uhf program be maintained at its present level of five groups was filed with Dr. W. R. G. Baker, GE, chairman of the organizing subcommittee, and with the FCC by Arthur W. Scharfeld, Washington attorney (Scharfeld & Baron) for ch. 3 WISC-TV Madison, Wis.

Mr. Scharfeld referred to the Sept. 20 organization meeting [B•T, Sept. 24] and to what he called "some implication . . . that the matter of membership and participation might not have been definitely resolved and that the organization committee then formed and/or the Commission itself might further consider the possible addition of other participating members to the program. It is definitely hoped that this is not in fact the case."

Alluding to his representation of WISC-TV, Mr. Scharfeld went on: "Stations such as WISC-TV are extremely desirous that the *objective engineering facts* concerning these aspects of the vhf-uhf matter be adduced and placed before the Commission as one basis for its policy evaluations on television allocations. These stations have every confidence in and know they have nothing to fear from an objectively factual study by an impartially-balanced organization, with properly limited objectives of engineering research and analysis."

But, the Washington attorney added, WISC-TV is "apprehensive" that special-interest groups who are more concerned with policy than objective research may be added to the initial group. This would not only upset the balance of interests, Mr. Scharfeld declared, but might "pervert" the aims and efforts of the study.

If it is decided that membership is open, WISC-TV said it wanted to participate on the same basis as any others.

FCC Rescinds Its Action Extending KOB's Service

FOLLOWING an appeals court order last month ordering the FCC to resolve the KOB Albuquerque, N. M., 770 kc case [B•T, Oct. 1], the FCC last week rescinded its Sept. 26 action extending KOB's special service authorization to continue operating on 770 kc but authorized the New Mexico outlet to continue on 770 kc until it issues a further order to effectuate the court's decision.

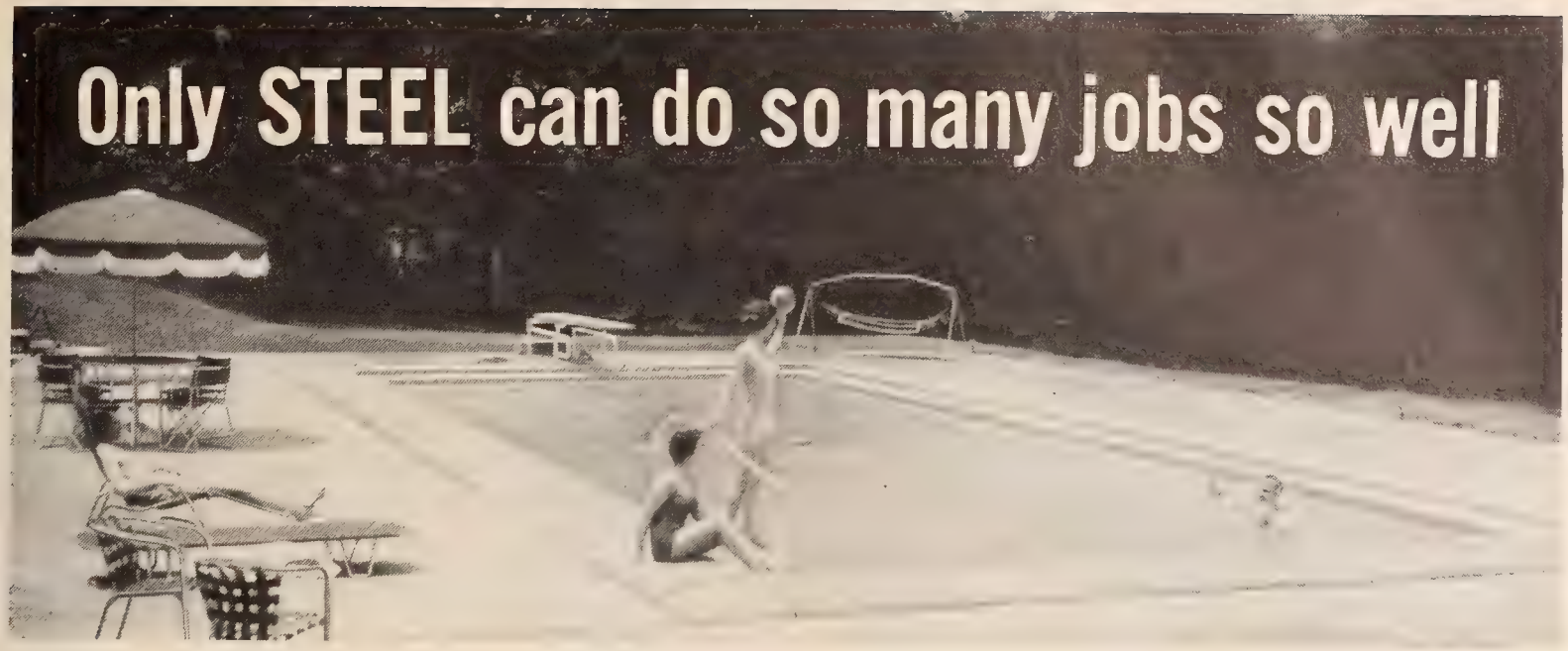
The U. S. Court of Appeals in Washington ordered the Commission to either take KOB off 770 kc or restrict its operation so as to protect WABC New York, the Class 1-A station on that frequency. The court gave the Commission 60 days to act and required that the FCC report what it intended to do or had done in 45 days. KOB has been operating temporarily on 770 kc since 1941; it is officially assigned to 1030 kc.

KRSM (TV) Wants Cp Back

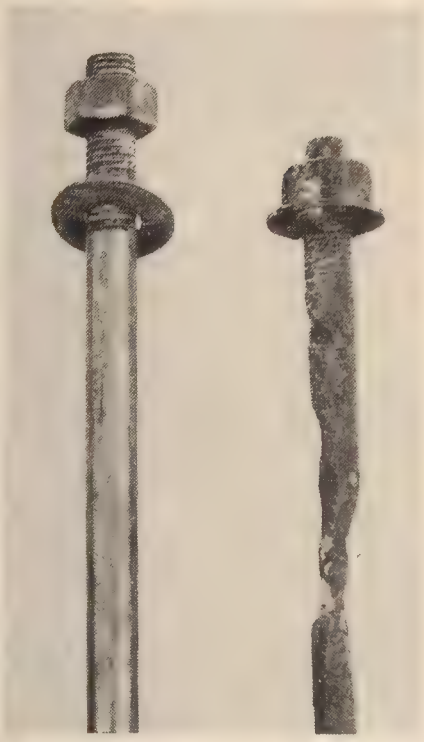
KRSM (TV) Yakima, Wash. (ch. 23), deleted by the FCC for failure to prosecute its application [B•T, Sept. 24], has asked the Commission for a six-month reinstatement. The station told the Commission that it is going through a financial reorganization, has received a firm affiliation commitment from a national network and plans to proceed with construction of the station.

The Continental Divide Station
TV 4
Montana

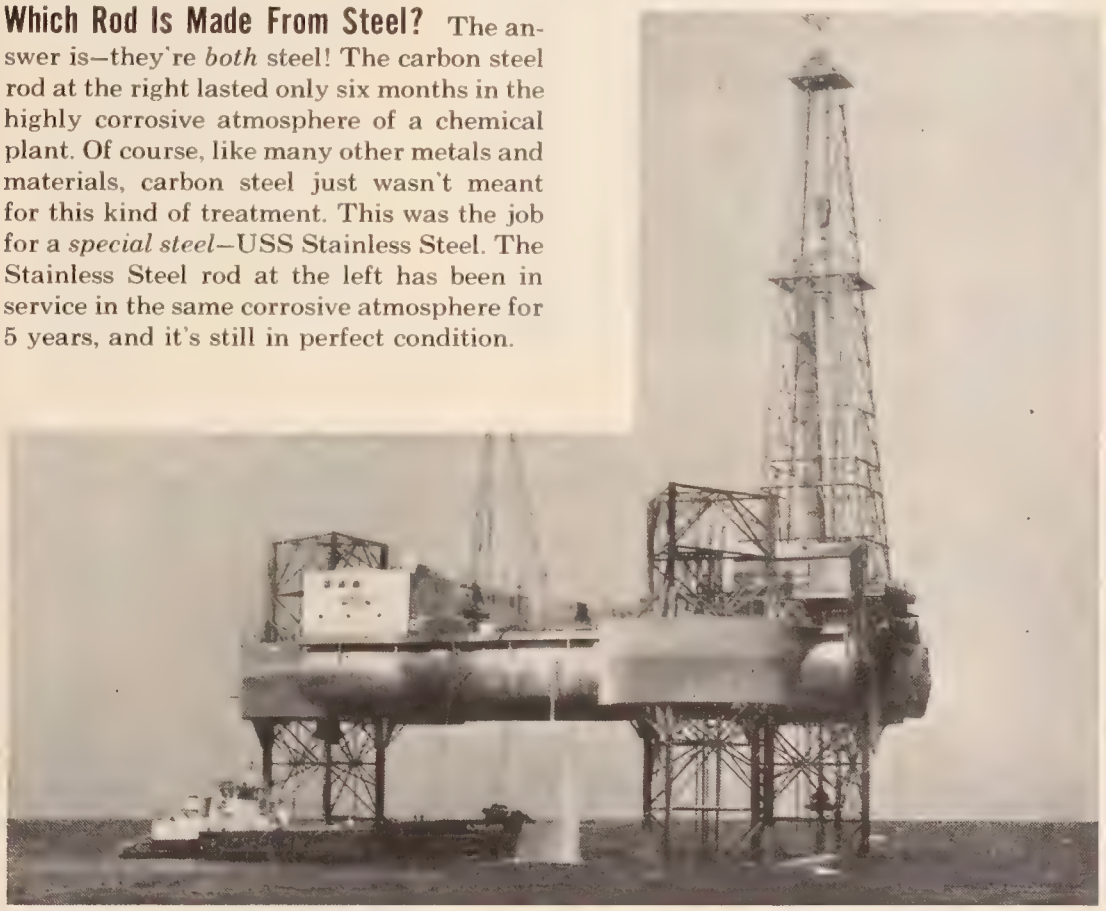
Only STEEL can do so many jobs so well



All-Steel Pool Won't Crack. That's right. It's a prefabricated swimming pool made entirely from rust-resisting, copper-bearing steel. U. S. Steel's American Bridge Division can install one for you in just about any shape or size. The steel sections are permanently welded watertight; and *this* pool will not crack due to freezing or frost action.



Which Rod Is Made From Steel? The answer is—they're *both* steel! The carbon steel rod at the right lasted only six months in the highly corrosive atmosphere of a chemical plant. Of course, like many other metals and materials, carbon steel just wasn't meant for this kind of treatment. This was the job for a *special steel*—USS Stainless Steel. The Stainless Steel rod at the left has been in service in the same corrosive atmosphere for 5 years, and it's still in perfect condition.



The Steel Scorpion. This is a mobile drilling platform designed for off-shore oil exploration. It was christened the "Scorpion," and is now busily probing the bottom of the Gulf of Mexico. The all-steel structure accommodates half a hundred men, and it has over half an acre of deck space. Oil Well Supply Division of United States Steel designed and supplied all the drilling equipment.

USS STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Transfer of WJNO-TV Among FCC Approvals

FCC approved the sales of eight broadcast properties last week, headed by the $492,500 transfer of control of ch. 5 WJNO-TV West Palm Beach, Fla., from Theodore Granik, William H. Cook and son, Thomas M. Cook, to John H. Phipps. Mr. Phipps also owns or controls WTAL-AM-FM Tallahassee, Fla.; WTYS Marianna, Fla., and WKTG and WCTV (TV) Thomasville, Ga.

Among other sale approvals:

KQUE Albuquerque, N. M., from William Wayne Phelps and associates to John P. Albers and associates, for $135,000.

KCCC-TV Sacramento, Calif., from Harry W. McCart and Ashley L. Robison to Sacramento Broadcasters Inc. (KXOA-AM-FM Sacramento) for $67,500.

Holt Group Would Tighten Union Welfare Fund Control

REP. JOE HOLT (R-Calif.) announced last week that when Congress convenes next January his subcommittee of the House Committee on Education and Labor will offer three legislative recommendations for tighter control of union welfare funds. Exact recommendations were not divulged. The subcommittee earlier this year investigated the Music Performance Trust Fund of the American Federation of Musicians, including the dispute about the trust fund at AFM Local 47 in Hollywood. Congressman Holt said the hearing disclosed that union members should have the right to determine where such payments as royalties should go since they individually earned them.

KTSA Sale Case Closed

FCC last week officially canceled proceedings involving a protest by KITE San Antonio, Tex., against the sale of KTSA there to McClendon Investment Corp. The Commission approved the $306,000 transaction in May, but KITE protested the grant [B•T, June 11], and the FCC subsequently set the matter for hearing—ordering McClendon to return KTSA to the previous owner, O. R. Mitchell Motors. In ending the proceeding last week, the FCC said that since KITE has withdrawn its protest, the matter is now moot.

RADIO-TV ADVANCES DON'T IRK POLITICOS

THE national political committees aren't complaining—and, in fact, are enthusiastic—over a fairly new development in radio-tv news coverage of this year's presidential campaign speeches.

This is the newscaster's disclosure over the air, often in direct quotes, of what a candidate is going to say in his actual speech several hours hence. Radio-tv spokesmen of both the Democratic and GOP national committees see no harm whatever in a newscaster telling his audience on a morning news show what Adlai is going to say tonight; or on a night news program what Ike is going to say tomorrow. In fact, both are glad for the "free ride" and the possibility that it may be repeated several times on the air before the speech is delivered.

Both committees send out copies of the scheduled speeches several hours ahead of time so newspapers can set them up in type for full treatment use. Broadcasters who get the jump on the newspapers by airing parts of the speeches ahead of time are just using their ingenuity and their advantage in flexibility to compete with the printed media, spokesmen Ralph Beck, of the Democratic Committee, and Harry Beaudoin, of the GOP Committee, say. And this time of year, neither wants to hurt the radio-tv newsman's feelings by calling him down.

Apparently, neither spokesman thinks his candidate has anything to say during the campaign so timed that it can't be revealed beforehand for the "extra mileage" on radio and tv. Mr. Beaudoin thought possibly some of President Eisenhower's remarks might better be withheld until he makes them.

Mr. Beck didn't see anything new about the advance newscasts. He thinks they've been in fairly wide usage for years in radio-tv.

Demo Convention Radio-Video Outdrew GOP, Says Nielsen

GRAND totals of radio and television coverage of the political conventions were released last week by the A. C. Nielsen Co., which reported that 40.9 million homes were reached by the two media for the Democratic meeting and 39.5 million homes for the shorter Republican proceedings in San Francisco.

These data, a Nielsen spokesman said, "combine the separate radio and television audiences, which the Nielsen company had been the first to report on a national basis." [B•T, Oct. 1; Sept. 24]. It was emphasized by Nielsen that many millions of homes both heard and viewed the convention proceedings on radio and television, reflecting "the influence of daily living habits on family usage of the two media." Use of both media by the same families, the spokesman said, explains why the separate radio and television audiences prevously reported by Nielsen adds up to more than the unduplicated totals for the combined media.

The Nielsen measurements took into account the total broadcasting efforts of the four radio networks and the three tv networks in bringing the conventions to U. S. listeners and viewers.

NBC Plans Election Results Via IBM Electronic 'Brain'

NBC News last week announced that it will utilize the services of IBM in bringing the American public up-to-the-minute tallies on election night. While the intricate mathematical details will be attended by the latest electronic gadgetry in IBM's arsenal, the bulk of the work still will be handled by newsmen.

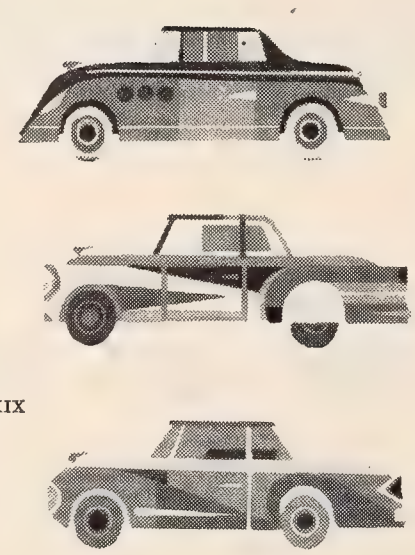
Among those reporting on returns will be anchor men Dave Brinkley and Chet Huntley, Morgan Beatty, Richard Harkness, H. V. Kaltenborn, Alex Dreier, Peter Hackes, Ray Scherer, Herb Kaplow, Randall Jessee, Joseph McCaffrey, Ray Henle, Ned Brooks, Robert McCormick, Elmer Peterson, Jim Hurlbut, Roy Neal and Jack Chancellor.

According to NBC Public Affairs Vice President Davidson Taylor, arrangements made with IBM last year call for a complete remodeling job of Studio 8-H, involving the installation of a giant bank of computers, sorters, printers and other devices that will keep a constant electronic finger on the political pulse as the hours progress. Teleregister Corp. will set up a 50-foot bank of electronic tally boards, similar to those used by Dow-Jones on Wall Street.

From IBM world headquarters in Manhattan, NBC's Joseph C. Harsch will report on

"Three times as many..."

A leading auto dealer in Milwaukee gets high-powered results with a schedule of spots on WXIX. Reports the general manager: "In the five months since we began using a saturation spot campaign on WXIX, we have almost *tripled our business.* We have increased our staff from 8 salesmen to 21... sell 3 times as many new cars as any dealer with a similar franchise in the State. We believe WXIX *alone is responsible for the tremendous record.*" Accelerate *your* sales in the rich Milwaukee market... advertise on low-cost, high-speed WXIX.



WXIX

CBS Owned
Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

Ike Colorcast a Hit

COLORCASTING of presidential news conferences, successfully tried Sept. 27, may become a frequent feature on NBC-TV, it appeared last week after the White House voiced enthusiasm for the first attempt. NBC-TV's camera at the Sept. 27 session was loaded with Ansco color film. Dave Brinkley, of the NBC Washington news staff, flew to Chicago with the magazines right after the conference, had them fast-developed and went on *Camel Caravan* that evening. The conference room is equipped with several floodlights mounted 25 ft. above the floor level.

and interpret the findings of IBM's "705" electronic brain. The unit, in reality a series of machines that will project voting trends, is the same one that will be used next year to track the U. S. launched, man-made space satellite. Other machines will include the "650" computer, the "402" printer, which translates the mathematical material into readable form, and various other sorting gadgets breaking down the tally into precincts, farm belts, population centers, etc.

Oldsmobile Div. of General Motors Corp., through D. P. Brother & Co., Detroit, Sunbeam Corp., through Perrin-Paus Co., both Chicago, and RCA, through Kenyon & Eckhardt, New York, will share sponsorship of NBC's election radio-tv coverage.

ABC Election Coverage Set With Buick Picking Up Tab

ABC News has organized a 300-man staff of reporters, analysts, technicians, clerks and a battery of electronic computing devices to cover the national elections Nov. 6.

Headed by John Daly, ABC vice president in charge of news, special events and public affairs, the staff will consist of ABC commentators Quincy Howe, Martin Agronsky, Edward P. Morgan, John Edwards, Don Goddard, John W. Vandercook, Ted Malone, Julian Anthony, Albert L. Warner, Paul Harvey, Richard Rendell; Erwin D. Canham of the *Christian Science Monitor;* Leo Cherne, director of the Research Institute of America, and a number of other newsmen. Mr. Daly will be assisted in administrative duties by ABC Vice President Tom Velotta, News and Public Affairs Director Francis N. (Fritz) Littlejohn Jr., Special Events Director Don Coe and Director Marshall Diskin.

Leading direct into election night headquarters at ABC New York will be wires from the principal news wire services, ABC regional offices, and ABC mobile crews, the latter covering headquarters of the leading contenders.

ABC News, not to be outdone by NBC's battery of IBM machines and CBS' now-famous Remington Rand "Univac" electronic brain, will unwrap one of its own—the "Elecom 125," a computer designed and built by the Underwood Corp. This mathematical wizard, continually fed raw information, will spew forth forecasts by the half-hour via a special typewriter facing a live camera. Elecom, placed at the new Underwood data processing center in Manhattan, will be monitored by three ABC-TV cameras.

Buick Div., General Motors Corp., through Kudner Agency, New York, will sponsor both ABC-TV and ABC Radio coverage from 8:30 p.m. EDT, to finish.

1.0 WATT

heavy-duty color microwave

5400-7400 MCS

Lambda LPE Pacific

the originator of hi-power portable C band TV relays, now offers rack mounted or portable models of the proven 1.0 Watt LAMBDA LINK for TV STL, REMOTE PICKUP and MULTIPLE-HOP service with full color 600-line resolution and program audio.



Keeps You in View

Distributed Nationally by . . .

VISUAL ELECTRONICS CORP.
ELEVEN WEST 42ND STREET, NEW YORK, N. Y. DEPT. AM

Gentlemen: Please send me complete specifications on the 1.0 Watt microwave system.

Name . . . . . Title . . . . . .

Address . . . . . .

Love Me in November

GENERAL Manager George W. Patton of WBML Macon, Ga., not only believes in a literal—but possibly a musical—interpretation of Sec. 315 of the Communications Act, which requires broadcasters to give political candidates for the same office equal facilities. When Mr. Patton received the RCA Victor record album, "The President's Favorite Music," with script, he wired the President's opponent, Democratic nominee Adlai Stevenson, that he had scheduled the album for broadcast and offered equal time to broadcast Gov. Stevenson's favorites. Gov. Stevenson accepted.

Convention Survey Results Released by WSBT-TV

RESULTS of a survey conducted by the *South Bend* (Indiana) *Tribune* on televiewing and newspaper readership during the recent political conventions have been released by the newspaper-owned WSBT-AM-TV South Bend.

Covering the period Aug. 13 through Aug. 23 and some 1,194 interviewees in South Bend and Mishawaka, Ind., homes, the survey found that 70% of the men and 73% of the women watched the convention telecast on a given day. Together, 18.2% watched the telecasts more than four hours, with women being the heaviest viewers in terms of time at tv sets.

Political Campaign Spending Probe Scheduled for Oct. 8

CAMPAIGN expenditures by political parties, including funds for radio-tv, will be reviewed at a three-day hearing starting tomorrow (Tuesday) before the Senate Elections Subcommittee. Chairman Albert Gore (D-Tenn.) said campaign committees of both parties, plus subsidiary groups, will account for contributions, pledges, sources, spending and obligations.

NBC Treasurer Joseph A. McDonald, CBS Vice President Richard Salant, ABC Vice President Ernest Lee Jahncke and NARTB President Harold E. Fellows testified before the Senate subcommittee last month at its initial hearings, reporting that the two national political committees had optioned $2.1 million radio-tv time as of Sept. 1 [B•T, Sept. 17]. They denounced proposals for mandatory free time for political candidates and called for amendment or repeal of Sec. 315 of the Communications Act.

Alaska Television Outlets Present Campaign Films

AS a prelude to the national elections in Alaska, which will be held Oct. 8, CBS-TV affiliated KTVA (TV) Anchorage and KTVF (TV) Fairbanks carried a kinescope of President Eisenhower's speech over CBS-TV Sept. 19 and planned to present a kinescope last Tuesday of the President's speech of last fortnight. Kinescopes of five-minute talks by Adlai Stevenson also are being presented on the Alaskan tv outlets. These programs are carried in paid time, according to Alaska Radio-Tv Sales Corp., New York, representative of the stations, which worked out arrangements with CBS-TV and Northwest Airlines. The national elections are held in Alaska about a month earlier than in the U. S. dating back to the period when transportation and communications were not so rapid as today.

TvB PLANS INSTANTANEOUS DATA SERVICE

Association will install new IBM machine that electronically memorizes lastest facts and figures on tv advertising.

A TV advertising information center based on a "revolutionary new electronic brain" capable of supplying comprehensive data instantaneously is being planned by Television Bureau of Advertising.

Hub of the center will be International Business Machines' new IBM 305 RAMAC, publicly announced last month, which is slated for delivery to TvB in about 18 months.

TvB president Oliver Treyz said the center, to be known as TELEVIC, will give agencies and advertisers instant access to latest facts and figures on tv advertising, all of which will be stored continuously, as they occur or change, in the "memory" of the machine.

"With the establishment of this unique center," he said, "an advertiser or a client will be able—by mail or phone—to obtain comprehensive data on the medium.

"For example, an advertising agency seeking the latest pertinent data on sponsorship history for automobile tires will be able to contact TELEVIC and immediately receive a complete rundown on the subject, by network and national spot, by time period, by brands, by dates, by dollars invested, etc., in any conceivable combination.

"All of this information will be current. At present, it may take hours or days to obtain these facts—and often the information is out of date."

Rental on the machine is $3,200 a month. Spokesmen said that it presumably will be installed in TvB's New York headquarters at 444 Madison Ave.

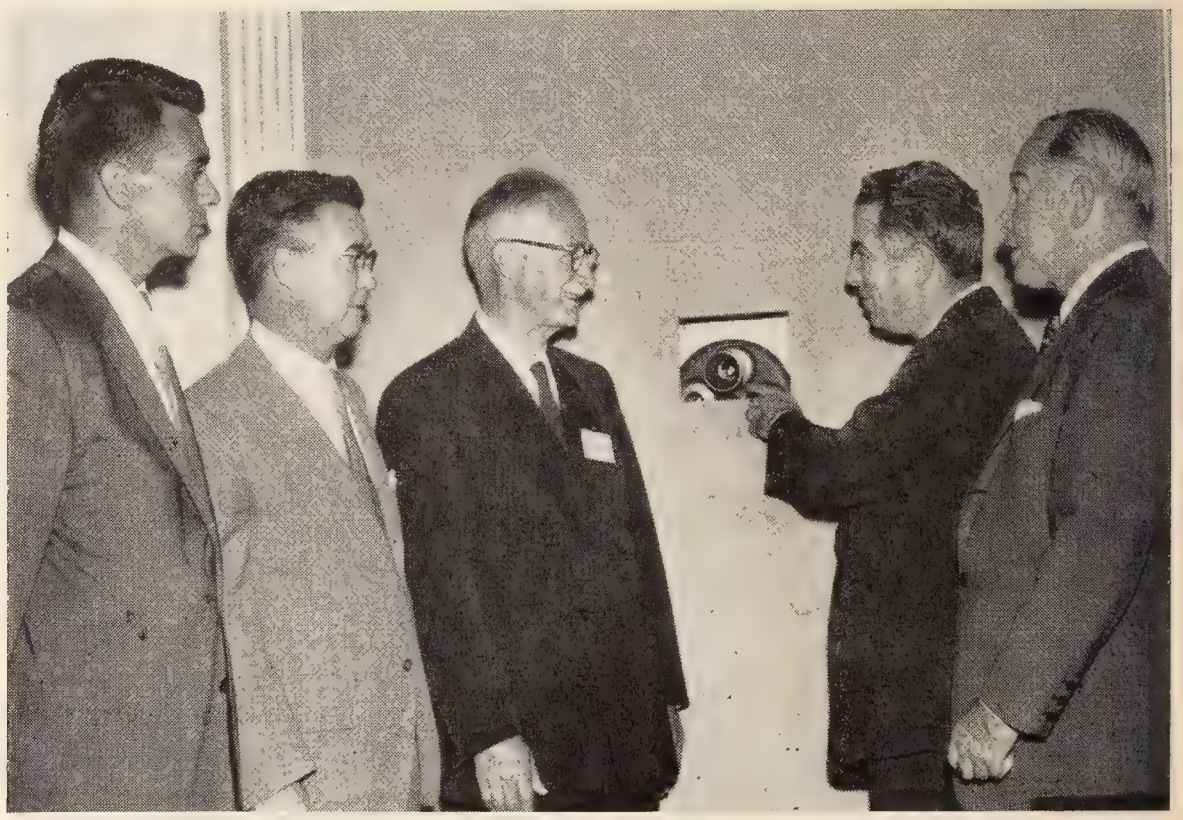
The 305 RAMAC—random access memory accounting machine—was described as the latest IBM electronic data-processing system. Unlike conventional systems, authorities said, it uses the continuous accounting principle. New information is stored in its "memory"—a stack of magnetic discs capable of holding 5 million characters—as soon as the information becomes available.

Mr. Treyz said TvB's plan includes setting up a complete research program by staff members who will attend IBM's school.

"At TvB," he continued, "the new IBM unit will electronically store, index, calculate and tabulate data now contained in voluminous files, duplicated in the offices of advertisers and agencies all over the U. S. TELEVIC represents a major step forward in TvB's program to enable advertisers to get immediate access to all the facts which will enable them to use tv more productively."

RAB Task Force in Detroit

FIVE-man radio advertising team is slated to "blitz" local and regional advertisers and agencies in the Detroit area this week with presentations on the value of radio advertising. The team, headed by RAB President Kevin B. Sweeney, is expected to call on about 50 advertisers in 15 categories of business.



INSPECTING unobtrusive tv camera location after trial coverage demonstration before the joint meeting of the California State Bar and the Conference of California Judges in Los Angeles [B•T, Sept. 24] are (l to r) Donald Rosenquest, director of operations, KNXT (TV) Los Angeles, which provided equipment and technical crew; Ewing C. Kelly, president and general manager of KCRA-TV Sacramento and chairman of the Freedom of Information Committee of the California State Radio and Television Broadcasters Assn.; Judge Justin Miller, ex-board chairman of NARTB and the industry's principal legal advocate for free access; George Greaves, general executive, KRCA (TV) Los Angeles, and CSRTBA president, and Judge Lester W. Roth, chairman of the State Bar's committe investigating the problem of radio-tv court coverage. One of two live cameras used, this one was at rear of speaker's rostrum. An audience of 400 judges and attorneys was not aware of radio-tv "coverage" until informed by the meeting chairman near the close of the morning session.



Harvey Picker, President of Picker X-Ray Corp., says:

"Here's an inside story on Picker X-Ray!"

"You're looking into two important ingredients of Picker success — time and money.

"Time is essential when a hospital's X-ray equipment needs a replacement part. There are thousands of parts which no one could afford to stock-pile everywhere in the country.

"What happens? They call the nearest Picker office and the order is relayed to Cleveland, our manufacturing center. Whatever's needed always gets there — and fast!

"How? By Air Express!

"But still, money is a consideration. With Air Express service — including delivery to the door — most of our shipments cost less than any other air service. 15 lbs., for instance, Cleveland to Milwaukee is $3.23. It's the lowest-priced complete air-shipping service by $4.02!"

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

Discussion of Canon 35 To Highlight N. D. Meeting

TALK on limitations of the American Bar Assn.'s Canon 35 governing courtroom proceedings will highlight the fifth annual meeting of the North Dakota Broadcasters Assn. in Minot Oct. 12.

Judge A. J. Gronna, Fifth Judicial District, North Dakota, will be principal luncheon speaker at the one-day session, to be held at the Clarence Parker Hotel. Jack Dunn, WDAY-AM-TV Fargo, will preside over the meeting as NDBA president, Election of officers will be conducted.

Other state associations with October meetings include the Illinois Broadcasters Assn., which met last week, and Kentucky Broadcasters Assn., which convenes Oct. 10-11.

Judge Gronna is credited with permitting KLPM Minot's news and special events department to tape—and air in its entirety—the trial and sentencing of a confessed sex murderer, Charles Harlan Olive, in Minot. Judge Gronna's talk comes in the wake of increasing evidence on scattered fronts that ABA may relax its Canon 35 on judical ethics, which encompasses ban on radio-tv coverage of court trials [B•T, Sept. 24, 3]. NDBA Freedom of Information committee is headed by Norm Schrader, WDAY, and Ken Knutson, KLPM.



NEW OFFICERS of the Oklahoma Chapter of American Women in Radio and Television were elected at a meeting of the organization a fortnight ago in Tulsa. L to r are Sarah Jane Moon, KSFA Nacogdoches, Tex., vice president of the southwest region; Sadie Adwon, KTVX (TV) Muskogee, Okla., president; Dora Belle Legg, KVOO-TV Tulsa, eastern area vice president; Vivian Batten, KWTV (TV) and KOMA Oklahoma City, western area vice president, and Sally Milstead, Payne Watts Agency, Tulsa, treasurer.

Law Journal Article Debates Radio-Tv Coverage of Courts

THE pros and cons of radio-tv access to the courtroom are debated in the September issue of *American Bar Assn. Journal.* Arguments from three positions are presented by Justin Miller, former NARTB chairman-president, on behalf of radio-tv coverage; J. R. Wiggins, managing editor of *The Washington Post and Times-Herald,* on behalf of still, film and tv camera coverage, and Richard P. Tinkham, chairman of the ABA Committee on Public Relations, in support of the Canon 35 ban on visual and aural coverage.

ABA's Canon 35, with its restrictions on modern media, is being reviewed by ABA. It was adopted in 1937 and amended in 1952 to include broadcasting.

In an editorial commenting on the debate, the *Journal* suggests further study of the subject, adding, "If any change is to be made in Canon 35 in the future it will only be because of intelligent, dispassionate persuasion supported by statistics, by further experiments in actual courtroom tests, and by mutual cooperation between the broadcasters, the bench and the bar. . . . Because of the high costs involved in telecasting, one point must be kept in mind: it is likely that only celebrated cases or sensational trials in which there is a great public interest will be broadcast. In such cases it is necessary that the broadcasters remember that the primary objective of the trial is not the satisfaction of public curiosity but solely of doing justice to the parties involved and thereby to the public."

windows of the soul

the inner voice that shines out when people sing of faith and love gives religious music a beauty beyond compare—stirring to hear in the Spectacular Sound of Sesac Library's "R" Section, now available separately

Use this precise, high-calibre library to program religious music more effectively

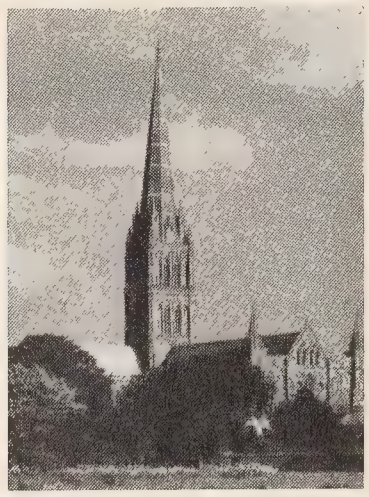
send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

Angelus Choir
Perry Crawford
John Daniel
Vep Ellis
Revelaires
Stamps-Baxter
Trinity Choir

and many other outstanding vocal groups



THE COLISEUM TOWER ■ NEW YORK 19

Atlanta Adv. Club Hears Challenge by K&E's Brophy

"AS marketing and advertising men, we must help to adjust demand to supply rather than supply to demand," Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, told the Atlanta Advertising Club last week. Mr. Brophy was in Atlanta in connection with the formal opening of K&E's regional office there.

"We must create advertising which is more productive and create advertising with greatly increased efficiency," he said. "In 1965," he predicted, "we will have to be selling about $350 billion worth [of consumer goods and services] compared with the $250 billion we are selling today. That's the challenge we in advertising and marketing face—you and I and all our associates."

SCBA Presentation Shows Radio Value vs. Newspapers

SALES presentation to show comparative costs of radio and newspaper advertising in the Los Angeles market, based on a new study by The Pulse Inc., was unveiled Sept. 27 in Hollywood by the Southern California Broadcasters Assn., and is being shown twice daily to major retail advertisers, agencies and service organizations through November.

Unique value of the new SCBA presentation is that newspaper advertisement "notation" and radio ratings are equated on the same basis of total homes in the Los Angeles metropolitan area, including 1.9 million homes in Los Angeles and Orange counties, according to Frank Crane, SCBA president. Ordinarily, Mr. Crane said, advertisement readership and notation in newspaper studies by Advertising Research Foundation and Starch use the single newspaper's town total home circulation as the base rather than total homes in the market.

The SCBA study disclosed that one typical morning newscast on a local station delivers 1,000 tuned in homes for 52 cents while a full-page in a local morning paper costs $12.61 to deliver 1,000 family "notations."

Mr. Crane noted that of the four daily Los Angeles newspapers *The Times* reaches 19% of total homes, the *Herald-Express* 16%, *Examiner* 15% and *Mirror News* 12% for a total penetration of 62% not counting duplication. In the SCBA study, no ad in the *Times* could exceed 19%, he explained, which would correspond with 100% for Starch or ARF.

The SCBA president observed that a typical one-quarter page in the *Times* costs $564.30 and delivers notation by 2% of the total homes in the metropolitan area while one spot on each of the city's 13 radio stations costs a total of $413 and delivers a cumulative home listenership of 24% or 27%.

Mr. Crane also related several radio success stories, including the Southern Pacific Railroad's test of a jingle on one Los Angeles and one San Francisco station for three weeks in June which jumped traffic 17% on the San Francisco-Los Angeles "daylight" train [B•T, Sept. 17]. The traffic had been steadily decreasing for nine years. The jingle, which won top honor last summer at the craft competition of the Advertising Assn. of the West, was produced by Song Ad Film-Radio Productions, Hollywood, and is being used now by the Southern Pacific in a heavy saturation radio campaign on six stations in each of the two markets.

Promotional Kits Shipped For VOD Essay Contest

OVER 28,000 high schools in the U. S. and territories have been sent promotion material to be used in the 10th annual Voice of Democracy Contest, according to Frederick H. Garrigus, NARTB manager of organizational services and co-chairman of the VOD committee.

All radio and tv stations will receive shortly a transcription containing information as well as promotional material for use in the contest. Statements are made on one side of the disc by Eric Sevareid, CBS commentator, and John C. Cornelius, president of the American Heritage Foundation. On the other side appears a recording of one of last year's winning essays, that of Gabriel Kajeckas, of Washington.

Use of Local Radio-Tv Recommended by Venard

CONTINUED use of radio and television on the local level was urged last week by Lloyd George Venard, president of Venard, Rintoul & McConnell, New York station representative, as a means of achieving "ultimate efficiency" in an advertising campaign that makes use of other media.

This recommendation was made by Mr. Venard during a talk before a radio-tv clinic of the York (Pa.) Advertising Club on "Profitable Local Use of Television and Radio." He stressed that local and national use of radio and television capitalizes "almost equally" on the characteristics of the two media.

He listed the "plus" characteristics of radio and television but cautioned the clinic that, although classes in radio-tv are valuable, the media change "so rapidly that a textbook is antiquated before it is off the press." He recommended that the group read carefully the magazines comprising the radio-tv trade press.

ANTA to Star at RTES Meet

THE FUNCTION of the American National Theatre & Academy (ANTA) in the fields of television and the legitimate stage will be explored at the monthly luncheon of Radio-Television Executives Society this Wednesday at New York's Roosevelt Hotel. Speakers will include Chairman Robert W. Dowling, Executive Director Williard Swire, both of ANTA, producer Herman ("My Fair Lady") Levin, Basil Rathbone, Celeste Holm and Peggy Wood, the latter an ANTA vice president.

Men Who Know Akron Best*
BUY MOST on WAKR
IN AKRON...
WAKR IS 1st
*Leading
• DEPARTMENT STORES
• SUPER MARKETS
• BANKS
• AUTO DEALERS
• AND OTHERS
"WACKER" The Leader
WAKR TOPS IN RADIO
IN LOCAL AND NATIONAL SALES
Nationally Represented by WEED AND CO.
RADIO-TELEVISION CENTER
853 Copley Road — Akron 20, Ohio

NARTB MEETS MOVE INTO SECOND HALF

Fifth regional meeting opens Thursday in Washington. Total attendance at first four sessions was 718, under the 813 total of last year.

NARTB's fall series of regional meetings will open the second half of the schedule Thursday in Washington, with a two-day program to be held at the Shoreham Hotel. FCC Comr. Robert E. Lee, who addressed the Oklahoma City meeting Sept. 27, will be the speaker at the Thursday banquet.

Advance registrations point to an attendance of nearly 400, double the average for regional meetings. Participation of attorneys and federal officials will swell the registrations.

Total registrations during the first half of the series ran 718 compared to 813 a year ago, according to William L. Walker, NARTB convention manager for the series. This decline was due mainly to slim attendance at Oklahoma City, since Texas stations were not as well represented as was the case at Dallas last year. Distance factors and an adjacent Texas Assn. of Broadcasters meeting in 1955 were cited.

Final registration figures for the first four regional meetings follow: Minneapolis, 207 (203 in 1955); Salt Lake City, 137 (142 in 1955); San Francisco, 205 (247 in 1955); Oklahoma City, 169 (251 in 1955).

Sixth meeting of the 1955 series will be held Oct. 15-16 at the Somerset Hotel, Boston, followed by the seventh, Oct. 18-19, at the Sheraton Lincoln Hotel, Indianapolis. Final meeting will be held Oct. 25-26 at the Dinkler-Tutwiler Hotel, Birmingham.

George H. Clinton, WPAR Parkersburg, W. Va., will be host director at Washington. James H. Moore, WSLS Roanoke, Va., will share the chairmanship of meetings. They are the district directors for the states belonging to the region (Pa., Md., D. C., W. Va., Del., N. C., S. C., Va.).

Following the 1956 format, the Washington meeting will open Thursday with a full morning program on station administration, led by John F. Meagher, NARTB radio vice president. President Harold E. Fellows will speak at the noon luncheon. Another luncheon feature will be a debate on the proposal to restore directors-at-large to the Radio Board. J. Frank Jarman, WDNC Durham, N. C., medium station director-at-large, will argue the affirmative. He will be opposed by Herbert L. Krueger, WTAG Worcester, Mass., New England district director and Radio Board vice chairman.

In the afternoon one tv and two radio sessions will be held concurrently. A. G. Ferrise, WMMN Fairmont, W. Va., will lead a small-market rado clinic. John B. Tansey, WRVA Richmond, Va., will direct a large-market radio clinic.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the NARTB Tv Code Review Board, will conduct a code meeting, aided by Edward H. Bronson, tv code director. Thad H. Brown Jr., NARTB tv vice president, will preside at the tv meeting which will wind up with a presentation by Television Bureau of Advertising. Norman Cash, vice president, and Howard Abrahams, retail sales director, will represent TvB in a presentation titled "Television in 1957."

Friday morning's program includes a Washington tv roundup by Mr. Brown and a small-market tv discussion by Charles H. Tower, NARTB employer-employe relations manager. Dave Bennett, of the Triangle Stations, is scheduled to lead a clinic on tv management's sales problems. Resolutions will be adopted at the luncheon.

Joseph M. Sitrick, NARTB public manager, will present a feature titled "Inside NARTB." Vincent T. Wasilewski, government relations manager, will cover the regulatory situation. Mr. Tower winds up the program with a personnel feature, "Was Fenwick Really Hired?"

Insurance Plan Set

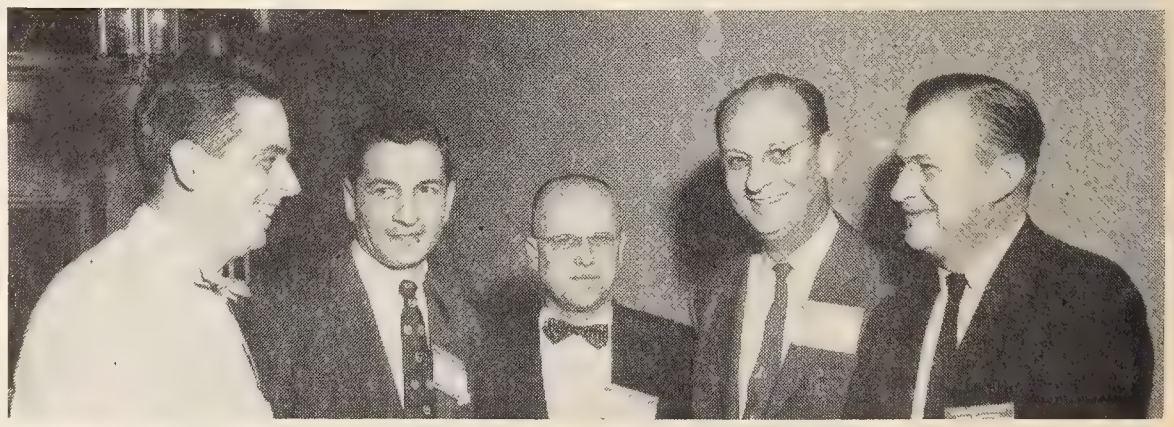
NARTB'S group life insurance plan for employes of its members went into operation Oct. 1. The plan was worked out after a 2½-year study by the association's insurance committee, which picked Metropolitan Life Insurance Co. as carrier. Member stations and associates, except in Texas and Ohio where group participation is illegal, can participate in the plan.



MOUNTAIN STATE broadcasters heard FCC Comr. John C. Doerfer advocate indeterminate licenses at Salt Lake City NARTB regional meeting [B•T, Oct. 1]. L to r: Rex Howell, KREX-TV Grand Junction, Colo.; Art Mosby, KGVO-TV Missoula, Mont.; Richard M. Brown, KPOJ Portland; Mrs. Georgia Davidson, KIDO-TV Boise, Ida.; Comr. Doerfer; Jack Paige, Intermountain Network; Phil Hoffman, KLZ Denver; Joe Herold, KBTV (TV) Denver.

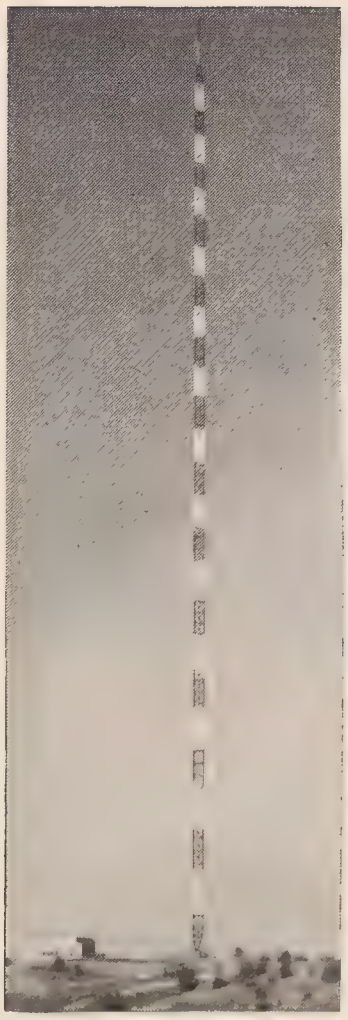


THREE NARTB directors took part in the association's regional meeting, held at Oklahoma City [B•T, Oct. 1]. They were W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Robert Pratt, host director, KGGF Coffeyville, Kan., and Alex Keese, WFAA Dallas. L to r: Grover Cobb, KVGB Great Bend, Kan.; Gus Brandborg, KVOO Tulsa; Messrs. Rogers, Pratt and Keese; Aubrey Jackson, KGNC Amarillo, Tex.

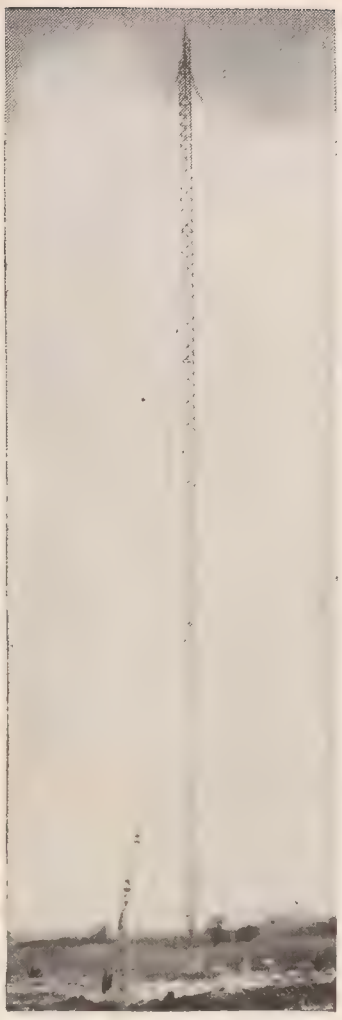


THESE five conferred in a corridor at Oklahoma City (l to r): Fred Vance, KWTV (TV) Oklahoma City; Mike Shapiro, KTVX (TV) Muskogee, Okla.; Frank Lane, KRMG Tulsa; Jack McGrew, KPRC-TV Houston, and Willard Walbridge, KTRK-TV Houston.

for peak performance ... in all weather



KTBS-TV, Shreveport, La.
1153 feet tall



WFMJ-TV, Youngstown, Ohio
1015 feet tall



WBAP-TV, Fort Worth, Texas
1113 feet tall

TRUST TRUSCON'S TALL TOWERS



Construction close-up on new 1282-foot Truscon Triangular Guyed Tower for WWTV in Cadillac, Mich.

"Neither snow nor rain nor heat nor gloom of night..."

This part of the inscription on New York's main post office might have been written about Truscon® Towers. And we might add, "nor wind . . ."

It's a fact, when you specify Truscon you get more than a tower of steel. You get dependability—peak performance *proved* under all weather conditions. You can trust Truscon's tall towers. They go up to stay.

Whatever your tower requirements—any height—guyed or self supporting—tapered or uniform—for AM, FM, TV or Microwave—Truscon has the experience, skill and facilities to design and build the tower you need, *right,* from the ground up.

For complete information on Truscon Steel Towers, phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

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TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

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Export Dept.: Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON

MARTIN TO NARTB IN PR EXPANSION

He reports directly to President Fellows and will attend four remaining regional meetings of autumn season.

NARTB's expanded public relations program, ordered by the board last summer, will get under way in November as Donald H. Martin, public relations director of the British Travel Agency, joins the association as public relations assistant to President Harold E. Fellows.

Mr. Martin will be introduced to broadcasters at the four regional meetings starting Thursday in Washington, making the second half of the autumn tour with the NARTB headquarter's traveling troupe.

In his broadcast role, Mr. Martin reports directly to President Fellows. He brings extensive public relations experience, having been with the British group since 1950. In that time, American tourist traffic to England increased from 91,000 to 316,000 a year, with dollar earnings from U. S. visitors rising from $38 million to $134 million as tourism became Britain's largest single item of American trade.

Previously, Mr. Martin had been with Cecil & Presbrey, New York agency, and the public relations firm of Robinson Assoc. During World War II, he served in the U. S. Navy as an executive officer on a minesweeper and a feature writer-editor of Navy publications. He began his journalistic career at U. of California and later worked on the *San Francisco Chronicle* and at the San Francisco bureau of United Press and Associated Press. His wife is the former Betty Sullivan of San Francisco. Mr. and Mrs. Martin, with their two sons, will reside in Washington.

Mr. Fellows has not yet announced how the NARTB organizational pattern will function when Mr. Martin takes office. Robert K. Richards, public relations consultant, serves the association in an active advisory capacity. Joseph M. Sitrick is manager of publicity and informational services. Frederick H. Garrigus is manager of organizational services. In this role he contacts civic, educational and non-regulatory government agencies. Vincent T. Wasilewski is manager of government relations and congressional contact.

The move to expand NARTB's public relations to meet increasing criticism from minority groups and other sources developed at the June board meeting. President Fellows was directed to name a special study committee comprising himself and six board members to conduct an inquiry into the situation. The committee drew up a program at a July 25 meeting [B•T, July 30].

This program, later approved by a mail vote of the board, authorized $50,000 additional for public relations during the current fiscal year, to be spent at the president's discretion.

Discussing the problem at the recent regional meetings, President Fellows said: "More of my own time and that of our executive staff—the vice presidents and the departmental managers, our public relations consultant—will be given not only to active effort in the public relations



MR. MARTIN

field, as has been the case in the past, but also to planning: actual anticipation of the trouble areas, thoughtful effort in analyzing problems and solving them before they become critical. We are employing a top executive within the house who will devote his full time to coordinating this effort, and to actual field work as well. Our purpose will be to persuade, to tell convincingly, and in every forum, the positive story of broadcasting—and to do this so effectively that there may be no misunderstanding anywhere, at any time, about broadcasting in America."

Members of the special public relations committee, besides Mr. Fellows, were Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board chairman; Arthur Hull Hayes, CBS Radio; William D. Pabst, KFRC San Francisco; Ernest Lee Jahncke Jr., ABC; John E. Fetzer, Fetzer Stations; John M. Outler, WSB Atlanta, Radio Board chairman.

TV ALLOCATION TRENDS REVIEWED AT AIEE MEET

A REVIEW of television allocation trends, including FCC consideration of possible revisions in assignments, was given some 2,500 engineers, scientists and industrialists at the fall general meeting of the American Institute of Electrical Engineers in Chicago last week.

In a paper delivered Tuesday Oscar W. B Reed Jr. discussed growth of television broadcast service since 1945, including such factors as uhf, color tv, toll television and community antenna systems.

"The reduction of susceptibility to interference in the television service . . . forecasts the possibilities of either wider effective service ranges by existing stations or the ability to reduce station separation considerably," Mr Reed said. "The utilization of some of these new tolerances coupled with directional antenna techniques, such as are common in the standard broadcast field, may be the next logical step in the television broadcast service."

The AIEE meeting was held concurrently with the 12th annual National Electronics Conference, sponsored by the Institute of Radio Engineers, American Institute of Electrical Engineers and Schools, with Radio-Electronics-Television Mfrs. Assn. and Society of Motion Picture and Television Engineers as co-sponsors. AIEE and NEC sessions were held at the Morrison and Sherman hotels, respectively.

One highlight of the NEC was a projection into the future involving radio. Curtiss R. Schaefer described the possibility of implanting radio receivers in the brain for complete human control of all thought and action. The process would make obsolete radio, tv and newspapers by transmitting information directly to the brain—a field known as biocontrol—he reported, claiming considerable research in the field.

Among other topics explored at the AIEE meeting were closed circuit color tv at Walter Reed Hospital, earth satellites, newspaper transmission by facsimile, video systems, and



ILLINOIS State Broadcasters elected new officers at its semi-annual meeting held last week at Springfield, Ill. In a discussion at the session are (l to r) Harold Safford, WLS Chicago, IBA director; George C. Biggar, WLBK DeKalb, newly-elected president; Harold L. Dewing, WCVS Springfield, newly-elected secretary-treasurer; Joe Bonansinga, WGEM-AM-TV Quincy, retiring president; James H. Firmin, WMOK Metropolis, newly-elected director; Adlai C. Ferguson Jr., WPRS Paris, director, and Charles R. Cook, WJPF Herrin, past secretary-treasurer.



Behind the Ships that Set the Pace . . .
a Master's Touch in Oil

World's mightiest ship, the Navy's newest ocean-going airfield—U. S. S. Saratoga . . .

Maiden voyage of the world's first atomic-powered submarine . . .

All the Atlantic Blue Ribbon Winners, from the Mauretania to the S. S. United States . . .

World's fastest boat, 216 miles an hour—Donald Campbell's Bluebird . . .

Two-fifths of all the world's freighters . . .

The race horses and the work horses of the seas have one thing in common—SOCONY MOBIL'S *master touch* in lubrication.

Good reason! When the chips are down—when records are at stake—when schedules must be met—the men who know marine machinery look to SOCONY MOBIL for its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your ship, your plane, your factory, your farm or your home—*you, too, can look to the leader for lubrication.*

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR 90 YEARS



Larry Bentson means the big city half of Minnesota. You can woo the Minneapolis-St. Paul Market with a million-and-a half "please buy" letters. Or you can spread your budget thin on half a dozen runner-up stations. But for immediate sales impact, you've got to reach Minn where she listens—on WLOL.

WLOL's Big 5 disc jockeys give you the quickest, most responsive block-by-block coverage in the big Twin Cities orbit. Add WLOL's unparalleled out-of-home audience and you'll see why more advertisers sell more products on WLOL than on any other independent station in this market.

PULSE PROVES IT

No. 2 STATION IN THE TWIN CITIES

No. 1 INDEPENDENT STATION IN THE NORTHWEST

WLOL

MINNEAPOLIS ST. PAUL

1330 on your dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr., Joe Floyd, V.P.

represented by AM Radio Sales

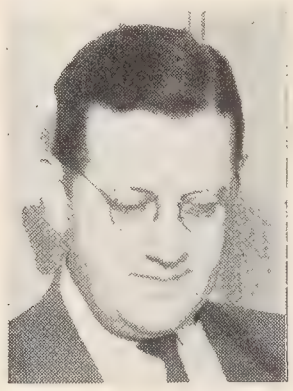
other tv and aural broadcasting subjects. Among exhibits at the NEC session were Allen B. DuMont Labs' cathode ray and pulse generator instruments with "radical" styling and design changes. They were described as forerunners of its new "400" series of test.

Reducing press transmission costs by increasing speed was explored in an AIEE conference paper delivered Wednesday by A. G. Cooley and J. R. Shonnard, Times Facsimile Corp., New York. They stressed that "increasing the speed does not necessarily increase the cost of transmission" and it is possible to reduce costs by high speed facsimile. Various automation techniques were discussed at the NEC meeting Wednesday.

Dr. John P. Hagen, director of the "Vanguard" project at the Naval Research Lab, Washington, D. C., reported on the physical aspects of the earth satellite program.

Maryland-D. C. Assn. Elects Robert Cochrane President

ROBERT B. COCHRANE, WMAR-TV Baltimore, was elected president of Maryland-D. C. Radio & Tv Broadcasters Assn. at a meeting last Tuesday in Baltimore. He succeeds Ben Strouse, WWDC Washington. Fred S. Houwink, WMAL-AM-TV Washington, was elected secretary-treasurer, and William H. Paulsgrove, WJEJ Hagerstown, was re-elected vice president.



MR. COCHRANE

Elected directors were Robert Beane, WFMD Frederick; Jayson T. Pate, WASA Havre de Grace; Shelton Earp, WBMD Baltimore; Malcolm A. Campbell Jr., WNAV Annapolis; Carleton D. Smith, WRC-AM-TV Washington; Joseph L. Brechner, WGAY Silver Spring, and Gordon P. Richards, WCEM Cambridge.

Mr. Strouse's report urged formation of an employe placement bureau, publication of a monthly bulletin and daily farm broadcasts. As chairman of the broadcast advisory committee working on simplification of FCC reports, Mr. Strouse said progress is being made in the effort to reduce the paper work required of broadcasters.

Endorsement was given the Maryland "RADIO" safety campaign (Reduce Auto Deaths in October) and legislative proposals to provide equal access to state proceedings with other media as well as radio-tv participation in legal notice advertising. Mr. Brechner urged members to contact the state group or NARTB in case of access problems. He is chairman of the state freedom committee and a member of NARTB's Freedom of Information Committee.

The association endorsed Comr. John C. Doerfer's proposal for indeterminate station licenses.

Clear Channel Meet Opens

PROGRAM DIRECTORS from member stations of the Clear Channel Broadcasting Service will conduct a two-day meeting in Chicago starting today (Monday). Bruce Dennis, WGN Chicago, will serve as host for the sessions at the Sheraton Hotel, with Hollis Seavey, CCBS director, presiding. Purpose of the meeting is to exchange views on various aspects of programming by clear channel outlets.

Mass. Broadcasters Elect WHIL's Tarlow President

SHERWOOD J. TARLOW, WHIL Medford, Mass., was elected president of Massachusetts Broadcasting Assn. at its Sept. 27 meeting, held in Boston. Roy V. Whisnand, WCOP Boston, was elected vice president; Henry Solomon, WNBH New Bedford, treasurer; George H. Jaspert, WCCM Lawrence, secretary.



MR. TARLOW

All officers serve on the board. Also elected directors were George W. Steffi, WNAC Boston; W. C. Swartley, WBZ Boston; Herbert L. Krueger, WTAG Worcester; John J. Hurley, WNEB Worcester, and Lawrence A. Reilly, WTXL Springfield.

Radio Beats Tv to Adults Most of Day, Says Sweeney

EXCEPT for a 2½ hour period beginning at 8 p.m., radio reaches more adults than tv even in large cities heavily covered by television, Kevin Sweeney, president of the Radio Advertising Bureau, last week told a meeting of the Indianapolis Advertising Club.

Mr. Sweeney reported that he was using special Pulse reports for 27 cities where tv has close to maximum penetration to document his claim of adult listening-versus-viewing statistics. He acknowledged that radio has "no child's audience of any size," but contended that from the teenage period on, radio has become "a daily listening habit."

He also forecast a 2 million annual sale of pocket transistor radios; a $500 million level of local business for radio, and a rise in automobile listening from its current 1 billion hours a month to a 1.3-billion-hour month by 1958.

Multiplex Operation Meet Set

FIRST national meeting of fm broadcasters and functional music representatives interested in multiplex operation will be held in Chicago Oct. 20-21 at the Ambassador West Hotel, it was announced Wednesday by the program chairman, Robert Brazy, president of Pan American Broadcasters, 9221 West Pico Blvd., Los Angeles 35. Mr. Brazy's father founded KFMU (FM) Los Angeles. All phases of functional music and multiplex operation will be explored, including engineering and programming. Group informally organized following the NARTB convention last spring.

The Continental Divide Station

TV 4

Montana

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



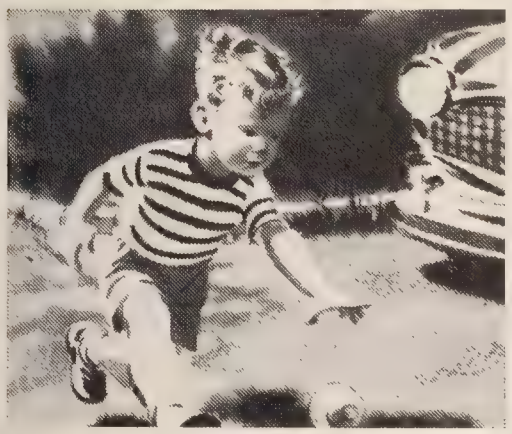
around one year . . .



around two years . . .



around three years . . .



around four years . . .

What are the greatest hazards at these ages?

TODAY, ACCIDENTS are the greatest single hazard of early childhood. In fact, accidents in and about the home take the lives of about 3,000 children yearly in the age group from one to four. Thousands more of our children are injured . . . and many are permanently crippled . . . *by accidents which might have been prevented.*

One way to help safeguard young children is to know something about what a child does at various stages of growth. Around age one, for example, they put practically everything in their mouths. This is why household cleansers, and small objects such as pins and buttons, should be put away.

Age two is the time when the child explores and investigates everything around him. So, potentially dangerous things—such as medicines, knives, matches and electrical equipment—should be kept where a child cannot reach them.

The child of three may have a serious fall, especially when he climbs near windows, on furniture, or goes up and down stairs. Windows should have guards on them. Screens need to be firm and securely fastened. Stairs should always be free of objects on which a child can trip.

Four-year-old children are "runabouts." They should be taught to watch for cars in driveways and to ride their tricycles on the sidewalk.

Children need regular health examinations for correcting defects of vision or hearing that could lead to mishaps. If *repeated* accidents occur, a special effort should be made to discover the cause.

Children of school age also have many accidents. So, be sure to remind them of the importance of crossing streets properly, obeying traffic lights and equipping and riding their bicycles for safety.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

NEMS-CLARKE'S

ACCESSORY UNIT

TYPE 121

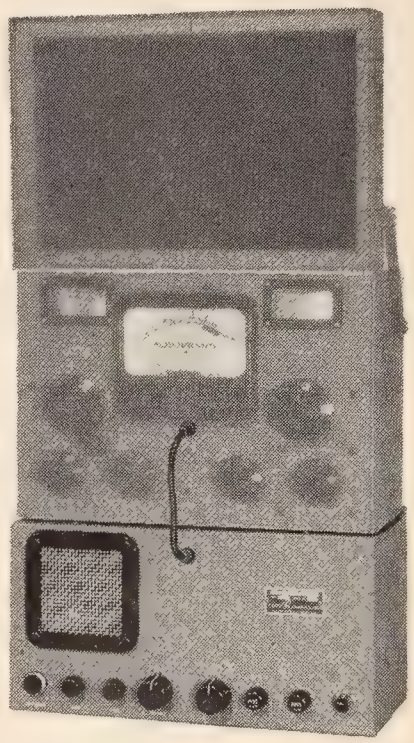
- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

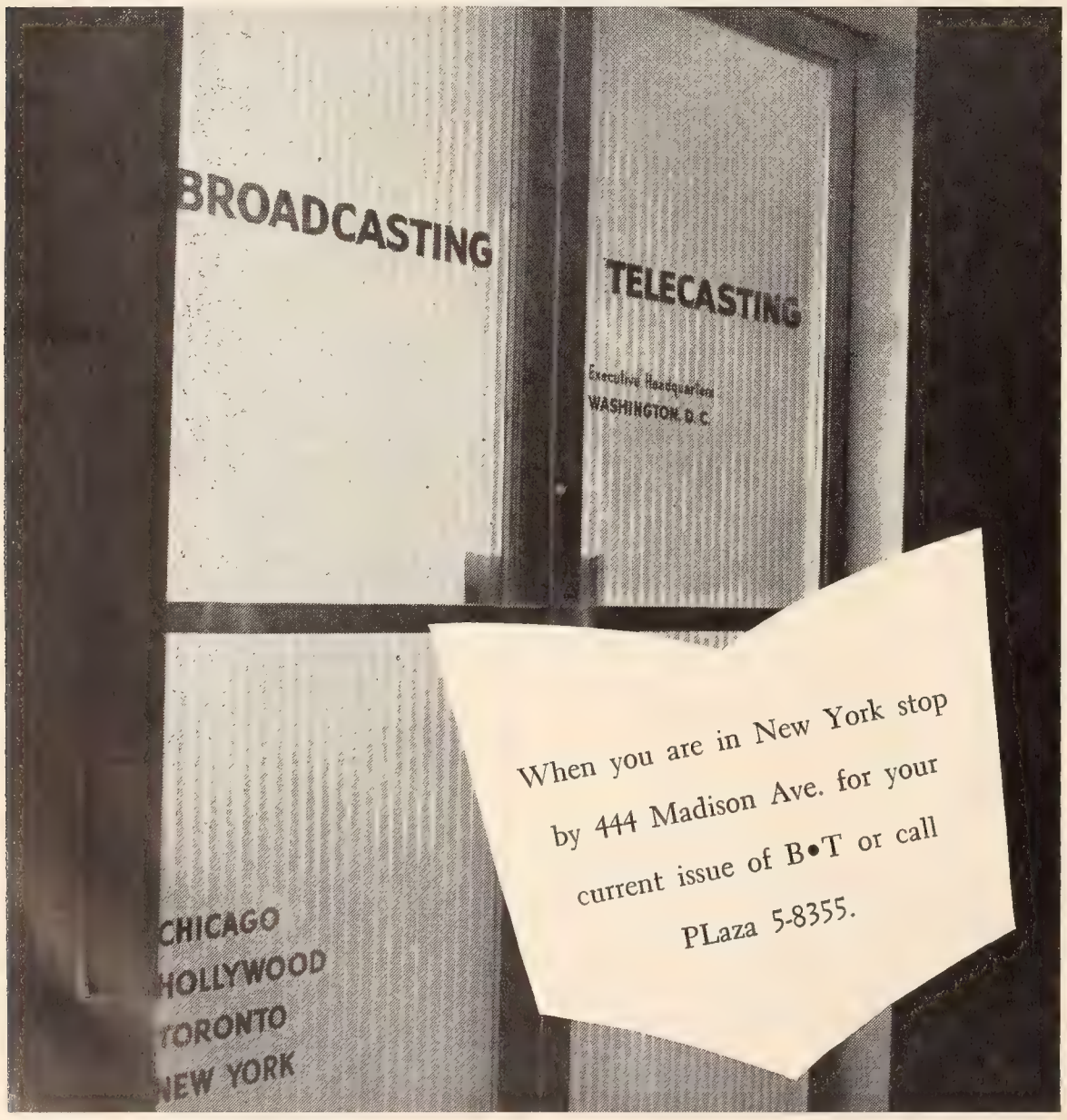
The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation, in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. signal available.

For further information write Dept. J-1



NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND



Joint Tv Tower Sought By WFIL-TV, WRCV-TV

PLANS for a joint tv tower for Philadelphia tv stations WFIL-TV (ch. 6) and WRCV-TV (ch 3) were announced by the stations last week. ABC-affiliated WFIL-TV, owned by Triangle Publications Inc., and WRCV-TV, NBC-owned, also filed applications asking FCC approval to the proposed arrangement.

The new tower, which will rise 1,000 ft. above average terrain, will be located on what is now Triangle property about 550 ft. from WFIL-TV's present tower and about four miles southwest of the present WRCV-TV transmitter site. Under the agreement, Triangle will sell



LOOKING over plans for the proposed joint tv tower for Philadelphia stations WFIL-TV and WRCV-TV are (l to r, seated): Roger W. Clipp, general manager of Triangle Publication Inc.'s Radio & Tv Div. and Triangle's WFIL-TV; Lloyd E. Yoder, NBC vice president and general manager of the network's WRCV-TV; standing, Curtis D. Peck, WRCA-TV director of operations, and Henry Rhea, director of engineering, Triangle's Radio & Tv Div.

NBC one-half interest in the transmitter site for $28,730.88.

WFIL-TV will utilize its present buildings and maintain its present tower as a standby facility. The station will spend $195,000 for the new antenna structure. WRCV-TV will erect a transmitter and technical building on the site and re-erect a portion of its present transmitter for standby use. WRCV-TV estimates construction of the new installation will cost $654,000.

The announcement of the proposed joint antenna was made by Roger W. Clipp, general manager of Triangle's Radio & Tv Div. and WFIL-TV, and Lloyd E. Yoder, NBC vice president and general manager of WRCV-TV.

WWJ-TV Increases Rates

WWJ-TV Detroit has issued Rate Card No. 15, which became effective Oct. 1. The new card raises the highest Class AA one time hourly rate to $2,400, compared to $2,000 under the old rates.

KLFY-TV Power to 316 Kw

KLFY-TV Lafayette, La., has increased its power to maximum authorized 316 kw video and 158 kw audio, according to Jim Lucas, general manager. The station is a ch. 10 CBS affiliate.

WBUF (TV) Television Center To Be Dedicated on Thursday

FORMAL DEDICATION of the new $1.5 million Television Center of NBC-owned WBUF (TV) Buffalo will be held Thursday, it was announced last week by Charles C. Bevis Jr., general manager of WBUF.

The dedication ceremonies will take place during NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EDT), with much of the show on Thursday originating in WBUF studios. Robert W. Sarnoff, NBC president, and Buffalo Mayor Steven Pankow will participate in the ceremonies. Featured in the *Today* program on Thursday will be a filmed salute to Buffalo and the Niagara frontier.

Mr. Bevis pointed out that the dedication will mark the completion of the first phase of the three-phase modular construction of the WBUF center. The building to be dedicated contains a studio and staging area, technical facilities, news room and offices. Another studio, storage facilities and additional offices are included in the second and third phases of construction.

Larson to Supervise KDYL, Campbell Handles Operations

G. BENNETT LARSON, president and general manager of Intermountain Broadcasting & Television Corp. (KDYL-KTVT [TV] Salt Lake City), announced that he will assume overall management of KDYL with the resignation of General Manager Glenn Shaw.

Eldon Campbell, Time Inc. (80% owner of Intermountain) consultant, who is assisting in expansion of KDYL [AT DEADLINE, Sept. 10], will be in charge of day to day operation. Mr. Shaw resigned to enter business in Provo, Utah.

WTVN Appoints Johnston

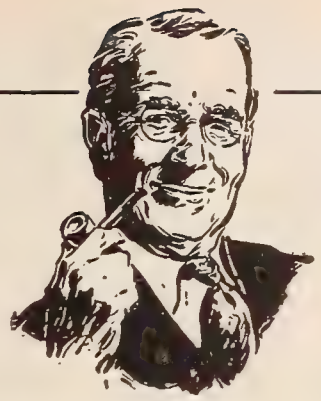
SAMUEL T. JOHNSTON, acting general manager of WTVN Columbus, Ohio, since January of this year, has been appointed to that position on a permanent basis, it was announced last week by Hulbert Taft Jr., president of Radio Columbus Inc., the station's licensee. Mr. Johnston served as general sales manager for WTVN from July 1954 until assuming his present post.

WBKB (TV) To Cover Hearings

WBKB (TV) Chicago has obtained permission to televise Senate Banking & Currency Committee hearings starting in Chicago today (Monday), Sterling C. Quinlan, ABC vice president, announced Wednesday. The station plans to carry the hearings from 9:30 to 2 p.m. each day for two weeks, pre-empting a number of programs for that period. Scheduled witnesses, including former State Auditor Orville E. Hodge, imprisoned as a result of a fraudulent check scandal, will have the privilege of refusing to testify before cameras if they desire, subject to determination by Sen. Burnet Maybank (D-S. C.), committee chairman.

Ariz. Court Bars Radio-Tv

RADIO-TV broadcasters were barred from trial proceedings in Arizona under a ruling issued Wednesday by the Arizona Supreme Court. The court adopted the canons of American Bar Assn. for court procedure. ABA is currently reviewing the canons in line with claims they are out-of-date.



Advertisement

From where I sit *by* Joe Marsh

Just Call Me Cupid

The counter down at Pete's was full except for three seats near the end. I plunked myself down on the middle one and ordered a western and coffee.

As I took my first sip of coffee a cute young couple came in—a girl in her early twenties followed by a fellow perhaps a year or two older. Without saying a word they took the only two seats left—on either side of me.

Remembering *my* younger days, I insisted the young man take my seat so's they could be together. Guess I must have gotten pretty flowery about it when he hesitated. Finally he shrugged, grinned and said to the girl, "Well, let's make him happy. My name's 'Ricky'. What's yours?"

From where I sit, there was no harm done that time, but jumping to conclusions *can be pretty embarrassing. In fact, it's sometimes downright mean and intolerant—like the way some folks jump to the conclusion a man's "wrong" to prefer a glass of beer over some other beverage. Lack of facts* coupled *with lack of judgment* introduces *trouble.*

Joe Marsh

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A GROUP of broadcasters, headed by John E. Fetzer (WKZO-AM-TV Kalamazoo, Mich.; KOLN-TV, Lincoln, Neb.; WJEF Grand Rapids, Mich., and 33 1/3% of WMBD Peoria, Ill.) and Fred A. Knorr (WKMH Dearborn, WKMF Flint, WKHM Jackson and WSAM Saginaw, all Mich.), took over control of the Detroit Tigers last week following purchase of the American League team last summer for $5.5 million [B•T, July 23, 16]. Present when control was shifted from the Briggs family were (with their Tiger positions and other affiliations) (l to r): seated, Mr. Fetzer, chairman of the board; Spike Briggs, executive vice president-general manager (one of the former owners); Mr. Knorr, president; Harvey R. Hansen, vice president (vice president of Knorr stations); William H. McCoy, member of the board (secretary-treasurer of Knorr stations); standing, Paul O'Bryan, vice president-legal counsel (Dow, Lohnes & Albertson, Washington); R. F. Woolworth, director (New York securities executive); George L. Coleman, stockholder (interests in KGLC Miami, Okla., and KFEQ-AM-TV St. Joseph, Mo.); Joseph A. Thomas (New York financier); Kenyon Brown (KWFT Wichita Falls, Tex., KFEQ-AM-TV and KGLC); Harry Sisson (one of the former owners), and Carl Lee (vice president of Fetzer stations), all directors. Singer Bing Crosby also is a stockholder.

Kerby Leaving KRKD

KEITH KERBY, assistant general manager of Continental Telecasting Corp., operator of KRKD Los Angeles and KITO San Bernardino, Calif., has resigned effective Oct. 1. A 29-year veteran in the radio field, he has been with the KRKD management since the first of this year. Earlier for several years he had his own radio management consulting practice on the west coast.

Greenberg to 'Playboy'

APPOINTMENT of Alfred Greenberg, formerly advertising and sales promotion director of WBBM Chicago, as associate promotion manager of *Playboy* magazine was announced by Victor Lownes III, promotion manager and vice president of the publication.

Jane Terrell, Mr. Greenberg's assistant at WBBM, was appointed promotion director of creative activities at the magazine.

Presley Persuaded

IN RESPONSE to a million requests written to disc jockey Mike McKay, KLBS Houston, Tex., Elvis Presley is scheduled to appear in that city Saturday (Oct. 13). The singer will be on Mr. McKay's show in the morning and put on two shows at the Houston Coliseum in the afternoon and evening. The KLBS disc jockey began his "We Want Elvis Contest" in August and within three weeks had his quota of a million responses [AT DEADLINE, Sept. 10].

Westinghouse Meeting Set For Shawnee-on-Delaware

PLANS for 1957 in all areas of radio broadcasting operations will be developed at the annual Westinghouse Broadcasting Co.'s radio managers meeting to be held Wednesday, Thursday and Friday at Shawnee-on-Delaware, Pa.

Top executives of WBC headquarters (New York) will meet with area vice presidents, station managers and sales, program, promotion and publicity managers of the stations. Sessions will concentrate on planning for such phases of operations as programming, sales, research, promotion, personnel, auditing, engineering and the broadcast law.

The Westinghouse radio stations, all of which will be represented at the meeting, are WBZ-WBZA Boston-Springfield, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh, and KEX Portland.

WBC Begins Education Series

A SERIES hailed as "the first nationwide radio program devoted exclusively to education news" was launched last week on six radio stations of the Westinghouse Broadcasting Corp. Titled *Spotlight on Schools,* the 10-minute program will be presented in cooperation with the National Citizens Council for Better Schools.

The series, narrated by Henry Toy Jr., president of the council, was introduced last Saturday on KYW Cleveland and KEX Portland, Ore. It began yesterday (Sunday) on WBZ Boston, WBZA Springfield, Mass., WOWO Fort Wayne and KDKA Pittsburgh. The weekly program will select significant educational news and attempt to give background information on the developments.

Storer Stock Offering Oversubscribed First Day

OFFERING to the public of 200,000 common shares of Storer Broadcasting Co. common stock at $25.25 a share was oversubscribed on the first day of sale last Thursday. All shares offered were owned by George B. Storer, president of the company, and no proceeds will go to the Storer organization.

Following the sale, made by an underwriting group headed by Reynolds & Co., New York, Mr. Storer, it is understood, still owned 1,092,890 class B common shares (convertible into common on a share for share basis) and will retain for his lifetime the right to vote 206,250 class B common shares held in trust.

Murphy, Goetz Promoted At KIT Yakima, Wash.

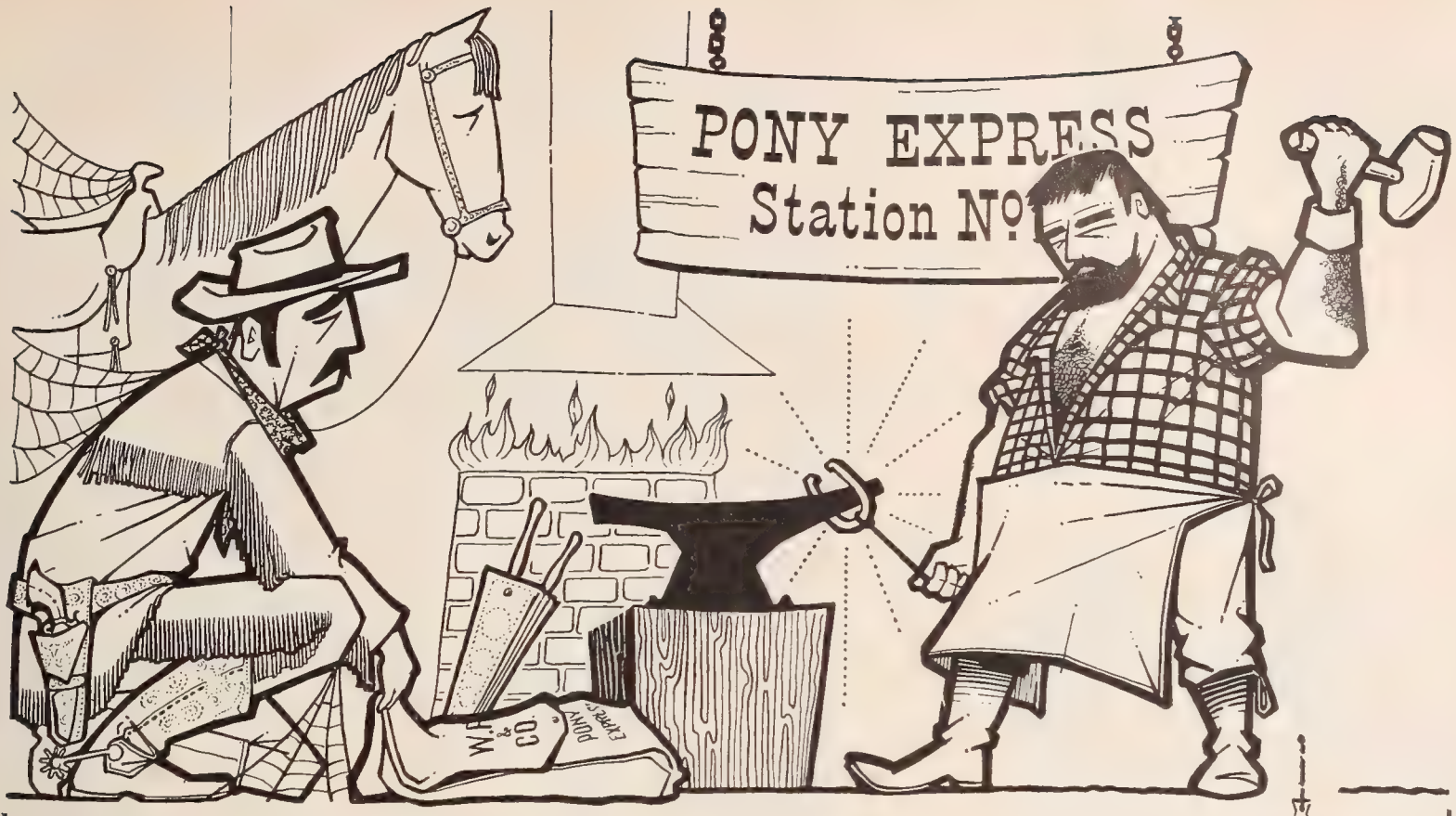
JAMES A MURPHY, manager of KIT Yakima, Wash., has been appointed executive vice president of the station, it was announced last week by Carl E. Haymond, president. At the same time, Mr. Haymond announced that Jack Goetz, KIT commercial manager since 1951, has been made vice president and general manager.

WTRY Troy Sales Up

NATIONAL billings of WTRY Troy, N. Y., for the six months ended Sept. 1 were up 67% and local billings were up 71% from the same period of 1955, Vice President Kenneth M. Cooper has reported. Sept. 1 marked completion of the first year's operation of WTRY by Tri-City Radio Inc. During the 12-month period, Mr. Cooper said, 89 national and 146 local advertisers bought time—26% more than in any previous year in WTRY's 16-year history.



PRESIDENT and Mrs. Eisenhower are introduced to champion plowmen at the National Plowing Matches, Jasper County, Iowa [B•T, Sept. 24], by Herb Plambeck, founder of the event and WHO-TV Des Moines farm director. The plowing contest was co-sponsored by WHO-AM-FM-TV and various farm groups.



PONIES or TOWERS...
THEY BOTH NEED MAINTENANCE

Even the sturdy steeds of the Pony Express required occasional stops at the local smithy for "preventative maintenance." A cast shoe was a major catastrophe when communications and a rider's scalp depended upon a swift pony. But, the Pony Express passed into history quickly. as the telegraph spun its copper web across the nation. Maintenance problems became increasingly complex. Communication systems demanded more than a blacksmith. Today, they require electronic specialists like those at TOWER. Experienced crews are at your call for complete service inspections of your entire system, as well as for specific trouble calls anywhere along the line. Investigate TOWER'S contract maintenance service. There's a plan to serve your needs.

Write for free illustrated booklet

TOWER

tower fabricators and erectors the world over

CONSTRUCTION CO.

Sioux City, Iowa

Export Department

431 Fifth Ave. New York City Ph: Murray Hill 5-3322 Cable: Artrocke, New York

GE Buys Community Relations Show on WSEE (TV) Erie

THE Erie (Pa.) plant of General Electric has signed to sponsor a weekday news, weather and sports program 6:30-45 p.m. on WSEE (TV) Erie in what represents the "largest and most significant sale" in the station's history, according to Jay B. Sondheim, WSEE local sales manager.

A sound-on-film camera, three silent cameras, one polaroid camera and rear screen projector will be used in producing the program. Mr. Sondheim said the sponsor manufactures direct



FINALIZING the General Electric-WSEE (TV) pact are (l to r) A. McKinlay Jr., manager GE community relations and communications; Betram Miller, manager GE relations and utilities; Jay Sondheim, WSEE local sales manager; Frank B. Palmer, WSEE general manager, and Jack Schumaker, GE public relations specialist.

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SPOTS SELL PUBLIC SERVICE ON WNEW NEW YORK

PUBLIC SERVICE can be "sold" in the same way that the products of commercial sponsors are sold, according to WNEW New York, one of the nation's top independents.

Commercially, the station relies largely on spot announcements to sell products, and in public service projects it follows exactly the same pattern. Vice President John B. Jaeger explains it this way:

"Saturation announcements enable us—day in and day out, 24 hours a day, seven days a week—to get our NCSA [non-commercial spot announcement] messages over to listeners. We reach maximum audience, achieve greater impact and public consciousness by applying one basic principle of the spot medium for commercial products—always take advantage of the wide exposure and frequency of impact afforded through the use of many short spot announcements.

"This system has another great advantage: It means that all of WNEW's top talent can air public service announcements during all their top-rated shows. These are local personalities and programs—our audience knows them and welcomes them daily into their homes. Someone they 'really know' is talking to them."

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WNEW has no quarrel with other methods of handling public service, so long as they work. But they must work or they're useless, in WNEW's view.

Spots, in themselves, are not enough, either. WNEW finds that it takes "initiative," both in organizing its public service activities and in producing the spots. Says Mr. Jaeger:

"Radio has an obligation to seek out and accept the challenge of community service. We can't sit back and wait for groups to approach us and then fulfill some of their requests in haphazard fashion. *We* must do the planning and organizing.

An example of the "initiative" WNEW is talking about may be found in its handling of promotion for the Children's Aid Society when the society was opening a new recreation center in Manhattan last November. Equipment was needed to furnish the building. WNEW itself arranged for actor Jose Ferrer to do a series of spot announcements which its own program department wrote and produced and which were broadcast over a four-week period building up to opening day. The fund-raising was described afterward as "a 100% success."

Or take the station's promotion of President Eisenhower's Safe-Driving Campaign for 1955. The program department created, in one-minute announcement form, a series of safety lectures featuring the eminent Prof. Dibrom Loof (which, spelled backward, is Morbid Fool). During the 10 days proceeding Safe Driving Day, these announcements were spotted throughout WNEW's 24-hour schedule. On SD Day itself, there was a special announcement every hour—each one, describing a specific traffic accident, was broadcast at the exact minute on which the same accident was recorded in official New York police files on SD Day of the preceding year.

Other public service announcements created by the station are as varied as the projects being publicized, and testimonials as to their effectiveness are continuously being received by the station.

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REPRESENTATIVE PEOPLE

Ralph Atlass, Jr., WBBM-TV Chicago sales staff, to Chicago staff of Am Radio Sales Co.

REPRESENTATIVE SHORTS

Adam Young Inc. has moved Chicago office from 55 E. Washington to Presidential Plaza. New telephone number is Michigan 2-6190.

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FOR TELEVISION



A scene from "Tragedy in a Temporary Town," which won $20,000 as the best network drama last season. Written by Reginald Rose and directed by Sidney Lumet, it was produced on the NBC Alcoa Hour by Herbert Brodkin.

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$15,000—for a production by an independent station in either the drama or the documentary class

NOMINATIONS

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Advance word is especially solicited.

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The Fund for the Republic
60 East 42nd Street, New York 17, N. Y.
MUrray Hill 2-1250

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Attorney
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BARNES MOTOR Co., Hopkinsville, Ky., will sponsor a series of European interviews by F. Ernest (Dutch) Lackey (r), president of WHOP. Mr. Lackey shows Sam Miles, Barnes agency manager, the Dictet recorder he will use for his interviews in five countries.

William W. Johnson, formerly with WLOW Norfolk, Va., to WALT Tampa, Fla., as station manager succeeding **Charles G. Baskerville,** resigned. **Ed Bray,** program director, WKTG Thomasville, Ga., named WALT program manager. **Frank L. Edwards,** former Miami advertising agency owner, to WALT as local sales manager and **George Fee,** formerly on WLOW staff, named national sales manager of WALT. **Charles Fuller,** WFLA-TV Tampa, to WALT production manager.

Mrs. Ruth Holly, assistant to general manager, WLAC-TV Nashville, Tenn., named director of public service programming.



MRS. HOLLY

Bob Nystedt, former promotion manager, CHCT-TV Calgary, Alta., to news department of WISN-TV Milwaukee.

Henry Poster, ABC radio sales development manager and former MBS sales planning manager, and **Edward J. Dillon,** former space salesman, *New York Daily News,* to WOR-TV New York, as account executives.

Radio Sells Grid Trip

SIX commercials costing $283.50 on KMPC Los Angeles brought in 550 reservations for a special football excursion trip last weekend to San Francisco. Only 475 could be accommodated—total take $16,625.00. No other advertising was used.

Forest Smith Restaurants, co-sponsor of Bob Kelley's *Parade of Sports,* daily 15-minute program on KMPC, underwrote the Southern Pacific Railroad all-expense excursion to the Rams-49er game Sunday.

Only one closing commercial was used on each of six shows over a two-week period to promote the trip.

SARNOFF 'GIFTS' ARE PRESENTED BY RCA

Scientists demonstrate electronic developments which he requested five years ago, to board as part of celebration of his 50th anniversary in the electronics industry.

RCA demonstrated last Monday three major developments in electronics—a magnetic tape player that produces tv programs through standard receivers, an electronic air conditioner with no moving parts and an electronic amplifier of light—requested five years ago by Brig. Gen. David Sarnoff, RCA board chairman.

The developments were presented and demonstrated to the RCA board chairman in the presence of newsmen at the company's David Sarnoff Research Lab, Princeton, N. J., by RCA scientists. They were presented as gifts to mark Gen. Sarnoff's 50th anniversary of service in the radio, television and electronics fields At the conclusion of the dinner, Gen. Sarnoff told newsmen that it was "an educated—or an uneducated guess" that these developments might be marketed within the next five years.

The home "hear-see" magnetic tape player was described as an outgrowth of the research program which developed the RCA tape recorder for color television broadcast use, demonstrated in 1954. The player, housed in a cabinet the size of a high quality magnetic tape sound reproducer, can play over a standard tv set in black-and-white, the picture and sound of television selections pre-recorded on magnetic tape. The tape selections are recorded on the previously-developed RCA magnetic tape recording system for black-and-white and color tv. The recorder uses quarter-inch tape traveling at 10-ft. a second.

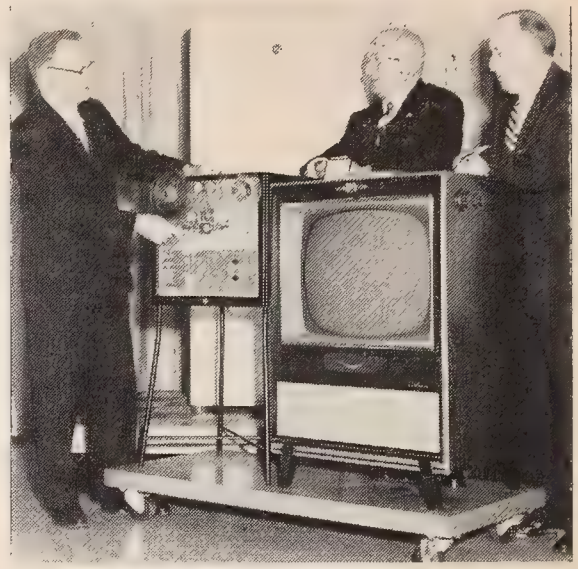
Dr. E. W. Engstrom, senior executive vice president of RCA, stressed that the player was in its initial stages and research is being conducted to add these features: A recording attachment that would permit the home user to record his favorite incoming tv program for repeated viewing and to make original tape recordings at home for immediate or later playback; a small transistorized camera to make tv magnetic tape programs at home; incorporation of color into home magnetic tape player.

In last week's demonstration, three pre-recorded tapes were played by the new device through a standard RCA television set. They included a special four-minute recording by Vaughn Monroe, made at the Sarnoff research center Sept. 19, and two four-minute selections tape-recorded by pick-up from regular air television broadcasts Sept. 22.

The player was developed by a team of scientists and engineers under the direction of Dr. Harry F. Olson, director of the acoustical and electromechanical research laboratory of RCA. The research team responsible for the new development included William D. Houghton, Maurice Artzt, J. T. Fischer, A. R. Morgan, J. O. Woodward and Joseph Zenel, all of whom contributed to the development of the earlier system.

Discussing the various features of the home tape player, Dr. Olson said:

"This home system has been designed with any eye to simplicity in both production and operation. The magnetic tape employed is only one-quarter inch in width and techniques which we are now developing will permit the use of two tracks arranged side-by-side on the tape so that the playing time will be doubled. Reels of various diameters may be used.



DR. ENGSTROM demonstrates to Gen. Sarnoff and Dr. Olson RCA's magnetic tape recorder that produces tv programs through standard receivers. In the background is RCA's noiseless electronic refrigerator with no moving parts.

"Pre-recorded tapes for the television player can easily be produced by techniques already proven in the RCA television tape system for broadcast use, and they can be marketed in the same fashion as standard phonograph records and sound tapes. As television itself has shown, the artistic possibilities of combining pictures with sound are limitless."

Other devices demonstrated:

• The noiseless electronic air conditioning system, comprised of large wall panels which become cold under the influence of direct electric current. With a reversal of the electric current, the same panels produce a heating effect. The system, which employs new materials developed at RCA Labs, uses no motors, fans, pumps or other moving parts, but achieves room cooling or heating by both radiation and convection—the gentle circulation of air caused by differences in the air temperature. In an application of the air conditioning system, a new electronic refrigerator was shown, which also has no moving parts.

• The electronic light amplifier, which RCA claims can increase by 1,000 times the visual brightness of a projected light image. The device reportedly has application in large, high-brightness radar display and certain types of communication. RCA spokesmen said the new amplifier is capable not only of increasing the brightness of visible images but of converting invisible X-rays and infra-red images to bright visible forms. An application of the light amplifier shown at the demonstration was the amplifying fluoroscope for industrial X-ray use, said to be able to display X-ray images 100 times brighter in greater contrast than present-day fluoroscopic screens.

Raytheon Profits Dip

RAYTHEON Mfg. Co., Waltham, Mass., last reported a net profit of $313,000 on sales of $45,731,000 (after provision for $340,000 federal income taxes) for the first fiscal quarter ending Aug. 31. Net profits for the same period last year came to $764,000 on $39,184,000 sales, with earnings per share at that time

set at 27 cents as against the current earning of 11 cents.

This heavy drop was ascribed to the completion of Raytheon's closeout of its radio-tv set business. President C. F. Adams indicated, however, that "all expenses in this connection should be eliminated by the end of the current quarter." While consumer profits have dropped, Raytheon's government business has nearly doubled since last year, with a backlog of approximately $180 million.

Videotape, Color Set For SMPTE's Agenda

DISCUSSION on the Ampex videotape recording system and latest technical developments in color television will highlight the television phase of proceedings at the 80th semi-annual convention of the Society of Motion Picture and Television Engineers, which opens today (Monday) at the Hotel Ambassador in Los Angeles and continues through Friday.

A comprehensive description of the Ampex recording system will be provided in a paper by Charles P. Ginsburg, chief television engineer of the Ampex Corp. Charles E. Anderson, senior project engineer for the company, will read a paper on the modulation system of the recorder and Ray M. Dolby, project engineer, will supply details of the switching method.

A tour of NBC's color television studios in Burbank will be held tonight. Papers to be read tonight on color television will include ones by R. G. Neuhauser, RCA, on camera tubes used in broadcast service; R. D. Kell and John Brumbaugh, both RCA, and E. D. Goodale, NBC, on color television recording employing lenticular film, and W. R. J. Brown, C. S. Combs and R. B. Smith, Eastman Kodak Co., on "Densitometry of Eastman Embossed Kinescope Recording Film."

A television session scheduled for Thursday afternoon will include papers by Arthur E. Holch, NBC, on "Covering the News in Color"; Dexter Alley, NBC, on "Anscochrome from the Television Newsreel Cameraman's Point of View"; G. L. Beers, RCA, on "Minimizing the Effects of Ambient Light on Image Reproduction"; Edward W. Ballentine, Acme Film Labs., Hollywood, on "Production Standards for Tv Film Commercials"; Robert Grunwald and Richard Wallace, the Harwald Co., Evanston, Ill., on "Automatic Television Film Editing."

The entire day on Friday will be devoted to transistors, covering their function in electronics, motion pictures and television.

HAVE YOU A

Story*

TO TELL?

Put it in records — inexpensively. Get your story into lots of hands at one time!

We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.

- Large or Small Quantities
- Exceptionally Low Rates
- All Speeds and Sizes

*Sales Pitch for your Client—or Yourself

SEND FOR BROCHURE AND RATES

CREST RECORDS, INC.
220 BROADWAY
Huntington Sta. 14, N. Y.

'56 Radio Shipments Near 4 Million Mark

RADIO set shipments by factories to dealers showed a tremendous increase for seven months of 1956 compared to 1955, according to Radio-Electronics-Tv Mfrs. Assn. The seven-month figure for 1956 totaled 3,912,693 sets compared to 2,991,307 sets in the same 1955 period. Factory shipments do not include auto receivers, which seldom reach retail channels.

Radio set shipments dropped from 798,414 in June to 641,884 in July, due to industry vacations. July 1955 shipments totaled 475,500 sets.

Factory sales of tv picture tubes totaled 1,099,605 units in August, nearly double the July sales of 585,380 tubes and slightly higher than the 1,048,534 figure in August 1955. Receiving tube sales totaled 43,948,000 units in August compared to 31,400,000 in July and 45,238,000 in August 1955. Seven-month picture tube sales totaled 6,837,728 units in 1956 compared to 6,478,351 a year ago. Receiving tube sales totaled 303,004,000 units in seven months of 1956 compared to 300,080,000 a year ago.

Radio set shipments from factories to dealers during the first seven months of 1956 follow:

State	Total	State	Total
Ala.	46,786	Nev.	5,185
Ariz.	22,244	N. H.	13,373
Ark.	19,072	N. J.	153,867
Calif.	421,331	N. M.	12,232
Colo.	28,986	N. Y.	611,215
Conn.	62,349	N. C.	55,962
Del.	8,164	N. D.	9,235
D. C.	35,028	Ohio	225,079
Fla.	72,082	Okla.	28,327
Ga.	61,309	Ore.	32,825
Idaho	7,845	Pa.	279,942
Ill.	315,901	R. I.	23,775
Ind.	68,553	S. C.	23,996
Iowa	37,397	S. D.	9,323
Kan.	31,487	Tenn.	47,838
Ky.	51,428	Texas	161,588
La.	52,850	Utah	12,224
Me.	22,301	Vt.	8,562
Md.	67,931	Va.	57,475
Mass.	160,825	Wash.	58,728
Mich.	171,132	W. Va.	23,387
Minn.	56,355	Wis.	76,957
Miss.	22,038	Wyo.	4,778
Mo.	89,222	GRAND TOTAL	3,912,693
Mont.	11,023		
Neb.	25,123		

Stock Violation Charged To Webcor Board Chairman

A CHARGE that Titus Haffa, board chairman of Webcor Inc. (tape recording equipment), violated the Securities Exchange Act with illegal stock trading is contained in a suit filed in Chicago Federal District Court.

The suit, filed by William G. Wells of Libertyville, Ill., accuses Mr. Haffa of violating that provision of the act restricting the sale of corporation stock by officers for personal profit. He claimed Mr. Haffa bought 35,505 shares of Webcor common stock and sold 8,905 shares from December 1955 to April 1956. Walter P. Altenburg, Webcor vice president and general counsel, said Mr. Haffa will challenge the suit.

Judge Defers Zenith Plea In Its Suit Against RCA

A MOVE by Zenith Radio Corp. to prevent RCA from gathering foreign witness depositions in the former's $61,750,305 anti-trust patent dispute is under consideration in Chicago Federal District Court.

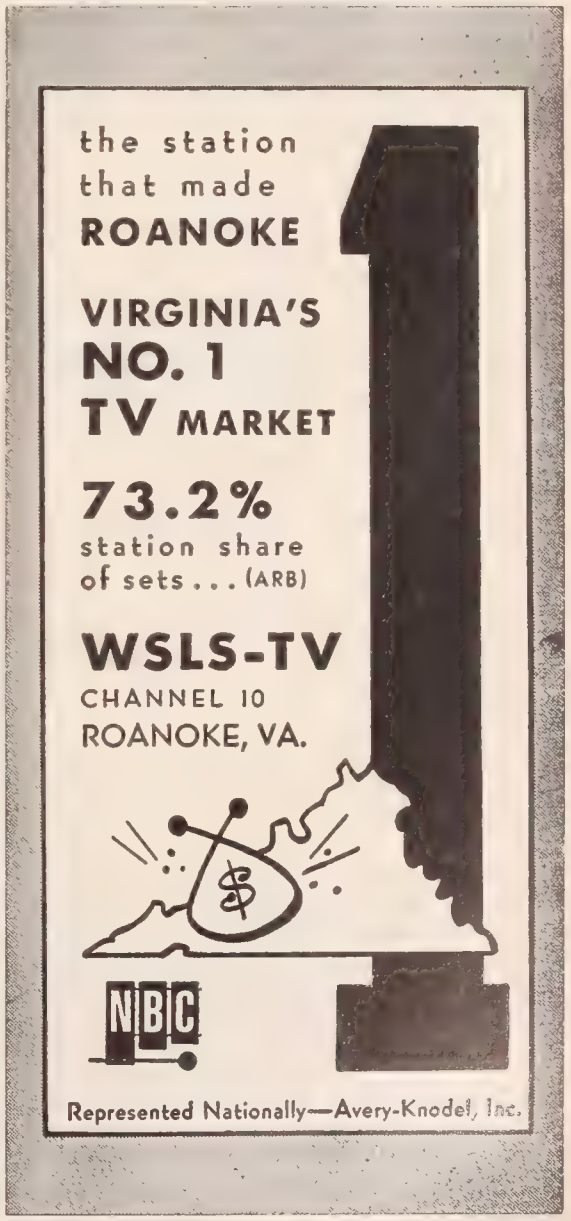
Judge Michael L. Igoe deferred ruling on the lastest Zenith plea, which contended the RCA motion was designed to delay settlement of the eight-year-old monopoly case. Zenith was permitted to increase originally-sought treble damages ($16,056,549) to the present figure on the basis of costs incurred in gathering worldwide depositions and also to include other countries in which it claimed to have suffered business losses because of alleged monopoly by RCA [B•T, July 23].

In his latest action Sept. 28, Judge Igoe did not indicate when he would rule on Zenith's appeal on depositions. Litigation involves RCA's original suit against Zenith charging patent infringement and the later's countersuit alleging monopolistic practices by RCA, Western Electric Co. and General Electric Co.

Olympic Radio & Television Makes Executive Realignment

MAJOR executive realignment at Olympic Radio & Television, division of Unitronics Corp., was announced last week by President Morris Sobin.

Under this staff change, Jack Ravdin, a 22-year veteran at Olympic, becomes special assistant to the president in charge of coordinating engineering and manufacturing. Theodore W. Buchter, formerly with Magnavox Co. and with Olympic since 1952, will assume the duties of general assistant to the president. Benno Bordiga, manufacturing director, becomes vice president of manufacturing; Research and Engineering Director Benjamin Parzen likewise becomes vice president, as does William S. Hegyi, purchasing director.



MANUFACTURING PEOPLE

James A. Curl, secretary-treasurer for RCA Victor Distributing Corp., Chicago, elected vice president in charge of operations control. **C. A. Malin** appointed vice president and general manager of Chicago office.

Peter G. Buttacavoli, manager of field technical services, Allen B. DuMont Labs, to national service manager, succeeding **Joseph Hatchwell,** named head of DuMont's new Government Div. field service dept.

John E. Doane, distributor salesman, CBS-Hytron, Newark, N. J., CBS Inc. tube manufacturer subsidiary, to Dallas branch as district sales manager for tubes and semiconductors.

Reese H. Taylor, board chairman, Union Oil Co. of California, elected director of Westinghouse Electric Corp., succeeding **Marvin W. Smith,** resigned.

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif., has announced introduction of Ampex console music system, said to feature three-dimensional stereophonic sound in single compact console. System is reported to utilize new combination tape recorder and stereo phonograph and two separate amplifier-speaker systems, arranged for projection of both stereo and monaural sound.

Audio Devices Inc., N. Y., has reported establishment of educational awards to junior and senior high schools and colleges as means of increasing effective use of magnetic tape and disc recording in educational institutions. Awards will consist of more than $16,000 worth of Radio Device's equipment during 1956-57 to schools which present outstanding plans for use of such equipment.

RCA has reported shipment of six-section superturnstile antenna to WOW-TV Omaha (ch. 6).

Hotpoint Co., Chicago, has announced an approximate $10 price boost on five of its tv receiver models. Suggested retail increases, covering three table and two console models, were attributed to "rising material and labor costs." Company previously reported gratifying orders and sales on its first tv line, introduced this past summer [B•T, Sept. 17].

Allied Radio Corp., Chicago, distributors of electronic parts and equipment, announces release of 1957 general catalog. New 356-page book lists over 27,000 items in detail.

ORRadio Industries Inc., Opelika, Ala., announces new tape playing time chart. Indicated data has been devised for all lengths and speeds of tapes.

RCA Tube Division, Harrison, N. J., announces publication of new 40-page booklet, *RCA Magnetrons and Traveling-wave Tubes.* Cost is 50 cents.

Anchor Products Co., Chicago, has developed new vacuum tube voltmeter covering wide range of applications. Known as Anchor V 500-VTVM, meter comes complete with test leads and isolation probe, ready for use. Protective carrying case has detachable cover and compartment for test leads and cord.

Admiral Corp., Chicago, announces greater assurance of trouble-free circuitry in its radio-tv sets by delevopment of silicon solution for coating printed circuit boards.

BMI Announces Details Of $14,000 Student Awards

DETAILS of the fifth annual Student Composers Radio Awards (SCRA) have been announced by BMI and BMI Canada Ltd., sponsors of the competition. The contest is open to students in accredited music schools, conservatories, colleges and secondary schools in the U. S. and Canada.

Entries in the 1956 competition must be submitted before Feb. 16, 1957. The $14,000 in prizes, consisting of two first prizes of $2,000 and 17 additional awards, are to be applied toward tuition and subsistence during further study. The awards will be made prior to June 1, 1957, when national winners will be announced.

The permanent judging panel for SCRA is composed of William Schuman, composer and president of the Juilliard School of Music; Earl V. Moore, School of Music, U. of Michigan; Henry Cowell, composer, and Claude Champagne, assistant director, Quebec Provincial Conservatory. For the final judging, this group will be augmented by leading composers, publishers and interpreters of music.

Official rules, entry blanks and further information may be obtained from Russell Sanjek, Director of SCRA Project, BMI, 589 Fifth Ave., New York 17.

Heilig Gets NBC Award

MORTON L. HEILIG, 30-year-old free-lance documentary film director and producer whose work has been principally done for Italian and Mexican film companies, last week was designated as the winner of NBC's second annual President's Award, established last year "to perpetuate high standards in radio and tv drama." Under terms of the award, presented by NBC President Robert W. Sarnoff, Mr. Heilig will join NBC later this month in a creative capacity. The award competition is open to all applicants between 25 and 35 who "show outstanding talent in the field of dramatic art."



AWARD by the Dept. of Defense Reserve for support of the Reserve program by broadcasters was given NARTB President Harold E. Fellows Sept. 30 at Fort Myer, Va. Left to right: Mr. Fellows, Undersecretary of the Army Charles C. Finucane and Maj. Gen. John G. Van Houten, commanding general, Washington district.

RCA Given Safety Citation

RCA has been cited by the National Safety Council for "an oustanding safety performance" during the calendar year 1955. At a special governor's dinner in Albany, N. Y., Brig. Gen. David Sarnoff, RCA board chairman, accepted the NSC's Award of Honor—the council's highest tribute—for RCA and its 80,000 employes.



PLAQUES were awarded past presidents of Louisiana Assn. of Broadcasters at its meeting last fortnight [B•T, Oct. 1]. L to r: George H. Thomas, KVOL Lafayette; T. B. Lanford, KALB-AM-TV Alexandria; Willard Cobb, KALB-AM-TV; Robert Earle, WIBR Baton Rouge (retiring president); E. Newton Wray, KTBS-AM-TV Shreveport; Tom E. Gibbens, WAFB-AM-TV Baton Rouge; Roy Dabadie, newly appointed advertising manager of Community Coffee Mills. Plaques were presented by Mr. Earle. Not present when photo was taken; Edgar Stern, WDSU-AM-TV New Orleans, and James Gordon, WJBW New Orleans.

AP's Carlson Devises Method To Combat Photofax Moisture

ASSOCIATED PRESS has announced that a new invention for AP Photofax by Harold Carlson, AP chief engineer, protects facsimile recording paper from loss of its proper moisture content in extremes of weather.

AP noted that dry-out of paper long has been recognized as "one of the most serious obstacles to year-round satisfactory use of facsimile picture equipment." Mr. Carlson's invention, according to AP, is a moisture stabilizer installed on the front panel of the Photofax machine that keeps the roll of electrolytic recording paper at an even moisture content from the beginning to the end of the roll. Patents on the device are pending.

The moisture stabilizer was tested in AP's New York laboratory, the company said, and this past summer was installed on a Photofax machine in Phoenix, where the humidity dropped as low as 5%. Quantity production of the moisture stabilizer has been ordered by AP and it will be installed shortly on Photofax machines in use by AP members.

World Broadcasting Reports 85 New Clients, 97 Renewals

A TOTAL of 85 new station clients and 97 station renewals were signed between May and the end of September by World Broadcasting System, it was announced last week.

Pierre Weis, World's general manager, attributed the increase in business chiefly to "the excellent response concerning World's most recent program features." He cited "Radio's Big Little Man" promotion, "Radio's Voice of Fortune" and "Radio's Selling Headlines."

Among the larger stations signed during the summer, Mr. Weis said, were WJJD Chicago, WCOP Boston, WCAO Baltimore, KNUZ Houston, WAAB Worcester, Mass., and WGRC Louisville, Ky.

PROGRAM SERVICE PEOPLE

Stanley L. Goodman, market research director and branch merchandising manager of photographs and accessories, Decca Distributing Corp., named sales promotion manager.

Arnold G. Klein, with various phonograph record companies in U. S. and Europe, named European record sales and merchandising manager for RCA International Div., with headquarters in Geneva.

George R. Jones, general sales manager of C. P. MacGregor Co., Los Angeles syndicated program packager, resigned.

J. Richard Toren, manager, Charleston, W. Va., bureau of United Press, named West Virginia State news manager. **Fred L. Ferris, UP,** Charleston staff, succeeds Mr. Toren as bureau manager.

Mildred Chetkin, for past 16 years administrative assistant to president of Broadcast Music Inc., N. Y., died Oct. 2 following long illness.

The Continental Divide Station
TV 4
Montana

Harry Plotkin Joins Berge, Fox & Arent Firm

HARRY M. PLOTKIN, former assistant general counsel of the FCC, on Oct. 1 joined the Washington law firm of Berge, Fox & Arent, Ring Bldg., as a senior partner and communications counsel. He terminated five years of association with Arnold, Fortas & Porter, Washington attorneys, to join the Berge firm, which heretofore has specialized in tax, labor relations and antitrust cases. The late Wendell Berge was Assistant Attorney General in charge of the Justice Dept.'s antitrust division, succeeding Thurman Arnold.



MR. PLOTKIN

Mr. Plotkin was with the FCC from 1940 to 1951, when he left to join former FCC Chairman Paul A. Porter in the Arnold firm. In 1954 he took a four-months leave of absence to join the Senate Interstate & Foreign Commerce Committee (first chairmanned by Sen. John W. Bricker [R-Ohio] and then by Sen. Warren G. Magnuson [D-Wash.]) as special tv counsel. In February of 1955 he submitted his report (the "Plotkin Report") which made far-reaching recommendations for network regulation and for reduction in multiple ownership limits.

A native of Athol, Mass., Mr. Plotkin was graduated from Harvard Law School in 1937 *magna cum laude*. He was in private practice with a Chicago law firm until 1940 when he joined the FCC. He served as chief of the litigation and administrative division, Law Dept., from 1942 to 1948, being named assistant general counsel in 1943. In 1948 he was appointed assistant general counsel in charge of the Law Dept.'s Broadcasting Div.

Mapes in Executive Chair At Hill & Knowlton Inc.

JOHN G. MAPES has been elected chairman of the executive committee of Hill & Knowlton Inc., N. Y., international public relations counseling organization, it was announced last week. The senior management organization will consist of John W. Hill, chairman of H&K, as chief executive officer; Bert C. Goss, president; Richard W. Darrow, executive vice president, and Mr. Mapes.

Mr. Mapes had been with Hill & Knowlton for 16 years until 1950 when he organized the Group Attitudes Corp., which becomes a wholly-owned affiliate of the agency Nov. 1.

H&K also has announced the first link in a proposed international public relations "network" by opening the headquarters of Hill & Knowlton International N. V. in The Hague, Holland.

Hill & Knowlton services a host of "blue-chip" clients such as Avco Mfg. Co., Procter & Gamble, Studebaker-Packard Corp., and the Daimler-Benz (Mercedes-Benz) Autowerke of Stuttgart.

J. Carlisle MacDonald, former public relations director of U. S. Steel, will be H & K's senior European consultant and will headquarter in Paris. General manager of the new international division will be Loet A. Velmans,

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc.
ATLANTIC AVE., BOSTON, MASS.

H & K's former Dutch representative. Edward W. Barrett, former assistant secretary of state and head of Barrett & Assoc. (also an H & K branch) and now dean of Columbia U's graduate journalism school, will serve on the board.

PROFESSIONAL SERVICE PEOPLE

Henry Schapper, formerly in public relations and advertising-promotion work, has established own personnel agency specializing in radio and television, public relations, advertising and promotion positions at 22 W. 46th St., New York 36, Telephone: Plaza 7-2728. Covering radio and television for agency is **James W. Hess,** previously employed with affiliated stations of CBS, NBC and General Teleradio.

Don Underwood, account executive, Bozell & Jacobs Inc., N. Y., to executive vice president in charge of Electric Cos. of America public information program.

Dr. Bernard Rosenberg, former sociology professor at Wayne U., Hunter College and Brandeis U., and specialist in applied social research, has been named research director of Market Psychology Inc., N. Y., motivation research organization.

Reginald Brill, United Press Movietone staffer in New York, to public relations staff of Remington Rand, N. Y.

William Moscrip Miller, 59, president, Affiliated Public Relations Counsel Inc., N. Y., and one-time NBC writer, died Oct. 3.

Dorothy Lewis, recently retired from United Nations, sailed Oct. 3 for six-week European trip. She will visit England, France, The Netherlands and Belgium, among other places. Mrs. Lewis is co-president of International Assn. of Radio Women and will attend annual meeting of BBC Oct. 11-16.

PROFESSIONAL SERVICES SHORTS

Ursula Halloran & Assoc., N. Y., retained as public relations counsel by North American Phillips Co., distributor of Norelco electric products, for its forthcoming sponsorship of programs in NBC-TV's *Project 20* series, Oct. 16 and Dec. 6. North American, through its agency, C. J. LaRoche Inc., N. Y., sponsored one *Project 20* program last season.

Gould, Gleiss & Benn Inc., marketing management consultant firm, opening branch in San Francisco, at 1204 Russ Bldg. **William H. Gacke,** formerly in Chicago and L. A. offices, appointed manager of S. F. office.

NAEB Annual Convention Oct. 16-18 in Atlanta, Ga.

NATIONAL Assn. of Educational Broadcasters will hold its 32d annual convention in the Biltmore Hotel, Atlanta, Oct. 16-18, with the agenda consisting of speeches by executives in both commercial and educational broadcasting and a series of radio and tv "curbstone" clinics.

Among speakers will be John M. Outler Jr., general manager of WSB-AM-TV Atlanta and chairman of the radio board of NARTB, who will address the luncheon meeting on Oct. 17. Other speakers will be Richard B. Hull, director of radio and television broadcasting, Ohio State U., on "Educators Broadcasting—a Report and Analysis" and Bradford D. Ansley, director of development, Emory U., on "Radio and Television in the Public Relations Framework."

Clinics on educational television will cover such subjects as management problems, closed-circuit operations, low cost production techniques, the educational program festival, graphic arts and training of a faculty for the medium. The radio clinics will be devoted to program ideas, children's shows, engineering, use of the medium for information, publicity, promotion and public relations and stations' program festivals.

CBS' Mickelson to Address Methodist Radio-Tv Workshop

SIG MICKELSON, CBS vice president in charge of news and public affairs, will be a featured speaker at the first television, radio and motion picture workshop to be held under the auspices of the Methodist Television, Radio & Film Commission. The workshop will be held Oct. 9-11 in Nashville, Tenn.

Mr. Mickelson will discuss ways the industry can cooperate in religious programming. More than 100 Methodists are expected to attend.

Dr. S. Franklin Mack, executive director of the Broadcasting & Film Commission, National Council of Churches, will discuss the effects of radio and tv on the standards of the American family and outline the church's responsibility in this area. Other speakers will include outstanding interdominational and Methodist religious leaders.

$150,000 Grant to WHYY (TV)

WHYY (TV) Philadelphia, ch. 36 educational outlet not yet on the air, has received a grant of $150,000 from the Fund for Adult Education. The money will be used to purchase equipment, including a kinescope recorder, which will enable WHYY to film shows for distribution to educational tv stations across the country, according to W. Lawrence LePage, chairman of the board, and Richard S. Burdick, managing director.

Duquesne Opens Campus Tv

A CAMPUS-BASED closed-circuit tv studio has been put into operation at Duquesne U., Pittsburgh. Long range plans call for the teaching of certain classes by closed-circuit television; the use of tv facilities by individuals as well as civic, social and professional groups as a laboratory prior to appearing on scheduled tv programs, and the serving of a function similar to that of its sister radio station WDUQ in providing quality tv programming as a public service.

Texas Ams Give Scholarships

TEN SCHOLARSHIPS for freshmen pursuing radio-television studies at the U. of Texas, Austin, have been provided by eight radio stations in the state and a student organization.

The scholarships, which totaled $1,475, were awarded by the university chapter of Alpha Epsilon Rho, honorary radio-tv fraternity; KGBT Harlingen; KNUZ Houston; KNOW, KVET, and KTBC, all Austin; KONO San Antonio; KTRN Wichita Falls, and KBKI Alice.

Seldes Heads Tv Writing Class

THE New School for Social Research, New York, has scheduled a tv writing workshop for its fall and spring semesters under the guidance of critic Gilbert Seldes. Mr. Seldes recently wrote *The Public Arts,* a critique of radio-television and films. Another script writing clinic encompassing radio, tv and drama is open to a limited number of writers and will play host to network and agency broadcast executives who will evaluate scripts and discuss their relative merits.

EDUCATION PEOPLE

Jack D. Summerfield, production supervisor and instructor in radio drama, U. of Texas, Austin, named to new post of fm manager of WGBH-FM Boston, non-commercial educational station; **William H. Cavness,** producer and script writer at U. of Texas, named senior fm producer of WGBH-FM and **Lillian K. Akel,** formerly with *Binghamton* (N. Y.) *Sun* as reporter, appointed fm producer.

Barbara Brundage, editorial staff, *Time* magazine, N. Y., to Educational Television & Radio Center, Ann Arbor, Mich., as information associate.

C. Wesley Lambert, program director, WKNX-TV Saginaw, Mich., to Louisiana State U., Baton Rouge, as producer and instructor in television.

Rudy Bretz, production-programming consultant, who has served with CBS, Canadian Broadcasting Corp. and Australian Broadcast Commission, appointed to theatre arts faculty of U. of California at Los Angeles.

EDUCATION SHORTS

Pace College, New York City business school, announces it is nearing completion of its first radio-tv production studio. New broadcasting plant will be used in Pace's new specialized radio-tv course this fall semester.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

HALT EMPIRE-BUILDING CBC, CARTB EXHORTS COMMISSION

Windup sessions by Royal Commission at Ottawa hear a variety of suggestions on Dominion radio-tv. But biggest wallop is broadcasters' trade association brief condemning present controls.

"WE believe that under present circumstances the state broadcasting agency is coursing toward a concentration of size, wealth and power significant enough to weaken the safeguards represented by elective government," the Canadian Assn. of Radio & Television Broadcasters stated Oct. 2 in their closing brief before the Royal Commission on Broadcasting.

"This association believes that private broadcasting facilities are capable of providing a comprehensive broadcasting service and coverage to the nation."

The CARTB brief recommended (a) establishment of a separate administrative and regulatory authority for all telecommunications including broadcasting, (b) licensing of competitive television broadcasting stations in any area of Canada to permit maximum use of tv channels, to encourage development of this art, to transfer a larger share of its cost from the taxpayer to industry, and (c) financing of any state broadcasting agency whatever its form by annual Parliamentary grants to protect the basic principles of responsible government.

In urging the establishment of a separate administrative and regulatory authority, the CARTB referred to the Canadian airline and railway transportation fields, where such boards regulate both government and privately-owned carriers, and also referred to Australia's broadcasting system.

Annual Review Urged

The CARTB brief cited cases where it claimed the CBC had arranged changes in frequencies for its own benefit, not the public interest.

The brief dealt in detail with competitive tv station licensing and showed how much advertising money is available for second stations in major cities. It gave examples of how in Canada in radio and in the United States in tv competitive stations have brought more advertising revenue to pay for the stations.

The CARTB presented surveys made this summer by independent groups showing public opinion for competitive tv stations operated by private enterprise. A Canadian Institute of Public Opinion poll showed 40.7% of Canadians, regardless of political affiliation, favor a separate regulatory body as opposed to 29.7% favoring the present system. The poll showed 63.2% favor competitive tv.

In dealing with financing of the CBC, the CARTB referred to the CBC brief to the Commission in which the CBC had stated that annual parliamentary grants would mean submission of estimates to Parliament each year and the possibility of political control of broadcasting.

The CARTB brief stated that "creation of the situation advocated by the CBC would result in a structure at once more powerful and non-representative than any ever existing or contemplated in Canada, a structure responsible to no one. The CBC is already a powerful instrument of mass information. It would be spending between $50 and $150 million a year of the taxpayers' money and be free from any of the long accepted means of supervision by the voters' elected representative. Such a colossus is a menace which should not be countenanced by any public authority. Such a development is what the private broadcasters have been warning against for years.

"The CBC's finances should be reviewed and voted annually by Parliament. It is only financial control that gives Parliament any control. . . . No other department of the government of Canada is given assurance of financial grants by Parliament for longer than one year. . . . Nor is annual Parliamentary review a threat to long-range planning. . . . We submit that the CBC's execution of its planning should be subject to the check of the proposed Canadian Telecommunications Board and that the financing should be annually reviewed by Parliament."

For the future the CARTB declared that private broadcasters want to be part of the swiftly increasing tempo of Canadian development, "not remain tied to a broadcasting system born of the depression area and still hobbled by philosophical concepts not appropriate to a forward-looking Canada. Private broadcasters feel it is unrealistic they should be required to limit their pace to keep step with a Crown Corporation which is always in need of funds, always hesitant about trying new things until our American neighbors have first perfected them, always more concerned with 'thou shalt not's' than with positive dynamic encouragement of this industry. . . .

"Today's broadcasting authority operates in fear, negatively; the private broadcasters not bound to this restrictive depression minded system, would soon be in the vanguard of our country's economic, artistic and spiritual expansion. . . .

Cites Service Record

"No group in Canada can surpass the public service record of private broadcasters. . . . Even most of those who opposed our policy recommendations agreed that private broadcasters perform an outstanding service."

The brief reviewed the private stations requests for tv licenses as far back as 1938 after some stations had pioneered with tv signals in 1923 and 1932. The brief also went into the network situation and desire of private stations to form their own networks as they did before 1932.

The brief asked for relief from a system which has dominated the entire field of radio and tv communication, which is also seeking to rid itself of the control of elected represen-



the New Sound of

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The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

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tatives over its annual expenditures. "We are bound in the web of a power-hungry corporation more interested in empire-building than in programming," the brief stated. "We would prefer to be regulated, however strictly, by a separate regulatory board. . . . The forced marriage of private radio with the CBC has been a confusing and unhappy arrangement. It has always been controversial and never commanded public confidence. We believe it was never contemplated by the legislation or those who framed it. We believe that new legislation should recognize today's needs and today's realities."

The CARTB also filed a detailed comment on sections of the CBC brief, largely dealing with financing and stressing the vagueness of its estimates and how it has not even been able to live within those estimates in recent years. It also dealt with the vagueness of CBC financial statements. This section of the brief states that "annual supervision by Parliament of public expenditures is one of the basic functions of and reasons for Parliamentary government, if indeed not the basic reason."

"A variety of other briefs, from outright changes in present Canadian radio and television control by the Canadian Broadcasting Corp. to a continuance of the status quo, were presented.

CFPL-AM-FM-TV London, Ont., and the *London Free Press,* urged a partnership under present controls of CBC, rather than a separate regulatory body which had been requested by the Canadian Assn. of Radio & Television Broadcasters. The brief also urged a provision for an appeal to the courts from CBC's decisions, more influence by private stations in network operations which CBC controls and adequate financing and competent staffing for CBC Dominion radio network.

CJON-AM-TV St. John's, Nfld., presented a brief stating that independent stations should be given a chance to develop network programs and that they could do a better job than the CBC. The brief claimed that CBC survived only because of direct or indirect subsidization.

CJAD and CFCF, both Montreal, urged an independent regulatory body, permission for independent stations to operate networks and more tv stations in major cities to permit viewers a choice of programs. CJOR Vancouver, B. C., also urged that more channels be allocated to major cities.

CBC Assistance Told

While these and other stations asked for changes in the regulations to permit them to establish networks, CKVL Verdun, Que., presented a brief in which it was pointed out that CBC had lent that station and a number of other private French-language stations engineering and equipment assistance to establish a French-language network. CKVL reported that in the past 10 years it has spent over $2 million on live network talent and was now taping some of its live shows for use on French-language stations.

CKLB Oshawa, Ont., presented a brief asking for networks, to which the Commission took exception. Commission members forced A. H. Collins, president of CKLB, to apologize for a misrepresentation in the brief which had omitted the word "written" from present network regulations. The brief misquoted the regulation, making it appear that networks were entirely prohibited, whereas they can be formed with written permission of CBC. Mr. Collins stated later in his testimony that taped live programs from local stations would not be as effective as a wire network.

Representatives of three pay-as-you-see television systems appeared before the commission at Ottawa to extoll the feasibility of their systems in Canada. Famous Players Canadian Corp., Toronto, retained former FCC Chairman Paul A. Porter to present its case for Telemeter tv, which is to be tried out at Kitimat, B. C. (new west coast aluminum production center 400 miles north of Vancouver), and Kenora, Ont., (in Lake of the Woods area 200 miles east and west of nearest tv stations). Zenith Corp., Chicago, and Skiatron Electronics & Television Corp., New York, also presented briefs.

Quebec moving picture interests opposed subscription tv as a means of putting the moving picture theatres out of business. John Fitzgibbons, president of Famous Players Canadian Corp., stated that the day of the small moving picture house is finished, his company having closed up six small theatres in Vancouver in the past two years.

The Canadian Federation of Mayors & Municipalities, representing some 300 cities, backed up the requests of the independent stations for more tv stations in major cities, especially the six where the CBC now has the only station; Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. The brief also asked that CBC and private stations be given equal status under an independent regulatory board.

The Royal Commission on Broadcasting was informed by letter of the part played by the independent broadcasters in training personnel at the Ontario government's Ryerson Institute of Technology, Toronto. Andy McDermott, general manager of Radio & Television Sales Inc., Toronto, informed the commission of the equipment donated the school by CFCF Montreal, and of the work of a committee of independent broadcasters in arranging scholarships and bursaries for the school, which supplies radio-tv personnel.

South West German Radio Plans Commercial Segments

FOLLOWING a trend set by Bavarian Radio, Munich, a second non-commercial broadcasting system in Germany, South West German Radio, has decided to introduce commercial segments in December into its otherwise non-commercial program schedule.

South West German Radio is operated as a non-profit public institution. Eventual profits from its planned commercial programs are to go to "cultural" institutions outside the broadcasting field.

German newspaper publishers earlier had protested against this type of mixed commercial and non-commercial broadcasting. They, instead, demand the introduction of privately owned and operated stations which would follow the pattern set by ITA in Britain.

Third Tv for Denmark

A THIRD tv transmitter in Denmark has been put into operation at Aarhus. Others are at Copenhagen and Odense.

The Continental Divide Station
TV 4
Montana

SIX BIDS FOR TV FACE CBC BOARD

SIX APPLICANTS for television stations, six for am stations and two for fm stations will be heard at the Oct. 26 meeting of the Canadian Broadcasting Corp. Board of Governors at the Canadian Senate, Ottawa. In addition, there will be a large number of share transfer applications before the board, transfer of ownerships and requests for power increases.

Two applications will be heard for an English-language tv station for Quebec City. One will be Television de Quebec (Canada) Ltd., operating CFCM-TV Quebec, now mainly a French-language station, which is requesting a ch. 5 assignment with 5.6 kw video and 2.8 kw audio power and antenna height of 457 feet above average terrain. The second applicant is CJQC Quebec, an English-language station, which is applying for ch. 9 with 3.2 kw video and 1.6 kw audio power with antenna of 239.5 feet above average terrain.

In northern Quebec, CKRN Rouyn is applying for ch. 4 with 50 kw video and 12.5 kw audio and antenna at 821 feet above average terrain. In Newfoundland, CJON-TV St. John's is requesting a satellite operation at Argentia on ch. 10 with 190 watts video and 97 watts audio and antenna height of 331 feet. Argentia is roughly 70 miles west of St. John's.

In western Canada, two applications for tv stations are being made. CHAT Medicine Hat, Alta., is applying for a tv license on ch. 6 with 4.78 kw video and 2.39 kw audio, with antenna 313 feet above average terrain. At Kamloops, B. C., Twin Cities Television Ltd. is applying for ch. 4 with 100 kw video and 50 kw audio and antenna 100 feet high. The Kamloops application was deferred from the June meeting to permit a study of the financial implications of this and other future applications of a similar kind for low power stations serving small populations.

CKVR-TV Barrie, Ont., has an application before the CBC board asking for an increase in power on ch. 3 from 14 kw video to 26.7 kw video, and 7 kw audio to 13.3 kw audio. Antenna height is to be increased from 369 feet to 810 feet above average terrain.

New am station applications are by Sask-Alta Broadcasters Ltd. for 1 kw on 1150 kc at Lloydminster, Alta.; Cariboo Broadcasters Ltd. for 1 kw on 570 kc at Quesnel, B. C.; A. J. Thiessen for 1 kw on 1290 kc at Altona, Man.; W. H. Haskett for daytime 500 w station on 1320 kc at Newmarket, Ont.; E. J. Reid for daytime operation of 500 w station on 1480 kc at Newmarket, Ont., and J. O. Graham for daytime 500 w station on 1300 kc at Richmond Mill, Ont. The last three applications are for stations in the northern suburban area of metropolitan Toronto.

Fm applications are by CKLB Oshawa, Ont., for 8.83 kw on 93.5 mc at Oshawa, and by E. J. Piggott for 282 w on 98.1 mc at Toronto. The latter application has been before the board several times as a storecasting operation, but now will be heard for a more regular broadcasting service.

CKCV Quebec is asking for an increase in power from 1 kw to 5 kw on 1280 kc, and CJGX Yorkton, Sask., is requesting an increase from 1 kw on 940 kc to 10 kw daytime and 1 kw nighttime on same frequency.

Twenty-two stations, three with tv affiliations, are asking for transfer of shares, from one share to an entire recapitalization in the case of CKAC Montreal. CFCW Camrose, Alta., is requesting transfer of control to Harold J. Yerxa. CJMS Montreal, Que., is requesting transfer of control to J. L. Guay & Frere Ltd.



"KRIZ Phoenix started me doing it myself and you know how it is—add a bench saw here, a screw driver there—"

NEW RATING SURVEY COVERS ALL CANADA

AN ENTIRELY new system of surveying listening and viewing audiences in Canada was put into operation by the Bureau of Broadcast Measurement, Toronto, Ont., Oct. 1. The new system is Time-Period-Audience (TPA), the first simultaneous evaluation of how many households are tuned to what station at any time in every section of Canada.

The first TPA audience is being taken by BBM this autumn with results to be reported early in 1957. The report will show audience ratings of radio and television stations throughout Canada, with separate reports for more than 150 areas, by half-hour periods from 6 a.m. to midnight. The report also will show urban and rural coverage.

The reports will cover (a) percentage of all households listening to or viewing each station in each area by half-hour periods on survey days, and (b) a summary station report showing actual number of households tuned in the whole of the station's coverage area in each time period, the basis of cost-per-thousand figures.

Research by BBM clearly showed that audience figures for cities cannot be projected to the surrounding local areas; that it is not possible to obtain all audience and therefore cost-per-thousand figures unless all areas are reported; that it is not enough to report only a few urban centers or to report provinces as a whole, as in this way local trading areas are submerged.

For all 17 metropolitan Canadian cities and for a group of 12 typical trading areas, the report will cover six completed days. For the balance of the reported areas the first report will cover three full days, according to Clyde McDonald, BBM research director.

The new system was developed after months of intensive study of the needs and demands of stations, advertisers and advertising agencies who make up the membership of BBM.

Dominion Audience Studied

INTERNATIONAL Surveys Ltd., Toronto, Ont., has just completed a study of listening and viewing habits of Canadian households. Peter R. Culos, ISL vice president and radio-tv director, reports that this is the first time such information has been made available in Canada. Results of the survey have been released in booklet form.





PLAYBACK

Quotes worth repeating

THANKS TO TV

Richard L. Jones Jr., chairman of the board, Bureau of Advertising, American Newspaper Publishers Assn., speaking before the Downtown Rotary Club of Los Angeles Sept. 28:

RADIO and television have whetted a new appetite for news, for more background information on personalities and events. In general, it is my firm belief they have been an aid to the newspaper publishing industry.

In fact, newspapers owe a lot to television, because with the advent of the new medium, advertising budgets in general skyrocketed—with newspapers getting their share. . . .

But because television is an entertainment medium, it will never be able to present the news as newspapers do. For instance, we cover political campaigns free. In radio and television, the candidate has to buy his time. . . .

In dollars, the public spent a billion and a half last year for its newspapers, and it is interesting to note—while this was going on—advertisers invested over three billion dollars in newspaper advertising space—more than in television, magazines, radio and outdoor combined.

RATES AND RATINGS

Sylvester L. (Pat) Weaver Jr., former president and board chairman of NBC, as quoted in an interview by Donald Kirkley in the Baltimore Sun, *Sept. 26:*

THE unknown factors in evaluating the future are steadily rising costs and the large-scale invasion by new-old movies from Hollywood. Cheap films and complacency on the part of the networks make it harder to get ratings for network programs, which will make them a safe investment.

For example, here in New York the other day an independent station, in an advertisement, offered to guarantee a rating of 50 for old movies, on a cumulative basis, at a low cost. The network stations can't hope to equal that rating with a network program, yet their rate is several times as high. The same thing is happening in other cities.

If a network program gets less than 40% of the audience it's in trouble. A network rate can only be protected by building up big circulation advantages. The point of collision with Hollywood has been foreseen, but has enough of the network revenue been spent in developing good programs and talent?

If flooding the air with old movies syphons off part of the old audience and hurts ratings, but fails to bring in new viewers, then one result will be to bring pressure for lower talent costs on live programs. In the end, the whole system of network information and entertainment programming may be threatened. From the viewer's standpoint, this might become a calamity.

MORE POTENT RIVAL

Ben Shylen, editor-publisher of Boxoffice *magazine, discussing movies released to tv (Sept. 15 issue):*

THE PEAK theatre hours—and days and nights: Fridays, Saturdays and Sundays—generally, will be usurped by tv for these film programs. . . .

The $20 million that Loew's received for assets that had been written off to zero ought to put that company in a position where it can produce some extraordinary pictures for theatre use. And, with more to come from other tv deals, these funds could provide a continuing flow of fine theatrical product. That may, of course, apply to some of the other companies. But the pictures will have to be *super-extraordinary* and *super-abundant* considering the fact that tv will have been made a more potent competitor by the very product this industry has made available to it.

MAN AND MACHINE

Columnist Arthur Krock, writing in the New York Times *Sept. 20:*

TELEVISION is a marvel, a powerful and indispensable campaign accessory. But if either Stevenson or Eisenhower had to depend upon it for the public conception of his personality and physical being, he would be at perhaps a fatal disadvantage. Normally this disadvantage would be the greater for the candidate of the opposition than for a President in office. But in Stevenson's case that would be modified by the facts that he is a flesh-and-blood national reality and leads the party of the majority.

On the other hand, the President's normal *ex officio* advantage is actually reduced by television. Video, while it does not compliment Stevenson, does not fail so conspicuously as with Eisenhower—particularly since his surgery—to convey the manner and make-up of the man. The President, seen in the flesh, never looked more vigorous or alert than now, and never did his extraordinarily winning personality project itself more effectively. But so much of this is lost between the man and the screen that every time he goes on tv it is easier to understand why the party management keeps prodding him for more and more personal appearances among the voters.

Maybe if everybody owned a color set this projection would reach the mass of the people. But no machine is a substitute for reality. And it is on the reality of Eisenhower that his hold on the voters —hence the "x" quantity in the election —must be tested.

WHO'S AFRAID OF TV?

Editorial in The Petal Paper, *Petal, Miss., Aug. 20, criticizing another paper which published an anti-tv brochure upon the first tv station's going into operation in that area (WDAM-TV Hattiesburg):*

IT IS our opinion that there is no competition between newspaper and television. It is our opinion that, generally speaking, advertisers with an increased sales volume increase their advertising budget. Too, it is our opinion that newspapers and television can work together to mutual advantage. Our opinion is that each medium supplements the other, insofar as news coverage goes. True, newspapers are out of the running insofar as entertainment goes; however, by the same token, television is out of the running insofar as editorial comment is concerned.

We have panned tv programs numerous times in our paper. We are likely to continue doing so when they stink. But, for heaven's sake, those of us in the newspaper business should take a good look at ourselves before we condemn tv. Commercial television is only 10 years old and it is far superior to most of the newspapers in the state, some of which are a century old!

In conclusion we have only this to say: Ignorance is the greatest enemy to progress the world knows. We are aware of the fact that tv is not the hand that feeds us in the newspaper business. At the same time we won't starve because of the coming of WDAM-TV [Hattiesburg] to the community.

Well, to be sure, we just sit back and enjoy it practically every evening of our life—naturally, after we've read the newspaper for the day.

EMPHASIZING THE LOCAL ANGLE

WGN-TV's Answer to Programming Problem Found in Coverage of Community by Remotes

AT A TIME when some independent television stations and even some network affiliates are finding it difficult to evolve a Saturday morning programming formula in a profitable and audience-winning manner, WGN-TV Chicago claims to have emerged with a positive approach of its own.

The *Chicago Tribune* tv property also has literally opened up new vistas while implementing a new community programming policy that also includes WGN Radio.

The formula: a series of periodic *Going Places* remote telecasts which are whetting advertisers' budgetary appetites, stimulating viewer interest and creating community acceptance.

Despite its identification with film programming, WGN-TV actually has been "going places" with its live cameras since the early '50s, when it started televising local automobile shows. The remote theme was given fresh new emphasis last fall, when WGN Inc. announced plans for an extensive fall schedule of originations, and further impetus was given in recent months as WGN Inc. reappraised its radio-tv properties under the leadership of J. Howard Wood, its president.

As he promised at this year's WGN-TV Fifth Annual Film Festival and Talent Parade, where he appeared as a guest preparatory to assuming the helm of the *Tribune* broadcast properties, Ward Quaal has charted a new course for WGN radio and tv toward superior programming and greater recognition as "friendly neighbors in Chicago" and for airing "vehicles of quality program service."

Today, on the average of once a month, viewers of ch. 9 can confidently expect a wide assortment of remote fare (exclusive of baseball and other sports events) ranging from pet and dairy parades to opera balls and the opening of a sponsor's new store. And what's more they pay off in the WGN-TV accounting department, despite engineering cost considerations.

Says Jay Faraghan, WGN-TV program director:

"The curiosity factor alone gives the community event a fascination for the audience that can seldom be achieved in the studio with anything less than a $64,000 jackpot."

The files of Ted Weber, WGN-TV sales director, include reports from satisfied sponsors who have picked up the tab for special events telecasts (either full or participating sponsorship) one year and returned the next, and from other advertisers who, once having sponsored a remote, bought other WGN-TV time (as well as WGN Radio).

Armed with probably the most complete remote equipment of any Chicago television station, WGN-TV has covered the Chicago Automobile Show (for five consecutive years), the LaGrange (Ill.) Pet Parade (four straight), Chicago Dairy Parade (two years), Des Plaines (Ill.) Pet Parade, Chicago National Boat Show, General Motors' "Powerama," St. Patrick's Day Parade, the Oak Lawn (Ill.) Modern Living Exposition, and more glitter-and-glamour events like the Lyric Theatre's "Opera Ball" opening, the midwestern premiere of the film "Oklahoma," the annual *Tv Guide* (Chicago) awards banquet and the Park Forest (Ill.) nine-day "Television Jamboree."

Just recently (Sept. 15), WGN-TV televised the preview of the "V.I.P. Show", climaxing a civic drive for the Welfare and Milk Fund operated by the Illinois Catholic Men's and Women's Clubs and held at the Chicago Civic Opera House.

WGN-TV will even trot out its mobile equipment (consisting of four remote trucks) to faraway places for a good advertiser like Mages Sports Stores to cover a grand opening, or to Chicago's Holy Name Cathedral for an Easter telecast of a Solemn High Mass (though the latter is not precisely part of its *Going Places* theme).

Exactly what constitutes a *Going Places* remote? Jay Faraghan describes it as very "resilient, with emphasis on community identification."

In all these ventures, a rich vein of community interests runs through WGN-TV programming as local chambers of commerce and other groups identify themselves with the particular project at hand. Advertisers seem quite willing to pay part or all of the freight on remotes.

Whether sponsorship is participating or full depends on the particular community interests involved and the preference of advertisers, themselves, according to Ted Weber. Quite obviously, no station could justify a continuing series of remote telecasts sustaining and without participating or full sponsorship.

"Now that we have found that these things (remotes) work as an effective formula, we try to sell communities on them," he adds. The cost of programming a *Going Places* remote varies widely on the basis of technical help and facilities employed; sales-wise, it is pro-rated among the advertisers.

A good example of advertising acceptability and community acceptance was typified in the recent 10th annual LaGrange Pet Parade. Armour & Co., Quaker Oats Co. and Libby, McNeill & Libby joined as co-sponsors of the 90-minute pickup. WGN-TV supplied its local talent, and 2,500 children from 60 Chicago schools and 32 area towns and villages paraded, complete with floats, bands and drum units, before the cameras.

Another example was the sixth annual Des Plaines Valley Pageant and Pet Parade in Summit, Ill., sponsored by Summit Savings & Loan Assn.

A full-hour telecast of the "Opera Ball" after the opening night performance of the Lyric Theatre's opera season was sponsored by The Kitchens of Sara Lee from the Conrad Hilton Hotel.

One sidelight of the *Going Places* operation is the fact that automobile manufacturers approach WGN-TV on such projects as the General Motors Powerama and Automobile Shows and also buy time on WGN Radio. The Powerama Show last Sept. 14 was sponsored by Jim Saine's Restaurant, and car makers and distributors sponsored the auto show. The American Dairy Assn. also participated in sponsorship of the annual Dairy Parade down Chicago's State St.

Another facet of community interest lies in the remote telecast of store openings. WGN-TV has covered the opening of Mages stores in Hammond (Ind.) and Evanston (Ill.). Says Mr. Faraghan:

"Mages has found that store openings on remotes have been a definite shot in the arm for its business. It's an example of a sponsor taking advantage of impact impressions." On these occasions, WGN-TV also originated some of its programs from the store sites.

WGN-TV actually evolved its *Going Places* series with the automobile show five years ago when plans for a four-station pool failed to materialize. Over 20 different manufacturers worked closely with WGN-TV on coverage plans, with each getting three to five minutes air time. The station called on the experience of its remote crews, which had handled baseball and other re-

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and
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Build Ratings

motes, for this and succeeding *Going Places* events.

Today, it is a routine assignment for the WGN-TV engineering department to cover such events. Coverage of an automobile or boat show usually requires two complete mobile units, three camera crews, six or seven cameramen, four microphone hookups and anywhere from 5,000 to 8,000 feet of coaxial cable and 12,000 to 16,000 feet of microphone cable.

While such coverage is by now standard operating procedure at WGN-TV, the dozen or more assignments each year can be "tricky" for cameramen, producers, directors and writers. "Generally we get no rehearsal whatsoever, and a schedule of activities that usually gets completely disrupted seconds after we go on the air; yet, we end up with the most interesting and most provocative television to be seen at the time," according to Mr. Faraghan.

CBS-TV PLANS MORE COLOR

LATEST CBS-TV color plans for the 1956-57 season point to a stepped-up color schedule. The network has announced that it will colorcast the Wednesday night *Arthur Godfrey Show, Shower of Stars* (once-a-month special show placed in the regular *Climax* time period), *Red Skelton Show* and *The Ford Star Jubilee,* which made its color debut last year.

Other CBS-TV shows set for color are UPA's *Mr. McBoing-Boing* series and *Heckle and Jeckle.* Occasional colorcasts will include *Climax* and the *Bob Crosby Show.* The network will experiment with daytime color tv the week of Oct. 22-26 when *The Big Payoff* is scheduled to be colorcast.

CBS-TV expects further additions to be made to its color schedule during the year.

KMTV (TV) AIRS OLYMPIC BOXING

TEN of the best amateur boxers in the midwest have been sent by KMTV (TV) Omaha to the regional Olympic boxing trials in Kansas City. Winners there will go to the finals in San Francisco. The station organized and sponsored the Midwestern Olympic Boxing Tournament for Nebraska, western Iowa and South Dakota. Semi-finals and finals were televised in color from KMTV studios on four successive nights, and have helped to stimulate an interest in amateur boxing in the local area.

Extra Service

TWO BOAT CREWS of deep sea fishermen off the coast of St. Petersburg, Fla., are being awakened each morning at 4:30 a.m. for their day's work by the early morning program over WCKY Cincinnati.

"To awaken from a sleep after hauling hundreds of pounds of fish aboard, it takes the loudest cowboy music made, and that's what we get from WCKY," a crewman on one of the boats explained.

"That guy at WCKY, now," he continued, "I'm in his debt. If I had any way to make him a present of a 25-lb. snapper, I'd sho' do it. Some of our catch doubtless goes to Cincinnati, and perhaps he's eaten our snapper without either of us knowing it. I like to think that, anyhow."

NBC BOOSTS COLOR SHOWS

NBC-TV, which for the past five years has been using print media for black-and-white program promotion, has unleashed a magazine campaign to "sell" the nation's readers (and as far as the network is concerned, "lookers") on its vastly expanded color schedule.

Not only is the network promoting color in general in such mass magazines as *Life* and *Collier's* ("Before your very eyes . . . NBC Big color tv every night of the week") but it is also advertising in the consumer press individual programs. The campaign, which will run through Dec. 17, is aimed for the holiday season. Grey Adv., New York, is the agency for NBC.

PROGRAMS ON BRITISH EMPIRE

HENRY SALOMON, executive producer of NBC-TV's *Project 20* series, is in Europe to lay groundwork for the two-part study on the rise and decline of the British Empire, tentatively titled "Four Kings, Two Queens." Mr. Salomon will do preliminary screening of required film footage, discuss certain aspects of the projected program with notable British historians, and meet with officials of Phillips Co., Eindhoven, Holland, the parent firm of North American Phillips Co. (Norelco), New York. Latter sponsored last season's *The Twisted Cross* and will sponsor the forthcoming *Great War* [Oct. 16] and *Call to Freedom* [Dec. 6].

Meanwhile, a spokesman for *Project 20* in New York last week hinted at the possibility that North American Phillips might extend its sponsorship beyond its purchase of three of the programs. Slated for showing through December 1957 are *The Jazz Age* [Feb. 8], *The 'Thirties* [April 24], *Four Kings, Two Queens,* Part 1 [Oct. 8], and Part 2 [Dec. 2]. Agency for Norelco: C. J. LaRoche & Co., New York.

SERIES FOR 8-9 YEARS OLDS

NATIONAL Council of Churches of Christ in the U. S. A. last week announced its intention of interesting local stations in putting on a live, quarter-hour weekly religious program designed for the 8-9 year old viewing audience. Through its Broadcasting & Film Commission, the council has already made arrangements with local church groups to produce such a series.

Last week, the Council, in cooperation with the Church Federation of Great Chicago, launched *Let's Find Out* on WTTW (TV) on what it called an "experimental" basis. Spokesmen for the council indicated that several other cities "in widely separated areas," are expected to be carrying the series next year.

XETV (TV)'S DISNEY FETE

COOPERATING with the San Diego Kiwanis Clubs, XETV (TV) Tijuana, presented free morning movies at four theatres, featuring Head Mousketeer Jimmie Dodd of *The Mickey Mouse Club,* and ch. 6 personalities Uncle Russ Plummer and Smokey Rogers. Drawings were held for a free bike at each of the four theatres, and actors dressed as Disney characters distributed slogan balloons throughout the downtown area. Jimmie Dodd made a number of personal appearances in San Diego, also appearing on Jack Leuken's *Magic Show,* on ch. 6.

WILS QUICK TO COVER CRASH

WILS Lansing ,Mich., News Director John Masters was on the scene following a National Guard helicopter crash on the west edge of the city, and within two minutes the bulletin was on the air. Within twenty minutes after the crash, the initial story was wrapped up; WILS news had broadcast the complete report, accompanied by a neighboring woman's description, which was recorded on the scene. The station says further credit is due to a sheriff's shortwave receiver in the newsroom, telephone beep-recording and an alert staff.

SOLONS DEBATE ON KLZ

A DEBATE, claimed by KLZ-AM-TV Denver to be the first of its type to be simulcast, was originated and staged as a full-hour live program. Debaters were ex-Colorado Governor Dan Thornton, Republican, and former U. S. Representative John A. Carroll, Democrat, opposing candidates for U. S. Senate seats this fall.

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Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

The Continental Divide Station
TV 4
Montana

Police Watch WSYE-TV

ON its fifth day of operation, WSYE-TV Elmira, N. Y., assisted the police in capturing an escaped prisoner from the Elmira Reformatory, according to General Manager Bob Bolger.

The police had only one picture of the fugitive, which was given to Mr. Bolger to be shown on WSYE-TV. The station had the picture on the air within a half-hour after the prisoner escaped. All police were instructed to watch WSYE-TV at 2 p.m. the day of the prison break, Sept. 19, in order to view the escaped man's picture.

The following day, Mrs. Dana Near, WSYE-TV office manager who had never before faced a microphone, aired reports of the man hunt and subsequent capture, necessitated when she and an engineer were left alone at the station while the rest of the staff was involved in the hunt.

PUBLIC SERVICE FILM PLAN SET

UNDER a new plan announced last week by Association Films Inc., N. Y., tv stations may receive a different public service film on free loan for any period from 13 to 52 weeks. Called *Movie-a-Week*, the plan is designed to assist stations to fill regular public service slots with a continuous flow of programming. Film programs average a half hour in running time and include color prints when requested by tv stations.

WTTM PROMOTES FOR VOTES

A SEVEN-WEEK "get out and vote" campaign has been undertaken by WTTM Trenton, N. J., through newspaper ads scheduled for the local area from Sept. 24 to Nov. 5. The ads which feature cartoons sketches of a donkey and an elephant, read "Republican or Democrat? No matter how you are registered . . . WTTM is presenting the facts and the news of all candidates throughout each broadcast day. Listen, think, and make up your mind and then vote on November 6." In addition to newspaper promotion, the station plans an extensive spot announcement campaign, as well as more news features.

ANIMAL HI-JINX FOR WWDC

WWDC WASHINGTON, D. C. has announced a nationwide contest to name the respective animal symbols of Republicans and Democrats. Entries are on a "limited" basis to timebuyers, and are to be postmarked not later than midnight, election day, Nov. 6. First prize is an all-expense trip to Washington for the Inaugural. Included are grandstand seats, tickets for the Inaugural Ball, and hotel reservations. An alternate first prize for Washington timebuyers will be a weekend in New York City including play tickets and sightseeing. Six runners-up will receive an Emerson transistor pocket radio each, and there are five prizes which WWDC describes as being "run-down tax-free." These are a broom used for sweeping up after the Inaugural Parade, (slightly) used tickets to the Inaugural Ball, a real old Easter egg found on the White House lawn, and one Al Smith and an Alf Landon campaign button.

Station Authorizations, Applications
(As Compiled by B•T)

September 27 through October 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 3

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,920	3,061	160	311	133
Fm	522	545	37	10	1

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	—	—	—
New station requests	276	9	54
New station bids in hearing	—	—	—
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 3

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	90	464[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,025	337	801	561	1,363[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,086	337	835	588	1,424[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 695 already granted.

New Tv Stations . . .

APPLICATIONS

Florence, Ala.—Tv Muscle Shoals Inc., uhf ch. 41 (632-638 mc); ERP 15.2 kw vis., 7.6 kw aur.; ant. height above average terrain 391 ft., above ground 343 ft. Estimated construction cost $76,376, first year operating cost $150,000, revenue $150,000. Post office address % Richard B. Biddle, Cypress Mill Rd., Florence. Studio location Florence. Trans. location Florence. Geographic coordinates 34° 49′ 07″ N. Lat., 87° 41′ 45″ W. Long. Trans. GE, ant. GE. Legal counsel John C. Martin. Consulting engineer Frank H. McIntosh & Assoc. Principals include **Richard B. Biddle**, 25% (52% owner of WOWL Florence and 25% WGAD Gadsden, Ala.); **C. V. Green** (grocery interests); **James B. Gambill** (gasoline, oil distributor), **O. B. Miley** (automobile agent), **George W. McBurney** (real estate owner-developer), all 12.5%; **Radio Muscle Shoals Inc.**, 25% (applicant for am in Huntsville, Ala.). Filed Sept. 25.

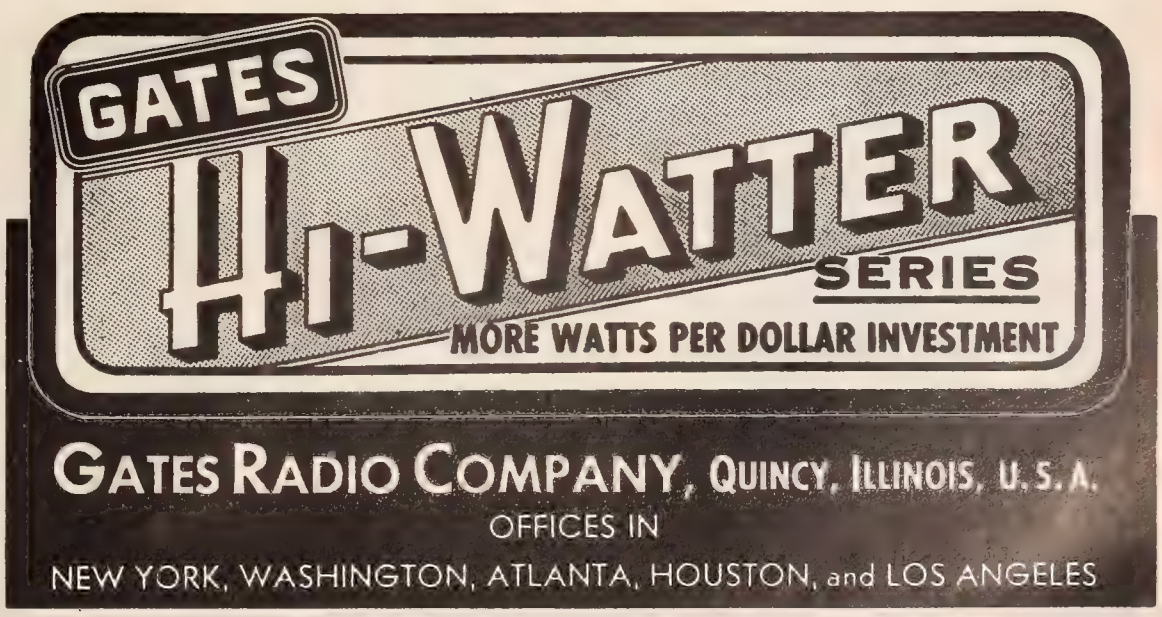
Yakima, Wash.—Robert S. McCaw, tr/as Chinook Tv Co. seeks replacement of deleted ch. 23 cp (formerly **KRSM [TV]**). Filed Oct. 3.

St. Louis, Mo.—Plaza Radio & Tv Co., uhf ch. 30 (566-572 mc); ERP 244.80 kw vis., 125.08 kw aur.; ant. height above average terrain 258.55 ft., above ground 338.91 ft. Estimated construction cost $251,539, first year operating cost $264,000, revenue $300,000. Post office address 551 Fifth Ave., New York, N. Y. Studio location St. Louis. Trans. location E. St. Louis, Ill. Geographic coordinates 38° 36′ 20.5″ N. Lat., 90° 09′ 52.07″ W. Long. Trans. GE, ant. GE. Legal counsel Philip M. Baker. Consulting engineer John H. Mullaney. Principals include **Alex Rosenman**, 50% (N. Y. advertising agency owner); **Eliot Hyman**, 25% (former owner of Associated Films, production firm); **David M. Harris**, 25% (principal of Ercoma Corp., camera, lens, optical and high fidelity equipment importer). Filed Sept. 24.

Alliance, Neb.—Western Nebraska Tv Inc., vhf ch. 13 (210-216 mc); ERP 102.3 kw vis., 61.3 kw aur.; ant. height above average terrain 669 ft., above ground 578 ft. Estimated construction cost $296,000, first year operating cost $160,000, revenue $170,000. Post office address Box 391, Alliance, Neb. Studio location Alliance. Trans. location nr. Angora. Geographic coordinates 41° 51′ 50″ N. Lat., 103° 07′ 58″ W. Long. Trans. RCA, ant. RCA. Legal counsel Miller & Schroeder. Consulting engineer John B. Heffelfinger. Principals are equal partners **L. L. Hilliard**, owner, **KOLT Scottsbluff, Neb.**, and **Sandhills Bcstg. Corp.**, owner, **KCOW Alliance**. Filed Sept. 24.

APPLICATION AMENDED

Walla Walla, Wash.—Walla Walla Tv Co. ap-



plication seeking new tv amended re programming and estimated cost of construction. Filed Oct. 3.

APPLICATION RESUBMITTED

Bryan, Tex.—Brazos Bcstg. Co. application for new tv on ch. 3 (60-66 mcs.), ERP: 60.3 kw vis., 30.2 kw aur., resubmitted. Filed Oct. 3.

Existing Tv Stations . . .

APPLICATIONS

WMAL-TV Washington, D. C.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., install new trans. and make minor ant. and equipment changes. Filed Oct. 3.

WRAL-TV Raleigh, N. C.—Seeks mod. of cp to change studio location to Western Blvd. and Avent Ferry Rd., Raleigh, install new trans., ant. system and make other equipment changes. Filed Sept. 27.

WSTV-TV Steubenville, Ohio—Seeks cp to change ERP to 302 kw vis., 181 kw aur., change trans. location to nr. intersection of Troy Hill and County Rd., Reserve TWP., Allegheny County, Pa., change type trans., make ant. and other minor equipment changes. Filed Oct. 3.

Allocations . . .

ACTIONS BY FCC

Mt. Airy, N. C.—By memorandum opinion and order, Commission denied modified petition by Paul E. Johnson to assign ch. 8 in lieu of ch. 55 in Mt. Airy, N. C. Action Sept. 27.

Pierre, Reliance, S. D.—By report and order, Commission finalized rule-making in Docket 11783 and deleted ch. 6 from Pierre and assigned it to Reliance, effective Nov. 1. Action Sept. 27.

Albert Jerry Balusek—By memorandum opinion and order, Commission denied Feb. 28 petition by Albert Jerry Balusek for rule making to make all tv channels presently reserved for educational use available for commercial use. Action Sept. 27.

Rule-Making Proposals

Commission invites comments by Nov. 1 to following proposals for changes in the tv table of assignments:

Hay Springs, Neb.—By Northwestern Nebraska Cooperative Television Assn., to assign ch. 8 to Hay Springs, Nebr., which now has no assignment. Action Sept. 27.

Ainsworth, Neb.—By Bi-States Co., to assign ch. 3 minus to Ainsworth, which now has no assignment. Action Sept. 27.

Greenfield, Lowell, Mass.—By Springfield Television Bcstg. Corp., insofar as it requested addition of ch. 32 plus in Greenfield, Mass., by deleting that channel from Lowell and substituting ch. 78 in latter city. Commission sees no necessity to delete present ch. 58 from Greenfield, and denied petitioner's request for same as well as request for order to show cause so as to modify its authorization for station **WRLP (TV) Greenfield,** from ch. 58 to ch. 32. Action Sept. 27.

PETITIONS

KVDO-TV Corpus Christi, Tex.—Requests deletion of ch. 3 at Nuevo Laredo, Mex., and assignment to Corpus Christi; also deletion of ch. 13 from Laredo, Tex., and its reassignment to Nuevo Laredo, Mex. Filed Sept. 24.

WARD-TV Johnstown, Pa.—Requests exchange of ch. 19 at Altoona, Pa., for ch. 56 at Johnstown. Requests order to show cause why WARD-TV cp should not be modified to operate on ch. 19 instead of ch. 56. Filed Sept. 27.

Translators . . .

APPLICATION

Tucumcari, N. M.—Triple "S" Tv & Radio Clinic seeks ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex. Trans. output power 10 w, ERP to community 36 w. Estimated population to be served 11,000. Post office address 307 E. Gaynell (Hwy. 66), Tucumcari. Estimated construction cost $5,169, first year operating cost $2,000. Filed Oct. 3.

New Am Stations . . .

APPLICATIONS

Winter Haven, Fla.—William Henry Alford, 1320 kc, 1 kw D. Post office address 495 Guava St., Bartow, Fla. Estimated construction cost $24,679, first year operating cost $35,000, revenue $55,000. Mr. Alford is former manager-salesman-chief engineer, **WTWB Auburndale, Fla.** Filed Sept. 25.

Rossville, Ga.—Jay Sadow, 980 kc, 0.5 kw D. Post office address Box 438, Rossville. Estimated construction cost $19,854, first year operating cost $36,000, revenue $60,000. Mr. Sadow is drive-in theatre owner. Filed Sept. 24.

Jeffersonville, Ind.—Northside Bcstg. Co., 1450 kc, 250 w unl. Post office address % Keith L. Reising, 2016 E. Elm St., New Albany, Ind. Estimated construction cost $19,860, first year operating cost $49,000, revenue $70,000. Principals include equal partners **Thomas E. Jones,** president-general manager, *Jeffersonville Post & Free Press,* advertising weekly; and **Keith L. Reising,** program director, **WLRP New Albany, Ind.** Filed Sept. 26.

APPLICATIONS AMENDED

Daytona Beach, Fla.—Volusia County Bcstg. Corp. application seeking cp for new am to operate on 1380 kc with 1 kw D and remote control trans. operation, amended to change ant.-trans. location. Filed Oct. 3.

WOOO De Land, Fla.—Seeks mod. of cp (which authorized new am) to increase power from 1 kw to 5 kw and change type trans. Filed Oct. 3.

Starke, Fla.—Ben Akerman application, seeking cp for new am to operate on 1600 kc with 1 kw D, amended to change frequency to 1580 kc. Filed Oct. 3.

APPLICATION CORRECTED

Douglas, Ga.—Fernandina Beach Bcstrs.' application for cp for new am corrected to read 1480 kc, 500 w D, with remote control operation of transmitter. Corrected Oct. 3.

APPLICATION RETURNED

Prestonsburg, Ky.—Cumberland Pub. Co. application seeking cp for new am, to be operated on 960 kc with power of 1 kw D, returned. (No site specified.) Action Sept. 27.

Existing Am Stations . . .

ACTIONS BY FCC

KSPA Santa Paula, Calif.—Application of Juan G. Salos seeking assignment of license to Frank James and Christie Palmer James returned (name and notary date). Announced Oct. 3.

Cocoa, Fla.—Application of Emerson W. Browne seeking cp for new am, to operate on 1350 kc, 1 kw D, returned (notarized incorrectly). Announced Oct. 3.

WFMW Madisonville, Ky.—Application seeking license to cover cp (which authorized installation of new trans.) returned (not notarized and trans. and studio location). Announced Oct. 3.

WION Ionia, Mich.—Application seeking authority to determine operating power by direct measurement of ant. power returned (not dated or notarized). Announced Oct. 3.

KOB Albuquerque, N. M.—On its own motion, Commission authorized KOB to continue operating on 770 kc, 50 kw-LS, 25 kw-N, until Commission issues a further order to effectuate U. S. Circuit Court of Appeals order of Sept. 27. At same time, Commission rescinded its action of Sept. 26 in granting KOB extension of special service authorization for such operation until expiration of regular license on 1030 kc, or until 30 days after issuance of final decision in KOB application for regular operation on 770 kc; dismissed said application. Commissioner Craven abstained from voting. Announced Oct. 2.

WMAJ State College, Pa.—Application seeking authority to determine operating power by direct measurement of ant. power returned (not signed by officer). Announced Oct. 3.

WCMR McCamey, Tex.—Application seeking transfer of control from Jack Hawkins, Barney Hubbs and Gene Hendryx to Jack Hawkins, Barney Hubbs and Kenneth Bond, returned (unnecessary; to be filed on 323). Announced Oct. 3.

APPLICATIONS

KCRE Crescent City, Calif.—Seeks cp to change frequency from 1400 kc to 1240 kc. Filed Sept. 27.

KSON San Diego, Calif.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

KHIL Fort Lupton, Colo.—Seeks mod. of license to change station location from Fort Lupton to Brighton-Fort Lupton and establish second main studio in Brighton on S. Fourth St. Filed Oct. 3.

WCKR Miami, Fla.—Seeks cp to install new trans. and change studio location. Filed Oct. 3.

WALT Tampa, Fla.—Seeks cp to increase power from 1 kw to 10 kw; change type trans; install DA and change trans. location. Filed Oct. 3.

WLOU Louisville, Ky.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Filed Oct. 3.

WNAT Natchez, Miss.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

WKBS Mineola, N. Y.—Seeks mod. of license to change studio location from Corner Maple Pl. and Washington Ave., Mineola, to Roosevelt Field, Garden City, L. I., N. Y., and operate trans. by remote control. (Request waiver of paragraph 3.30a of Commission Rules.) Filed Oct. 3.

WHAR Clarksburg, W. Va.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

KBYR Anchorage, Alaska—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 27.

KSEW Sitka, Alaska—Seeks mod. of license to change hours of operation from specified to unl. Filed Oct. 3.

APPLICATIONS AMENDED

KCBQ San Diego, Calif.—Application seeking cp to increase power from 1 kw N and 5 kw D to 5 kw N and 10 kw D, change from DA-N to DA-2, change ant.-trans. location from 4623 62d St., San Diego to Fanita Ranch and Mission Gorge Rd., El Cajon, Calif., make changes in ant. and ground system and install new trans., amended to make changes in DA system. Filed Oct. 3.

KORD Pasco, Wash.—Application seeking license to cover cp (which authorized new am) amended to change name of applicant to Walter N. Nelskog, H. B. Murphy, Wallace K. Reid and Harold C. Singleton d/b as Music Broadcasters. Filed Oct. 3.

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Ownership Changes . . .

ACTIONS BY FCC

KWHN Fort Smith, Ark.—Granted transfer of control from **Salome Nakdimen,** administratrix of estate of **Hiram S. Nakdimen,** deceased, to KWHN Bcstg. Co. for $75,000. Announced Sept. 27.

KGIL San Fernando. Calif.—Granted assignment of license to Pierce Brooks Bcstg. Corp. Corporate change only. Announced Sept. 28.

WDCF Dade City, Fla.—Granted assignment of license to E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch, d/b as Pasco Bcstg. Co. Elmo B. Kitts sells 25% interest to John A. Branch; consideration $4,000. Announced Sept. 28.

WPRY Perry, Fla.—Granted assignment of license to E. P. Martin, Alpha B. Martin, John D. Goff, and John A. Branch, d/b as Taylor County Bcstg. Co. Elmo B. Kitts sells 25% interest to John A. Branch; consideration $4,000. Announced Sept. 28.

WMEN Tallahassee, Fla.—Granted transfer of control of licensee corporation from **W. H. Martin, Annie Lou Martin** and **Mary Ellen Martin** to

Continues on page 112

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Salesmen

Salesman—permanent position. Can do some announcing. Weekly salary, commission. Box 105C, B•T.

Have opening for one radio salesman who desires an opportunity in tv. Metropolitan vhf—NBC affiliate. Salary and commission. Write detailed application letter to Box 151C, B•T.

Salesman-announcer. Need man with adequate small market experience who can take responsibility, assist general manager. Top salary for the right man. KBUD, Athens, Texas.

Excellent opportunity in major market for hard-working, experienced salesman with merchandising ideas. Salary plus commission. Permanent position with expanding organization. Complete details to KSPO, Spokane, Washington.

Salesman, industrious and capable. Some announcing, optional. Airmail resume, photo. Colorado Network, Montrose, Colorado.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Announcer with first ticket. Give full particulars first letter with salary expectation. Northeast. Write Box 911A, B•T.

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Two combo men needed at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Salary open. Give full particulars first letter, plus starting salary, would like tape, if possible. Box 946A, B•T.

Combo—announcer, 1st phone. Permanent position. Send resume, tape. Box 106A, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. Tape not returnable. Box 109C, B•T.

Midwest independent wants announcer age 25 to 40 who knows music thoroughly and has several years of solid commercial experience for staff announcing position with part-time duties as music librarian. State age, education, experience in detail. Personal interview required. Box 134C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Illinois kilowatt offers fine opportunity to experienced announcer who can handle varied assignments including news gathering and writing. Liberal bonus, sick leave, pension plan with well established independent in fast growing community. List age, training, experience, references. Personal interview necessary. Box 135C, B•T.

Upper midwestern station, large metropolitan market, seeks top-notch morning disc jockey. Minimum: 3 years experience. Send tape, photo, resume to Box 142C, B•T.

Need several experienced announcers. Minimum one year experience. Must have car. Excellent opportunity for advancement since company will expand soon. Send tape, recent photos along with resume. Box 144C, B•T.

Major Mississippi market needs top announcer-salesman. Salary plus commission. Most progressive station Mississippi. Contact Ross Charles, General Manager, WDDT, Radio Station, Greenville, Mississippi.

Experienced announcer for fast growing group owned station. WGEE, 5kw, Indianapolis. Attractive salary, employee benefits. Opportunity for advancement. Send photo, background and sample of news and commercial reading and DJ work to Tim Crow, Rollins Broadcasting, Inc., Wilmington, Delaware.

Top news and popular music station looking for an "air" salesman who knows how to follow orders and carry out station policy. Send tape and resume to H. L. Glascock, WKDA, Nashville, Tennessee.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Experienced announcer with first phone. Emphasis announcing, minimum maintenance. New and only station city 15,000. $90 to $100 weekly to start. Send tape, picture, resume, Dick Holloway, WNIL, Niles, Michigan.

Morning man fast growing indie. $85 starting. Must be experienced. Send audition, resume, WPVL, Painesville, Ohio.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

YOUR KEY TO SUCCESS

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

WE ARE NOW SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH RADIO AND TV STATIONS

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. **724 Fourteenth St., N.W.** **Washington 5, D. C.**

RADIO

Help Wanted—(Cont'd)

Announcers

First phone announcer. Airmail unrehearsed tape, photo, resume, Colorado Network, Montrose, Colorado.

Technical

Regional station with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T.

Minnesota station needs first class engineer-announcer. Must be good announcer. Good salary. Box 116C, B•T.

Chief engineer-announcer. 250w, 100 from New York. Pay for ability. Box 124C, B•T.

Texas station needs good man for combination work. Interested in either combination engineer-salesman or engineer-announcer. Can make good offer to right person with excellent opportunities for engineer-salesman. Write or call Clint Formby, KPAN, Hereford, Texas.

Engineer-announcer. Chance to become chief. Planning television expansion. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Immediate opening transmitter engineer. No announcing, no experience necessary. First class license. Employee benefits, attractive salary. Phone Olympia 4-8881, Tim Crow, WAMS, Wilmington, Delaware.

First phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Wanted, two combo first class license. Fulltime, permanent job, good pay. Best working conditions. Contact H. C. Sanders, WBNL, Boonville, Indiana.

Chief engineer for 250 watt fulltime station in Richmond, Kentucky. Good pay, stable operation, college town. Excellent opportunity for comfortable, secure living. Contact O. C. Halyard, WEKY, Richmond, Kentucky.

Chief engineer-announcer, emphasis on engineering. Gates equipment. State qualifications and salary requirements. Good pay for good combo man. Call or write WLSD, W. H. Wren, Manager, Big Stone Gap, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Combo man, 1st phone to act as chief engineer. Will handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

Wanted: Experienced tower erector—work unlimited. Contact Mr. Auer, Tower Service Company, 3010 Delsa Drive, Salt Lake City, Utah.

Programming-Production, Others

Need assistant manager immediately. Promotion to manager probable within a year due to expansion. Desire young, married man with car. Must have several years board experience as well as sales. Must be willing to take board shift while training. Send tapes, resume and recent photograph. Box 145C, B•T.

Program director to do all phases of programming. Complete details and salary expected first letter. WASA, Havre de Grace, Maryland.

Good local news reporter with radio voice for excellent daytime operation in New England. Write or call WESO, Southbridge, Mass. Give full background and salary requirements.

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Program director—announcer: Wanted at once for central South Carolina independent. Good voice and experience necessary for top pay. Send tape to Joe Wilder, Box 33, Barnwell, S. C.

ADVERTISING AGENCY

Help Wanted

Agency opening—four major western markets. Will pay 700 a month plus commissions. Looking for that "rare article" experienced in announcing for and servicing own accounts. Alexander-Bailey Advertising, 1641 American Avenue, Long Beach, California.

Situations Wanted

Managerial

Manager. Want permanent opportunity. Young family man experienced all phases. References, earnings on request. Prefer western location. Box 807A, B•T.

Sales manager/manager: Experienced. Top personal sales record. Established industry ability to train, direct and build productive solid up-to-date know-how sales staff. Quality acceptance reputation; three stations since 1940. Two sold, owners took over. Now employed sales manager. Owner-management blocks increased earnings, advancement. Certified background outline, yours for requesting. Confidential. Box 844A, B•T.

Manager: Top reputation, references, documented. Sixteen years profitable operation, owned my own station eight years. Good local national sales record. Box 880A, B•T.

Sales manager: Now employed. Personally billed over $100,000 several years running. Not possible here. We both can do better. Box 881A, B•T.

Manager—7 years experience from ground up. Constructed and operated successful kilowatt 5 years. AB Degree, married, finest references. Willing to invest. Looking for permanent location with future. Age 30. Box 961A, B•T.

General manager. Must have heavy sales load. Executive calibre. Unusual background. Wisconsin, Michigan or Illinois only. Box 125C, B•T.

Television program manager available immediately. Eight years vhf experience. Box 127C, B•T.

Manager-salesman — thoroughly experienced — presently employed as same—family—interested only in small town market in eastern mountain areas—not a "hot shot"—consistent worker with profitable result. Prefer personal interview. Available October 20th. Box 137C, B•T.

Announcers

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

Announcer, 4 years. All phases. Married. Veteran. Desires permanent location. Box 876A, B•T.

Personality DJ, strong commercials. Reliable, eager to please. Go anywhere. M. Stillman. Box 933A, B•T.

Experienced DJ, with proven success in major markets. Sell products instead of himself. Seeking better potential. Reply in confidence. Box 934A, B•T.

Play-by-play sportscaster—six years radio—Class B baseball, football and basketball, some tv experience: Wants rabid sports area. Also excellent newsman and staff. $90 minimum. East or midwest. Available for basketball. Box 112C, B•T.

Announcer, 4 years, fine voice, DJ, news, first phone, tape. Box 114C, B•T.

Young, mature, announcer, college background plus outstanding broadcasting school graduate. Strong on personality, news, DJ, and selling commercials. Deep, professional voice. Third license. Willing to locate anywhere. Immediately available. Box 115C, B•T.

Fresh new announcer seeking spot as newscaster/DJ. Reliable, personable, neat. Good voice. Box 119C, B•T.

Announcer, negro, real wailing disc jockey. Some experience. Tape available. Box 120C, B•T.

Mr. Station Manager—here's an announcer who has 1st phone. Single, 26, presently employed, wish to relocate, available immediately. Is, has and can handle commercials, news, DJ shows and other duties from remotes to routine maintenance. Welcome chance to handle time selling. Am in east—attention: Southwest, California, Florida, tape. Mr. Station Manager, call DI 5-2892 in N. Y. C., or write, Box 121C, B•T. Don't wait!

Chief announcer maximum vhf desires cooler climate, north or west. Air salesman, family, references, sober. Box 126C, B•T.

Available immediately—announcer combo man with 5 years experience. Desires permanent position with progressive station. Box 128C, B•T.

Sports play-by-play, pops DJ, News. Presently employed—seeking larger market. Box 131C, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer, 25, vet, married. Tape, resume on request. Box 140C, B•T.

Announcer-DJ, single, 29. Short on experience but much potential. Affable, dependable and ambitious. Tape and resume. Box 141C, B•T.

Announcer, seven years experience, 31, married, family, experienced PD. Wish radio or tv. Call or write Eugene L. Books, Route 1, Hortonville, Wis., SPruce 9-6656.

Ambitious young man with 2nd class license who wants to work and progress. 2 years technical school and 2 years tv service. Ray Bour, 5636 N. Ashland, Chicago, Illinois.

Farm director. Also staff announcer. Excellent references. Ralph Elwick, Radcliffe, Iowa.

Free lance tv and radio announcer, New York only. 5 years experience with WLW and Crosley network. Experienced in all types of tv commercials. Excel in easy, warm, friendly style. Best references. Henry O'Neill, 134 W. 58th Street, Apt. 805, N. Y. C.

Florida stations. Johnny on the spot. Four year radio, eight months tv. live audition, tape. Phone Ormond Beach, Clinton 28523 or write Johnny Singer, c/o Stewart Harris, 457 North Beach Street, Ormond Beach, Florida.

Technical

Chief engineer. IRE member. 1st class licensee. Experienced administration, design, construction, maintenance and operation, AM-FM. Physical, nuclear research background. 35. Married. Family. Can invest. Box 914A, B•T.

Tv engineering prefer operation to maintenance. State salary and hours. 1st phone, inexperienced. Walter Piasecki, 2219 N. Parkside, Chicago.

Recent technical school graduate as tv cameraman and studio technician. Graduate of 2 radio and television schools. Richard Stametz, 815 East Jackson, Elkhart, Indiana.

Dependable, neat, non-drinking first phone technician experienced 5kw directional operation, maintenance, control room, recording, remotes. Also television transmitter installation and operation. Now employed defense electronics. Seek permanent return to broadcast employment, friendly town, good working conditions. Harold Street, Box 183, Bedford, Massachusetts.

Programming-Production, Others

Newsman—5 years experience as news director with air work. College graduate—presently employed. Desire work with eastern regional station. Box 111C, B•T.

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Newscasting career wanted by young man with M.A. in political science, now editor for international tax publication. Employed also as newspaper reporter, production consultant for vocalists. College broadcasting experience. Can handle sports, deejay also. Box 136C, B•T.

Experienced, married man would like position as news editor. Local, state, national. Go anywhere. Write Box 152C, B•T.

Newscaster—news editor, 3 years experience 5000 watt station. DJ "special events." Also sell and service, will relocate. Lawrence Vitto, 7777 Hollywood Blvd., Hollywood, California.

TELEVISION

Help Wanted

Managerial

Successful NBC vhf tv station has opening immediately for aggressive national sales manager in rich market. Unlimited opportunities. Excellent salary. Send complete info first letter to Box 150C, B•T.

Salesmen

Progressive southwestern television station needs experienced, stable salesman. Good living conditions. No floaters. Give full details including minimum starting salary. Box 100C, B•T.

Metropolitan vhf in midwest—expanding regional sales staff. NBC affiliate, fulltime, full power. Salary plus commission. Write detailed info to Box 129C, B•T.

New England major market vhf station has immediate opening for aggressive, experienced television time salesman with ability to dig up direct sales. Excellent opportunity for hard worker. Send resume, sales record, photo to Box 132C, B•T.

KCBD-TV has opening for TV salesman. If you are presently selling for a Texas or Oklahoma station and have experience, energy and integrity, you may be our man. Contact George Tarter, KCBD-TV, Lubbock, Texas.

We have an opening in television sales for an experienced advertising-minded and trained man. Local advertisers need counseling and guidance on ways and methods of using tv. Station provides a complete advertising service, which includes writers, artist and photography. Send complete details with photo. Salary and commission arrangement. Good opportunity. WTHI-TV, Terre Haute, Indiana.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contract Sales Manager, WTVO, Rockford, Illinois.

Announcers

Progressive Michigan station expanding staff. Has opening for trained TV announcer-copywriter in immediate future. Employee benefits, ideal working conditions, excellent location. Personal interview absolutely essential. Send full information, no tapes to Box 910A, B•T.

Announcer for midwestern vhf to do children's show and staff work. Excellent opportunity for right man to work into responsible position with growing organization. Rush full details to Box 113C, B•T.

Programming-Production, Others

Girl Friday for on-air and production work at midwestern vhf. Appear regularly on air plus behind scenes Program Department work. Send full details to Box 966A, B•T.

Promotion man—tops in preparing sales brochures and making direct contacts with brokers and jobbers. Mature, industrious and amibitious. Previous experience a must. Write Box 148C, B•T.

Situations Wanted

Announcers

Top rated deejay. Major market. Desire television opportunity. Box 129C, B•T.

TO HIGHEST BIDDER

Two excellent radio facilities for sale by owner-founder: 5kw fulltime regional old established Midwest major market. On 1kw fulltime Florida Gold Coast. All bids are subject to owners acceptance and not binding in any form. Information only to financially qualified parties of unquestioned qualifications. All inquiries treated confidentially. No brokers please.

Box 147C, B•T

TELEVISION

Situations Wanted—(Cont'd)

Am 28. Married two children. Am junior executive in tv and radio. Do 5 tv shows weekly plus radio daily. Sell own shows. 9 years experience. Desire salary, talent or commissions. Start $200.00 per week. Sketch book tape available. Desire large, competitive market with chance to advance in organization. Box 143C, B•T.

Technical

TV studio technician, currently working, 3½ years experience, all phases studio operations. Second phone. Norm Weissman, 2038 Richfield Drive, Dayton, Ohio.

Programming-Production, Others

Young woman experienced on-camera and production; also experienced secretary. Box 117C, B•T.

Tv production staff job or related tv station assignment, by versatile young man with film production and ad agency experience. Competent writer . . . college degree in speech and drama and practical training in all phases of tv production Box 122C, B•T.

Producer-director-switcher: Experienced. creative, capable References. Married, vet, 26. Box 149C, B•T.

Hunting for an experienced tv news and sportscaster? Well, call off the dogs and contact: Don Meighan, 1409 W. Medary, Austin, Minnesota.

FOR SALE

Stations

Diversified and growing secondary market daytime station in Texas. Above average physical plant. Good history of earnings and excellent potential. Reasonable. Box 104C, B•T.

Station in southwest, service area 25,000. $140,000 cash, yearly gross $88,000. Single station market, no tv. Box 108C, B•T.

Metropolitan vhf television. Only tv station primary service 140,000 people. No other tv station within 90 miles. Year-round southwestern vacationland. Details to qualified principals only. No information by telephone. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

FOR SALE

Stations

Broadcast. Single station market. Beautiful college city. Market well over 10,000. Ideal southwestern location. Exclusive listing only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Microwave system—RCA 0.1 watt complete, handles color and audio, good condition. Write 118C, B•T.

Priced for quick sale. General Electric 250watt fm transmitter, 2 crystals, tubes with some spares, frequency modulator, monitor, 2 bay antenna, 500 feet coax. Immediate delivery anywhere in United States. Total package price, $2,495.00 cash. Box 138C, B•T.

500 watt Western Electric am transmitter 5C. One new 320 B Amperex. In service 2 Federal 320B. Many spare tubes. Taken out of service in June. Converted from rotary. Finals water cooled. Complete DC equipment, motors, spares. Spare high voltage transformer. Operated on 1320 and 600kc. Entire package, one thousand. 250 watt Raytheon transmitter. Many spares. 1320 and 600kc crystals. Make offer. Charles Saunders, KCLS, Flagstaff, Arizona.

General Radio model 1170-A fm monitor 95.3, used 2 years. Make offer. WAUX, Waukesha, Wis.

For sale: Raytheon #291-A-BBA HV plate transformer 2750V @ 1.25A, primary 210-220-230V. Never used since rewound. $225. F.O.B., WRCS, Ahoskie, N. C.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

WANTED TO BUY

Stations

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

Chief engineer—can invest. Read other ad; Radio, Situations Wanted, Technical. Box 936A, B•T.

One or two small stations, southwest, with good potential. Information strictly confidential. Box 107C, B•T.

Equipment

Wanted: Good conditioned used consolette or console. Will pay cash. Send details and price to Box 110C, B•T.

Wanted: To buy radio station in rural community, preferably in middle west. Would be programmed for farm audience. Box 101C, B•T.

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Wanted: Used 3 or 6-bay antenna for Channel 3, 5 to 50 kw; used 6 or more bay antenna for Channel 12, 5 to 50 kw. Hector Balcazar, Apartado 1762, Mexico, D. F.

Wanted: Used type 44BX and 77D microphones. 3⅛" 90 degree bends. 7C26 tubes. WFMS, Indianapolis, Indiana.

Wanted: Any equipment for 1 kw station, with remote operation. Pastor Schaeffer, Delevan, N. Y. Machias 8778.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. **Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO-TELEVISION

HELP WANTED

2 Radio Personality–Announcers
. . . $150 per week up
Several Radio-TV Techs . . .
. . . Salaries Open
TV Operations Supervisor . . .
. . . $137.50 week
Radio-TV Salesmen . . .
. . . Top Salaries Plus Comm.
Several Announcers Need . . .
. . . Excellent Salaries
Plus Other Radio-TV Jobs

JOBS WANTED

Experienced TV Production People
. . . Varied Backgrounds
Several Outstanding Sports Men
. . . Years of Experience
Local News Man . . .
. . . 6 yrs. experience
Program Director . . .
. . . Available immediately
Announcers, Combo, D.J. . . .
. . . Several Available
Plus sales and copy people

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager, today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.



National Radio & Television Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Help Wanted

Salesmen

AM and TV Broadcast Sales

Major manufacturer of AM and TV Broadcast equipment offers unusual field sales opportunity.

Excellent starting salary—outstanding Company paid benefit program—Retirement Plan—Expenses paid including relocation.

Background should include:

1. ***EE degree or equivalent technical experience.***
2. ***AM or TV broadcast equipment experience:***
   - ***— 2 years sales or,***
   - ***— 3 years studio engineering or,***
   - ***— 3 years design or product development.***

Resume including complete educational, business, and military background will be treated in strictest confidence.

Reply to Box 928A, B•T

REPRESENTATIVES WANTED

XEFD Greater Coverage Bigger Sales Greater Audience

Largest Mexican Border Station with 5,000 Watts in an Area with a Farm Income of over TEN MILLION DOLLARS, $813,246.00. Retail sales and 861,787 Inhabitants.

WESLACO, TEXAS P. O. BOX 421
BUSINESS OFFICES — RIO BRAVO, MEXICO.

Announcers

ANNOUNCER

Staff anouncer who will also do football and basketball play-by-play on 2 man sports staff for NBC Radio-Television station in deep South. Great opportunity. Send letter, tape and photo and we'll telephone you for interview. Box 139C, B•T

WANTED:

Disc Jockeys for McLendon Radio Stations—KLIF, Dallas, Texas; KELP, El Paso, Texas; KTSA, San Antonio, Texas. Send tape and all information to Radio Station KLIF, 2104 Jackson Street, Dallas, Texas.

RADIO

Help Wanted—(Cont'd)

Technical

ENGINEER-ANNOUNCER

for Sitka, Alaska, church-owned KSEW, operated commercially on the campus of Sheldon Jackson Junior College. Must have first class license. Also Program Director wanted with educational radio background.
Unusual career opportunity for experienced broadcaster dedicated to Christian service. Write John Groller, Presbyterian Board of National Missions, 156 Fifth Ave., New York, N. Y.

ENGINEER

Southeast 250 watt station with Rust remote control needs competent first class engineer with announcing experience. 10 hours maintenance, 30 hours air time weekly. Send qualifications and references first letter. Write Manager, WFRP, P. O. Box 336, Savannah, Georgia.

Situations Wanted

Managerial

ASSISTANT MANAGER

Available as liaison or to handle programming. Administrative, executive ability. 17 years AM experience: announcer to manager. Emphasis: news and special events. Authoritative air work. Hymn soloist with own Hammond. Family man. Church worker. Interested *only* in friendly, cooperative, progressive station with men who *know* and *practice* good radio, and will permit advancement. Full personal data to sincerely interested executive. Seeking new opportunity on permanent basis. All replies acknowledge with thanks!
Box 102C, B•T

Available immediately—Administrative Assistant qualified for executive position. A.B. and LL.B. degress. Age forty-one. Willing to relocate. More than thirteen years with major Midwestern newspaper, publisher, radio and TV operator. Accounting, personnel, insurance, budgeting and office management background. Inquires invited. Write
Box 103C, B•T

Announcer

Radio-Television combination, fulltime one, parttime other. Total at least $125 weekly. Now employed, 12 years radio, 1½ TV. Net and indie announcing, news, PD, or what have you? Sober, family, first phone. Southwest, northwest, far west. Tape, resume, suitcase packed, you name the date. Box 123C, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

DEEJAY

Highly paid talking mynah bird and top-rated DJ/on-air salesman—9 years experience . . . . wants to move. Now with one of the country's top 50. Need Number 1 music and news outlet in big city.

Box 146C, B•T

TELEVISION

Help Wanted

Salesmen

UNUSUAL

Opportunity for capable, dependable and enthusiastic account man with leading VHF station in capitol city. Definitely a working job with a fast growing organization owning three vhf stations and five am stations. Call or write

Capitol Broadcasting Co.
Jackson, Mississippi

FOR SALE

Stations

WBLN-TV CHANNEL 15
BLOOMINGTON, ILL.

$125,000. Can be handled for $25,000, cash. Balance payable over 4 year period. Station in black. Owner will consider partnership with reliable individual. Call Worth S. Rough, 4-3031.

Equipment

425 FOOT GUYED
STAINLESS TOWER

Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

Continued from page 106

B. F. J. Timm for $13,000. Mr. Timm owns 50% of **WOOO De Land, Fla.** Action Sept. 27.

WEBK, Tampa, Fla.—Granted assignment of license to E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch, d/b as Hillsboro Bcstg. Co. Elmo B. Kitts sells 25% interest to John A. Branch; consideration $8,000. Announced Sept. 28.

WIOK Tampa, Fla.—Granted assignment of license to Rounsaville of Charlotte Inc. for $150,000 in cash and notes. Principal is multiple station owner **Robert W. Rounsaville.** Rounsaville interests include **WQXI-WATL-TV Atlanta, Ga.; WCIN-WQXN-TV Cincinnati, Ohio; WOBS Jacksonville, Fla.; WMBM Miami Beach, Fla.; WLOU-WQXL-TV Louisville, Ky.,** and **WSOK-WHYC-FM Nashville, Tenn.** (See separate item.) Announced Sept. 27.

WLAQ Rome, Ga.—Granted assignment of license to Don Mitchell's WLAQ of Rome for $50,000. Mr. Mitchell is former employe of **WQOK Greenville, S. C.; WOIC Columbia, S. C.,** and **WQXI Atlanta, Ga.** Announced Sept. 27.

WBIW Bedford, Ind.—Granted assignment of license to Bedford Bcstg. Co. for $76,125. Principals are equal partners **Joseph H. McGillvra** and his wife **Agnes I. McGillvra,** who have application pending for new am at Kingston, N. Y. Announced Sept. 27.

WBAT Marion, Ind.—Granted transfer of control of licensee corporation from John L. Ramp to Central Bcstg. Corp., through sale of 100% interest for $140,000. Central Bcstg. is licensee of **WKBV Richmond, Ind.** Announced Sept. 27.

WARE Ware, Mass.—Granted assignment of license and cp to Central Massachusetts Bcstg. Corp. for $105,000. Principals are **Bertram Roberts** (45%), dentist; **Sherwood J. Tarlow** (40%), banker; **Allan W. Roberts** (10%), former employe at numerous am stations, and **Joseph Kruger** (5%), sales manager at **WHIL Medford, Mass.** Announced Sept. 27.

WLEU Erie, Pa.—Granted assignment of license to Joseph P. Wardlaw Jr. for $85,000. Mr. Wardlaw is former salesman for I. B. M. Corp. Announced Sept. 27.

WSOK-WHCY-FM Nashville, Tenn. — Granted transfer of control and assignment of license to Rounsaville of Nashville Inc. for about $400,000. Principal is multiple station owner **Robert W. Rounsaville.** (For Rounsaville interests see separate item on his purchase of **WIOK Tampa, Fla.**) Announced Sept. 27.

WJMA Orange, Va.—Granted transfer of control of licensee corporation to Woodbury S. Ober through purchase of 175 shares each of common and preferred stock from 26 stockholders for $18,375. Mr. Ober will own 65% of station after FCC approval. Announced Sept. 27.

APPLICATIONS

WLWJ Jackson, Ohio—Seeks assignment of license from WLWJ Inc. to Radio Jackson Inc. for $40,000. **J. E. Willis,** former vice president-general manager, **WLAP-AM-FM Lexington, Ky.,** is 98% owner of Radio Jackson Inc. Filed Oct. 3.

WRAK-AM-FM-TV Williamsport, Pa.—Seeks assignment of license from WRAK Inc. to WGAL Inc. (J. Hale and John F. Steinman) for $125,000. Steinman family owns **WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg** and **WRAW Reading,** all Pa., and **WDEL-AM-FM Wilmington, Del.** Filed Oct. 3.

KBKI Alice, Tex.—Seeks transfer of control from Buford Nicholson, Givens A. Parr and George Prowse to Jules J. Paglin and Stanley W. Ray Jr. for $75,000. Messrs. Paglin and Ray own **WBOK New Orleans; WXOK Baton Rouge** and **KOAK Lake Charles, all La.; KYOK Houston. Tex.,** and **WLOK Memphis, Tenn.** Filed Oct. 3.

KRIS Corpus Christi, Tex.—Seeks assignment of license from Gulf Coast Bcstg. Co. to South Texas Bcstg. Co. for $255,000. South Texas principals own **KTHT Houston, Tex.,** and include Roy Hofheinz, former (1953-55) mayor of Houston, who owns 25% of **KTHT** and 16% of **KTRK-TV** there. Filed Oct. 3.

KOVO Provo, Utah—Seeks assignment of license from KOVO Bcstg. Co. to KOVO Inc. for $63,000. KOVO Inc. principal is Ashley L. Robison, 50% owner of **KCCC-TV Sacramento, Calif.** (Application is pending with FCC for sale of KCCC-TV to Lincoln Dellar [KXOA-AM-FM Sacramento]). Filed Oct. 3.

KFXM San Bernardino, Calif.—Seeks assignment of license from Lee Bros. Bcstg. Corp. to KFXM Bcstg. Co. for $244,150. Principals of KFXM Bcstg. are **H. Phillip Dexheimer,** 22.2% (account executive, **KBIG Santa Catalina, Calif.**); **L. Benton Paschall,** 22.2% (general manager-33.3% owner, **KAFY Bakersfield, Calif.**); **Howard L. Tullis,** 33.4% (33.3%, KAFY; owner, The Tullis Co., Hollywood advertising agency), **John P. Hearne,** 22.2% (attorney, 20.9%, **KVEN Ventura, Calif.**; 33.3% KAFY). Filed Sept. 24.

KBMO Benson, Minn.—Seeks assignment of cp from **Albert S. Tedesco** to **Arline Hodgins Steinbach** for $2,250, said to represent all but $8 of Mr. Tedesco's expenses in prosecuting application for cp. Mrs. Steinbach is former owner-general manager, **KLVC Leadville, Colo.** Filed Sept. 26.

WCPC Houston, Miss.—Seeks assignment of license to **Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis** and **John B. Skelton Jr.** d/b as WCPC Bcstg. Co. through sale by James H. Atkinson of 25% interest for $4,500. Messrs. Mathis will each hold 33.25% and Mr. Skelton 6.4%. Latter is applicant for new am at Magee, Miss. Filed Sept. 24.

KGHM Brookfield, Mo.—Seeks assignment of license to **Ira J. Williams** tr/as Green Hills Bcstg. Co. for $12,000 and $1,594 out-of-pocket costs. Mr. Williams, owner of 33.3%, will be sole owner through purchase of 33.3% each from **William R. Tedrick** and **Leslie P. Ware.** Filed Sept. 24.

KFQD Anchorage, Alaska—Seeks assignment of license from William J. Wagner to Anchorage Bcstrs. Inc. for $80,000. Anchorage principals include Frank M. Reed, president-13.33%; Claude M. Bentz, vice president-13.33%; Ernest Spink, treasurer-17.78%; James D. Burke, 13.33%; John S. Hellenthal, 13.33%; Ken A. Sheppard, 13.33%; William E. Duck, 11.11% and Edward R. Mack, 4.44%. Messrs. Duck and Mack are KFQD employes; Mr. Spink is former manager of station. Filed Sept. 25.

Hearing Cases . . .

OTHER ACTIONS

Daytona Beach, Fla.—By order of Sept. 28 Commission, on its own motion pending study of matters raised in pleadings and briefs, changed from Oct. 1 to Nov. 1 date for return of control of **WMFJ Daytona Beach, Fla.,** from WMFJ Inc., to W. Wright Esch in compliance with Commission's memorandum opninion and order of Aug. 29 in staying June 29 assignment of license pending hearing on protest by Theodore Granik and William H. Cook. Announced Sept. 28.

Marinette, Wis.—By order Commission designated for oral argument on Oct. 8 application for transfer of control of M & M Bcstg. Co. **(WMAM-WMBV-TV Marinette, Wis.)** from William E. Walker, et al., to Guild Film Co., on question whether, if facts alleged in protest by **WFRV-TV Green Bay,** were proven, grounds have been presented for setting aside July 18 grant of said application. Commissioner Bartley abstained from voting. Announced Sept. 28.

Routine Roundup . . .

October 3 Applications

ACCEPTED FOR FILING

Modification of Cp

KTRB-TV Modesto, Calif.—Seeks mod. of cp to extend completion date to 4-16-57.

WPTR-TV Albany, N. Y.—Seeks mod. of cp which authorized new tv to extend completion date to 4-1-57.

WQCY Allentown, Pa.—Seeks mod .of cp to extend completion date to 4-16-57.

WSLA Selma, Ala.—Seeks mod. of cp to extend completion date to 4-24-57.

KTLA Los Angeles, Calif.—Seeks mod. of cp to extend completion date to 3-1-57.

WSAV-TV Savannah, Ga.—Seeks mod. of cp to extend completion date to 4-20-57.

KNOX-TV Grand Forks, N. D.—Seeks mod. of cp to extend completion date to 5-1-57.

WGAL-TV Lancaster, Pa.—Seeks mod. of cp to extend completion date to 4-20-57.

Non-Commercial Educational Fm Renewal of License

KEPH Ephraim, Utah.

License to Cover Cp

KHOL-TV Kearney, Nebr.—Seeks license to cover cp.

WHBF-FM Rock Island, Ill.—Seeks license to cover cp which authorized changes in licensed station.

RENEWAL OF LICENSE FILED

KAVR Apple Valley, KDAC Fort Bragg, KARM Fresno, KNX Los Angeles, KWIP Merced, KOCS Ontario, KXOA Sacramento, KRAK Stockton, KCOK Tulare, KSYC Yreka, all Calif.; KWNA Winnemucca, Nev.; KGOS Torrington, Wyo.; KXOC Chico, KRDU Dinuba, KIEM Eureka,

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You saw it at the convention—now you can use it. Feeds any console—no wires cluttering up the studio. Frequency response 100-20,000 cycles plus or minus 2 dbm noise is minus 60 dbm—complete with tubes. Has a range of over 5000 feet. Can be used by remotes on local location. No need for telephone lines. Complete, ready to go. Guaranteed. 2½x5½x13 inches.

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KLAC Los Angeles, KWKW Pasadena, KDAY Santa Monica, KHUB Watsonville, all Calif.

RENEWAL OF LICENSE RETURNED

KCOY Santa Maria, Calif. (wrong name).
KRFM (FM) Fresno, Calif. (improperly dated).

October 2 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 28

WHDF Houghton, Mich.—Granted authority to operate transmitter by remote control.

Actions of September 27

WANB Waynesburg, Pa.—Granted license for am station.

WFLR Dundee, New York—Granted license for am station.

KRAI Craig, Colo.—Granted license covering installation of old main transmitter as auxiliary transmitter at present main transmitter site.

WENE Endicott, N. Y.—Granted license covering change mode of operation to DA-N, using No. 3 tower for nondirectional D operation, and operate transmitter by remote control while using non-DA.

WKLC St. Albans, W. Va.—Granted license to use old main transmitter as auxiliary transmitter.

WIRE Indianapolis, Ind.—Granted cp to install new transmitter.

WTVW (TV) Evansville, Ind.—Granted mod. of cp to change transmitter location.

WKLM Wilmington, N. C.—Granted mod. of cp to change ant.-trans. and studio location.

WDMF Buford, Ga.—Granted mod. of cp to change studio location (same as trans.) and delete remote control operation.

KCMR McCamey, Tex.—Granted permission to sign off at 7:30 p.m. for period of 90 days, except on occasions when local football games or local programming of great public interest may be broadcast.

Actions of September 25

KBRC Mount Vernon, Wash.—Granted license covering increase in nighttime power and make changes in DA pattern; condition.

KRCC Colorado Springs, Colo.—Granted license covering changes in licensed station.

WFMT (FM) Chicago, Ill.—Granted license covering changes in licensed fm station.

KSTP St. Paul, Minn.—Granted extension of completion date to 1-21-57; condition.

WCOG Greensboro, N. C.—Granted extension of completion date to 11-21; condition.

Actions of September 24

WKY Television System Inc.—Granted assignment of licenses and cps of following stations from WKY Radiophone Co., to WKY Television System Inc.: **WKY, WKY-TV Oklahoma City, Okla.; WSFA, WSFA-TV Montgomery, Ala.; WTVT (TV) Tampa, Fla.**

KMPC Los Angeles, Calif., KSFO San Francisco—Granted mod. of license to change name to Golden West Broadcasters.

October 1 Decisions

ACTIONS ON MOTIONS

By the Commission

Amendment of Sec. 15.68(a)—On request by Task Force #5 of Radio-Electronics-Tv Manufacturers Assn. extended from Oct. 1 to Dec. 31 time within which fm broadcast receivers must comply with requirements of Part 15 of Commission's rules governing Incidential & Restricted Radiation Devices, and amended Sec. 15.68(a) accordingly. Action Sept. 28.

By Chief Hearing Examiner James D. Cunningham

Warren L. Moxley, Blytheville, Ark., Jones T. Sudbury, Martin, Tenn.—On request of applicant, dismissed application of Warren L. Moxley for new am in Blytheville, Ark., and returned to processing line application of Jones T. Sudbury for new am in Martin, Tenn. Action Sept. 27.

By Hearing Examiner Herbert Sharfman

Grand Prairie Bcstg. Co., Grand Prairie, Tex., Radio Center Inc., Arlington, Tex.—Scheduled further hearing on Oct. 5 on am applications of Grand Prairie Bcstg. Co., and Bernice Schwartz and R. M. Hetherington, d/b as Grand Prairie Bcstg. Co., both Grand Prairie, Tex., and Radio Center Inc., Arlington, Tex. Action Sept. 27.

Mt. Kisco, N. Y.—Issued statement and order after prehearing conference on am application of Radio Mount Kisco Inc., Mt. Kisco, N. Y., setting dates of Oct. 16 to furnish proposed written case by applicant and by WJLK, and Oct. 26 to start evidentiary hearing. Action Sept. 27.

September 28 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

WGSM Deer Park L. I. N. Y.—Granted joint petition of WGSM and **James M. Tisdale**, party respondent, to dismiss their petitions to enlarge issues in am proceeding involving WGSM and Winslow Turner Porter, Bath, Me. Action Sept. 25.

KTBB Tyler, Tex.—Granted motion of KTBB to dismiss its petition for reconsideration and grant without hearing of its am application; hearing has been commenced. Action Sept. 25.

By Chief Hearing Examiner James D. Cunningham

WNKY Neon, Ky.—Granted motion of WTCW Whitesburg, Ky., to dismiss its protest, and dismissed hearing proceedings on application of WNKY. Action Sept. 26.

Victoria, Tex.—Scheduled hearing on Nov. 13 re application of Victoria Television Co. and Alkek Television Co. for new tv station to operate on ch. 19 in Victoria. Action Sept. 26.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Granted petition of Booth Radio & Television Stations Inc. to reopen record in Parma-Onondaga ch. 10 proceeding only to extent that evidence may be taken covering (1) acquisition by principals in Jackson Bcstg. & Television Corp., subsequent to closing of record, of large interest in Detroit Tigers baseball club, and (2) effects of this acquisition on integration of ownership and management proposed by Jackson; ordered hearing conference on Oct. 3. Action Sept. 25.

By Hearing Examiner Hugh B. Hutchison

Mayaguez, P. R.—Granted petition of Dept. of Education of Puerto Rico and accepted amendments to its application in Mayaguez, ch. 3 proceedings, so as to increase estimated cost of operation of its proposed station for first year and make changes in its proposed staff. Action Sept. 24.

By Hearing Examiner H. Gifford Irion

Fitzgerald, Ga.—Continued prehearing conference from Oct. 4 to Oct. 15 and continued indefinitely hearing date in proceeding on am applications of South Georgia Bcstg. Co. and WBHB, both Fitzgerald. Action Sept. 25.

September 27 Applications

ACCEPTED FOR FILING

License to Cover Cp

KPOK Scottsdale, Ariz.—Seeks license to cover cp which authorized new am.

KRDG Redding, Calif.—Seeks license to cover cp which authorized new am.

KFMB San Diego, Calif.—Seeks license to cover cp which authorized change from DA-1 to DA-N.

WLIS Old Saybrook, Conn.—Seeks license to cover cp which authorized new am.

WARK Hagerstown, Md.—Seeks license to cover cp which authorized installation of new ant. and to increase height.

WMMH Marshall, N. C.—Seeks license to cover cp which authorized new am and specify studio location as Skyway Dr.

WBRG Lynchburg, Va.—Seeks license to cover cp which authorized new am.

WBLU Salem, Va.—Seeks license to cover cp which authorized new am.

RENEWAL OF LICENSE

KFOX Long Beach, Calif.; KMPC Los Angeles, Calif.; KSFO San Franciso, Calif.; KVBC Farmington, N. M.; KBUH Brigham City, Utah.

KABC-FM Los Angeles, Calif.; KTRB-FM Modesto, Calif.; KFWB-FM Mt. Wilson, Calif.; KGO-FM San Francisco, Calif.; KDFC (FM) Sausalito, Calif.; KNBC-FM San Francisco, Calif., KPIX (TV) San Francisco, Calif.

RENEWAL OF LICENSE RETURNED

KTUR Turlock, Calif. (signed by manager); **KSRO Santa Rosa, Calif.** (signatures).

RENEWAL OF SCA

KDFC (FM) Sausalito, Calif.

UPCOMING

OCTOBER

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.
Oct. 8-9: Clear channel broadcasting service program directors meeting, Chicago.
Oct. 8-12: SMPTE semi-annual convention, Los Angeles.
Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.
Oct. 12: North Dakota Broadcasters Assn., fifth annual meeting, Clarence Parker Hotel, Minot.
Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.
Oct. 12-14: Intercity Conference of Women's Advertising Clubs, Minneapolis.
Oct. 12-14: Advertising Federation of America, 3d district, Charlotte, N. C.
Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 16-18: National Assn. of Educational Broadcasters, annual convention, Biltmore Hotel, Atlanta, Ga.
Oct. 17: Indiana Broadcasters Assn., Sheraton-Lincoln Hotel, Indianapolis.
Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana, Ill.
Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.
Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.
Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.
Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.
Oct. 26: Canadian Bcstg. Corp. Board of Governors, Rm. 262, The Senate, Ottawa, Ont., meeting to hear station applications.
Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.
Nov. 6: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.
Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.
Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.
Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.
Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.
Nov. 16-17: Oregon State Broadcasters Assn., Salem.
Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.
Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

NARTB CONFERENCES

Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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The Missing Body

ALL the mourners who were awaiting radio's funeral must by this time have realized that their own final rites will precede those of the aural medium.

Radio has never been farther from the cemetery than it is today. For proof, we refer to the latest report of the Station Representatives Assn., appearing elsewhere in this issue. SRA says radio spot time sales last August, traditionally a lean month, were 4% ahead of July and 28.5% ahead of August, 1955. Spot billing for the first eight months of this year is 21.5% ahead of billing for the same months of 1955.

Precise estimates of the current rate of local business are not available, but every piece of evidence suggests that local, like spot, is going strong. In today's radio economy strong spot and local billings add up to a strong medium, one which shows new vigor every month.

The mourners have been cheated of a funeral because they wrongly felt that the world wasn't big enough for both radio and television and hence that radio was doomed. It is turning out to be a bigger world than they imagined.

As reported also in this issue, television business is now proceeding at a $100 million-a-month rate. Obviously, radio billings would be higher than they are if television had not been invented. But the fact that radio can be bouncing back from its slump of two years ago while television is doing $100 million a month clearly shows that both media are strong enough to survive and flourish.

Equal Access Progress

THERE is evidence of real progress in the broadcasters' campaign to obtain access to the nation's courtrooms.

More and more lawyers and jurists are being made aware that broadcasting equipment can be operated without distraction to witnesses or other parties at a trial. This awareness is the result of demonstrations like that of California stations at the joint meeting of the State Bar of California and the Conference of California Judges [B•T, Sept. 24].

One session was thoroughly covered by radio and television, using live, film and recording equipment, without the knowledge of delegates. It was not until the chairman announced the presence of radio-tv that delegates knew that the closed circuit broadcasting was going on.

Judge Justin Miller, NARTB advisor (and former president-chairman) and leader in broadcasting's fight for courtroom access, said he thought the California demonstration was more successful than earlier presentations before the American Bar Assn. in Philadelphia and the Colorado Supreme Court.

But there still are influential members of the legal profession who retain doubts about the admission of radio and television.

U. S. Court of Appeals Justice Harold R. Medina, a longtime foe of radio and tv coverage, said he clings to his position. Even if radio-tv gear is concealed, he said, the knowledge of its presence will cause some witnesses to put on an act. In his view radio-tv coverage will interfere with a major function of justice, the ascertainment of truth.

Unfortunately, Justice Medina is not alone on his side of the issue. In the September issue of the *American Bar Assn. Journal,* Richard P. Tinkham, chairman of the association's committee on public relations, urges the retention of Canon 35, which prohibits photography and broadcasting in the courtroom (see story this issue). It is his thesis too that their presence would seriously endanger fair trials.

But even Mr. Tinkham has to admit that the position of himself and his conservative fellows is under effective attack. "Representatives of the media through the American Society of Newspaper Editors, the National Press Photographers Assn., the NARTB and other organizations have launched and are relentlessly pursuing a well-planned and forceful campaign to secure a modification of the canon," he writes. "That they have made progress in this campaign cannot be denied."

These are heartening words, coming from an opponent, and they should be especially gratifying to the radio-tv newsmen, to Judge Miller and others who have spent much of their time and energies on the campaign for equal access.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Originally the film showed the actual birth of a baby, but the network made some changes."

The Sarnoff Story

THE storybook story of David Sarnoff—from immigrant messenger boy to the head of a billion dollar business—was retold last week as 80,000 RCA-NBC workers and leaders of art and industry paid him tribute on his 50th anniversary in radio, television and electronics.

Somehow, the sobriquet "Mr. Electronics" conferred on Gen. Sarnoff by his well-wishing colleagues doesn't seem to fit. He symbolizes more than that. True, he had more to do with the evolution of electronics than any other single individual. But electronics connotes things material—tubes, transmitters, missiles and energy. It is one of the great industries. In this country alone its volume will reach $11 billion this year.

David Sarnoff, more than anyone else, is responsible for the development of broadcasting. He didn't invent it. But he did prescribe it. It was his idea that there would be a "music box" in the home that would pluck signals from the air and translate them into music, information and entertainment.

Here is a combination of philosopher, business leader, engineer, broadcaster, soldier and patron of the arts. A dreamer who made his dreams come true. A creative genius in rare combination with tough businessman (as his competitors will attest).

At 65, when most men retire, David Sarnoff seems ageless. He is young in ideas. At his anniversary ceremony, he had 20 predictions for the next 20 years. Some seem illusory, but if the past is prologue, then you can bet even money that the Sarnoff crystal ball will work again.

General Sarnoff has vigor and stamina beyond his years. Many a younger man has wilted under the pressures he has encountered in his half century of wireless, radio, television and electronics. He has been the dominant force in RCA since its founding in 1919, and of NBC since it began as a network in 1926.

Today another Sarnoff is directing NBC—Robert, eldest of the three sons. Bobby has a tough row to hoe because he is the son of so distinguished a father. He is well-schooled in the NBC organization, though admittedly he didn't have to start from scratch.

Bobby must have made his father proud a few days ago when he faced the fire of the Celler Antitrust Committee. He may not have known all of the answers, but he refused to give ground on the Celler proposition of direct licensing of networks. He had learned well the lesson that freedom goes out the window when government elbows into private business, and that network regulation inevitably would lead to program regulation and censorship.

Broadcasting has many facets, and as many "fathers". We observed we thought "Mr. Electronics" inadequate for Gen. Sarnoff. Hundreds of thousands of Americans earn their livelihoods in the arts, sciences and industries that make up broadcasting and electronics. Hundreds of millions the world over enjoy the benefits of these services because David Sarnoff conceived of broadcasting as a service to mankind.

No coined title would be adequate to cover the scope of his interests and activities.



Houston's Finest Facilities Help KPRC-TV Sell

To have the Southwest's finest TV plant facilities — that's good. But to have these facilities manned by a group of seasoned TV specialists—with over 700 man-years of TV experience—that's even better! KPRC-TV delivers Houston's finest local shows, top-rated NBC network programming, and superior syndicated films. It all adds up to this: The *one* Houston station that gives you more for your advertising dollar is KPRC-TV.

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager
JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

in DENVER...



it's CHANNEL 2

KTVR gives you Denver's most dramatic programing – the greatest **MGM** motion pictures of all times to assure you the largest available audience — films such as **Goodbye Mr. Chips, Captains Courageous, Gaslight, The Good Earth, The Hucksters, Dr. Jekyll & Mr. Hyde, Mrs. Miniver, Mutiny on the Bounty, Northwest Passage, The Three Musketeers, Ninotchka**—with such stars as Clark Gable, Robert Taylor, Spencer Tracy, Greer Garson, Lana Turner, Esther Williams.

Schedule MGM Movie Matinee—3:00 P.M., Mon.-Sat.
MGM Movie Theatre—9:00 P.M., Sun.-Fri.

The high priced networks can't compete!

The New York Times says, Sept. 9, 1956, **FEATURE FILMS MAY ALTER PROGRAM PATTERN OF TV**—by Jack Gould

"...**It no longer pays to pass up the independent stations;** often they now have a feature film that may be a good deal better than some television live plays or other network attractions... what is more than a little amazing is that the networks elected to let the Hollywood backlog slip out of their hands into the control of the individual stations."

Variety says Wed., Sept. 12, 1956, **WEBS TAKE A BACK-LOG SEAT—COLGATE'S MOVE AS HARBINGER**

"... The networks are frankly disturbed. As more and more 'big money' heretofore dedicated to the 'Network principle' is siphoned into single-station feature film buys, the very precepts of coaxial networking of shows are seriously challenged. **That's why the Metro invasion into TV with its 'billion dollar bundle' looms as perhaps the most significant video event of the year."**

Radio TV daily says–

"Rush to buy features on TV"

BEST BUY FOR YOU **KTVR** STATION OF THE STARS

H. B. LaRue, Exec. V.P., 550 Lincoln St., Denver, Colo. Represented by Blair Television Associates, In

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION OCTOBER 15, 1956 35¢ PER COPY

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SMPTE Convention: Latest word on color, tape, film processes — PAGE 64

Storz Stations' Status Report

WDGY MINNEAPOLIS-ST. PAUL
Now in first place, per all-day Hooper average! Spectacular growth per latest Nielsen, and per latest Pulse. Talk to JOHN BLAIR or WDGY GM Steve Labunski.

KOWH OMAHA
Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager Virgil Sharpe.

WHB KANSAS CITY
First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 85% renewal rate among top 40 advertisers proves vitality. See JOHN BLAIR or WHB GM George W. Armstrong.

WTIX NEW ORLEANS
Still rocketing, still leading, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. or WTIX GM Fred Berthelson.

WQAM MIAMI
Now bringing Storz music, news, ideas, excitement to all of Southern Florida, with 5,000 watts on 560 kc. WQAM is already a fine Miami buy, as JOHN BLAIR or GM Jack Sandler will demonstrate.

So today, in all of these important markets, you choose well when you choose

The Storz Stations *Today's Radio for Today's Selling*

Todd Storz, President

THE NEW ABC AFFILIATE . . . .

IN RICHMOND, VA. IS NOW

WMBG

5000 WATTS

1380 KC

REPRESENTED NATIONALLY BY BOLLING CO., INC.

RICHMOND, VA

NOW MORE THAN EVER BEFORE PROGRAMS WILL BE BIGGER
AND BETTER ON BOTH WMBG AND ITS SISTER STATION WCOD (FM)
WHICH DUPLICATES THE ENTIRE WMBG SCHEDULE WITH 50,000 WATTS.
THE FIRST STATIONS OF VIRGINIA WMBG (AM), WCOD (FM), AND
"THE SOUTH'S FIRST TELEVISION STATION" WTVR ARE PLEASED TO JOIN
THEIR FORCES IN PRESENTING TO THEIR VAST VIRGINIA AUDIENCE
THE FULL AND COMPLETE FALL PROGRAM LINE-UP OF AMERICA'S FASTEST
GROWING AND MOST DYNAMIC NETWORK—THE AMERICAN BROADCASTING CO.

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
AFFILIATED WITH ABC-TV





say it with music

Now, 18 hours of

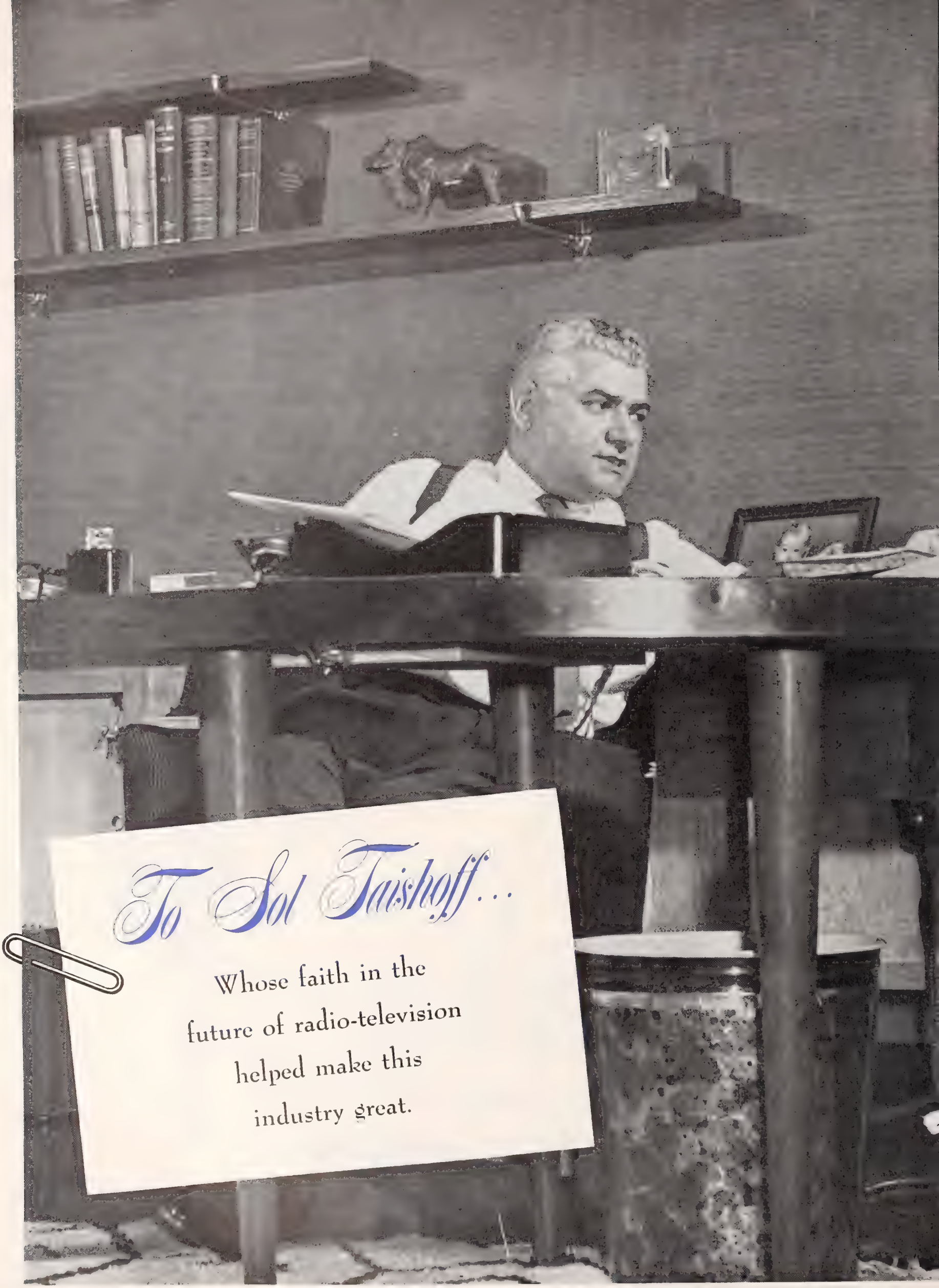
MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

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WGAL-TV • Lancaster, Penna. • Channel 8 • NBC and CBS

closed circuit.

UHF SOLUTION? • Most optimistic report yet heard on combination uhf-vhf tuner, which would open way for all-band receiver, was given FCC last week by Comr. T. A. M. Craven after inspection trip to General Electric tube plant in Owensboro, Ky. New ceramic tube and tuner were demonstrated, picking up uhf and vhf stations in general area, and Comr. Craven reportedly told Commission he thought development has tremendous potential in solving both cost and service problems in production of all-band receivers.

B•T

CERAMIC tube development has been known in trade for about two years, but GE has been secretive during developmental stages. Comr. Craven was accompanied on Monday-Tuesday inspection by James E. Barr, assistant chief of Broadcast Bureau and Willmar K. Roberts, assistant chief of Laboratory Division, constituting top level engineering team. While prices and longevity factors were not divulged, impression was given that GE engineers believe tube-tuner can be produced on low cost automation basis and that life will be comparable to conventional uhf tubes.

B•T

GINGERLY CRACKDOWN • First disciplinary action under NARTB Tv Code Board's get-tough policy may be handled on indirect basis. Three eastern stations, which have been monitored closely and have had warnings, will be given final notice if code violations continue. Next step will be to offer them chance to resign. If they don't, board will instigate complicated procedure by which code subscriber is forced out of code structure. This requires action by Tv Code Review Board which then will refer matter to association's Tv Board for final decision.

B•T

IN ITS QUEST for successor to Arthur Loew, as president of Loew's Inc. [B•T, Oct. 8], executives of parent of MGM have on several occasions felt out Eric Johnston, president of Motion Picture Association of America Inc., without avail. Conversations also were held with Sylvester L. (Pat) Weaver, among others, it's learned authoritatively.

B•T

BOOK OF BRAINING • Inter-office memos of NBC ex-Board Chairman Sylvester L. (Pat) Weaver, Jr.—which have gained legendary reputation for voluminousness, erudition, and sometimes bewildering depth and syntax—may find their way into public print. Mr. Weaver, now in Europe, reportedly feels wider exposure of his "communications philosophy" might help raise general broadcast standards. Officials of Simon & Schuster publishing house concede they "might do it"; Doubleday & Co. authority said his firm discarded idea after seriously considering it; spokesman for Random House did not comment. Possible hitch: NBC might consider memos its own property, though offhand feeling there appeared to be that network wouldn't be stuffy about it if Mr. Weaver got a publisher.

B•T

WESTINGHOUSE Broadcasting Co., which severed its NBC radio network affiliations, has been expanding its independent programming with emphasis on news. Management reportedly now is contemplating setting up its own national news bureau in Washington to service stations with special coverage at national and regional levels.

B•T

TEASER POSSIBLE • While FCC's Special Network Study staff has until end of fiscal year (June 30) to file its report and recommendations with FCC, there may be one or more interim reports on specific aspects prior to that time. One such report, it's indicated, will be on multiple ownership of broadcast stations (now limited to seven in each of three categories, am-fm and tv). FCC will consider revised M-O regulation again on Jan. 9, having deferred action month ago. It's presumed that "interim" report will be in FCC's hands prior to that date.

B•T

MORGAN BEATTY, veteran NBC commentator (Alka-Seltzer World News; Monitor) *breaks out as author next month with publication of* Morgan Beatty's Your Nation's Capital *(Farrar, Straus and Cudahy). This Washington guidebook is first of series planned by Mr. Beatty, and will be in both hard-back and paper-cover editions.*

B•T

PARAMOUNT SWITCH? • Does sale to National Telefilm Assoc. of Rainbow Films, with assets including six feature films (see story, p. 58), mean that Paramount Pictures has abandoned its "no feature films to tv" policy? Rainbow Films was wholly-owned subsidiary of Paramount Pictures, but Paramount spokesman refers all queries to NTA, declining to explain whether sale means Paramount has released feature films to tv. NTA's comment is that it has bought subsidiary from Paramount Pictures.

B•T

HOUSE Small Business Committee is expected to issue "summary report" this week from subcommittee headed by Rep. Joe L. Evins (D-Tenn.) which held hearings in 84th Congress on Federal regulatory commissions and agencies, including FCC. Subcommittee subpoenaed thousands of RCA-NBC and CBS documents last March and questioned WXEX-TV Petersburg, Va., principals on purported White House influence following Rep. Evins' charges that FCC had admitted influence of networks on Commission decisions [B•T, March 26, 19]. FCC denied but never was called to testify.

B•T

AMERICAN PLAN • With first anniversary of introduction of commercial television in England Sept. 22, renewed efforts to have ITA switch over to "sponsored tv" on American plan, rather than arbitrary rotation of commercials without anchoring to programs, is being revived. *Advertiser's Weekly of London* carried full page ad of B. Charles-Dean, film and tv producer and distributor, urging sponsored tv "which will put the medium on the right foot to the benefit of everybody concerned: Consumers-Viewers-Contractors-Advertisers-Agencies-Producers (et al)."

B•T

TV FILM producers are bound to get hurt in three-way union representation squabble building up steam in Hollywood. IATSE is fighting to push IBEW and NABET off major studio lots because of scale differentials. NABET last week charged IATSE pickets around Centaur Studios where Wayne Steffner Productions are filming ABC-TV's You Asked For It *were unemployed dishwashers from local culinary union. IATSE officials say they will picket NABET again but this time with IATSE members.*

B•T

MEXICAN STAND-OFF • No official word yet, but through diplomatic channels Mexico has informed U. S. State Dept. that its tv industry has indicated it can't buy proposed FCC change of ch. 12 from Fresno (where KFRE-TV is now operating at that frequency) to Santa Barbara, Calif. So protest will undoubtedly be submitted [CLOSED CIRCUIT, Oct. 1]. But, what makes situation unique is that since proposal meets U. S. standards and since there is no agreement on mileage separation with Mexico, what does U. S. do with Mexican protest if it decides to go ahead and deintermix Fresno? Mexico uses ch. 12 at Tijuana, 200 miles from Santa Barbara.

B•T

WHAT'S thinking among engineers on unsympathetic reaction to Commission's proposed uhf curves to be used in determining population coverage in pending deintermixture cases [B•T, Sept. 24]? Consensus seems to be that Commission will have to return to Sixth Report and Order curves (which now are part of rules) and also hold out welcome for measurements or other estimates to help guide decisions. Engineers feel averages for uhf measurements too open to attack because of wide variances resulting from different types of terrain, seasons of year, etc.

CBS TELEVISION

in every television market there is <u>one</u> dominant station... in Indianapolis that station is

WISH-TV

channel **8**



at deadline

NBC, Radio Affiliates Tackle Programming Plans

"GENERAL EXPLORATION" of "programming types, the hours of programming and the structure of the schedule which would best serve" NBC Radio affiliates and listeners occupied all-day meeting of NBC officials and NBC Radio Affiliates Program Advisory Board last Friday in New York. "Hours of programming" reportedly referred to network option hours, in which some changes have been suggested. Other specific plans considered, it was understood, included "imagery transfer" advertising concept and projected "Most Beautiful Voice in America" program.

Lester W. Lindow, WFDF Flint, Mich., chairman of Program Advisory Board, expressed satisfaction on behalf of board members in statement issued after meeting. He said: "We believe NBC is off to a great start in strengthening its radio network service to make it of maximum service to the affiliates and to their audiences. We feel that the procedure for advance consultation with affiliates on program planning and development will be productive for the network and the stations, and we are looking forward to further meetings for continuation of this procedure on a regular basis." Next meeting to be held "within 30 days."

NBC President Robert W. Sarnoff opened meeting. NBC discussion led by Matthew J. Culligan, vice president in charge of radio network. All advisory board members were on hand: Chairman Lindow; W. W. Warren, KOMO Seattle; Louis Read, WDSU New Orleans; Harold Grams, KSD St. Louis; Alex Keese, WFAA Dallas, and Harold Essex, WSJS Winston-Salem.

Representing NBC, aside from Messrs. Sarnoff and Culligan, were Charles R. Denny, executive vice president, operations; David Adams, executive vice president, corporate relations; Jerry Danzig, vice president, radio programs; Harry Bannister, vice president, station relations; Donald Mercer, director, station relations; Hugh M. Beville Jr., vice president, planning and development; Thomas B. McFadden, vice president, owned and operated stations and NBC Spot Sales; George Graham, in charge of sales service, radio network, and William R. McAndrew, director of news.

Rep. J. Percy Priest Dies at 56; Headed House Commerce Unit

CHAIRMAN J. Percy Priest (D-Tenn.), 56, of House Commerce Committee and former House Majority whip, died Friday in Nashville eight days after stomach surgery for duodenal ulcer. He was serving eighth term in Congress, first as head of Commerce Committee.

In line to take over chairmanship in 85th Congress if Democrats retain control is Rep. Oren Harris (D-Ark.), unopposed for re-election. Committee's ranking Democrat, Rep. Harris is chairman of Transportation & Communications Subcommittee and is an acknowledged congressional expert on broadcasting matters.

If Republicans win control, helm will return to Rep. Charles A. Wolverton (N. J.), who has headed committee several times.

AGILE ALTERNATE

RICHARD K. MANOFF Inc., New York, agency for Welch Grape Juice Co., New York, has devised new system of switching major and minor commercials for alternate week network shows. Last week, with its alternate-Thursday buy in *Comedy Time* (NBC-TV, Mon.-Fri., 5-5:30 p.m. EDT), agency worked out arrangement with network whereby Welch's has major commercial on Thursdays every other week and puts its minor plug on Fridays, alternating with Friday sponsor, Pharmaco, on same show. Normally, alternate-week advertiser gets its major commercial one week and minor mention during other alternate sponsor's week. But since alternate Thursdays on *Comedy Time* are unsponsored, Manoff agency conceived new system which it dubbed "major-minor lateral switch."

A. R. Hopkins to New Post In RCA Electronic Marketing

A. R. HOPKINS, former RCA Broadcast & Tv Equipment Dept. manager, has been named to new post of manager of Commercial Electronic Marketing Dept., Arthur L. Malcarney, RCA Commercial Electronic Products vice president and general manager, announced Friday. He will head all product planning, marketing, advertising, sales promotion, contract and market research functions.

Department is made up of broadcast and tv equipment, communications products, theatre and sound products and Bizmac marketing departments.

Mr. Hopkins joined RCA in 1929 as engineer, was transferred to broadcast sales in 1935, and in 1946 assumed post of sales manager of Broadcast-Industrial Dept., forerunner of present Broadcast Equipment Dept.

AIMS Elects Morris, Commends BBDO Study

DAVE MORRIS, KNUZ Houston, elected chairman of Assn. of Independent Metropolitan Stations (AIMS) at Kansas City meeting, succeeding John J. Hurley, WNEB Worcester, Mass., George (Bud) Armstrong, WHB Kansas City, elected vice chairman.

AIMS commended BBDO for its service to advertisers in producing report on modern radio listening [B•T, Oct. 1] and lauded B•T for bringing report to attention of industry. Resolution explained report "from an agency of this stature of necessity has to be unbiased in its attitude toward all media" and termed it "of unique value to buyer and seller alike."

ABC Elections on VOA

U. S. Information Agency (Voice of America) will monitor ABC Radio and ABC-TV election night coverage for simultaneous-and-delayed rebroadcast via short wave to world-wide audiences, parts in English, others in translated form, it was announced Friday.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 44.

SATURATION BUY • Welch's Grape Juice Co., N. Y., planning saturation radio spot announcement campaign for Welch's refreshment wine, using as many as 15 to 20 spots per station on Wednesdays, Thursdays and Friday in about 50 markets. Schedule starts Nov. 7 and runs for two weeks, takes hiatus for three weeks and then returns for three more. Advertiser also will use 26-week radio schedule in participation shows in New England area, starting Nov. 1, for Welch's tomato juice. Agency: Richard K. Manoff, N. Y.

INSTANT ON RADIO • General Foods (Instant Sanka coffee), N. Y., planning radio spot schedule using as many as 25 spots per week on each station, starting Oct. 22 for two weeks in New England and eastern area. Young & Rubicam, N. Y., is agency.

MORE PEANUT BUTTER • Procter & Gamble (Big Top peanut butter), N. Y., through Compton Adv., N. Y., adding number of markets to its current schedule of reported 50 markets. Additional stations start Nov. 5 with contract running in usual P&G style, "til forbid."

SHELL ANNOUNCING • Shell Oil Co. (Super Shell), N. Y., using radio and television spot announcement introductory campaign Oct. 22 through Nov. 17 in Midwest, mostly Ohio. J. Walter Thompson Co., N. Y., is agency.

ANOTHER FOR NC&K • Colgate-Palmolive Co. naming Norman, Craig & Kummel, N. Y., to handle its nearly $1.5 million advertising budget for Veto deodorant. Appointment marks fifth major advertiser that agency has acquired within year.

GOOD GRIEF • Stroh Brewery Co., Detroit, has signed to sponsor Guild Films' new *Captain David Grief* tv film series in 21 midwestern markets, starting in January. Agency: Zimmer, Keller & Calvert, Detroit. Also buying series: Standard Oil Co. of Calif., San Francisco, for telecasting in Pacific coast states and Hawaii in January. New series to replace *Chevron Hall of Stars* by Four-Star Productions, which company now is using in behalf of Standard Stations and independent Chevron dealers. Standard Oil agency: BBDO.

DOG FOOD RENEWS • John Morrell & Co. (Red Heart dog food), Chicago, renews five weekly segments of Don McNeill's *Breakfast Club* on ABC Radio (Mon.-Fri. 8-9 a.m. CDT) for 26 weeks effective Oct. 29. Campbell-Mithun Inc., Chicago, is agency.

TONI TO ALTERNATE • Toni Co. buys alternate Tues. quarter-hour on NBC-TV's *Tic Tac Dough* (Mon.-Fri., 12-12:30 p.m. EDT) effective Jan. 8. North Adv., Chicago, is agency.

MEREDITH STATIONS ARE

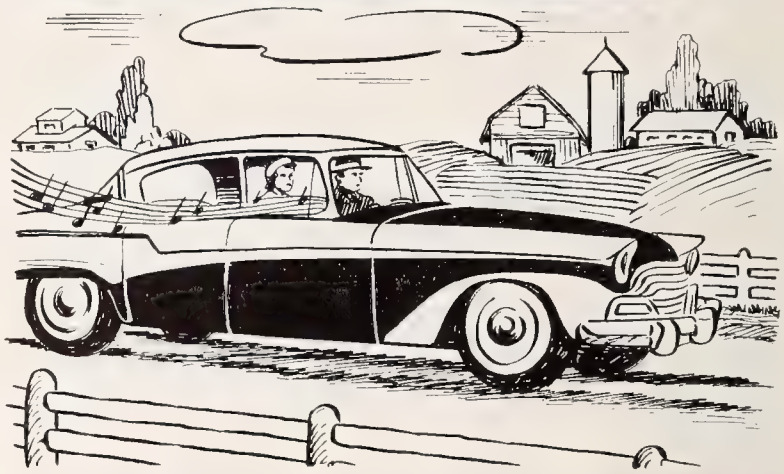
"One Of The Family"



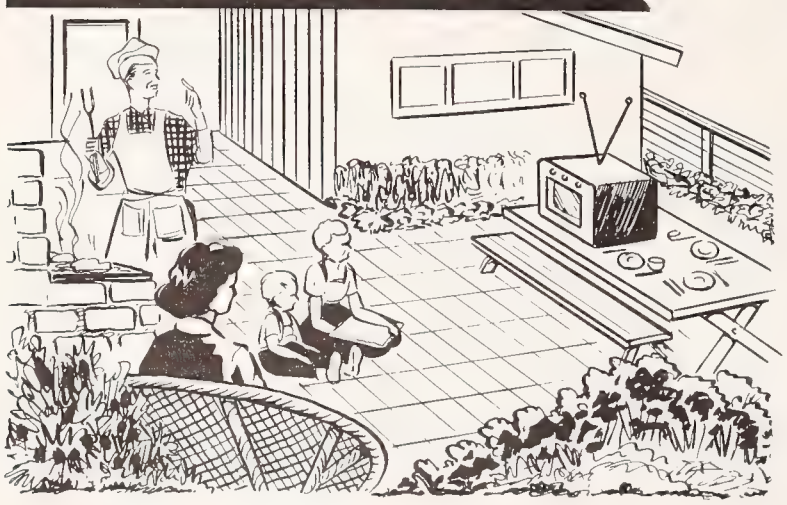
In a game room in KANSAS CITY



In a car near OMAHA



On a patio in PHOENIX



In a kitchen in SYRACUSE



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

at deadline

FCC Confirms Ch. 13 Grant For KYAT (TV) Yuma, Ariz.

IN ORDER issued Friday [CLOSED CIRCUIT, Oct. 8], FCC concurred with August initial decision of hearing examiner and confirmed Commission's January no-hearing grant of ch. 13 Yuma, Ariz. (KYAT [TV]), to Wrather-Alvarez Broadcasting Co. (KFMB-AM-TV San Diego). Exceptions to initial decision filed by KIVA (TV) Yuma, protestant in case, were held to be untimely filed.

KIVA exceptions were filed 18 days after close of hearing in keeping with examiner's order which gave 20-day deadline, but running counter to FCC's edict setting hearing on protest which specified exceptions were to be filed 15 days after close of hearing. In awarding grant, Commission ruled its order was controlling, that examiner lacked authority to alter time factor.

Comr. Hyde dissented to majority opinion, saying that while it was unfortunate orders of FCC and examiner were not consistent, he did not think it unreasonable for KIVA to rely upon examiner's ruling. In his written dissent, Comr. Hyde said: "I think the Commission ought to decide the case on the merits rather than dismiss it on a technical point of dubious validity."

Also last week, three applications were filed for tv stations. Industrialist Henry J. Kaiser, who has pending application for new am (1040 kc) at Honolulu, T. H., applied for ch. 13 there, proposing 12.97-kw visual power with antenna height of 121 ft. above average terrain. Mr. Kaiser's application estimated construction costs at $133,653.40, first year operation costs at $116,000.

Harwell V. Shepard, owner of KDNT-AM-FM Denton, Tex., filed for ch. 2 there, simultaneously requesting FCC to change that channel from reserved educational status to commercial. Another rule-making request is pending before FCC asking that Denton channel be assigned as commercial to Longview, Tex. Mr. Shepard's application proposes 0.746-kw visual power, antenna 169 ft. above average terrain. Costs were estimated at $40,915 for construction and $36,000 for first year operation.

WCBC-TV Anderson, Ind., on ch. 61, filed for ch. 26 there, which will not be allocated to Anderson until Nov. 7. The FCC fortnight ago [B•T, Oct. 8] finalized rulemaking giving Anderson ch. 26, deleting ch. 61 (WCBC-TV's authorization), deleting ch. 26 from Indianapolis and adding ch. 39 there. Change is to become effective Nov. 7, so until that date it's unlikely that Commission will accept WCBC-TV's application.

Ch. 54 WTOM-TV Suspends

WTOM-TV Lansing, Mich., ch. 54, last week informed FCC that it was "temporarily" suspending operations. This brings to 66 number of stations which have gone dark, of which 62 have been uhf. Total of 39 stations, including WTOM-TV, have gone off air and retained their construction permits.

Eastern Seaboard NARTB Sets Regional Meet Record

NEW RECORD for attendance at NARTB regional meetings set in Washington Friday when registration reached 300 at noon (early story page 60). Record also set at banquet, attended by 324 delegates and guests. Registration was more than one-third above 207 figure recorded by same region in 1955.

Resolution adopted at Friday business session commended Sol Taishoff, editor and publisher of B•T for 25 years service, terming him "one of the leaders in the industry's struggle to furnish a free broadcast service in the public interest." Other resolutions praised speakers for participating in program, commended George H. Clinton, WPAR Parkersburg, W. Va., host director, and other region board members for handling of conference, and thanked RCA for reception.

J. Robert Gulick, WGAL Lancaster, Pa., was chairman of resolutions committee. Other members were C. Wallace Martin, WMSC Columbia, S. C.; Carl Lindberg, WPIK Alexandria, Va.; John L. Cole Jr., WHLF South Boston, Va., and Robert T. Tincher, WHTN Huntington, W. Va.

NTA Readying Answers On Film Network Questions

NTA FILM NETWORK is preparing point-by-point answer to questions raised by FCC staff regarding network's contracts with affiliates [B•T, Oct. 1], it was learned Friday. Statement will be filed this week. Meanwhile, in formal communication to Commission Oct. 5, film network rebutted contentions of KGEO-TV Enid, Okla., that some provisions of contract violated chain broadcast rules. KGEO-TV made allegations, particularly regarding 1½ hour "option" time for network in letter to FCC Sept. 25. NTA declared no abdication of license control over programs intended or possible. Contract permits stations to refuse programs, gives them advance information on program and sponsor, and in fact—because it is film—permits station owner to preview material. Therefore, NTA Film Network declared, licensee control over film network programming even more stringent than over regular network fare. Network also averred it intends no control over station rate cards. Conference with FCC staff was requested.

NBC Opera on the Road

NUMBER of RCA and NBC executives, led by RCA Board Chairman David Sarnoff and NBC President Robert W. Sarnoff, will join Philadelphia civic officials tonight (Mon.) at eastern premiere of NBC Opera Company held by Philadelphia Forum at Academy of Music. NBC Opera's initial tour got underway Thursday in South Bend, Ind., will visit 47 cities this season.

KQUE to Everett-McKinney

KQUE Albuquerque, N. M., today (Mon.) is announcing appointment of Everett-McKinney Inc. as national representative effective Oct. 16.

PEOPLE

JOHN MASTERSON, formerly president, Masterson, Reddy & Nelson, N. Y., tv-radio production firm, named Friday as manager of N. Y. radio-television office of Tatham-Laird. **H. LAWRENCE HOLCOMB** of agency's N. Y. office continues as director of program and commercial production.

KENNETH W. SELLERS, formerly with Pepsi-Cola copy group, Kenyon & Eckhardt, to copy chief, Richard K. Manoff Inc., N. Y.

FRANK D. JACOBY, formerly in radio-tv department, Biow Co. and BBDO, to Product Services Inc., N. Y., as executive tv producer. Other Product Services appointments announced Friday: **LEE KRISS,** from production staff to assistant tv producer, being replaced by **HARVEY COHEN.**

IRENE SANDRAY, freelance writer, to radio-tv department, copy staff of N. W. Ayer & Son, N. Y.

JAMES LENKOWSKY named supervising editor of Film Creations Inc., N. Y., tv film commercials producer. Other appointments: **THOMAS BRANDON BOGGS,** sales representative; **LEWIS DAVIS,** production supervisor; **BROOKE SMITH,** scenic designer, and **MOREY REDEN,** director of animation.

RICHARD M. KLEIN, sales engineer, electronic product sales department, Sylvania Electric Products Inc., to newly created post of product engineering manager of department.

GEORGE E. REILING, distributor sales section, RCA Tube Div., Chicago, transferred to RCA Semiconductor Div., same city.

New VOA Radio Technique Said to Boost Reception

NEW SYSTEM of single side-band transmission, which improves radio reception without increasing transmitter power or operations cost—and which holds possibility of increasing world's standard broadcast channels—put into effect by Voice of America at its 1,000-kw Munich, Germany, $50 million long wave broadcast station, U. S. Information Agency announced today (Mon.). Called "compatible single side-band transmission" (CSSB), USIA reported method was developed by Kahn Research Labs., Freeport, L. I., and VOA engineers. CSSB provides most ordinary radio receivers with up to twice as much power as possible with old method (double side-band amplitude modulation), USIA said. CSSB also limits effects of fading and decreases interference between stations, USIA declared. Additional frequency space comes, agency said, from fact only single side-band of transmission used, freeing other side-band for additional use.

KCLO Sold for $46,500

APPLICATION seeking FCC approval to sale of KCLO Leavenworth, Kan., was filed with Commission Friday. Selling price of daytime outlet (1410 kc, 500 w) is $46,500. Principals in selling group own WVMC Mt. Carmel and WIZZ Streator, both Ill. Buyers are George B. and Florence L. Anderson, owners of KLIR Denver, Colo., KJRG Newton, Kan., and KJSK Columbus, Neb.

the week in brief

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WHEN BIG NEWS IS MADE

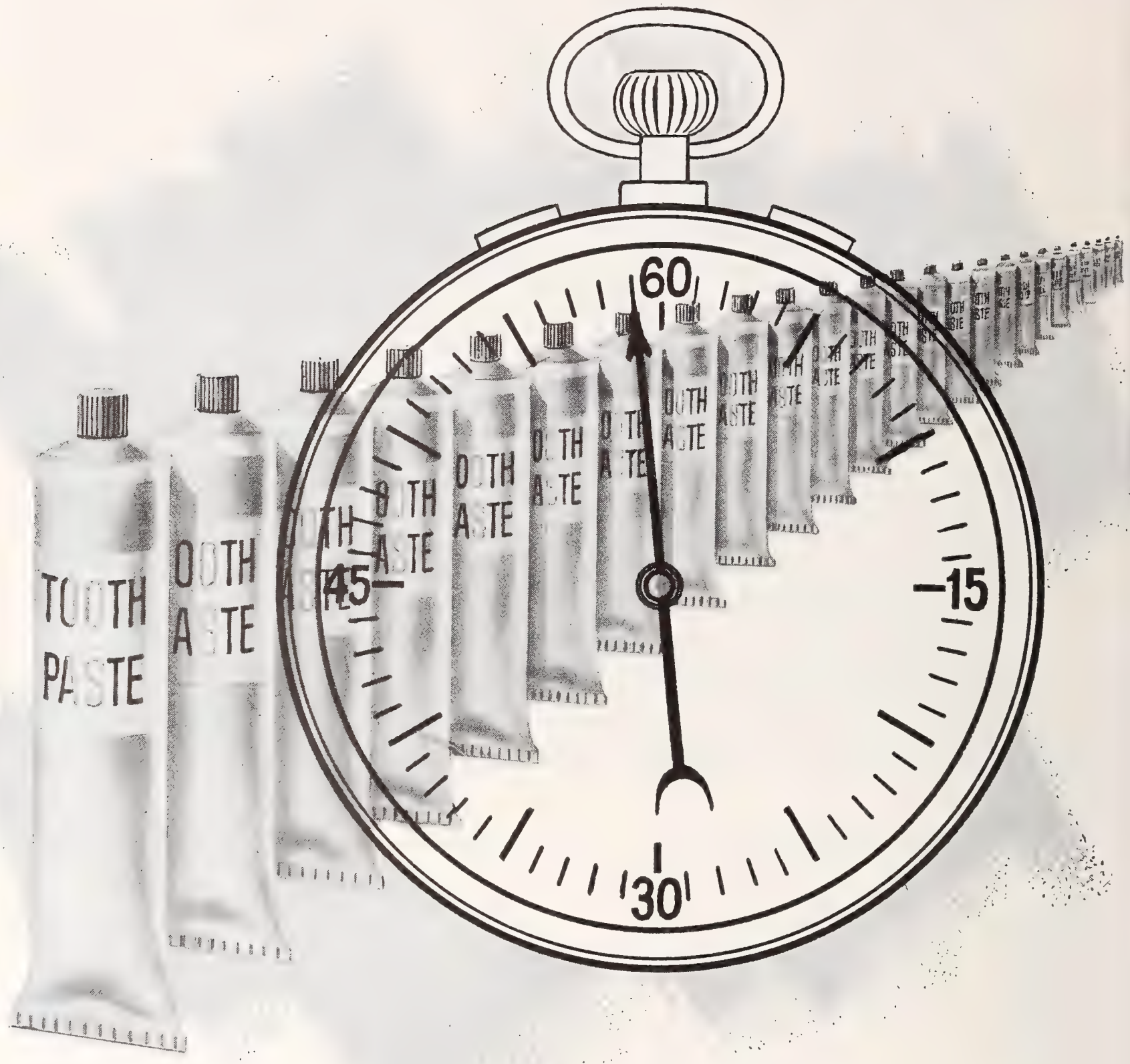
KRON-TV's Cameras are on the spot

...even in the mud-filled streets of flooded Yuba City, California. Last winter's Northern California flood was a dramatic and tragic disaster, fully recorded by KRON-TV's film and live cameras. The station's viewers saw it all, over a thirty day period.

Now, comes recognition from the California State Fair and Exposition with its TOP STORY AWARD for news coverage of this event. The only state-wide TV award, this is the third time in four years it has been granted to KRON-TV.

KRON-TV SAN FRANCISCO, NBC AFFILIATE–CHANNEL 4

60 seconds is all



Represented by

EDWARD PETRY

THE ORIGINAL STATION

NEW YORK CHICAGO ATLANTA

it takes...

To make Americans' teeth sparkle, 4,456 tubes of toothpaste were manufactured every 60 seconds of every working day—556,142,976 tubes in all last year.

And to make **toothpaste sales** sparkle—to spark **any** sales—the answer is clearly Spot Radio.

Spot Radio costs less to reach more customers, whoever they are, whenever and wherever you like.

And, 60 seconds is all it takes.

WSB	Atlanta	WIP	Philadelphia
WGN*	Chicago	WRNL	Richmond
WFAA	Dallas-Fort Worth	KCRA	Sacramento
WIKK	Erie	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WJIM	Lansing	KMA	Shenandoah
KARK	Little Rock	KTBS	Shreveport
WISN	Milwaukee	WNDU	South Bend
KSTP	Minneapolis-St. Paul	KVOO	Tulsa
WTAR	Norfolk	ABC	Pacific Radio Regional Network

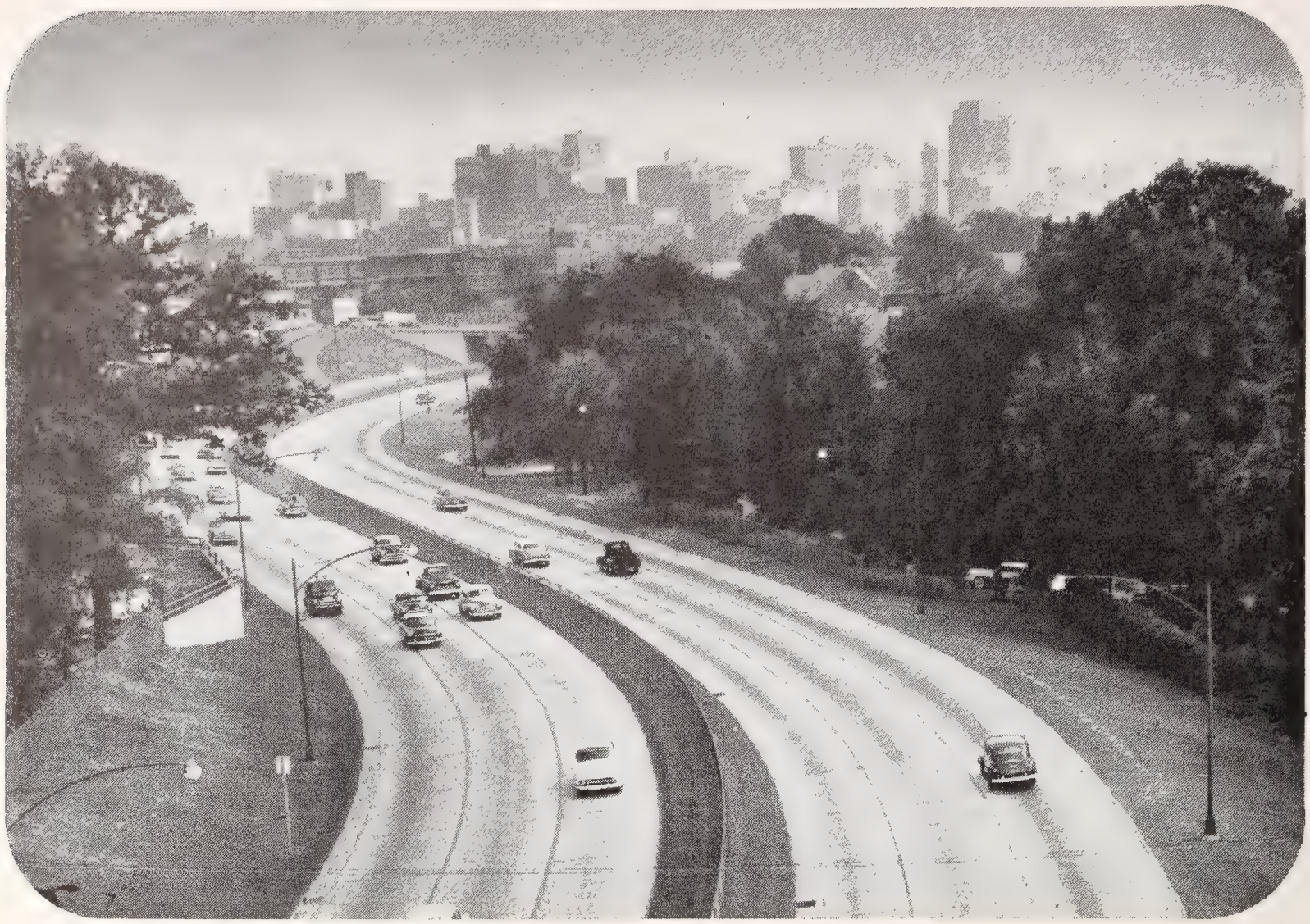
*West Coast

Texas Quality Network

& CO., INC.

REPRESENTATIVE

DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS



The Atlanta market . . . 1,000,000 people by 1961
Stake out your claim now

You have heard it said that the South is America's last economic frontier. A region where great new consumer franchises can be built.

This is true. But as ever happens, late-comers seeking the promised land more often find that the frontier has vanished. Others are solidly entrenched at lesser cost and greater profit.

Already this picture takes shape in Atlanta. Population of the Metropolitan Area is now reliably put at 869,014. In less than five years it will surpass a million.

In 1961 what will be *your* competitive position in Atlanta? *What is it now?*

WSB Radio and WSB-TV invite you to share the rewards of this great and growing market's present and future. Put in your ground-floor claim on the South's largest radio and television audiences today.

• • • • •

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. NBC affiliate. Representatives are Edw. Petry & Co.



"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

LETTER *from the* EDITOR-PUBLISHER

Dear Reader:

MOST people are allergic to "special issues" of trade magazines, and with good reason. Too often the special issue is a self-serving device to entice compliments and extra advertising.

This is a special special issue. It is fat, but not because advertisers were bludgeoned into using space. It is fat mainly because it contains, in addition to all the news of the past week, a running story of a miracle quarter-century of broadcasting as reported in this 25-year-old magazine.

The running story is not, however, about BROADCASTING • TELECASTING. It is about all of you who have created the magnificent arts of radio and television; you who started from scratch with no precedents to guide you; you who later entered this evolving field in which pioneering never ends.

Our assignment has been to gather, report and interpret the events of these 25 exciting years as accurately and swiftly as our own competence and the machinery of printed journalism allowed. We have tried in our news columns to be fair, objective and comprehensive. We have tried on our editorial page to advance the causes of responsible broadcasters and good broadcasting.

VOL. 1, No. 1 of BROADCASTING, *the Newsmagazine of the Fifth Estate,* made its bow Oct. 15, 1931, when the big depression was scraping bottom. The lead editorial said:

> To the American system of free, competitive and self-sustaining radio enterprise, this new publication . . . is dedicated.

Some of our old friends know the story of our birth. Others may be interested.

We began publication with a $5,200 bank account advanced by the late Harry Shaw, then the owner of WMT Waterloo (now Cedar Rapids), Iowa, and afterward president of the National Assn. of Broadcasters. That $5,200 was 10% of the $52,000 Mr. Shaw had pledged to angel this risky venture at a time when the mortality rate among new publications was better than 90%. The balance of the pledge never came because Mr. Shaw's funds were frozen in a bank closure—one of the many which preceded the FDR-ordered bank holiday of 1933.

There were three stockholders at the start, Mr. Shaw, Martin Codel, who now edits the successful *Television Digest,* and I. Mr. Shaw retired from our struggling enterprise in 1932, relinquishing his publisher's duties to Martin. I moved from managing editor to editor.

During the eventful years from the start in 1931 until 1944 when I purchased Martin's half interest the magazine never swerved from its pledge to defend radio's free charter and to cover the news. Many broadcasters, agency and advertising executives, as well as government officials, saw the need for an authoritative trade journal in broadcasting and gave us a hand in those challenging days. Many of them are still active, most having risen to great prominence.

BROADCASTING turned the economic corner in 1937. It could not have done it without the drive and imagination of Martin Codel and the loyalty and energy of a small, hard-nosed staff of editors, reporters and salesmen. Many of them are with us still, in responsible positions.

Our staff has grown from 6 to 60 (now the biggest by far in the field), our offices from one to five, our circulation from scratch to a press run exceeding 19,000 (this issue it's 19,500). We have grown in tempo with the remarkable field we serve. When we began, total radio billing was $60 million. This year radio and television will be well above $1.5 billion.

WITH this issue we start on our second quarter-century—as eagerly as we started on the first. We are excited by the wide prospects of the future in radio and television and by our opportunity to record the adventures yet to come.

Perhaps to celebrate the occasion, we give you a new B • T cover with this issue. There are more improvements immediately to come, in appearance and content of a magazine which must keep pace with the arts of radio and television.

And with this issue we make a significant announcement—our membership in the Audit Bureau of Circulations. We are the only magazine in our field to qualify for ABC—a fact we will tell you more about in the near future.

So we grow and, in growing, change.

In one way, however, B • T will never change. We will never deviate from our Vol. 1, No. 1 pledge to support and defend the American concept of free, competitive and self-sustaining broadcasting, dedicated to the public interest.

Faithfully,





ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

IN REVIEW

PLAYHOUSE 90

THE UNDOING of the first of CBS-TV's long-heralded *Playhouse 90* series was not so much Rod Serling's inadequate tv version of Pat Frank's spine-tingling novel, "Forbidden Area," but that inevitable factor of time. In this instance, surprisingly, there simply wasn't enough of it.

While Mr. Serling edited out all the inherent credibility of the book in the process of trimming its 252 pages to fit approximately 75 minutes of program time, he cannot be held wholly to blame for what generally seemed to be a dismal start to a promising series.

Within this time, he had to chronicle seven insane days that preceded Atomic Cataclysm I, hopping between Washington, Moscow and a Strategic Air Command base in Florida. Even in 252 pages, this was quite an order for Mr. Frank. It was an unbelievable one for Mr. Serling.

Most bothersome about *Playhouse 90*, however, is not so much that its initial venture turned out to be a lot of hokum, but that the series may not be able to keep the pace set by the opener. Here was a less-than-satisfactory script, but it was blessed with a cast that gave it a magnificent reading, and it also received a beautifully tight production. Despite its hollow ring, it was timed to create suspense, and the 90-minute program was over, it seemed, almost before it started. Suppose, however, that the next few offerings aren't as exciting as "Forbidden Area." Then might not *Playhouse 90* turn out to be little more than another of the 90-minute bores that have come the viewer's way all too often these past few seasons?

Production costs: Approximately $120,000. Sponsored by Bristol-Myers Co. through BBDO, Singer Sewing Machine Co. through Young & Rubicam, and Ronson Corp. through Norman, Craig & Kummel, on CBS-TV, Thurs., 9:30-11 p.m. EDT.

Premiere program, Oct. 4: "Forbidden Area" by Rod Serling, based on book by Pat Frank; producer: Martin Manulis; director: John Frankenheimer; assoc. director: Jack Orbison; story editor: Peter Kortner; art director; Walter Scott Herndon.

Cast: Charlton Heston, Tab Hunter, Diana Lynn, Vincent Price, Victor Jory, Charles Bickford, Tyler McVey, Robin Morse, Casey Allen & others.

OMNIBUS

ALTHOUGH *Omnibus* is now on ABC-TV on Sunday (9-10:30 p.m.) instead of CBS-TV on Sunday afternoon, the change of time and network has not been accompanied by any change of program format or content. *Omnibus* is still a learned friend chatting sociably about his special interests and whether the viewer is entertained or bored depends pretty much on how closely his own interests coincide with those of the *Omnibus* spokesman and how entertainingly the presentation is made.

On this season's opener, the subject was certainly one of wide-spread interest, American musical comedy, and the speaker chosen to present the life story of this peculiarly



The Loyalty of Friendship . .

Friendship, in our South, finds its roots in steadfast loyalty. But friendship of this nature is not lightly given—it must first be earned.

This tenet is sharply defined in the wealth of friends gained by WRVA Radio over the past 31 years. Through continued participation in community affairs . . by the highest standards of entertainment and service . . with a tradition of responsible, competent and experienced management—WRVA Radio has won (and held) the firm devotion of Richmond families.

Now comes WRVA-TV—endowed with this rich inheritance from WRVA Radio—and steadily winning the allegiance of Richmond's television viewers. They expect from WRVA-TV the finest that proven skill and imaginative minds can produce. They are not disappointed.

Mindful of such responsibility, Richmond's newest television station has moved inevitably to the position of leadership by earning the special loyalty that Southerners give only to those who earn it. Truly, WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

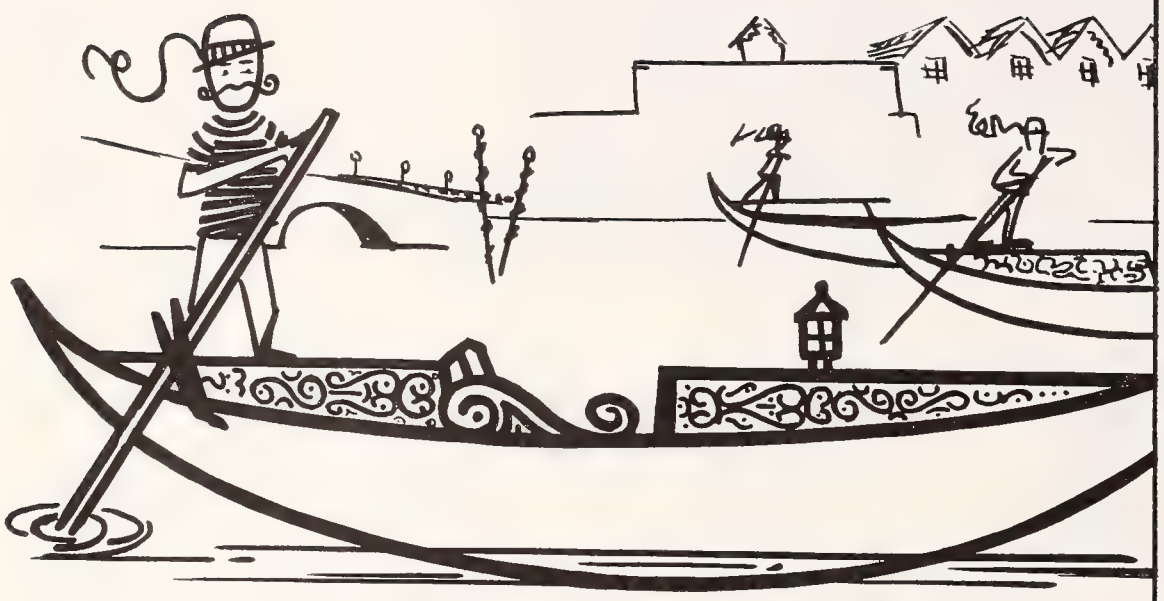


WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager



MORE

American type of entertainment, Leonard Bernstein, qualifies both as an expert in the field and as an entertaining lecturer.

The presentation was beautifully organized and just as beautifully presented, whether by Mr. Bernstein alone with a piano or by a stage filled with costumed performers. Its trouble was that it went on too long. What could have been a fascinating half-hour or even hour stretched into an interminable 90 minutes, leaving the viewer in boredom (if, indeed, he had not himself left the program before that).

In discussing show business the *Omnibus* editors unfortunately forgot a cardinal rule. Always leave the audience wanting more.

Production cost: Approximately $80,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson and Union Carbide & Carbon through J. M. Mathes on ABC-TV, Sun., 9-10:30 p.m. EDT.

Producer: Robert Saudek; associate producer: Paul Feigay; film supervisor: Boris Kaplan.

Premiere program (Oct. 7) featuring Leonard Bernstein; director: Charles Dubin; choreographer: John Butler; orchestra conductor: George Gassman; set designer: Henry May.

YOU'RE THE TOP

THE *Ford Star Jubilee* got its CBS-TV season off to a high-powered start with the hour-and-a-half Cole Porter festival, "You're the Top." It's hard to imagine what heights are left for television to scale after this dazzling revue.

It was a brilliant collection of musical stars, arrangers, scenic artists and costumers, representing a lavish budget. But more impressive was the taste (Producer Robert Alton's presumably) that dictated how these material and artistic gifts were to be used.

And the incredible versatility: Could it be that was really the voice of George Chakiris (billed as a dancer) singing "Night and Day" before setting out with Sally Forrest on a romantic dance sequence? Did anybody know that Gordon MacRae has such a comic flair as displayed in his rendition of "I Love You" in the manners of Vaughan Monroe, Arthur Godfrey, Nat (King) Cole and Elvis Presley? Who would have guessed that Peter Lind Hayes and Mary Healy had such really good voices?

Whoever saw "You're the Top" in color saw the distinguished sets and costumes in all their glory, the pastellish, stylized backgrounds and bolder-color authentic costumes of "Kiss Me, Kate," Dolores Gray's breathtaking gold gown, Dorothy Dandridge's little beige nightie. . . .

A Cole Porter festival would have been a good excuse for somebody else to stop the show and start talking. Not Mr. Alton. He brought on the master only for a brief musical bow, surrounded by showgirls and cast during the closing reprise of "Another Opening." It was the end of a memorable evening, a show deserving of its title, "You're the Top."

Production costs: Approximately $200,000.

Sponsored on CBS-TV by Ford Div. of Ford Motor Co. through J. Walter Thompson,



listeners than any other Baltimore radio station...

More **PUSH** *for your sales message*

WFBR *Baltimore's Best Buy*

REPRESENTED BY JOHN BLAIR & COMPANY

BOB POOLE...

sellingest salesman
in these parts . . . and
top market* in the Carolinas.

6 to **10** every morning

GREENSBORO, N.C.
WBIG
CBS Radio Network
1470 KC | 5000 WATTS

Hollingbery,
National Representative

*Sales Management
Survey of Buying Power



October 6, 9:30-11 p.m. EDT. (Ford Star Jubilee telecast every fourth Saturday.)

Produced, staged and choreographed by Robert Alton; director: Seymour Berns; executive producer: Jack Rayel; associate producer: Robert Adams; assistants to producer: Bea Allen, Joan Bailey; writer: Herbert Baker; musical director: David Rose; art director: Robert Tyler Lee; technical director: Robert Colvin; lighting: Laird Davis; costumes: George Whittaker.

Stars: Louis Armstrong, Dorothy Dandridge, Sally Forrest, Dolores Gray, Peter Lind Hayes, Mary Healy, Shirley Jones, Gordon MacRae, George Sanders, Cole Porter, Bing Crosby (on film), George Chakiris, Don Crichton, The Toppers.

THE WALTER WINCHELL SHOW

WHILE the cause of Walter Winchell probably was considerably advanced by his tv debut as an M. C., we doubt whether the medium fared as well. There simply wasn't a moment during the entire 30 minutes that he let us forget that it was *his* and his show only.

Mr. Winchell certainly can't be accused of wanting to imitate his arch-enemy on CBS-TV Sunday night at eight; here we had him holding forth on the word "class" from the gospel according to Damon Runyon; on the "breaks" and "pitfalls" of show business. There was an attempted "soft shoe" routine that seemed to bear out his own contention that he used to be a hoofer.

Before passing onto cheerier matters, we'd like to offer a quiet little toast to those celebrities to whom an appearance on such shows as Mr. Winchell's is "career insurance." After all, you can never know tonight what tomorrow's Winchell column will say about you. And, if Mr. Winchell's really supposed to be a guest in our living rooms, is it too much to ask of him to remove his hat?

Production costs: Approximately $55,000.

Sponsored by Lorillard Co. through Lennen & Newell and Toni Div., Gillette Co., through North Adv. on NBC-TV, Fri., 8:30-9 P. M. EDT, in compatible color.

Stars (Oct. 5): Walter Winchell, Sammy Davis Jr., Perry Como, Lisa Kirk, Joe DiMaggio, Martha Raye, George Raft, Ernie Kovacs, Dorothy Kilgallen, Mitchell Parish, Lola Fisher and Michael Gazzo.

Producer-director: Alan Handley; assoc. producer: Virginia Dunning; writers: Ray Allen, Harvey Bullock, Milt Rosen and Retlaw Chellwin; technical director: Larry Elikann; unit manager: Tom Madigan; music: Carl Hoof.

RED GOOSE KID'S SPECTACULAR

A CHILDREN's show that is 90 minutes long cries for comparison. Only other remotely comparative programs on the airwaves today are the regular children's fare and the adult spectacular of the $150,000 to $350,000 and more production cost variety.

The moppets had at their disposal a whole crew of talented people who juggled, danced, sang, fenced, did acrobatics (including

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION

We're still using our *first team* at H-R today, as we did when this firm was started by a group of mature, sales-seasoned working partners. Today's *line up* includes all of the partners who head up this firm, plus a hand picked team of experienced radio and TV pros. We have no second team!

This means that our stations and buyers of time, can be sure that when we are in the game, "we always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5837

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601



tumbling on canvas—a rather common sight on kiddie programs). Miss Dalton told one of her fables—about a little duck and its experiences in the enchanted forest. Andy Andrews cuddled a skunk in his arms and sang a fetching ballad about the pore ole lonesome animal, and later in the show led a donkey on camera and sang another ballad about the burro. A fellow (Tex Williams) with a bullwhip slashed a sheet of paper in two while it was held in the mouth of a courageous courtier (the bullwhip handler also gets a big play nowadays in kiddieland). Champion archers Ann and Frank Marston popped balloons at the usual distance. All in all it was a delightful 90 minutes of pure tv entertainment.

What this extensive, soft, easy-to-take tv fare does to tots' educational values belongs to extensive sociological researching, but as a general guess we have our doubts. Another question is whether 90 minutes is too long for children's viewing.

Production costs: Approximately $30,000.
Sponsored by Friedman-Shelby Div., International Shoe Co. through D'Arcy Adv. on ABC-TV, Sat., Oct. 6, 11 a.m.-12:30 p,m,
Stars: Alene Dalton, Andy Andrews, Johnny Olson, Tom Lockard and others.
Producer: Lee Cooley; assoc. producer: Jack Beekman; director: Matt Harlib; music director: Nick Perito; choreographer: Lee Morrison.

SEE IT NOW

STARTING their hour-long look at the Suez crisis with July 26, 1956, the day Egypt's Gamal Abdel Nasser hoarsely told a screaming throng in Alexandria that he was nationalizing the canal, Messrs. Murrow and Friendly first gave us a fast review of the canal's history and next a tour of the 100-mile waterway, as Mr. Murrow and reporter Ed Scott talked to pilots of various nationalities and interviewed the canal's present administrator, Col. Mahhoud Yunis.

But when Mr. Murrow sat down with the man France's Guy Mollett so aptly described as "that apprentice dictator," we got a sickening feeling that we had heard all this before, say in the late '30s when H. V. Kaltenborn got Hitler to the microphone to talk about his lost Germans in the Sudeten. As an interview with Nasser, it was excellent. And while we did hear both sides of the debate (the West's stand being summarized by Britain's foreign minister, Selwyn Lloyd), Murrow & Friendly summarily dismissed the French point of view with a shot of the Eiffel Tower, and that of the U. S. with a brief glimpse of the Secretary of State espousing "moral force."

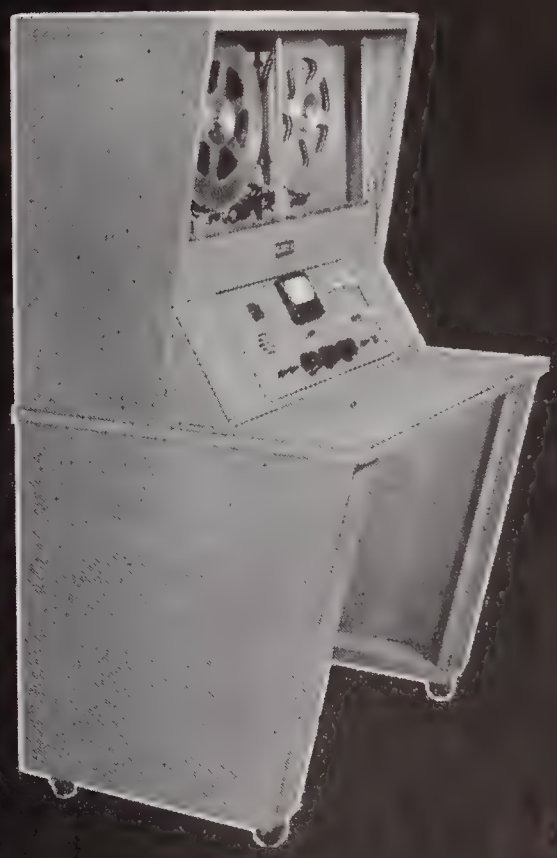
Production costs: Approximately $85,000.
Sponsored by Shulton Inc. through The Wesley Assoc., Sun., Oct. 7, 5-6 p.m. EDT, on CBS-TV.
Produced & directed by Edward R. Murrow & Fred W. Friendly; narrated by Mr. Murrow and Edmund Scott; cameraman: Charles Mack; production staff: Palmer Williams, Don Hewitt and Edward Jones; film editors: Bill Thompson, F. Howard O'Neill and Mili Lerner.

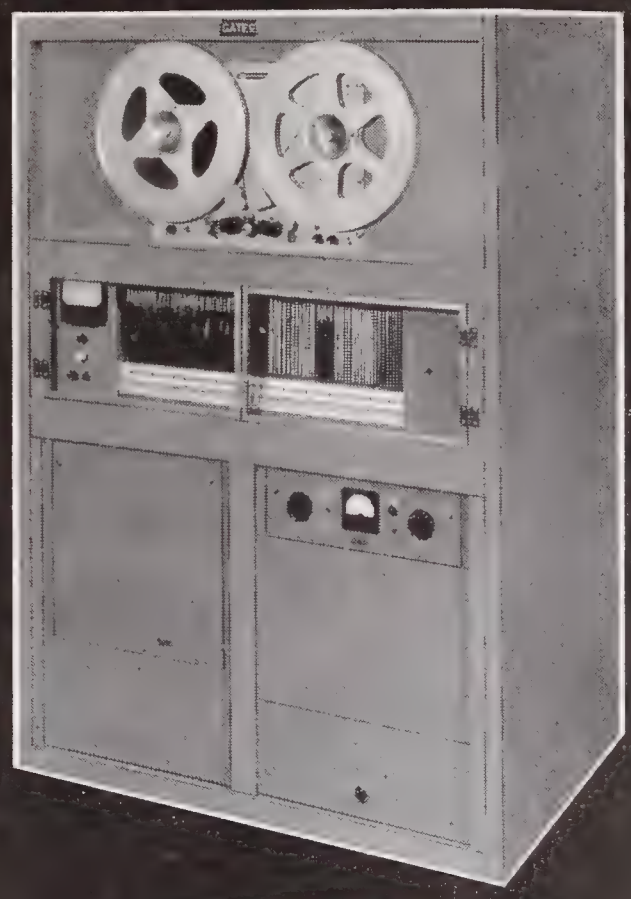
This is AUTO-STATION

In the field of automatic programming the Gates "Auto-Station" is believed to approach a much greater degree of automation than heretofore attained.

"Auto-Station" is not restricted to announce-record playing alone. Through the use of the binaural tape control system and the possibility of many control tones, much greater automation is obtained.

The complete "Auto-Station" equipment includes both production and playback equipments. By study of the 8-page brochure entitled, "This Is Auto-Station", gladly supplied on request, the broadcaster will find dozens of ways that his broadcasting day can become more effective by producing greater results for his advertisers and the resultant larger profits to himself.





"Auto-Station" may be available for demonstration to groups of 50 or more such as regional broadcasters meetings. Subject to advance reservations starting January 5. Where interested, please write "Auto-Station", Box 290, Quincy, Illinois.

GATES

GATES RADIO COMPANY, Quincy, Ill., U.S.A.

OFFICES - NEW YORK - WASHINGTON D. C - LOS ANGELES - HOUSTON - ATLANTA

night

and

day

WERE the

CLEVELAND'S

WERE the ONE station first in ALL THREE....

Nielsen,* *Pulse*,* *Hooper*!*

Night and day the top name personalities beam the best in music, news and sports to Cleveland over **WERE**.

WERE personalities reach more live audiences through personal appearances than any other regional talent. They enjoy more national and industry-wide recognition, too!

WERE excites people into listening with unique programing exclusives.

WERE participates in all major area events with its 16 ton studio-palace on wheels . . . the only mobile unit integrated into the civic and business life of Cleveland.

The long-night through, Clevelanders use a city-wide network of free phones to call their thousands of dedications direct to the highest rated dusk-to-dawn personality in the area.

WERE drew over 100,000 visitors to its flagpole studio broadcasts at one of Ohio's biggest fairs.

WERE was the only radio station to which TV viewers turned as a guide to political convention viewing.

. . . and only **WERE** offers the most complete, guaranteed merchandising program available in the Cleveland market . . .

* *Latest Nielsen:*
WERE is first 6 a.m. to midnight in N.S.I. area audience and first in Cleveland's metro market, too!

* *Latest Pulse:*
WERE has the greatest total share of in-and-out-of-home audience around the clock.

* *Latest Hooper:*
WERE has the highest share of radio audience in every time segment.

buy WERE and sell CLEVELAND

SOUND HABIT

Richard M. Klaus, General Manager

represented by:
Venard, Rintoul & McConnell, Inc.



CBS

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett



our respects to THE AMERICAN AUDIENCE

AMERICAN broadcasting is business, big business, billion-dollar business, operating nearly 3,000 radio stations and nearly 500 tv stations and employing more than 75,000 workers.

American broadcasting is advertising, blue chip advertising, its prime evening and choice daytime periods sought after and fought for by the nation's manufacturers and merchants.

American broadcasting is entertainment, all kinds of entertainment from grand opera to soap opera, Shakespeare to Sinatra, Heifetz to Presley.

American broadcasting is service, crop and market prices for the farmer, household hints for the housewife, hurricane warnings for a coastal city and flood warnings for a river town, presidential addresses and, most of all, news, on-the-spot at-the-time reporting of what's going on in Europe, Asia, Washington and Main Street.

But that's only half the story. What takes place at the station, in the studio, through the transmitter and out the antenna is of no value unless it reaches someone at the receiving end. American broadcasting is, above all, communication and there is no communication in words spoken into a microphone, action performed before a camera, in themselves. The point of all the business, advertising, entertainment and service and the recipient of B•T's RESPECTS today is the great American audience.

In the beginning—and that's only some 40 years ago—the audience comprised mostly amateur operators, turning the knobs of their home-assembled rigs to pick up the signals of ships at sea and other hams and stopping in amazement to listen to intelligible talk and music from such pioneers as the experimental forerunners of KQW San Jose (which first broadcast in 1909 and began regular programming in 1912), WWJ Detroit, KDKA Pittsburgh (first station to hold a commercial broadcast license) and the rest.

Then came the youngsters with their wire-wrapped oatmeal box and cat's whisker crystal sets, and then the first store-bought receivers, complete with gooseneck horn speakers and A and B batteries. Now listening became a group activity, the family gathered in the living room to hear the Happiness Boys, the Kansas City Nighthawks, the Hired Hand, Graham MacNamee and the hundreds of other local celebrities of the ether. And, in the mid-20's came three phenomena which took radio out of the novelty class and established it as a permanent part of American life: the American system of broadcasting, supported by the advertising dollars of American business, the all-electric receiver, and the radio networks.

For the next two decades the story is one of growth, growth in numbers from 4 million sets in 3.5 million U. S. homes in 1925 to 56 million sets in 34 million homes in 1945, and growth in maturity as broadcasting added news and service to its entertainment function. Radio sets began to spread out from the living room into kitchens, bedrooms, workshops and automobiles; listeners were more and more individuals, less and less family groups.

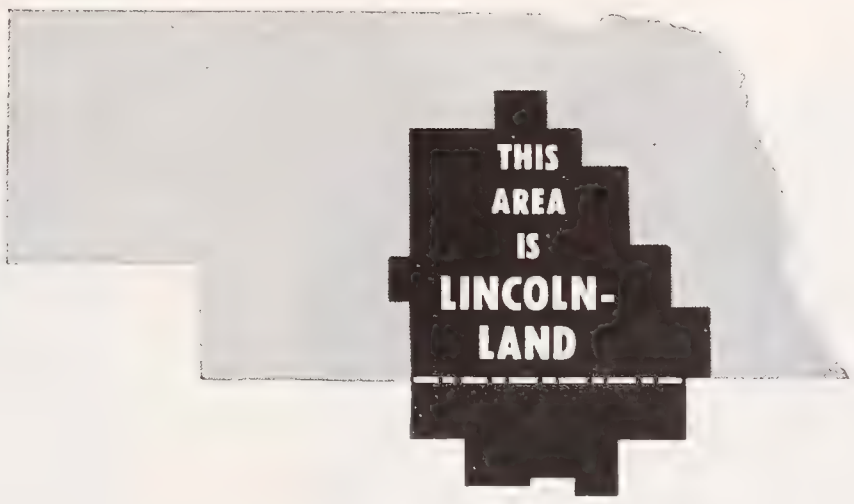
Television, coming along in the late 1940's, brought the family, its friends and neighbors, together again, back in the living room to watch boxing, wrestling, parlor games and Milton Berle. Radio listening became still more individualized, a group activity only at the breakfast table, and before long tv moved in on that time, too.

But, whatever changes in radio and television, the audience was always there, enjoying the entertainment, absorbing the information, buying the advertised goods and services, keeping the broadcasting business strong with its support and on its toes with its sometimes caustic criticisms. And today the audience is still there, more numerous than ever, with tv sets in three-quarters of the nation's homes, and radios, frequently two or more, in virtually every dwelling in the land, as well as in some 32 million cars. Statisticians tell us that Americans spend well over a billion hours a week in broadcast reception, listening to the radio and watching television; well over a billion dollars a week for soaps and soups and motor cars they hear about on radio and see on tv.

Audience, we salute you. Without you, there could have been no broadcasting by the American system. Because of you, American radio and television have been able to deliver the world's best service and most powerful advertising impact. Because of you, the broadcast media wield the foremost social influence on our national life. May you continue to thrive and prosper and increase.



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha TV signal!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important 42-county market is farther removed from Omaha than Hartford is from Providence . . . or Syracuse is from Rochester.

Latest Telepulse figures show that KOLN-TV gets 138.1% more *afternoon* viewers than the next station, 194.4% more *nighttime* viewers!

Avery-Knodel has all the facts on KOLN-TV, the Official Basic CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

For Today...*and Tomorrow*

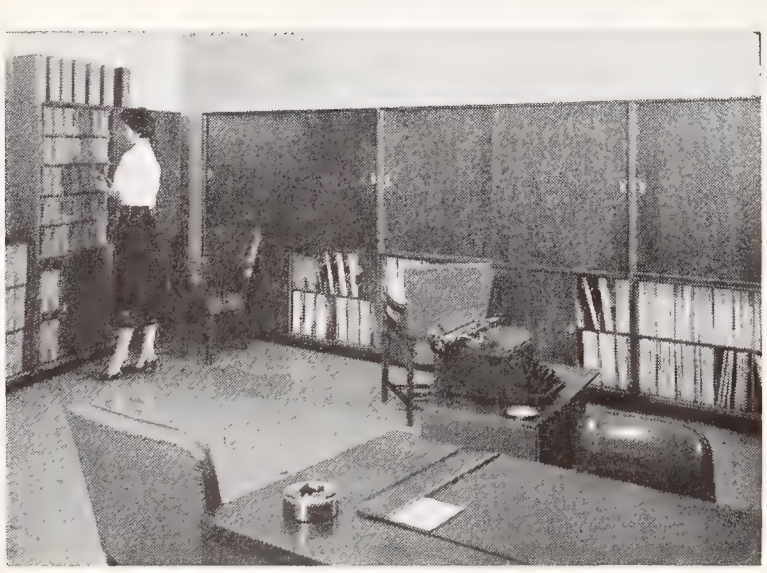
The Magnificent New Home

of Detroit's Storer Stations



WJBK RADIO
1500 KC
10,000 WATTS DAY, 1,000 WATTS NIGHT

WJBK-TV
CHANNEL 2
CBS



Detroit's most complete record library serves radio music lovers.



A curving staircase leads from the wood panelled lobby and reception room.



Only half of the huge television Studio A (75 x 52 feet) is needed for the big "Ladies Day" audience.

Traditional furniture is used throughout, as in this office of the radio managing director.



A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICE, 118 E. 57th, New York 22, MUrray Hill 8-8630



Neighbor of the Famous General Motors and Fisher Buildings in the Dynamic New Center Area

7441 SECOND BLVD., DETROIT 2, MICH. • TRinity 3-7400



WITHIN THESE DOORS, tomorrow's radio and television equipment at work today to make WJBK Radio and WJBK-TV even more powerful salesmen throughout the great Southeastern Michigan market. We're open . . . for business . . . in a big new building as handsome as the big new business we can build for you. Now, more than ever, these outstanding Storer stations are your best choice for sales results, with these marvelous facilities to serve our clients, viewers and listeners. Come visit us when you're in Detroit!



Color TV is recessed into the wood panelled wall of the television managing director's office.

Greeted with a City-Wide Celebration

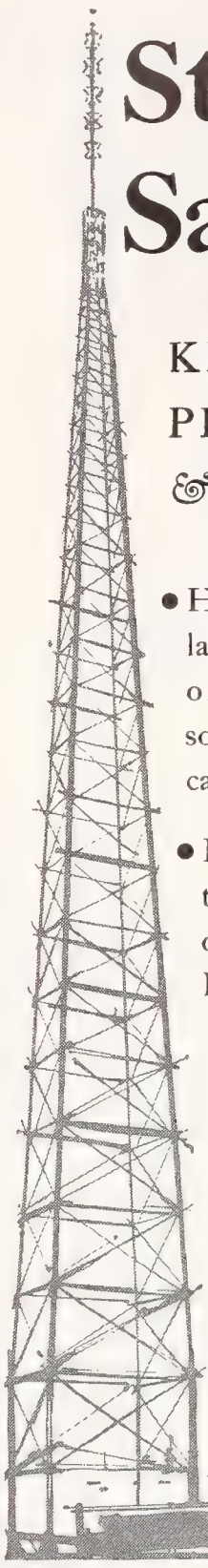
Viewed by thousands who poured through our doors at our Open House . . . honored by local, state and national officials, the formal opening ceremonies made the new home of WJBK, Radio and WJBK-TV the center of all eyes.



Direction Control, announcers' booth and clients' viewing room, as seen from TV Studio A.

Radio Studio A, one of three ultra-modern, fully equipped radio broadcast centers.





Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

Suspension but Not Surrender

EDITOR:

Your Oct. 1 issue contains the following item which appears on page 9:

"York Uhf Suspends

"WNOW-TV York, Pa., ch. 49, was scheduled to cease operations today (Monday), it was reported Friday. Cessation of WNOW-TV makes 66 stations which have gone dark, of which 62 have been uhf. With WNOW-TV retaining cp, this make 39 stations which have gone off-air but still retain grants."

Since WNOW-TV makes the 39th station which has gone off the air but still retains grants, I am interested in learning what the other 38 stations are, since they are in a similar situation as WNOW-TV.

Alan B. Miller Jr.
Ted Bates & Co., New York

[EDITOR'S NOTE: The 38 other stations, in addition to WNOW-TV, which have ceased operations but have not returned their construction permits are listed on page 89 of the Sept. 3 issue of B•T in the footnote to TELESTATUS, monthly feature. In a later development. WNOW-TV was to have returned to the air last Friday. See story, this issue.]

Sabotage

EDITOR:

I don't suppose you will mind me writing you a letter concerning your very fine magazine. No doubt, television has been one of your greatest boons, and no doubt, radio advertising in your magazine is not what it used to be; but it is a fact that radio did nurture your tabloid.

Certainly you are trying to give radio all the credit it deserves and you are to be complimented on the article on page 38 in the September 10 issue. It was a fine article on radio, however, when you turn the page to complete the story, you find in a huge box in the middle of the radio story "Daytime Is Retailers Time in Tv." Your layout man is a saboteur.

Let me give you my sincere thanks for your fine article; radio needs and deserves your help. As for your makeup man, my worst regards.

R. Lee Glasgow, Vice Pres. & Gen. Mgr.
WACO Waco, Tex.

Telecasting Map

EDITOR:

Now that the shiny new 1956 version of your B•T TELECASTING map is dominating my bulletin board, my office has taken on new sparkle. The previous one had become quite shabby from over-use and over-tacking.

Jean L. Simpson, Time Buyer
Doyle Dane Bernbach Inc., New York

EDITOR:

. . . you are to be congratulated on the fine job in preparing it.

John J. Flanagan, Vice Pres.
McCann-Erickson Inc., New York

EDITOR:

As usual it is an outstanding job and clearly represents your high standards of quality and up-to-the-minute information.

Joe Gans, Vice Pres. & Dir. of Radio & Tv
Maxwell Sackheim & Co., New York

EDITOR:

. . . It is certainly a very useful piece of material to have around. I use it almost every day.

Arthur S. Pardoll, Dir. of Bcst. Media
Foote, Cone & Belding, New York

EDITOR:

The telecasting map is certainly a valuable addition to our office, and I assure you it will be used and re-used. Knowing the authority with which B•T speaks, I know that we can count on the accurate quality of the map.

Glen Bammann, Assoc. Dir. Tv-Radio
Marschalk & Pratt, New York

EDITOR:

. . . We find this map most useful as a quick reference tool.

We are also very happy about the fact that because of your quick revisions, it doesn't get a chance to outlive its usefulness.

Edward A. Fonte, Dir. of Media
Joseph Katz Co., New York

[EDITOR'S NOTE: B•T's newest TELECASTING map was published in August. This 29x42-inch map locates cities with tv facilities, coaxial cable and microwave radio relay routes for both black-and-white and color and projected intercity connections. Single copy $1. Quantity rates: $4.50 for 5 copies, $8.50 for 10; $20 for 25, $37.50 for 50, $52.50 for 75 and $70 for 100 copies.]

Hanan's Comeback

EDITOR:

Marc Hanan, vice president and assistant manager of KXO El Centro, and an employe of the station since 1951, has returned to El Centro from Rancho Los Amigos, near Los Angeles. He was taken there in an iron lung last November, after being stricken by polio. While being confined to a wheel chair,



Marc Hanan on the job

he will do business from his home, and soon will add some air work to his daily schedule.

His breathing capacity during the illness dropped from 4500 cubic centimeters of air intake to 250, but that is now back up to 1800. His weight, which is now 160, had dropped from 185 to 128. He looks and feels better now than he has for the past ten months, and finds breathing easier in the Valley.

Riley R. Gibson, Gen. Mgr.
KXO El Centro, Calif.

Frontier of the Future



The past 25 years have witnessed WIS grow from a small radio station to the State's most influential Television and Radio team.

We haven't grown alone—all Central South Carolina has expanded from basic agriculture to one of the best balanced and dynamic areas in the world. Marketing experts point to this area as one of dramatic potential . . . A FRONTIER OF THE FUTURE

Our next 25 years offer tremendous opportunities to us and to you! WIS-TV and Radio are equipped to attract and sell our market area as never before! Advertisers employ these stations which set the pace, which alone influence more South Carolinians who are the backbone of today's growth—the leaders of the future!

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

NBC

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA

G. Richard Shafto
General Manager

Charles A. Batson
Managing Director, WIS-TV

J. Dudley Saumenig
Sales Manager, WIS

WIS
RADIO
5000 W
560 KC
NBC
COLUMBIA, SOUTH CAROLINA

Columbia's one wide coverage station

No other station serves South Carolina like this.



You spoiled me

for any other rep.

This headline is an exact quote—made by a friend of ours—A man with whom we had worked previously—A man who as executive head of a new station organization was announcing Hollingbery as their new national sales representative.

It was a new station for us—in a new market—but previous experience had shown this executive that the Hollingbery organization was a "working" organization—the kind he wanted to "work" for him again. He wanted Hollingbery results. He had been spoiled by the Hollingbery brand of service. No other "rep" would ever satisfy him.

In short—Hollingbery had spoiled him for any other "rep."

Geo. P. Hollingbery Co.

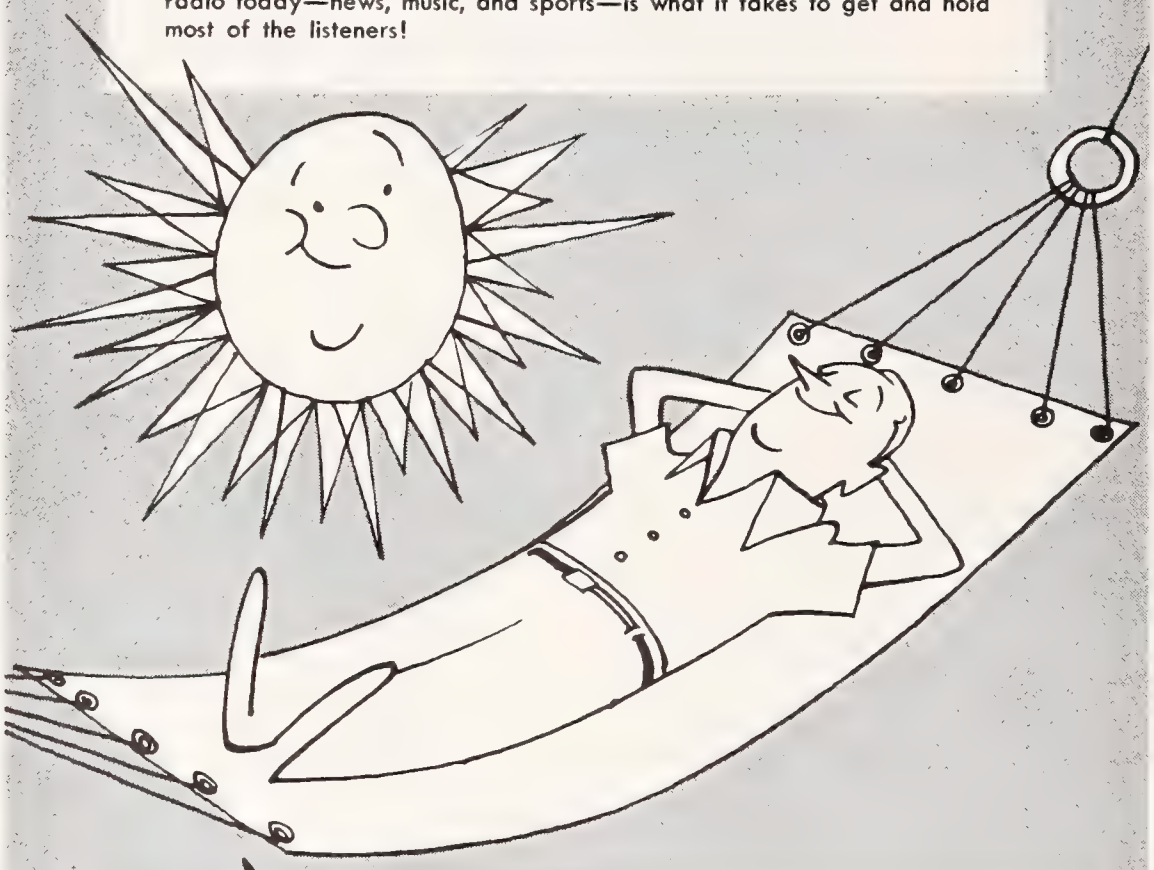
Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis

Saginaw Story —

While we rested... This advertiser tested!

We don't like to rest on our laurels . . . but this was one time we couldn't help ourselves. A leading advertiser in the Saginaw-Bay City-Midland area wanted the best buy for his radio dollars. Our surveys showed WSAM to be the best buy. However, taking nothing for granted, this advertiser conducted an independent survey in this rich Tri-City Michigan area to be absolutely sure which radio station reached the most prospects for the least amount of money. Needless to say, WSAM led all the rest in his survey, too, and WSAM got the order—for the entire year! Proof again that WSAM's progressive programming of the big three in radio today—news, music, and sports—is what it takes to get and hold most of the listeners!



SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....**SAVE 15%**
BUY ANY 3 STATIONS.....**SAVE 10%**
BUY ANY 2 STATIONS.....**SAVE 5%**

Fred A. Knorr, Pres.
Richard Schuler, Mg. Director
Represented by HEADLEY-REED

The Community Stations

WSAM

SAGINAW, MICHIGAN

KNORR BROADCASTING CORP.



SNOWDEN M. HUNT JR.

on all accounts

WHEN Snowden Hunt Jr. gets a headache over a sales problem, he has three sure-fire remedies to cure it: radio, television and Alka-Seltzer.

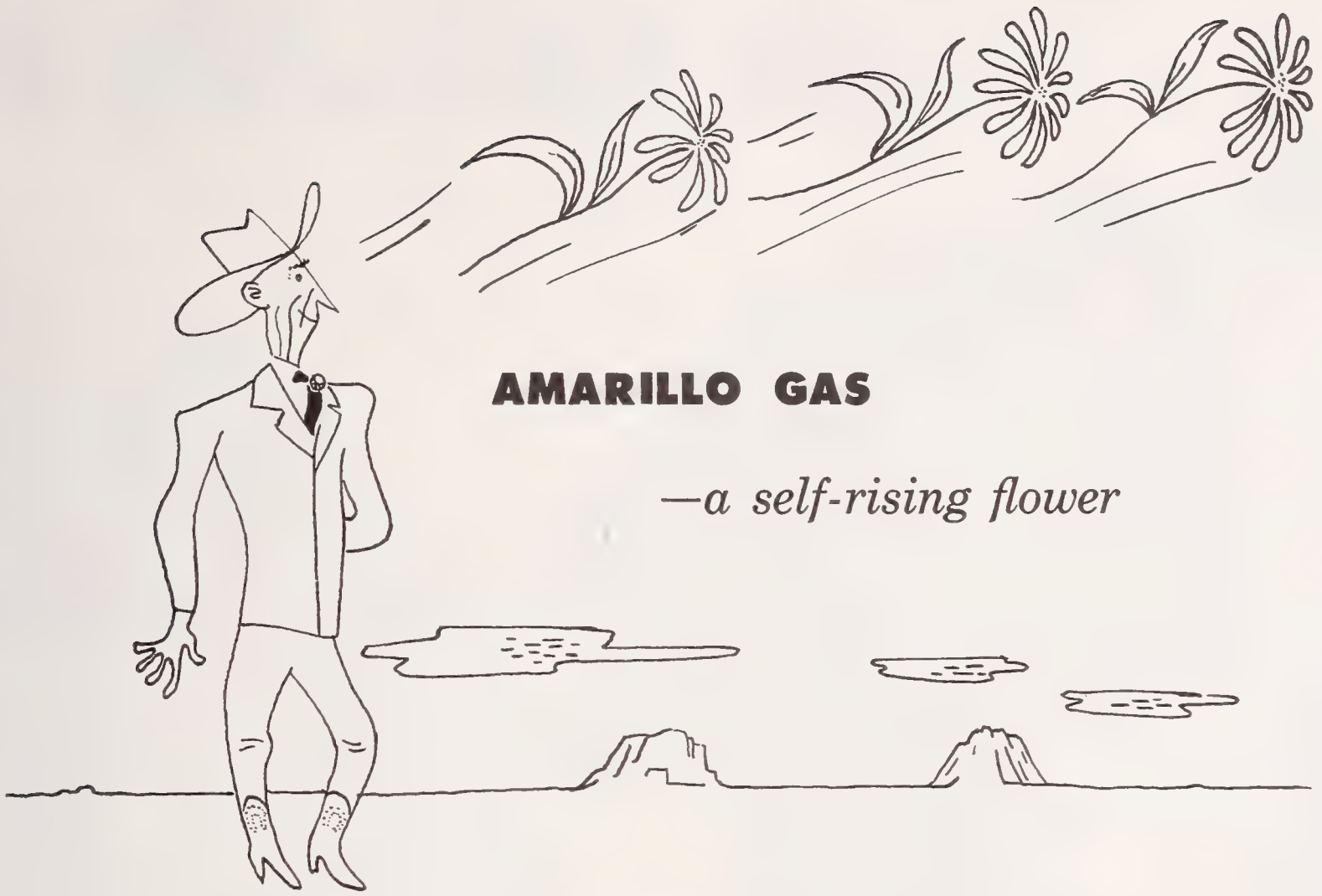
Mr. Hunt is vice president, account supervisor and media director of Wade Advertising Agency Inc., Hollywood affiliate of Geoffrey Wade Adv., Chicago. He supervises buying of radio-tv time for Miles California Inc., the West Coast subsidiary of Miles Labs., Elkhart, Ind., and its products Alka-Seltzer, One-A-Day brand vitamins, Bactine antiseptic and Nervine. He also handles numerous other accounts, ranging from National Van Lines, Chicago, to See's Candy Shops, Los Angeles.

The agency executive has renewed *Newspaper of the Air* five mornings weekly on the Don Lee Network for the 23d year for Miles as well as the afternoon five-weekly *Here's the Answer* on Don Lee. In western tv, Miles is using programs on stations in five major markets plus spots in 20 markets. Mr. Hunt told B•T current results from tv spots for Bactine are "fantastic."

Snowden Morris Hunt Jr. was born in Liberty, Mo., Oct. 9, 1912. He went to high school in Oklahoma City and U. of Oklahoma at Norman and received his B.S. in business administration from UCLA in 1935. He then joined Forest Lawn Memorial Park, Glendale, Calif., which had begun institutional radio advertising about 1927. He was publicity director and assistant advertising manager there until 1938 when he became Pacific Coast public relations director for American Red Cross, handling all national Red Cross radio shows.

From 1941 until V-J day, Mr. Hunt served in Navy intelligence, mostly China, and was released as full commander. He joined Smith, Bull & McCleery, Los Angeles, as account executive and in 1948 switched to Mogge-Privett Inc. there. He joined Wade in 1952.

Mr. Hunt married Jacqueline Terry of Los Angeles in 1940. They have two boys, Terry, 13, and Lee, 10, and live in North Hollywood. Active on the local Boy Scout fathers' board, Mr. Hunt also enjoys trout fishing, golf and hi-fi.



AMARILLO GAS

—a self-rising flower

HELIUM, the colorless, odorless, tasteless, exceptionally light non-burning gas, comes from the natural gas and oil fields around Amarillo. Recovery methods were developed here; the main helium field and recovery plant are important points of interest. Once, when a slight touch of Panhandle weather turned the sky black and slammed the temperature down thirty degrees, a transcontinental plane was grounded. One of the impatient passengers, a high-spirited filly from the Coast, checked in at a hotel and bent the clerk's ear. "What's there to see in Amarillo?"

Civic-minded as all get-out, the hotel man volunteered, "We have the only helium plant in the world."

The lady brightened. "Indeed?" she said. "Is it in bloom now?"

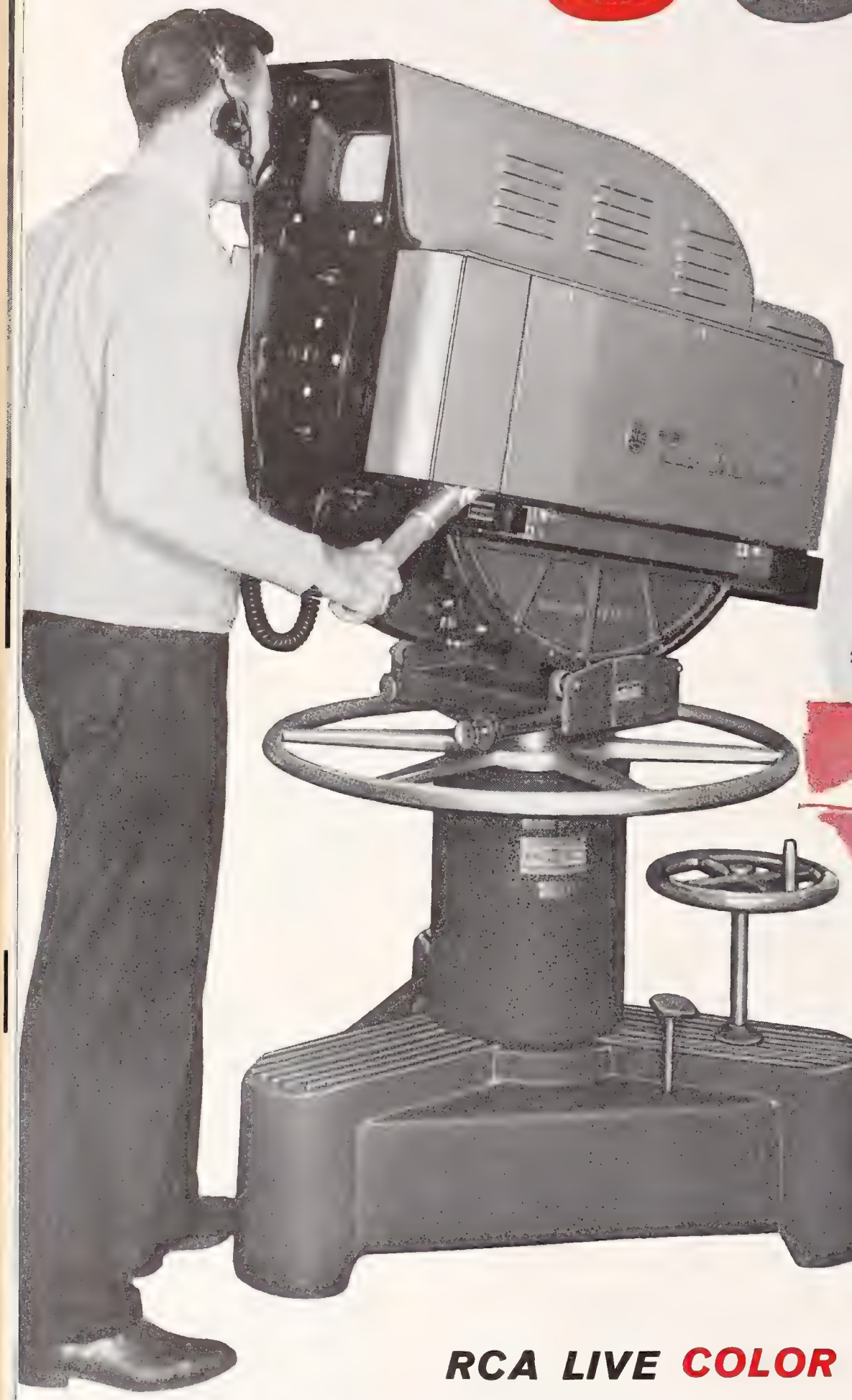
The plant isn't in bloom, but Amarillo and the Panhandle are. There's dough-on-the-hoof and gold in the wheatlands. The oil wells are in flower, the livestock market's busy, the Amarillo area is, year after year, first in the nation in retail sales per household.

Come pluck the flars.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

COLOR





RCA LIVE COLOR CAMERA

"ALL-IN-ONE" PROCESSING AMPLIFIER

All-electronic unit provides identical control equipment for both live and film camera chains.

SPACE SAVING EQUIPMENT

Only 100 inches of rack space required for all equipments necessary to operate camera chain. With monitors and processing amplifier at the console, only ¾ of a rack needed for efficient complete installation.

NEW POWER SUPPLY

Occupies only ½ space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.

CENTRALIZED CONTROLS

Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.

means business!

STATIONS NOW USING LIVE COLOR TO BUILD HIGH SPONSOR INTEREST

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television... adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

KHQ, Spokane	WBAL, Baltimore	WJAC, Johnstown
KJEO, Fresno	WBEN, Buffalo	WKY, Okla. City
KMTV, Omaha	WBTV, Charlotte	WNBQ, Chicago
KOMO, Seattle	WCBS, New York	WOAI, San Antonio
KRCA, Los Angeles	WCCO, Minneapolis	WRCA, New York
KRON, San Francisco	WDSU, New Orleans	WSAZ, Huntington
KTLA, Los Angeles	WFBM, Indianapolis	WTMJ, Milwaukee
WBAP, Fort Worth	WGN, Chicago	WTVJ, Miami
WFIL, Philadelphia	WRCV, Philadelphia	

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.

BEST TELEVISION PLAYS, edited by Gore Vidal. Ballantine Books Inc., 101 Fifth Ave., New York 3, N. Y. Hardbound, $3; Pocketbook, 35 cents.

RATHER than attempt an evaluation of the eight hour-long television plays contained in this volume—all of which have been subjected to either praise or criticism elsewhere—we would like to examine the first word in this anthology's title: "best." Mr. Vidal, a writer of all trades whose witty and urbane "Visit to a Small Planet" is to be found herein, presumes that all eight scripts are the "best" he and his peers have come up with. We disagree. "Best" in whose eyes? Mr. Vidal's? Then he should say so. We're all for doing away with that presumptuous word "best" and retitling the book, "Better Television Plays." This is what make horse racing and tv critics . . .

COMMUNICATION ENGINEERING, third edition, by Dr. W. L. Everitt and Professor G. E. Anner. McGraw-Hill, 330 W. 42nd St., New York 36. 635 pp. $9.00.

DR. EVERITT, "dean" of electronical engineering, presents a comprehensive, and up-to-date study of communications problems in this third edition of his well-known earlier work. The U. of Illinois Dean of Engineering, assisted by an associate engineering professor from that school, Professor G. E. Anner, has placed additional concentration on the area which must precede the study of all other divisions of communication, namely, the fundamentals of linear-network analysis and synthesis, including the use of unilateral elements. In order to demonstrate the design requirements which are imposed on the linear portions of communication-system networks, both an analysis of various types of modulation and the transformation of transients from the time to the frequency domain are thoroughly developed. The new edition, which has numerous additions over its predecessors, is handsomely illustrated with detailed charts and drawings.

VACUUM-TUBE CIRCUITS AND TRANSISTORS, by Lawrence Baker Arguimbau. John Wiley & Sons Inc., 440 Fourth Ave., New York 16. 637 pp. $10.25.

THIS new volume—an extension of Mr. Arguimbau's *Vacuum-Tube Circuits*—has wisely been designed to be understood with ease by beginners, but still gives useful ideas to mature people in industry. The work includes up-to-date material on such topics as transistors, frequency modulation, inverse feedback and noise. Formalized mathematics are avoided wherever possible and fundamental principals are emphasized throughout the book. Mr. Arguimbau's book, which contains transistor contributions by Richard Brooks Adler, associate professor of electrical communications at the Massachusetts Institute of Technology, is explanatory rather than descriptive. It is intended to help in seeing through the fundamental processes treated, thereby providing a guide to new developments.

TELEVISION WRITING, by Robert S. Greene. Harper & Brothers, 49 E. 33rd St., New York 16, N. Y. 274 pp. $4.

THIS is a revised edition of a work originally published in 1951. In the ensuing five years, Mr. Greene states, "production techniques have changed . . . a somewhat simplified approach has been developed in the relationship between the writer and his camera. . . . The big change has been in markets. Writers need to know not only how to write scripts but how to sell them." Retaining the material which made the first edition a valuable book for television writers, veterans as well as tyros, the revised edition contains a new section on markets for tv scripts which should be of great help to writers who are new to the tv field.

HOW TO GET INDUSTRIAL AND BUSINESS PUBLICITY, by C. E. St. Thomas. Chilton Co., Chestnut and 56th Sts., Philadelphia 39, Pa. 166 pp. $5.

PUBLICITY should be a smooth-flowing and continuing process, according to author C. E. St. Thomas, a veteran public relations man. In his new book he tells how this process can be achieved. Clearly and concisely, Mr. Thomas covers setting up and operating of a publicity department including preparation of releases for radio and tv.

HAPPY ANNIVERSARY SOL

WCSC CHARLESTON, S. C. CHANNEL 5 TV, RADIO 1390 A.M. and F.M.

home of EXCITING

BUSHY PARK

Charleston, S. C. has a WATER, NOT WATERED economy. The market is supported by 4,000 acre BUSHY PARK with 2,500 million gallons of fresh industrial water daily plus ocean shipping, rail and truck routes, foreign trade, diversified industry, farming and great military installations—even tourist trade.



INDUSTRIAL SITE

Our address is:
485 East Bay Street
Charleston, S. C.



Exclusive National Representative:
Peters, Griffin, Woodward, Inc.



A new source of COPPER *from "the richest hill on earth"*

At Butte, Montana—"the richest hill on earth"—copper's future has never looked better. One reason is Anaconda's activity at Berkeley Pit, where a new open pit mining operation is recovering profitable low-grade copper ore.

Experimental work at Berkeley Pit, begun in 1954, assures an ore reserve of at least 100 million tons. Today Berkeley Pit is yielding ever-increasing ore tonnages. When fully developed in mid-1957, this project alone will be adding 65 million pounds of copper annually to the world's supply and will continue to do so for many years to come.

Berkeley Pit is just one phase of Anaconda's program which assures for Butte a mining future even brighter and longer than its long, productive past.

Meanwhile, Anaconda continues to apply its more than 60 years' experience, not only to the development of new copper sources, but to meeting the expanding needs of industry for more and better products in the entire non-ferrous metal field.

56270A

The ANACONDA Company

Anaconda Aluminum Company
International Smelting & Refining Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company

PRODUCERS OF: *Copper, zinc, lead, aluminum, silver, gold, platinum, palladium, cadmium, selenium, tellurium, uranium oxide, nodulized manganese ore and standard ferromanganese, treble-super phosphate, arsenic, bismuth, indium.*

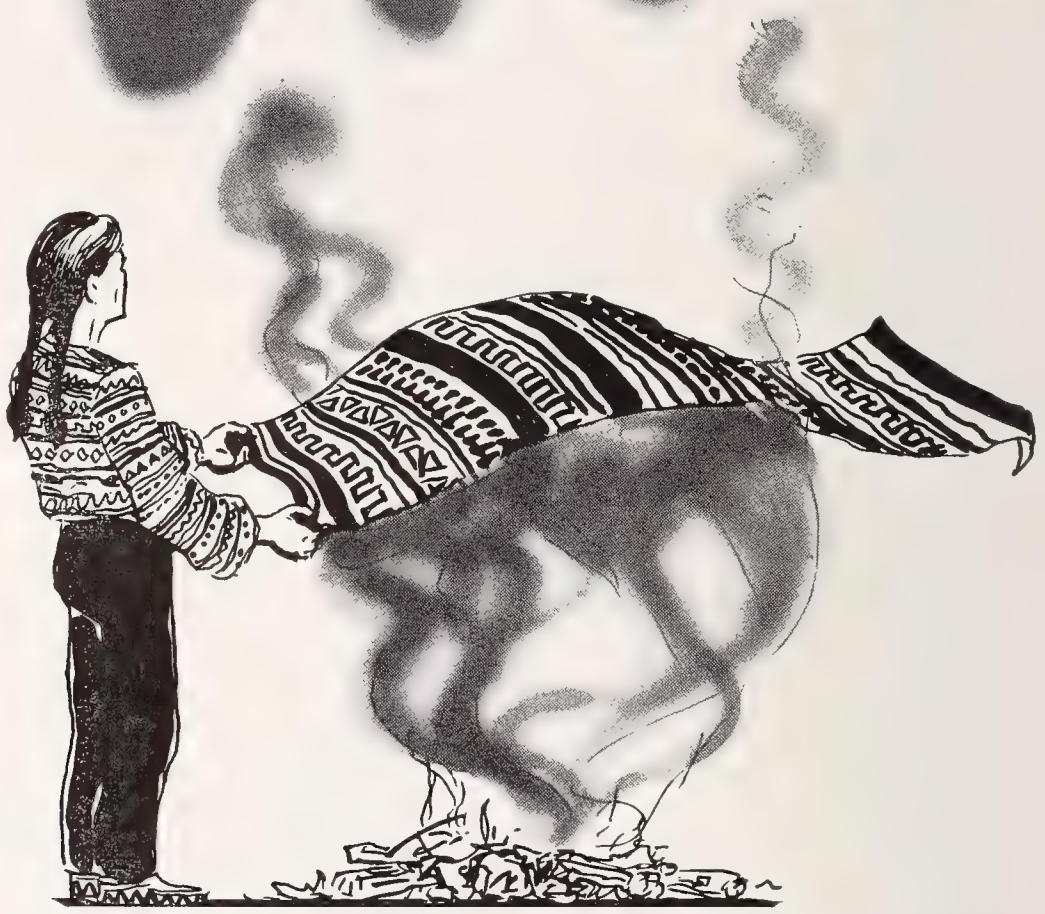
The American Brass Company
Anaconda Wire & Cable Company

MANUFACTURERS OF: *Copper and aluminum electrical wires and cables: copper, brass, bronze and other copper alloys in such forms as sheet, plate, tube, pipe, rod, wire, forgings, stampings, extrusions, flexible metal hose and tubing.*



The **NEW** way to kindle **SALES**

WWIL



CELEBRATING OUR...

Blanket Coverage in **BROWARD** county that

You CAN NOT get . . .

from stations in the MIAMI area

... with BLANKET coverage in the ...

LUCRATIVE FLORIDA GOLD COAST AREA

WWIL

FORT LAUDERDALE, FLORIDA

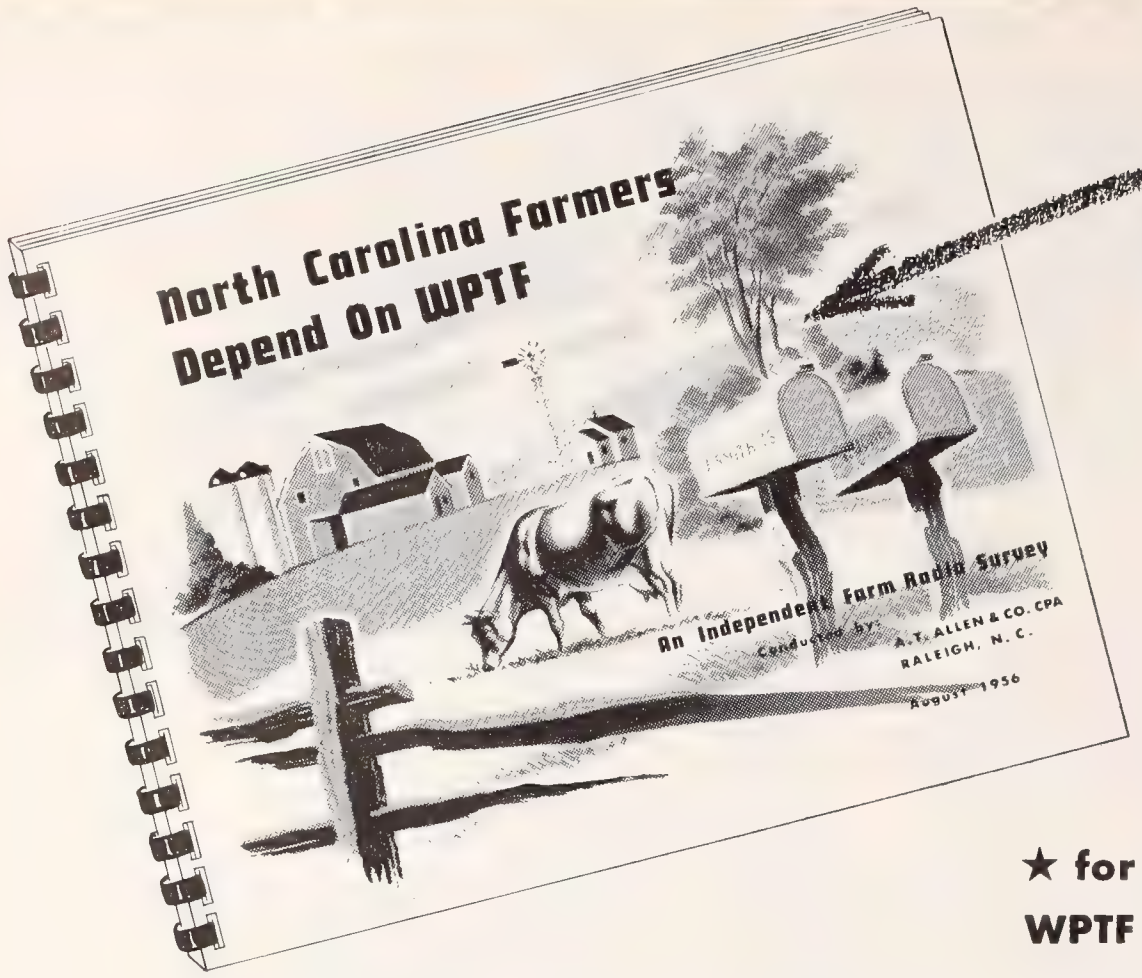


FIRST BIRTHDAY OCT. 15

the Broward county saturation coverage

Includes . . . **FT. LAUDERDALE, HOLLYWOOD, DANIA, POMPANO BEACH & BOCA RATON**

Owners and Operators of **WIL** • St. Louis Celebrating it's **35**th Birthday — **SOON**



REPORT ON SURVEY CONDUCTED IN 32 N. C. COUNTIES BY A. T. ALLEN & CO. CPA

★ for your free copy, address WPTF RALEIGH, on your letterhead

Is Radio Important To You In Planning Farm Work?
88% said Yes

Are The Broadcasts At Times Most Convenient For You?
95% said Yes

What Stations Do You Listen To Most?
78% said WPTF
4% Station A
3% Station B
2% (each) Stations C, D, & E
1% (or less) Each of 9 Stations
2% Stations on local 10-Station Network

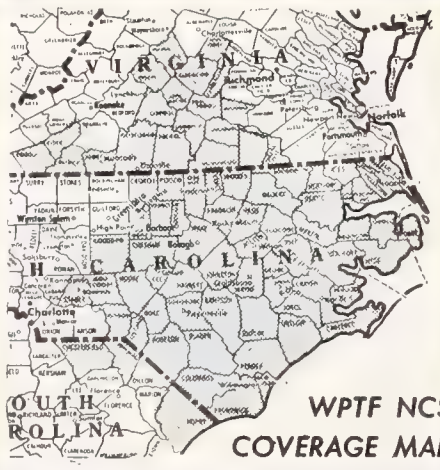
Name The Farm Radio Person In Whom You Have The Most Confidence

89%
named WPTF personalities including Earl Hostetler, Bill Jackson, Jim Reid, John Harris, Sam Beard

WPTF

50,000 Watts 680.KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina



R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING
TELECASTING

Vol. 51, No. 16 OCTOBER 15, 1956

GOLDENSON ATTEMPTS COUP AT ABC

- **United Paramount interests reportedly want to unseat Kintner as president of the network.**
- **Action is stayed at least temporarily as Noble pleas for 'keeping the railroad running.'**

REPORTS of a potential shakeup in top management of ABC ricocheted last week from New York to Los Angeles.

Despite a studied silence maintained by all participants, it was apparent that a basic disagreement had developed between the forces who controlled ABC before its 1953 merger with United Paramount Theatres and those in UPT who gained control of ABC when, through the merger, it became a division of American Broadcasting-Paramount Theatres.

Speculation preceding the October AB-PT board meeting last Wednesday centered on the possibility that ABC President Robert E. Kintner would resign and that AB-PT President Leonard H. Goldenson would assume active command of the network. The meeting lasted some three hours, it was understood, but broke up with speculation still rife and with no comment from the board members.

It was assumed that the meeting had deadlocked, or had ended in agreement to withhold disagreement—at least publicly—for the time being if not for good.

AB-PT's President Goldenson was pictured as the leading force in a movement to take over active direction of network affairs from Mr. Kintner. The ABC chief's present contract runs to Dec. 31, 1957. His pay in 1955 totaled $100,000. Mr. Goldenson's totaled $182,214.

The AB-PT chief was said to have the support of 12 other members of the 17-man board. The division was clean. All of these 13 are identified as "Paramount" men, while the three siding with Mr. Kintner are "ABC men" from pre-merger days.

Aligned with Mr. Kintner on the board, it was understood, were Edward J. Noble, former owner of ABC and now chairman of the AB-PT Finance Committee, a post which has been regarded as second only to Mr. Goldenson's; Robert H. Hinckley, ABC Washington vice president and long-time associate of both Mr. Noble and Mr. Kintner, and Earl E. Anderson, financial expert also long identified with ABC.

Mr. Noble, who induced Mr. Kintner to make the transition from newspaper columnist to radio-tv executive 12 years ago, was said to have led the opposition to top-level ABC changes in the discussions of he board last Wednesday. They should keep the railroad running, not tear up the tracks, he was quoted as telling the other board members.

Apparently his arguments prevailed, but whether the victory was temporary or permanent could not be ascertained or deduced.

It was understood another meeting was planned. Sources at AB-PT said the next regular meeting would be about Nov. 10, and that they knew of no plans for any special meeting before then. But a special meeting presumably can be called any time —even this week.

At ABC, inquiries regarding the reorganization reports were referred to AB-PT. There the official story of spokesmen was that they had no information to confirm reports of such a discussion at the board meeting and that they knew of no votes being taken. Mr. Goldenson could not be reached.

But the reports persisted, circulating on the West Coast as well as the East.

The principal protagonists in the tug-of-war are both youthful men who advanced far and quickly in their respective fields.

Mr. Goldenson, who was 50 last December, graduated from Harvard Law School at the bottom of the depression, was invited in 1933 by the receivers for Paramount Pictures to reorganize the company's New England theaters. He accepted, and progressed rapidly in the Paramount organization. In 1941 he was elected vice president in charge, and in 1950, when the consent decree forced Paramount to get rid of its theatres, he was named president of the new company, United Paramount Theatres. Upon UPT's merger with ABC he became president of the new AB-PT.

Mr. Kintner, who turned 47 last month, broke into broadcasting in 1944. Up to that time he had been a newspaperman and columnist—one of America's most famous. After several years with the *New York Herald Tribune*, he teamed up with Joseph Alsop in 1937 to write a column for North American Newspaper Alliance. The pair produced not only a daily newspaper column, but wrote regularly for the *Saturday Evening Post* and published collections of their pieces in two books. After wartime service in which he won the Legion of

IS THE HONEYMOON OVER AT AB-PT?



THESE TWO played principal roles last week in what may be only the first round in a struggle for control of the ABC network. Leonard Goldenson (l), president of the parent AB-PT and aligned with the theatre interests, reportedly sought to force the resignation of network president Robert E. Kintner (r). Mr. Goldenson holds a 13-4 voting advantage. The day was saved for Mr. Kintner by the intercession of Edward J. Noble, finance committee head. Showdown may come this week.

Merit, he was preparing to return to his newspaper column when he was discharged, for medical reasons, as a lieutenant colonel in September 1944. A "friend" invited him to lunch with Mr. Noble, Mr. Noble invited him to join ABC, and on Sept. 15, 1944, he was elected a vice president of the network. In 1946 he was elected executive vice president, and in 1949 was elevated to the presidency.

Both Mr. Goldenson and Mr. Kintner are Pennsylvanians by birth, Mr. Goldenson from Scottdale, Mr. Kintner from Stroudsburg.

The disagreement came at a time when ABC apparenly is in its best financial shape in years. When the ABC-UPT merger finally was approved by the FCC, ABC was admittedly in rocky financial condition. Gradually, with UPT recources flowing into the network operations, business began to pick up and has since moved steadily forward.

For example:

In 1952, last full year before the merger, ABC-TV recorded $18,353,003 in gross time sales, according to Publishers Information Bureau compilations. In 1953 the total was $21,110,680. A year later it reached $34,713,098. Last year the figure came to $51,393,434. And in the first eight months of this year, according to PIB data released last week (see story, page 90), ABC has almost equalled its total for all of 1955.

The January-August PIB figure for ABC-TV is $50,855,477—a gain of almost 78% over the total for the same period a year ago. And in August of this year gross sales ran 92.1% ahead of August 1955's.

By contrast, the news from AB-PT's theatre operations has not been uniformly good. This, coupled with AB-PT management's seemingly increasing emphasis on television activities and prospects in its public statements, led some observers to the belief that the company is looking to ABC as eventually its major revenue source. This, these observers felt, may have prompted AB-PT management to move toward more active direction of ABC.

In his annual report to the stockholders last spring, Mr. Goldenson noted that ABC had broken into the profit column in 1955 after operating at a loss during the first two years following the merger. He also reported that AB-PT's theatre gross income in 1955 was down about 4% from the 1954 total. He attributed about a third of the decrease in theatre gross to AB-PT's disposal of additional theatres in compliance with a government antitrust decree. The rest of the drop was attributed to lack of quality films during 1955's fourth quarter.

While theatre gross was down, AB-PT's overall net operating earnings were up 74% to a total of $8,218,000, and its total income of $194,662,000 was reported to be the highest in the Paramount company's six-year history.

A few weeks later, Mr. Goldenson told the annual stockholders meeting in May that "the most significant development during the past year has been the emergence of the broadcasting division as a sound, rapidly growing and increasingly profitable operation with a solid position in an expanding field of activity" [B•T, May 21].

At that time he also reiterated that the company's theatre business currently was not up to the preceding year's level. But overall, he said, estimated net operating profit of AB-PT in the first quarter was 34% ahead of the same period in 1954, and that an increase in net earnings for the second quarter was indicated.

Reporting to stockholders again in July, Mr. Goldenson stressed that the ABC Broadcasting Division had continued to show improvement and said AB-PT's overall net operating profit for the first six months of this year had risen to $4,202,000 from a total of $3,355,000 for the first half of the preceding year. Including net capital gains of $907,000 from the sale of theatre properties and sites, he said, consolidated half-year earnings amounted to $5,109,000 as against $3,438,000 for the first six months of 1955. AB-PT's net operating profit for the second quarter was placed at $1,632,000 as compared with $1,438,000 for the second quarter last year.

AB-PT directors, elected at the May meeting, are Mr. Goldenson; John Balaban, president, Balaban & Katz Corp., AB-PT subsidiary; A. H. Blank, president, Tri-States Theatre Corp., another AB-PT subsidiary; John A. Coleman, partner, Adler Coleman & Co., brokerage firm; Charles T. Fisher, Detroit banker; E. Chester Gersten, New York banker; Robert L. Huffines Jr., president, Textron American Inc.; William T. Kilborn, president, Flannery Mfg. Co; Sidney M. Markley, AB-PT vice president; Walter P. Marshall, president, Western Union Telegraph Co.; H. Hugh McConnell, insurance executive; Robert H. O'Brien, AB-PT financial vice president and secretary, and Robert B. Wilby, Wilby-Kincey Service Corp., an AB-PT subsidiary, plus Messrs. Kintner, Noble, Hinckley & Anderson.

MONOCHROME TV LEVELS OFF AS COLOR STARTS ITS PUSH

C&W's annual Videotown survey shows viewing slightly down, not increasing as in past years (see below). At the same time, new NBC-BBDO ColorTown report shows viewing doubles when a color set comes to the home (see page 46).

FOR the first time in history, television viewing has reached an apparent plateau—with a decline in both the number of people watching and the hours of individual attention to the set.

This is the surprising import of the ninth Videotown survey as it is being released today (Monday) by Cunningham & Walsh, New York.

The advertising agency has been issuing reports on Videotown since 1948. It is a continuing annual study of trends in tv sales and set usage and the impact of television on family life. Videotown is New Brunswick, N. J., which now has a population of about 40,000 and is located 30 miles southwest of New York City. It was selected eight years ago as the C & W tv testing ground because it has a unique tv location and yet is typical of an average U. S. community.

It is unique in that its proximity to New York City permits good reception of seven tv stations. New Brunswick has developed into a mature market for television, both in set buying and in viewing habits.

It is typical of the average American community, because it is an independent, self-contained market supported by its own industries and agricultural area. Although within distance of the Big City, few people within its limits commute to New York.

While Videotowners for the first time are not increasing their viewing hours, they also are spending less time at the motion picture theatre or with magazines. These developments also underscore a reversal of a trend that had set in at Videotown about two years ago. Then, the family read more and attended more movies.

The benefactors in the leisure period on weekday evenings seem to be the more intangibles of social activity. For example, Cunningham & Walsh found that set owners are dining out more and are stepping up visiting and entertaining of friends. They are more inclined to attend meetings, clubs, dances, and (principally on the part of males) sports events.

According to Gerald W. Tasker, a vice president and the director of research at C & W, evidence at hand indicates only a definite pattern that tv viewing has entered a period of stability.

Tv set saturation as of May 1956 in Videotown was 90.5% and total individual viewing hours are at about the 1954 level. As shown in the Videotown survey:

	Total People in Tv Homes	No. Viewing Per Day	Total Individual Hours Per Week
1953	28,434	21,610	395,801
1954	31,552	24,295	468,547
1955	32,504	28,278	505,437
1956	33,525	26,485	450,241

Mr. Tasker's report surmises that the leveling off in viewing probably will continue until some major change occurs in programming.

The seed for such a change might be planted by color television programming

but just how much it can *increase* tv viewing in either totals or percentages is moot.

Last summer in an exclusive interview with B•T, Mr. Tasker predicted that as an advertising medium, color television should be blossoming in the 1958-59 period. He then based his observation on Videotown studies, including a special canvass last spring.

By a plateau, Mr. Tasker explains, it is meant that tv viewing should have both its "up and downs" from now on, but most likely not overtaking by any great lengths the "peak" reached in 1955.

Most of the loss this year was in the weekday evening viewing, which, the report concludes, apparently reached its level in 1953. Since that year, the average hours per week have been fluctuating. Morning viewing has reached a "temporary plateau, although its level seems low in comparison with other parts of the day." (Total for week for average person less than an hour in 1953 and 1955, 1½ hours in 1954 and just over an hour this year). Afternoon viewing (C & W places this period from noon to 5 p.m. because of Videotowners start their days early) hit a peak of 1 hour 39 minutes in 1954, dropped a bit in 1955 and again in 1956 to 1 hour 22 minutes per week.

Hint of the Change

According to past Videotown surveys, the appetite of the American family continually has been on the increase. But only last year, C & W's study hinted that something was afoot by noting that evidence then indicated viewers were selecting their programs with more care.

Color tv has yet to get off the ground at Videotown. More Videotowners in tv homes have seen a color telecast—23% compared to 17% last year, and 9% in 1954. In non-tv homes, 14% of respondents had seen a color telecast, half of them liking the color. About two-fifths of tv owners who saw color were favorably impressed, and three-fifths made unfavorable comments. About a half of those queried said they would like to own one, the majority favoring a set of the 21-inch size or larger. Tv owners thought $300 to $400 would be a fair price for a color receiver, while non-tv owners who gave an opinion, felt they would be willing to pay about $250.

In its random sample, C & W found color sets owned in two homes. Its special canvass of dealers last April produced a list of 18 color receivers in the Videotown area with 11 in private homes and seven in bars [B•T, July 9].

The first Videotown study of 1948 found 1.4% of families had a tv set in their homes. By 1955, there were 8 out of 10 homes with a tv set as compared to 1 in 70 in 1948. Total tv viewing increased each year as the number of people watching on the average weekday maintained an upward trend. For average individual time in front of the set, 1955 was the peak year, with 87% watching tv on an average weekday for an average of 15 hours 33 minutes per week. This year, 79% watched tv on an average weekday which is only 2% above the 1954 level. Average viewing per week this year: 14 hours 25.8 minutes.

The decrease in viewing was general, regardless of sex, age and length of tv ownership. Early tv fans remain the most "ardent" viewers. Homes with tv before 1954 had sets tuned in for 3 hours 50 minutes on the average weekday evening, compared with a little over 3 hours for the newer owners.

Individual members of "older" tv families watched about 12 hours 15 minutes a week during weekday evenings but people in newer tv homes watched 10 hours 10 minutes per week.

Most consistent viewing is still in the evening with 8 out of 10 (includes husbands, wives, and teen-age children) watching tv at some time on the average weekday evening. This is a slight drop from the peak last year when the average was close to 9 out of 10. C & W found children under 10 now are the least apt to watch on any one evening and when they do view tv, they spend less time than other members of the family, partly because of early bedtime.

In total hours spent on tv in the evening weekdays, children under 10 spent a little over seven hours, teen-agers about 10 hours, husbands and wives about 13 hours and "other adults" about 10 hours. This represents a drop of from 1 to 3 hours weekly for all of the categories, except for "other adult males" whose level was close to last year.

Again, supporting the decline in viewing, the Videotown study noted that on the average weekday evening, fewer sets tuned in—89% this year compared to 96% last year—and for a shorter time—3 hours 55 minutes this year and 4 hours 15 minutes last year.

Actually, about half of the available time on a weekday evening in Videotown is spent with television. C & W figures that about 30 hours total is available for viewing in the evening during the week (Monday-Friday). Of that number, about 13¼ hours last year were used before the tv set on an average. This year the hours dropped to a little over 11.

Of all Videotown wives, about 85% watch tv sometime during the day. This is 7% less than last year. All other categories show declines: morning viewing down to 11%, off 6%; afternoon down to 20%, a loss of 7%, and evening viewing at 81% or 8% under last year. For all people the decline is from 87% last year to 79% this year.

There is a decline for the housewife in radio listening, too. This occurs mostly in the morning, however, where listening dropped from 43% to 39% holding steady in afternoon and evening. But for all people, radio slipped only one percentage point, most of the decline in the morning hours and actually picking up in the afternoon and evening. Morning radio still tops tv in that period of the day.

The Videotown study also found that the amount of time spent listening to radio weekdays—when people listen—has remained steady for almost two years. Total hours for the average person for the whole day (2.86) are at about last year's level (2.85) and slightly below previous years.

In its census of radio ownership in Videotown, C&W found more radios in the bedrooms and kitchens of tv homes, which leads to a conclusion that perhaps these increases account for the maintenance in radio listening. The study finds about 94% of all families with one or more radios (near the national average of about 96%). In tv homes, 46% had more than one radio compared to 37% in non-tv homes (tv homes averaged 2.1 radios per home, non-tv homes, 1.8).

In 9% of the homes, both the tv and the

HOURS OF TV VIEWING AND RADIO LISTENING IN TV HOMES

Tv Viewing

	Hours Per Day When Watching				Hours Per Week* All People			
Wives	'53	'54	'55	'56	'53	'54	'55	'56
Morning	2.19	2.16	1.23	1.90	1.28	2.35	1.05	1.04
Afternoon	2.04	2.18	1.74	1.99	1.94	2.70	2.35	1.99
Evening	3.56	3.51	3.45	3.17	13.90	13.80	15.40	12.84
All Day	3.84	4.11	3.89	3.47	17.12	18.85	18.80	15.87
All People—Average								
Morning	1.98	2.16	1.70	2.03	.79	1.50	.95	1.02
Afternoon	1.62	2.08	1.45	1.60	1.13	1.65	1.40	1.36
Evening	3.29	3.16	3.11	2.95	12.00	11.70	13.20	11.05
All Day	3.52	3.58	3.39	3.28	13.92	14.85	15.55	14.43

Radio Listening

	Hours Per Day When Listening				Hours Per Week** All People			
Wives	'53	'54	'55	'56	'53	'54	'55	'56
Morning	2.05	2.09	1.95	1.58	4.30	4.65	4.15	3.08
Afternoon	2.18	2.15	1.62	1.72	1.75	1.85	1.00	1.20
Evening	1.35	1.27	1.22	1.25	.81	.95	.80	.88
All Day	2.58	2.41	2.30	2.21	6.86	7.45	5.95	5.16
All People—Average								
Morning	1.49	1.49	1.36	1.29	1.64	1.75	1.70	1.48
Afternoon	2.05	1.83	1.37	1 47	.76	.73	.55	.66
Evening	1.47	1.29	1.19	1.20	.66	.65	.60	.72
All Day	2.00	1.89	1.71	1.60	3.06	3.13	2.85	2.86

* Watching or not.
** Listening or not.

radio set were tuned in at the same time at some time during the day—mostly in the evening and in the morning.

In a look at viewing and listening habits of housewives in Videotown, the study found 26% listening to the radio (concentrated mostly in the morning) while they were engaged in chores around the house. In tv, the percentage was 8, with this combination of housework and viewing occurring more often in the evening than in other parts of the day.

A trend toward greater selectivity continues. Members of the family do not spend as many hours viewing on any one evening as in the past. Eighteen out of 20 sets are turned on for an average 3 hours 55 minutes each evening (last year 19 out of 20 sets were on for 4½ hours). Dad now watches 13 hours in the evenings, Monday through Friday, compared to 14 last year; Mom spends 12.9 hours this year compared to 15 a year ago.

The Videotown study found the family shifting to other social and leisure time activity this year, principally those outside the home that had not shown a previous recovery.

Entertaining and visiting had been on the increase in Videotown in the years of low tv saturation. But this activity slowed and then declined as set ownership became more widespread. In 1950, about 25% of the adults in the tv families reported entertaining or visiting friends; in 1951, this percentage was cut in half and remained there through 1953; then hit a low point (about 10%) in the past two years. This year, the increase is slight—to 12%, but enough of a rise to bring the level to about where it was in 1951 through 1953. Small increases also were noted in other social activities.

Movie attendance, which took its worst beating with the advent of tv (the family cutting its attendance by an average 77% with the purchase of a tv receiver), was bouncing back in 1953. The weekday attendance last year reached its peak in the post-tv period, although in tv homes it still was less than two-thirds the pre-tv level. This year, however, attendance in tv homes was set back again, dropping to the level of the early tv years.

Magazine reading in tv families also dropped. In the first year of tv in the home, magazine reading on a weekday evening dipped 53% but, like movie attendance, a reversal of the trend set in by 1953 and reading increased each successive year. In 1955 about 50% more adults than in 1954 reported they read a magazine on the average weekday evening. This year, however, magazine reading receded to about 25% above the 1954 level but below 1955. The loss in magazine readers is among housewives—men readers actually increased slightly.

No significant change was recorded in newspaper reading which has maintained a high level in the family. In fact, tv set ownership in Videotown has had little effect on newspaper reading (it went up in 1951, 1952 and in 1953 and since then has shown only "very slight fluctuations").

While no conclusions are made in the study, it is speculated that moviegoing and magazine reading also are on a plateau with tv and thus "for a time . . . show slight ups and downs from year to year."

Age of sets is on the increase, thus signaling "a lush replacement market," except that only about a third of those sets purchased four years ago (average replacement rate has moved from 4 years last year to 4.6 years this year) have been replaced. While there has been a steady increase in the number of two- and three-set homes (1% in 1951, 7.2% in 1955 and 8.7% in 1956), C & W found that the second set market has not materialized—only about 1/6th% of total owners said they thought of buying a set this year as a second set for another room. The 21-inch screen, which has dominated sales since 1953, continues as the size preference.

There was no evidence of high enthusiasm for portable tv sets. While three-fifths of those questioned knew about portable tv, less than a quarter of all tv owners thought they would be interested in buying a portable.

With saturation over 90%, the size of the "average tv family" now is 3.37, nearly the same as Videotown's "average family" (3.26).

Average family size of new owners is 3.12; non-owners, 2.29; two-set families, 4.46 and all replacement families, 3.55.

The average family obviously shunned the radio dial in the evening hours once tv was ushered into the house. In 1951, the Videotown tv families listening to radio on weekday evenings shrunk to a mere 5% as compared to the fat 60% listening that existed before the tv set arrived.

But since that time, the percentage of family listening (tv homes) in the evening has increased with each year: 8% in 1952; 9% in 1953; 10% in 1954 and also 1955, and 12% this year. In the afternoon, radio listening in the tv home has been erratic since its 6% low point in 1951—to 9% in 1952, at 8% for three years and now once again it is at 9%. Housewives, however, who had maintained a 15% to 19% average in the numbers listening to radio in the afternoon in past years dropped this year to 14%.

The size of the morning radio audience has not been affected by tv. The numbers listening to radio at some time in the morning have been increasing up until this year—10% in 1951 (about the same as for non-tv homes), 15% in 1952 and 25% in 1955. This year the percentage stands at 23, the same as in 1954. Again, the number of housewives listening to radio in the morning was down this year (39%). In the other years: 1951, 25%; 1952, 33%; 1953, 42%; 1954, 45%, and 1955, 43%.

COLORTOWN: NEW AMERICAN COMMUNITY GAUGES THE VIEWING PATTERNS OF TV

CAN color deliver in terms of audience and commercial impact?

These questions apparently have been answered in the affirmative, at least in part, in the first findings released Friday from "ColorTown", a continuing study by NBC and BBDO of the growth and impact of color tv in a medium-sized American city.

As summarized in a joint announcement by Hugh M. Beville Jr., NBC vice president for planning and development, and Ben Gedalecia, director of research at BBDO:

- Color doubles the audience of television programs.
- Color more than doubles the impact of commercial messages.

The "ColorTown" project is sponsored jointly by BBDO and NBC and conducted by Advertest Research Inc. Launched nearly a year ago (November 1955), the project took a "benchmark" survey of 4,000 homes and followed this up in February with an intensive study of color set owners [March 5, 1956].

NBC and BBDO noted that within "limitations" imposed by the relatively small number of color set owners and color programs at the time of the survey, the "following patterns seem to be emerging":

- Color boosts viewing, it induces increased viewing by a group which ordinarily watches tv less than the average and will attract viewing by color owners who perhaps would not have tuned in to the program in black-and-white.
- Color boosts the impact of as well as the attention to commercials.
- Owners of colorsets earn more, live better, are more influential and active in the community in which they live.

The initial findings of "ColorTown" were released at about the same time as the annual Videotown survey which is conducted by Cunningham & Walsh (see story, page 44). Videotown did not go into color extensively, nor did it report on whether color programs increase audience or commerical impact.

But Videotown did report that of 14% of respondents who did not have any tv in their homes, half liked the color, and that about two-fifths of tv owners who saw color were "favorably impressed" while three-fifths made "unfavorable" comments. Such comments as "vivid," "beautiful," "interesting" and "wonderful" were made by those who liked color. Unfavorable reactions included such expressions as: "disappointed," "colors artificial, gaudy," "not perfected yet," "hurts eyes." Still other objections were based on the small screen and the high price of a set.

The Videotown study was hampered in its color search as it found only a few colorsets in existence. Privately, however, Videotown researchers believe that color may provide the added excitement to tv programming that would up the increase of tv viewing. For the first time in its history, the Videotown (actually New Brunswick, N. J.)

study reported tv viewing had reached an apparent plateau.

The Videotown survey uncovered an important change, however, in that color is being seen by more people than ever before. Last year, 17% had seen a color telecast. This year, the number jumped to 23%. In general, Videotown pollsters found people ready, willing and able to buy color once the price drops to a "fair" level. That price range varies from $250 among non-tv owners to between $300 and $400 among current tv owners. Median price of the latter category is $363, which is still below the current costs of color receivers.

The "ColorTown" survey—actually comparisons of color and black-and-white viewing—was based on an analysis of viewing during a sample week by two matched groups, one made up of color owners and the other of black-and-white owners. To assemble a sufficient number of color set owners, the regular "ColorTown" panel was augmented by additional color set owners who live within that community.

The joint BBDO and NBC announcement noted:

"Comparing the viewing of color programs in color homes and the same programs in black-and-white homes, two effects were noted:

"(1) More color homes watched the shows and (2) there were more viewers per home in color homes. The net result of these two effects was to double the audience to color shows in color homes. That is, twice as many persons watched these shows per hundred color homes as per hundred black-and-white homes."

It was found that on a group of control programs in black-and-white, color set owners watched less than black-and-white homes. When a combination of black-and-white and color scenes was used on the same program, color viewers indicated annoyance, apparently preferring the entire show in color.

In its findings on commercials in color, the study showed, the color medium increased the number of viewers who could recall at least one of the products advertised. Color also increased the number of products remembered. According to the findings:

"The net result of these two effects is that total recall (number of products recalled per hundred viewers) is more than doubled."

Commercials in color increased attention. Viewers said they considered these commercials "superior" to those in black-and-white.

Said the NBC-BBDO research team:

"Overall, color more than doubles the number of viewers who report they are 'more inclined to buy this product' after seeing the commercial."

In its findings, BBDO-NBC discovered that seven times as many color set owners as black-and-white receiver owners fall in "high income" groups, with a quarter more owning homes. They also were found to be the more influential and active in the community, belonging to more church organizations, social clubs, engaging in more fund raising and taking part in more civic and business associations. In general, color set owners belonged to twice as many clubs and organizations as black-and-white set owners.

In a special Videotown study, last April, Cunningham & Walsh also conducted a special canvass of dealers and color set owners. In that study—of color alone—the agency found that the families with color sets in the New Brunswick area (11 in private homes and seven in bars) tended to be of a certain category. Generally, they were in the older age groups, or middle or high income, and in executive or professional groups with a below average number of young children.

The joint announcement by BBDO and NBC said additional tabulations of the project are in progress and that a more complete report would be released "around the end of this year."

COLORCASTING®

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Oct. 15 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Oct. 16 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner & S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Oct. 23).

Oct. 17 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Oct. 31).

Oct. 19 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Oct. 26).

Oct. 21 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Oct. 28).

Oct. 22-26 (3-3:30 p.m.) *The Big Payoff,* Colgate-Palmolive Co. through William Esty.

NBC-TV

Oct. 15 (8-9:25 p.m.) *Producers' Showcase,* "The Letter," RCA and Whirlpool through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Oct. 15-19 (3-4 p.m.) *Matinee,* participating sponsors (also Oct. 22-24, 29-Nov. 2, Nov. 5-9, 12-16).

Oct. 16 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample and Vicks Chemical Co. through BBDO (also Oct. 23, 30, Nov. 6, 13).

Oct. 17 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Oct. 24, 31, Nov. 7, 14).

Oct. 18 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Oct. 25, Nov. 1, 8, 15).

Oct. 19 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv. and R. J. Reynolds Co. through Wm. Esty on alternating weeks (also Oct. 26, Nov. 2, 9).

Oct. 20 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Oct. 27, Nov. 3, 10).

Oct. 22 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 29, Nov. 5).

Oct. 23 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson and Max Factor Co. through Doyle Dane Bernbach (also Oct. 30, Nov. 6, 13).

Oct. 27 (9-10:30 p.m.) *The Saturday Spectacular,* "Manhattan Towers," Oldsmobile through D. P. Brother and RCA and Whirlpool through Kenyon & Eckhardt.

Oct. 28 (7:30-9 p.m.) *Hallmark Hall of Fame,* "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.

Oct. 28 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam (also Nov. 11).

Nov. 2 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald.

Nov. 4 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA & Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

[Note: This schedule will be corrected to press time of each issue of B•T]

Institute of Life Insurance Using Radio in 30 Markets

THE INSTITUTE of Life Insurance will use 2,200 spot announcements on life insurance on farm shows in 30 markets, starting today (Monday), the Institute announced last week. J. Walter Thompson, New York, is its agency.

The campaign will run through May, supplementing newspaper schedules in rural areas.

"This year's Institute-sponsored advertising," Holgar J. Johnson, president of the institute, said "presenting information about life insurance performance, and keyed to an attention-getting theme, is a further step in the continuing program of developing a warmer public attitude toward life insurance . . ."

MORE CREATIVITY SEEN AS AGENCY NEED

Solution to problems of growing competition in advertising and diminishing share-of-attention by consumers offered at annual meeting of western region of American Assn. of Advertising Agencies.

GREATER CREATIVITY—to overcome the growing competition in advertising and the diminishing share-of-attention by the consumer—was the keynote of the 19th annual meeting of the western region of the American Assn. of Advertising Agencies last week at Coronado, Calif.

A record attendance of more than 450 agency, advertising and media representatives also heard strong pleas for preservation of creative personnel, an expanded program of recruitment and training of all personnel for agency work and new evaluation of the 15% fee system. Speakers called for better proof to advertisers that they are getting what they pay for, as well as for closer and more stable agency-advertiser "partnerships."

Held Sunday through Wednesday at Hotel del Coronado, the western region meeting heard 4-A President Frederic R. Gamble remove all doubt that the advertising profession would have difficulty living under the Justice Dept.'s antitrust degree. Rather, he noted, the industry would find that the legal guideposts set out in the consent decree will be of considerable value in planning and operation, providing legal interpretations where only doubt and confusion existed before the Justice Dept. action, begun in January 1954.

Mr. Gamble cited growth of 4-A membership in the past year to a total of 325 member agencies (317 last year) with 33,000 people (up 4,000). He outlined plans to establish a regional 4-A office in San Francisco (see story page 51) and approval of a $20,000 budget to expand 4-A's personnel recruitment program which is replacing the annual aptitude examinations.

John H. Tinker Jr., senior vice president and creative director of McCann-Erickson Inc., New York, observed that with product difference rapidly diminishing, "the personal point of view of the gifted creative person can become the persuasive pivot for the sale to turn on." But, he explained, "not only have extra services made our business increasingly complex, but the pure creative operation has also become more complicated, placing a heavy responsibility on creative management personnel. Television alone has easily tripled our creative headaches."

Reflecting on the changes demanded by tv in agency management thinking, Mr. Tinker observed that the weekend of a tv executive "has been described as about an hour and a half. It's a happy life of hysteria—doom, despair and dyspepsia.

"Ten to 25 pictures for a storyboard. Music, recordings, sound tracks, unions, rehearsals, 4,000 bucks to shoot a 60-second spot, royalties for the actors, production hassles, etc., etc.

"Then if you take the poor beat-up creative genius who's got to pull it all together and ask him to sort out per capita sales figures, marketing strategy, red, white and green charts . . . Mister, you're going to have a real glassy-eyed individual."

Mr. Tinker emphasized the need for tv commercials to "be brighter than ever these days. A few years ago my family and I would see from 20 to 30 commercials in an average evening. Today we have from 40 to 70 thrown at us. I saw five during a one-minute station break. In fact, they came so close together I thought I was still looking at a headache remedy commercial when I found I was half-way through a cigarette pitch.

Noting many of the seasoned men in management today are between 40 and 60 years old, he said "many of us grew up in the reasonably simple and sane days when print was the big boy and radio was a strong sideline." This group is a "lost generation" in tv, he said, but weekly sessions conducted at McCann-Erickson for all facets of management within the agency to study the fundamentals of creative tv are helping discover new talents in many people formerly afraid to tackle tv.

John R. Little, vice president and manager of Foote, Cone & Belding, San Francisco, said "creativity is everybody's business in the agency" and is becoming a more important factor as the bulk of advertising grows and the attention time of the consumer shortens.

Noting the great mass of competing ads in publications today for similar products as well as the mass of ads for all products competing for recognition, Mr. Little commented, "Television is no exception to the rule of bulk. When was the last time you fell through the floor because you saw your product commercial buried in a sequence of others—a phenomenon calculated to encourage the audience to use this particular time to go to the bathroom?"

To solve the problem through greater creativity, Mr. Little urged agency executives to organize their shops for better creativity and stimulate more individual participation. "Be willing to pay for creativity," he said, and praise it for a job done well. Communication with the staff must be improved and the environment kept democratic, he added.



GUESTS at governor's reception opening 4-A western region convention at Coronado, Calif., included (l to r) John C. Morse, president of Dan B. Miner Co., Los Angeles; John R. Little, vice president and manager of Foote, Cone & Belding, San Francisco; first lady of the convention, Mrs. Trevor Evans, wife of the 1955-56 4-A Western Region chairman who is president of Pacific National Adv., Seattle; Mrs. John R. Little, and Nelson Carter, vice president, FC&B, Los Angeles.

Creative Thinking Stressed

Along the line of stimulating creative thinking and building idea resourcefulness, Charles W. Reed, BBDO, San Francisco, told how brainstorming makes people more productive. He said BBDO offices across the U. S. had 300 brainstorm sessions this past year which produced 15,000 "extra" ideas.

Emphasizing that brainstorming never replaces the need for individual creative thinking, Mr. Reed said, however, that the sessions force people to learn more of their own creative capacity and resourcefulness and make them learn to think faster. Other values of such sessions are the "sense of belonging" given to staff participants, the building of morale and greater cooperation in all agency activities as well as the better understanding of company problems.

Whitney Drayton, advertising manager of Hunt Foods Inc., Fullerton, Calif., asked agency representatives to "strive to build more permanent relationships between agencies and advertisers." He said there are too many changes of agencies and clients "just for the sake of a change."

Charles H. Brower, executive vice president in charge of creative services, BBDO, New York, also noted the plight of the



Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of **20 special one-week displays.**
3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

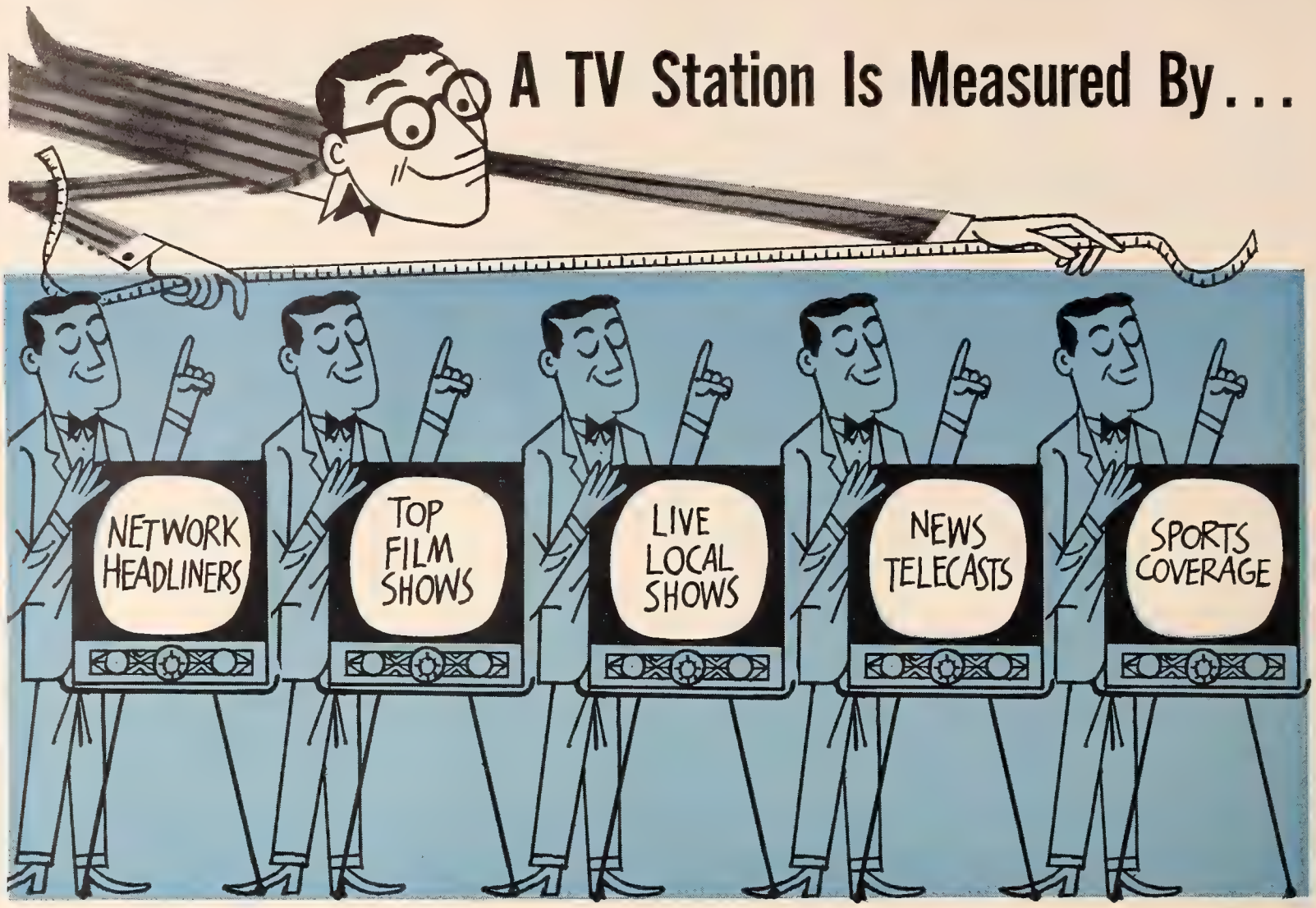
Buy W-I-T-H

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



...ITS PROGRAMMING!

And WSM-TV programming holds a popularity lead in this market, according to both A.R.B. and Pulse. This popularity covers all categories:

NETWORK HEADLINERS — As the NBC-TV station in this market, WSM-TV gets a consistently larger share of the local audience for network shows (according to A.R.B. and Pulse) than the national average (according to Trendex) — proof positive that national standings cannot be neatly applied to all local situations.

TOP FILM SHOWS—According to the most recent survey of this three-station market, the 10 top syndicated film shows are all on WSM-TV.

LIVE LOCAL SHOWS — With a talent pool of more than 200, many of them nationally famous stars, WSM-TV is recognized as one of the country's leading stations in the production of top caliber live local shows. Such headliners as NOON, OPRY MATINEE, TELEVISIT, and CHANNEL 4 CLUB consistently reflect the know-how of a staff that produces network commercial shows on both television and radio for such top-drawer advertisers as R. J. Reynolds, Ralston-Purina and Pet Milk.

NEWS TELECASTS — An aggressive 9-man news staff, five wire services, two film services, staff cars, and complete kleig lighting and motion picture equipment all contribute to the WSM-TV news coverage success story The station has also telecast more than 675 remotes of special local and regional newsworthy events.

SPORTS COVERAGE — Vanderbilt University basketball, exclusive TV coverage of Nashville's Southern League baseball team, NCAA basketball remotes from as far away as Bowling Green, Kentucky, Vanderbilt football highlights, steeplechases and stock car races are just a few of the many local and area headliners in the WSM-TV sports parade that continues to fascinate viewers in this market.

WSM-TV { *Channel 4 Nashville, Tennessee*
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.

creative worker and in a light-veined slide presentation made the serious point of need for greater preservation measures for one breed, the copywriter.

"The real top selling ideas come from individual minds," he said. "Meetings—call them brainstorms or what you will—can serve to stimulate the individual mind. But finally, and strangely enough usually in the last period of desperation, one man or one woman comes up with the idea. These are precious today. Unless we do something to protect and help them, they will be as extinct as the Passenger Pigeon in another 10 or 20 years."

His solution: Sympathetic and understanding management which guides and leads, doesn't dictate and acknowledges work well done.

Larry Nolte, advertising manager of White King Soap Co., Los Angeles, told agencymen "we must take the 15% matter seriously. The more you resist discussion, the more trouble you will have." He called upon agency executives to "work harder" to show that their 15% is justified and suggested that they take their books to the client in this attempt, rather than inviting the client to come and inspect them if he might want to.

Del Porter and Robert Sande, Song Ad Film-Radio Productions, Hollywood, explained how "rhythm, rhyme and repetition" of singing commercials in radio and the animated counterpart in tv are effective sales vehicles. Using typical case history spots, Mr. Sande showed the agency men how the musical and copy theme are integrated in both media for higher retention value. He noted that once a viewer has seen the animated spot, he automatically visualizes the tv commercial product picture in his mind's eye whenever he hears the radio jingle driving in his car, at an outing or at home.

A. F. H. Armstrong, Leo Burnett Co., Chicago, gave results of an informal survey of women's likes in printed media advertisements, and C. D. Jackson, vice president of Time Inc., New York, related the importance of communication technique in world affairs.

Joseph Epstein, Fitzgerald Adv., New Orleans, and chairman of the 4-A Committee on Agency Personnel, gave details of the expanded 4-A personnel recruiting project in cooperation with high school and college teachers and vocational guidance counsellors.

Regional Office for AAAA To Open in San Francisco

AMERICAN Assn. of Advertising Agencies will open a regional office in San Francisco on or about Nov. 1, Frederic R. Gamble, 4-A president, announced last week at the 4-A western region convention in Coronado, Calif. The executive in charge will be John L. Del Mar, who for some time has been assigned to western region responsibilities at 4-A headquarters in New York.

Purpose of the San Francisco office, Mr. Gamble said, will be to serve the 4-A western region and its five local councils on region and council activities. The 4-A western region includes the area west of the Rocky Mts. and is one of four areas of 4-A.

The new office will not be a branch of 4-A headquarters, Mr. Gamble pointed out, since it will not be equipped to serve individual inquiries and requests from member agencies. Rather, it will assist the councils on expanded 4-A programs in the fields of personnel and relations, he explained.

The new San Francisco office will be located in the Russ Bldg. at 235 Montgomery St. Margaret Dodd, also of 4-A New York headquarters, will assist Mr. Del Mar.

Campbell Elected Chairman Of AAAA Western Region

ROY CAMPBELL, executive vice president in charge of the western division of Foote, Cone & Belding, Los Angeles, was elected chairman of the western region of the American Assn. of Advertising Agencies last week at the west coast group's 19th annual meeting in Coronado, Calif. He succeeds Trevor Evans, Pacific National Adv., Seattle.



MR. CAMPBELL

Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, was elected vice chairman of the 4-A western region succeeding John C. Morse, Dan B. Miner Co., Los Angeles. Ray Clinton, media director of Philip J. Meany Co., Los Angeles, was named secretary-treasurer. He replaces Harry S. Pearson, McCarty Co. of Seattle, Wash.

Staff for Sales-Servicing Expanded by A. C. Nielsen

EXPANSION of the sales-servicing staff for Nielsen Station Index and Nielsen Coverage Service activities and opening of new centrally-located contact office in Chicago were announced last week by John K. Churchill, vice president of A. C. Nielsen Co. New office in London-Guarantee Bldg. (360 N. Michigan Ave.) is headed by William R. Wyatt, vice president and central division manager for local broadcast measurement services. Other personnel are Bernard T. (Ben) Wilson, formerly president-general manager of WTVI (TV) [now KTVI (TV) St. Louis], as account executive, and Elliott H. Johnson, former media analyst at Foote, Cone & Belding, as administrative assistant.

Nelson on Leave From Kudner

LINNEA NELSON, television analyist with Kudner Agency, is taking an indefinite leave of absence effective tomorrow (Tuesday). Prior to joining Kudner Miss Nelson was in charge of radio and television timebuying and research for J. Walter Thompson, New York, for 24 years. She resigned from that agency in 1951 and joined Kudner to help handle the '52 Eisenhower campaign and has been there since.

CONKLIN MANN, C & W TO MERGE

CONKLIN Mann & Sons, New York, an agency billing approximately $3.5 million, will merge with Cunningham & Walsh, New York, effective Nov. 1.

Conklin Mann, president, and Richard Mann, vice president, also will join C&W, along with the rest of the staff. Both executives will be vice presidents at C&W.

All of Conklin Mann's accounts, among them the chemical and agricultural divisions, American Cyanamid Co., sponge products division, B. F. Goodrich, and George W. Helme Co., are going to C&W.

The agency has placed very little in radio and television for its accounts.

Pabst, Burnett Talking Switch to CBS-TV Show

NEGOTIATIONS for sponsorship of a network tv property by Kellogg Co. and for the possible cancellation of another by Pabst Brewing Co. were underway at Leo Burnett Co. last Thursday.

The Chicago agency is in the last stage of closing a deal for Kellogg sponsorship of CBS-TV's *Name That Tune*, being dropped by Lanolin Plus after Nov. 20. Kellogg would alternate the Tuesday evening (7:30-9 p.m. EDT) program with Whitehall Pharmacal Co.

The possible cancellation involves dropping by Pabst of the *Wednesday Night Fights* on ABC Radio-Tv by the first of the year. Burnett and Pabst executives huddled Thursday with discussions of the brewing company's overall 1957 advertising budget, including fight radio-tv plans and other programs, such as ABC-TV *It's Polka Time*, which Pabst reportedly is considering on a spot basis.

Buchen Names Three VP's

ELECTION of three new vice presidents from its account and research ranks was announced last week by the Buchen Co., Chicago advertising agency. Elected by the board of directors were J. Wesley Rosberg, research director and formerly with Henri, Hurst & McDonald; Henry W. Tymick, account executive and onetime president of the Chicago Industrial Advertisers Assn., and George Weisenbach, also account executive and formerly with sales and advertising staff of Firestone Tire & Rubber Co.

Zenith Seeks New Agency

ZENITH Radio Corp. last week was seeking a new agency to handle its radio-tv advertising after announcing it would drop BBDO effective Jan. 1, 1957. A selection will be made shortly, according to L. C. Truesdell, Zenith vice president. Zenith currently is one-quarter sponsor of NCAA-NBC-TV football telecasts. The company's hearing aid division account is handled by MacFarland, Aveyard & Co., Chicago.

'POWERHOUSE' QUOTE CLARIFIED BY BBDO

No slight intended to 50 kw radio stations, according to letter following report. Conclusions 'perhaps too broad.'

CLARIFICATION of references to "powerhouse" radio station as used in a BBDO analysis outlining the history and potential of radio as an advertising medium [B•T, Oct 1] was sent last week to all members of the trade who had received the original report.

The report, "A Discussion of Radio," was prepared by the agency's research department and investigated the past, present and future of the medium. Its verdict was that radio as an advertising medium is not only alive but a necessity for the advertiser and the public. The reference to "powerhouse' stations mentioned that the influence of these stations has been relegated to the past along with "tonnage buys" (in which low cost overrides other considerations). Several stations have pointed out, privately, that the report contained no findings to justify this view.

In his clarifying letter, Fred Barrett, vice president and media director of BBDO, stated in substance that few radio campaigns placed by BBDO fail to include "a substantial representation" of 50 kw stations which are dominant in the areas they serve. He said conclusions in the report were "perhaps too broad and too briefly stated to clearly convey the impressions that were intended."

The full text of Mr. Barrett's letter:

"Within the past week, the BBDO radio and tv research department has distributed a booklet entitled "A Discussion of Radio—Past, Present and Future". It has been given great publicity within the trade and no doubt you have been asked about it.

"As you can see, this report is an extremely important research document and offers some very useful information on radio today. It is an analysis that will be invaluable in discussing the importance of radio in the television era. However, at the end of this report there are some 'conclusions' made that are, perhaps, too broad and too briefly stated to clearly convey the impressions that were intended. Specifically, there is one reference to 'so-called powerhouse stations' which, as quoted in the trade press, appears to controvert the position and the practice of BBDO.

"The policy of the media department on this score is very clearcut. We believe that each situation calls for diferent strategies of buying. Judgment on the part of the buyer, account executive and client must be exercised at all times in the selection of a station list. There is no set formula or pattern that will serve the best interest of all accounts.

"However, as in all other media, we lean toward buying 'leadership' in radio. Our evaluation of stations is never limited to figures dealing only with watts or physical coverage. We give great weight to a station's influence and believability, as reflected in the attitude of the listeners. We consider programming, station management, and the service a station renders the public as well as its facilities. The quality of a station's circulation is as important as its quantity.

"Based on these criteria, there are few campaigns placed by BBDO which do not include a substantial representation of the 50,000 watt stations that are dominant in the areas they serve. But in every instance power is only one of the factors involved in station selection. There are excellent and mediocre clear channel stations, just as there are good and poor stations of lesser wattage.

"In short, we cannot make any generalizations on radio at the station level. In a medium characterized by continuous change, buying will always be subject to constantly differing stratagems. There is substantial research available documenting the difference between stations and their comparative importance and values. Our judgment of facts, based on the specific objectives of each client, must always be the controlling factor.

"We would appreciate your considered study of this important document. In discussing it with clients and reps, we should make it a point to clarify any misunderstanding that may develop from the interpretations some people elect to attach to the trade press quotations."



OFFICAL opening of Foote, Cone & Belding's new Detroit office brought out a welcoming contingent from Ford Motor Co.'s Special Products Div., whose account agency will handle [B•T, Oct. 1]. L to r: Charles S. Winston Jr., manager of FC&B Detroit office; R. F. G. Copeland, assistant general sales manager, Special Products Div.; R. E. Krafve, division general manager; Fairfax M. Cone, FC&B president, who will head creative task force as special management representative; J. C. (Larry) Doyle, division's general sales manager, and Clyde E. Rapp, associate manager of agency's Detroit office. Division is designing and engineering new Ford car, to be unveiled next fall (1957).

Hogan, Rose & Co. Opens New Offices in Knoxville

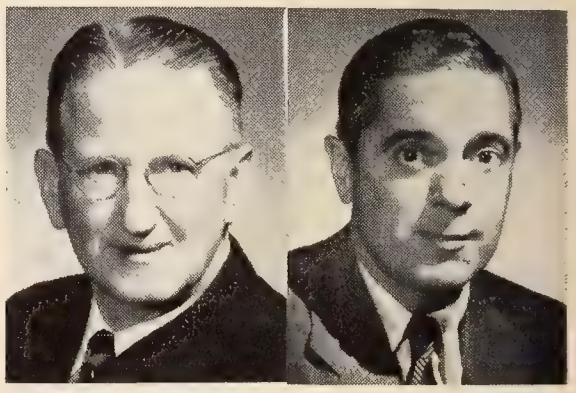
HOGAN, ROSE & Co., Knoxville, Tenn., advertising agency, has announced the opening of new offices at 105 W. 5th Ave. The firm, organized in 1954 by Joseph P. Hogan and John M. Rose, handles market planning, public relations and advertising for some 30 clients in Tennessee, Virginia, North Carolina and Georgia.

The new quarters have been remodeled and comprise about 2,600 sq. ft., which will house the general and executive offices, research, traffic and production departments.

Clifford, Steers Get Top Post at DCS&S

DONALD K. CLIFFORD, a founding partner and president of Doherty, Clifford, Steers & Shenfield Inc., New York, last week was elected chairman of the board, and William Steers, another original partner and executive vice president, was elected president by the agency's board of directors.

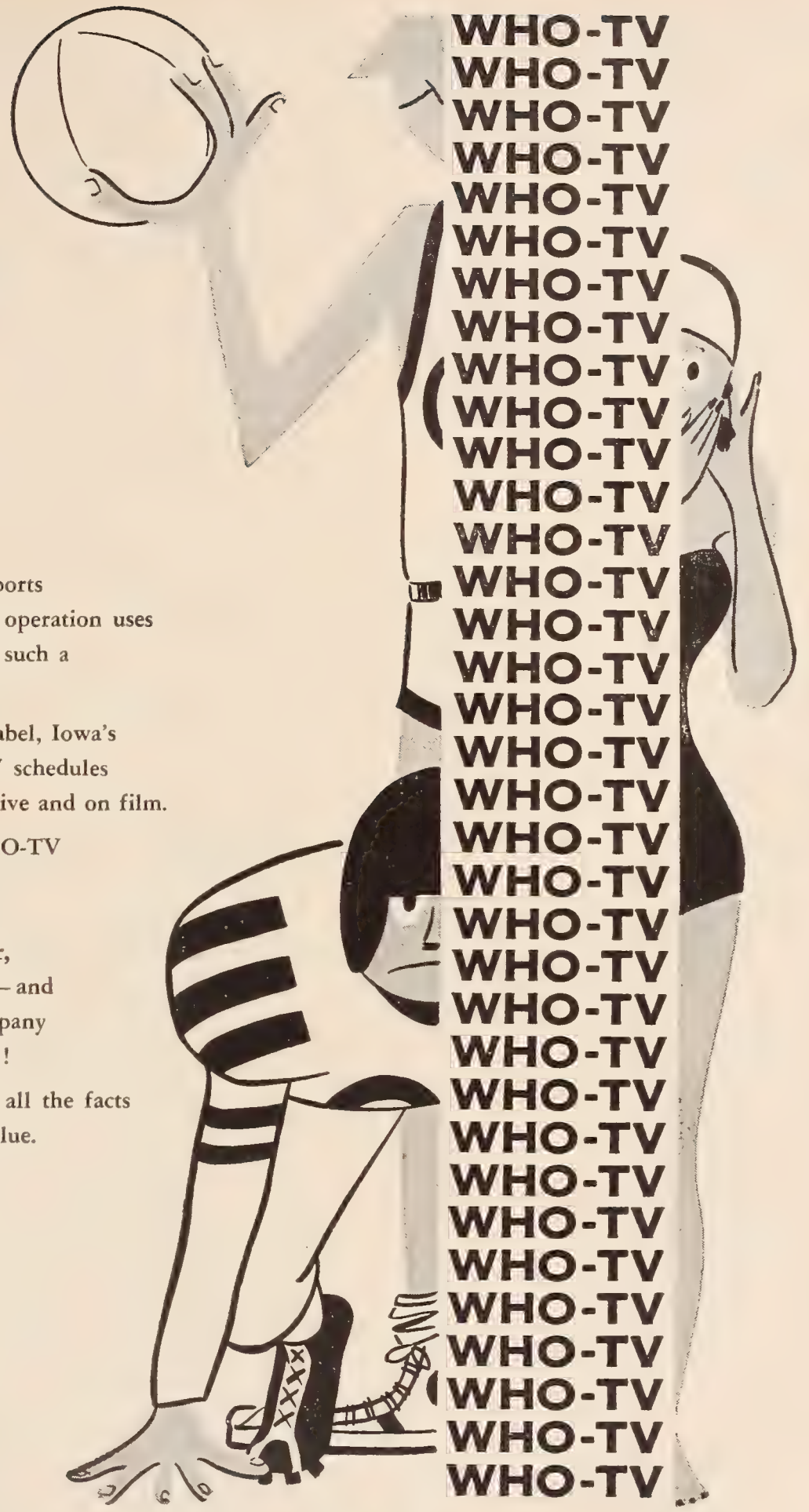
Mr. Clifford had been president of the agency since 1951. Mr. Steers was elected executive vice president in 1952. Mr. Clifford is secretary-treasurer of the American Assn. of Adv. Agencies. Mr. Steers is a board member of Audit Bureau of Circulations and of the National Better Business Bureau.



MR. CLIFFORD MR. STEERS

At the same time, Robert Hayes, William E. Holden and Joe F. Jacobs, vice presidents and account supervisors, were elected to the board.

Covers All Sports!



IOWA sports lovers get top television sports coverage on WHO-TV, because our TV operation uses the same great sports staff that has built such a tremendous reputation on WHO Radio!

In addition to daily sportscasts by Jim Zabel, Iowa's "most-listened-to" sportscaster, WHO-TV schedules scores of exciting *sports contests* — both live and on film.

How loyal and enthusiastic is the WHO-TV sports audience? Well, last Fall when there was a slight technical delay in getting one football telecast on the air, WHO-TV received 1500 phone calls — and the Northwestern Bell Telephone Company reported a backlog of 5000 other calls!

Let Peters, Griffin, Woodward, give you all the facts on WHO-TV — Iowa's BIG television value.

WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate



PREVIEW of the new *West Point* tv series was held a fortnight ago in Washington. In the audience were Gen. Garrison Davidson, superintendent of the U. S. Military Academy, seen shaking hands with Tim Stone, Benton & Bowles account representative for General Foods Corporate Advertising Office, and George Hartford, vice president in charge of television for WTOP-TV Washington, who acted as host of the preview party for high-ranking Pentagon and West Point officers. The series is being produced for CBS-TV in cooperation with the Dept. of Defense and West Point.

B&W Signs $450,000 CBS Bill

BROWN & WILLIAMSON Tobacco Co. (Kool, Viceroy cigarettes), through Ted Bates, N. Y., has signed a 52-week contract with CBS Radio for an estimated $450,000 in gross billings. Viceroys will pick up two five-minute segments of the Mon.-Fri. 8-8:30 p.m. *Robert Q. Lewis Show* while Kool renews two five-minute segments of the *Amos 'n' Andy Music Hall.*

Tv Spots to Plug Movie

CLAIMING it will be the most extensive tv spot campaign to date for exploitation of a new feature movie, Universal-International last week announced it will have more than 400 spots in 35 markets starting the first week of November for "Written on the Wind" Technicolor production by Albert Zugsmith. U-I also is using tv and radio as a publicity media through tie-up with CBS-TV and radio *Strike It Rich* program. Mr. Zugsmith has western radio-tv interests including a station brokerage firm. U-I agency is Cunningham and Walsh, New York.

Wilds Back to Ayer & Son

CHARLES M. WILDS, former head of timebuying in the radio and tv department, N. W. Ayer & Son, New York, has returned to the agency after a leave of absence and is taking over direction of the radio-tv sports staff. Mr. Wilds originally joined the agency in 1947 and before that was with Ruthrauff & Ryan.

SOAP IN MINNEAPOLIS-ST. PAUL TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Procter & Gamble Co.	12	2	16	152
	Camay Soap (Benton & Bowles)		2	3½	30
	Ivory Soap (Compton)		2	9½	109
	Lava Soap (Leo Burnett)		1	3	13
2.	Lever Bros.	3	1	7	145
	Lifebuoy Soap (Sullivan, Stauffer, Colwell & Bayles)		1	4	48
	Lux Soap (J. Walter Thompson)		1	3	97
3.	Colgate-Palmolive Co.	5	1	5	36
	Cashmere Bouquet (Bryan Houston)		1	2	14
	Palmolive (Ted Bates)		1	3	22
4.	Manhattan Soap Co.	1	1	3	23
	Sweetheart Soap (Scheideler, Beck)		1	3	23
5.	Andrew Jergens Co.	(P)	1	1	22
	Woodbury Soap (Robt. W. Orr.)		1	1	22

MINNEAPOLIS-ST. PAUL INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Lever Bros.	3	3	20	204
	Dove Soap (Ogilvy), Benson & Mather)		3	13	69
	Lifebuoy Soap (Sullivan, Stauffer, Colwell & Bayles)		1	4	42
	Lux Soap (J. Walter Thompson)		1	3	93
2.	Procter & Gamble	12	2	19	160
	Camay Soap (Benton & Bowles)		2	3½	24
	Ivory Soap (Compton)		2	9½	109
	Lava Soap (Leo Burnett)		2	6	27
3.	Colgate-Palmolive Co.	5	1	5	37
	Cashmere Bouquet (Bryan Houston)		1	2	10
	Palmolive Soap (Ted Bates)		1	3	27
4.	Manhattan Soap Co.	1	1	3	16
	Sweetheart Soap (Scheideler, Beck)		1	3	16
5.	Andrew Jergens Co.	(P)	1	1	13
	Woodbury Soap (Robt. W. Orr)		1	1	13

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Aug. 31, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commerical is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**


This is Jacksonville's tallest structure, the new
1,000' tower of WMBR-TV . . . better pictures for more
people in the great industrial Southeast.
WMBR-TV
Jacksonville, Fla.
Channel 4
Operated by The Washington Post Broadcast Division.
Represented by CBS Television Spot Sales

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING SEPT. 8)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	14,364
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	13,120
3.	Lux Theatre	Lever Bros.	J. Walter Thompson	NBC	132	Thurs., 10-11	11,046
4.	Miss America Beauty Pageant	Philco Corp.	Hutchins	ABC	113	Sat., 10:30-mid-night, Sept. 8	10,745
5.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	148	Sat., 10-10:30	10,745
6.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	10,745
7.	Robert Montgomery Presents	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	98	Mon., 9:30-10:30	10,254
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	10,179
9.	Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	ABC	192	Sat., 9-10	10,104
10.	Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10	9,991

Rank	‡Average Audience, Tv Homes Reached (000)
1. $64,000 Question	13,157
2. Ed Sullivan Show	10,443
3. Gunsmoke	9,991
4. Ford Theatre	9,387
5. $64,000 Challenge	9,312
6. I've Got a Secret	9,123
7. What's My Line	8,935
8. Lux Theatre	8,633
9. Climax	8,596
10. Dragnet	8,596

Rank	*Total Audience, % of Tv Homes Reached
1. $64,000 Question	38.8
2. Ed Sullivan Show	35.8
3. Miss America Beauty Pageant	31.1
4. Lux Theatre	30.7
5. I've Got a Secret	30.7
6. Gunsmoke	29.8
7. Climax	29.5
8. Robert Montgomery Presents	28.8
9. What's My Line	28.3
10. Lawrence Welk Show	28.2

Rank	*Average Audience, % of Tv Homes Reached
1. $64,000 Question	35.5
2. Ed Sullivan Show	28.5
3. Gunsmoke	27.7
4. I've Got a Secret	27.5
5. What's My Line	26.4
6. $64,000 Challenge	26.1
7. Ford Theatre	25.9
8. Lux Theatre	24.0
9. Miss America Beauty Pageant	23.9
10. Loretta Young Show	23.7

[Details on Programs in Preceding Tables, but Not Listed in Top Table]

$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30
What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9
Loretta Young Show	Procter & Gamble	Benton & Bowles	NBC	150	Sun., 10-10:30

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the progam.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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TOP RADIO PROGRAMS (TWO WEEKS ENDING AUG. 25)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week					(Average for All Programs)		(568)
1.	People Are Funny (wk. 1)	Brown & Williamson	Ted Bates	NBC	191	Thurs., 8-8:30	1,088
2.	Convention Preview	sustaining		all nets	various	various	993
3.	Cavalcade of Sports (wk. 2)	Gillette	Maxon	NBC	191	Fri., 10-10:35	993
4.	Two For The Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	851
5.	Monitor-Sat. (wk. 1)	RCA	Kenyon & Eckhardt	NBC	191	Sat., 8:35-40	804
6.	Counter-Spy	participating sponsors and agencies		MBS	455	Fri., 8-8:30	757
7.	Official Detective	participating sponsors and agencies		MBS	455	Thurs., 8-8:30	710
8.	News From NBC (wk. 1)	Brown & Williamson	Ted Bates	NBC	191	Tues., 8:55-9	710
9.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	662
10.	Telephone Hour	Bell Telephone Co.	N. W. Ayer	NBC	191	Mon., 9-9:30	662
Evening, Multi-Weekly					(Average for All Programs)		1,183
1.	Republican Convention	Oldsmobile Sunbeam RCA	D. P. Brother Perrin-Paus Kenyon & Eckhardt	NBC	191	various	2,791
2.	Republican Convention	Philco	Hutchins	ABC	340	various	2,270
3.	Republican Convention	Westinghouse	McCann-Erickson	CBS	203	various	2,176
Weekday					(Average for All Programs)		(993)
1.	Democratic Convention	Oldsmobile Sunbeam RCA	D. P. Brother Perrin-Paus Kenyon & Eckhardt	NBC	190	various	2,791
2.	Republican Convention	Westinghouse	McCann-Erickson	CBS	203	various	2,318
3.	Democratic Convention	Westinghouse	McCann-Erickson	CBS	203	various	2,270
4.	Democratic Convention	Kohler	Roche, Williams & Cleary	MBS	539	various	2,223
5.	Republican Convention	Kohler	Roche, Williams & Cleary	MBS	539	various	2,081
6.	Democratic Convention	Philco	Hutchins	ABC	340	various	2,081
7.	Young Dr. Malone (1st half)	Carter	Ted Bates	CBS	188	Tues., 12:30-45	1,939
8.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	177	Tues., Thurs., Wk. 2, 1:15-30	1,892
9.	Republican Convention	Oldsmobile Sunbeam RCA	D. P. Brother Perrin-Paus Kenyon & Eckhardt	NBC	190	various	1,845
10.	Young Dr. Malone (2nd Half)	Sleep-eze	M. B. Scott Adv.	CBS	51	Fri., Wk. 2-12:30-45	1,656
Day, Sunday					(Average for All Programs)		(378)
1.	Woolworth Hour	F. F. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	899
2.	Robert Trout-News	General Motors	Campbell-Ewald	CBS	190	Sun., 12-12:05	662
3.	News-Sun	General Motors	Campbell-Ewald	CBS	190	Sun., 3-3:05	662
Day, Saturday					(Average for All Programs)		(520)
1.	Gunsmoke	Ligget & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,230
2.	Allan Jackson—News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 1-1:05	1,230
3.	Weather Along the Highways			CBS	192	Sat., 12:55-1	1,135

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McCord, Dunkin Appointed Vice Presidents by Bates

FRANK P. McCORD, research manager, and Charles D. Dunkin, head of research client service, Ted Bates & Co., New York, have been appointed vice presidents, President William H. Kearns announced last week. At the same time, Mr. Kearns named Harry C. Doolittle, formerly with Compton Adv., as copy group head.



MR. DUNKIN



MR. McCORD

Mr. McCord was vice president of research at Grant Adv. and research director at the now-defunct Cecil & Presbrey agency before joining Bates. Mr. Dunkin formerly was project director with Dancer-Fitzgerald-Sample.

NETWORK NEW BUSINESS

Planters Nut and Chocolate Co., Wilkes-Barre, Pa., signed to sponsor *Planters Peanut Time Starring Eddie Fisher* over NBC-TV on various Wednesdays and Fridays totalling 17 programs (7:30-7:45 p.m. EDT), effective Oct. 5. Agency is Goodkind, Joice & Morgan, Chicago. Coca-Cola Co. continues to sponsor twice-weekly program under title of *Coke Time Starring Eddie Fisher* on other dates.

American Molasses Co. (Grandma's Molasses), N. Y., will sponsor Tuesday and Thursday segments of *Gayelord Hauser* (Mutual, 12:10-12:15 p.m. EDT), starting today (Monday). Agency: Charles W. Hoyt Co., N. Y.

Housewares and Radio Receiver Div., General Electric Co., Young & Rubicam, N. Y., will sponsor "Bamberger's Thanksgiving Eve Parade of Light," 7-7:30 p.m., Nov. 21, on ABC-TV, direct from Weequahic Park, Newark, N. J. Bamberger's is Newark department store.

Hamilton Beach Co. (appliances), Racine, Wis., signs *Panorama Pacific* early morning show on CBS Televison Pacific Network for three-weekly participation segments for eight weeks through Erwin, Wasey and Co., L. A. Tv buy represents 50% increase in firm's consumer advertising.

Westclox through BBDO, has signed for seven weeks of one-minute participations on *Panorama Pacific,* aired on nine CBS Television Pacific Network stations.

To

Sol Taishoff

and

Broadcasting-Telecasting,

in

recognition

of

twenty five years

of

continuing

and

unique contribution

to the

broadcasting industry

CBS
Television



Hasta Banana

BBDO, New York, last week came up with 'banana-slanguage" in describing United Fruit's latest "well over six figures" radio-tv spot campaign [CLOSED CIRCUIT, Aug. 13]. The campaign, featuring the voice of Rosemary (Chiquita Banana) June and such an unorthodox battle cry as "Boostabanana! Backabanana! Bommabanana! Now!" kicked off on radio Sept. 17, with tv scheduled to get underway Nov. 11. Telling the new campaign's story to the banana trade is an Auravision disc manufactured by Columbia Records and mailed as part of a promotional folder last week.

AGENCY APPOINTMENTS

Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co. names Sullivan, Stauffer, Colwell & Bayles, Inc., N. Y., to handle advertising for Hudnut hair products which includes new Quick home permanent, Pin Quick, Enriched Creme shampoo, Creme Rinse 'n' Set and other products currently being developed. Kenyon & Eckhardt, N. Y., had been handling account. Appointment is effective Jan. 1, 1957.

Purex Corp. Ltd., South Gate, Calif., new owner of Manhattan Soap Co., N. Y., announces severance with Scheideler & Beck, N. Y. Weiss & Geller Inc., Chicago, now handling Purex Dutch Cleanser account, named to handle Manhattan products, (Sweetheart toilet soap, Blu-white dry bluing, and Protex deodorant soap). Other Purex products retained by Foote, Cone & Belding, L. A.

A&A PEOPLE

Stuart D. Watson, director of advertising and merchandising, S. C. Johnson Co., Racine, Wis., to McCann-Erickson, N. Y., as vice president and senior marketing executive.

H. Schuyler Cole, manager of toilet goods division, and **Mark Upson,** manager of food products division, Procter & Gamble Co., Cincinnati, elected vice presidents in charge of respective divisions. Named to fill vacancy of vice president of overseas operations, created by elevation in 1954 of **Walter L. Lingle** to executive vice president of P&G, was **Donald H. Robinson,** director of overseas production.

Stephens Dietz, vice president and account supervisor, Kenyon & Eckhardt Inc., N. Y., appointed chairman of agency's marketing plans committee.

Wayne Pennington, account executive, Selvage & Lee, N. Y., to Edward Gottlieb & Assoc., N. Y., in same capacity.

Herbert Martin, former vice president and sales manager, WAPI Birmingham, Ala., to J. Howard Allison & Co., Atlanta, Ga., as account executive. He will work out of Birmingham office.

NTA-FOX DEAL REPORTED AT $5,850,000

Feature film understood to be slated for use on NTA Film Network, beginning operations today, with about half going into regular distribution.

NATIONAL TELEFILM ASSOC. reportedly has signed a $5,850,000 contract with 20th Century-Fox for television rights to 78 feature films as its subsidiary, NTA Film Network, prepared to launch operations today (Monday) to 110 affiliated tv stations [B•T, Sept. 17].

Up to late Thursday, no sponsor had been signed for the initial network film programming—a one and one-half hour spot in late evening time on Friday, Saturday and Sunday—but a spokesman said that the lack of available "topflight" feature film product had stood in the way of several sponsor transactions.

Before going into the closing stages of discussions with 20th Century-Fox, NTA obtained its first several weeks of network programming, acquiring the negatives to four Leo McCarey feature films and partial rights to two other McCarey films. The first week's offering in the NTA film network will be "Good Sam," starring Gary Cooper.

NTA paid an estimated $775,000 for negative rights to "Good Sam," "Bells of St. Mary," "Gulliver's Travels" and "Mr. Bugs Goes to Town," as well as for theatrical and tv rights to "Encore" and "Trio." This was accomplished through an outright purchase of Rainbow Films, a subsidiary of Paramount Pictures.

NTA's deal with Fox, it is understood, is to obtain product for the film network as well as the parent company which distributes to all tv outlets. About one-half of the 20th Century-Fox product will be earmarked for the film network and the remainder for regular distribution by NTA. NTA several months ago acquired distribution rights to 52 Fox pictures. But these were placed into regular distribution channels and were not available for the network.

The current transaction is said to be part of a larger one, with NTA buying a total of 156 pictures and obtaining options up to a total of 390 feature films. It is believed that NTA will tap this source to assure a ready source of programming for the NTA film network.

Signal Productions Formed For Tv Filmed Commercials

SIGNAL Productions Inc., New York, has been formed as a company specializing in the production of television film commercials by its principals, George Tompkins, Richard Donner and Charles Green. Executive offices have been established at 5 E. 51st St., New York, N. Y.

Mr. Tompkins, who will serve as president of Signal, has been a production supervisor at Lennen & Newell, New York, for the past five-and-a-half years, and previously was television director of McCann-Erickson, New York. Mr. Donner, vice president-secretary of the new company, served most recently as vice president in charge of production for George Blake Enterprises, New York. Mr. Green, vice president-treasurer, formerly was executive producer of George Blake Enterprises and at one time was head of the radio-tv production department of Doyle Dane Bernbach, New York.

'Millionaire' Set for Re-runs

MCA-TV Film Syndication is offering 39 hours of *If You Had a Million* for local and regional sales, starting this month. The series consists of re-runs of earlier presentations of *The Millionaire,* which continues on CBS-TV (Wed., 9-9:30 p.m. EDT).

Telecine Film Adds Five

ADDITION of five new staff members at Telecine Film Studios Inc., Park Ridge, Ill., has been reported by Byron L. Friend, president. The new additions are Bryan Wright, formerly with John Ott Pictures, Winnetka, Ill., and earlier with CBS and NBC, as production supervisor; Jack L. Richards, Coronet Films, chief cameraman; Stan Vrba, independent producer, as unit manager; and Judy Buchte and Gwen Pommer, trainees added to editing department.

Raycroft Heads Wilding Tv

RUSS RAYCROFT, recently vice president of Roland Reed Productions Inc., last week was named head of the new television division of Wilding Pictures Corp., which will produce tv film commercials. Mr. Raycroft will make his headquarters in New York.



MR. RAYCROFT

The new tv division will utilize Wilding's production facilities in New York, Chicago, Detroit, and Hollywood.

Screen Gems Ups Marquis

PIERRE MARQUIS, who joined Screen Gems Inc.'s sales staff in January this year, has been appointed director of sales planning. He will supervise market and media studies, audience measurement, and other sales services to stations and advertisers. Screen Gems also named Frank Price, assistant story editor, to succeed story editor Margaret Wilder, who has resigned. Miss Wilder will announce her future plans shortly.

you don't just *LEAP..*



Unlike this gentleman, we consider it foolhardy to plunge into anything without first having all the facts in hand.

When we make sales calls, intelligent advance preparation stands behind them. It's a ruling premise of successful representation for successful television stations.

Knowledge of advertisers' problems and station background is not only important, but necessary to the salesman eager for and interested in getting the most for the stations he represents.

All this — plus hard work and conscientious effort for a *limited* group of stations — add up to an outstanding calibre of performance. What it means in profitable results is, we think, worthy of examination by others.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro/Winston-Salem* ***WTPA*** *Harrisburg*
WDAF-TV *Kansas City* ***WHAS-TV*** *Louisville* ***WTMJ-TV*** *Milwaukee*
WMTW *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

REGIONAL MEETINGS HEAR SENTIMENT FOR UPSETTING CUT IN RADIO BOARD

Debates at all sessions scheduled to discuss matter before referendum at 1957 convention. Eastern seaboard unit convened in Washington last week. Coming this week: Boston Monday and Tuesday, Indianapolis Thursday and Friday.

REMOVAL of the eight at-large directors to NARTB's Radio Board, ordered by a membership vote last winter, has developed as one of the main topics of interest during the autumn series of regional meetings.

Judging by sentiment voiced at the first five meetings, the by-laws change that will reduce the Radio Board from 29 to 21 members at next spring's Chicago convention is not popular with a substantial part of the membership. The two at-large board members for large, medium, small and fm station groups, eight in all, go off the board at the time of the 1957 convention.

At the NARTB Eastern Seaboard regional meeting held Thursday-Friday in Washington, the at-large director plan was debated to give members a full review of the problem. This is being done at all regional meetings. A new referendum vote will be held after the regional meeting series is over. The vote will decide whether members want to change their minds about removing at-large directors.

Back of the debate is the association's desire to meet criticism by members who charged that last winter's balloting procedure didn't give an adequate explanation of the problems involved. The members voted 533-406 to remove at-large directors from the board [B•T, March 5], considered a close vote for this type of referendum.

Washington delegates heard the subject debated by J. Frank Jarman, WDNC Durham, N. C., for restoration of at-large directors, and Herbert L. Krueger, WTAG Worcester, Mass., for the negative. Both are Radio Board members, Mr. Jarman being an at-large director for medium stations and Mr. Krueger the New England district director as well as vice chairman of the Radio Board.

The approaching referendum on the diretorships was ordered by the board last June after more than 5% of the members (140) signed a petition calling for a new vote.

Mr. Jarman explained how he keeps medium stations informed on association affairs. He said the Radio Board should be kept at 29 to maintain a proper balance with the Tv Board because of the much larger number of radio members. He felt the industry segments were entitled to board representation.

Mr. Krueger, speaking on the negative, said a special committee that studied the question felt that the board should be reduced in size while opposing redistricting or elimination of network directors. The committee felt all facets of the industry were represented by the radio district directors, adding that many broadcasters do not know their at-large directors.



OUT on terrace, group of NARTB regional delegates in Washington took a moment off between meetings. Front row (l to r), John M. Rivers, WCSC-AM-TV Charleston, S. C.; Don Ioset, WPIT Pittsburgh; Jack N. Berkman, John J. Laux, WSTV-AM-TV Steubenville, Ohio. Second row, J. Frank Jarman, WDNC Durham, N. C.; G. Richard Shafto, WIS-AM-TV Columbia, S. C.; Harold Essex, WSJS-AM-TV Winston-Salem, N. C.; Gene Accas, Television Bureau of Advertising; Robert H. Smith, WCYB-AM-TV Bristol, Va.



LOUNGE group at NARTB regional meeting in Washington (seated, l to r): Walter A. Bowry Jr., WTVR (TV) Richmond, Va.; J. R. Covington, WBT-WBTV (TV) Charlotte, N. C.; R. A. Jolley, WFBC-AM-TV Greenville, S. C.; Wilbur M. Havens, WTVR; Frank M. Russell, NBC. Standing, Campbell Arnoux, WTAR-AM-TV Norfolk, Va.; Kenneth Carter, WAAM (TV) Baltimore; John W. Harkrader, WDBJ-AM-TV Roanoke, Va.; Joseph L. Brechner, WGAY Silver Spring, Md.; Howard L. Kany, CBS Tv Film Sales; Ralph W. Hardy, CBS.

This Week's Schedule

Two regional meetings are scheduled this week—Boston today (Monday) and tomorrow, for New England, New York and New Jersey; Indianapolis Thursday and Friday (Wis., Ill., Ind., Mich., Ohio, Ky.)

Last Thursday's meeting in Washington opened with the regular session on station administration. John F. Meagher, radio vice president, presided. All facets of station operation were reviewed, with broadcasters joining a round-robin discussion.

At the luncheon President Harold E. Fellows reviewed the association's public relations problems. Donald H. Martin, his newly appointed public relations assistant [B•T, Oct. 8], made his industry debut. He is scheduled to attend the three remaining regional meetings, the final one being scheduled Oct. 25-26 at Birmingham.

Gene Accas, operations director of Television Bureau of Advertising, reviewed TvB plans for 1957 including a project matching tv against other media and the relationship between markets and media. He reviewed the Chicago Pulse study showing the average home spends 371 minutes a day looking at tv compared to 108 for newspapers and a Detroit auto dealer traffic study disclosing that 64% of persons going to auto salesrooms were impelled by tv.

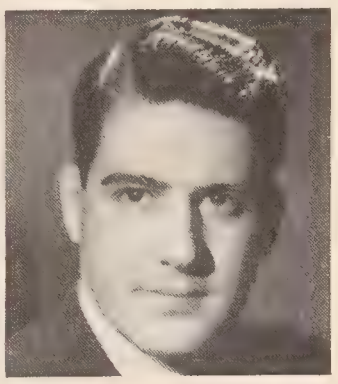
TvB plans a new study of 30 to 50 products, showing what kind of people buy each of the products and relating product use to tv viewing. Howard Abrahams, TvB retail

Chicago,
Chicago,
That Meat-Packin' Town—
Number One
in the World!



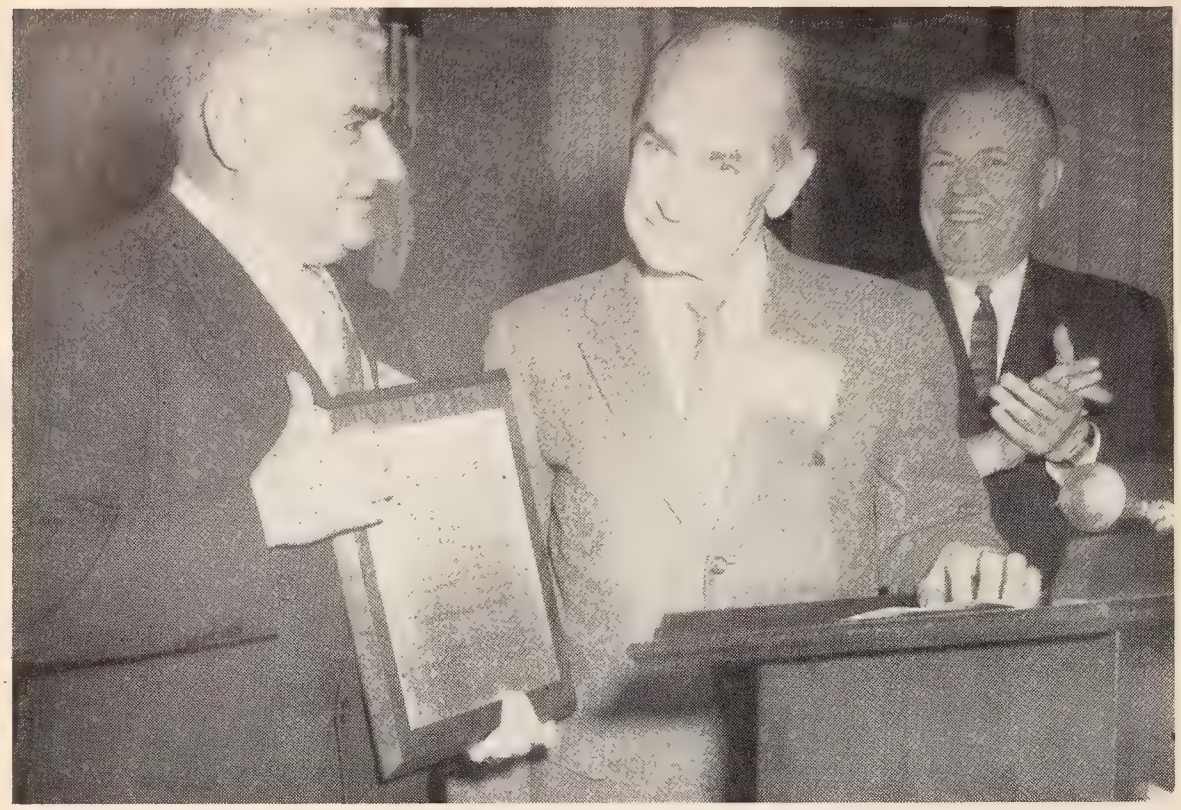
...AND
ARMOUR & COMPANY
SELLS MEAT IN CHICAGO
WITH WMAQ's GEORGE STONE

No mean packer himself, George Stone crams a tremendous amount of selling for Armour & Company into his Monday-through-Friday 4:30 pm newscasts. For years an established radio favorite with Chicago's listening millions, George knows how to transform high audience-ratings into mounting sales figures for his sponsors. And he's ready to do that kind of a job for you, too ... for as little as 21¢-per-thousand listeners.



Follow the leaders like Armour who really *know* this market. Put this dynamic salesman to work for you on his own "George Stone Record Show" (Monday-Friday, 4:35-4:45 pm) or on "George Stone and the News" (Monday-Friday, 5:45-6:00 pm). Get complete details from NBC Spot Sales. In New York, call your NBC Spot Sales representative for an immediate Radio-Phonic Spot Buying telephone audition of George Stone.

WMAQ NBC *Radio leadership station in Chicago* SOLD BY NBC SPOT SALES



BRONZE PLAQUE paying tribute to Sol Taishoff, editor and publisher of B•T, on the 25th anniversary of the magazine was presented at the NARTB regional banquet Thursday by FCC Chmn. George C. McConnaughey (c) and NARTB President Harold E. Fellows.

sales director, described the Rochester department store tv plan in which tv was used exclusively, with more sales produced by tv than by newspapers for the same money spent. He said Sears, Roebuck and Montgomery Ward are now making tv commercials available to their stores.

FCC Comr. Robert E. Lee, speaker at the Thursday banquet, advocated relief for broadcasters from Sec. 315, the equal-time part of the Communications Act (see story, page 88).

At radio sessions Thursday afternoon A. G. Ferrise, WMMN Fairmont, W. Va., led a small-market roundtable, and John B. Tansey, WRVA Richmond, Va., led a large-market roundtable. Thad H. Brown Jr., NARTB tv vice president, presided at the afternoon tv session.

George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3 board member, was host director. James H. Moore, WSLS-AM-TV Roanoke, Va., Dist. 4 director, presided at the Thursday tv session. The Friday program included a tv program with David J. Bennett, Triangle Stations, Philadelphia, speaking on tv management sales problems. An open discussion followed. Mr. Brown reviewed Washington problems and Charles H. Tower, NARTB employe-employer relations manager, discussed small-market tv. Vincent T. Wasilewski, NARTB government relations manager, reviewed regulatory problems. Joseph M. Sitrick, NARTB publicity-information manager, described the association's internal operations.

NARTB's tv code monitoring activity is increasing, G. Richard Shafto, WIS-TV Columbia, S. C., Tv Code Review Board Chairman, said at the Thursday afternoon tv meeting. He and Edward H. Bronson, tv code affairs director, reviewed progress of the code program.

Mr. Shafto discussed the agreement that is to bring the Alliance of Television Film Producers into the code structure as affiliate subscribers. Basic agreement on the plan was reached at a recent west coast meeting, but minor changes in wording were suggested by the NARTB code board at its Oct. 3-4 meeting in Irvington, Va. The film pact will bring a majority segment of the tv film industry into the code setup.

Staff monitoring reports covering 64 stations were reviewed at Irvington, Mr. Shafto said, with follow-up procedure directed in a few cases. All but a few of the stations found in violation of the code have taken steps to correct their program and commercial material, with more than 90% of stations found to be operating consistently within the code recommendations.

While networks have been operating at a high commercial and programming level, he noted, two well-known nationwide programs have been found ignoring code time allowances.

Mr. Krueger will be host director at Boston today. W. C. Swartley, WBZ-AM-TV Boston will debate the affirmative side of the proposal to reinstate at-large radio directors with Mr. Clinton handling the negative. The debate follows Mr. Fellows' luncheon speech. In the afternoon A. E. Spokes, WEAV Plattsburgh, N. Y., will preside at the small-market radio roundtable. Walter Johnson, WTIC Hartford, Conn., will handle the large-market discussion. President Fellows, instead of a Tv Code Review Board member, will talk on the code along with Edward H. Bronson, code affairs director.

Oliver Treyz, president of Television Bureau of Advertising, will give the filmed tv sales demonstration shown previously at the Minneapolis regional meeting. FCC Comr. Richard A. Mack will speak at tonight's banquet. Sherwood J. Tarlow, WHIL Medford, Mass., is chairman of the resolutions committee. Mr. Swartley and James T. Allen, also of WBZ-TV, will lead the panel on tv management's sales problems.

Edward F. Baughn, WPAG Ann Arbor, Mich., will be host director when the midwest region meets Thursday at Indianapolis. The at-large directorship debate will be handled by William Holm, WLPO LaSalle, Ill., a Radio Board member, for the affirmative, and F. Ernest Lackey, WHOP Hopkinsville, Ky., an at-large radio director, for the negative. Robert T. Mason, WMRN Marion, Ohio, a board member, will preside at the Thursday luncheon.

John F. Wismer, WHLS Port Huron, Mich., will direct the small-market panel. Robert J. McIntosh, WWJ Detroit, will moderate the large-market panel. Norman Cash, TvB vice president, and Mr. Abrahams will give the tv sales demonstration. Richard A. Borel, WBNS-TV Columbus, will discuss the tv code, along with Mr. Bronson. FCC Comr. Robert T. Bartley will be the speaker at the Thursday banquet.

Robert Lemon, WTTV (TV) Bloomington, Ill., will conduct the tv management sales panel Friday morning. Robert B. McConnell, WISH Indianapolis, is chairman of the resolutions committee.

Wisconsin Broadcasters Back License Extension

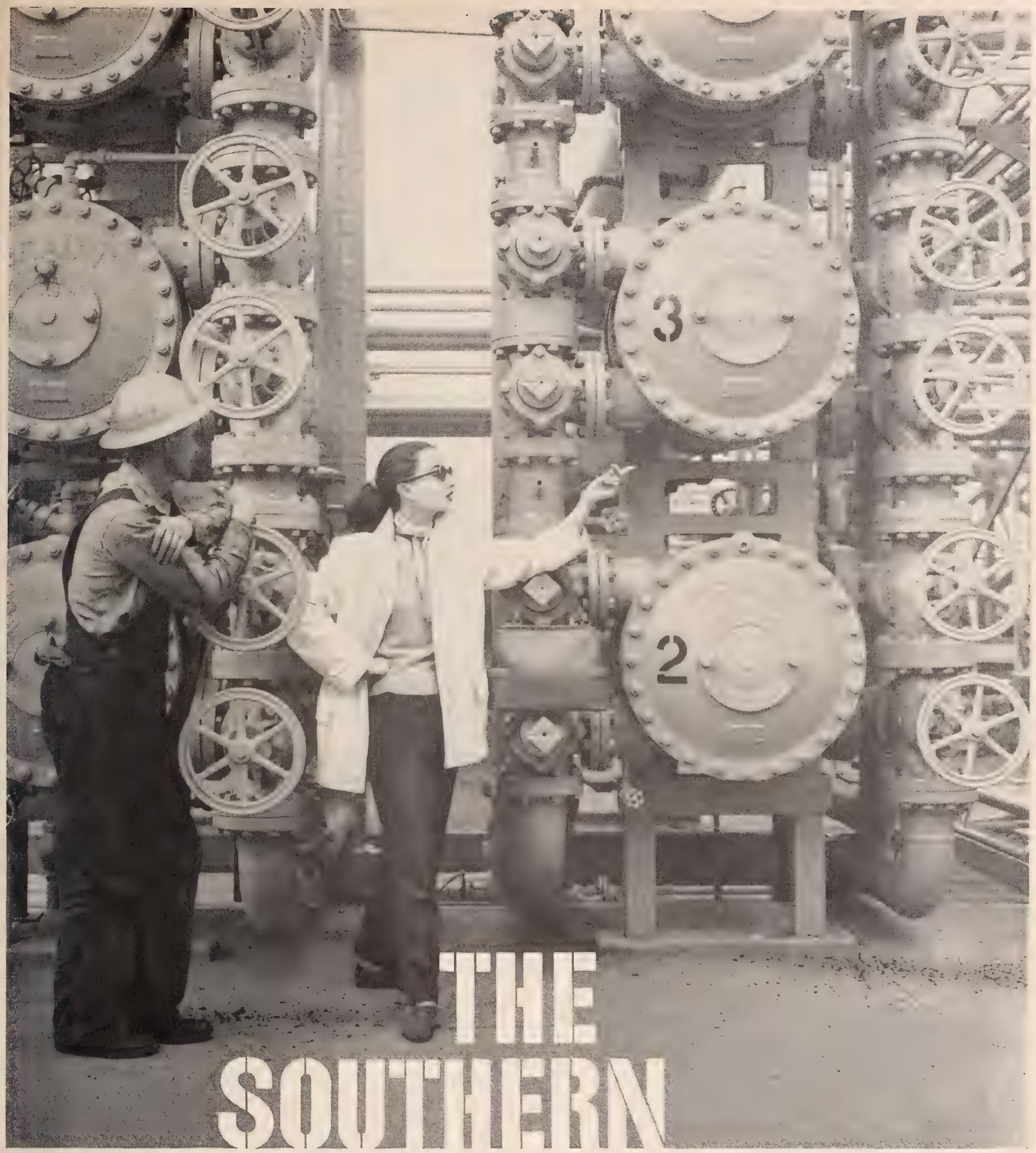
WISCONSIN Broadcasters Assn. has placed its support behind FCC Chairman George C. McConnaughey's license-extension proposal by adopting a resolution that broadcast licenses be granted for not less than a five-year term [B•T, Sept. 17].

Adoption of the resolution was one of the highlights of WBA's annual meeting at the Plankinton Hotel in Milwaukee. Featured speakers were Charles T. Tower, manager of NARTB's Employer-Employe Relations Dept., and Ray Hamilton, Blackburn-Hamilton, station brokers.

Hugh Boice, WEMP Milwaukee, was elected new WBA president, succeeding Ben F. Hovel, WKOW-AM-TV Madison. Slate also includes Paul Skinner, WHBL Sheboygan, vice president; Carl V. Kolata, WTTN Watertown, secretary; Bruce Wallace, WTMJ-AM-TV Milwaukee, director (replacing Mr. Boice), and Mig Figi, WAUX Waukesha, re-elected treasurer. Edwin Conrad, an attorney, was retained as executive secretary.

WBA also adopted resolutions favoring exemption of radio stations from liability in political broadcasts; amendment to the Tall Tower Structure Law (which requires approval of the State Civil Aeronautics Commission on tall towers) to exempt stations which secure approval by FCC and the National Civil Aeronautics Administration; and continued efforts for passage of daylight saving time in Wisconsin.

In supporting FCC Chairman McConnaughey's sentiment for five-year broadcast licenses, WBA said it would help relieve the Commission of a workload on present three-year renewals and "would be more equitable in view of the risk which is assumed by the broadcaster in placing his station on the air."



THE SOUTHERN CALIFORNIA LOOK

It's motor coats like this California original created by Scully, tailored in leather to go with your sports car's upholstery.

It's oil fields right in the heart of Metropolitan Los Angeles—source of more than 130,000,000 barrels of black gold every year.

It's millions of lasting impressions, made on big-earning and big-spending Southern Californians by every advertiser who uses

KRCA · 4...NBC LEADERSHIP STATION IN LOS ANGELES...SOLD BY NBC SPOT SALES

COLOR TV, VIDEO TAPE, ELECTRONICAM STAR ON AGENDA AT SMPTE CONVENTION

Motion picture-television engineers award Progress Medal to Dr. Alfred Goldsmith; Sarnoff Medal goes posthumously to NBC-TV's Robert Shelby. Barton Kreuzer elected new president.

TECHNICAL ADVANCES in the fields of television film production and engineering highlighted a substantial portion of the 80th semiannual convention of the Society of Motion Picture & Television Engineers last week in Los Angeles.

Color tv, the Ampex video tape recorder and DuMont's Electronicam film system were among topics holding the attention of some 1,500 delegates to the full-week meeting.

SMPTE's top award, the Progress Medal, was given New York consulting engineer Dr. Alfred N. Goldsmith at the Tuesday night session. He was honored for his many engineering contributions to both the tv and motion picture field and particularly for his early recognition of the importance of a tricolor kinescope for color tv.

The David Sarnoff Gold Medal was awarded posthumously to Robert E. Shelby, former vice president and chief engineer of NBC-TV, for his technical contributions to the art. The medal was accepted by Mrs. Shelby.

Barton Kreuzer, director of product planning, RCA, Camden, N. J., was elected president of SMPTE for 1957-58 succeeding John G. Frayne, engineering manager, Westrex Corp., Hollywood. Mr. Kreuzer has been with RCA since 1928.

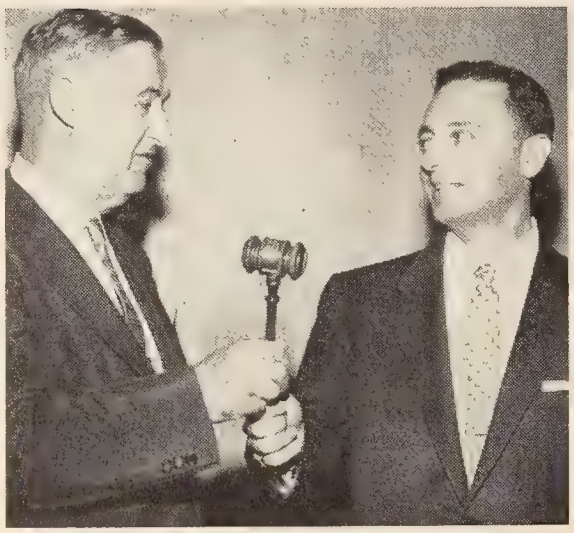
Other SMPTE officers elected for two-year terms included: executive vice president, Norwood L. Simmons, chief engineer, west coast division of Eastman-Kodak; editorial vice president, Glenn E. Matthews, research, Eastman-Kodak, Rochester; convention vice president, G. Carleton Hunt, president of General Film Labs, Hollywood; secretary, Wilton R. Holm, technical associate, E. I. du Pont de Nemours, Parlin, N. J.

Six new members were elected to the SMPTE board of governors for two year terms beginning Jan. 1, 1957. They are Gerald G. Graham, director of technical operations, National Film Board of Canada, Montreal; Howard A. Chinn, chief audio-video engineer, CBS New York; W. Wallace Lozier, National Carbon Co., Cleveland; James L. Wassell, coordinator, professional equipment division, Bell & Howell, Chicago; UB Iwerks, head of the special effects department, Walt Disney Productions, Sherman Oaks, Calif., and Edwin W. Templin, electronic design supervisor, Westrex Corp., Hollywood.

Among the 16 engineers awarded fellowships in SMPTE were Willy Borberg, General Precision Labs; Edward P. Genock, manager of television programming, Eastman-Kodak; Herman M. Gurin, NBC-TV; Warren R. Isom, RCA Victor; Frank L. Marx, vice president in charge of engineering, NBC, and Michael Rettinger, RCA.

Savings of approximately 58% on film costs have been realized by using lenticular film instead of color negative for color television recording, delegates to the convention were told Monday evening by R. D. Dell of RCA, Princeton, N. J. Addressing a session on color television at the NBC-TV color studios in Burbank, Mr. Kell cited the factors which led to the selection of lenticular film for time zone delay of color tv programs [B•T Sept. 17].

In his paper, prepared in collaboration with E. Dudley Goodale, NBC, New York, and John Brumbaugh, RCA, Camden, Mr. Kell stated that lenticular film meets the recording requirements made necessary by the expanded tv programming in color and is capable of quality comparable to black-and-white kine recording. Processing time allows some safety factor in the three-hour delay between recording, playback costs are reasonable and 16 mm color prints can be made from it, he said. The embossed film itself costs less than color negative and the processing cost is approximately one half, Mr. Kell said.



JOHN G. FRAYNE, president of the Society of Motion Picture & Television Engineers, presents the gavel of office to newly-elected president Barton Kreuzer who will begin his two year term in January, 1957.

At the same session, R. G. Neuhauser, RCA, Lancaster, Pa., discussed tube requirements for color tv and outlined performance characteristics of vidicon and image orthicon tubes now in use compared with required characteristics. He evaluated various operating devices used to improve performance. John Kennedy, NBC-TV Hollywood, presented a description of the network's Burbank facilities.

A new method for identifying tv release prints has been developed at Consolidated Film Industries, Hollywood, according to Sidney P. Solow, company vice president and general manager. Addressing the Tuesday morning technical session, Mr. Solow reported a white opaque head leader in use by CFI automatically carries information which heretofore had to be inscribed by hand. It will aid tv stations, he said.

The new technique involves only one manual operation: initial inscribing on the negative itself of picture title, code number, name of producer or production company, air date, etc. This information is then "printed through" onto the release print where it appears in bold black type against a clear background. The transparent leader is then converted to white opaque leader by the application of white cellophane tape to the underside of the film prior to shipment.

Whereas conventional systems utilized hand labeling of each head leader and possible shipment of mislabeled prints, the new leader guarantees elimination of this problem once the negative has been correctly inscribed. Other benefits of this technique, according to Mr. Solow, are strengthening of the film by tape reinforcement, greater legibility of inscribed information and elimination of the usual splice—since the head leader is now an integral part of the film itself.

On Tuesday also, a new method of splicing films with a dielectric heating device to assure stronger and more reliable splicing was described by Du Pont technicians R. W. Upson, Emery Meschter and W. R. Holm.

The theatrical motion picture industry would do well to emulate techniques developed by tv producers, delegates were told by Karl Freund, president of Photo Research Corp. and former CBS-TV *I Love Lucy* camera director.

Major source of studio trouble lies in large expenditure for excessive shooting schedules, he said, yet tv film producers achieve greatest savings in this very field by drastically curtailing shooting time. Tv economies, according to Mr. Freund, result from eliminating non-essential retakes permitting the director to make-on-the spot decisions affecting every aspect of production and policing of cast and crew to insure promptness and to "speed up" shooting schedules.

Ralph B. Austrian, western manager of Allen B. DuMont Labs, and John S. Auld, manager of operations, Electronicam division, were hosts to delegates Thursday morning at Paramount-Sunset studio, Hollywood, for demonstration of the DuMont electronic film system being introduced to west coast feature film and tv producers [B•T Oct 8].

Arthur E. Holch, NBC-TV news, New York, told a Thursday afternoon session the network's experiences in providing same-day news coverage with color film for color tv presentation. Such coverage was blocked prior to December 1955 because of slow processing and slow film sensitivity, he recalled, but new fast Anscochrome film since then has permitted rapid coverage.

Experimental development by RCA of a radically new type of picture screen that makes possible the viewing of television and

The Timebuyer asks . . .

DOES KTRK-TV OPERATE AT FULL POWER?



A GOOD QUESTION

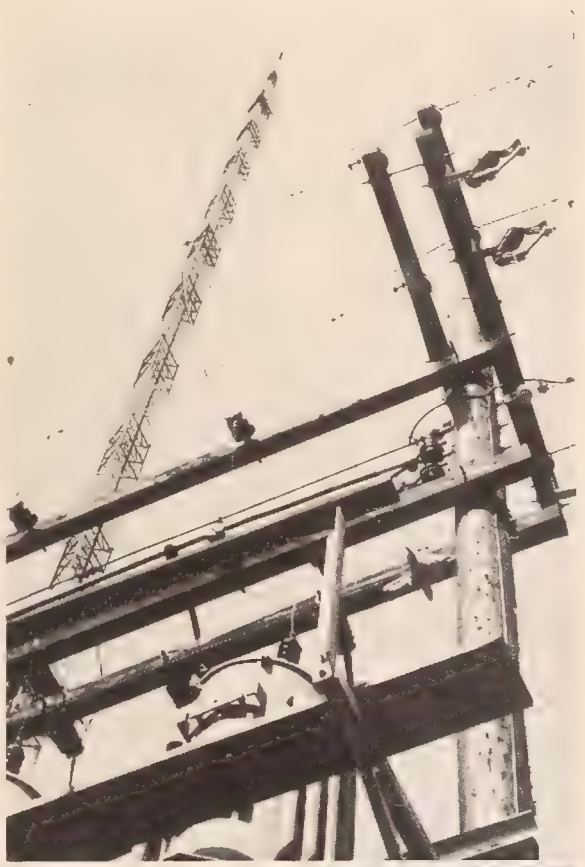
that every smart timebuyer must know about every station he buys. Power, height of tower, lack of interference, and general data on terrain make up the coverage story . . . the basic story of every buy.

TED BATES & COMPANY, Inc. timebuyer, Bill Kennedy, and Edward Kenefick, George P. Hollingbery Co. man, national representatives for KTRK-TV, discuss channel 13 coverage in the Gulf Coast market.

KTRK-TV OPERATES AT FULL POWER, 316,000 watts, from the most rugged tower and antenna ever built for television, and at a height of 1,049 feet above sea level. A permanent, steel-frame, concrete building houses transmitter equipment, complete facilities, sets, and studio space for extended temporary emergency operation, and the transmitter supervisor and his family.

Located just the proper distance from metropolitan Houston, channel 13's transmitter insures a non-saturated city signal and clear, powerful, reliable picture farther to the outer fringes of the Gulf Coast area.

Complete lack of freedom from over-lapping channel interference . . . Diesel-driven auxiliary power supply . . . continual dual-Microwave signal—these features assure the viewer a quality picture and advertisers the fullest market coverage. Add the KTRK-TV plusses—exceptional local programming and ABC's big, BIG plans—and you have the permanent, lasting factors that have made





KTRK-TV the best television buy in Houston!



KTRK-TV

The Chronicle Station, Channel 13
P. O. Box 12, Houston 1, Texas — ABC Basic

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

National Representatives:
Geo. P. Hollingbery Company
500 Fifth Avenue
New York 36, New York

Lima Bean Radio

ALTHOUGH he told newsmen he is too busy on about 30 other important projects to commercially exploit his tiny "throw-away" transistor radio development, Hughes Aircraft consulting engineer Glenn A. Schmidt said he has made a three-quarter-inch self-powered delta shaped radio capable of tuning five stations and which fits in the ear. He took apart and "capsulated" three ordinary transistors to make it, he said.

He has planned an even smaller model the size of a "small lima bean" which slips in the ear. It would contain its own battery, be pre-set to a specific station with container color identifying which station, would play continuously for a year and be discarded when worn out. Why not now? No automatic maufacturing process is available, he said, and a worker can't hold his hand steady enough to assemble the parts. Mr. Schmidt used a 100-power microscope on his delta model.

motion pictures in artifically or naturally lighted room, theatres and auditoriums was disclosed Thursday by Dr. George L. Beers, RCA engineering executive who developed the screen.

"This experimental RCA screen," he told the engineers, "makes possible increase of up to 20-to-1 in picture contrast under adverse ambient light conditions and has produced, in tests, startling results in the reproduction of both television and motion pictures."

Although RCA has not as yet established any commercial plans for the experimental screen, Dr. Beers said that numerous tests conducted in various locations under a variety of ambient light conditions indicate the screen's potential for presentation of tv and motion pictures in lighted schoolrooms, homes, showrooms and theatres and for special applications such as observation of airborne and ground-based radar-scopes.

The RCA development, known as a directional viewing device, is similar in structure to a honeycomb, consisting of a network of tiny, interconnecting cells. The device is fabricated with aluminum foil, .001-inch thin, and cell width, length, and depth can be varied to produce a range of viewing angles.

For the motion picture use, Dr. Beers explained, the directional viewing device can be mounted directly in front of the theatre or home-movie screen, or can be fabricated complete with a backing screen. For television use, with both direct-view and projection-type tv receivers, the device would be positioned directly in front of the receiver.

R. D. Houck and A. E. Jackson, RCA, Camden, outlined slide projector requirements for color tv while A. L. Ford Jr., Unicorn Engineering Corp., Hollywood, described an automatic rewinding and cleaning machine for film and Robert Grunwald and Richard Wallace, Harwald Co., Evanston, Ill., described an automatic film editing machine they have developed for tv stations. Joseph A. Tanney and Alan M. Macauley, SOS Cinema Supply Co., New York, told about their compact hot press title machine for producing three-demensional and other effects for tv commercials. They also described a new small animation stand for achieving multiple optical effects.

The Ampex video tape recording system held convention attention at the Thursday evening session. Comprehensive description of the machine was presented by Ampex Corp. engineers Charles P. Ginsburg, Charles Anderson and Ray M. Dolby.

Growing field of transistors and their application to all phases of electronics headlined Friday meetings. State of transistors in audio and video equipment in tv was outlined by H. J. Woll, RCA, Camden, while their use in a portable audio mixer was cited by Kurt Singer, RCA Hollywood. William V. Stancil, Stancil-Hoffman Corp., Hollywood, related their advantages in magnetic recording and microphone preamplifiers.

NARTB Names Members Of 4 Standing Committees

MEMBERS of four NARTB standing committees for the 1956-57 term were announced last week by President Harold E. Fellows. They follow:

Employer-Employee Relations Committee: Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Joseph J. Bernard, WGR-TV Buffalo; Richard Brown, KPOJ Portland, Ore.; Herbert Evans, Peoples Broadcasting Corp., Columbus; Robert B. Jones Jr., WFBR Baltimore; Ben Ludy, WIBW-TV Topeka, Kan.; Herbert Ohrt, KGLO-TV Mason City, Iowa; Calvin J. Smith, KFAC Los Angeles; Harold C. Stuart, KVOO Tulsa. Network representatives: William Fitts, CBS; B. Lowell Jacobsen, NBC; William Regan, MBS; Mortimer Weinbach, ABC.

Radio Standards of Practice Committee: Worth Kramer, WJR, Detroit, chairman; Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOC Davenport, Iowa; Paul R. Fry KBON Omaha; Cliff Gill, KBIG Hollywood; James L. Howe, WIRA Fort Pierce, Fla.; William B. McGrath, WHDH Boston; Cecil Woodland, WEJL Scranton, Pa.

AM Radio Committee: Grover C. Cobb, KVGB Great Bend, Kan., chairman; George Cory, KUBC Montrose, Colo.; Benedict Gimbel Jr., WIP Philadelphia; Cecil Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; John Patt, WJR Detroit; Todd Storz, KOWH Omaha; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Owen F. Uridge, WCKR Miami; Jack Younts, WEEB Southern Pines, N. C. Network representatives: Charles R. Denny, NBC; Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS.

Radio Research Committee: E. K. Hartenbower, KCMO Kansas City, chairman; George Clinton, WPAR Parkersburg, W. Va.; Simon Goldman, WJTN Jamestown, N. Y.; R. C. Reynolds, KMPC Los Angeles. Network Representatives. Harper Carraine, CBS; James Cornell, NBC; Don Durgin, ABC; Richard Puff, MBS.

RAB HEAD DEFENDS ADVERTISER VISITS

Sweeney answers agency criticism citing "growing" number of stations discussing abolition of local agency commission.

A "MILITANT and growing group" of radio stations around the country is "discussing the abolition of agency commission on retail business in their communities" because many agencies either fight radio or use it so badly that stations themselves have to "save" the campaign, RAB President Kevin B. Sweeney declared last week.

He made the assertion in a letter explaining to a San Francisco agency why RAB makes sales presentations direct to advertisers as well as to agencies. James C. Knollin, of Knollin Adv., had complained that in a recent visit to San Francisco RAB executives called upon advertisers direct. In his reply, Mr. Sweeney made clear that his comments did not apply to the Knollin organization, which he said was described by RAB members in San Francisco as being "both fair and competent." But he asserted:

"There is quite a lot of unhappiness in radio with the practices of some agencies. For instance there is a militant and growing group of stations that is discussing the abolition of agency commission on retail business in their communities.

"The basis on which this decision is being weighed is—if I may quote fairly accurately one of the station managers: 'Some of the agencies won't recommend radio. When we take the deal directly to their client, they fight it. When we get a contract they don't know how to use radio properly and louse it up. We have to step in and save it with the new copy, think up the merchandising ideas, write a jingle, etc. And for this we pay them 15%?' "

Mr. Sweeney said that "while none of these criticisms may apply to many agencies, they should be a matter of concern to the entire agency community. Our industry, more than any other, has evidenced that 'friendly cooperation' with agencies that you recommend. We ask no special consideration from agencies as a result. All we want is the right to an open-minded hearing, recommendations that treat us fairly even though radio may not be as 'fashionable' as some other media, and competence at least equal to that shown in print media advertising in the development of radio campaigns."

The RAB president said that "I have never



YOU MIGHT PLAY IN 52 WORLD SERIES GAMES*-

BUT... YOU NEED WKZO-TV TO BREAK RECORDS IN WESTERN MICHIGAN!

THE MARCH ARB REPORT CREDITS WKZO-TV WITH *ALL 20* OF THE "TOP 20" PROGRAMS!

AMERICAN RESEARCH BUREAU
MARCH, 1956 REPORT
GRAND RAPIDS-KALAMAZOO

	Number of Quarter Hours With Higher Ratings	
MONDAY THRU FRIDAY	WKZO-TV	Station B
8:00 am to 6:00 pm	136	61
6:00 pm to 11:00 pm	87	13
SATURDAY & SUNDAY 10:00 am to 11:00 pm	72	32

NOTE: *Survey based on sampling in the following proportions—Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).*

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. With 100,000 watts on Channel 3, WKZO-TV serves one of America's *top-20* television markets—more than 600,000 TV homes in 29 Western Michigan and Northern Indiana counties!

The March, 1956, ARB Report shows that WKZO-TV is by far the favorite station—not only in Kalamazoo and Grand Rapids, *but also in Battle Creek and Muskegon!* Monday thru Friday it's first in 123% more *daytime* quarter hours than Station B . . . first in 569% more nighttime quarter hours. On Saturday and Sunday, it's first in 125% more quarter hours!

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

AM–TV–FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Phil Rizzuto of the New York Yankees holds this all-time major league record.*

encountered in our diverse membership anyone who is opposed to the continuation of the agency system in its present framework," and that "all are apparently satisfied that the present compensation system does most of the things that the 4-A claims for it." But, he added, "satisfaction with a system and satisfaction with some agency practices are not synonymous."

Mr. Sweeney said RAB scheduled San Francisco presentations directly with advertisers for "the same three reasons" that RAB's national sales staff calls on advertisers direct as well as on agencies:

"1. Because we have found advertisers avidly interested in listening to presentations which talk comprehensively about their marketing problems in relation to an advertising medium; e.g., the presentations made to your clients discussed savings and loan association marketing problems extensively.

"2. Because we wished to insure what we said reached the advertiser complete and unalloyed.

"3. Because, presumably, most agencies have been kept informed by our member stations, networks and station representatives of the material we presented; more would be accomplished by exposing the advertiser who is generally less knowledgeable about media trends."

He continued:

"These are the reasons we call direct and not to circumvent agency analysis, which you seem to feel is the only reason any medium would call on an advertiser direct.

National Policy

"At the national level, our policy is and will continue to be to call direct on advertisers only after the agency has either heard the story or declined to hear it. In our regional selling we will call on agencies whenever possible but will put our emphasis on advertisers because of time limitations. We urge our members—those that need urging—to adopt the policy of calling on advertisers as well as agencies because unfortunately 'the experienced, unbiased agency examination' you refer to is not as widespread as you feel it is.

"In several of the largest agencies in the nation, it is a complete waste of time to make a radio presentation—they will scarcely listen, much less recommend radio to a client. In one of the very largest it has been impossible for several years to assemble a group of decision-making executives to hear a radio presentation by any group. I am sure you must agree that in these cases there is a very cogent reason for 'by-passing of agencies involved.' And by doing so, radio does get business from these agencies' clients who are not as unsympathetic to radio as they are depicted by the agency. . . ."

With regard to RAB's San Francisco presentations he said that "we strove to present radio's story to a cross-section of advertisers and agencies" and that "actually eight of 13 agencies we asked for presentation time were able to grant our request." He also said that "incidentally, we find it quite often more difficult to see an agency account man than the president of the advertiser."

Industry Promotion Group Being Organized in Chicago

GROUNDWORK is being laid in Chicago for the formation of Broadcasters Promotion Assn., to be devoted to the exchange of information and ideas among promotion executives at radio-tv stations within a 400-mile area of that city. Prime movers report replies from over 100 stations, expressing interest in such a regional organization, comparable to the Newspapers Promotion Assn. Plans are underway for a two-day seminar Nov. 16-17 at Chicago's Sheraton Hotel to discuss such topics as selling local and regional accounts, rating services, selling uhf and merchandising.

Principals behind the organization include Chuck Wilson, WGN-AM-TV; John Keys, WMAQ-WNBQ (TV); Al Henry, ABC Central Div.; Tom Dawson, WBBM-TV, and Bob Piel, WIND, all Chicago. Similar chapters on the east and west coasts are planned, it was understood.

Kentucky Tv's Hit $4.6 Million In Revenue—McConnaughey

TV REVENUES this year look as if they will greatly surpass last year's, FCC Chairman George C. McConnaughey told the Kentucky Broadcasters Assn. last week.

The FCC chairman also revealed income for Kentucky's tv stations—$3.75 million for three outlets in 1954 and $4,656,441 for four stations in 1955. Broadcast income before tax for Kentucky tv stations was $1,373,978 in 1954 and $1,845,156 in 1955.

Kentucky radio revenues in 1953 were $6,349,983, Mr. McConnaughey disclosed. In 1955, with all 64 stations reporting, revenues were $6,640,160.

Have faith in your industry, the FCC chairman told broadcasters. "All the mountains of baseless charges against your industry can be moved by your unshakeable faith in its essential goodness and permanence."

He also reviewed the status of the current uhf research program and vhf problems.

Upgrading of News Programs Urged at Neb. Assn. Meet

RADIO-TV stations should upgrade news programs to meet a growing hunger for information about what is happening locally, nationally and over the world, according to William J. Newens, partner of Allen & Reynolds, Omaha agency. Addressing the Nebraska AP Radio & Tv Assn. at Grand Island, he said every day offers broadcast management a fresh news challenge.

Paul Fry, KBON Omaha, association chairman, presided over business sessions. E. E. Makiesky, Omaha AP chief, reported on association affairs. Bob Morris, KRBL McCook, moderated a panel on news operation. Chic Crabtree, KOIL Omaha, conducted a news-sales panel.

Barrere to New RTES Post

CLAUDE BARRERE, eastern director of tv for BMI, has been elected executive secretary of the Radio & Television Executives Society, New York, effective Nov. 1.

KMOX St. Louis Strike Of Six Employes Settled

A STRIKE of six news and continuity employes at KMOX St. Louis ended Friday after a series of talks between Robert Hyland, general manager of the CBS owned-and-operated station, and the St. Louis Newspaper Guild. The strike had been called at midnight Wednesday. Picket lines formed but were removed at 4 p.m. Thursday.

KMOX maintained full broadcast operations during the strike, with other employes remaining on the job. The settlement provides a 10% increase for the first year and an additional $2.50 per man per week during the second year of a two-year contract. The agreement is subject to ratification by the national guild. Also provided were several administration provisions and fringe benefits plus a no-strike clause.

George W. Smith Elected New President of NABET

ELECTION of George W. Smith as international president of the National Assn. of Broadcast Employes & Technicians for a three-year term was announced by the union last week following its triennial convention in Toronto, Canada.

During the convention Mr. Smith, who previously had been regional vice president and member of the union's international executive council, described NABET's most pressing problems in radio-tv as automation and manpower cuts. Employers were put on notice that NABET will seek a shorter work week as automation becomes effective.

Re-elected to a second term as international vice president was Eugene P. Klump, Buffalo, N. Y. Reappointed as national officers were Arthur Hjorth, Chicago, international secretary-treasurer, and G. Tyler Byrne, Ridgefield, Conn., international executive vice president.

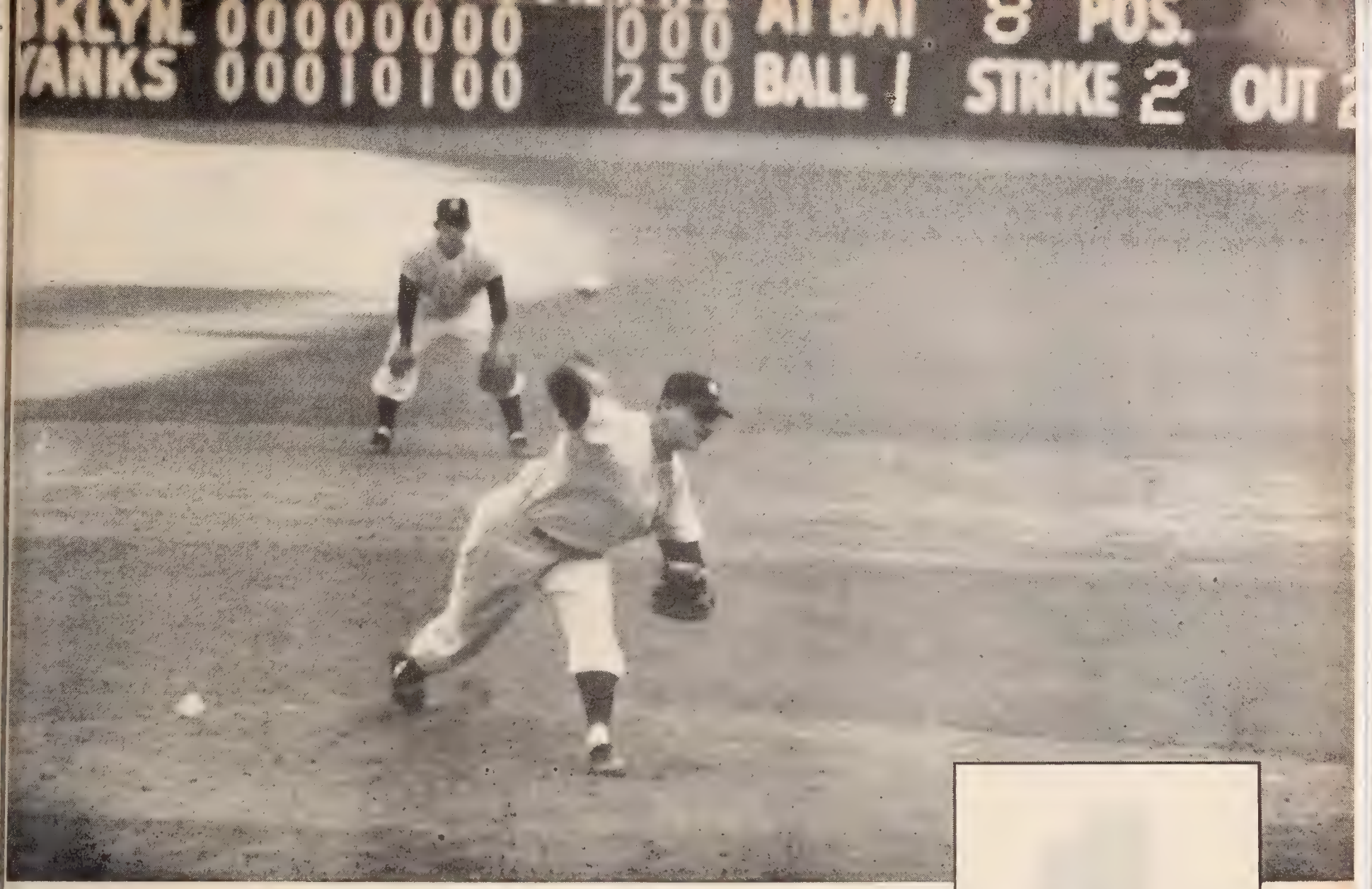
SAG Files Suit to Collect Residual Tv Film Payments

ANOTHER step was taken last week in Screen Actors Guild's drive against all producers who are said to be delinquent in tv residual payments under the guild's collective bargaining contract.

The latest move was in the form of a suit filed in Los Angeles Superior Court to collect more than $20,000 reportedly due actors in re-run payments on 32 episodes of the *Cowboy G-Men* film series. The action was directed against Telemount Pictures Inc., Mutual Television Productions Inc., Telemount-Mutual and two "John Doe" companies.

Writers Guild Council Meets

MEETING of the National Council of Writers Guild of America was to take place over the weekend in New York. On agenda for representatives from both Hollywood and New York were questions involving negotiations affecting both screen writers and radio-tv writers, agent regulation, censorship, revision of residual payments, the guild's proposed television show, radio-tv awards and proposed copyright changes.



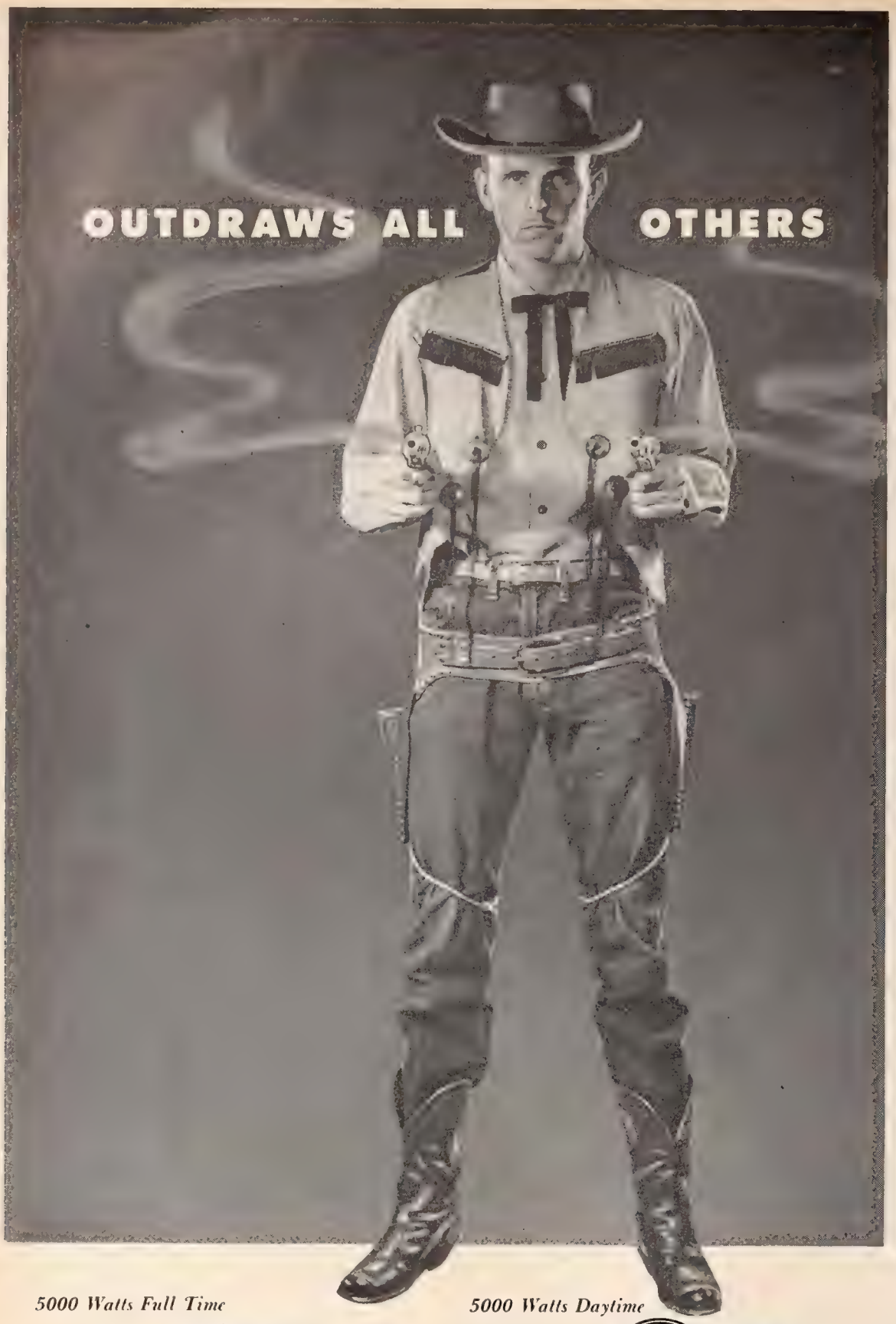
The Yankees' Don Larsen throws the final strike in the fifth World Series game against Brooklyn, to pitch the only no-hitter in Series history and the first perfect major league game in 34 years. As the ball leaves his hand, the scoreboard shows the drama. Exclusive United Press photo by Arthur Rickerby.

United Press
NEWSPICTURES
TELL THE STORY

Perfect Picture of the Perfect Game

...by **UNITED PRESS,** of course!

UNITED PRESS ASSOCIATIONS • 220 EAST 42ND STREET • NEW YORK



5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

No one will "rustle" your audience when you use KSO, Iowa's most powerful independent station. Continuous popular programming of music, news and sports, puts a buying frame in the mind of KSO listeners . . . just awaiting your sales "shot!" To make every shot count, "zero" in with KSO!

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

Put each "shot" where it counts, in the "heart" of the steadily growing Indianapolis market. From dawn to dusk, WXLW holds "ready," with entertaining music and news, an audience of financially capable buyers who'll respond with sales. Put a "bullseye" in your sales message!

Get the Facts from Your
JOHN E. PEARSON Representative

ADLER FIRM SHOWS ITS TV TRANSLATOR

Full-Scale test of new service authorized by FCC takes place at Quincy, Wash., side-by-side with reflector system.

A full-scale demonstration of the new tv translator service—authorized by the FCC last summer to permit small, inaccessible communities to receive major city video—took place last week in the 3,500-population community of Quincy, Wash.

The demonstration was arranged by Adler Electronics Inc., New Rochelle, N. Y., and consisted of a side-by-side comparison of the reception of Spokane, Wash., ch. 4 signals (KXLY-TV) from a reflector and an Adler translator.

The reflector system picked up and retransmitted on the same channel the Spokane ch. 4 signals. The picture 6.5 to 18 miles away from the reflector site was reported to be snowy and easily jittered by man-made and natural interference.

The translator, radiating 200 w on ch. 78, delivered a three millivolt signal 6.5 miles away from its site and a 1.8 millivolt field strength 18 miles away, according to Ben Adler, president of the firm bearing his name. Local interference had no impact on the picture, he reported.

Second Test

The test was the second of its kind in the northwest. Mr. Adler has been running an experimental translator transmitter at Manson, Wash., for the past few months. Reflectors are considered unlawful by the FCC because no licenses have been requested or granted. The Commission, after hearing pleas for some sort of service to permit mountain-bound areas to secure tv signals from distant tv stations, established the translator service to answer the need. Translators pick up tv signals, amplify them, and translate them to one of the 14 upper uhf channels, after which they are broadcast.

Out of Quincy's 1,000-odd tv receivers, about 30 had been converted to receive the uhf signals, Mr. Adler said. He also declared that 10-ft. corner reflectors were sufficient to pick up the translator signals, whereas, 40 to 100 ft. towers were needed to pick up the the reflector radiations.

Among those attending the demonstrations, which took place Thursday and Friday, were James E. Barr, assistant chief, FCC Broadcast Bureau; Rep. Don Magnuson (R-Wash.), area tv and radio station engineers and reflector operators.

Mr. Adler said he had commitments for more than 100 translator units. He said translators were already operating in Hawthorne, Nev.; Kingman, Ariz., and Bishop, Calif. Each translator sells for $2,750, with a package of three units to service three channels for Quincy coming to about $18,000 including accessories, building and land.

The Quincy reflector operation is under an FCC order to shut down. Its appeal is pending a U. S. Court of Appeals decision in Washington, D. C.

Leadership!

TOTAL MEASURED
QUARTER HOURS

WDEF-TV 300

Station B 171

TOP TEN NETWORK
PROGRAMS

WDEF-TV 8

Station B 2

TOP FIFTEEN
SYNDICATED
PROGRAMS

WDEF-TV 12

Station B 3

A•R•B June 8-14, 1956

CBS TELEVISION

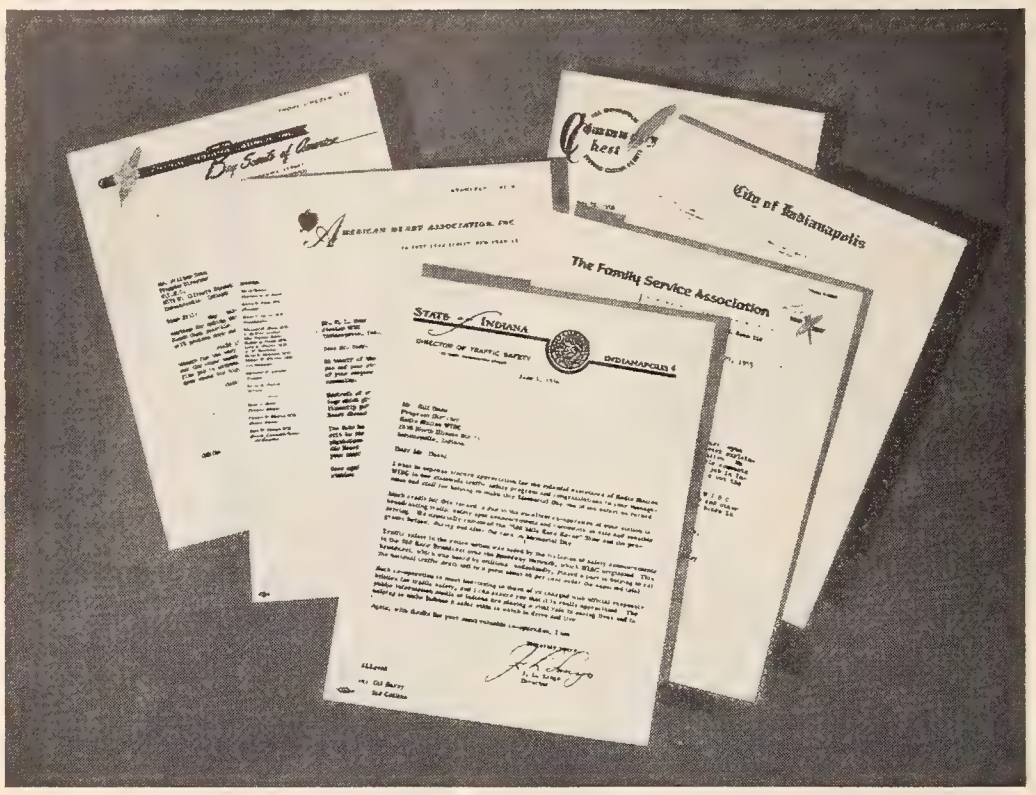
ABC



THE BRANHAM COMPANY

CHATTANOOGA • The 79th Market

WIBC–Leads in Indiana



LETTERS OF APPRECIATION . . . annually WIBC receives hundreds of "thank you" letters for the station's outstanding contributions to community projects. WIBC is immensely proud of this file . . . proud because we believe that the success of a radio station depends upon its integration into the community efforts of its listeners.

FIRST IN COMMUNITY SERVICE

The proof of this principle is reflected by WIBC's public service file and its leadership in audience ratings among Indianapolis radio stations. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN AUDIENCE

WIBC's success in public service and in building big audiences is due largely to its well-known personality salesmen . . . Jim Shelton, Harry Andrews, Bill Baker, Lou Palmer and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana,
the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WBUF OPENS TV CENTER; UHF SET INCREASE CITED

$1.5 million Buffalo project formally dedicated last week. Nine-month campaign in the community on behalf of uhf keeps local dealers busy.

NBC's plans to develop a flourishing uhf operation at its WBUF (TV) Buffalo (ch. 17) reached a peak last week when the station formally dedicated its new $1.5 million television center. At the same time at was revealed that nine months of uhf promotion in Buffalo has resulted in a 73,000 increase in uhf sets there.

Called "Project 17" (after the station's channel number), a vigorous promotional effort began early this year when the station undertook to stimulate interest in WBUF with presentations to civic clubs, fraternal organizations and business groups in the Buffalo area. As time went on, each new development at WBUF—such as the new $1.5 million studio building, its high tower and increased wattage (500 kw)—was publicized by on-the-air promotion, newspaper advertising and point-of-sale dealer displays.

In the nine-month period from Jan. 1 to Oct. 1 of this year, WBUF officials said, the number of sets in the Buffalo metropolitan area able to receive the uhf signal rose from 105,000 (31%) to 178,100 (52.9%). The latter figure was based on research conducted by the American Research Bureau.

Demand Exceeds Supply

During the past few weeks, Buffalo distributors and dealers reported they have not been able to stock enough converters to keep pace with demand and that the sales of uhf receivers have zoomed. A survey of major distributors of electronic equipment in Buffalo showed that Radio Equipment Corp. had sold 10,000 converters in the last two months, about half of these in the last two weeks; Genessee Radio & Parts & Co. had sold 2,500 converters, two-thirds of them in the last two weeks, and that RCA Service Co. had sold 50% more converters and antennas in September than in August.

Two days of ceremonies last week were designed to impress a group of industry executives and newsmen invited to the city, as well as viewers in the outlet's coverage area, with the station's readiness to take its place in the market in a strong competitive position. In talks and demonstrations, NBC and station officials stressed that WBUF is fortified with these "plusses": strong technical facilities, including 500 kw power and extensive studio set-up; "powerhouse" programming, provided by extensive community coverage and NBC affiliation, including live color programs; the substantial number of homes equipped to receive the uhf signal, placed at 178,100 (52.9% of all tv homes) as of Oct. 1.

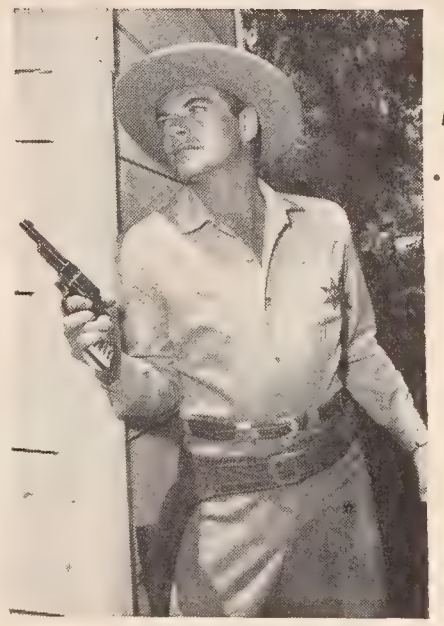
The station was dedicated formally Thursday on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) by Charles R. Denny, NBC's executive vice president in charge of opera-

I'VE GOT 'EM COVERED!

..SOCONY MOBIL OIL IN 67 MARKETS



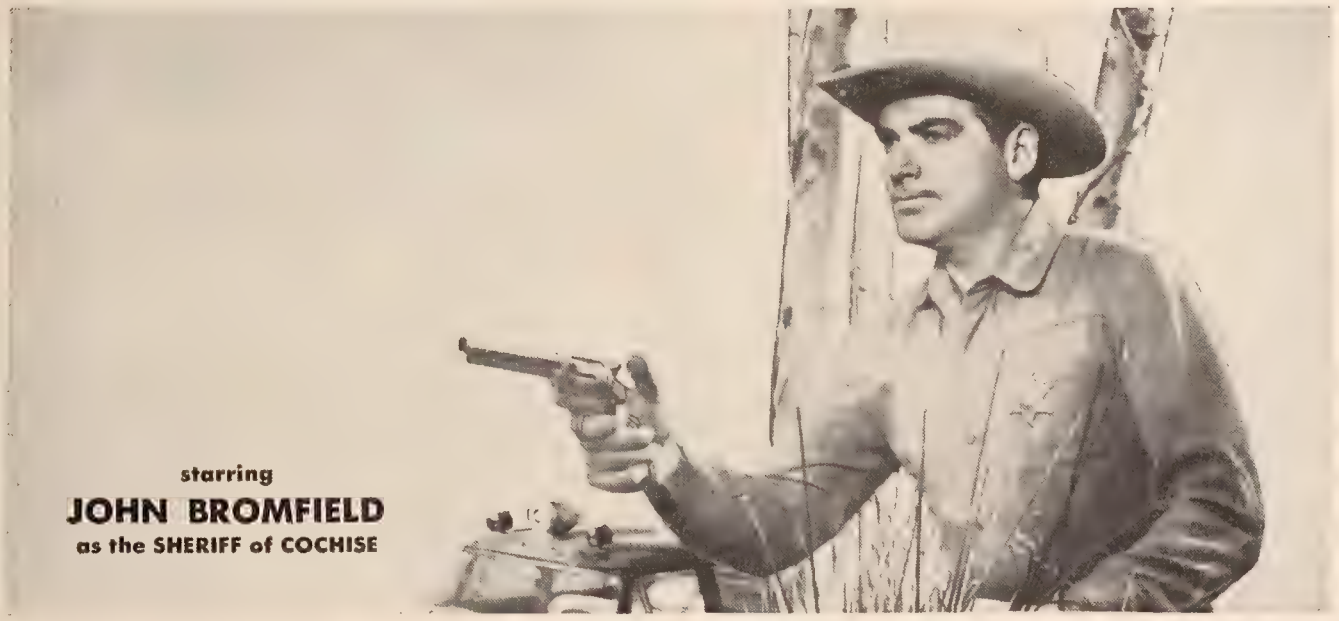
...10 BIG SPONSORS IN 58 OTHER MARKETS



including

- Carnation Company
- National Premium Beer
- White King Soap
- Star-Kist Tuna
- Remington-Rand
- Sunshine Biscuits
- La Rosa Spaghetti
- Carter Products
- Table Talk Pastries
- A-1 Pilsener Beer

I CAN COVER FOR YOU...IF YOU ACT NOW
on this new sure-fire police Western Series



starring
JOHN BROMFIELD
as the SHERIFF of COCHISE

the Sheriff of Cochise

produced for NTA by *Desilu*

Never before has a syndicated film series been sold in 125 markets prior to its appearance on the air. That's the track record already chalked up by "THE SHERIFF OF COCHISE," the terrific new action-packed modern western police series.

Produced for NTA...first in TV film distribution...by Desilu, first in TV film production...it's a sure-fire way to get in the saddle with big audiences and big sales. So let "THE SHERIFF OF COCHISE" cover for you...while there's time.

PHONE—WRITE—WIRE, TODAY! All the details are available from
Harold Goldman, V.P. Charge of Sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55TH STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-2100 • CABLE: NATTELFILM

CHICAGO, ILLINOIS	HOLLYWOOD, CALIFORNIA	MONTREAL, CANADA	MEMPHIS, TENNESSEE	BOSTON, MASS.	MINNEAPOLIS, MINNESOTA
612 N. Michigan Avenue	8721 Sunset Blvd.	1434 St. Catherine St.	2605 Sterick Building	Statler Hotel Office Building	1109 Currie Avenue
Phone: Michigan 2-5561	Phone: Crestview 1-1191	Phone: University 6-9495	Phone: Jackson 6-1565	Phone: Liberty 2-9633	Phone: Federal 8-7013



REPRESENTING phase one of the three-phase construction program of WBUF (TV) Buffalo, this structure at 2077 Elmwood Ave. was dedicated last week.

tions, with William Lawless, representing the Mayor of Buffalo, and Charles C. Bevis Jr., general manager of WBUF, participating in the ceremony. Displayed on *Today* were a scale model of the new studio building and a gold replica of the station's antenna tower, which now is 670 feet tall and is slated to go to 740 feet.

Paul F. De Chant Appointed WMIL Milwaukee Manager

APPOINTMENT of Paul F. DeChant as manager of WMIL Milwaukee, succeeding Neil Searles, has been announced along with station's plans for occupancy of new offices and studios now under construction. Mr. Searles resigned to become vice president, director and general manager of WFOX Milwaukee.

Mr. DeChant has been affiliated with WOKY Milwaukee, and formerly was in the sales department of the *Milwaukee Catholic Herald Citizen*.

WMIL will remotely control its broadcasting operation when it moves into new quarters at 2625 W. Wisconsin Ave., said Gene Posner, president of the 1 kw-daytime independent.

McClenahan Forms Rep Firm

ESTABLISHMENT of W. E. McClenahan Co. as a station representative firm designed to represent area and regional radio-tv outlets in Milwaukee, Madison and surrounding Wisconsin areas has been announced by W. E. McClenahan, former station executive. Offices will be located at 5415 N. Berkeley Ave., Milwaukee. Mr. McClenahan formerly was assistant sales manager of WITI-TV Whitefish Bay (Milwaukee), commercial manager of KCRG Cedar Rapids, Iowa, and area sales manager for Pabst Brewing Co.

WNOW-TV to Resume

WNOW-TV York, Pa., ch. 49, which went off the air Sept. 30 because of "uhf troubles," a fortnight ago told the FCC that it intended to resume operation last Friday. The station said that it has received many local comments since going "dark" and that while the immediate outlook remains "unpromising," the station will continue with the hope that conditions will improve.

WRCV-AM-TV Philadelphia Makes Sales Appointments

FIVE appointments in the sales departments of WRCV and WRCV-TV Philadelphia were announced last week by Lloyd E. Yoder, NBC vice president and stations' general manager.

Ted Walworth, former WRCV-TV sales manager, moves to the newly-created post of WRCV-TV sales director. He has been with NBC since 1952 and previously was with Edward Petry Co. and ABC.

Chet Messervey, WRCV time salesman, becomes WRCV-TV local sales manager, a new position. In broadcasting sales for the past 12 years, he has been associated with Westinghouse Broadcasting Co. and WHPE High Point, N. C.

Harold W. Waddell, WRCV sales manager, moves to the new position of WRCV sales director. A veteran of 28 years in radio, his earlier associations include WGAR and WJW Cleveland and WHBC Canton, Ohio.

William S. Dallmann, WRCV merchandising manager, becomes local sales manager. Mr. Dallmann's former associations include WLW-WLWT (TV) Cincinnati, the former WTAM-WNBK (TV) Cleveland and radio-tv director for Mueller, Liebling & Parkins, Cincinnati.

Mary C. Doyle, former director for NBC Philadelphia's Feature Foods Inc., fills the merchandising manager position.

CBS Ups Hughes, Christeon

APPOINTMENTS of Allen J. Hughes as sales development representative in the New York office of CBS Radio Spot Sales and of Gilbert H. Christeon to a similar post in the Chicago office were announced last week by Ray H. Kremer, manager of sales development for CBS Radio Spot Sales.

Mr. Hughes most recently served CBS Radio Spot Sales in the post which Mr. Christeon has assumed with the station representative firm. Previously, he had been with the network sales departments of NBC and ABC. Mr. Christeon previously was an account executive for Weed & Co. in Chicago and earlier had been on the sales staff of WGN in that city.

KING-TV, KTVR, KTTV Launch M-G-M Package

TWO stations started programming Monday the first of their 725 M-G-M feature pictures acquired from Loew's Inc. on an exclusive, seven-year lease basis, and a third station was to begin on Columbus Day (Friday). Programming details were made final along with promotion, advertising and exploitation plans following a cross-country swing by Monroe Mendelsohn, promotion director of Loew's tv division.

KING-TV Seattle launched its M-G-M feature exposure Monday night at 10:45 with "Night of the Opera," starring the Marx Brothers; KTVR (TV) Denver kicked off its program at 9 p.m. with "Her Highness and the Bellboy," starring Hedy Lamarr, and KTTV (TV) Los Angeles was to begin Friday night at 8 with "Thirty Seconds Over Tokyo" with Spencer Tracy and Van Johnson. KTTV plans to show its M-G-M product Mon.-Fri., at 10:15 p.m., with a double feature on Friday—at 8 p.m. Colgate is sponsoring a film showing weekly. Eventually, the station may re-run some of the films afternoons. KTVR will show two films daily, six days a week, Sun.-Fri. at 3 p.m. and Mon.-Sat. at 9 p.m., while KING-TV will show the films at 10:45, Mon.-Sat.

Sales and promotion aids supplied by Loew's include a three-minute trailer on each picture; introductory ad mats, stills and publicity stories; point of purchase display in stores; a special audition print containing clips of all M-G-M features and 20-second billboard that has the Leo the Lion trademark over which audio can be used.

Loew's Inc. acquired 25% interest in both KTTV and KTVR when agreements for leasing of the films were made.

KGEO-TV Antenna, Tower Collapse, Crash to Ground

AFTER two weeks of planning and labor, the 193-ft., 22-ton antenna of KGEO-TV Enid, Okla., was within three feet of being taken out of its seat atop its 650-ft., 100-ton tower and lifted to the ground when both the tower and antenna toppled over, demolishing an estimated $140,000 in steel

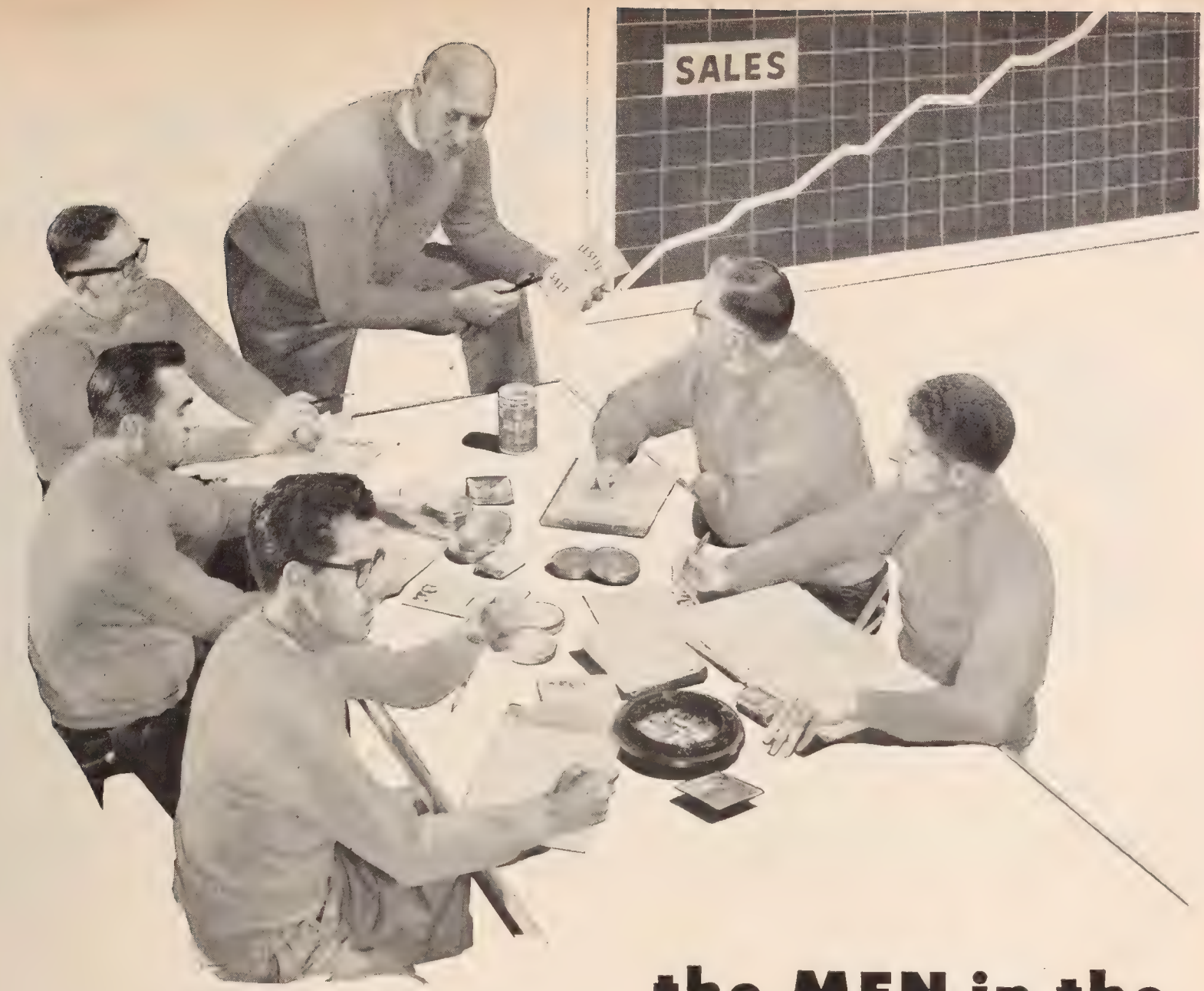
Advertisement

..the MEN in the GREY FLANNEL SWEATSHIRTS

The "characters" in the KLOR ad on page 75 are definitely *not* Powers Models.

However, they are basic TV men who know the Portland buying habits from stem to stern.

Clockwise, they are: Bill Plummer, Production Manager; Bill Nutt, Merchandising Manager; Sam Herrick, Program Manager; John Schile, General Manager; Jack Provis, Chief Engineer and Jim Sherard, Promotion Department.



...the MEN in the GREY FLANNEL SWEATSHIRTS

The sales crew that goes to work for you in the billion-dollar Portland market the moment you place a schedule on KLOR Channel 12. A "task force" representing over 100 years (combined) experience in sales, merchandising, radio and television.

Is it any wonder that Portland retailers, brokers and distributors invariably cast their vote in favor of this winning combination.

Get the Facts

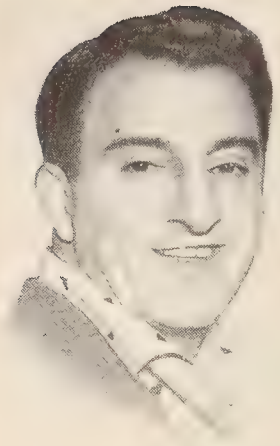
Get the Figures from

GEORGE P. HOLLINGBERY CO.

KLOR Channel **12**

PORTLAND, OREGON
GOOD LOOKING
HOME OWNED

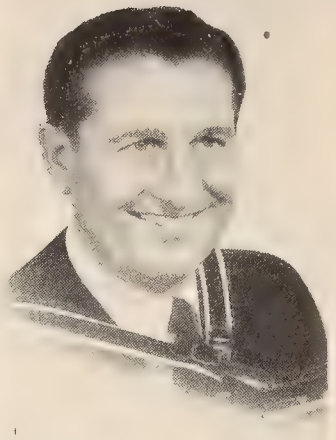
ten qu



Who
is this
top banana?



What
is this
device?



What instrument
does this
musician play?



Who is
this dragon's
team-mate?

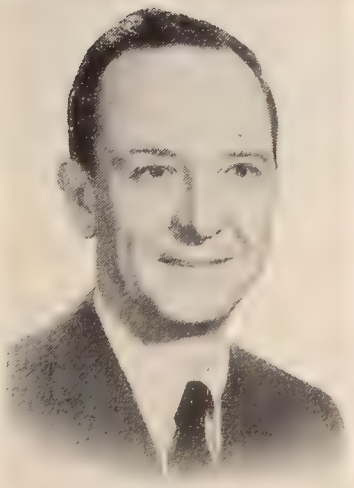


Where
is this
castle?

estions



Which weapon does this character prefer?



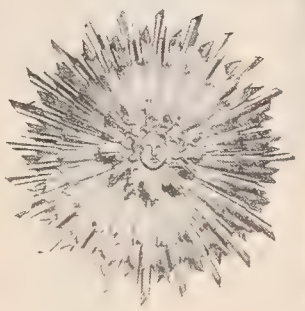
How does this man earn his living?



When is this hat worn?



What is this man doing?



What does this sunburst symbolize?

. . . that even a Broadcasting -Telecasting reporter couldn't have answered in 1931

We'll bet you've already discovered the catch.

You'd have to have seen commercial television to get the right answers. And nobody in 1931 had. Not even a Broadcasting-Telecasting reporter.

These days Broadcasting-Telecasting is packed with headlines and stories and comment about radio *and* television. We know—because ABC has been a part of those headlines, stories and comments.

And if you'll pardon a direct compliment, we like the way B-T reports the news about ABC. Fast . . . freshly . . . absorbingly.

We'll do our best to keep the news about ABC every bit as fast, fresh and absorbing as B-T's coverage of it. No question at all about that.

abc
television network

NOW! Hooper and Pulse Agree!

NO. 1

Radio Station in Houston is

K-NUZ

Hooper May thru July 1956

Monday thru Friday 7 A.M.—12 Noon (Sample Size—18,628)		Monday thru Friday 12 Noon—6 P.M. (Sample Size—23,040)	
K-NUZ	**23.0**	**K-NUZ**	**23.2**
Net. Sta. "A"	12.1	Net. Sta. "A"	12.5
Net. Sta. "B"	9.4	Net. Sta. "B"	8.4
Net. Sta. "C"	11.7	Net. Sta. "C"	11.8
Net. Sta. "D"	13.8	Net. Sta. "D"	7.7
Ind. Sta. "A"	5.9	Ind. Sta. "A"	7.2
Ind. Sta. "B"	6.7	Ind. Sta. "B"	9.6
Ind. Sta. "C"	13.8	Ind. Sta. "C"	11.1

Now . . . K-NUZ is the Leader by a GREATER MARGIN— Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581



THE ANTENNA dug a furrow, then was broken into four sections by the impact.

and electrical equipment.

The Seago Construction Co., Dallas, was preparing to remove the antenna to the site of KGEO-TV's new tower (28 miles southeast of Enid) when the accident occurred. Though five construction workers had ridden to the top of the tower daily for two weeks, none were present when the antenna and tower toppled a fortnight ago. The boom and gin-pole being used to hoist the antenna buckled along with the tower, which folded into four huge sections.

George Streets, general manager of KGEO-TV, and Phil Banta, president of Streets Electronics Corp., which owns the Enid station, said officials of RCA (with whom the station has a contract for the operation) have been contacted to rush shipment of a new antenna. In the meantime, KGEO-TV will continue to operate from its temporary antenna in downtown Enid.

WAAM Inc. Names Wolfe V. P.

BEN WOLFE, director of engineering for WAAM (TV) Baltimore since 1949, has been named vice president of WAAM Inc. He continues to serve as WAAM engineering director.

STATION PEOPLE

Russell Gohring, vice president and general manager, WOHO Toledo, Ohio to WPON Pontiac, Mich., as general manager.

John S. Bell, program director, WDOG Marine City, Mich., appointed general manager of station.

Howard DeMere staff announcer-weatherman, KSD-KSD-TV St. Louis, Mo., to station manager, WBOP Pensacola, Fla.

James R. Terrell, news director, WKY-AM-TV Oklahoma City, appointed national sales manager for WKY-TV succeeding **John Haberlan,** moved to WTVT (TV) Tampa, Fla.

Herbert J. Weber, publisher, to general sales manager, WJBK-AM-FM Detroit.

John H. Hade, WFAS-AM-FM White Plains, N. Y., appointed sales manager.

William Travis, formerly account executive, WJJD Chicago, appointed commercial manager and assistant managing director, WAIT Chicago.

IT'S OUR BIRTHDAY, TOO!



and remember . . .

2 heads are better than 1 . . .

ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!

And in Portland, Oregon Market KOIN-TV delivers

OVER TWICE THE AUDIENCE

of any other station!

TOP RATINGS

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Source: May 10, 1956, Sales Management "Survey of Buying Power"

HIGHEST TOWER
MAXIMUM POWER

KOIN-TV

Channel 6 — Portland, Oregon

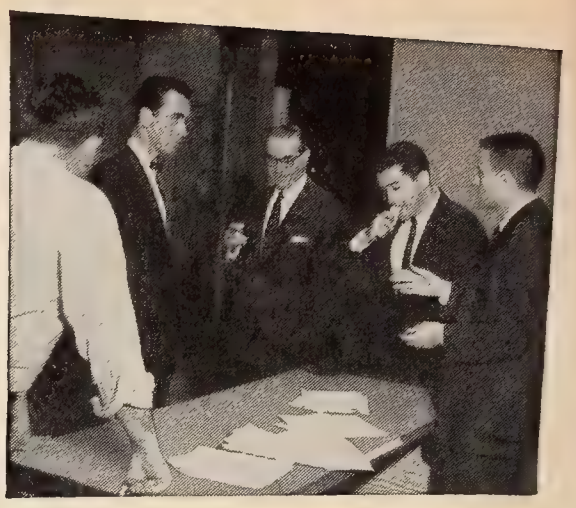


THE BIG MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

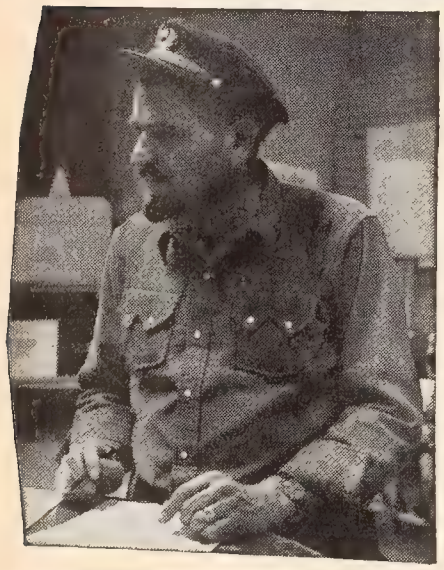


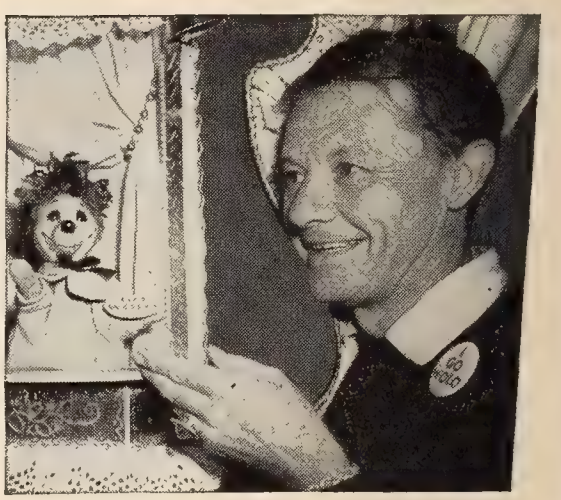












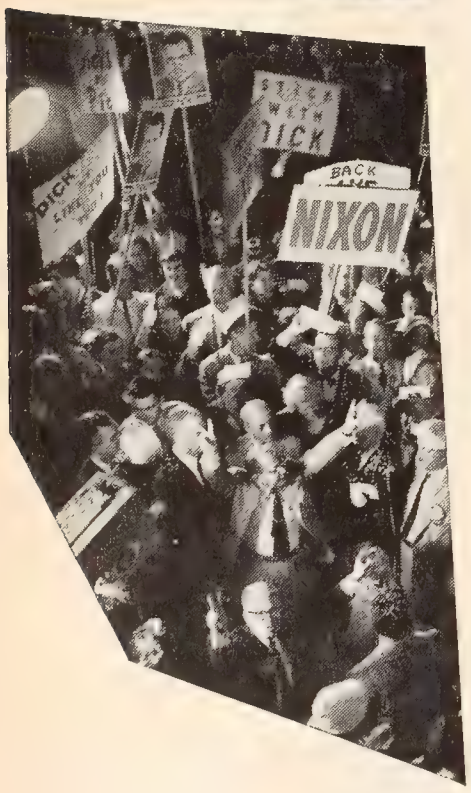
Here are scenes from some of KPIX's recent good mixing activities.

Top row, left to right: (1) Director's view of "Ten Seconds to Live," part of Channel 5's continuing study of the Bay Area's transportation crisis. (2) Sandy and Faye enjoy an authentic luau on "This Morning." (3) Announcer, director, Phil Lasky and Hal March huddle before March's emceeing of BIG MOVIE contest award ceremonies. (4) "Decision or Dilemma—The Facts About Rapid Transit," San Francisco's first television editorial.

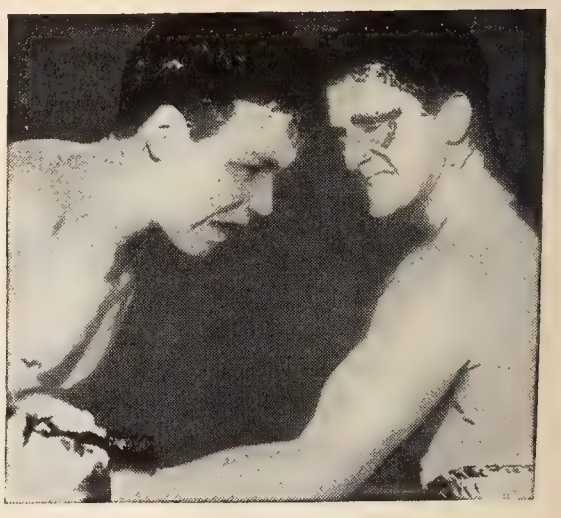
Second Row, left to right: (1) Captain Fortune in a rare serious moment. For five years, the Bay Area's number one children's attraction. (2) Stanford University Summer Institute to which KPIX's staff annually devote over 200 hours of planning and instruction. (3) CBS President, Frank Stanton and Thomas E. Dewey join the regular "Face the Nation" staff after one of the "Nation" telecasts originated by KPIX. (4) Westinghouse's own Betty Furness at the Cow Palace. (5) "Deputy Dave" with his musical history of conventions, campaigns and Presidents.

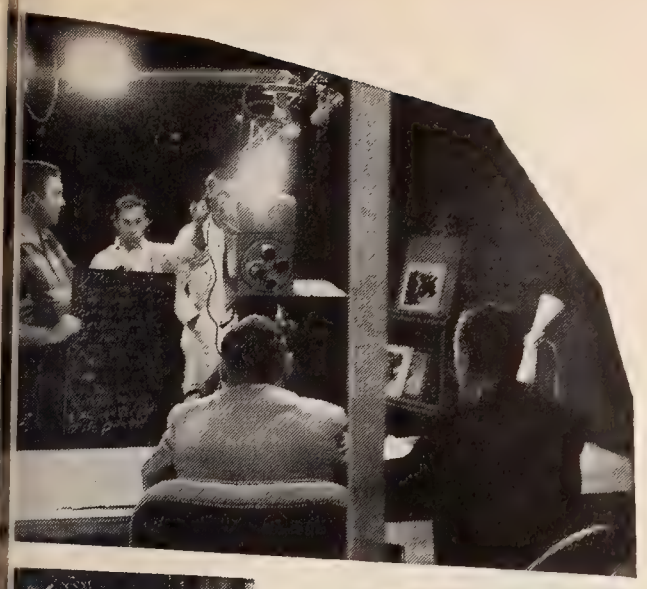
Third Row, left to right: (1) Subjects of His Honor the Mayor's official "I Go Wolo" Day proclamation, were KPIX's Wolo, puppetmaster of the West Coast and his friend, Aloysius. (2) "Everyman's Religion" remote telecast direct from the flight deck of the aircraft carrier, *Essex*.

Bottom Row, left to right: We were there . . . helping CBS-TV produce "audience preferred" convention coverage. (2) Recently, KPIX originated a full week of Arthur Godfrey's shows. (3) Kirk Douglas as the "Champion." One of KPIX's complete new library of great feature films. (4) Louie Jordan's Band blows up a storm on the "Del Courtney Showcase," San Francisco's top, live variety show.

















GOOD MIXERS!

Above all, KPIX believes that truly outstanding television can only be achieved through the efforts of "good mixers."

"Mixers" who start with the pace-setting entertainment and educational programs of the CBS Television Network, add their own award-winning local, live community service and commercial productions, the cream of the syndicated packages and the finest feature films available.

"Mixers" who add a bright bit of showmanship to everything they do.

"Mixers" who think of their medium as probably the most influential community force and respect and treat it as such.

"Mixers" who know that a sale doesn't end at the contract signing . . . who know that exciting audience promotion and sound merchandising are the keys to the real payoff in this, the most powerful selling tool of them all.

In short, "Good Mixers" who personify the bold thinking that guides the Westinghouse Broadcasting Company . . . "mixers" ready and able to help you solve your selling problems.

Call Lou Simon, KPIX Sales Manager, or your nearest Katz representative for availabilities or more information.

In San Francisco, no selling campaign is complete without the WBC station . . .

KPIX 5

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

$21 MILLION IN STATION SALES FILED; FCC APPROVES WHITNEY & CO. PURCHASE

Crowell-Collier details financing plan for its near $16 million purchase from Consolidated. Also filed with Commission is application for $5.3 million WIND sale to Westinghouse.

THE FCC was called upon to approve broadcast station sales totaling more than $21 million last week—and at the same time it okayed a $10 million transaction.

Filed with the FCC was the $16 million purchase of Bitner-controlled Consolidated Television & Radio Telecasters Inc. properties in Indianapolis, Grand Rapids, Minneapolis and Flint.

Also submitted for FCC approval was the $5.3 million purchase of WIND Chicago by Westinghouse Broadcasting Co. This includes a construction permit for ch. 20 in that city.

And, by a vote of four to two, the Commission approved the $10 million purchase of Universal Broadcasting outlets in Indianapolis and Fort Wayne by J. H. Whitney & Co.

PRINTING PLANT SALE, JANEWAY STOCK BUY IN C-C FINANCING

THE second largest financial transaction in broadcasting history was laid before the FCC for its approval last week when Crowell-Collier Publishing Co. on Thursday submitted its application for permission to buy the stock of Consolidated Television & Radio Broadcasters Inc. for slightly less than $16 million.

The application was filed five and a half months after the first public announcement was made of the agreement for the giant publishing firm to enter into broadcasting ownership [B•T, April 30].

Consolidated stations are WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Crowell-Collier publishes *Collier's* and *Woman's Home Companion* magazines, *Collier's Encyclopedia, Harvard Classics,* and other books. It has also recently established a radio-tv-recording production division.

If approved by the FCC, Crowell-Collier will become the third largest non-network station group—exceeded only by Storer Broadcasting Co. and Westinghouse Broadcasting Co.

The largest broadcasting transaction was the $25.5 million merger of ABC with Paramount Theatres Inc. in 1953. This, however, involved a stock transfer.

Delay in filing the application, which caused speculation for a while that the deal had fallen through, was caused by problems in securing financing, it was understood.

In the interim, Crowell-Collier bought 5 kw independent KFWB Los Angeles (on 980 kc) from Harry Maizlish for $2.5 million. Another contemplated purchase, that of KULA-AM-TV Honolulu for $1 million, was cancelled by mutual consent, it was reported.

Crowell-Collier has secured $11 million through (1) sale of its Springfield, Ohio, printing plant to Webb & Knapp for $5 million, and (2) sale of $6 million in preferred stock to a syndicate headed by economist Eliot Janeway. Webb & Knapp is 50% owner of ch. 9 KBTV (TV) Denver, Colo.

An agreement for a $1.5 million loan from the National Bank of Detroit is also included in the financial arrangements.

Crowell-Collier subsidiary Collier Broadcasting Co. is buying the entire outstanding 607,200 shares of Consolidated at $20 per share. It already has received acceptances from 90% of Consolidated stockholders, it reported. Controlling stockholders are Mr. and Mrs. Harry M. Bitner Sr., Harry M. Bitner Jr. and Evelyn Bitner Pearson. Together they own 56.03% of Consolidated.

The actual purchaser, Collier Broadcasting Co., has been established with a $1.5 million capitalization. Crowell-Collier is also advancing $9.5 million. Collier Broadcasting holds the $1.5 million bank credit.

Collier Broadcasting is paying $12,144,000 for the 607,200 shares of Consolidated stock, plus retiring a Consolidated debt that now amounts to $3.2 million. The $20 per share price is subject to a deduction of up to 50 cents per share for brokerage commissions.

The Webb & Knapp purchase of the C-C Ohio plant also contains a leaseback arrangement which provides for a 25 year rent at $750,000 annually, with renewal options. There is also a repurchase option, capable of being exercised five years later whereby Crowell-Collier can buy back its plant for $7.5 million. This agreement was due to be executed Oct. 15.

The Janeway group includes Col. Henry Crown and family (Empire State Bldg. Corp.), Charles Wiener and Myron Hokin, Chicago industrialists. This agreement was to be concluded in the "next several days" because of Mr. Janeway's illness.

Mr. Janeway was at one time business editor of *Time* magazine; adviser to the editor-in-chief, Time Inc.; business trends consultant to *Newsweek* magazine; columnist for the *Christian Science Monitor* and the *New York Times* as well as professional journals; and today is publisher and owner of Janeway Publication & Research Corp.

The Detroit bank agreement, in the form of a letter from the bank agreeing to establish the $1.5 million credit, provides for repayment in two years with 5% interest.

The original agreement between Crowell-Collier and Consolidated included an Oct. 31 deadline for consummation. This has been extended to Nov. 21 for FCC approval and Nov. 30 or Dec. 31 for consummation.

Included in this portion of the contract is a complex provision for $100,000 for "liquidated damages" in case FCC approval comes after Nov. 21 or consummation occurs after Nov. 30 or Dec. 31. On a pro-rated basis, this amounts to about 16 cents a share if this option is exercised by any of the stockholders.

The Collier Broadcasting board was named as Paul C. Smith, chairman and president (he is president of Crowell-Collier); Eugene J. McCaffrey, executive vice president-treasurer (C-C treasurer); Carl O. Hoffman and R. Carl Chandler, directors (same with C-C); Denis O'Sullivan, secretary (secretary of C-C), and William J. Seif, asst. secretary-treasurer (asst. treasurer-auditor of C-C).

Invited to join the Crowell-Collier board is the senior Mr. Bitner. Harry M. Bitner Jr. has been invited to be president of the broadcast properties, the application reported.

As before, Crowell-Collier reported that William H. Birnie, a vice president of the publishing house, owns 4% of WKNE-AM-TV Keene, N. H., which in turn owns 51.2% of WKNY Kingston, N. Y., and that both of these broadcast entities own a total of 20.7% of WKNY-TV Poughkeepsie, N. Y.; and that Edward L. Elliott, a director of C-C, is a director of WROW-WCDA (TV) Albany, N. Y., which also owns WCDB (TV) Hagaman, N. Y.

The Bitners will receive $19.50 per share for their 56.03% interest, to be paid $3 at closing, another $2 on Jan. 2, 1957, plus $14.50 to be paid in eight annual installments beginning one year from closing.

The Consolidated balance sheet as of July 31, 1956—covering all Consolidated properties including the Indianapolis outlets which are licensed to Consolidated—showed that total assets amounted to $6,687,773, of which $776,005 were current assets. Total current liabilities were listed as $914,652; notes payable as $2,784,643; earned surplus as $2,581,369 and profit to Aug. 15 $296,760. Replacement costs for all Consolidated properties were totaled as $1,865,028.

Individual balance sheets for July 31, 1956, for subsidiary companies showed that WOOD-AM-TV had an earned surplus of $1,097,566, with profit to Aug. 10 of $359,518; WTCN-AM-TV had a deficit as of Nov. 30, 1955, of $475,667, with a loss to Aug. 13 of $110,877; WFDF had an earned surplus of $214,010, with a loss to Aug. 11 of $109.

WFBM-TV operates on ch. 6 and is affiliated with NBC; WOOD-TV on ch. 8 affiliated with NBC and ABC, and WTCN-TV on ch. 11 affiliated with ABC.

WESTINGHOUSE'S WIND BUY INCLUDES CHICAGO TV CP

THE WBC purchase of WIND Chicago for $5.3 million marks this transaction as one of the largest sums ever paid out for a radio station. The ch. 20 tv outlet is not operating.

WIND, founded in 1927 is on 560 kc with 5 kw directional. It is owned by Ralph L. Atlass, 11.1%; H. Leslie Atlass Jr. and Frank and Harriet Jane Atlass, 29.7%; John



Put your money where the people are

Flirting with foxes is great sport—but seldom puts a dollar in an advertiser's till.

WWJ's radio signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Cry "Yoicks!" when you're hunting for foxes. Use WWJ when you're gunning for sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

S. Knight (*Chicago Daily News*), 27.7%; Helen A. Wrigley and family, 26.4%; and John T. Carey, 5.5%.

WIND balance sheet as of Aug. 31, 1956, showed total assets of $2,024,224, of which $729,887 were current assets. Total current liabilities were given as $867,925, and surplus was listed as $1,111,299.

If FCC approves, Westinghouse will own its limit of seven am stations. It already owns KDKA Pittsburgh, WBZ Boston, KYW Cleveland, WBZA Springfield (Mass.), WOWO Fort Wayne and KEX Portland (Ore.). It also has tv outlets in Pittsburgh, Boston, Cleveland and in San Francisco.

FCC APPROVES UNIVERSAL'S $10 MILLION SALE TO WHITNEY

FCC last week approved the $10 million sale of Universal Broadcasting Co. to a 100% owned subsidiary of J. H. Whitney & Co., New York investment firm. The action was taken by four commissioners; Comr. Rosel H. Hyde abstaining from voting and Comr. Robert T. Bartley dissenting. Chairman George C. McConnaughey was absent.

Involved in the ownership transfer were WISH-AM-TV Indianapolis, WANE Fort Wayne and WINT (TV) Waterloo, Ind. All are CBS affiliates, with WISH-TV operating on ch. 8 and WINT on ch. 15. Universal bought WINT from Tri-State Television Inc. for $800,000 last June, dropping a permit for ch. 69 in Fort Wayne when the Waterloo transaction was approved.

Comr. Bartley, as he has in similar transfers, objected, asking for hearing on the question of concentration of control. Calling attention to what he termed "possible dangers toward which we are heading in the broadcast field" by permitting increasing concentrations of ownership of broadcast facilities in the major markets, he said, "It appears that the primary purpose of the transferee is to diversify its corporate activities. . . ." This widespread development could have profound effects on the broadcast structure, Comr. Bartley said, "extending to network affiliation, national spot advertising and even local advertising . . . program service . . . . public interest."

The fact that Universal bought WINT last summer and "now proposes to sell at a profit" raises questions regarding trafficking in licenses, Comr. Bartley said.

Universal stations are owned primarily by C. Bruce McConnell who holds nearly 55%. Robert B. McConnell remains as general manager of WISH-AM-TV. The two McConnells are also members of the board of Indiana Broadcasting Corp., the Whitney subsidiary. Other board members are C. Wrede Petersmeyer, Walter N. Thayer and Robert F. Bryan, Whitney partners, Howard Brundage, Whitney associate, and former Universal stockholders Stokes Gresham Jr., chief engineer of the stations, and Frank E. McKinney, Democratic Party official in Indiana. The McConnell-owned WHBU Anderson, Ind., was not included in the sale.

Transaction gives the Whitney company its third broadcast property — its third tv outlet, and first two radio stations. Whitney owns 90% of ch. 8 KOTV (TV) Tulsa, Okla., and 90% of ch. 11 KGUL-TV Galveston, Tex. The Whitney firm bought KOTV in 1954 from Wrather-Alvarez Inc. for $4 million. It bought the KGUL-TV property last August for $4.5 million. The Whitney firm also has interests in a number of community tv systems.

Among other sale applications filed with the FCC: KDON Salinas, Calif., sold by Frank Oxarart Inc. to KDON Inc., for $116,446.16. KDON Inc. principals are Clark E. and Irene H. Fee and Glen M. and Helen N. Stadler, the latter two of whom own KEED Springfield, Ore. KDON is on 1460 kc with 5 kw and was founded in 1935. The station showed a loss of $19,926.39 for the seven-month period, ending Aug. 31.

WGAT Utica, N. Y., sold by Central Broadcasting Co. to Star Broadcasting Co., for $85,000. Star Broadcasting operates WBBF Rochester and WGVA Geneva, both N. Y., and is owned by Maurice R. Forman (50%) and E. Menden (33%). WGAT showed a net 1955 loss of $9,994.97 and net loss for the first seven months of 1956 of $10,688.44.

KWIE Kennewick-Richland-Pasco, Wash., remaining 60% of KWIE was sold to Cascade Broadcasting Co., 40% owner, for $79,000 and assumption of obligations. Sellers are Clarence J. McCredie and Harold A. Clark. Cascade owns KIMA-AM-TV Yakima, Wash., satellites KLEW-TV Lewiston, Idaho, KEPR-TV Pasco and KBAS-TV Ephrata, both Wash., and is applicant for ch. 8 in Walla Walla, Wash.

Seven New Am Facilities Given Grants by FCC

THE FCC approved seven new am stations last week. They were:

Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w, daytime. Pat S. Goolsby, former general manager, KFNA Mena, Ark., and Chester Wilkerson, merchandise interests, are equal partners.

Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw, daytime. Mr. Lapica is sales, news and research director of KBLA Burbank, Calif.

Pocatello, Idaho—J. Ronald Bayton (50% owner-manager of KOFE Pullman, Wash.), 1290 kc, 1 kw, daytime.

Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w, daytime. President and 65% owner Harold A. Soderlund is general manager of KFAB Omaha.

Abingdon, Va.—Burley Bcstg. Co., 1230 kc, 250 w, unlimited. Lindy M. Seamon, general manager-chief engineer, WRIC Richlands, Va., and Nelson T. Barker, fuel and automobile interests, are equal partners.

Colorado Springs, Colo.—Taylor Bcstg. Co., 1460 kc, 1 kw, daytime. Principals are President-Treasurer W. C. Taylor (50%), Gene Reischman (20%), Homer Glover (10%) and J. Kenneth Smith (10%).

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc, 100 w, unlimited. Garden of the Gods operates KCMS-FM Manitou Springs. In latter two grants Commission made final the initial decision announced Sept. 7.

FTC FORMS UNIT TO MONITOR AIR

T. Harold Scott named to head new investigative branch which will keep eyes and ears open for questionable advertising on radio-tv.

THE Federal Trade Commission last week sketched its plans for stepped-up monitoring of radio and tv advertising and named T. Harold Scott, FTC attorney, to head the new investigative unit.

FTC Chairman John W. Gwynne said Mr. Scott will be legal adviser and assistant for radio-tv to Sherman R. Hill, chief project attorney of the FTC's Bureau of Investigation.



MR. SCOTT

As indicated last August by Alex Akerman Jr., FTC executive director [B•T, Aug. 6], FTC's attorney-investigators in its eight branch offices will assist the new unit by monitoring radio and tv broadcasts on a part-time basis, in addition to their other investigative work. These branches are in New York, Chicago, New Orleans, Cleveland, Kansas City, San Francisco, Seattle and Washington.

Mr. Akerman at the time explained that these field attorney-investigators "cover the whole country during a year" on their regular investigations and will use spare time to monitor local radio-tv broadcasts in each city for fraudulent and misleading ads.

The FTC's present "task force" of four attorneys at Washington headquarters, which examines scripts and continuities furnished by radio and tv stations on a scientific sampling basis, will be merged into the new unit. Mr. Akerman feels that trained legal investigators—actually monitoring broadcasts in person and continuing to check sample scripts furnished by radio-tv stations four times a year on request from the FTC —will increase effectiveness of the FTC checks by use of both methods. Although a few stations have objected to the FTC's requests for sample day scripts four times yearly, they usually have become mollified when FTC tells them that they are not being singled out and that all stations must furnish the scripts, an FTC spokesman said.

Mr. Akerman said that while radio-tv stations have "done a good job of screening out false advertising," FTC's new monitoring unit "undoubtedly will offer even greater protection to the public."

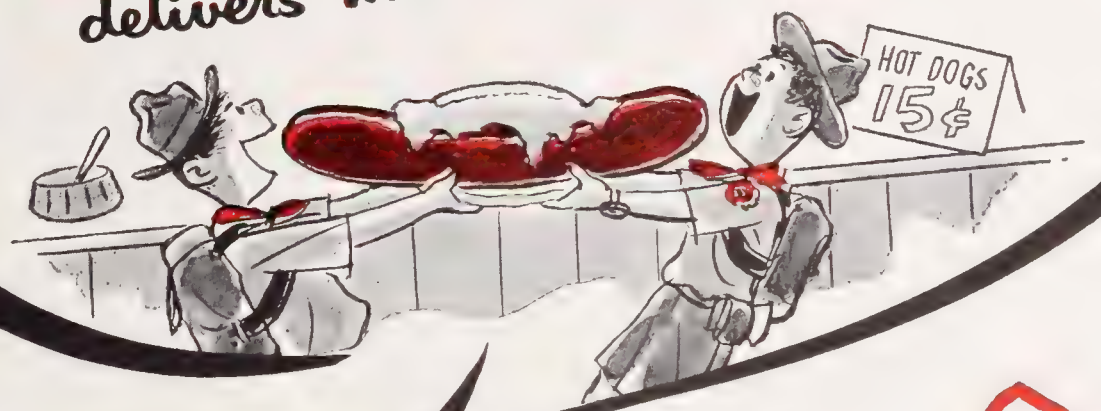
The FTC has been conferring with FCC staff members to work out a system whereby the FCC is notified when an advertiser is using questionable advertising practices on a given broadcast station or network, according to Mr. Hill, and expects to announce a new FTC-FCC liaison formula "shortly."

Discussions for such a formula were un-

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



. . . JUST LOOK AT

KFBK

THE BEELINE'S 50,000 WATT SACRAMENTO STATION

KFBK has more top rated daytime shows . . . 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has greater coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a greater FCC contour, daytime and nighttime, than any competitive station.



Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

dertaken after an exchange of correspondence last spring between Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and FCC Chairman George C. McConnaughey, in which Mr. McConnaughey said the FCC staff would consult with the FTC in working out a plan whereby the FCC would be notified of the radio or tv station or network involved in FTC charges and other action against questionable advertisers.

Sen. Magnuson, who as chairman of a Senate Appropriations subcommittee was largely responsible for restoring a $100,000 cut from the FTC's fiscal 1957 budget with the understanding FTC would increase its monitoring of fraudulent radio-tv commercials, indicated he thought the FCC and FTC should exchange specific information where radio-tv abuses are involved.

U. S.-Mexico Am Talks To Resume This Week

RESUMPTION of U. S.-Mexico talks regarding an agreement on the use of standard broadcasting frequencies is scheduled to get underway this week in Mexico City. FCC Comr. Rosel H. Hyde, head of the American delegation, leaves Washington this morning and expects to spend the week discussing the two countries' frequency agreement.

Asst. chief of the U. S. Delegation is John C. Cross, State Dept. Sr. Carlos Nunez, Ministry of Communications, is chief of the Mexican delegation.

INDUSTRY SPOKESMEN TAKE THE STAND BEFORE SENATE PROBE OF ELECTIONS

MBS President Poor opposes proposals that broadcasters donate free time for campaigning. Agency representatives (NC&K for Democrats, BBDO for Republicans) tell about spending, remain quiet on legislative recommendations.

INVESTIGATION into political campaign expenditures, including those for radio-tv time, was kicked off last week by the Senate Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.). The unit heard testimony from MBS, the two major national political committees and their advertising agencies, and others Monday through Wednesday last week.

MBS President John B. Poor said his network has sold only three half-hours of time for the presidential campaign, all to the Democrats. Also testifying were Eugene H. Kummel, vice president of Norman, Craig & Kummel, New York, Democratic agency, and Carroll P. Newton, vice president and board member of BBDO, New York, GOP agency.

Among other witnesses testifying on matters affecting the radio-tv industry were Democratic National Chairman Paul M. Butler; GOP National Chairman Leonard W. Hall; Robert R. Nathan, executive committee chairman, Americans for Democratic Action (ADA), and Alexander Heard, political science professor at the U. of North Carolina.

Mr. Poor objected to free time proposals under the present equal access provisions of Sec. 315 of the Communications Act. The two agencymen reported their spending on behalf of the two parties, but declined to make recommendations on legislation. Mr. Nathan asked that networks be required to give free time to candidates. Prof. Heard reported on political contributions and spending in the 1952 campaign.

Sen. Gore said plans for another session before the Nov. 6 election are indefinite, although hearings will be held after the voting. Scheduled for late November, he said, are reports on political spending with individual radio and tv stations, to be secured through cooperation with NARTB.

At one point, Sen. Carl T. Curtis (R-Neb.) requested that tv newsreel cameramen covering the hearing identify themselves. One of the units was hired to cover the hearings by United Auto Workers (AFL-CIO). Sen. Curtis didn't object to the coverage but wanted it known that UAW was covering the hearing by film and tape for radio-tv programs on individual stations. Sen. Curtis said various labor unions were making 1,500 to 2,000 broadcasts a week, mostly in behalf of Democrats.

MBS President Poor said Mutual has sold or contracted for three half-hours, all to Democrats. This includes the Sept. 13 broad-

THESE INDUSTRY FIGURES DONATED HARD CASH, TOO

A NUMBER of persons associated with the broadcasting industry were named last week in a report of contributors to the Republican and Democratic party coffers. The list was introduced into the record of the Senate Elections Subcommittee, and was compiled by the Clerk of the House of Representatives to indicate donations in excess of $500 to one or more of 14 GOP and three Democratic groups from Jan. 1 to Aug. 31, 1956. Names with broadcast connotations:

DEMOCRATS

Robert H. Hinckley, ABC Washington vice president, $500; Lou Poller, WCAN-TV Milwaukee (now suspended), $2,500; William A. Roberts, Roberts & McInnis, $800; Mrs. Edgar B. Stern (Edgar B. Stern Jr. is president of WDSU-AM-FM-TV New Orleans), $1,000.

REPUBLICANS

Louis N. Brockway, executive vice president, Young & Rubicam, $1,000; Bob Hope, stockholder, KOA-AM-FM-TV Denver, $5,000; Time, Inc. officials, Roy E. Larsen, president, $3,500; Henry R. Luce, editor-in-chief, $8,500, and James A. Linen, publisher, $1,000; Edward J. Noble, director, AB-PT, and Mrs. Ethel T. Noble, $17,000; Stanley Resor, board chairman, J. Walter Thompson Co., $1,000.

George B. Storer, Storer Broadcasting Co., $5,000; Thomas G. Tinsley Jr., WITH-AM-FM Baltimore, WXEX-TV Petersburg, Va., and Patricia McCord Tinsley, $12,000; John Hay Whitney, J. H. Whitney & Co., and Mrs. Whitney, $26,000; Oveta C. Hobby, *Houston Post* (KPRC-AM-FM-TV Houston), $1,000; John S. Knight, John S. Knight stations, $1,000; Sigurd S. Larmon, president, Young & Rubicam, $500.

Gardner Cowles, Cowles stations, $1,000; J. H. S. Ellis, president, Kudner Agency, $500; Bruce Barton, board chairman, BBDO, $1,000; Robert T. Colwell, vice president, Sullivan, Stauffer, Colwell & Bayles, $500; Henry C. Flower Jr., vice chairman, J. Walter Thompson Co., $2,000; Emerson Foote, executive vice president, McCann-Erickson, $1,000.

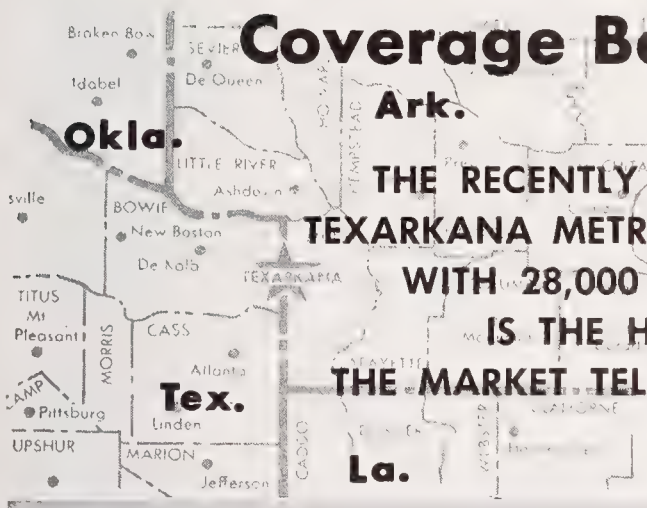
Frederick B. Manchee, executive vice president, BBDO, $1,000; Harrison K. McCann, board chairman, McCann-Erickson, $1,000; Robert Montgomery, tv producer and tv adviser to President Eisenhower, $1,500; F. B. Ryan Jr., board chairman, Ruthrauff & Ryan, $500; George Ketchum, president, Ketchum, MacLeod & Grove, $1,000; M. Robert Rogers, WGMS Washington, $2,000.

Also last week, Prof. Alexander Heard of the U. of North Carolina, submitted a list of persons who contributed $10,000 or more to political campaigns in 1952. They included former Sen. William Benton, board chairman of Encyclopedia Britannica Inc. which has a tv film-producing subsidiary, $15,033 to Democrats; E. L. Cord, owner of KFAC-AM-FM Los Angeles, $36,500 to Republicans; Mr. and Mrs. H. L. Hunt (his Facts Forum Inc. underwrites *Reporters Roundup* on MBS and produces a tv film version), $38,300 to Republicans; Mr. and Mrs. Joseph Katz (he is president of the Baltimore agency by that name), $10,000 to Democrats; Henry R. and Claire Booth Luce (he is editor-in-chief of Time Inc. publications; Time Inc. owns, KLZ-AM-FM-TV Denver, 80% of KDYL-AM-FM-KTVT [TV] Salt Lake City and 50% of KOB-AM-TV Albuquerque, N. M.), $28,000 to Republicans, $500 to one Democrat; Mr. and Mrs. John Hay Whitney (he is senior partner in J. H. Whitney & Co., investment firm which owns 90% of KGUL-TV Galveston-Houston and KOTV [TV] Tulsa and has bought WISH-AM-TV Indianapolis and WANE-WINT (TV) Ft. Wayne), $31,000 to GOP.

A booming... prosperous 4 states Area



Made One Great Market by the Only Coverage Beamed to Unify This Potential



THE RECENTLY DESIGNATED TEXARKANA METROPOLITAN AREA WITH 28,000 TV HOMES IS THE HUB OF THE MARKET TELEVISION BUILT!

165,000 Sets Now in Range of the KCMC-TV Maximum Power Signal.

58% Total Weekly Share of Audience in 26 Counties. (Feb. 1956 Telepulse)

"Over 250 Sponsored Network Hours per Month"

CBS INTERCONNECTED **ABC**

WALTER M. WINDSOR
General Manager

RICHARD M. PETERS
Dir. Natl. Sales & Promotion

Represented by
Venard, Rintoul and McConnell, Inc.

KCMC-TV

CHANNEL 6

TEXARKANA, TEXAS-ARKANSAS



MR. POOR MR. KUMMEL MR. NEWTON

cast by Adlai Stevenson ($6,065), and half-hours on Oct. 23 ($6,055) and Nov. 3 ($6,704).

Mr. Kummel said NC&K has contracted for $1,306,356 in advertising for the Democratic National Committee through Nov 6, predominantly for radio-tv time plus production and pre-emption costs; $110,534 for the Stevenson-Kefauver Campaign Committee; $82,449 for Volunteers for Stevenson-Kefauver; $24,500 for Businessmen for Stevenson-Kefauver, and $7,000 for the Florida Stevenson-Kefauver Campaign Committee. NC&K is not presently negotiating for additional time, he said.

BBDO's Mr. Newton said his agency has contracted for $290,019 in advertising as of Oct. 5 for the Republican National Committee, of which $218,958 was for three half-hour tv time periods plus 20-second spots and $17,192 was for two half-hour radio periods, with an additional $23,502 in production and pre-emption costs.

For the National Republican Senatorial Committee, he said, BBDO has contracted for $497,568 in advertising, of which $416,194 was for five half-hour tv time periods plus 12 five-minute periods and $17,672 was for two half-hour radio time periods, with production and pre-emption costs of $63,351.

For the National Republican Congressional Committee, BBDO contracted $646,454 in advertising, with the radio-tv share as follows: $514,153 for six half-hour tv time periods, one quarter-hour tv period, 11 five-minute tv periods plus 20-second spots; $25,895 for three half-hour radio periods and one quarter-hour of radio; $41,071 for network radio-tv production and pre-emption costs; $50,384 for production costs for five-minute and 20-second films for tv.

Thus, of the $1,434,041 in advertising under contract by BBDO for the three committees, $1,388,272 is in radio and tv. There will be additional production and pre-emption costs which cannot be estimated at present, Mr. Newton said.

The subcommittee reported expenditures of $796,268 by both major political parties from Sept. 1 through Oct. 7, including production and pre-emption cost. Total time-only sales were $706,440 ($629,774 for tv, $76,666 for radio), Republicans spending $411,651 and Democrats $384,617.

Total costs of time reserved as of Sept. 1 through Nov. 6, including production and pre-emption costs, was quoted at $2,179,695, with Republicans reserving $1,489,668 in time and Democrats $690,026.

A report by Prof. Alexander Heard of the U. of North Carolina indicated 1952 campaign expenditures by 15 national Democratic groups and 18 Republican organizations totaled $4,500,000 for Democrats and $6,600,000 for Republicans.

What Parties Got, Spent

Democratic National Chairman Paul M. Butler reported that the committee received a total of $582,047 during September and expended $602,808 for the month. Of the expended amount, $40,598 was spent on radio and $351,373 on television for time and pre-emption and production costs, he said. The $582,047 received in September brings total receipts as of Sept. 30 to $1,146,572, he said. Noting that the committee had a balance of $14,894 and unpaid bills of $120,664 on Sept. 30, he said all major tv addresses by Democratic nominee Adlai Stevenson are followed by appeals for contributions.

GOP Chairman Hall said his committee received $244,586 during September and expended $368,922 of which $99,270 was spent on television. Total receipts for the year through Oct. 1 were $1,998,728. Balance on Oct. 1 was $540,289, with unpaid bills of $24,000.

Mr. Nathan said ADA favors amendment of the Communications Act to require the networks to make available a "reasonable amount" of free time to candidates of the major parties.

Pro Football Case May Affect Radio-Tv

THE U. S. Supreme Court has agreed to consider whether professional football is—like baseball—exempt from the antitrust laws. The decision may affect pro football's radio and tv broadcast activities.

The high court made that decision last Monday when it accepted for argument an appeal by a former National Fooball League tackle—William Radovich, one-time Detroit Lions lineman—against a lower court dismissal of his $150,000 damage suit against NFL. The lower court had upheld a district court ruling which dismissed Mr. Radovich's suit. It held that football was a team sport and thus exempt from the antitrust laws in line with the 1953 Supreme Court decision holding that baseball was not liable to be sued for monopoly.

In baseball and boxing cases, the rise of television—and its interstate character—was a key argument advanced by appellants in favor of a ruling that neither should be exempt from the Sherman Act.

The boxing antitrust suit, heard in New York federal court last spring, is still pending a decision. The theatre case was settled by consent decree.

STATIONS SHOULD SET OWN NORMS—LEE

BROADCASTERS should set their political policies, assuming responsibility for fair treatment of candidates and issues without legal mandate or regulation, FCC Comr. Robert E. Lee suggested Thursday in an address to the NARTB regional meeting in Washington (see main story, page 60).

After pointing to incongruous aspects of Sec. 315 of the Communications Act as well as a series of interpretations of this political section, Comr. Lee offered the idea of industry responsibility, adding, "I do not know the real answer. I wish I did."

Comr. Lee said broadcasters must decide what should or should not be broadcast, with FCC enjoined from censoring. He added, "Broadcasting has expanded to the point over the last 30 years in both size and stature so that it has reached maturity. Have we reason to fear that broadcasters will be unfair or irresponsible? Have we reason to distrust persons whose legal, financial and technical, and in many instances character qualifications are so closely scrutinized before they are permitted to use the public air?"

Comr. Lee reviewed the problems involved in granting air time where splinter groups and other factors complicate equal access. He recalled the controversy a decade ago when an atheist petitioned the FCC to revoke the license of some stations that carried religious broadcasts. FCC ruled that the existence of a Divine Being is a controversial issue, Comr. Lee quoting this sentence from an editorial in the July 29, 1946, issue of B•T: "Jot down July 1946 as the day the FCC took jurisdiction over God."

Sec. 315, with its equal time doctrine, is a "headache section" for the Commission, he said, reminding that no court case protects the earnest broadcaster against charges of unfairness or libel. "The broadcaster is damned if he does and damned if he doesn't," he explained.

Congress should provide relief, exempting broadcasters from libel in talks by qualified candidates whom they are not allowed to censor, he proposed, adding that many states have adopted libel protection for broadcasters.



WOODLAND-TV *is* BIG *territory!*

Hot? You bet! WOODland-TV is one of the country's hottest markets. You'd expect it, too, with a set count of 562,875 and a '55 sales record of $176,855,000 for appliances and general merchandise. It's Western Michigan . . . the country's 18th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us how to heat up *your* sales.



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

NBC, MBS CAUGHT IN CALIFORNIA OIL FEUD

Group opposing referendum proposal asks FCC to investigate NBC Radio's western network 'Richfield Reporter' for 'bias' in favor of proposal; sponsor Richfield Oil and pro group ask 'equal time' on MBS to answer 'attack' by Fulton Lewis Jr., plus retractions.

Proposition Four, a California referendum in the November election which would establish a three-man commission to enforce a new oil production conservation act and which has split the state's oil industry down the middle, gushed into national dispute last week as:

• The California Committee Opposed to Oil Monopoly (against Proposition Four) petitioned FCC to investigate immediately why NBC has allowed Richfield Oil Corp. to use its nightly *Richfield Reporter* newscasts on the western network to "propagandize" in support of Proposition Four. The committee charges violation of the Communications Act and asks "appropriate action" for relief before Nov. 6. NBC Hollywood said the network's reply would issue from New York.

• The "Citizens Conservation Committee for Proposition Four" demanded equal time on every Mutual station carrying Fulton Lewis jr.'s "attack" on Proposition Four.

• Richfield Oil Corp. demanded that Mr. Lewis and MBS retract statements made on the commentator's Oct. 1 broadcast or face a $7 million damage suit. Richfield charged the statements demonstrated "actual malice."

Spot Warfare Rages

Meanwhile, the ears and eyes of California citizens continue to be bombasted by radio and television spots, first to vote "yes" and then to vote "no" on Proposition Four as both camps wage an intensive all-media advertising campaign for their respective causes. Two San Francisco agencies are spending the money. Whitaker & Baxter is representing the "yes" and Harry Lerner & Assoc. the "no" group.

Basing its action on recorded monitoring extending over a period of four months, the California Committee Opposed to Oil Monopoly complaint charged that the *Richfield Reporter,* with repeated dissemination of "biased, slanted, distorted, and grossly prejudiced political propaganda, is support of Proposition No. 4, in the guise of news."

The complaint attributed responsibility for the "biased" broadcasts directly to Richfield Oil Corp., stating:

"The petitioner is informed and believes that NBC at its Hollywood office does not exercise supervision and control of the program content of the broadcasts of *The Richfield Reporter* but it is in fact under the sole supervision and control of the sponsor, the Richfield Oil Corp."

The complaint charges NBC with failing to supervise and control the program, and cites this failure as a violation of the Communications Act of 1934 and FCC rules and regulations.

W. H. Geis, chairman of the California Committee Opposed to Oil Monopoly, who signed the complaint, said:

"This is a flagrant and utterly indefensible case of the systematic poisoning of news reports at their source. NBC itself admits we have an airtight case. We began the monitoring of *The Richfield Reporter* last April and piled up overwhelming evidence of bias, prejudice, and slanted reporting in favor of Proposition 4.

"On Aug. 13 we sent telegrams of protest to NBC New York and NBC Hollywood, and submitted to them the monitored newscasts of *The Richfield Reporter,* together with copies of a score of news releases issued by our committee during the four-month period.

"This evidence proved that during the entire four-month period, *The Richfield Reporter* referred only once to a news release issued by us, while during that time he broadcast numerous statements by Charles S. Jones, president of Richfield, and R. W. Ragland, vice president, whose corporation pays for a program supposed to report the news objectively.

"Even the single reference by *The Richfield Reporter* to a news story from this committee was used merely as an excuse for a longer statement undermining our position.

"NBC informed us a week after our telegraphic protest that it had issued a 'kill order' forbidding *The Richfield Reporter* from mentioning Proposition 4 in any way until an investigation of our complaint could be made.

"NBC advised us also that Richfield's Vice President Ragland was notified of this action. It was continued in effect for nearly a month despite his protest.

"After making its investigation and comparing our news output with *The Richfield Reporter's* coverage of Proposition 4, NBC made the unprecedented offer of a 15-minute free program to tell our side of Proposition 4. However, the offer was hedged by a refusal by NBC to permit us to state why the program was offered to us without cost. It was our position that the offer in no way compensated for the harm and injury inflicted on us by the Richfield Oil Corp.'s continued use of its news program as an instrument for political propaganda, and we rejected it.

"On Sept. 14 *The Richfield Reporter* was evidently permitted to resume coverage of the Proposition 4 story, which he mentioned on that date for the first time in nearly a month. However, he was careful to give equal time to two news items, one of them supporting the proponents of the

GROSS TV NETWORK CHARGES UP 40.7%

Total in August up $42.6 million over August 1955. ABC-TV up 92.1%, CBS-TV 29.9%, NBC-TV 39.5%.

RECORD gross time charges by the tv networks for August—a total of $42,687,975, or 40.7% above August 1955—were reported last week by Publishers Information Bureau.

Each of the three networks grossed more in August than in any other month in the Jan.-Aug. period this year. They also topped their individual gross billings of August 1955 by hefty margins: ABC-TV chalked up a gain of 92.1%; CBS-TV, 29.9% and NBC-TV, 39.5%.

Previous high month of the year for ABC-TV was March, for CBS-TV it was July and for NBC-TV it was March. CBS-TV, which grossed more than $19.4 million in August and more than $144.4 million in the first eight months, remained the top network in gross time charges.

For the eight-month period, gross billings totaled $314,945,801 for a gain of 22.3% over the same period last year when the total billings was $257,517,496.

ABC-TV showed the biggest gain in the comparative eight-month periods: 77.8% above this year. The PIB compilation follows:

NETWORK TELEVISION

	Aug. 1956	Aug. 1955	% Change	Jan.-Aug. 1956	Jan.-Aug. 1955	% Change
ABC	$ 6,842,292	$ 3,562,676	+92.1	$ 50,855,477	$ 28,595,084	+77.8
CBS	19,430,748	14,959,098	+29.9	144,411,892	123,285,950	+17.1
DuMont**	———	55,385	———	———	3,091,170	———
NBC	16,414,935	11,767,789	+39.5	119,678,432	102,545,292	+16.7
	$42,687,975	$30,344,948	+40.7	$314,945,801	$257,517,496	+22.3

1956 NETWORK TELEVISION TOTALS TO DATE

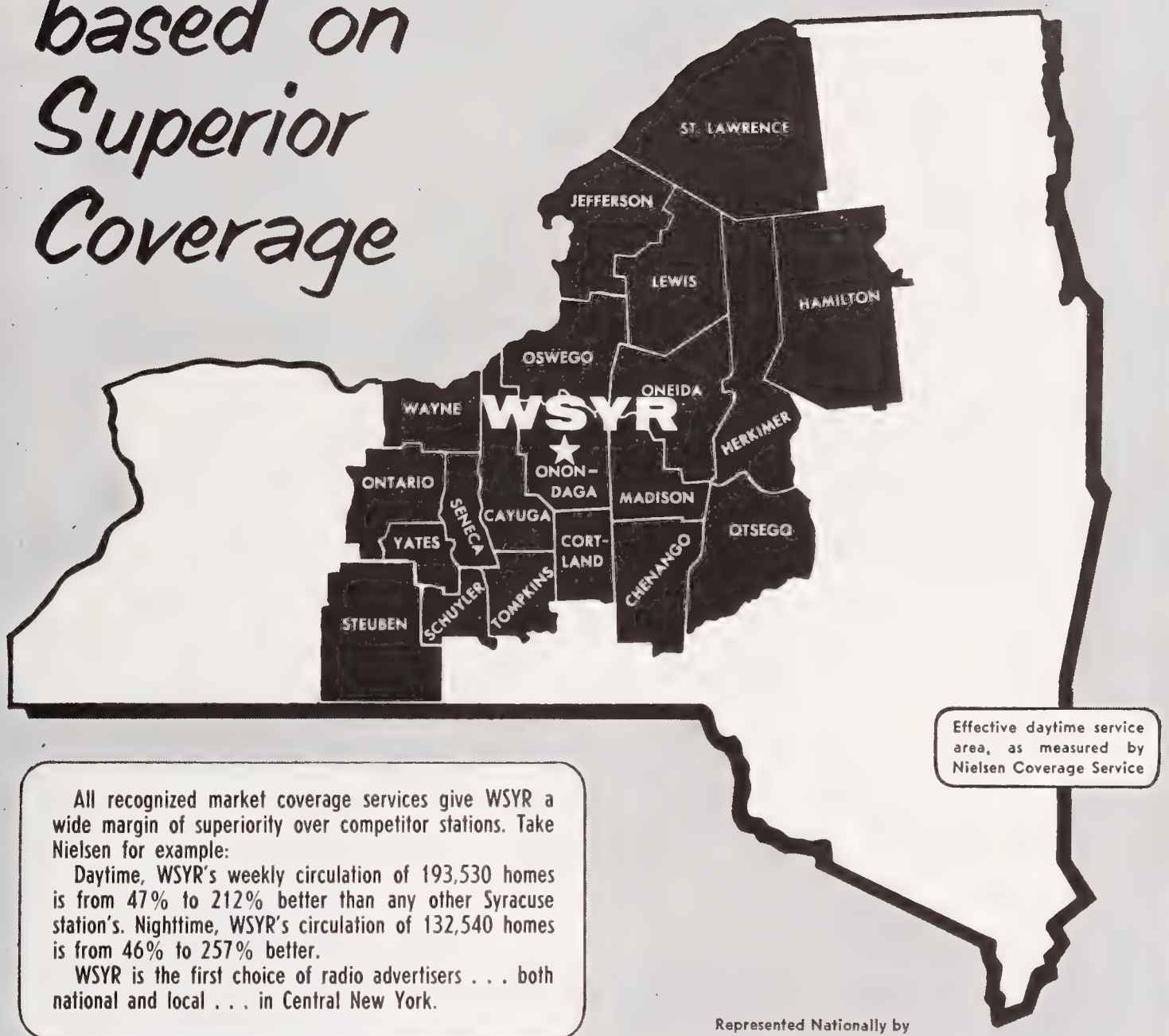
	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 6,382,046	$ 17,820,455	———	$ 14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	———	13,845,000	37,191,571
March	6,747,928	17,884,976	———	15,955,688	40,588,592
April	6,173,922	17,668,950	———	15,136,596	38,979,468
May	6,639,132	18,260,894	———	15,710,403	40,610,429
June	6,119,917	17,935,789	———	14,186,929	38,242,635
July	5,532,030	18,481,719*	———	13,733,765*	37,747,514*
Aug.	6,842,292	19,430,748	———	16,414,935	42,687,975
Total	$50,855,477	$144,411,892	———	$119,678,432	$314,945,801

* Revised as of October 9, 1956.

** Effective September 15, 1955, DuMont Tv Network changed from a national network to a local operation.

LEADERSHIP...

based on Superior Coverage



All recognized market coverage services give WSYR a wide margin of superiority over competitor stations. Take Nielsen for example:

Daytime, WSYR's weekly circulation of 193,530 homes is from 47% to 212% better than any other Syracuse station's. Nighttime, WSYR's circulation of 132,540 homes is from 46% to 257% better.

WSYR is the first choice of radio advertisers . . . both national and local . . . in Central New York.

Represented Nationally by

HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

NBC AFFILIATE

WSYR

5 KW • 570 KC SYRACUSE, N. Y.

measure and the other giving our views."

The complaint advised FCC that documentary proof of the biased broadcasts—including the monitored reports and the committee's news releases—are available for Commission inspection and requested the Commission to take action under Sec. 303 of the Communications Act, which empowers the Commission to proceed with respect to licensees "as public interest, convenience, and necessity requires."

Demand for equal time on MBS to answer attacks upon Proposition 4 by Fulton Lewis jr. was made by the Citizens Conservation Committee for Proposition 4 and by Charles S. Jones, chairman of the policy committee of the California Citizens Conservation Committee, in a telegram to MBS Board Chairman Thomas F. O'Neil. Mr. Jones also is president of Richfield Oil Corp. He said in part:

Stranger From the East

"Into an atmosphere where certain men of more wealth than conscience have demonstrated they will stop at nothing to prevent California from adopting a fair oil conservation law now steps a stranger from the East Coast, one Fulton Lewis jr.

"Without any attempt to approach any of the sponsors of Proposition 4 or to inform himself about the arguments in favor of this measure, Mr. Lewis attacked it and its supporters two times on four broadcasts.

"For Mr. Lewis, identified as a crusader for the Far Right Wing, to join forces with the Left Wing which is openly and loudly determined to defeat Proposition 4, is in itself an amazing performance considering that Mr. Lewis lives on the Atlantic Coast and is not known to be one of those who has anything to gain by stifling conservation in California.

"We regret that Mr. Lewis saw fit to indulge in an attack based upon personal vilification, distortions, half truths, and misrepresentation without making any approach to inform himself about the conservation story.

"But Mr. Lewis has done more than lift the eyebrows of citizens. He has attempted to butcher the cause of conservation. He has used the facilities of MBS to do so. He has done more than chop viciously at the cause of conservation. He has launched a blunt, point-blank attack upon the reputation of certain companies and persons in defiance of principle and honor, if not of law.

"For these reasons, we serve demand upon MBS for the same amount of broadcast time, the same number of broadcast periods, over all of the same outlets, and at exactly the identical and corresponding broadcast time, so that we may reach as many as possible of the listeners of Mr. Lewis with the other side of this story."

Mr. Lewis and Mutual face damage suits of $7 million by the Richfield Oil Corp. for "scurrilous and maliciously false defamatory statements" against the company.

This was revealed in demands served on Mr. Lewis and Mutual last week by Richfield President Jones for retraction of statements made by the news comentator which the company said demonstrated "actual malice."

Mr. Jones stated that failure to retract the damaging statements would result in legal action against both Mr. Lewis and the network for $5 million general damages, $2 million exemplary damages for "actual malice" and for "such additional special damages as are found to have been caused this corporation by the broadcast."

During his Oct. 1 broadcast, Mr. Lewis according to Mr. Richfield, said:

"The ringleader in this little enterprise is the Richfield Oil Co., which, of course, has a very unsavory past history. Two of its former officials went to jail. This is the outfit that was tied in with the Teapot Oil Dome scandal in the Harding Administration, if you remember."

Mr. Jones charged that "Lewis knew these slanderous statements were untrue and deceitful." He said in his demand for retraction: "You well know that this corporation and its management does not have a 'very unsavory past history', but on the contrary, enjoys a fine reputation. None of its present or former officials ever 'went to jail.' Furthermore, as you well know, this corporation never had any connection whatever with the Teapot Dome matter."

Mr. Jones said he was shocked by Mr. Lewis' apparent "complete lack of regard for the facts and obvious intent to injure Richfield Oil Corp.'s excellent reputation in its marketing communities."

The Richfield president said that "any responsible reporter would have thoroughly checked the facts before making such irresponsible and purposefully damaging comments on a nationwide broadcast."

"It seems obvious," Mr. Jones added, "that Lewis' statements were maliciously intentional."

Mr. Jones' letters were in compliance with the Civil Code of California which requires that notice of demand for retraction be made before suit for slander by a radio broadcast can be instituted.

Under the California code, Mr. Lewis and the network have three weeks to comply.

ABC Names Western Heads To Replace Petry Sales

DIRECTORS to head up ABC's sales representation of its western radio and tv networks, effective Nov. 1 on resignation of representation by Edward Petry & Co., were announced last week.

ABC-TV western network sales in the west will be handled by Vincent Francis, ABC-TV western division sales manager, with headquarters in San Francisco. He will report to Slocum Chapin, ABC-TV vice president in charge of sales.

ABC Radio western network sales in the west will be handled by Harry Woodworth, director of radio for ABC Radio western division, with headquarters in Hollywood. He reports to George Comtois, national sales manager of the ABC Radio Network.

The western networks will be represented in New York and Chicago by ABC radio and tv network sales offices in those cities.

Campbell to Sales V.P. For GT O&Os, Mutual

WENDELL B. CAMPBELL, national sales manager for General Teleradio, has been promoted to vice president for national sales of the parent RKO Teleradio Pictures Inc., President and Board Chairman Thomas F. O'Neil is announcing today (Mon.).


MR. CAMPBELL

Mr. Campbell will supervise national sales for General Teleradio's owned - and - operated radio and television stations and for the Mutual network. In the latter role he will take over duties being given up by Harry Trenner, Mutual's sales vice president (see below).

Mr. O'Neil said election of Mr. Campbell to the new vice presidency occurred Friday at RKO Teleradio Pictures' 1270 Sixth Ave. offices in New York. The move, he said, is an integral part of the new MBS-RKO Radio Pictures "integration" plan. The field offices and other facilities of RKO Radio Pictures, motion picture branch of RKO Teleradio, will assist in sales, sales service, station relations, programming and other phases of Mutual operations under the integration plan [B•T, Oct. 8].

In his new post he will continue to maintain his office at the General Teleradio-Mutual headquarters, 1440 Broadway, New York.

General Teleradio's owned stations are WOR-AM-TV New York; WNAC-AM-TV Boston; WHBQ-AM-TV Memphis; WEAT-AM-TV West Palm Beach, Fla.; KHJ-AM-TV Los Angeles; WGMS Washington, and KFRC San Francisco.

Trenner Leaving MBS, To Build New Fla. Am

HARRY TRENNER has resigned as sales vice president of Mutual to devote full time to the operation of his WFEC Miami and to his plans for another Florida station.

Mutual President John B. Poor said the resignation had been accepted with "deepest regrets" and that the effective date had not been decided. That, he said, will depend both on Mr. Trenner's personal plans and on the time necessary to readjust Mutual's sales operations into the new MBS-RKO Radio Pictures integration plan [B•T, Oct. 8].


MR. TRENNER

Mr. Trenner explained that his move was based on a desire to expand his Florida



The most beautiful package . . . the shrewdest merchandising plan . . . the smartest marketing and advertising program aren't worth anything until the product gets into the consumer's hands.

The best way to get your product into Western New York homes is to advertise it on WROC-TV.

The people who farm . . . those who work on assembly lines, get the highest steady wages going. "City-ites" and "Suburban-ites" alike . . . the folks in the more than 365,000 TV-homes in our area* --- "TAKE 5" for the truly terrific local programing and NBC-ABC program line-up.

They have the money to take your product into their homes as they have taken Channel 5 ..... pre-sell them on

* Free bonus 75,000 Canadian homes.

Rochester's FIRST Station

WROC-TV

CHANNEL 5

T T C

A TRANSCONTINENT TELEVISION CORPORATION STATION

Rochester Radio City • Rochester 3, N.Y. • BUtler 8-8400



PREMIERE broadcast of the new *Odyssey* series (stories of mankind's greatest adventures) will take place on CBS Television on Jan. 6, it was announced last week by Sig Mickelson, CBS vice president in charge of news and public affairs. The announcement was made at a news conference held in the Smithsonian Institution, Washington, which was followed by an announcement dinner attended by leading museum, cultural, education and government officials and CBS Television executives. In discussion at the dinner are (l to r) Mr. Mickelson; Dr. Luther Evans, UNESCO director-general; Dr. William M. Milliken, president of American Assn. of Museums; J. L. Van Volkenburg, president of CBS Television, and Dr. L. V. Coleman, director of the American Assn. of Museums.

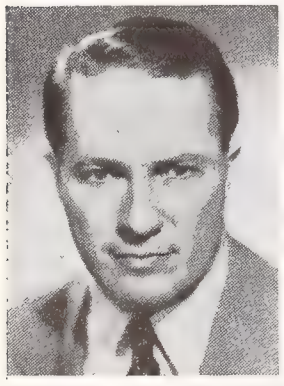
broadcast activities. His Miami station is 250 w daytime on 1220 kc.

"I am currently setting the groundwork for another station I intend building in Florida," he said without revealing specific details at this time. "This, plus my Mutual activities, is taking more time than I originally anticipated several months ago. I will remain with Mutual, however, until such time as we get an opportunity to check early results of the new sales pattern we've placed in effect."

The "new sales pattern" referred to the Mutual-RKO Radio Pictures integration program under which RKO field offices throughout the country will assist in handling many Mutual operations including sales and sales service as well as station relations, news and program liaison. In addition, RKO motion picture stars and story material will be made available to Mutual.

NBC Appoints Don Bishop To New Divisional Post

DON BISHOP, director of publicity, NBC owned-and-operated stations and NBC Spot Sales, has been appointed to a new divisional staff post of director of publicity and community services for the NBC o&o stations and NBC Spot Sales. John O'Keefe, manager of publicity, WRCA-AM-TV New York, is slated to succeed him.



MR. BISHOP

Mr. Bishop's post, according to Thomas B. McFadden, vice president of the division, was established because of the continued growth of the stations and a greater need for staff liaison between the stations and the division headquarters in New York. In his new position, Mr. Bishop will take charge of public affairs and press relations, assisting the stations to broaden the scope of their public service programs and civic projects. He has been with NBC for nine years, joining as a staff writer and later moving up through the publicity department.

Livingston to Head NBC Pacific Programs

ALAN W. LIVINGSTON, president of NBC-subsidiary California National Productions, [B•T OUR RESPECTS, Oct. 8] has been appointed head of NBC-TV programs originating from the Pacific division, according to an announcement by Thomas A. McAvity, NBC executive vice president, television network programs and sales.



MR. LIVINGSTON

He will be proposed for election as a vice president of the network at the next board meeting, Nov. 2.

Former executive vice president of Capitol Records, where he began by building children's records into a major success, Mr. Livingston has been head of the NBC film production-syndication subsidiary since April 15. His successor there will be announced in the near future, NBC said.

Mr. McAvity's announcement said that with 50% of the network's programs created or produced on the West Coast, Mr. Livingston's post will be of key importance with wider latitude than before, particularly in creative and program development fields.

Murrow Quits Board To Talk CBS Contract

With salary exceeding president's, newscaster wants nobody to say he was in favored spot in negotiating new employment contract.

NEWSCASTER Edward R. Murrow, in the process of negotiating "a new and possibly long-term employment contract" with CBS, last week resigned as a board member of CBS Inc. to avoid any possible subsequent contention "that my presence on the board had influenced the nature of the negotiations."

The board accepted the resignation with regret, said it would keenly miss his presence, and voiced unanimously its appreciation for his contributions to board deliberations during his seven years as a member.

Details of the contract now in negotiation were not disclosed, but it was understood to be one that would supersede, if completed in time, the present agreement between Mr. Murrow and CBS. The present contract reportedly has more than a year to go—some sources said considerably more—but it was said that the complexity of such contracts made it desirable to start negotiations early rather than wait and face the prospect of negotiating against an imminent deadline.

Mr Murrow's present contract dates to 1947. During 1955, according to the company's latest proxy statement, he was paid $316,076.12. CBS President Frank Stanton received $281,522.16.

Murrow Explains Position

In his resignation letter Mr. Murrow said it seemed "inappropriate" to remain on the board during the negotiations. "Years of association with you and the other members of the board have convinced me that considerations of a personal nature could in no circumstances influence the judgment or decision of the board," he continued. "It will continue to make decisions in the light of what it regards as being in the best interests of the corporation and its stockholders. However, were I to remain a member of the board during this period there would, I believe, exist the possibility, even though limited, of some contention that my presence on the board had influenced the nature of the negotiations."

Mrs. Weiss Marries Oilman

MRS. LEWIS ALLEN WEISS was married Friday in Las Vegas, Nev., to oilman Lawrence Frankley. Her daughter, Patricia (Mrs. John Armitage), flew to Las Vegas from Moscow, where her husband is in the U. S. diplomatic service. Mr. Frankley, a longtime family friend, was attorney for the late Lewis Allen Weiss when the latter became vice president and general manager of the Don Lee Broadcasting System.

GREAT NEW COMBINATION!

WOKY

Milwaukee's number one independent radio station is pleased to announce the appointment of

THE KATZ AGENCY, INC.

as national representatives, effective

OCTOBER 18, 1956

★

In Milwaukee, the shrewd buy is WOKY . . . here's why!

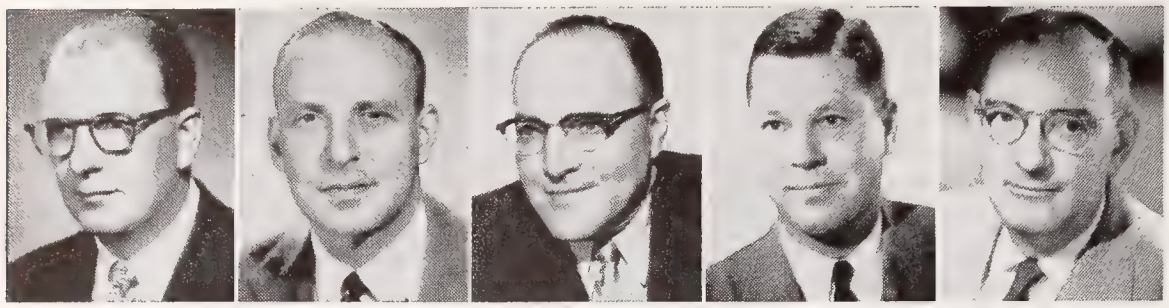
- First in listeners, day and night.
- Lowest cost per thousand in the market.
- Covers 54% of the population in wealthy Wisconsin.
- Choice of the "blue chip" national and local advertisers.
- 24 hours of music, news and sports.
- 1000 watts at 920 KC.
- Bellwether station of the booming BARTELL GROUP.



FIRST in WOKY MILWAUKEE

THE BARTELL GROUP B RADIO STATIONS

A BARTELL GROUP STATION



FOUR new vice presidents have been announced by NBC and a fifth vice president has been promoted to the new post of vice president-treasurer [AT DEADLINE, Oct. 8]. They are (l to r): Charles H. Colledge, Facilities Operations; Jarry A. Danzig, Radio Network Programs; William R. (Billy) Goodheart Jr., NBC Television Network Sales; William K. McDaniel, NBC Radio Network Sales, and Earl Retting, Television Network Services and treasurer of NBC.

ABC REVEALS PLANS TO EXPAND OFFICES

Network initiates a 'costly' project to add two floors to its five-story headquarters at 7 W. 66th St., New York.

FACED by staggering real estate costs in midtown Manhattan (estimated price per foot: $4,800) on the one hand, and by the fact that it is growing too fast for comfort —at least for the comfort of those employes packed into its 1.2 acres of administrative and creative office space—the American Broadcasting Co. is looking skyward.

Currently under way: A "very costly" and delicate project of adding two complete floors to its main, five-story plant at 7 W. 66th St., just off New York's Central Park. Through the block, on the 67th St. side, it is completing a novel way of creating two tv studios out of one.

The administrative end of the project, which will add 9,500 sq. ft. of space to ABC's current 200,000 sq. ft of office area, will see a sixth and seventh floor added to the network's headquarters, but in such a way as to leave the sixth floor free of columns that would ordinarily support the seventh. Explained space-conscious ABC: The sixth floor will be literally suspended by the seventh through "floating" steel beams and construction that will put the brunt of the weight on the frame of the building itself. Both floors will incorporate the latest "contemporary" designs and will be—like the five other floors—completely aircondtioned.

To facilitate "getting there," ABC is eliminating its manually-operated elevators and installing "magic brain" lifts.

On the other side of the building, the network is converting its massive W. 67th St. studio back into Tv 1 and Tv 2 by erecting a giant 25 x 50 ft., 15-ton, movable, soundproof (by fiberglass) door that can be raised or lowered by the flick of a switch on a 5 horsepower motor. Raised, it will give ABC an 11,700 sq. ft. studio; lowered, it will create two studios, one 73 x 90 ft., the other 67 x 86 ft. The network claimed that this was the first such experiment in the history of telecasting, citing the fact that that it had to commission the American Stage Equipment & Iron Works to construct it after having retained MIT accoustical engineer Leo Beranek to act as consultant to ABC's engineering facilities staff.

Network spokesmen declined to indicate the cost of these two projects, but noted them as "very substantial." They likewise begged off from discussing in any detail ABC's other expansion plans, saying that such comment may jeopardize real estate negotiations now going on or on the planning boards.

Of the three major networks, ABC-TV seems to be the only one permanently "set." After its spin-off from NBC, ABC remained in Rockefeller Center, and in 1949 purchased the property of the New York Riding Academy, its clubhouse, riding arena and stables. The latter two were converted into studios, the former into administrative offices. It moved in during early 1953, following years of painstaking reconstruction.

Today, it owns 1.2 acres (300 ft. frontage on W. 66th St., 150 ft. frontage on W. 67th St.) of property off Central Park, some of which hasn't yet been converted into usuable space from brownstones and parking garages. It owns a corner building on Broadway at 70th St., housing storage space and several other administrative departments such as accounting. It leases space in the Hotel Des Artistes on W. 67th St., in several office buildings on W. 66th St., and in three theatres in the West 40s, the latter used for audience participation shows.

NETWORK PEOPLE

Jack Jennings, account executive, KHJ-TV L. A., and Don Lee Mutual Network, to L. A. office, NBC Spot Sales. He replaces **Kenneth Johnson,** transferred to network's S. F. office.

John C. Schulz, salesman, WBBM Chicago, and **Richard Wittwer,** manager, Chicago office, General Teleradio, to ABC Radio Central Div. as account executives. Mr. Schulz formerly station manager, WFRV-TV Green Bay, Wisc.; later with Crosley Broadcasting.

J. A. Driscoll, vice president in charge of ABC San Francisco office, elected to board of directors of San Francisco Employers Council.

Ed Sullivan, CBS-TV star, will be guest of honor and speaker at the 15th annual luncheon to be held by The Pulse, Inc., on Oct. 24 at New York's Plaza hotel.

142 Million Radio Sets, 37 Million Tv Sets in '55

RADIO-TV circulation totaled 142 million radio sets and 37 million tv sets at the end of 1955, according to a new edition of *Electronics Industry Fact Book* published by Radio-Electronics-Tv Mfrs. Assn.

RETMA announced recently that retail dealers had sold 7,225,862 radio sets and 3,752,133 tv sets in the first seven months of 1956. The radio figure does not include auto sets.

While no data are available on obsolescence of sets in consumer hands, addition of 7,225,862 radios sold in seven months of 1956 to the RETMA figure showing 142 million radios in use gives a total of 149 million radio sets as of Aug. 1, 1956 (minus whatever receivers have gone out of service since Jan. 1, 1956). The tv figure of 37 million sets-in-use plus 3,752,133 sets sold this year gives a total of 40.7 million as of Aug. 1, 1956 (minus sets that have gone out of service this year).

In a 32-page collection of production figures covering the $9.7 billion electronics industry, RETMA pointed out that the industry has increased nine times since the end of World War II and should double its present size within a decade.

Radio data show 14,529,000 sets produced last year, with a factory value of $291 million. Tv output in 1955 totaled 7,756,521 sets, with a factory value of $1,071 million.

"Since commercial radio broadcasting was authorized in 1920, more than 244 million radios have been produced and sold by factories for $6.2 billion," the booklet points out. "Auto radio output exceeded 6 million in 1955 for the first time in history. The production of 14.5 million radios of all types marks 1955 as one of the best years for radio since the postwar period of 1946-48.

"Since the end of World War II, 45.4 million tv sets have been produced by factories for $7.5 billion and 42.9 million sets have been sold to consumers."

Copies of the booklet are available at RETMA headquarters, 777 14th St. N. W., Washington 5, D. C., at 50 cents each. It contains data on picture and receiving tube production; military and industrial electronics, tubes and parts, and export data.

New Radio Technique Said Better Than Am Reception

A NEW radio technique which reportedly provides improved reception over conventional am radio was described last week by John P. Costas, consulting engineer with the Heavy Military Electronic Equipment Dept. of the General Electric Co., before the second annual Symposium on Aeronautical Communications in Utica, N. Y.

Developed by GE for the Air Force, the new technique, called synchronous communications, was said to offer "increased resistance to interference and jamming over the single-sideband technique, which has been suggested as the logical replacement for the conventional am radio communications systems." Mr. Costas said the new

MARKET POWER...measure of accomplishment at **KOMO-TV,** Seattle

In just 30 days a series of one-minute spots on KOMO-TV's news program "Deadline" helped triple used-car sales for a prominent Seattle auto dealer. In fact, in all instances except one the car shown on "Deadline" was actually sold at the conclusion of the telecast. And this one customer bought a more expensive auto than the one displayed on TV!





Such sponsor reports mean a great deal to us. For at KOMO-TV we look for more than "adequate" success.

Western Washington viewers have learned to look to KOMO-TV for imaginative, ambitious programming...for public service, entertainment and news reporting far better than "adequate" They turn to KOMO-TV with confidence.

For it follows—a product is known by the company it keeps. Our viewers see—trust—and *buy*.

This is *market power*. A source of great pride to us—a source of great profit to our advertisers.

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CHANNEL 4 NBC *the COLOR station*

SOLD BY NBC SPOT SALES

technique uses two sidebands, as in am radio, but suppresses the carrier, which am radio utilizes.

The elimination of the carrier, Mr. Costas said, permits the design of "more efficient transmitters and receivers than those used in the conventional am systems."

Zenith-RCA Antitrust Case Postponed in Chicago Court

TRIAL in the antitrust patent suit involving RCA and Zenith Radio Corp. has been delayed in Chicago Federal District Court until June 17, 1957, to permit RCA to complete gathering of foreign depositions.

The action was taken Oct. 5 by Judge Michael Igoe in dening Zenith's latest plea that RCA be prevented from obtaining depositions from foreign witnesses. Earlier Zenith had been permitted to increase its requested damages on grounds it had incurred additional costs in gathering foreign depositions and had suffered alleged business losses in other countries [B•T, Oct. 8].

In denying Zenith's appeal contesting an RCA move for delay, Judge Igoe gave the latter until next April 1 to take depositions in 11 countries and set a pre-trial conference for June 3. He also urged both parties in the eight-year dispute (which also includes General Electric Co. and Western Electric Co. with RCA) to speed up the case for settlement next year.

RCA filed the original suit, charging Zenith with patent infringement. Zenith filed a counter-suit against the three companies, seeking treble damages ($16,056,549) and was permitted to increase the sum last summer [B•T, July 23].

RCA Short-Neck Picture Tube Climaxes Two Years Research

RCA last week announced a shorter receiving tube for use in home television sets. RCA has been developing the tube for the past two years. It employs wide-angle 110-degree diagonal deflection.

RCA's new 21⅜ inch tube, an aluminized, rectangular glass type, weighs less than 23 lbs., and has an overall length of 14½ inches—5½ inches shorter than the standard 20-inch tube that has 90-degree deflection. The new size will permit set manufacturers to make "substantial reductions" in cabinetry. For its 110-degree tube, RCA also has developed special circuitry and is currently developing other required matched component parts.

Another manufacturer, Allen B. DuMont Labs, has been showing tube boasting a neck two inches shorter than the standard for 14-, 17- and 21-inch sizes.

Ampex Splits Service Unit

AMPEX Corp. effective Nov. 1 will divide its service engineering unit into audio and instrumentation divisions with Robert Miner and John Jipp, respectively, as marketing managers. H. Van Childs will be instrumentation service engineering manager with Kenneth R. Hall named manager of audio service engineering.

Station Authorizations, Applications
(As Compiled by B • T)

October 4 through October 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,931	3,061	163	315	133
Fm	522	545	35	11	1

FCC Commercial Station Authorizations
As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,027	337	802	562	1,365[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,089	337	837	589	1,427[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 695 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Reliance, S. D.—Application of Midcontinent Bcstg. Co. tendered for filing seeking ch. 6 (82-88 mcs) returned to attorney, letter 10-3-57 By-Laws Ex. 1 dated subsequent to Sec. 1 & App., submitted prior to effectiveness of ch. assignment 11-1-56. Announced Oct. 9.

APPLICATIONS

San Francisco, Calif.—Plaza Radio & Tv Co., uhf ch. 26 (542-548 mc); ERP 295.46 kw vis., 130.32 kw aur.; ant. height above average terrain 1,207.54 ft., above ground 249.88 ft. Estimated construction cost $244,117, first year operating cost $264,000, revenue $300,000. P. O. address % **Alex Rosenman,** Plaza Radio & Tv Co., 551 Fifth Ave., New York, N. Y. Studio location San Francisco. Trans. location San Bruno Mt. near San Francisco. Geographic coordinates 37° 41′ 23.5″ N. Lat., 122° 26.05′ 05.7″ W. Long. Trans. GE, ant. GE. Legal counsel Philip M. Baker. Consulting engineer John H. Mullaney. Principals include Mr. Rosenman, 50% (New York advertising agency owner); **Eliot Hyman,** 25% (former owner of Associated Films, production firm); **David M. Harris,** 25% (principal of Ercoma Corp., camera, lens, optical, high fidelity equipment importer). Same group is applicant for tvs in Detroit and St. Louis. Filed Oct. 9.

Des Moines, Iowa—Independent School District of Des Moines, Iowa, vhf ch. 11 (198-204 mc); ERP 14.020 kw vis., 8.526 kw aur.; ant. height above average terrain 302.2 ft., above ground 359 ft. Estimated construction cost $125,000, first year operating cost $25,000, no revenue. P. O. address % W. C. Findley, asst. supt. of schools, 629 Third St., Des Moines 9. Studio location 18th St. and Grand Ave., Des Moines. Trans. location 18th and Grand. Geographic coordinates 41° 35′ 01″ N. Lat., 93° 38′ 28″ W. Long. Trans. RCA, ant. Alford. Legal counsel Krieger & Jorgensen. Consulting engineer H. P. Andreasen, Des Moines. Station is for non-commercial, educational purposes. Filed Oct. 9.

Monahans, Tex.—KMPS Bcstg. Co., vhf ch. 9 (186-192 mc); ERP 27.55 kw vis., 13.80 kw aur.; ant. height above average terrain 649.25 ft., above ground 637.25 ft. Estimated construction cost $100,000, first year operating cost $180,000, revenue $180,000. P. O. address % **J. Conrad Dunagan,** KMPS Bcstg. Co., Drawer 1, Monahans. Studio location Monahans. Trans. location 1.3 mi. S.E. of Pyote on Grandfalls Rd. Geographic coordinates 31° 31′ 07″ N. Lat., 103° 06′ 00″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Lyon, Wilner & Bergson. Consulting engineer William D. Buford. Principals include equal partners Mr. Dunagan, pres.-10.5% owner, **KMID-TV Midland, Tex.; D. W. Bozeman Jr.,** drug store interests; **K. E. Burrows,** drug store interests. Filed Oct. 9.

APPLICATION RESUBMITTED

Reno, Nev.—Application of **Charles E. Halstead Jr.,** d/b as Silver State Telecasters for ch. 4 (66-72 mcs), ERP 3.26 kw vis., 1.63 kw aur., resubmitted. Filed Oct. 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted mod. of cp to change ERP to 63 kw vis., 31.6 kw aur., and make minor equipment changes. Announced Oct. 9.

WTWO (TV) Bangor, Me.—Granted mod. of cp to make minor equipment changes in existing tv. Announced Oct. 9.

KDIX-TV Dickinson, N. D.—Granted STA to operate commercially on ch. 2 for period ending Jan. 9, 1957. Announced Oct. 9.

KPTV (TV) Portland, Ore.—Granted mod. of cp to make ant. and other equipment changes. Announced Oct. 9.

Salem, Ore.—FCC by letter denied petition of **Salem Television Co.** to vacate, revoke or declare forfeited ch. 3 cp held by KSLM-TV **(Oregon Radio Inc.)** and returned Salem's second application for cp on that channel. (On Sept. 26 Commission, by Chmn. McConnaughey, Cmsrs. Bartley, Doerfer, Mack and Craven, granted extension of time to March 27, 1957, to complete construction of KSLM-TV.) Announced Oct. 4.

WHUM-TV Reading, Pa.—Application for mod. of cp dismissed by request of attorney, letter 10-4-56. Announced Oct. 9.

WCYB-TV Bristol, Va.—Granted private tv intercity relay system to pick up programs of ch. 12 WSJS-TV Winston-Salem, N. C., and relay to WCYB-TV (ch. 5). Announced Oct. 4.

WAPA-TV San Juan, P. R.—Granted mod. of cp to install new ant. system and make other equipment changes. Announced Oct. 9.

CALL LETTERS ASSIGNED

KOOS-TV Coos Bay, Ore.—KOOS Inc., ch. 16.

APPLICATIONS

KWWL-TV Waterloo, Iowa—Seeks cp to replace expired cp (as mod., which authorized new tv)

To my old friend, Sol Taishoff, and his great staff:

May the next 25 years find you continuing to ge the news as quick as a ferryboat shoeshine, printing the facts cold as a stepmother's kiss, being square as a set of dime store teeth, treating phonies like a pigeon at a bald-headed man's convention, happy as an old goat in a tin factory and continuing to leave your competitors stranded as a medicine show in a Kansas tank town.

With admiration from,

The Old Scotchman

Gordon McLendon

and seeks mod. of cp to change aur. ERP to 221 kw and make ant. changes. Filed Oct. 4.

KBMB-TV Bismarck, N. D.—Seeks mod. of cp to change trans. location and studio location to Ray St. and Palmer Ave., Bismarck, ERP to 36.2 kw vis., 16.9 kw aur. and make ant. changes. Filed Oct. 4.

WFIL-TV Philadelphia, Pa.—Seeks cp to make changes in facilities, to change ERP to 74.1 kw vis., 37.1 kw aur.; make slight change in trans. location (no change in description except coordinates), make ant. and other equipment changes. Filed Oct. 9.

WRCV-TV Philadelphia, Pa.—Seeks cp to change trans. location to between Domino Lane, Wigard St., Umbria St. and Ridge Ave., Philadelphia; change type trans. and ant., and make minor equipment changes. Filed Oct. 9.

WSBA-TV York, Pa.—Seeks mod. of cp to change ERP, 115.6 kw vis., 58.9 kw aur.; specify trans. and studio location as State Hwy. 24, 2.5 miles south York, Spring Garden Twp., Pa. (not a move); change type of trans. and ant., make other equipment changes. Filed Oct. 9.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp to change ERP to 93.3 kw vis.. 55.8 kw aur., modify ant. for non-DA and correct coordinates (not a move). Filed Oct. 4.

APPLICATIONS AMENDED

WNFB-TV Binghamton, N. Y.—Application seeking license to cover cp amended also to cover facilities specified in modified cp and to change name to Triangle Publs. Inc. (Radio & Television Div.). Amended Oct. 3.

KGMB-TV Honolulu, Hawaii—Application seeking broadcast license amended also to cover facilities specified in cp. Filed Oct. 9.

Allocations . . .

ACTIONS BY FCC

June 25 Report and Order—FCC will continue to accept comments in Commission inquiry into feasibility of transferring television broadcasting to uhf band (invited by Oct. 1 in paragraph 25). No final date for submission of further comments designated. As developments occur which shed new light on problems, interested parties are requested to continue to file comments and supplementary comments on any aspects of converting television to uhf which may assist Commission in continuing study. Announced Oct. 4.

Lincoln, Neb.—FCC by report and order, Oct. 3, finalized rule-making in Docket 11780, effective Nov. 7, and reserved vhf ch. *12 for educational use in Lincoln, instead of uhf ch. 18, making latter available for commercial use. Byron J. Dunn, trustee, and U. of Nebraska, now operating KUON-TV on commercial ch. 12, sought reassignment so it may operate as noncommercial educational station. Commission Doerfer abstained from voting. Announced Oct. 4.

FCC by reports and orders Oct. 3, finalized rule-making and amended tv table of assignments as follows, effective Nov. 7:

Indianapolis, Anderson, Angola, Fort Wayne, Ind.—Shifted ch. 26-plus from Indianapolis to Anderson, Ind., but substituted ch. 39 in Indianapolis instead of ch. 77 originally proposed as replacement (Docket 11768). There is rule-making proposed in Docket 11796 to change assignment in Angola from ch. 15 to ch. 77 (in order to assign ch. 15 to Fort Wayne) which might conflict with assignment of ch. 77 to Indianapolis. Great Commission Schools, Inc., permittee of WCBC-TV on ch. 61 in Anderson, petitioner in instant rule-making, will be required to submit application for modification in order to change to ch. 26, which application would be accepted immediately.

Woodward Elk City, Okla.—Shifted ch. 8 from Woodward to Elk City, Okla., and substituted ch. 35 in Woodward (Docket 11767).

Glendive, Mont.—Assigned ch. 5 to Glendive, Mont., in addition to its present ch. 18 (Docket 11782). Objections by Montana-Dakota Utilities Co. and East River Electric Power Cooperative, Inc., which operate fixed control and relay stations in 72-76 mc band as part of their operations, were overruled by Commission since rules provide that all industrial radio service authorizations in the 72-76 mc band are subject to condition that no harmful interference will be caused to tv reception on chs. 4 and 5 and that industrial applicant agrees to eliminate any such interference or, if not cleared up within 90-day period, operation of fixed station will be discontinued.

Rule-Making Proposals

FCC invites comments by Nov. 7 to following proposals for changes in tv table of assignments:

Warner-Robins, Macon, Ga.—By Southeastern Bcstg. Co. (WMAZ-TV, ch. 13, Warner-Robbins, Ga.) to assign ch. 13 to Macon instead of Warner-Robins. Request by WMAZ-TV for show cause order to modify its authorization to specify operation on ch. 13 in Macon instead of Warner-Robins was denied.

Lafayette, Lebanon, Ind.—By WFAM, Inc. (WFAM-TV, ch. 59, Lafayette, Ind.) to shift ch. 59 from Lafayette to Lebanon and shift ch. 18 from Lebanon to Lafayette. Request by WFAM-TV for show cause order to modify its authorization to specify operation in Lafayette on ch. 18 instead of ch. 59 was denied.

Binghamton, Cortland, N. Y.—By WBRE-TV, Inc. (WBRE-TV, ch 28, Wilkes-Barre, Pa.) to assign ch. 56 to Binghamton, N. Y., by deleting it from Cortland, N. Y., and substituting ch. 72 in latter city. Petitioner would apply for ch. 56 in Binghamton.

Old Hickory, Nashville, Tenn.—By WLAC-TV, Inc. (WLAC-TV, ch. 5, Old Hickory, Tenn.) to assign ch. 5 to Nashville instead of Old Hickory. Request by WLAC-TV for show cause order to modify its authorization to specify operation on ch. 5 in Nashville instead of Old Hickory was denied.

Translators . . .

APPLICATIONS

Parker, Ariz.—Parker Chamber of Commerce seeks ch. 70 (806-812 mcs) to rebroadcast ch. 3 KTVK (TV) Phoenix, Ariz. Trans. output 10 w, ERP to community 28 w. Estimated population to be served 5,500. P. O. address % E. Floyd Ross, Box 1898, Parker, Ariz. Estimated construction cost $4,500, first year operating cost $1,800. Filed Oct. 4.

Trinidad, Colo.—H. L. Corley seeks ch. 73 (824-830 mcs) to rebroadcast KKTV (TV) Colorado Springs, Colo. Trans. output 10 w, ERP to community 50 w. Estimated population to be served 1,500. P. O. address 108 N. Maple St., Trinidad. Estimated construction cost $4,250, first year operating cost $2,400. Filed Oct. 4.

Trinidad, Colo.—H. L. Corley seeks ch. 70 (806-812 mcs) to rebroadcast KCSJ-TV Pueblo, Colo. Trans. output 10 w, ERP to community 50 w. Estimated population to be served 1,500. P. O. address 108 N. Maple St., Trinidad. Estimated construction cost $4,250, first year operating cost $2,000. Filed Oct. 4.

New Am Stations . . .

ACTIONS BY FCC

Rockford, Ill.—Designated for hearing application of Town & Country Radio Inc., Rockford, for new am to operate on 1150 kc, 1 kw, DA, D; made WISN Milwaukee, Wis., and WJJD Chicago parties to proceeding. Announced Oct. 4.

Salem, Ill.—Salem Bcstg. Co. granted 1350 kc, 500 w D. P. O. address P. O. Box 148, Fairfield, Ill. Estimated construction cost $23,020, first year operating cost $40,000, revenue $52,000. Principals are owners of **WFIW Fairfield, Ill.** Announced Oct. 4.

Terre Haute, Ind.—Archie S. Mobley, Pauline A. Mobley, Paul D. Ford, & Eleanor J. Ford d/b as Citizens Bcstg. Co. granted 1300 kc, 500 w D. P. O. address % Paul D. Ford, Rural Route #7, Box 268, Terre Haute. Estimated construction cost $17,158, first year operating cost $30,540, revenue $46,739. Principals include **Paul D. & Eleanor J. Ford** (⅓); Mr. Ford is engineer, WTHI Terre Haute; **Pauline A. Mobley** (⅓); **Archie S. Mobley** (⅓). Mr. & Mrs. Mobley are co-owners of nursery business. Announced Oct. 4.

Claremore, Okla.—Application of **L. L. Gaffaney,** tr/as Lakes Area Bcstg. Co., seeking cp for new am on 1270 kc, 500 w D, returned (per Sec. 1.724 [b] Commission Rules). Announced Oct. 4.

Plainview, Slaton, Tex.—Plainview Radio and Star of the Plains Bcstg. Co., Slaton, designated for consolidated hearing applications for new ams to operate on 1050 kc—Plainview for 1 kw, DA-D, and Star for 250 w, D. Announced Oct. 4.

Gloucester, Va.—S. L. Goodman granted 1420 kc, 1 kw D. P. O. address P. O. Drawer 2-Y, 303 W. Main St., Richmond, Va. Estimated construction cost $18,800, first year operating cost $26,000, revenue $32,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), 75% of South Carolina Labor News Inc. (Columbia), and hold cp for new am at Franklin, Va. Announced Oct. 4.

APPLICATIONS

Bakersfield, Calif.—Rod O'Harra and A. J. Krisik, d/b as O.K. Bcstg. Co. 1340 kc, 250 w unl., remote control trans. P. O. address % Mr. Krisik, 2416 Bowen, Bakersfield. Estimated construction cost $15,815, first year operating cost $60,000, revenue $72,000. Mr. O'Harra is salesman, **KERO-TV Bakersfield,** and farmer. Mr. Krisik is co-owner, **KGYW Vallejo, Calif.** Filed Oct. 9.

Lake Worth, Fla—John H. Bennett, 980 kc, 500 w D, remote control trans. P. O. address 34 Easterly Ave., Rutland, Vt. Estimated construction cost $14,463, first year operating cost $45,000, revenue $55,000. Mr. Bennett is gen. mgr.-28.8% owner, **WHWB Rutland.** Filed Oct. 9.

Grinnell, Iowa.—Ralph J. Henry, Robert V. Coleman and **Ralph J. Bitzer,** d/b as **Grinnell Bcstg. Co.,** 1410 kc, 500 w D. Post office address % Mr. Bitzer, 298 Arcade Bldg., St. Louis 1, Mo. Estimated construction cost $10,864, first year operating cost $33,600, revenue $38,400. Mr. Henry is employe of **KREI Farmington, Mo.** Mr. Bitzer is consulting engineer. Filed Oct. 4.

Loyall, Ky.—Tri-State Radio Corp., 1050 kc, 250 w D. Post office address Box 41, Harlan, Ky. Estimated construction cost $23,234, first year operating cost $38,000, revenue $50,000. Principals include **Dr. B. F. Wright,** 33.3% (physician-surgeon, drive-in theatre, automobile sales interests); **Hugh S. Martin,** 33.3% (Harlan real estate interests); **James R. Martin,** 33.3% (drive-in theatre manager). Filed Oct. 4.

Capitol Heights, Md.—The Heights Co. 1150 kc, 1 kw D, DA-D. P. O. address % Leon B. Back, 846 North Ave., Baltimore 17, Md. Estimated construction cost $29,910, first year operating cost $52,000, revenue $78,000. Principals include **Leon B. Back,** pres.-50% owner (theatre interests, pres.-25% owner, **WEBB Dundalk, Md.**) and **Mathilda W. Feldman,** 50% (50% owner, WEBB). Filed Oct. 9.

Cleveland, Miss.—Lawrence A. Feduccia, 1410 kc, 500 w D. Post office address 134 North St., Cleveland. Estimated construction cost $9,940, first year operating cost $21,000, revenue $30,000. Mr. Feduccia is owner of cafe and record shop and former announcer for **WCLD Cleveland.** Filed Oct. 4.

Olean, N. Y.—Olean Bcstg. Corp. 1360 kc, 1 kw D, remote control trans. P. O. address % Donald W. Merriman, 27 Franklin St., R. D. 1, Olean. Estimated construction cost $27,285, first year operating cost $64,000, revenue $80,000. Principals include Mr. Merriman, 50% (assistant manager, **WHDL Olean**); **Herman C. Mosch,** 20% (private medicine practice, real estate, finance interests, 22% owner, Coudersport, Pa., Tv Cable Co., community antenna); **Robert R. Gridley,** 20% (accounting firm, water-oil well drilling, farm machinery sales interests); **Daniel S. Souders,** 10% (business manager, Olean Medical Group). Filed Oct. 9.

Alcoa, Tenn.—Louis Chiles, Fred Atchley, Dr. Ronald Ingle and Herman Petre, d/b as Blount County Bcstg. Co. 1470 kc, 1 kw D, remote control trans. P. O. address % Mr. Chiles, 5710 Jacksboro Pike, Knoxville 18, Tenn. Estimated construction cost $14,944, first year operating cost $34,300, revenue $50,000. Mr. Chiles is salesman, **WROL Knoxville, Tenn.**; Mr. Atchley is 10.56% owner of **WSEV Sevierville, Tenn.**; Dr. Ingle is dentist, motor court owner, other interests; Mr. Petre is weatherstrip-insulation firm salesman. Filed Oct. 4.

Blaine, Wash.—George A. Wilson and L. N. Ostrander d/b as Birch Bay Bcstg. Co. 930 kc, 5 kw D. P. O. address Bank Bldg., Kirkland, Wash. Estimated construction cost $42,604, first year operating cost $42,850, revenue $57,800. Mr. Ostrander is 50% owner-general partner, **KNBX Kirkland, Wash.** Mr. Wilson is general manager of KNBX. Filed Oct. 9.

Richwood, W. Va.—Royal Bcstg. Co. 1280 kc, 1 kw D. P. O. address % David B. Jordan, Box 245, Grundy, Va. Estimated construction cost $20,530, first year operating cost $38,000, revenue $50,000. Principals include **David B. Jordan,** 25% (25% owner of **WNRG Grundy**); **Herman G. Dotson,** 25% (50% WNRG); **John B. Dotson,** 25% (coal interests); **Don C. Dotson** 25% (coal). Filed Oct. 4.

APPLICATIONS AMENDED

Mobile, Ala.—Jules J. Paglin and Stanley W. Ray Jr., d/b as OK Bcstg. Co. application seeking cp for new am on 1150 kc, 5 kw D, DA-D, amended to change frequency to 900 kc, power to 1 kw, make changes in ant. (increase height) and ground system. Amended Oct. 4.

Key West, Fla.—Application of **Ken-Sell Inc.** seeking cp for new am on 1500 kc, 250 w unl., DA-1, amended to make changes in DA pattern. Amended Oct. 4.

Kenmore, Wash.—Application of **Jane A. Roberts** seeking cp for new am on 1330 kc, 1 kw D, DA-D, amended to change station location to Bothell, Wash. Amended Oct. 9.

APPLICATIONS RESUBMITTED

Cocoa, Fla.—Application of **Emerson W. Browne** seeking cp for new am on 1350 kc, 1 kw D, resubmitted. Filed Oct. 4.

Douglas, Ga.—Application of **Marshall W. and Carol C. Rowland** d/b as Fernandina Beach Bcstrs. seeking cp for new am on 1480 kc, 500 w D and remote control of trans. resubmitted. Filed Oct. 4.

Existing Am Stations . . .

ACTIONS BY FCC

KOBY San Francisco, Calif.—Granted permission to remain silent until assignment of license becomes effective. Announced Oct. 9.

KLAK Lakewood, Colo.—Granted change facilities from 1580 kc, 250 w, D, to 1600 kc, 1 kw, DA-N, unl; engineering conditions including acceptance of any interference in event of grant of application of **KATZ St. Louis, Mo.,** to operate on 1600 kc, 5 kw, DA. Announced Oct. 4.

WCKR Miami, Fla.—Granted cp to change studio location. Announced Oct. 9.

WORZ Orlando, Fla.—Granted change from DA-2 to DA-N, continuing operation on 740 kc, 1 kw, 5 kw-LS, unl. Announced Oct. 4.

WWBC Bay City, Mich.—Granted mod. of cp to change ant.-trans. location; change studio location, and operate trans. by remote control from studio location. Announced Oct. 9.

WBFC Fremont, Mich.—Granted extension of permission to sign-off at 7:00 p.m. for period of two months except for special events. Announced Oct. 9.

WMBC Macon, Miss.—Granted permission to operate from 6:00 a.m. to 7:00 p.m. for 60 days. Announced Oct. 9.

WKBS Mineola, N. Y.—Granted mod. of license to change studio location to Roosevelt Field, Garden City, N. Y., and operate trans. by remote control from Roosevelt Field. Announced Oct. 9.

WWBG Bowling Green, Ohio—Application seeking cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA

WIMA-TV

CHANNEL 35 LIMA, OHIO

NBC • CBS • ABC



Aerial View of Lima Business District

The pipeline center of America.

60% Industrial

40% Farming

Ranks 99 with a total of $5,785 U. S. average consumer spendable income.*

*SR&D

George E. Hamilton, President

Robert W. Mack, Vice Pres.-Gen. Mgr.

Jack Spring, Nat'l Sales Mgr.

Elizabeth M. Beckjorden, Station Network Representative

H-R Television, Inc.

system, returned (dated wrong). Announced Oct. 9.

WCHI Chillicothe, Ohio—Application seeking assignment of cp to First Capital Bcstg. Co. returned (request attorney). Announced Oct. 4.

KUTI Yakima, Wash.—Granted change frequency from 900 kc to 980 kc, continuing operation with 1 kw D. Announced Oct. 4.

WAJR Morgantown, W. Va.—Granted change facilities from 1230 kc, 250 w unl. to 1440 kc, 500 w, 5 kw LS, DA-2 unl; engineering conditions. Announced Oct. 4.

Call Letters Assigned

KPIN Casa Grande, Ariz.—ABC Service Co., 1260 kc, 1 kw.

KACE El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw.

KGOL Golden, Colo.—Golden Radio Inc., 1250 kc, 1 kw.

WIOD Sanford, Fla.—Sanford Bcstg. Co., 1360 kc, 500 w.

WWOW Hazard, Ky.—Perry County Bcstg. Co., 1390 kc, 5 kw.

KBEV Portland, Ore.—James R. Roberts, 1010 kc, 1 kw.

KPBX Odessa, Tex.—Mid-Cities Bcstg. Co., 1310 kc, 500 w.

KBAL San Saba, Tex.—Radio San Saba, 1410 kc, 500 w.

KPEG Spokane, Wash.—Robert D. Rapp and Martha M. Rapp, 1380 kc, 5 kw.

KHIT Walla Walla, Wash.—Leader Bcstg. Co., 1540 kc, 1 kw.

KUEN Wenatchec, Wash.—Queen Bcstg. Co., 1410 kc, 1 kw.

APPLICATIONS

WCAS Gadsden, Ala.—Seeks cp to increase power from 1 kw to 5 kw, change type trans. and change from non-DA to DA. Filed Oct. 4.

WROX Scottsboro, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

KHEP Phoenix, Ariz.—Seeks mod. of cp (which authorized new am) to change type transmitter. Filed Oct. 4.

KWYN Wynne, Ark.—Seeks mod. of cp (which authorized new am) to change type trans. Filed Oct. 4.

KRCK Ridgecrest, Calif.—Seeks mod. of cp (which authorized new am) to change type trans., specify studio location as 350 W. Ridgecrest Blvd. and operate trans. by remote control from 350 W. Ridgecrest Blvd. Filed Oct. 4.

WCNX Middletown, Conn.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 9.

WALT Tampa, Fla.—Seeks cp to increase power from 1 kw to 10 kw, change ant.-trans. from 401-411 W. Tyler St., Tampa, to 0.72 miles north intersection Fort King Hwy. and ACL Railroad, Tampa; install DA-D and new trans.; make changes in ant. (decrease height) and ground system. Filed Oct. 9.

WGKA Atlanta, Ga.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

KCLN Clinton, Iowa—Seeks mod. of cp (which authorized new am) to change studio location and change type trans. Filed Oct. 9.

KSIB Creston, Iowa—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

KARE Atchison, Kan.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 4.

WMPY Salisbury, Md.—Seeks mod. of cp (which authorized new am) to change ant. trans. location from approximately 3.3 miles N. W. of town on U. S. Hwy. 50, Salisbury, to 3.3 miles N. W. of Salisbury adjacent Baltimore & Eastern Railroad. Filed Oct. 4.

WMAS Springfield, Mass.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 9.

WAMM Flint, Mich.—Seeks cp to increase power from 500 w, DA-D, to 1 kw DA-D. Filed Oct. 9.

WAAT Newark, N. J.—Seeks cp to make changes in DA pattern (DA-N). Filed Oct. 9.

WTRN Tyrone, Pa.—Seeks cp to make changes in ant. (increase height). Filed Oct. 4.

WNAE Warren, Pa.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Filed Oct. 4.

WYSR Franklin, Va.—Application seeking mod. of cp (as mod., which authorized new am) to change frequency from 1570 kc to 1430 kc, increase power from 250 w to 1 kw and change type trans., amended to change frequency to 1250 kc. Filed Oct. 4.

KNBX Kirkland, Wash.—Seeks mod. of license to change station location from Kirkland to Bellevue, Wash., change studio location from Civic Recreation Center, Kirkland, to 10312 N. E. Fourth St., Bellevue, and operate trans. by remote control. Filed Oct. 4.

WPLM Plymouth, Mass.—Seeks cp to increase power from 500 w D to 1 kw D and change trans. Filed Oct. 4.

WYOU Newport News, Va.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 9.

KTW Seattle, Wash.—Seeks cp to change ant.-trans. location from Seventh Ave. and Spring Sts., to 4441 21st Ave., S. W., and make changes in ant. system (increase height). Filed Oct. 4.

APPLICATIONS AMENDED

KXRX San Jose, Calif.—Application seeking cp to increase power from 1 kw to 10 kw, install new trans. and make change in ant. system, amended to make changes in DA pattern. Amended Oct. 9.

KSEL Lubbock, Tex.—Application seeking cp to increase D power from 1 kw to 5 kw, change from DA-N to DA-2, and install new trans. for D, amended to delete fm ant. on SW tower. Amended Oct. 9.

APPLICATIONS RESUBMITTED

KCRE Crescent City, Calif.—Application seeking cp to change frequency from 1400 kc to 1240 kc resubmitted. Filed Oct. 4.

WATE Knoxville, Tenn.—Application seeking broadcast license amended to change name to WATE Inc. Amended Oct. 4.

Tasley, Va.—Application of **Vernon H. Baker, C. Brooks Russell** and **Virginia L. Baker**, d/b as Accomack-Northampton Bcstg. Co. seeking cp for new am on 1330 kc, 500 w D, resubmitted. Filed Oct. 4.

New Fm Stations . . .

APPLICATION

Salt Lake City, Utah—Robert R. Laird, d/b as Rocky Mountain Bcstrs. 93.9 mcs, ch. 230 ERP .196 kw unl. P. O. address Box 1211, Salt Lake City. Estimated construction cost $780, first year operating cost $2,400, revenue $2,400. Mr. Laird is 50% partner, **Cascade Bcstg. Co.**, applicant for ch. 3, Great Falls, Mont. Filed Oct. 4.

Existing Fm Stations . . .

APPLICATIONS

KRED (FM) Eureka, Calif.—Seeks cp to replace expired permit (which authorized changes in licensed station) which expired 2-9-56. Filed Oct. 4.

WGHF (FM) Newtown, Conn.—Seeks mod. of cp (as mod., which authorized new fm) to change station location to Brockfield, Conn.; trans. and studio location to Carmen Hill Rd. 2 mi. N. W. of Brookfield, ant. height above average terrain to 500 ft. and change ant. system. Filed Oct. 9.

KOA-FM Denver, Colo.—Granted request to cancel license for fm station and delete call letters. Announced Sept. 9.

Ownership Changes . . .

ACTIONS BY FCC

KCCC-TV Sacramento, Calif.—Granted transfer of control of permittee corporation from **Harry W. McCart** and **Ashley L. Robison** to **Sacramento Broadcasters Inc.** for $400,000. Sacramento Broadcasters is 100% owned by **Lincoln Dellar**, owner of **KXL Portland, Ore., KHMO Hannibal, Mo.**, and 50% owner of **KJR Seattle.** Announced Oct. 4.

WJNO-TV West Palm Beach, Fla.—Granted transfer of control of permittee corporation from **William H. Cook**, et al, to **John H. Phipps** for $492,500 plus assumption of about $150,000 debts. Mr. Phipps is owner of **WTAL-AM-FM Tallahassee, Fla., WTYS Marianna, Fla.**, and **WCTV (TV)-WKTG Thomasville, Ga.** Announced Oct. 4.

WKAM Goshen, Ind.—Granted assignment of license to Northern Indiana Broadcasters Inc. through sale of all stock for $41,500. Principals **William N.** (60%), **Alonzo E.** (30%) and **Florence A. Udell** (10%) also own **WIMS Michigan City, Ind.** Announced Oct. 4.

WTOM-TV Lansing, Mich.—Granted involuntary assignment of license from The Inland Bcstg. Co. to John L. Mayer, temporary receiver. Announced Oct. 9.

KQUE Albuquerque, N. M.—Granted assignment of license and cp to KQUE Corp. for $135,000. Principals are Pres. **John R. Albers** (20.9%), interest in **KEOK Fort Dodge, Iowa; Eskil M. Nelson** (17.7%), interest in KEOK, and seven others, none holding over 9.7%. Announced Oct. 4.

WBUX Doylestown, Pa.—Granted assignment of license from James Stolcz to WBUX Bcstg. Co. for $100,000. Mr. Stolcz and George Steiner hold equal interest in corporation. Mr. Stolcz is 62% owner **WNLK Norwalk, Conn.**, and has application pending for new am at Perth Amboy, N. J. Announced Oct. 4.

WBRE-AM-FM Wilkes-Barre, Pa.—Granted transfer of control of license corporation to WBRE-TV Inc. Transfer involves 100%. Consideration is exchange of stock. Announced Oct. 9.

APPLICATIONS

KXLR North Little Rock, Ark.—Seeks transfer of control from **John F. Wells, Phillip G. Back, Beloit Taylor, Maurice E. Moore** and **John F. Wells as trustee** to **Sanders Arkansas Bcstg. Inc.** for $120,000. **J. M. Sanders**, pres. of Sanders Arkansas, is Dallas, Tex., advertising agency owner. Filed Oct. 4.

KFI Los Angeles, Calif.—Seeks transfer of control from Earle C. Anthony to Earle C. Anthony, Security-First National Bank of Los Angeles and Eugene Overton, trustees. No consideration. Corporate change. Filed Oct. 4.

WBBA Pittsfield, Ill.—Application seeking acquisition of positive control by G. B. Meyer through purchase of stock from Keith Moyer (55%) resubmitted. Filed Oct. 9.

WMT-TV Cedar Rapids, Iowa—Seeks relinquishment of control of permittee corporation by American Bcstg. Stations Inc. through sale of 2% of stock for about $4,500 to **William B. Dolph**, president and 29% owner. American is 51% owner. Mr. Dolph has partnership interest **KJBS San Francisco, Calif.**, and **KGIL Los Angeles.** Filed Oct. 4.

WPLM Plymouth, Mass.—Seeks transfer of 29% of stock from **Robert G. Clark Jr.** to **John T. Campbell** for $5,800. Mr. Campbell is present holder of 51%. Filed Oct. 9.

KSWM-AM-TV Joplin, Mo.—Seeks transfer of control from **Austin A.** and **Eleanor F. Harrison** to **WSTV Inc.** for $591,000. WSTV Inc. is licensee of **WSTV-AM-FM-TV Steubenville, Ohio**, and has contracted to buy **WBLK-AM-TV Clarksburg**, and **WPAR-AM-FM Parkersburg**, both **W. Va.**, pending FCC approval. WSTV principals own **WFPG-AM-TV Atlantic City, WPIT Pittsburgh** and **WBMS Boston.**

KRSN-AM-FM Los Alamos, N. M.—Seeks assignment of license from **Sunshine Bcstg. Co.** to **Virgil Allen Parker III** and **Darrel K. Burns** d/b as Parker & Burns for $62,000. Sunshine is licensee of **KQUE Albuquerque, N. M. William W. Phelps**, pres., is licensee, **KALG Alamogordo, N. M.** Mr. Parker is commercial mgr., **KORE Eugene, Ore.**, and Mr. Burns merchandising mgr., KORE. Filed Oct. 4.

WIRY Plattsburgh, N .Y.—Seeks transfer of control from **Vincent S. Jerry, John M. Nazak, Martin Schulman, Donald L. Pelkey** and **Thomas A. Robinson** to **Joel H. Scheier**, pres., for $16,000. Filed Oct. 4.

KWIE Kennewick-Richland-Pasco, Wash.—Seeks transfer of control from **Clarence J. McCrcdie** and **Harold A. Clark** to **Cascade Bcstg. Co.** through sale of 60% of stock for $79,000 and assumption of obligations. Cascade, present 40% owner, is owner of **KIMA-AM-TV Yakima, Wash.** and satellites **KLEW-TV Lewiston, Idaho, KEPR-TV Pasco** and **KBAS-TV Ephrata**, both **Wash.**, and **Basin Tv Co.**, applicant for ch. 8, Walla Walla, Wash. Filed Oct. 9.

Hearing Cases . . .

INITIAL DECISION

Shreveport, La.—FCC corrects Report No. 1189 dated Sept. 26, announcing initial decision looking toward grant of application by new am in Shreveport, La., to show operation on 1300 kc. Corrected Oct. 5.

OTHER ACTIONS

Boston, Mass.—FCC on Oct. 3 scheduled Boston, Mass., tv ch. 5 proceeding for oral argument on Oct. 29. Announced Oct. 4.

Hopkins-Edina-St. Louis Park, Minn.—FCC announced its order of Oct. 3 granting petition by Radio Suburbia Inc., to withdraw exceptions; made effective immediately initial decision and granted Radio Suburbia application for new am to operate on 950 kc, 1 kw D, in Hopkins-Edina-St. Louis Park (Docket 11276; BP-9405). Announced Oct. 4.

Rochester, Minneapolis, Minn.—FCC announced its memorandum opinion and order of Oct. 3 granting March 12 motion by Minnesota Television Public Service Corp (WTCN [TV]) Minneapolis, Minn., to extent of adding "overlap" issue in proceeding on application of Rochester Bcstg. Co. for new am to operate on 1270 kc, 500 w D, in Rochester, Minn., and denied motion in all other respects; reopened record and remanded proceeding to examiner for limited purpose of permitting introduction of evidence relative to added issue and for issuance thereafter of new initial decision (Docket 11631; BP-9991). Announced Oct. 4.

WWBZ Vineland, N. J.—FCC announced its memorandum opinion and order of Oct. 3 which denied petition by **Community Bcstg. Service Inc.**, to vacate and set aside Nov. 28, 1955, decision and reopen record in proceeding on its application for renewal of license of station WWBZ; denied WWBZ's petition for grant of one-year probationary license or, alternatively, for one-year suspension of effective date of Nov. 28, 1955, decision; on Commission's own motion, vacated and set aside its Nov. 28, 1955, decision and April 26, 1956, order, and remanded case to hearing examiner to reopen record for further hearing under issues which previously controlled this proceeding, and ordered examiner, after procedural steps have been taken, to issue supplementary initial decision; and granted Community authority to continue temporary operation of WWBZ pending final determination of this proceeding. Cmsrs. Doerfer and Craven voted for immediate grant of renewal of license. Announced Oct. 8.

Trenton, N. J.; Levittown-Fairless Hills, Pa.—FCC on Oct. 3 scheduled for oral argument on Oct. 29 proceeding on am applications of Mercer Bcstg. Co., Trenton, and Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills. Announced Oct. 8.

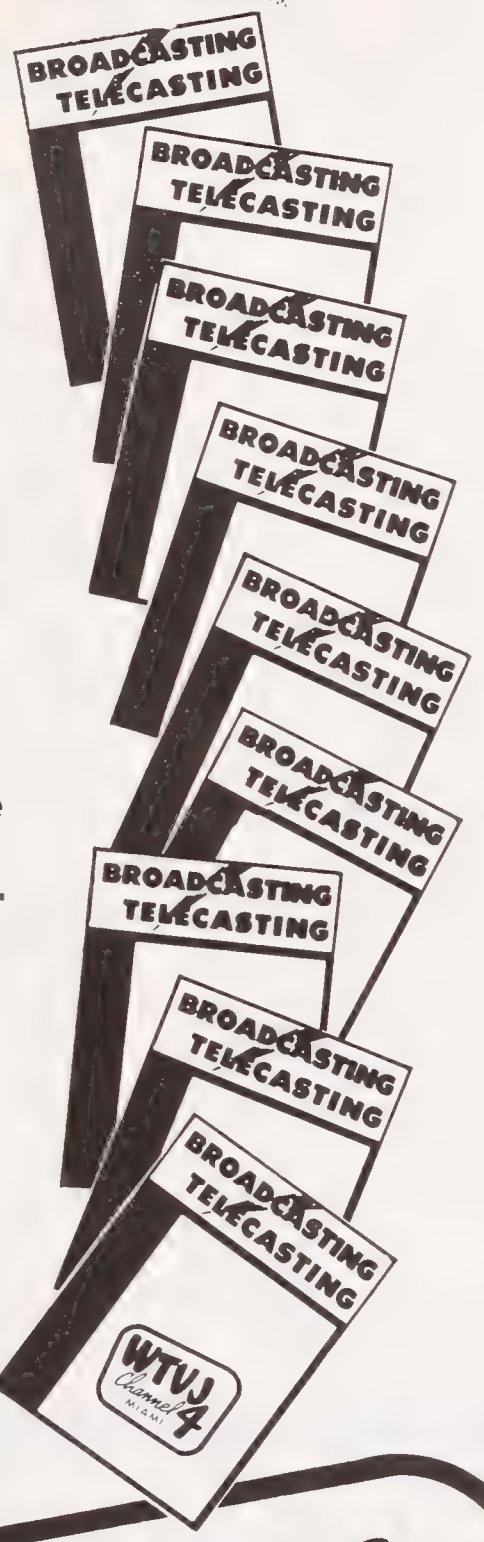
KTSA-AM-FM San Antonio, Tex.—FCC announced its order of Oct. 3 granting petition by McLendon Investment Corp. and O. R. Mitchell Motors and terminated proceeding involving transfer of control of Sunshine Bcstg. Co. (KTSA-AM-FM), San Antonio, from O. R. Mitchell Motors to McLendon Investment Corp. (Docket 11762; BTC-2203). Protestant Radio KITE Inc. (KITE), San Antonio, filed notice of desire to withdraw, making proceeding moot. Announced Oct. 4.

Portsmouth, Va.—FCC announced its memorandum opinion and order of Oct. 3 denying

from one Pioneer to Another

Our thanks to you, Sol, and to all of the staff of BROADCASTING-TELECASTING for the wonderful help your magazine has been to us since we began operations as "Florida's First Television Station."

We feel that our advertisements in BROADCASTING-TELECASTING have done a tremendous job in informing our many "publics" about the WTVJ operation—and the information we have gained from reading BROADCASTING-TELECASTING week by week has been a powerful aid to us in building WTVJ's stature in South Florida.



CBS TELEVISION NETWORK

Basic Affiliate

Florida's FIRST Television Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Channel 4 MIAMI

July 2 petition by Beachview Bcstg. Corp., Norfolk, Va., for rehearing and other relief directed against Commission's May 29 decision granting application of Portsmouth Radio Corp. for a new tv to operate on ch. 10 in Portsmouth, Va., and denying competing application of Beachview. Chmn. McConnaughey dissented and favored grant; Cmsrs. Mack and Craven abstained from voting. Announced Oct. 8.

Routine Roundup . . .

October 4 Applications

Accepted for Filing

License to Cover Cp

WOBS Jacksonville, Fla.—Seeks license to cover cp which authorized increase in power from 1 kw to 5 kw.

KEUV Haynesville, La.—Seeks license to cover cp which authorized new am.

KULA Leesville, La.—Seeks license to cover cp which authorized new am.

WCER Charlotte, Mich.—Seeks license to cover cp which authorized new am.

WMAB Munising, Mich.—Seeks license to cover cp which authorized new am.

WTRA Latrobe, Pa.—Seeks license to cover cp which authorized new am.

WLAT Conway, S. C.—Seeks license to cover cp which authorized change in frequency, increase in power and change in hours of operation.

KOLY Mobridge, S. D.—Seeks license to cover cp which authorized new am.

WTUC Union City, Tenn.—Seeks license to cover cp which authorized new am.

WHIS Bluefield, W. Va.—Seeks license to cover cp which authorized decrease in N power from 5 kw to 500 w and change from DA-N to non-DA.

WFST-FM Caribou, Me.—Seeks license to cover cp which authorized new fm.

WSPA-TV Spartanburg, S. C.—Seeks license to cover cp.

License to Cover Cp Resubmitted

WTOX Wilmington, Del.—Resubmits application seeking license to cover cp which authorized increase in power.

Modification of Cp

KBAY-TV San Francisco, Calif.—Seeks mod. of cp for extension of completion date to 6-16-57.

WTOK-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 4-1-57.

WRTV (TV) Asbury Park, N. J.—Seeks mod. of cp for extension of completion date to 4-16-57.

WHCU-TV Ithaca, N. Y.—Seeks mod. of cp for extension of completion date to 4-16-57.

WSPD-TV Toledo, Ohio—Seeks mod. of cp for extension of completion date to 5-2-57.

WEOL-TV Elyria, Ohio—Seeks mod. of cp for extension completion date to 4-16-57.

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) to extend completion date from 10-1-57 to 4-1-57.

WKBI St. Marys, Pa.—Seeks mod. of cp (which authorized making changes in ant. system) for extension of completion date.

KIDO-TV Boise, Idaho—Seeks mod. of cp to extend completion date to 4-27-57.

WNYC-TV New York, N. Y.—Seeks mod. of cp to extend completion date to 4-16-57.

WTVK (TV) Knoxville, Tenn.—Seeks mod. of cp to extend completion date to 4-19-57.

KBET-TV Sacramento, Calif.—Seeks mod. of cp for extension of completion date to March 1, 1957.

WSM-TV Nashville, Tenn.—Seeks mod. of cp for extension of completion date to May 1, 1957.

KNUZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date to April 16, 1957.

Renewal of License

KIST Santa Barbara, Calif.; KBLF Red Bluff, Calif.; KPAL Palm Springs, Calif.; KECC Pittsburg, Calif.; KGMS Sacramento, Calif.; KYA San Francisco, Calif.; KSMA Santa Maria, Calif.

KCRE Crescent City, Calif.; KMBY Monterey, Calif.; KIBE Palo Alto, Calif.; KPPC Pasadena, Calif.; KTIM San Rafael, Calif.; KARM-FM Fresno, Calif.

Remote Control

WHDF Houghton, Mich.
KFNW Fargo, N. D.; KTXL San Angelo, Tex.
KUVR Holdrege, Neb.

Renewal of License Returned

KSPA Santa Paula, Calif. (name of assignor; application dated after notary);
KENO Las Vegas, Nev. (not signed).

October 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Irwin, Pa.—Granted joint motion by applicants in Irwin channel 4 comparative proceeding for extension of time to Nov. 9 to file reply briefs to exceptions. Action Oct. 2.

By Chief Hearing Examiner James D. Cunningham

Beaumont, Tex.—Scheduled further hearing on Oct. 29 in proceeding involving applications of The Enterprise Co. and Beaumont Bcstg. Corp. for new tv in Beaumont to operate on ch. 6. Action Oct. 1.

The Greenville Bcstg. Corp., Greenville, Ohio—granted applicant's petition to dismiss without prejudice its application for new am station. Action Oct. 2.

By Hearing Examiner Jay A. Kyle

Stanton, Tex.—Ordered parties to proceeding on am applications of Great Western Radio Co., Midland, Tex., and John Bentley, Stanton, to appear at prehearing conference on Oct. 22. Action Oct. 2.

By Hearing Examiner J. D. Bond

Philadelphia, Pa.—On request, continued further hearing from Oct. 4 to Oct. 17 in proceeding on am applications of Rollings Bcstg. of Delaware Inc., and Franklin Bcstg. Co., both Philadelphia. Action Oct. 3.

By Hearing Examiner Elizabeth C. Smith

Newark, N. Y.—Granted motion by Radio Wayne County Inc., Newark, for continuance of prehearing conference from Oct. 4 to Oct. 17 in proceeding on its am application and Radio Newark, Inc., Newark. On Sept. 28, conference had been set for Oct. 4. Action Oct. 5.

By Hearing Examiner H. Gifford Irion

WSLA Selma, Ala.—By Memorandum Opinion and Order of Oct. 2, granted petition of Broadcast Bureau to accept late filing of additional findings in proceeding on application of WSLA and extended date for filing reply findings on Issues 2 and 4 from Oct. 15 to Nov. 1. Issued erratum to correct Issue 4. Action Oct. 2.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Issued statement concerning hearing conference and order in Parma-Onondaga, channel 10 proceeding and ordered further hearing on Oct. 23. Action Oct. 3.

Beaumont, Tex.—Ordered hearing conference on Oct. 11 in proceeding on applications of The Enterprise Co. and Beaumont Bcstg. Corp., for ch. 6 in Beaumont, Tex. Action Oct. 4.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—On request, scheduled further conference on Oct. 15 at 2 p.m. (instead of 10 a.m.) in proceeding on applications of WCBQ. Action Oct. 4.

Providence, R. I.—On request, extended from Oct. 8 to Oct. 16 time for filing reply proposed findings in tv proceedings on Cherry & Webb Bcstg. Co., Providence. Action Oct. 4.

Beacon, N. Y.—Issued statement and order for continuance of hearing on am applications of West Shore Bcstg. Co., Beacon, The Westport Bcstg. Co., Westport, Conn., and James W. Miller, Milford, Conn., setting Nov. 19 for exchange of affirmative written cases, Nov. 29 for further conference, Dec. 10 for evidentiary hearing, and informal engineering conference to be held not later than Oct. 26. Action Oct. 1.

KVAR (TV) Mesa, Ariz.—Ordered further hearing on Oct. 3 at 11 a.m. in proceeding on application for mod. of tv license of KVAR to change main studio location to Phoenix. Action Oct. 4.

By Hearing Examiner Jay A. Kyle

Abilene, Tex.—Scheduled hearing on Oct. 15 in proceeding re application of Key City Broadcasters for new am in Abilene. Action Oct. 4.

By Hearing Examiner Herbert Sharfman

Rochester, Minn.—Scheduled prehearing conference on Oct. 10 on application of Rochester Bcstg. for new am. Action Oct. 4.

October 9 Decisions

ACTIONS ON MOTIONS

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—Granted petition of Broadcast Bureau for extension of time to Oct. 15 for all parties to file proposed findings in proceeding on applications for mod. of cp of WKNB-TV and for transfer of control WKNB-AM-TV to NBC. Action Oct. 8.

By Hearing Examiner James D. Cunningham

WWBZ Vineland, N. J.—On Examiner's own motion, ordered hearing conference at 9:30 a.m. Oct. 10 in re application of Community Bcstg. Service Inc., for renewal of license of WWBZ. Action Oct. 8.

By Hearing Examiner Basil P. Cooper

Claremore, Okla.—Issued order controlling conduct of hearing on application of Claremore Bcstg. Co. for new am sta in Claremore; exchange of exhibits by applicant to be made Oct. 22 and by other parties Nov. 12 with notification to applicant of witnesses desired for cross-examination; evidentiary hearing postponed from Nov. 1 to Nov. 19. Action Oct. 8.

By Hearing Examiner Herbert Sharfman

Pachuta-Laurel, Miss.—On request by applicants and without objection, continued from Oct. 8 to Nov. 5 hearing on applications of **WCOC-TV Pachuta** and Laurel Television Co. Inc., Laurel, (channel 7). Action Oct. 5.

Grand Prairie, Tex.—Issued memorandum of action in proceedings on am applications of Grand Prairie Bcstg. et al. Action Oct. 5.

By Hearing Examiner H. Gifford Irion on Oct. 8

Islip, N. Y.—On examiner's own motion, reconvened hearing on Oct. 29 in proceeding on am applications of Great South Bay Bcstg. Co. Action Oct. 8.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y.—Granted petition by WNYC for extension of time to Oct. 29 to file proposed findings in Docket 11227, reply filings to Nov. 23, and modified requirement relative to length of such findings and conclusions to provide that total number of pages filed by any one party shall not exceed 160 pages. Action Oct. 8.

By Hearing Examiner J. D. Bond

Homestead, Fla.—Issued order after second prehearing conference to govern conduct of hearing on applications of South Dade Bcstg Co. Inc., J. M. Pace and Redland Bcstg. Co. for new am stations in Homestead. Action Oct. 5.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 5

Following were granted extensions of completion dates as shown: **WKBI St. Marys, Pa.,** to 12-1; **WCHK Canton, Ga.,** to 12-1; **WJKO East Longmeadow, Mass.,** to 10-31.

Actions of October 4

Following were granted extensions of completion dates as shown: **WSPD-TV Toledo, Ohio,** to 5-2-57; **WSM-TV Nashville, Tenn.,** to 5-1-57; **WLEX-TV Lexington, Ky.,** to 4-4-57; **KBET-TV Sacramento, Calif.,** to 3-1-57; **WTOK-TV Meridian, Miss.,** to 4-1-57; **KTLA (TV) Los Angeles, Calif.,** to 3-1-57; **KIDO-TV Boise, Idaho,** to 4-27-57; **KNOX-TV Grand Forks, N. D.,** to 5-1-57.

KRED (FM) Eureka, Calif.—Granted cp to replace permit of fm station which expired 2-9-56.

Actions of October 3

KELE (FM) Phoenix, Ariz.—Granted license for fm station.

Following were granted extensions of completion dates as shown: **KAUS Austin, Minn.,** (condition) to 1-2-57; **KWGB-TV Goodland, Kan.,** to 2-20-57; **KHBC-TV Hilo, Hawaii,** to 4-13-57; **WDMJ-TV Marquette, Mich.,** to 4-19-57; **KDUB-TV Lubbock, Tex.,** to 4-20-57; **WSAV-TV Savannah, Ga.,** to 4-20-57; **WGAB-TV Lancaster, Pa.,** to 4-20-57.

Actions of October 2

WHBF-FM Rock Island, Ill.—Granted license covering changes in licensed fm.

WKCR-FM New York, N. Y.—Granted license for educational fm station.

Following were granted authority to operate trans by remote control: **KFNW Fargo, N. D.; KTXL San Angelo, Tex.**

Actions of October 1

Following were granted licenses for am stations: **KLOS Albuquerque, N. M. (BL-6183); KTUT Tooele, Utah; KMIN John Blake, Grants, N. M.; KRBO Las Vegas, Nev.; KHAM Albuquerque, N. M.; KBBS Buffalo, Wyo.; KHCD**

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

LEADING CITIZEN

in a LAND OF PROMISE...

WJW-TV



Industrial expansion nearing $3 Billion!
Unequalled transportation facilities!
Vast, well-trained working force!
Superb geographical situation!

A vital part of booming Cleveland is WJW-TV, now housed in a handsome new Williamsburg colonial structure in the heart of the downtown area. Presenting the tops in television programming and public service to the market that tops the country in television set saturation, this basic CBS outlet will carry your sales story to new heights in the Best Location in the Nation.

WJW-TV Channel **8** (Formerly WXEL)

Represented Nationally by The Katz Agency



rich middle Georgia means Macon...
to sell it, you've got to buy it...to buy it
you need WMAZ and WMAZ-TV

Middle Georgia's booming! Population doubled in last decade. $388 million spent in retail stores last year. Hub of Middle Georgia: Macon, which alone had 41.6% retail sales gain during the past 5 years.

You wouldn't use New York Stations to sell the Philadelphia area. Atlanta stations are even farther from Macon than New York is from Philadelphia — give only fringe coverage of the market. *Only* two stations deliver the entire, rich 47-county Macon Market... WMAZ and WMAZ-TV.

To move merchandise, go Macon. To go Macon, use...

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5

WMAZ-TV
Channel 13 — CBS-ABC-NBC

REPRESENTED NATIONALLY BY AVERY-KNODEL, Inc.

Clifton, Ariz.

KUVR Holdrege, Neb.—Granted authority to operate trans. by remote control.

October 9 Applications

Modification of Cp

WNMO-TV Raleigh, N. C.—Seeks mod. of cp to extend completion date to 2-1-57.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp to extend completion date to 2-24-57.

WPRO-TV Providence, R. I.—Seeks mod. of cp to extend completion date to 5-19-57.

WBUF (TV) Buffalo, N. Y.—Seeks mod. of cp for extension of completion date to 5-9-57.

WTOH-TV Toledo, Ohio—Seeks mod. of cp for extension of completion date.

KFSA-TV Fort Smith, Ark.—Seeks mod. of cp for extension of completion date to 3-15-57.

WSTF (TV) Stamford, Conn.—Seeks mod. of cp for extension of completion date.

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp for extension of completion date to 4-27-57.

WBID-TV Detroit, Mich.—Seeks mod. of cp for extension of completion date.

License to Cover Cp

KAIR Tucson, Ariz.—Seeks license to cover cp which authorized new am.

KWFC Hot Springs, Ark.—Seeks license to cover cp which authorized change in frequency, power, install DA-N, install new trans., change ant.-trans. location and operate trans. by remote control while using non-DA.

WMOO Milford, Mass.—Seeks license to cover cp which authorized new am, and specify studio location and remote control point as 145 Main St., Milford.

WDUX Waupaca, Wis.—Seeks license to cover cp which authorized increase power from 500 w to 1 kw.

KRIS-TV Corpus Christi, Tex.—Seeks license to cover cp (which authorized new tv) and to specify studio location as 613-23 Upper N. Broadway, Corpus Christi.

WPLA Plant City, Fla.—Seeks license to cover cp which authorized change in frequency and changes in ant. system.

WTTL Madisonville, Ky.—Seeks license to cover cp which authorized new am.

WONG Oneida, N. Y.—Seeks license to cover cp which authorized new am and specify studio location and remote control point as 238 Main St., Oneida.

WFWL Camden, Tenn.—Seeks license to cover cp which authorized new am.

KTTS-TV Springfield, Mo.—Seeks license to cover cp which authorized change in facilities of existing tv and to correct coordinates.

Renewal of Licenses

KAAA Kingman, Ariz.; KPRL Paso Robles, Calif.; KSJO San Jose, Calif.; KTUR Turlock, Calif.; KUKI Ukiah, Calif.; KCRS Truth or Consequences, N. M.

KMOR Oroville, Calif.; KVWO Cheyenne, Wyo.; KQXR (FM) Bakersfield, Calif.; KFFM (FM) Fresno, Calif.; KBMS (FM) Glendale, Calif.; KCBH (FM) Los Angeles, Calif.; KSON-FM San Diego, Calif.; KCBS-FM San Francisco, Calif.

Renewal of Licenses Returned

KOLD Yuma, Ariz. (wrong dates); KSRO Santa Rosa, Calif. (not signed).

Renewal of SCA

KQXR (FM) Bakersfield, Calif.; KGMS Glendale, Calif.; KSON-FM San Diego, Calif.

UPCOMING

OCTOBER

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 16-18: National Assn. of Educational Broadcasters, annual convention, Biltmore Hotel, Atlanta, Ga.

Oct. 17: Indiana Broadcasters Assn., Sheraton-Lincoln Hotel, Indianapolis.

Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana.

Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 26: Canadian Bcstg. Corp. Board of Governors, Rm. 262, The Senate, Ottawa, Ont., meeting to hear station applications.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NARTB CONFERENCES

Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham



QUARTER - CENTURY REPORT

THE WORLD was still big in 1931. To fly around it was a daring trick. To talk around it was a novelty. Sight ended at the horizon.

Since then man has learned to use the air to shrink the earth. At jet speeds he transports himself from continent to continent. He talks with ease between the hemispheres. His field of vision is not global yet, but until it is he may content himself, if he is an American, with his present ability to see some 3,000 miles.

Radio in the U. S. was securely established in 1931, although its great growth period was still to come. There were 608 am stations and radio sets in two of every five U. S. homes. Fm was 10 years away. Television was in the crude stage of early experiment.

In 25 years am stations increased to nearly 3,000; fm was begun amid high hopes, was outshone by the coincidental development of television, is now at a level of 527 stations on the air; television was transformed from a laboratory oddity to the most miraculous communications device ever known, with nearly 500 stations operating. Almost every American home is a radio home; three out of four homes have television.

The reports which follow are not merely a record of what has been. They are a record of what *is* in the light of how it came to be and a forecast of a future that promises to be even more exciting than the tumultuous, productive past.

WHERE HAS THE MONEY COME FROM?

LUCKILY for radio and television, as well as other media, television burst upon the American scene in the midst of a fantastic advertising boom.

The boom was generated, of course, by the rocketing U. S. economy and, to at least some extent, by the tremendous growth of television itself.

No matter what its source of fuel, the advertising business for the past 10 years has been amazing. Indeed it has been outracing the economy in general. As the top chart on page 109 shows, total advertising expenditures have been climbing faster than total disposable income, the target at which advertising shoots.

In 1945 total advertising expenditures were $2.8 billion and total disposable income $150.3 billion. In 1955, both had soared—advertising to better than $9 billion, income to better than $270 billion. But advertising rose more rapidly—from 1.9% of income in 1945 to 3.3% in 1955.

Advertising had sunk to 1.9% of disposable income in 1945 after several years of war production and scarcities of consumer goods. It had recovered considerable momentum in the postwar period before television came along to help give it an unmeasurable but definite kick.

In 1949, the first year that television expenditures were estimated, total advertising volume was $5.2 billion, 2.7% of disposable income. That was about the ratio of advertising to income that had prevailed before the war (2.9% in 1937-38, 2.8% in 1939, 2.7% in 1940).

How much television and the general economic boom contributed individually to the increase in advertising to 3.3% of income in 1955 cannot, of course, be determined, but obviously both provided push. Television added to the total advertising volume, but it also subtracted something—though it is impossible to say how much—from older media.

In gross dollars, the other key advertising media have not suffered acutely since television arrived. Newspaper advertising increased from $1.9 billion in 1949 to $3 billion in 1955—a little more than the television increase of $58 million to $1 billion (see chart in middle of page 109). Magazine advertising was up from $492 million to $723 million. Only radio advertising slipped in dollar volume—from $571 million in 1949 to $545 million in 1955. (There is evidence the radio volume will be bigger this year.)

But dollars do not tell the whole story.

The size of bite that each medium has been taking out of the total advertising pie has diminished since the advent of television. As the bottom chart on page 109 shows, the percentages of total advertising going to newspapers, magazines and radio have steadily declined since 1949, the only exception being the gain recorded from 1954 to 1955 by newspapers.

In 1949, newspaper advertising accounted for 36.8% of total advertising, magazine for 9.5%, radio for 11%. Television made its appearance that year with 1.1% of total advertising.

In 1955, newspaper advertising was 34% of the total, magazine 8%, radio 6%. Television advertising was 11.1% of the total.

What has happened since television came along is that newspapers and magazines have continued to gain in dollar volume (because of the great growth of total advertising volume) while radio slipped. But the rate of expansion of all three other media has been decelerated. Their futures obviously will be determined not only by their ability to compete with tv (and with each other) but also by the general state of advertising. The surest guarantee for the health of all four major media would be a continued growth of the U. S. economy and with it the growth of the total advertising effort.

In the 19 years that dependable estimates have been available (1937-55) $82.5 billion has been spent for advertising.

Newspaper advertising has accounted for 35.3% of it, $29 billion; radio for 9.7%, $8 billion; magazine for 9.5%, $7.8 billion; television for 4.2%, $3.4 billion.

In the seven recorded years since the beginning of tv, total advertising has amounted to $49.4 billion. Newspaper advertising was 34.7% of it, $17 billion; radio 8.3%, $4.1 billion; magazine 8.6%, $4.2 billion, and television 6.9%, $3.4 billion.

In those same seven years the character of advertising in various media changed.

Considerably more than half (57%) of total radio advertising was spent by national advertisers (network and spot) in 1949. Local business accounted for the rest.

In 1955 the proportions of national and local advertising on radio were almost reversed. Local business was 59%, national only 41%.

Newspaper advertising has been predominantly local historically. Local advertising constituted 75% of the newspaper total in 1949 and the same percentage in 1955.

Magazine advertising, of course, has been all national.

It was the strength of newspapers in the local advertising field that enabled them to keep on gaining dollar volume after television. For television has been predominantly a national medium ever since it had the first vestiges of national coverage. In 1955 national advertising amounted to 78% of all television business.

Radio has had to adjust its operations to build up local revenue as replacement for that which it lost in the decline of its share of national advertising. All indications are that it is succeeding in the adjustment. Local radio advertising volume has increased year by year, in the face of dwindling total radio volume. Spot radio advertising has held firm and this year appears to be rising significantly. These two will probably succeed this year in getting radio back on the upward curve despite the continued sluggishness of network radio.

Figures for advertising so far used here pertain to advertising expenditures—all the money which advertisers spend in their numerous advertising efforts. Only a part of these funds, of course, reaches the media.

The tables on this page show the revenue taken in by radio and television from time sales through the years.

Television Revenues from Sales of Time

Year	National Network	Spot	Local	Total
1949	$ 10,795,512	$ 7,275,013	$ 9,459,608	$ 27,530,133
1950	35,044,000	25,034,000	30,385,000	
1951	97,558,000	59,733,000	51,304,000	208,595,000
1952	137,664,000	80,235,000	65,171,000	283,070,000
1953	171,900,000	124,318,000	88,474,000	384,692,000
1954	241,225,000	176,766,000	120,131,000	538,122,000
1955	308,900,000	222,400,000	149,800,000	681,100,000

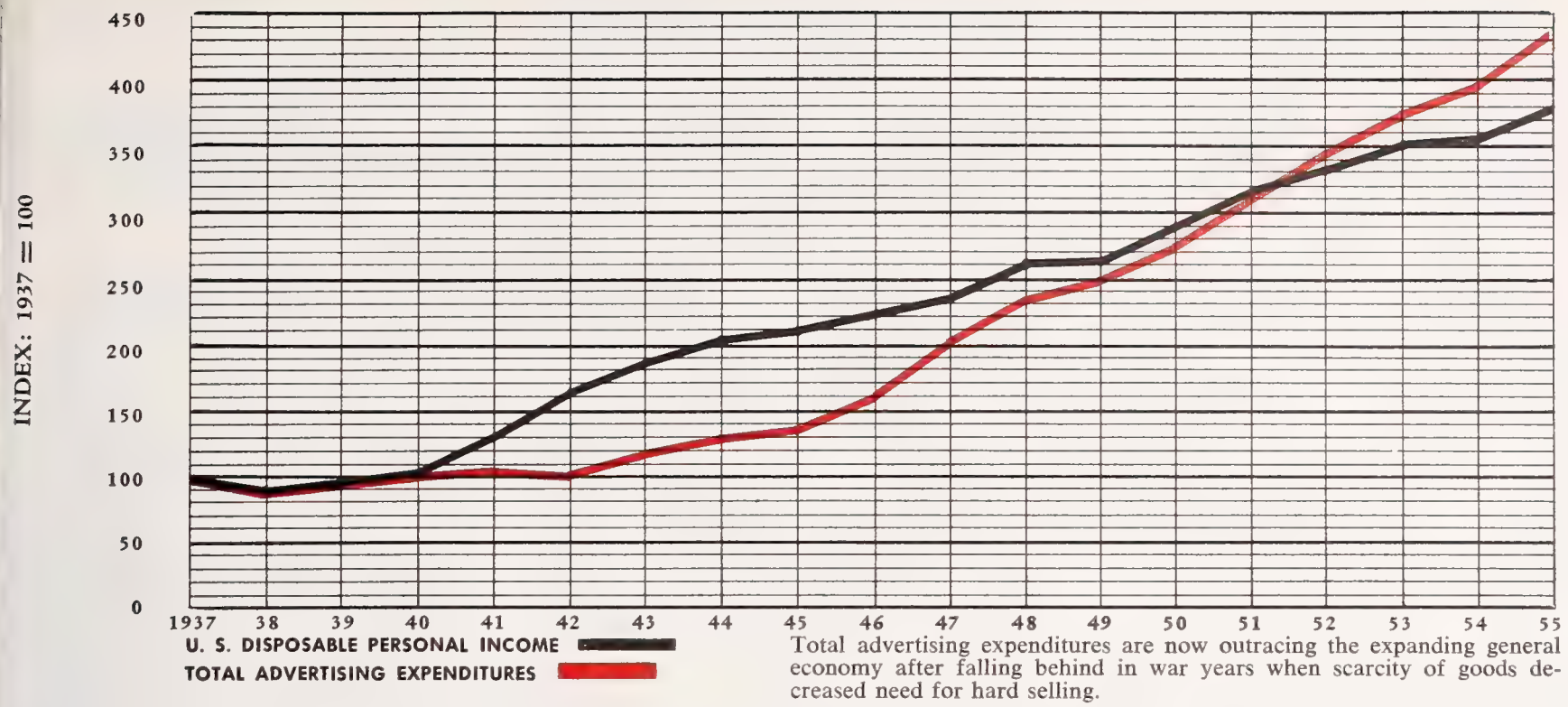
Radio Revenues from Sales of Time

Year	National Network	Regional Network	Spot	Local	Total
1938	56,612,925	.....	28,109,185	32,657,349	117,379,459
1939	62,621,689	.....	30,030,563	37,315,774	129,968,026
1940 *	71,919,428	1,869,583	37,140,444	44,756,792	155,686,247
1941	79,621,534	2,752,073	45,681,959	51,697,651	179,753,217
1942	81,744,396	3,444,581	51,059,159	53,898,916	190,147,052
1943	99,389,177	6,256,508	59,352,170	64,104,309	228,102,164
1944 *	121,757,135	7,612,366	73,312,899	84,960,347	287,642,747
1945	125,671,834	8,301,702	76,696,463	99,814,042	310,484,046
1946	126,737,727	8,043,381	82,917,505	116,380,301	334,078,914
1947	127,713,942	7,012,689	91,581,241	147,778,814	374,086,686
1948	133,723,098	7,329,255	104,759,761	170,908,165	416,720,279
1949	128,903,467	5,994,858	108,314,507	182,144,301	425,357,133
1950	124,633,089	6,897,127	118,823,880	203,210,834	453,564,930
1951	113,984,000	8,481,000	119,559,000	214,519,000	456,543,000
1952	102,528,000	7,334,000	123,658,000	239,631,000	473,151,000
1953	92,865,000	5,192,000	129,605,000	249,544,000	477,206,000
1954	78,917,000	4,767,000	120,168,000	247,478,000	451,330,000
1955 †	54,997,000	5,573,000	117,070,000	278,009,000	455,649,000

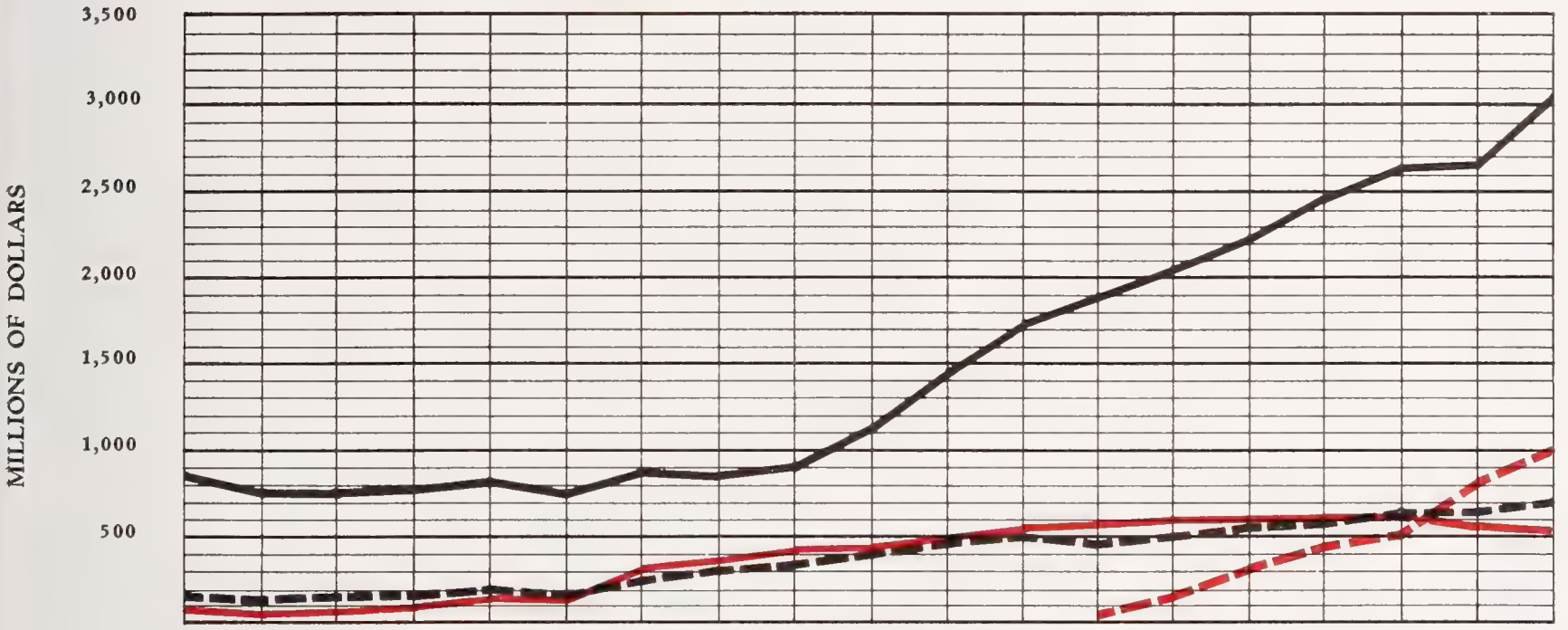
* Figures prior to this date not comparable in all categories.

† 1955 figures for radio estimated by BROADCASTING • TELECASTING. All others, FCC estimates.

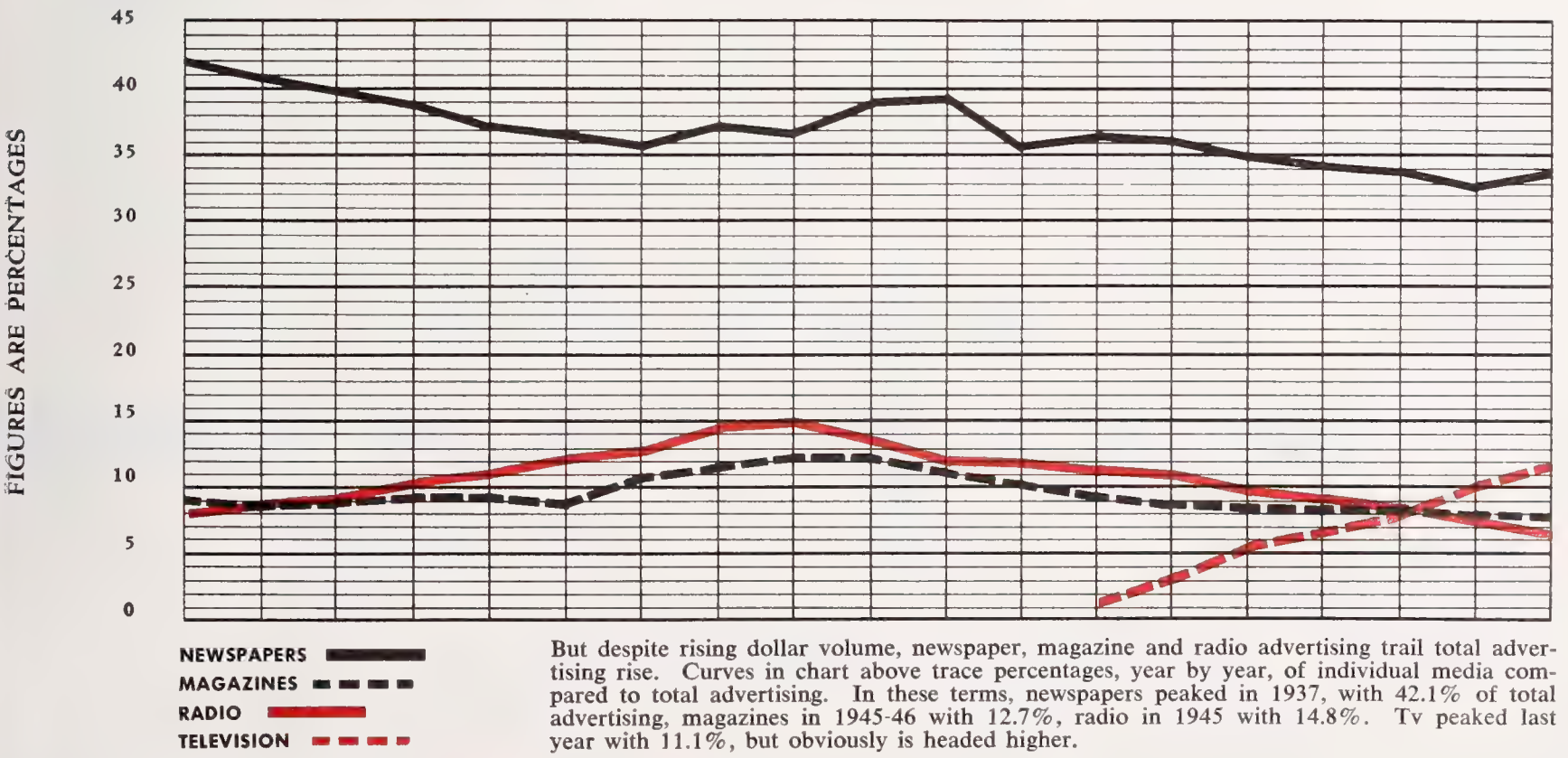
SOURCES: Total disposable personal income: Office of Business Economics of U. S. Dept. of Commerce. Advertising expenditures: McCann-Erickson and Printer's Ink magazine. Television and radio revenues from time sales: FCC and BROADCASTING • TELECASTING.



Total advertising expenditures are now outracing the expanding general economy after falling behind in war years when scarcity of goods decreased need for hard selling.



Dollar expenditures in four key media have been rising, except for radio which sagged in 1953-54-55 (but is expected to rise this year). In 1937-55 newspaper advertising rose from $872 million to more than $3 billion, magazines from $192 million to $723 million, radio from $165 million to peak of $624 million in 1952. Television zoomed from $58 million to $1 billion in seven years.



But despite rising dollar volume, newspaper, magazine and radio advertising trail total advertising rise. Curves in chart above trace percentages, year by year, of individual media compared to total advertising. In these terms, newspapers peaked in 1937, with 42.1% of total advertising, magazines in 1945-46 with 12.7%, radio in 1945 with 14.8%. Tv peaked last year with 11.1%, but obviously is headed higher.

'AND NOW A WORD FROM OUR SPONSOR'

In the 34 years since the first known broadcast commercial, radio and tv have sold everything from 'high grade' dwellings to 'mm-mmm good' soups by means of dramatic episodes, jingles, program integration, subtle wit and shrill exhortation—to name only a few.

AT 5 p.m. on Aug. 28, 1922, an announcer stepped to the microphone of WEAF New York and said:

"This afternoon the radio audience is to be addressed by Mr. [H. M.] Blackwell of the Queensborough Corp., who through arrangements made by the Griffin Radio Service Inc. will say a few words concerning Nathaniel Hawthorne and the desirability of fostering the helpful community spirit and the healthful, unconfined life that were Hawthorne's ideals."

Mr. Blackwell then came forward and talked for 10 minutes about the happy, healthful, unconfined advantages of Hawthorne Court, a group of "high-grade dwellings" in Jackson Heights, New York, where people "can enjoy all the latest conveniences and contrivances demanded by the housewife and yet have all of the outdoor life that the city dweller yearns for but has deludedly supposed could only be obtained through purchase of a house in the country."

In the spirit of Nathaniel Hawthorne, then 58 years dead, Mr. Blackwell exhorted the "city martyrs" to heed the "cry of the heart," a voice which he described as clamoring for "more living room, more chance to unfold, more opportunity to get near Mother Earth, to play, to romp, to plant and to dig.

"Let me enjoin upon you"—Mr. Blackwell now was warming to his task of really selling the Hawthorne Court apartments—"as you value your health and your hopes and your home happiness, get away from the solid masses of brick, where the meagre opening admitting a slant of sunlight is mockingly called a light shaft, and where people grow up starved for a run over a patch of grass and the sight of a tree."

Thus radio listeners in New York heard what is generally accepted as the first radio commercial. It is testimony to the innate appeal of the medium that the first was not also the last.

By way of contrast, a few months ago Campbell Soup Co. filled the western airwaves with a series of commercials, carried on an ABC regional network, that consisted in their entirety of phrases like: "Campbell soups are mm-mmm good."

These chronologically extreme examples are neither the long nor the short of the commercial, but side by side they point up the distance that the broadcast sales message has come. En route, it has taken many forms—dramatic episodes, jingles, program integration, subtle wit and shrill exhortation, to name a few—and when it got into television it became a complex thing whose production, once involving one man and a few dollars, enlisted scores of people, cost thousands of dollars.

Actually the Hawthorne Court apartments, of which Mr. Blackwell thought so highly and talked so long, were not the first products sold by radio.

Some seven years before that, in 1915, a young fellow named Arthur B. Church, whose name later became synonymous with KMBC Kansas City, helped build himself a business in radio parts and supplies by "advertising" them over his ham station 9WU in Lamoni, Iowa. And in 1919 Dr. Frank Conrad, on his experimental 8XK (later KDKA Pittsburgh), boosted the business of a friendly music store by giving it on-the-air credit in return for free records with which to program his station.

The Pre-emption

Sponsorships increased gradually after Queensborough Corp. paid WEAF $100 for its 10 minutes. On WEAF, A&P figured big—and, incidentally, was one of the first victims of the institution that later became known as The Pre-emption: On the night of Nov. 15, 1926, when NBC's inaugural program was presented, listeners to WEAF heard this announcement:

"Thanks are due the Great Atlantic & Pacific Tea Co. which regularly engages these facilities, between the hours of 9 and 10 p.m. on Monday evenings, for they have consented to withdraw tonight's program by the *A&P Gypsies* so that we may broadcast the special opening program of the National Broadcasting Co. . . ."

NBC's special opening program was presented without sponsorship, but the next night WEAF and a lineup of 13 stations carried a sponsored program of music from 8 to the odd closing time of 8:33, with opening and closing commercials as follows:

"These facilities are now engaged by the makers of Scott's Emulsion of Pure Norwegian Cod Liver Oil for the broadcasting of another *Vikings* program."

And:

"The Vikings come to you through the courtesy of Scott & Bowne, the makers of Scott's Emulsion of Pure Norwegian Cod Liver Oil."

The closing announcement also invited listeners to let the sponsor know what they thought about his program. "Each of you who write," the announcer said, obviously wanting to find out how many were listening, "will receive a copy of the *Viking Hand Atlas of the World.*"

The *Vikings* program was followed that night by a series of other sponsored programs utilizing assorted station lineups. Among the programs were the *Jolly Buckeye Bakers,* sponsored by Buckeye Malt Syrup; *Eveready Hour,* sponsored by National Carbon Co., and an account of the auction bridge games sponsored by U.S. Playing Card Co. Almost uniformly their commercials followed the "These facilities are now engaged by . . ." pattern.

The evidence of the Queensborough commercial to the contrary, commercials at the outset clearly were expected to be kept to a bare mention of sponsor and product. As far back as about 1923, when Browning, King & Co., New York—one of the first broacast advertisers—applied to AT&T for time on WEAF, a set of rules had been laid down by that station:

(1) Entertainment on sponsored programs had to be up to the standard set by the station for its sustaining programs; (2) the commercial must be kept, so far as reasonably possible, to the mention of the sponsor and product; (3) direct selling and price mentions were forbidden; (4) if the sponsor failed to conform to these rules, the station could cancel his advertising.

The commercials went a little further, however, in the first sponsored broadcast on CBS. That was an hour and five minute program—nothing seemed to come out even in those days—immediately following the CBS inaugural show on Sept. 18, 1927. The program consisted of music, jokes (?), and patter, with announcements by Maj. J. Andrew White, then president of CBS, and Harry C. Browne, who used the title of "judge," told Negro dialect stories, and helped out with the commercials.

After a few preliminaries, the opening commercial worked into this:

Judge: ". . . Well, then, I'm representing the Emerson Drug Co. of Baltimore, Md. I know you recollect that little blue bottle of Bromo Seltzer—well, that's one of the things we make. Am I permitted to say all this?

Major White: "You say it first and then ask me if you are permitted. Pretty wise old fox. Go on."

Judge: "No, I guess I told enough. Everybody knows Bromo Seltzer so well, we are already acquainted anyhow . . ."

A little later in the program came the

25 years ago Sol Taishoff wrote:

We make our bow

"Edmund Burke said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than them all."

—Carlyle's *Heroes and Hero Worship*

AND now Radio! Who is there to gainsay its rightful status as the Fifth Estate? Powerful medium for the conveyance of intelligence and entertainment to the masses, Radio Broadcasting has come to take its place alongside "the Lords Spiritual, the Lords Temporal, the Commons and the Press" to whom the redoubtable Burke alluded in one of his unpublished flights of oratory.

Radio as the mouthpiece of all the other Estates occupies a peculiar position of its own in American life. It furnishes all of man's other high Estates voices that reach far beyond their cloistered chambers, their limited social circles, their sectional constituencies and their circulation areas.

But beyond all that, it brings new cheer, new intelligence, new light to the multitudes in providing all the many and diversified forms of education and entertainment that the human ear can convey to the mind. Soon sight will be added to radio's voice; when and how, it is too soon to say, but that it will the best minds of radio are agreed.

All this broadcasting does in this country while sustaining itself as an economic entity, without the direct aid or subsidy of government. It does all this, under the American scheme, while lending new stimulus to business by making available to business a new vocal medium of sales approach. It does all this, we believe, without encroaching upon, but rather in close cooperation with, the other realms of education, entertainment and business.

BROADCASTING makes its bow firm in its belief in the American system of radio. With all its youthful faults, Radio by the American Plan still expresses a certain genius of the American people—the genius of free enterprise.

It would be idle here to expatiate upon the blessings, the faults and the future hopes of radio. The columns of BROADCASTING will be devoted to the news of radio, particularly to bringing the various elements that make up this great art and industry to a greater awareness of another. BROADCASTING intends to report, fairly and accurately, the thoughts and the activities that motivate the field of broadcasting and the men who are guiding and administering broadcasting.

To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated.

SOL TAISHOFF
Co-founder, Editor, Publisher
BROADCASTING

VOLUME 1, NO. 1 OCTOBER 15, 1931

85,000,000 WORDS LATER...

It is evident that these memorable words came from a man of vision. The high standards set forth in Sol Taishoff's first editorial pointed the young BROADCASTING magazine in the right direction. Twenty-five years and 85,000,000 words later these high standards have become promises fulfilled and a job well done.

Sol Taishoff envisioned high standards for the "Fifth Estate" as well as for his new publication. Just as B•T has ably served the broadcast industry through 25 growing years . . . so WTCN has, for the same quarter of a century, served the Upper Midwest.

At WTCN Radio and WTCN-TV we turn toward the years ahead with eagerness and enthusiasm to continue to "bring new cheer, new intelligence and new light to the multitudes."

WTCN Radio
1280 Kilocycles 5,000 watts

WTCN-TV
Channel **11 316,000 watts**

Affiliated with WFDF, Flint;
WOOD AM and TV, Grand Rapids;
WFBM AM and TV, Indianapolis.
Represented nationally by Katz Agency, Inc.

MINNEAPOLIS-ST. PAUL
ABC Network

"The Station of the Stars"

BOXTOPS AND BROADCASTING

THE use of premiums in radio and television advertising has become one of the commonest commercial techniques. Here's how the first network premium offer originated, as recounted by Duane Jones, agency veteran, in his book, Ads, Women and Boxtops, *which was condensed in a B • T series of articles in June, 1954:*

THE first network radio application of a special premium technique to a nationally advertised package product occurred in 1933. Benton & Bowles offered a seed deal on the air in behalf of Colgate-Palmolive-Peet's Super-Suds.



MR. JONES

As contact man on the account I had suggested the deal. To my knowledge, it was the first boxtop offer ever carried by a national radio network. And it was the first seed premium ever offered by air. Furthermore, it was the first campaign ever conceived as a fundamental package goods advertising technique. It was a stone for the corner of a new sales structure, a form of advertising not yet born. It presented an entirely new sales approach. Although no one knew it then, in time it would become one of 15 techniques used exclusively for package goods advertising. It would help to make millions of women habit-minded in their purchase of packaged foods, drugs and other commodities.

But when I suggested the idea to Bill Benton, co-founder and then head man of Benton & Bowles, and destined later to become one of Connecticut's august United States Senators, he told me it sounded like sheer madness—a diabolical form of financial suicide.

"Who ever heard of paying such a terrific sum for radio time just to give garden seeds to listeners?" he said. "Why, the whole thing is absurd!"

After much persuasion, however, he finally consented to take a chance, but from that moment I was painfully aware I was a marked man if it failed.

Having come from the West Coast, I was acutely conscious of the pulling power of the name, Hollywood. So I decided to commercialize this magic to the utmost. With that in mind, we announced the offer as a Hollywood garden, one with gorgeous flowers like those grown by the movie stars, available to all takers for only a dime and a Super-Suds boxtop.

We carried the deal nationally for ten days over NBC on a daytime serial, *"Clara, Lu 'n' Em,* and it drew more than 600,000 returns. Naturally this was sensational. It was both colossal and supercolossal.

"Well," I said to Benton, "we sold more than half a million packages of SuperSuds in ten days—an average of 60,000 a day. What's more, the prenium washed its own face—paid its own way." "Not bad," Benton grinned, "Not bad at all. I told you all the time it was a swell idea. I thought it was terrific right from the start."

chainbreak announcement:

"For those who are listening in and who may have tuned in late, this is the *Effervescent Hour* in charge of Judge Browne, representing the Emerson Drug Co. . . . The Columbia chain station to which you are listening will now identify itself . . ."

A few jokes and musical numbers later, time came for another sales message:

Judge: ". . . It seems to me, suh, that the folks out there who are listening may not know as well as we do the virtues of that dainty, delightful, appealing, exquisitely refreshing——"

Major: "Yes?"

Judge (laughs): ". . . fragrant, delectable, soda fountain drink, Ginger Mint Julep."

Major: "You are entitled to tell them what it is, sah."

Judge: "Tell them what Ginger Mint Julep is? There aren't words sufficient for expression, suh.

Major: "You were going along pretty well a moment ago."

Judge: "Why, I hadn't got started, Major. The only way you can ever know how good a Ginger Mint Julep is, is to try it."

Major: "And how do I rate that distinction?"

Judge: "It is my pleasure, suh, to extend to you this little hospitality, if you will accept the drink.

"Now, here it is, and if it doesn't remind you of putting your face into a fragrant bed of mint and sipping the nectar fit for the gods, suh—well, I know it will mean more than that to you. And while you are enjoying its cooling flavor, I shall endeavor to indicate the contrast by having a hot number played by the Ginger Mint Julepers. This number is known as 'Let Her Fizz'."

End of commercial, suh. For the closing, Major White said:

"That brings to a close the visit of Judge Browne and his friends from Baltimore, appearing very frankly in the interest of the Emerson Drug Co., which makes Bromo Seltzer and Aperio and Ginger Mint Julep, and we leave you with the refrain of the appropriate song of this old established concern—'There Is No Love Like the First Love'."

Apparently the commercials, or the program, or both, brought a pleasing reaction. The following week Judge Browne told his listeners that "we are gratefully conscious and appreciative of the many kindly comments made across the counters of soda fountains throughout America about Ginger Mint Julep and its delightful bouquet."

And right there Judge Browne and Emerson Drug got into what was to become a familiar broadcast habit: they announced a contest. "So," said Judge Browne, "the Emerson Drug Co. announces to the soda fountain dispensers a reward for mailing to them the best comments of whose whom they serve . . ." Pretty good rewards, too: $500 each month for the 10 best comments; $250 for the next 10; $150 for the third 10; and $100 for the fourth 10.

For the most part, the early commercials were practically carbon copies of the sponsors' print ads. For example, American Tobacco Co.—which later came up with such unforgettables as the chant of the tobacco auctioneer and "Sold American!", LS/MFT," "Be Happy, Go Lucky" and the Hit Parades of both radio and tv—in the early days put its print copy on the air virtually without change. This was about 1928, and the habit among major advertisers continued for several years.

Not until 1934, in fact, did an agency hire a copywriter to handle radio commercials exclusively. The agency was Young & Rubicam. The copywriter was Joseph A. Moran, now vice president of Y&R. In Mr. Moran's words, "when radio commercials were first written, they were written by the left hand of a right-handed copywriter."

But changes came, and the late 1920s and early 1930s brought a number of new developments — among them informality in handling the sales message, the dramatized commercial, the integrated commercial, the heresy of kidding the product.

Among the earliest dramatized commercials was one for Fels-Naptha soap which was heard about 1929. It was a long-winded story of a girl who won a handsome mansion by proving she was a good housekeeper. Her proof? She used Fels-Naptha, of course.

The integrated commercial was born, according to the best available vital statistics, in the mid-30s—about 1934-35—with Fred Allen, Ed Wynn, Jack Benny, Burns & Allen, and Phil Baker among the foremost practitioners of this new art form (also see Jack Benny interview, page 118). Many of these performers also found in this technique an unpassable opportunity to kid the commercial, which they did with considerable sales effectiveness. It was an approach that was developed into a way of life by Arthur Godfrey and other latter-day salesmen.

The early '30s saw the networks shake off one set of shackles which they had imposed on themselves from the beginning (but which many stations had disregarded in their own commercial operations). This was the ban on quoting prices on the air.

In July 1932 NBC withdrew its price-mention prohibition insofar as daytime hours were concerned (except on Sundays). Roy Witmer, NBC sales vice president at the time, explained that NBC felt prices would be interesting to housewives. First advertiser to take advantage of the new policy was A&P, then one of NBC's biggest accounts, which listed the prices of certain commodities on two morning programs.

Two months later both CBS and NBC lifted the ban—for nighttime as well as day. A&P again was first in line, carrying price mentions on the *A&P Gypsies* on NBC on Sept. 12, 1932. CBS' new policy became effective three days later, on Sept. 15. Both networks imposed limits on the number of

Savannah's No. 1 Station, 27 Years Old This Month, Congratulates the Industry's No. 1 Publication for 25 Years of Excellent Service!



See Savannah's latest Pulse for Radio and TV

WTOC AM - FM - TV

SAVANNAH

REPRESENTED NATIONALLY: AVERY-KNODEL



. . . and a low bow to the many GUYS and DOLLS of —

BROADCASTING-TELECASTING MAGAZINE

Few men in the broadcast industry have done more for our business than has Sol Taishoff, leader of a great team.

It's a real pleasure to say it . . . and to pay for saying it.

A tireless worker, yet with always a few minutes to spare for any of us, Sol has proven a powerful friend and a potent voice in broadcasting's behalf.

Few industries, if any, have a trade magazine to compare with the Taishoff team's handiwork, and we point to BROADCASTING-TELECASTING with justifiable and sincere pride.

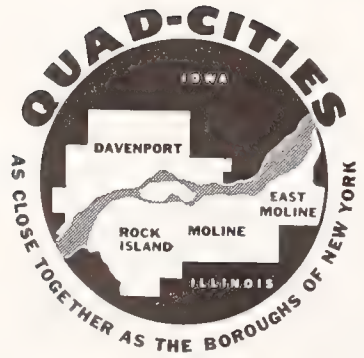
Sol Taishoff has won marked success — and he well deserves it. We hope he and his guys and dolls have many, many more years of forward progress.

Rex Johnson
FOR

Established 1925

WHBF

31 YEARS IN RADIO — 6 YEARS IN TELEVISION



THE QUAD-CITY FAVORITE

Rock Island, Moline, East Moline, Illinois; Davenport, Iowa

price mentions permissible within 15-minute periods.

A mid-30s development that worked itself into a future was the transcribed spot announcement. Cecil Widdifield of Schwimmer & Scott Adv. has been credited with pointing out the commercial possibilities of the 20-second intervals between programs—and with selling the idea of the transcribed spot. Comedian George Givot ("The Greek Ambassador") was one of the first—if not *the* first—to be featured in a series of transcribed commercial announcements.

Pretty soon, transcribed commercials were being heard all over the U.S. In the 1940's a related phenomenon, the transcribed jingle, had become the rage—and to many, the bane—of radio. A storm developed, in which some stations banned all jingles. In 1944, WQXR New York imposed such a ban (and it still stands; a fortnight ago, Barney's clothing chain went to the expense, in order to get its commercial on WQXR, of having its "Calling All Men to Barney's" jingle arranged and recorded as an instrumental number to be played on WQXR without words).

Also in 1944, WWJ Detroit announced it was banning not only jingles but all transcribed announcements, effective the following Feb. 1. Harry Bannister, then manager of WWJ (now NBC station relations vice president), explained that the move was made to enable the station "to carry out its mandate of operating in the public interest. We believe that transcribed announcements have impaired the entertainment value of radio . . ."

Agencies were concerned by the move; meetings held at which alternatives to the WWJ ban were proposed and considered. But WWJ held fast, at least for the time being. WWJ representatives explain that the ban remained in force throughout the rest of World War II and on to about 1948, when it was dropped.

Singing commercials meanwhile were the subject of considerable research. Pulse Inc. reported on the basis of a study made in 1947 that, whatever their artistic value, they must have selling power: in each of five separate product categories, Pulse found, brands identified with singing commercials were remembered best.

The singing commercial that touched off the jingles wildfire was "Pepsi-Cola Hits the Spot," which hit radio about October 1939. But this was not the first.

Earl Gammons, former Washington vice president for CBS, now a consultant, has been credited with offering the first singing commercial on Christmas Eve, 1926. The

GEORGE WASHINGTON HILL: ECCENTRIC GENIUS

BY FAR the most controversial figure ever to explode upon the modern advertising scene was a rotund authoritarian who was named George Washington Hill. Mr. Hill is the man who used radio to sloganize Lucky Strike into the top-selling cigarette for 12 of his 21 years as head of American Tobacco Co., according to company figures.

Mr. Hill wore his hat indoors, but he still had a way with women. He added American womanhood to the cigarette market almost single-handedly shortly after he succeeded his father as president of American Tobacco in 1925. Aware that the ladies restrained themselves from the "vice" of tobacco only because they thought it wasn't ladylike, Mr. Hill set out to tell them, by advertising, that that idea was a myth.

In 1928, he entered network radio to introduce the now-classic slogan, "Reach for a Lucky instead of a sweet!" When the figure-conscious ladies responded by the thousands and the candy companies started revolting against this tack, the Federal Trade Commission warned Mr. Hill to desist. Mr. Hill thereupon began telling his new-found customers to "Reach for a Lucky instead!" By 1931 Lucky Strike was leading the cigarette pack.

In the depression years of the Thirties, when most people felt they were wallowing in luxury to have a radio in the parlor, Mr. Hill had one in every room of his house. Here he liked to listen to his slogans on the *Lucky Strike Radio Hour*, forerunner of Luckies' *Your Hit Parade*, and the radio advertising of his competitors.

Mr. Hill's career as a radio impresario included the Metropolitan Opera, *Hit Parade*, Ben Bernie, Kay Kyser, Eddie Duchin, Jack Benny, Phil Harris, Wayne King, *Information Please* and columnist Dorothy Thompson. He liked his radio music loud and syncopated, with a minimum of "arranging." According to a sketch of his career in the book, *Sold American!* distributed by American Tobacco Co., Mr. Hill "insisted the tunes be played just as people ordinarily heard them, feeling that the familiar context would help his commercials get across."

A trademark of the Lucky Strike programs was the "chant of the tobacco auctioneer." Mr. Hill paid two tobacco auctioneers $25,000 each a year to sound their nasal pitches which always concluded with the familiar "Sold American!" Radio, claims the biography, is the "one-word reason" why Lucky Strike was able to cut its number of salesmen in half while continuing to boost its sales.

As a "one-man" advertising agency,



Mr. Hill was the undisputed boss of American Tobacco's promotion, and although he had a corps of executives around him, their manliest efforts seem to have been used in restraining him until some of his more wild-eyed advertising schemes had cooled.

When World War II came, Mr. Hill was informed in 1942 that the gold panels and the green background on the Lucky Strike package would have to go because the gold panels were made from copper and the green from chromium, both metals critical to the war effort. The Hill biography describes how Mr. Hill was told by an executive that "just like the soldiers, green ink has gone to war." The narrative continues:

"Hill's palm hit his glass-topped desk like a thunder-clap. For the next few days he pondered over the verbal possibilities, and 'Lucky Strike Green Has Gone to War' was the result."

The slogan was used only on the radio and on Luckies cartons and repeated over and over again, sometimes with no other identification. The slogan campaign broke very close to the North African invasion of 1942 and in six weeks sales of Luckies had jumped 38%. Besides that, American adds, enough copper was saved in a year to provide bronze for 400 light tanks.

Despite Mr. Hill's large purchases in radio, a *Saturday Evening Post* survey in 1945 showed that Lucky Strike in ten years had spent a total of $55.5 million in advertising, to sell 436.1 billion cigarettes, while its two main rivals spent $85.9 million and $84.2 million to sell 817.6 billion units between them. Thus, Lucky Strike's "traceable ad costs" were 12.7 cents per thousand cigarettes as against 20.8 cents per thousand for the two major competitors.

While some of Mr. Hill's slogans went awry and failed to sell Luckies and many others were eased out of ad campaigns by more conservative subordinates, one of his slogans, originated in 1942 and its initials used widely on radio as a teaser with no further identification, won full approval from Vincent Riggio, who succeeded Mr. Hill as president upon the latter's death in 1946. This was "L.S./M.F.T." (Lucky Strike Means Fine Tobacco). Mr. Riggio assured Mr. Hill he thought these words would last longer than any other ad the company had coined.

American's narrative of the discussion ends this way "In his own broad penstrokes Hill wrote out the initials and ordered them printed on the bottom of the white Lucky pack. They are still there, just as he wrote them."

station was WCCO Minneapolis, where he was then commercial manager. The product was Wheaties. And the commercial, sung by a male quartet, went so:

"Have you tried Wheaties?

"They're whole wheat with all of the bran.

"Won't you try Wheaties?

"For wheat is the best food of man."

From then till now there have been more jingles than man can count, much less sing. One of the hardiest, dating from the early 1930's is Jello's choral "J-E-L-L-O." Others among a vast lot of especially noted ones are "Duz does everything"; Adler elevator shoes' "You can be taller than she is"; Chesterfield cigarettes' "Sound off — for Chesterfield!"; Gillette's chimes and "Look sharp—be sharp!"; Luckie's "Be Happy, Go Lucky"; Arrid's "Don't be half-safe"; Halo shampoo's "Halo Shampoo Halo"; Pepsodent's "You'll Wonder Where the Yellow Went."

But the ring-tailed wow that led the parade was Pepsi-Cola's. This was a product of the team of Allen Kent and Ginger Johnson (Herbert Austen Croom-Johnson), who had met at NBC and, about 1935, turned out a series of Mother Goose parodies that they sold to a bread sponsor.

Edgar Kobak, who now is a business consultant and station owner and then was with the Lord & Thomas agency but preparing to return to the old Blue Network, was one of a small group who, in 1939, encouraged Kent-Johnson to apply their talents to the writing of a jingle that would sell a 12-ounce bottle of cola for five cents. The result, using a frisky adaptation of the English hunting song, "John Peel," is reprinted here for the benefit of the very young, the older deaf, and the extremely short-memoried:

"Pepsi-Cola hits the spot.

"Twelve full ounces, that's a lot.

"Twice as much for a nickel too.

"Pepsi-Cola is the drink for you!

"Nickel, nickel, nickel, nickel.

"Trickle, trickle, trickle, trickle.

"Nickle, nickle, nickle, nickle . . ."

Pepsi-Cola not only liked the song but acquired the copyright as well, which it still holds.

Another unforgettable one, often credited with turning a tide of public resentment that was by then running against the singing commercial, was a ditty that BBDO brought out about 1944 featuring "Chiquita Banana" and making the point that refrigerators and bananas are not compatible. "Chiquita" won critical as well as public acclaim—and, given new lyrics containing dietary advice, received acclaim also from the radio head of the U.S. Dept. of Agriculture, from the head of Famine Emergency Committee, and from other officials for its work in combatting the postwar famine in the world.

Meanwhile, the commercial had been introduced to tv.

The first authorized tv commercials appeared July 1, 1941, and were on WNBT (now WRCA-TV) New York, the only television station that was then ready for business with both a commercial license and a rate card. There were five.

(1) Bulova Watch Co. opened and closed WNBT's transmissions that day with a visual adaptation of its long-familiar radio time signal—and promptly signed up for daily tv time signals for 13 weeks.

(2) Sun Oil Co. sponsored a television version of Lowell Thomas' radio newscast over the Blue Network. For the cameras, announcer Hugh James read the commercials from a desk piled high with cans of Sun oil.

(3) Lever Bros. put on a special version of *Uncle Jim's Question Bee,* one of its radio shows. "Aunt Jennie," star of another Lever radio series, did the commercials. Among other things, she opened a can of Spry and displayed its contents to viewers, and later cut and served a Spry-made cake to the cast and contestants.

(4) Procter & Gamble sponsored an adaptation of its *Truth or Consequences* radio series, in behalf of Ivory soap. In addition to the familiar "red hands" story for the viewers, contestants were given large cakes of Ivory whose labels were clearly visible to the home audiences.

(5) The Missouri Pacific Lines put on a half-hour travel film.

In the 15 years since then, tv commercials have in many ways followed the evolutionary pattern of commercials in radio, developing through trial and error, constant experimentation—and, by comparison with radio, almost staggering expense. Despite the comparative complexity of television, however, several parallels might be drawn between the development of the sales message in the two media. It is to be doubted, however, that television has yet produced the equal of a singing commercial that is said to have been carried on a Canadian radio station:

"Dignity, peace, and more for your dollar

"At Coopersmith's Funeral Parlor."

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing **RADIO**
representing **TELEVISION**

BRANHAM

national advertising representatives

11 OFFICES
FROM COAST
TO COAST. . . . .

Two powerful voices of Western radio

KMPC KSFO



710 kc LOS ANGELES

560 kc SAN FRANCISCO

Salute the powerful voice of All radio

Broadcasting - Telecasting

SOL TAISHOFF and STAFF

Congratulations

on their 25th Anniversary!

★ For 25 years KMPC, KSFO and their management have watched BROADCASTING grow in influence and size in the field of Radio. Under the guiding hand of Sol Taishoff and his loyal staff all these years, BROADCASTING quickly became — and has always remained — the outspoken advocate of every important improvement in broadcasting. Sol and the magazine he co-founded and still heads have helped us, as they have helped broadcasters throughout the U.S. We know today we render a better service to our communities because of Sol Taishoff and BROADCASTING. May you both celebrate a glorious *50th* Anniversary, and may we be around to share the fun!

GOLDEN WEST BROADCASTERS

Los Angeles **KMPC · KSFO** *San Francisco*

Gene Autry, Chairman, Board of Directors • Robert O. Reynolds, President

National Representatives: KMPC, AM Radio Sales · KSFO, Headley-Reed Co.



STARS SHINE BEST WHEN POLISHED

NO PERFORMER in broadcasting has kept at or near the top as consistently or long as Jack Benny. Here, in this recorded interview with B•T's Associate Editor Larry Christopher, Mr. Benny explains how he has kept his star shining for nearly 25 years.

Q: Jack, since you have sustained about the longest run on radio and television of a single personality during the past quarter of a century, your impressions are of special significance to the broadcasting profession at this time. For instance, how did you happen to decide to leave radio and devote full time to television?

A: I didn't have to decide. Television decided that for you. Tv and sponsors. There's no such a thing as making a decision there. You go where you have to go.

Q: The decision is not up to the entertainer?

A: No. Not at all. I don't care how good your radio program is at the moment, if you have to make a transition to television and if you don't make a good one, it certainly isn't good for the star.

Q: What are the problems for the star in making the transition?

A: Some people might be very, very good in radio and not make it in television because maybe before radio they haven't had real show business experience. On the stage. You see, television brings you back on the stage. I fortunately have had many, many years of experience on the stage, including vaudeville. Now, on the stage I used to do practically what Ed Sullivan does today except he goes for it pretty straight and I go for comedy. If I had started years ago and done that type of show, that would have been the type of show I would be doing today. Now that would have been easy for me to do—a weekly show as an m.c. As long as I knew the acts that were coming in I could prepare for it and also do some work with them. Outside of that, on my first year I sort of had to feel my way around and it seemed that the oftener I did them the better the shows were because I got into the groove like I did on radio.

Q: You're on your seventh year in tv on CBS-TV and with greater frequency than before, are you not?

A: For the last three years it's been every other week. Before that, once a month. Before that, once every six weeks. Before that, six a year and before that four a year. The fewer you do the tougher they are.

Q: The frequency keeps you sharper?

A: Not only keeps you sharper but you don't feel the responsibility that you have when you only go on four times.

Q: Did you feel a more significant responsibility?

A: Yes. If you only go on four times then every show has to be a knockout. This way, the way I go on now, if every show isn't great it doesn't make that much difference. I try to keep them great. Or let me say, I try to keep them from being lousy!

Q: Do you feel television is draining on your creative capacity much more than radio, the movies or vaudeville did?

A: I think it's a big drain on people. I must say fortunately it's been a little easier for me because of the build-up of the character-

On October 15, 1931, a young man in Washington, D. C., eagerly thumbed through the 32 pages of a dream come true . . . the first issue of a new magazine, destined to serve, and grow with, the young industry of Broadcasting. As Sol Taishoff read the copy—most of which he had written himself—his dream leaped ahead, and he visualized a publication which should grow in importance and value as the industry grew.

Two years earlier . . . September 16, 1929, in Covington, Ky., another young man pushed a switch which put into operation *his* dream . . . a 5,000 watt radio station. L. B. Wilson, like Sol Taishoff, was a practical dreamer, and he, too, visualized the growth and importance of *his* dream during the years to come, when his station would be one of the nation's most important.



Today . . . as Sol Taishoff, his staff, and his magazine celebrate its Silver Anniversary, Mr. Taishoff looks back on 25 years of constant growth and increasing importance to the industry it serves, of a great trade publication—The Bible of The Broadcasting Industry. It is the realization of his dream.

And during its 27 years—the growth of WCKY has paralleled that of Broadcasting Magazine. From a 5,000 watt station sharing time with three others—WCKY today, with 50,000 watts, is as powerful as any radio station in the United States. With a selling impact covering much of the nation, WCKY's position in the field is unchallenged. And although he isn't here to share it, L. B. Wilson's dream, too, is a reality.

WCKY has always recognized BROADCASTING • TELECASTING's Advertising value, too—

WCKY's First Advertisement—

BROADCASTING • TELECASTING's **First regular double page**

February 15, 1933

THE *L.B.Wilson* STATION

WCKY

CINCINNATI OHIO

WCKY C I

• *Associate Station N.B.C.---5000 Watts---Clear Chann*

CINCINNATI'S LARGEST and LEADING MERCHANTS USE WCKY EXCLUSIVELY

IN CINCINNATI IT'S THE ENQUIRER, TIMES-STAR AND THE POST FOR READERS---BUT WCKY FOR LISTENERS!

OWNED AND OPERATED BY
L. B. WILSON
INCORPORATED

Coca Cola test on a Telephone Exch

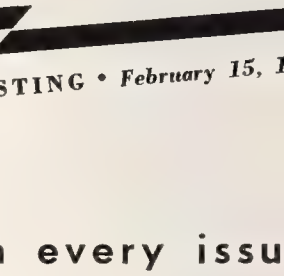
Associate station of than 75 per ce

5,000 watts—Trans cinnati, giving

WCKY represents estimated net buying area.

H. & S. Pogue— Drug Stores

CONCE



—and WCKY has been in every issu

Our Most Sincere Congratulations

WCKY . . . ON THE AIR EVERYWHERE • TWENT

The Voice of

CINNATI

limited Time, No Less Than 17 Hours Daily •

•••FACTS•••

...m completely paralyzed Cincinnati
...00 calls. Result: 3 yr. contract.

...roadcasting Company. Carry more
...ght chain programs.

...n six miles from the heart of Cin-
...trong signal assuring clear reception.

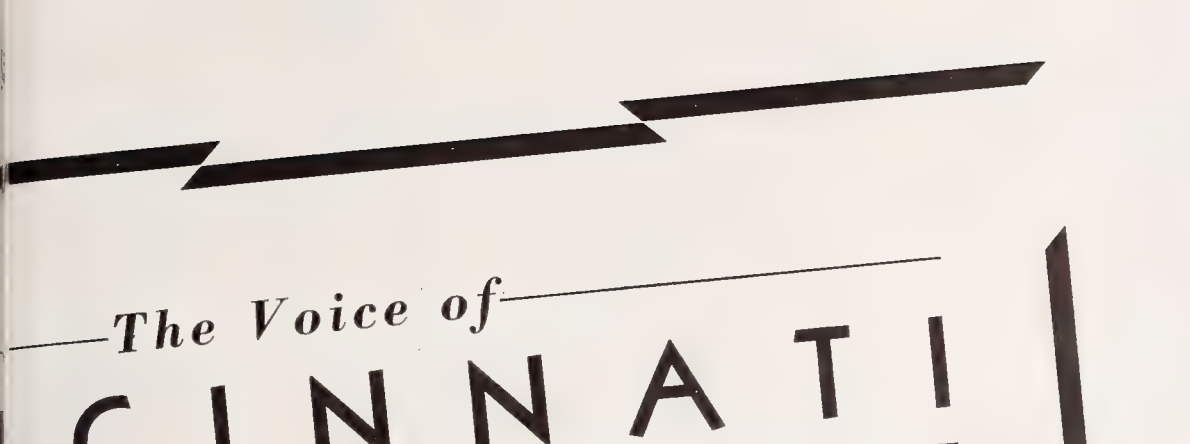
...ening audience of 2,326,500 with an
...3,659,000.00 within its concentrated

...ew—Shillito's—RKO Theatres—King
...ers are getting results from WCKY.

Most of the nation's great corporations are selling their products through WCKY—Lambert Pharmacal Co.—Pepsodent Co.—Maxwell House Coffee—Nestle Chocolateers—Bayer Aspirin Co.—Palmolive and Super Suds—Tastyeast Company—The Clicquot Club Company—Blue Ribbon Malt—Campana Corporation—Hinds Honey and Almond Cream—Sealed Power Corporation—R. L. Watkins Company—Atlantic and Pacific Tea Company—Ovaltine Company—Kraft Cheese Company—Westinghouse Electric Corporation—Louis Phillippe—Reid Murdock—Fleischmann Yeast Company.

21 years of *executive* experience in banking and business *manages* WCKY. 15 years of editing and dramatic criticism on metropolitan dailies heads its *continuity staff*. 23 years of show business experience *produces its programs.*

...you are using WCKY, it is no secret!"



THE *L.B. Wilson* STATION

WCKY

CINCINNATI OHIO

since the first ad in February, 1933!

to B•T on its Silver Anniversary!

NEW YORK
Tom Welstead
Eastern Sales Mgr.
33 E. 51st St.
Phone: Eldorado 5-1127

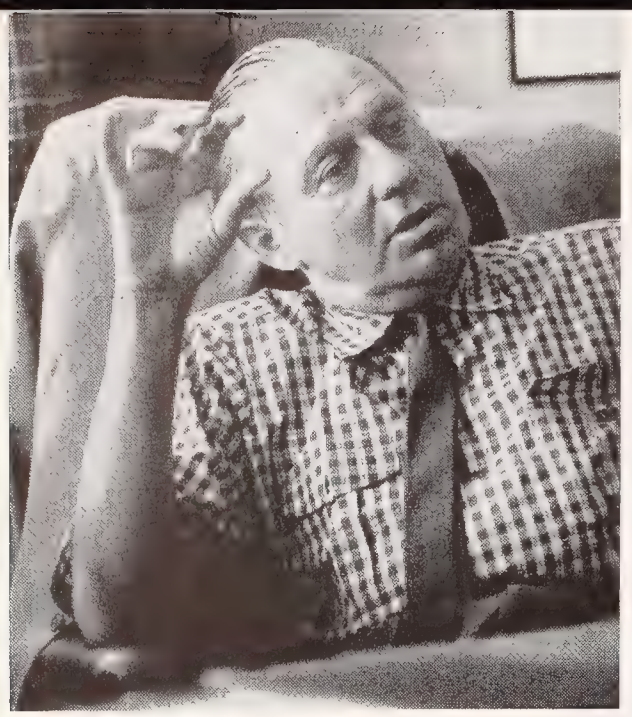
CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK



The fewer shows you do the harder they are.

ization over a period of years. This gives the writers something to hang on to. So that even though every program is different, it has something to do with my character and it isn't quite as tough to write. By that I mean you don't have to start off and say "let's write a show" like you do with some comedians who are fine and great comedians but haven't established characterizations. So when you start to write for them, you have to write a great show from the start that maybe has nothing to do with the fellow's character particularly.

Q: The impact of radio reaching such a mass audience, and later television adding its visual impact, these have been a vital factor in establishing this characterization, have they not?

A: Of course. It's the whole thing.

Q: You mentioned Ed Sullivan. Didn't you make your first radio appearance on his NBC show in 1932?

A: Yes, that's right. That's where they first heard me.

Q: How did it happen?

A: I had known Ed Sullivan for a long time and he asked me to be a guest on his radio show. At that time I was doing shows in New York in vaudeville. Vaudeville was beginning to die.

Q: Did you make a free appearance or for pay?

A: I don't recall. But the agency for Canada Dry ginger ale heard me and called me and gave me a job. We went on then for 39 weeks.

Q: What was your first reaction to this new medium after so many years on the stage?

A: Well, the reaction was a little bit frightening because in vaudeville you had one show and that was it. You changed it whenever you felt like it. And in this, when you realized that every week you needed a new show, this got a little bit frightening. But you storm through it some way because everybody is in that same spot.

Q: As a talent personality, what was it like to find yourself looking to a sponsor instead of a box office? Did you meet the Canada Dry people?

A: Oh sure. But I don't recall our first meeting. All I recall is leaving the stage show. You see, I was always looking ahead for something. Sometimes I left good jobs. I didn't have much money in those days. I was making good money, but I used to spend it all. But I always looked ahead. And I said, "If this is the new medium, then I must get into it." So I left the stage show, Earl Carroll's Vanities. I asked for my release from a show for which I was getting $1,500 a week. This was a lot of money in those days. And I left to *try* and get into radio. I didn't even have a job. I turned down $1,500 a week and didn't have a job. My wife agreed with me that I was doing the right thing. As a matter of fact, she sort of encouraged it. She said if it's the thing to do to get into radio, then get into it. Don't worry, she said, they'll find you someplace.

Q: Was radio inevitable in your mind?

A: There is probably no doubt even had I finished the season I would have gotten into radio sometime. But I realized while I was with the show that names we had never heard of before had become more popular around the country than we who had been in show business all of our lives. Some of these people had no background of show business. It was just the fact they were hitting the whole country all at once. So I thought, well, if these people are in it without any great backgrounds and have a bigger reputation than any of us around the country who have worked in show business all of our lives, this is the business to get into . . . And the only reason I got a release from the Vanities is because they were going back to the small cities after leaving New York and Earl Carroll at that time probably was very happy to lose me at $1,500.

Q: Who were some of the people who helped you develop your early radio shows?

A: The first writer I had was a fellow called Harry Conn. A very, very good writer. I had one writer only.

Q: Was Harry Conn responsible for developing some of your original characteristics so well known as your program personality?

A: Well, I would say this. That a writer falls into your characterizations because even in vaudeville I had some of these traits. But they were developed more in radio.

Q: You are known as the man who made a success of integrating the commercial into the format.

A: That's right. Well, I'll tell you a story about that. The first few weeks that we did it in a satirical way on the Canada Dry show the sponsor didn't like it and wanted us to stop it.

Q: Was that the nickel back on the bottle gag?

A: That's right. We did a lot of satires on the commercials.

Q: What was the first notice of the sponsor not liking it?

A: The sponsor wanted us to go back to the straight commercial, but the agency liked it and the agency said "they haven't had time to prove whether this is a good way to do it." So they allowed us another two or three weeks. And in the next two or three weeks the mail kept coming in so much to the sponsor that they liked this kind of advertising that they finally let us alone and let us do it. That is the only way that I would ever do it. Unless I had certain shows where it can't be integrated.

Q: With radio's impact on this new mass audience, you also soon learned you could develop star personalities quickly, new names like your wife Mary, singers Frank Parker, Kenny Baker, Dennis Day, Rochester and Schlepperman and Mr. Kitzel.

A: That's right. They had to have a certain amount of talent right away. They had no chance to develop it any place.

Q: The medium gave them the opportunity . . .

A: Yes, but the medium didn't give them the opportunity to improve themselves. Not like vaudeville where they would play certain towns, if they were bad in one town that was the only town that would know it and then they could go on to another town and improve. You know, I could have been bad in South Bend or Lafayette and by the time I got to Chicago a few weeks later I might have been a little bit better. But on radio, everybody had to be good right away and it's even more so on television.

Q: You had an experience of that in television last year when Leigh Snowden walked across the stage in San Diego.

A: She just walked across the stage. We've had some people who have been developed, but then most of them have to have some talent themselves. There's no question, you can't develop an untalented person. You might develop them for about 10 minutes, but I don't think that you can do anything with them if they haven't got talent.

Q: What do you do to help sustain talent and creative capacity? The demand is tremendous, isn't it?

A: We don't do anything. We just go along as we are. We make no effort to try to be exceptionally good and we don't try to make an effort to top any former show. We try to be good. If we had a great show last week, that doesn't mean that the next one we have to knock our brains out. As a result, the next one can be better because we haven't done that. We never did that on radio. Oh, sometimes I do a show with the Ronald Colmans. People say, "are you going to top it?" Well, I say, we're not even going to try. We just have a show. You may like this one without the Colmans better this particular week.

Q: You can't please everyone all the time.

A: That's right. And people aren't interested in that as much as whether they like you and your cast as personalities.

Q: The feeling of friendship and identification?

A: Absolutely. We always try to have good shows, but we don't knock ourselves out.

Q: One thing that has always distinguished your program in radio and now tv is the precision-like attitude given to each detail in its planning and follow through.

A: Editing. I think editing is the most important thing in all show business. I think editing is the most important thing in anything you

IN SAINT LOUIS
they turn to...
KSD-TV

The viewers turn to KSD-TV for the special, the spectacular and the best. So KSD-TV with its 10 years of experience in television, was selected to televise the 90-minute remote "Spectacular" from the world-famous St. Louis Zoo to a 74-station network. Involved were 8 cameras (one on a special fork-lift truck), a mile of camera cable, an air conditioned, studio-equipped truck trailer, a microwave tower, and a staff of 32 men.







THE RESULTS:

American Broadcasting Company

ABC TELEVISION NETWORK

August 27, 1956

Mr. Edward Risk
Chief Engineer KSD-TV
St. Louis, Missouri

Dear Mr. Risk.

It is not unusual for a director or technical director to report that a local station has been cooperative and efficient in making a network pick up. However, it is very unusual for them to heap the kind of praise on a local station that they have in the case of KSD'S handling of the ST. LOUIS ZOO KIDDIE SPECTACULAR. This has prompted me to write you this letter to express the appreciation of all of us for the splendid cooperation, high efficiency and excellent results that can be attributed to the crew that handled this show.

I watched this program in an area that is approximately seventy miles from New York City, which generally has a great deal of trouble in getting good pictures, particularly when the network or local station is carrying a remote pick up. The pictures from the St. Louis Zoo were excellent and the handling of the show from a technical standpoint was certainly network caliber.

Sincerely,

Charles G. Mortimer
Program Production Manager

COM:gh





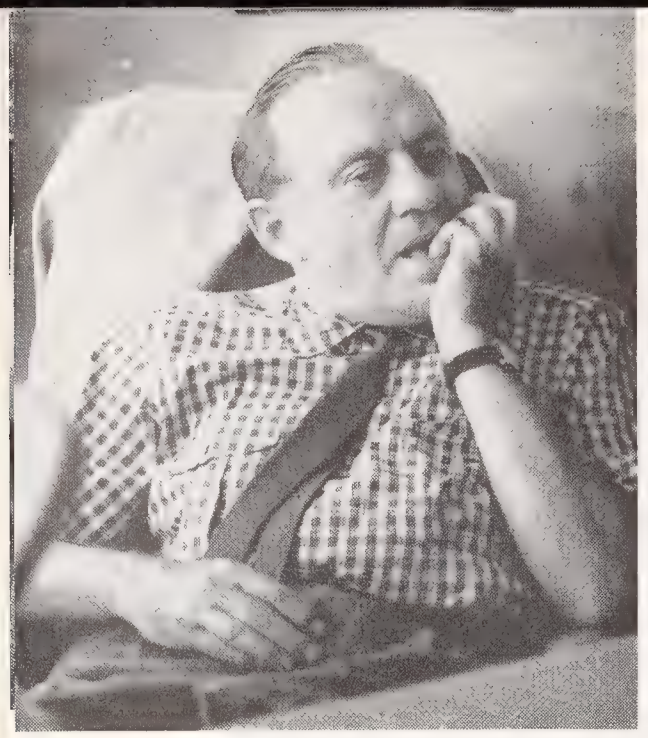




KSD-TV
MAXIMUM POWER
channel 5

NBC SPOT SALES

THE SAINT LOUIS POST-DISPATCH STATION



I'd rather get a laugh . . . that I paid for.

do, whether you're making a speech, in politics, I don't care where you are. There isn't a first show that we write that would be good enough to go on. Editing is the most important thing that we do.

Q: After editing, what factors do you consider most important?

A: Well before editing there is something even before editing. Having good, likeable people, good personalities that the audience likes. There are these things. Then, after you get them, good writers, I'm saying after you get all this together, then comes editing.

Q: You stick pretty close to script after this final editing, don't you?

A: We take advantage of the situation for ad libs, but I don't think ad lib comedy is nearly as good as what you write. I would much prefer to get a laugh on what I've worked on all week and what I've paid a lot of money for than to get a laugh on something I might say in the middle of a program when something happens. However, if something happens in the middle of a program, then I think you should take advantage of it. When you've paid for it you don't want to drop it. I'd like to see some show go on and not write anything and ad lib it and see how far they would get. I don't think Will Rogers could have done that, or Mayor Walker, who was probably the greatest ad lib speaker in the world.

Q: Another aspect of this, touching on your current tv show, you do both live and film programs. Do you have a preference?

A: I like doing live shows. I like the intimacy of a live show, but it all depends on what type of a show it is. I'm getting a little more intimacy in the films now that I've made a few. At first it was a bit difficult.

Q: What is your technique of intimacy?

A: I'm talking about walking out and really addressing an audience instead of a camera.

Q: Is that difficult for an entertainer?

A: I think it is. Some people do it very well, like George Burns, who's had this experience for so many years. But of course, when we do a live show we do it a little differently than most of them. We don't have any cameras on the stage at all. Our cameras are in the back of the audience. So when I say intimate, I mean intimate. We're as close to an audience as we can get and they just sit and watch us as though you were watching a play at the Biltmore Theatre.

Q: What are the steps leading up to your show, its conception and planning. For instance, take your kickoff show on CBS-TV for Lucky Strike.

A: We just try and see what would make a good opening show. What's a good idea for an opening show. How would you open a season? I was going to New York after this first show to give a concert at Carnegie Hall for charity October 2. So we figured a good opening would be something that had to do with Carnegie Hall, with my going, with my preparing for it, you see. So we wrote along these lines.

Q: Your writing team has been with you a long time, hasn't it?

A: Sam Perrin and George Balzer have been with me, I think, going on 14 years and Al Gordon and Hal Goldman about eight years. We sit down here in my office in Beverly Hills and we knock off the idea. Some agree and some disagree on some of the different points. When we get to the point where we all agree, then, we discuss the steps of the show. How we should open. They then go away and they write it and then bring it back and we edit it. We go over it very carefully. Next we have our first reading here or at CBS and then I edit it again.

Q: Who is your producer and director.

A: Ralph Levy is director and executive producer and Hillard Marks is producer. We usually rehearse Friday, Saturday and Sunday and do the show Sunday.

Q: Getting back to your early radio show, after the intial 39 weeks for Canada Dry, where did the sponsorship go?

A: It went to General Tire, but just for about six months. It was a summer product. Next we switched to General Foods and six delicious flavors of Jello for many, many years.

Q: By 1940, it seems, the demand for Jello had been so built up by your program that there wasn't enough product to go around and the sponsor was required to put on another product. Isn't that true?

A: I think that finally the last couple of years they switched to Grape Nut Flakes. When we first took over for Jello, the product wasn't selling.

Q: Do you recall when the sponsor first expressed approval at the way radio was moving Jello off the dealer's shelf?

A: It took about the first season for them to realize that the product now was becoming very, very important.

Q: How long did you stay with General Foods?

A: About 10 years. It was in 1944 when I switched to Lucky Strike because I was in the South Pacific in '44 and when I came back I went with them.

Q: Why did you cancel your association with General Foods?

A: I just wanted to switch. I thought I should go with another product.

Q: About 1940-41, you had achieved a very unique thing with respect to your Sunday night 7 p.m. spot on NBC. You became the only personality in radio to control his own time period.

A: That's right. NBC gave me the time and as long as I was staying on it I could have the 7 o'clock period. Any sponsor who got me got that time.

Q: What were the steps leading up to this unique contract with NBC?

A: It came up because I had an opportunity to leave them. No. I'll tell you how it came up. I was going to leave General Foods the year before. That would have been 1940. I intended to leave my present sponsor and go with somebody else and my present sponsor wanted to keep the time whether I left him or not. So NBC came along and said if you will stick with General Foods this time we'll see that you'll always have 7 o'clock Sunday as your time. So I renewed with General Foods.

Q: Did Niles Trammell negotiate this for NBC?

A: Yes. But this was not contractual. This was merely a letter.

Q: When you dropped General Foods, how did you happen to sign with American Tobacco Co.?

SO, ON TO LUCKY STRIKE

A: There were five different companies that went after whatever deal we wanted. I don't recall at this time. The two of them we were trying to decide on were Campbell Soup Co. and American Tobacco and I finally picked Lucky Strike because of a man in the agency that I happened to know who represented Lucky Strike at that time, he sort of brought me over that way.

Q: Who was this person?

A: Don Stauffer.

Q: That was Sullivan, Stauffer, Colwell & Bayles then?

A: I believe so.

Q: Did you think this personal relationship was important for the best development of the show?

A: Well, I felt that I had one person whom I knew to work with should there be any problems. Because I used to hear at that time that the president of American Tobacco who was George Washington Hill was tough to work for. But we didn't find him that way at all. He was simply wonderful.

Q: Do you remember your first meeting with George Washington Hill?

A: Yes. I didn't meet him until about four months after I was working for him.

Q: Where was this?

A: I had lunch with him at his office. And he said a very, very wonderful thing to me. A very funny thing, let me put it that way. He knew he had a reputation for being tough, so as we sat down to

WHDH

Cum hac die anniversaria Commentarii, qui vulgo dicuntur Broadcasting Magazine annos viginti quinque iam eduntur, nos qui munera in termino radiophonico WHDH Bostoniae implemus, una cum ceteris qui eisdem alibi funguntur, fidem praestamus universis has litteras inspecturis

Salomonem Taishoff

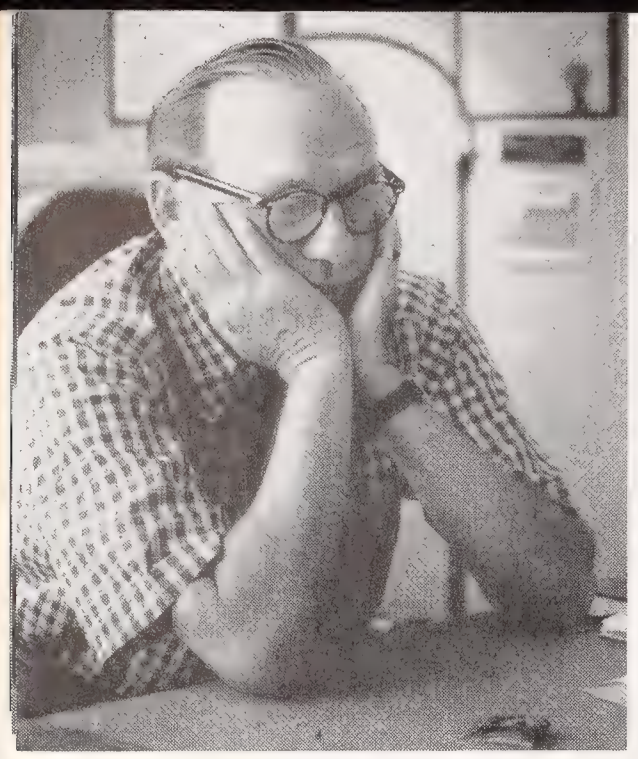
in scriptis diurnariis
de rebus undisonis ac televisificis
praeclarissima gessisse

Peritissimus et hominum et rerum omnium quae ad hanc artem pertinent, maxime in his versatus quae Consilium de rebus in Statibus Foederatis divulgandis decrevit, studio suo optime meruit ut inter hos conscriberetur qui cunctas tenent huius negotii et normas et regulas.

Datum Bostoniae
Kal. Oct. MCMLVI

William B. Dufresne
Praesidis Vicarius et Curator
WHDH

HAEC OLIM MEMENISSE JUVABIT · BOSTONIENSIS WHDH ·



If you depend on salary, you'll go broke.

have lunch he told me how much he enjoyed my programs. So I thanked him and told him that we always try to have good shows and that we were very fortunate on his show so far of having them pretty nearly all good, but sometimes we're not that lucky. He says to me, "Well, Mr. Benny, I only know one thing. Had your shows been bad. they never would have blamed you. They would say 'there's that so-and-so George Washington Hill to blame for that'."

Q: In later years you moved over to CBS and were one of the first to work out the capital gains arrangement so familiar throughout show business today. Like Amos 'n' Andy, the talent property became a business property, did it not?

A: That wasn't my case. My case was that I had a company and more than just my own show. We started on CBS Radio network Jan. 4, 1949. My company was Amusement Enterprises Inc. This is the company I sold. I didn't sell Jack Benny. I was just a stockholder in the company.

Q: The company itself packaged the programs and handled all the details of your activities?

A: That's right.

Q: I think this was one of the original capital gains arrangements in our profession. Wasn't the original case with General Eisenbook, which set the precedent after World War II, and then came Amos 'n' Andy?

A: Well, you see, Amos 'n' Andy had a legitimate deal because they themselves do not appear on any of their shows, so they have something all separate.

Q: They were selling the characterizations and you were selling a company?

A: I was selling a company with other shows. Like *Let's Talk Hollywood.* We had a movie, too. Whatever it was, the first year we had a profit-making company.

Q: What was perhaps the most influential factors in your decision to move from NBC to CBS?

A: To make some money like everybody else would like to make. That was the only reason. I was very happy at NBC. The deal was offered to NBC first. This was strictly a business deal for me to make some money. There is no way for an actor to make some money by getting a salary. If he depends on a salary, no matter how much he makes, he's going to go broke eventually. I wouldn't care if I worked for ABC, CBS, NBC or the American Trucking Co. if there was a chance for show business to make some money.

Q: The salary concept, then, has not been satisfactory . . .

A: . . . Oh, as far as earning, as far as salary was concerned, nobody could make any more money than I did. But suppose right now I make a half million dollars a week, let's go that broad; suppose I was given a half million dollars a week, but it was salary. What could I get out of it? About five dollars.

Q: While you were with NBC, I assume you got to know others in the NBC-RCA organization in addition to Niles Trammell. For instance, Gen. David Sarnoff?

A: Never met him until after I went to CBS.

Q: What was the occasion of your meeting General Sarnoff after you switched to CBS, do you recall?

A: Not at all.

Q: Had you met Bill Paley before you went to CBS?

A: Oh yes. I had known Bill Paley for some time. Bill Paley and I were friends without even discussing my ever moving to CBS.

Q: Had you known Dr. Frank Stanton previously?

A: No. Frank Stanton I only knew after I moved there. But Paley I'd seen a lot of at parties in New York. He might have said once, "I'd like to have you with us," and that would be the end of that.

Q: Your present contract with American Tobacco Co., is it coming up for renewal soon?

A: It's a yearly contract.

Q: Your characterization and comedy format through the years, Jack, have been unusually distinctive. Take Fred Allen, for example, your approach was different. Oh, I'm reminded of your big "fight" with Fred Allen. Didn't that start in 1936?

A: Something like that. It was an accident.

Q: Did you see immediate public reaction to this interplay?

A: No. As a matter of fact, we did it just as a gag between ourselves. It didn't start out to be a feud at all. It just started out with Fred Allen saying something which I picked up the next week and then he picked it up the next week and so on. The first thing we knew we had it. Of course, I've always said that if Fred Allen and I ever had gotten together and said "let's have a feud" it probably wouldn't have lasted a month as it would have been contrived. Imagine what Fred Allen, God rest his soul, would have said about my appearance at Carnegie Hall Oct. 2. If he knows anything about it now, he is talking plenty. Say, that would have been a good line to use at Carnegie Hall, wouldn't it?

Q: What, perhaps, was different about your approach to the transition from radio to television. Fred Allen never made the change. I think that's one of the saddest stories in show business, that a man of such great genius . . .

A: . . . Well, Steve Allen describes this very, very well in his book. That Fred Allen was one of the greatest writing and creative comedians in the business. He was a fine comedian, a great writer. Probably better than an acting comedian, you know. And so, therefore, it might have been difficult for him to find the right thing to do. But, sometimes, even he could have found it accidentally. He might have something right away that would have been great for television. Right away. But he just didn't happen to do it. But by the same reason he didn't, he also could have. He just didn't get into the right thing.

Q: Many of the other old timers in radio made the switch to tv and have had their problems. Eddie Cantor began a syndicated series for Ziv but had to give it up. He makes occasional appearances now.

A: Well, I think in Cantor's case his illness took a big toll there. You know, he had this bad heart attack a few years ago and then an operation before that. It's very tough to think and be able to be successful when you have these other worries on your mind. You're told not to do this and I imagine this would have quite an affect on anybody. A lot of his humor was physical too. Lots of jumping. No question he is a fine comedian.

Q: What about Danny Kaye's approach?

A: Well, he doesn't need anything. He doesn't need radio or television. His pictures, his personal appearances or wherever he goes, he does very big. He's a stylized kind of comedian who is excellent in what he does. He doesn't need any other facets of show business in order to stay one of the top comedians. Now, Bob Hope fits into everything.

Q: That takes considerable versatility.

A: Right. And energy. And he's got that. Besides, he's got a terrific personality and he's not only got a great wit but a great warmth in his personality. He finds time to do nice things for others. All together he's damn well liked. It's almost impossible for Bob to do the wrong thing. And if he does do any thing wrong, he's forgiven almost immediately.

Q: Your good friend George Burns has certainly found a successful home in tv.

A: True. And George Burns is a very, very creative comedian. He does what I do in the fact that he's always got his hand in everything. He's got his hand in it from the time they start on the show.

Q: This close attention is very necessary, isn't it?

A: I think very few comedians or stars can be successful and not be a part of the whole organization working to make it a success. Only in the movies can this happen.

Q: In the final analysis, the comedian has to deliver the entertainment product.

A: That's right. He either lives or dies with it.

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Ed Craney

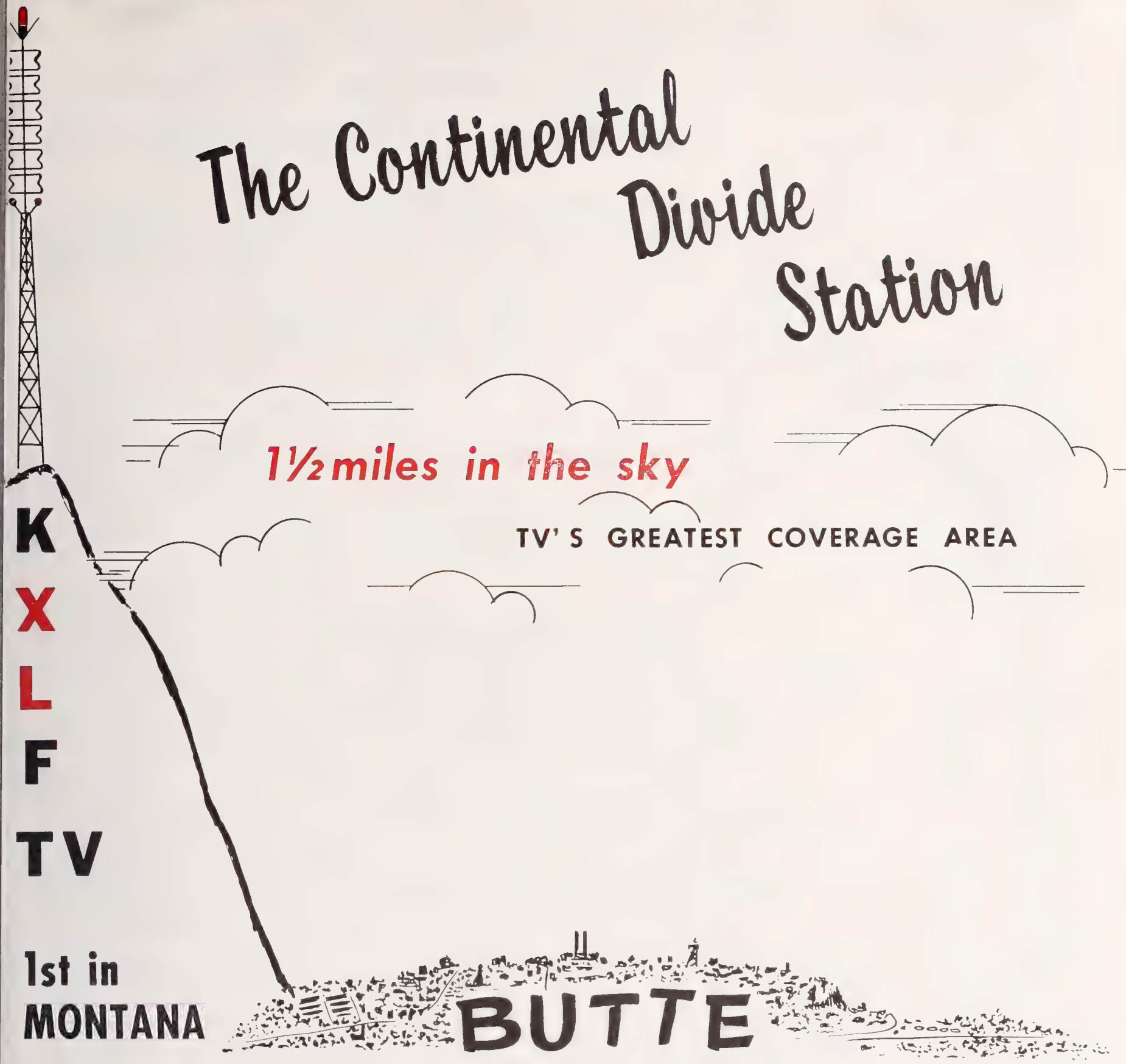
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THE ASCENDING STATISTICS OF RADIO-TV STATION GROWTH

IT was a generation ago, the post-war (World War I) era. It was the year of normalcy. Warren G. Harding was in the White House. The Jazz Age and the flapper were just coming into being.

And, also at its inception was radio. The American public marveled to hear voices in the air. And they were hearing them from what at that time seemed myriads of broadcasting stations—382 of them. The year was 1922.

Since then the number of radio stations has mounted almost 10-fold. The miracle of DX, so much a thrill of radio tuning in the 20's, has virtually disappeared with dozens of broadcast stations in the backyard of almost every American. In fact, there are almost 3,000 am broadcast outlets on the air today—plus more than 500 fm stations and 500 tv stations.

In five years, 1922-27, the number of standard broadcast stations doubled. With unregulated individualism, broadcasters jumped all over the spectrum. This was the action which pushed the Radio Act of 1927 through Congress. In that year the Federal Radio Commission was established. Admiral W. H. G. Bullard was the first chairman, and he operated with 57 employes and a budget of $102,186 for fiscal 1928 which ended June 30 of that year. There were 677 radio stations on the air in 1928. In 1927 there had been 682 outlets broadcasting.

Seven years later the Communications Act of 1934 was passed by Congress and the present-day FCC was established. The number of radio stations had decreased between 1927 and 1934, but this was largely due to mergers of share-time stations. It was the only time in standard broadcasting's history that the number of outlets failed to gain. From then on the figures that tell the story of radio facilities have climbed every year.

There were not only 632 am radio stations operating by June 30, 1936, but there were also 21 "experimental visual broadcasting" stations in existence. Anning S. Prall was chairman of the FCC, and that two-year-old agency had 442 employes and operated on a budget of $1,146,885.

The rumble of World War II was reflected by almost 1,000 am outlets. As of June 30, 1942, there were 925 standard stations authorized, 60 fm and five tv stations operating. (There were 21 tv authorizations in that first year of "commercial" telecasting.) James Lawrence Fly was chairman of the FCC, which employed 2,108 (of which 733 were regular employes). The FCC operating budget was $5,655,924 (of which $3,340,695 was for regular expenses).

All during the war no new facilities were authorized, but by June 30, 1946, with the end of war-time restrictions, the number of radio stations moved upward apace. There were 1,215 am outlets, 100 fm authorizations (55 on the air), and 31 tv grants (six operating). This was the first year that fm operated on its new 88-108 mc freqeuncies. Charles R. Denny was FCC chairman and the Commission employed 1,345 and operated on a budget of $5,489,900. It still handled some war work.

Ten years later, June 30, 1956, there were 3,020 authorizations for standard broadcast stations, of which 2,896 were operating. There were 546 fm grants, with 530 on the air, and there were 609 tv authorizations, with 496 on the air. Republican George C. McConnaughey headed the FCC, which had 1,116 people on its payroll and operated with an appropriation of $7,323,000.

As of Sept. 30 of this year, the official FCC reports show 3,064 standard broadcast stations authorized with 2,958 operating 546 fm stations authorized with 527 on the air, and 620 tv outlets granted with 507 operating (including 23 educationals). The FCC, still under the chairmanship of Mr. McConnaughey has 1,133 employes and is operating under a $7,828,000 Congressional appropriation for fiscal 1957.

WHEELING AND DEALING IN STATION OWNERSHIP

THE first recorded sale of a radio station was in 1927, immediately following the establishment of the Federal Radio Commission. It involved the assignment of the license of what was WBCN Chicago (250 w on 1040 kc) from Southtown Economist, Foster & McDonnell to Great Lakes Broadcasting Co. This was approved by the FRC June 13, 1927.

Unfortunately, that is all the information given in the minutes of that June 13 FRC meeting. There is not even an inkling of how much the Great Lakes Broadcasting Co. paid for this facility

In the early days, the FRC apparently did not care too much what the purchase price of a broadcast property was. No mention of price appears even in the work sheets prepared for Commission meetings. It is possible that somewhere in the discussion among the commissioners, the general counsel, the secretary or others of the staff, a price may have been mentioned. But no such data appears in the records.

Sales of stations obviously began taking place almost immediately after the start of broadcasting. Apparently all that was necessary in those early days was notification to the Dept. of Commerce or its successor, the FRC, that a transfer had taken place.

There were other transfers and assignments in the first few months of the FRC. Some of the call letters and the communities to which they were assigned still remain; others have lost their identity.

Like—WEHS Evanston, Ill. (100 w on 1390 kc), sold by A. T. Becker to Victor

BROADCAST FACILITIES 1922-56

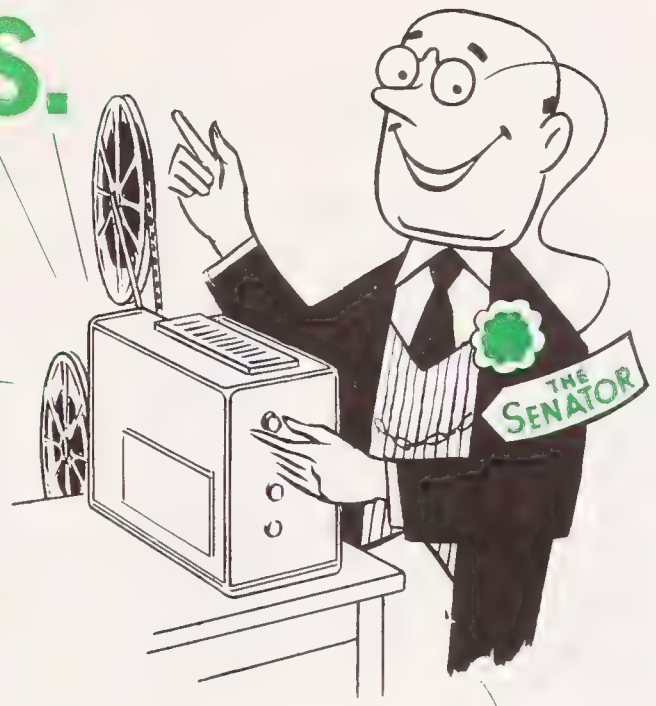
As of June 30 each year

FIGURES come from FCC sources. Am facilities represent all authorizations, including those not operating at the time. Fm and tv numbers represent only those stations on the air transmitting programs for the public. Fm and tv were authorized to commence regular broadcasting in 1941. Fm stations prior to that year were operating under experimental high frequency authorizations, and tv stations under experimental visual broadcasting grants.

Year	Am	Fm	Tv
1922	382		
1923	573		
1924	530		
1925	571		
1926	528		
1927	682		
1928	677		
1929	618		
1930	612		
1931	608		
1932	606		
1933	610		
1934	591		
1935	605		
1936	632		21
1937	676		20
1938	747	37	19
1939	778	10	23
1940	847	22	25
1941	897	67	8
1942	925	60	5
1943	912	41	4
1944	924	47	6
1945	955	53	6
1946	1,215	55	6
1947	1,795	238	12
1948	2,034	587	30
1949	2,179	737	69
1950	2,303	691	104
1951	2,385	649	107
1952	2,420	629	108
1953	2,584	580	198
1954	2,697	553	402
1955	2,840	540	458
1956	3,020	530	496
1956 (as of Sept. 30)	3,064	527	507

Feature Film Capital of Sacramento!

KCRA-TV BUYS 580 WARNER BROS. MOVIES!



KRCA-TV has just made the biggest film buy in the Sacramento TV Market — *580 Warner Bros. Features!* This means greater entertainment... bigger audiences... higher ratings... more products sold on clear Channel 3. Add to this the Columbia-Screen Gems and General Teleradio packages already on KCRA-TV and you come up with the four highest rated* participating movies in Sacramento! This Warner Bros. buy is just one more reason why KCRA-TV is the highest rated NBC station in the West.

Participations Are Available

VALLEY PLAYHOUSE
with Milly Sullivan

MONDAY-FRIDAY, FOLLOWS "QUEEN FOR A DAY"

74.4% AVERAGE ARB SHARE AUDIENCE

12.4% AVERAGE ARB RATING

Complete live product demonstration by Milly in kitchen or living room set, no extra charge.

3 STAR THEATRE

FRIDAYS, 10:30 P.M.

SAT., SUN., 11 P.M.

59.4% AVERAGE ARB SHARE AUDIENCE

9.5% AVERAGE ARB RATING

MOVIE FOR A SUNDAY AFTERNOON

SUNDAYS, 4 P.M.

49.5% AVERAGE ARB SHARE AUDIENCE

18.4% AVERAGE ARB RATING

CAPITOL THEATRE

SATURDAYS, 5:30 P.M.

39.1% AVERAGE ARB SHARE AUDIENCE

10.6% AVERAGE ARB RATING

* All ratings from Sacramento Television Audience ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by
Edward Petry & Company

C. Carlson; KFXR Oklahoma City (50 w on 1340 kc), sold by G. W. Classen to Exchange Ave. Baptist Church; WCLS Joliet, Ill. (150 w on 1390 kc), sold by WCLS Inc. to M. A. Felman Co.; WHAD Milwaukee, Wis. (500 w on 1110 kc) sold by Marquette U. and *Milwaukee Journal* to Marquette U. alone; WBT Charlotte, N. C. (750 w on 1150 kc), sold by the Charlotte Chamber of Commerce to C. C. Coddington; WHAP Carlstadt, N. J. (New York area) (1 kw on 1270 kc), sold by William H. Taylor Finance Corp. to Defenders of Truth Society Inc.; WHFC Chicago (200 w on 1390 kc),



NEARLY three decades ago—April 7, 1927—Secretary of Commerce Herbert Hoover, in Washington, communicated by voice and picture with AT&T President Walter S. Gifford, in New York, in an intercity demonstration of wire television.

sold by Triangle Broadcasters Inc. to Goodson & Wilson.

All these were approved by the FRC in July and August of 1927. All shared time with one, two or three other stations.

The initial issue of BROADCASTING, dated Oct. 15, 1931, contained a news story telling of William Randolph Hearst buying what was then WGBS New York (500 w on 1180 kc, limited to Pacific sunset) for "an unnamed price."

The very next issue of the *News Magazine of the Fifth Estate,* Nov. 1, 1931, carried another sales story; that of NBC buying 50% of WMAQ Chicago (5 kw on 670 kc) for a "reported $600,000." The other half of what became NBC's owned-and-operated midwest key origination outlet was kept by *Chicago Daily News.*

There was also a report in the Nov. 1, 1931, issue that CBS bought the remaining two-thirds ownership of WCCO Minneapolis (5 kw on 810 kc) from General Mills Inc. for $300,000.

The first recorded sale approved by the FCC, which succeeded to the FRC's regulatory mantle in 1934, was that of WTRC Elkhart, Ind. (100 w day, 50 w night on 1310 kc), sold by Truth Publishing Co. to Truth Radio Corp. The price? $3,000.

Strangely these sums are still being paid for radio stations—but not in the primary markets. These are the current prices for good radio properties in the secondary markets—like independent daytimers WHIM Providence, R. I. (1 kw on 1110 kc), sold last year by Robert T. Engles-C. George Taylor group to Frank Miller for $469,000, or KXL Portland, Ore. (10 kw on 750 kc), sold by Ed Craney and associates to Lester M. Smith and Lincoln Dellar for $450,000.

Or independent WTRY Troy, N. Y. (5 kw on 980 kc), sold last year by Harry Wilder and associates to Mowry Loewe-Robert T. Engles-C. George Taylor and associates for $500,000.

Stations in the major markets have gone for much higher figures. If Mr. Hearst were willing to spend $500,000 for WLWL New York in the '30s, a syndicate of J. D. Wrather-John L. Loeb-Richard D. Buckley was willing to spend eight times that amount for WNEW New York (50 kw on 1130 kc) last year when it paid more than $4 million to buy the property from Mr. Buckley and others. Mr. Buckley had bought the New York independent from William S. Cherry and associates in 1954 for $2.1 million. Mr. Cherry bought WNEW from Bernice Judice and associates in 1953 for $1.6 million.

Only last month the FCC approved the $2.5 million purchase of independent KFWB Los Angeles (5 kw on 980 kc) from Henry Maizlish by Crowell-Collier Publishing Co. (*Colliers,* etc.). And Westinghouse Broadcasting Co. has agreed to pay $5.3 million in Westinghouse Electric Co. stock to Ralph L. Atlass and associates for WIND Chicago (5 kw on 560 kc) and a permit for ch. 20.

Television transactions have, of course, seen multimillions paid for outlets. The pending Crowell-Collier $16 million purchase of the Bitner-controlled Consolidated Television & Radio Broadcasters Inc. properties (WFBM - AM - TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis and WFDF Flint, Mich.) is the best example of that.

Only last Wednesday, the FCC approved the $10 million purchase by J. H. Whitney & Co. of the McConnell stations—WISH-AM-TV Indianapolis, WANE Fort Wayne, and WINT Waterloo, Ind.

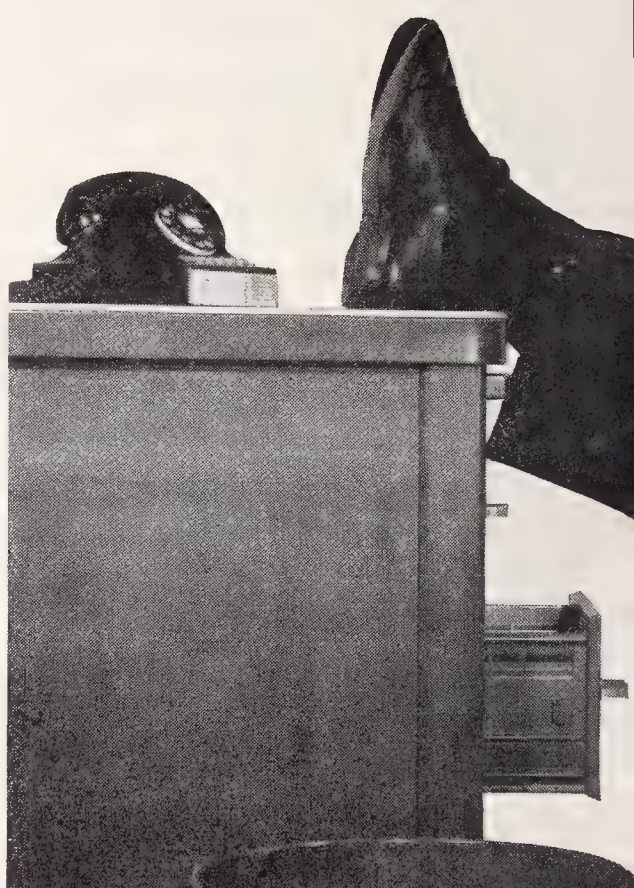
Others range as high. Giant Westinghouse Electric Co. paid $9.75 million in 1955 to get into its home city of Pittsburgh; it acquired ch. 2 KDKA-TV (then WDTV [TV]) from Allen B. DuMont Labs. for that sum.

Transcontinent Tv Corp., a relatively new broadcast corporation, paid $5.1 million earlier this year to General Dynamics' Stromberg-Carlson Division for ch. 5 WHAM-TV and WHAM and WHFM (FM) Rochester, N. Y., and then sold the am and fm outlets to Riggs & Green Inc. for $500,000.

The first tv sale took place in 1949 when Palmer K. Leberman sold ch. 5 KING-TV Seattle, Wash., to Mrs. Dorothy Scott Bullitt for $375,000. And the following year, CBS bought what was then ch. 2 KTSL (TV) Los Angeles (now KNXT [TV]) from Thomas S. Lee Enterprises for $3.6 million.

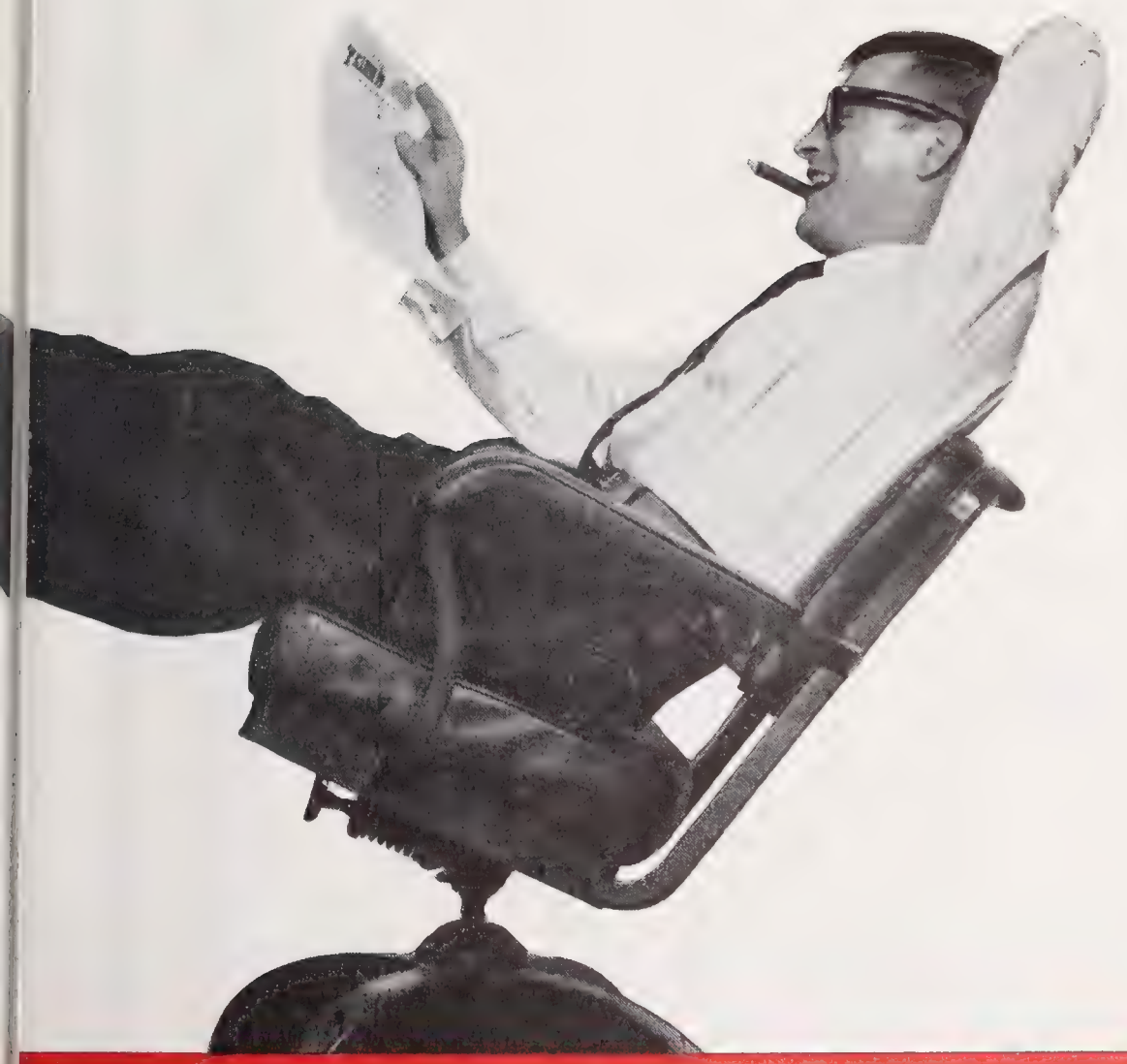
There is speculation whether these prices are going to hold up. The general consensus is that for radio they will as long as general business conditions are up. Let business slide and so will radio prices. In tv there are two opposing views; one holds that tv is a growth industry and nothing can stop its steady advance upward (neither recession nor worse) and that just as in radio during the depression the values of tv will continue to increase. The other viewpoint holds that the many recent multimillion dollar sales are inflated beyond good judgement and that the day may not be too far off when the bubble may burst.

Dear



Serving the Huntington, Ashland, Portsmouth, Ironton area

WHTN-TV . . .



...and we always watch your station because the shows on WHTN-TV are always the best.

Sincerely,
James Brown
James Brown

WHTN-TV
Channel 13
Huntington, West Va.

Dear Sirs:

Your Navy Talent Show is far the best to come out of Huntington yet. Those fellows are not only talented musicians but great actors. We especially liked their closing number. The little lady was very good too. Speaking of your station, your reception is perfect in our area.

Sincerely,
William Reutinger
William Reutinger
Coles Park
Portsmouth, Ohio

Mr. George Miller
WHTN-TV
Huntington, West Virginia

Dear George:

I would like to express my appreciation for the fine job which you and your staff did on our commercials during the recent political conventions.

The sales created by these commercials were far beyond anything we had anticipated. We had a complete sell-out on the television and radio receivers featured on these commercials. We were amazed at the listening audience WHTN-TV pulled in spite of the fact that the conventions were being broadcast simultaneously on our local NBC and CBS stations. John Daly did a tremendous job and we have had many compliments from our dealers on Philco's choice of networks.

The results of these recent broadcasts have definitely sold us on WHTN-TV and we will be using your station more in our future advertising.

Yours truly,
TRI-STATE APPLIANCE CO.
Donald R. Hart
Donald R. Hart
Vice-Pres., Gen. Mgr.

Mr. George Miller
WHTN-TV
Huntington, W. Va.

Dear Mr. Miller:

We wish to thank the personnel and management of WHTN television for the splendid promotion and cooperation extended Bryant Motor Sales on its recent television spectacular.

On reviewing our recent sales, we are proud to inform you that we have increased our sales 26 per cent. Floor traffic and phone calls have revealed the public interest in your station performance to us.

We look forward to negotiating a continued program with your station.

Yours truly,
Bryant Motor Sales
Les Bryant
Les Bryant

WHTN-TV

CHANNEL 13

ABC Affiliate 316,000 Watts Huntington, West Va.

A COWLES STATION

Robert R. Tincher, General Manager
Represented by
Edward L. Petry Company

CREAM *of the* NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio —according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by _ _ _

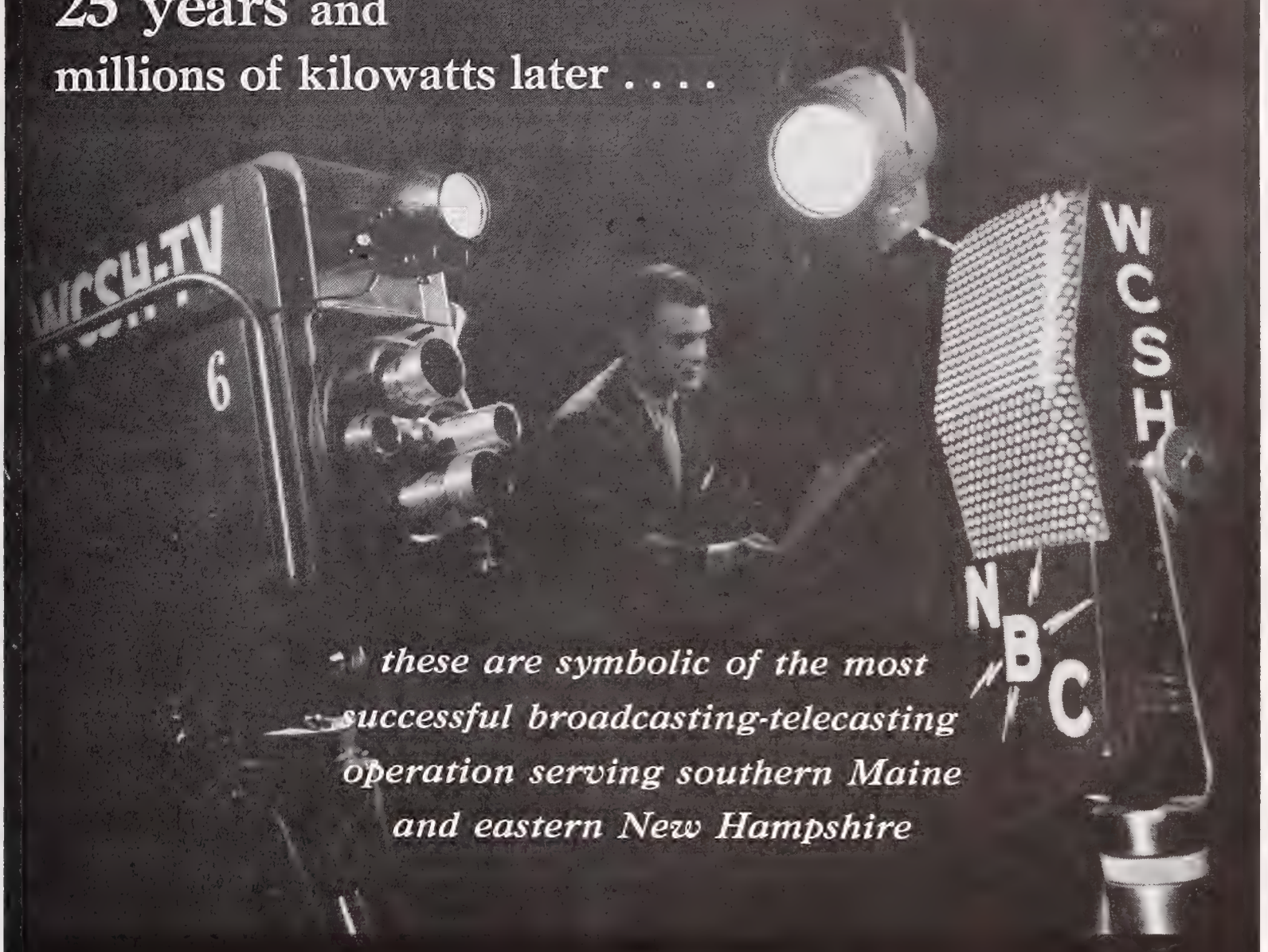
WCSH *Portland, Maine*

Affiliated with the N B C
Basic Red Network

1000 Watts .. .. Full Time .. .. 940 Kilocycles

Owned and Operated by the CONGRESS SQUARE HOTEL CO.

25 years and millions of kilowatts later . . . .



these are symbolic of the most successful broadcasting-telecasting operation serving southern Maine and eastern New Hampshire

JANUARY 1 TO OCTOBER 1, 1956

234 national spot television accounts
245 national spot radio accounts

WCSH-TV full power. . . . . .on **Channel SIX**

WCSH-970 key station — Maine Broadcasting System

Weed Represented NBC Affiliates

PORTLAND, MAINE



NO MARTINIS ON MADISON AVE.: TV LEAVES NO MARGIN FOR ERROR

RODNEY ERICKSON, an expert who knows advertising from the agency, broadcaster and advertiser viewpoints, is a vice president and radio-tv supervisor of Young & Rubicam, which in 1955 ranked first among agencies in volume of broadcast billings ($72 million). He joined Y&R in 1948 as a radio-tv producer (We the People, Fred Waring Show, *and others) after serving with Procter & Gamble's radio department in Cincinnati. Before that, he was a producer-director with NBC in New York and then Washington, later was with CBS in a similar role, and subsequently served WOR New York as director of program operations.*

Here, in a recorded interview with B•T New York staffers Rufus Crater, Florence Small and David Berlyn, he puts down his impressions of contemporary broadcast advertising.

Q: You've been around for quite a while for so young a man. What are the main changes in agency operation that you have seen as caused by radio and tv?

A: In the earliest days of radio, an agency man assigned to radio generally came from a network or a local station. On occasions he came from show business, from the theatre and even at times he was a performer. And his major function was to take one radio show—sometimes two at the most, a half-hour nighttime show or a daytime serial—and completely supervise it, and on occasions direct it and on occasions write it.

The heads of departments in those days generally came from this group of trained show business people. But the investment in a half-hour radio show was rarely over $750,000 to a million dollars a year for 52 weeks. And many new shows could be developed economically and many experiments could be conducted that if they didn't turn out to be 100% correct, relatively little was lost—you started over again.

In those days, too, NBC and CBS not only dominated listening habits at night and with the serials in the daytime, but the act of getting a valuable time franchise on either NBC or CBS—and there was a standing list for any franchise—virtually meant the success of a program. In retrospect, it looked as though a lot of people had some easy jobs.

Q: Television made life tougher?

A: By comparison, radio was very simple. In fact several agencies, when television was invented, had little cans sitting on the receptionist's desk which said "Help Stamp Out Television." I think this is certainly the attitude of a great many of the former radio people who found that they didn't know how good they had it.

As television developed, very quickly it was apparent that it was going to be a high out-of-pocket cost medium; although on a cost-per-thousand basis it was and is indeed a good advertising buy. Very quickly, within six years, the cost of a television program rocketed to approximately $3 million a year time and talent gross for either a half hour nighttime program or a five-time a week quarter-hour daytime serial.

Now compared to the radio prices, this is about four to one higher than radio in out-of-pocket costs. Fortunately, the sale of television sets also sky-rocketed and the cost-per-thousands were favorable although a dollar a thousand homes in radio was not uncommon and some lower costs were achieved. If a television program achieves three dollars a thousand a commercial minute or nine dollars a thousand for a half-hour show, it is doing very well indeed. But the power of television—the selling power of sight plus sound plus demonstration—caused a transference from radio to television probably more quickly than it should have. As the dollar expenditures of television got greater, there were fewer and fewer dollars left for radio. Therefore, the agency radio departments quickly became the television departments. Then the trouble began.

Q: What kind of trouble?

A: At first the people who were trained in radio quickly transferred to television and the men were separated from the boys. Because of the grueling requirements of television it became necessary to nimbly make the adjustment from a million dollar expenditure to what is today a $4 million expenditure and the responsibilities that go with it. The suede shoes quickly disappeared, and the slacks and the sport jackets were gone, and the drinking of martinis at lunches became a thing of the past because it takes a sober and reflective man with iron will and nerves to conduct the business today.

The kind of a man has changed, too. More and more in the administration of a television department are fellows who can work slide rules, can understand Nielsen and all the ramifications of cumulative audience, cost-per-thousands, flow of audience and many, many aspects in which a judgment is made in either the selection of a program or the selection of a time period. And the adult weighing of these values often means the difference between a successful buy and a mediocre buy. There are very few bad buys in television actually.

Q: You speak of television costs being high. Aren't values high also?

A: A program may range from a million homes to *I Love Lucy* or the *$64,000 Question's* 17 or 18 million homes at the peak of the season. But yet there are values in all of these because of the power of the medium.

The average show now reaches 6 million homes. It costs 80 to 90 thousand dollars a week at this point. In a co-sponsorship deal without discounts, an advertiser with a single alternate week program can run $100,000 a week for alternate weeks. Added in these costs must be the cost of promoting the show, publicity expenditure, commercials—all gross costs in addition to time and talent.

As the out-of-pocket cost of television increases and as it becomes a desirable advertising medium, a number of advertisers are approaching the point at which the great majority of their advertising expenditure is in television. The increase of agency billing in television in relation to total agency billing means an increase in percentage of responsibility assigned to the television department for programming and the media department for the selection of time.

Q: What are some of the basic problems involved in putting together a successful television advertising vehicle?

A: There is one fallacy which ought to be corrected immediately before we go any further. No television program, *per se,* ever sold a nickel's worth of merchandise. A program is only the vehicle which carries a commercial message.

So therefore, we start out with the premise the show gets the customers in the tent and then the 'pitch' man comes in and makes the sell. Therefore, as much time should be devoted to the creation of a proper commercial



TO SOL AND MAURY...

On this day of joy and wild abandon
KING sends you this shining silvery salmon.

B & T is twenty-five today
That's your Silver Anniversary...

So with hearts that are full and every good wish
We send you, dear boys, this noble fish.

(By air express and packed in ice
A fish that smells just isn't nice)

King Salmon they're called, where they abound
In the cool blue waters of Puget Sound...

Enjoy this fish baked, broiled or roasted
Consider your Silver Anniversary toasted.

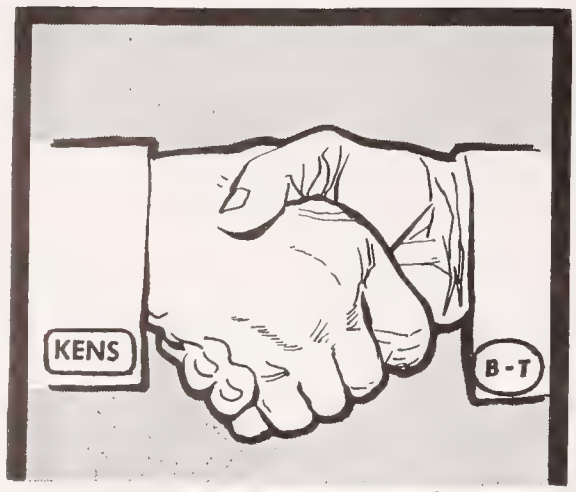
No change, dear friends, in the ratings here
The salmon is King of the sea—to be fair
KING, as always, is King of the air.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KING

Ask your BLAIR Man



Congratulations Sol

On 25 years of informative service to our dynamic industry.

CBS

EXPRESS-NEWS STATIONS

KENS-TV 5

KENS 680 CBS 50,000 WATTS 10 KW NIGHTS

CBS IN SAN ANTONIO

as to the selection of a program. Both must be in balance to get perfect results.

But even if the commercial is tremendous and the program is colossal or even spectacular, the product has got to be a good product—it's got to have repurchase value, it's got to have distribution, it's got to have assurance of sales support and all these factors, and it has to have a well-designed package—or television is a complete waste of time and money. There is no way that a medium can make a bad product a good product.

Q: Will the agency still use summer programs as the trial period? Will they still use summer replacements for possible fall shows?

A: The economics of television dictate against it, unfortunately. There were only two situation comedies tried last summer. Both were received unfavorably by the critics but fairly favorably by the viewing public, which is generally the case.

The reason why this is difficult is that no matter how you look at it, a show costs $35,000 to produce and costs are going up in Hollywood. The summer audience because of the decrease by as much as 50% of sets in use does not justify this kind of a talent expenditure.

The second reason why it's difficult is that most shows are based on the principle of 39 originals and 13 repeats because the producer these days rarely gets his money out of the first run, and the second run is the only way he can be assured of profit. The general pattern is in the neighborhood of $35,000 for originals and $15,000 to $17,000 for repeats. The residual costs on the repeats run the producer about $5,000. Therefore, he gets $130,000 profit on his repeat which pays him in effect for the losses that he has on producing the originals.

While I'm on the subject, I might say according to information we received from the Coast almost every show is over budget this year. Costs range from $60,000 to $80,000 per show for these initial shows—which is unheard of in the past and is very frightening in its future relationship to what costs will be. There have been a cumulative series of 10 percenters; actors cost more, scripts cost more, production facilities cost more, a five day week has increased costs to a considerable margin. Costs are upward perhaps as high as 25% this year over last year.

Q: Color too?

A: Color will cost between $8,000 and $10,000 more as we know it today. These are the estimates we've been getting; we have heard of costs as low as $4,000 a show but these are not substantiated. The known film costs that we have are $8,000 per half-hour for color over the black and white.

Q: You say the ratio is approximately four to one as the cost of a television show to a radio show. What do you think it will be in the future?

A: For television, if the color costs go up proportionately, it could go up in the foreseeable future five to one. However, I'd like to say very quickly that these costs are always governed by supply and demand and they're also governed by a favorable cost-per-thousand. The plateau will shortly be reached in the growth of television because we're approaching saturation on the sale of sets and now the sale of second sets and color sets is responsible for about 50% or more of the sale of six million sets this year and six million television sets sold next year—as it is in radio, of course.

And competition is increasing. Multi-network competition is coming in as more stations come in and all we can expect, if you assume sets in use have reached their level, is that circulation will soon level out. It will only go up in proportion to the increase in the population and, therefore, cost-per-thousand must be pegged at a certain point.

The time has come when there should be a leveling out of television prices, but I would judge that five to one may be the leveling out point provided only that the cost-per-thousand remains $5 a thousand homes a commercial minute or less. I think $5 is probably the breaking point.

There is one thing in the future that may help us a lot and we don't know much about: and that is magnetic tape. If magnetic tape is a reality, as we assume it will be within a few years, it could materially reduce film cost so that summer experimentation could be possible.

Q: Speaking of the cost and the relative scarcity of time, what will those two factors do to the type of sponsorship? Will it be more alternate and co-sponsorships?

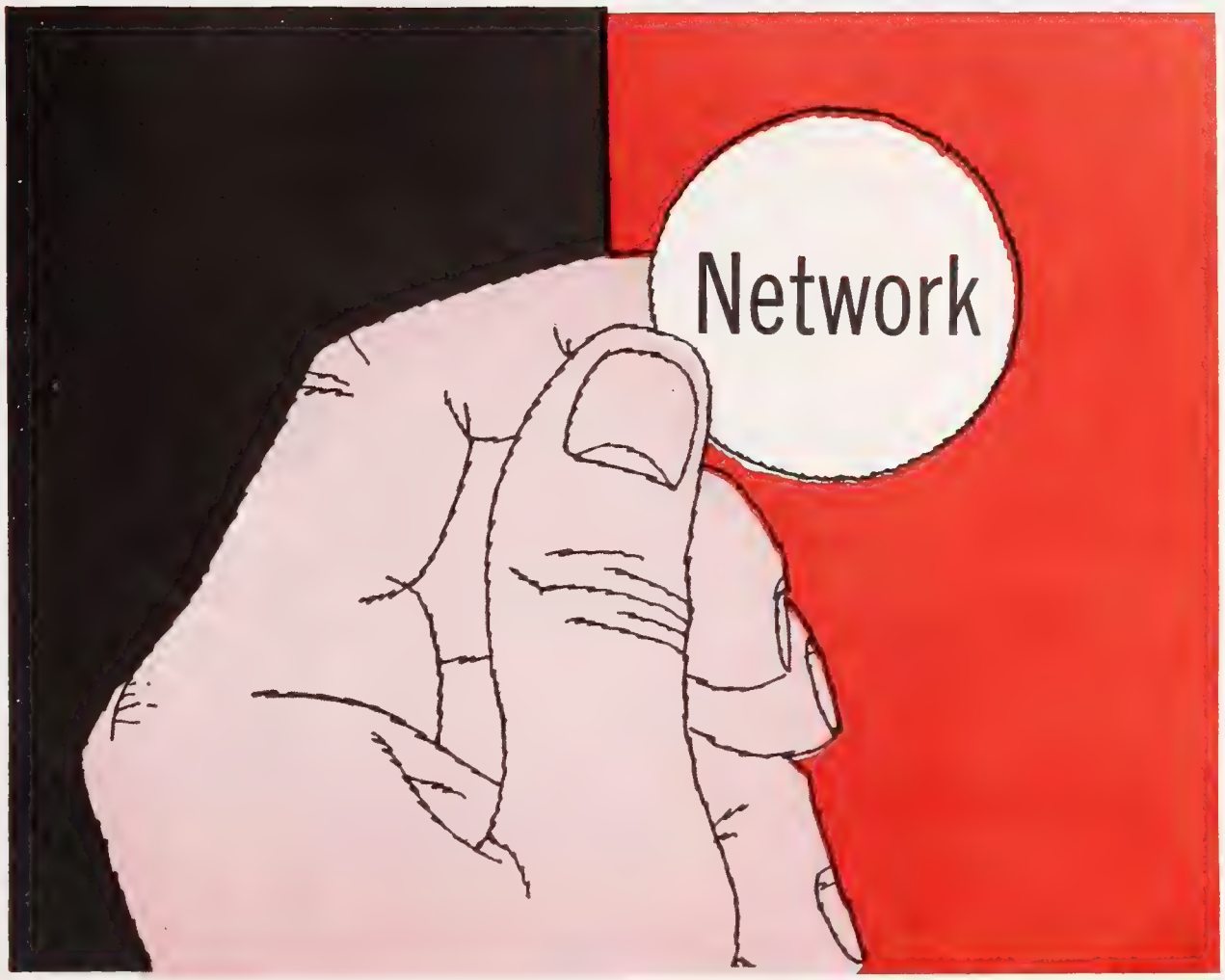
A: I think undoubtedly. The advertisers now who can maintain important franchises and have exclusive ownership—that is corporate ownership not brand ownership because you know corporations pay for their television expenditures by spreading the costs among multi-brands. Soap, grocery, the automotive companies, the cigarette companies, the cosmetic companies certainly will always be able to afford a complete television franchise—if they're permitted to have franchises in the future. But the smaller companies with budgets of under $4 million are automatically eliminated from being major television sponsors, that is, 52 week half-hour nighttime television sponsors. Therefore, there must be some place for the controlled minute participation spots in major nighttime shows and it certainly is an important function of the network to supply vehicles like that either for co-sponsorship or tri-sponsorship.

Q: Perhaps you can give us an idea of what the billings of Y&R radio and television were some years ago and what they are today.

A: I think the best source for that is BROADCASTING • TELECASTING magazine. Miss [Florence] Small has done a very excellent job of putting together the relative billings of agencies over the years.

Q: How soon do you think color will be a major factor?

A: RCA and NBC are promoting color, as you know, very heavily. They assume that the fall of 1957 will be a crucial time for color when perhaps a million sets will be in use. Needless to say, we want to be in color as quickly as possible because anyone who has seen a color commercial—particularly for food products—quickly realizes the impact of it. And since the system is completely compatible and increasingly more



The word's the same, but we've coined a new meaning!

NETWORK means many things to many people . . . but we here at Keystone have a new concept that we think you should know about.

NETWORK is Keystone's over *900* radio stations—covering a prosperous pattern of non-metropolitan America that reaches from coast to coast and border to border.

NETWORK is the term that applies to any neat parcel of Keystone stations that best suits *your* marketing needs. Keystone delivers these markets to you with an amazing absence of red tape . . . makes *your* job twice as easy.

NETWORK a la Keystone means 87 million pairs of ears . . . in rich Hometown and Rural America—a grass roots, loyal listening audience *localized* for better response thru more intimate communication.

NETWORK merchandising thru Keystone's facilities is a wide vista of *local impact* results that are unique in concept and overwhelming in response.

NETWORK advertising for your product with Keystone will open your eyes to how BIG Hometown and Rural America really is . . . what a slice, sized to your choice, can do for your *market exposure* where the *media* merchandises, the audience listens, and the customers buy!

Send for our new station list

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
580 Fifth Ave.
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

• **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

• **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.

• **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS Keystone BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

compatible as electronic developments progress, the only problem of going to color 100% is who's going to pay for it.

In the 1957-58 season the burden should really be on the manufacturers to support color and on the broadcasters because this is their investment and it's a perfectly legitimate tax investment, it would seem to me.

By the fall of 1958 I think the advertisers will be willing to pay for a share of the transference into color and can justify it at that time on the grounds of impact. But we're fighting and will continue to fight to keep those costs to an absolute minimum.

Another development, of course, in addition to magnetic tape, are new processes which may enable the show to be filmed in color for as little as $1,500 an episode. If that happens, we'll go to color more quickly. In fact, as you know, a number of NBC shows are being filmed in color now. *Lancelot, Noah's Ark* and most of the live shows where possible are done in color. Live is much simpler than film. Film, of course, is shot six months ahead and the costs now are prohibitive to any advertiser.

One thing we haven't touched on which is somewhat amusing is that in the old days a sponsor used to try to figure out what type of show would fit the personality of his product. In the present thinking with the cost as it is, the safest way is to buy any kind of a show which has a high circulation and make your commercials and your product personality conform to the show. Any high-rating show which is accepted by so many people is bound to be a good show and you certainly make your product fit in on that kind of a show.

The Length of Programs

Q: What about program lengths? NBC seems to be cuting down on the number of spectaculars and CBS is coming on with a 90-minute show every week.

A: There is room, in my opinion, for all types and lengths of shows. There is no evidence that a long show can compete with a popular half-hour show. The instance of *I Love Lucy,* which, of course, is the extreme, when the hour and a half spectaculars on Monday night were programmed by NBC against *I Love Lucy,* only one made any substantial dent in the *Lucy* audience and most of them tended to inflate the *I Love Lucy* rating. The exception was *Peter Pan,* which is again in class all by itself. At no time did *Peter Pan* top *I Love Lucy* —it merely ate into its audience. Therefore, you must conclude, I think, several things: We have conditioned people in television to accept the half-hour as the principal length. A half-hour is a convenient length in that it allows the individual to attend to chores around the house, time out and relaxing from concentrated viewing; while the hour and a half is very demanding on his time and family habits. The difference between Nielsen total audience, for example, and average audience, which on an hour and a half show can be three to one, means that the viewing is done in bits and pieces. It would tend to argue that if possible an hour and a half drama should be so organized that a viewer can see any portion of it and be satisfied.

We are watching with great interest to see what happens with the motion pictures that are available now for television in marginal time periods or in large metropolitan areas where they are programmed against popular half-hour programs—such as New York and L.A. However, at this point there is no evidence that a good motion picture is denting the popular half-hour programs.

Q: What about syndicated programs?

A: The question often arises—should an advertiser use a national program or should he use a selective market and syndicated program. It's very difficult to have a general answer to a question as complex as this. In general most national advertisers with national distribution maintain national network franchises because there are certain discounts which accrue to them by important corporate buying that are substantial and because they can be researched more accurately and there is a control of program adjacency which is probably as important as anything else.

Most syndicated programs serve the purpose of supplying regional advertisers and local advertisers with a good vehicle at a reasonable cost to be used on a local or a

CONGRATULATIONS, SOL,
ON YOUR
25th ANNIVERSARY
AN
EDITORIAL JOB
WELL DONE

W·I·N·D

CHICAGO'S TOP
MUSIC, NEWS, SPORTS
STATION–24 HOURS


THE FIRST
SYNTHAMICA
SYNTHETIC MICA
SYNTHETIC MICA CORPORATION
SUBSIDIARY OF
MYCALEX CORPORATION OF AMERICA
SINCE 1919
MYCALEX
THE INSULATOR

limited network basis. And both of these have their purpose. Unfortunately, most of the syndicated programs are in marginal time—before 7:30 or after 10:30 Eastern time—simply because the major stations have network contracts which require them to deliver the prime times to the network first. Various plans have been proposed and more are being proposed today by the motion picture companies disposing of their properties, which are trying to open prime time to either half-hour syndicated programs or hour and a half films. But it is very unlikely that this will happen on the major stations because of the strong economic reason that network affiliation means the most money to an owner or a manager of a station. But there is an opportunity as the third and fourth station comes into being for an alert station manager with relatively low cost programming through good syndicated films now available to him and through feature films to compete on an equal basis with either an NBC, a CBS or an ABC affiliate.

About Network Policies

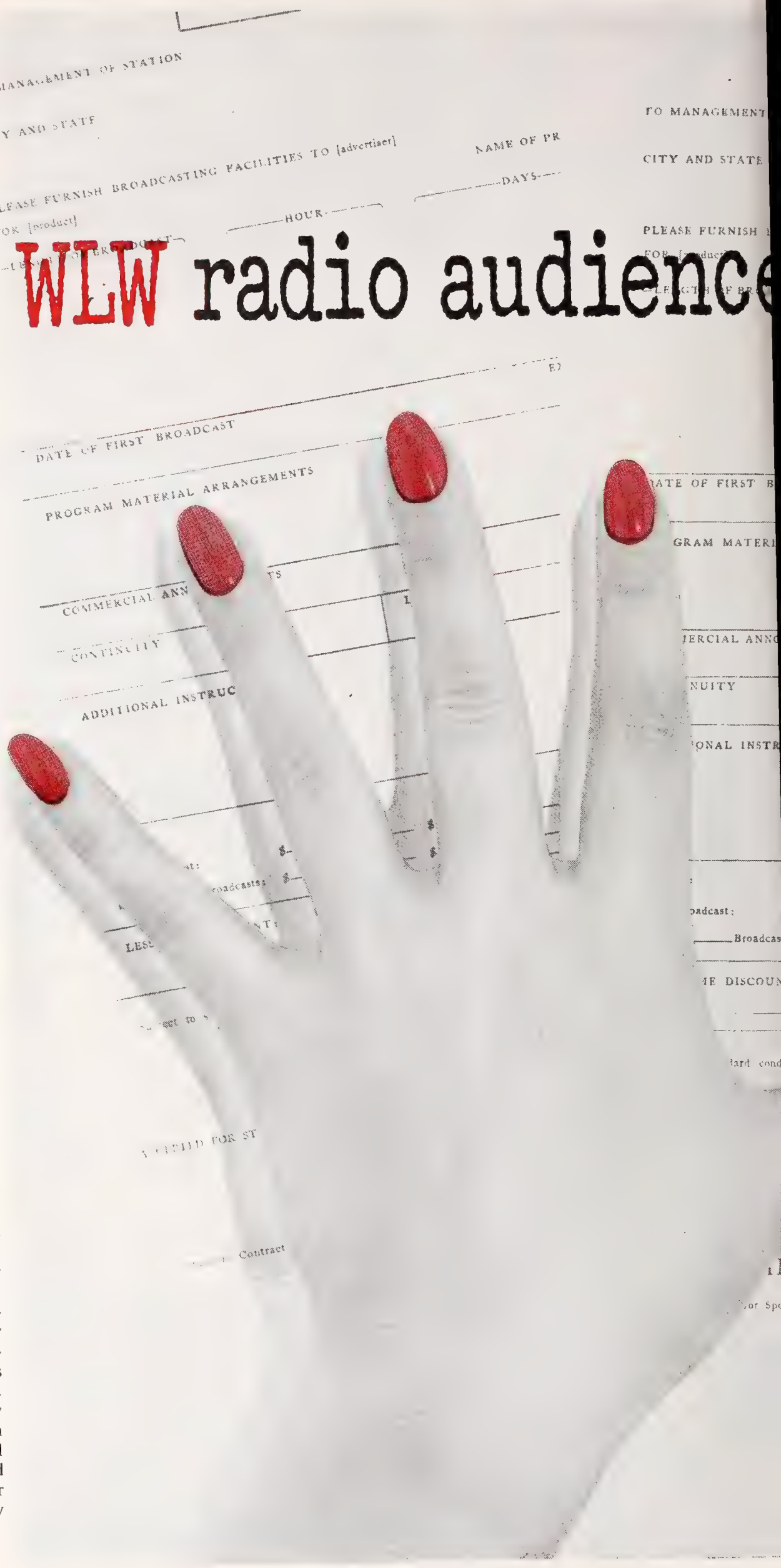
Q: What do you think of the network operating policies? Option time, must-buys, that sort of thing?

A: I defer to our media section for the final answer on this. Naturally, as everybody else, I have opinions. And that is that the must-buys never seem too demanding and that generally, a national advertiser requires more stations than a must-buy. Must-buys, for the most part, are stations he would select anyway. As far as the option time is concerned, that's a matter between the network and its affiliate. As far as the national advertiser is concerned, it would be to his benefit to have all the times option times so he could pick whatever he wanted all day long including 10:30 to 11 p.m. and be assured of a substantial list whenever he wants.

Q: What about package programming on a network?

A: If it's a small advertiser who wishes to participate in television and can't afford a show of his own he must buy a partially owned or controlled network program. Because there is no other way a small advertiser can get into a network on an important basis, where he can promote his network expenditure with his dealers, distributors or salesmen and also get a substantial circulation on a spot within the body of a program.

However, when it comes to a delicate decision of a network weighing a choice of three or four programs and three or four large advertisers for a specific time period, there is no precedent I know of for a fellow giving out a time period to be coldly objective when he realizes a financial income or return on a program which he owns or controls. This is a conflict of interest. Therefore, it would seem that wise as they may be, the men making the decision on all of the networks—not just one, but all networks—cannot maintain objectivity and they would select their own program over the outsider's program. I'd better not say any more than that.



DUPLICATE FOR STATION ACCEPTANCE
PLEASE SIGN AND RETURN TO AGENCY

CONTRACT NO.

DATE

FACILITIES TO [advertiser]

NAME OF PROGRAM

HOUR DAY LENGTH PER WEEK TO

among TOP 10 in America

EXPIRATION DATE

MENTS

LIVE TALENT TRANSCRIPTIONS

Station Time	Talent	Line Service
$	$	$
$	$	$

LESS AGENCY COMMISSION: 15% of Station time Charge
% of Talent Charge

BY

Mem
N ASSOCIATION OF

Copyright 19

A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

WLW

RADIO

WORLD



Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Q: Going back a minute to the operating policies of networks. Do you think that if there were enough stations so that each network could have its own affiliate that the major problems that exist today would be eliminated? Or do you think that some of them are serious enough that they would still exist?

A: I think that if there were three or four stations operating in every major market area—not necessarily city but major market area, the top 100 markets—that we would then quickly have our problem confined to program dominance in every area. Every man would be for himself and many problems would be eliminated. The 4A's and, I think, individuals in this business have constantly urged the FCC to address themselves to this problem with as much celerity as possible.

Q: There has been a tremendous growth, I should say, in the billings of most large agencies. And much I suppose is due to television and the growth of that medium. And also there have been consolidations among smaller agencies. What do you think is the place of the small agency in the future?

A: Can I ask for a definition of what a small agency is?

Q: Under $5 million or under $10 million.

A: I think it is probably directly related to any small business in this country. If a few men can handle $5 million, they can make a profit. If there is a great deal of work required in servicing the $5 million, they'll soon consolidate because they'll have to have some way to support the people required. The one way to do that is to raise your volume of business and hold your personnel down to a minimum. But there certainly are agencies of $5 million and under where one man has made a substantial profit in the past. And there is probably no reason to assume that these agencies can't continue that way. You certainly can't have the depth of service, you can't have the research that any larger agency is now almost required to supply, unless you get it from outside vendors and you bill it at cost. Or you may have a client that doesn't require it. But the trend would seem to be to consolidations and larger agencies because of the supplying of services of research and merchandising, in particular.

Q: What particular comments come to mind about radio?

A: I could say a lot of good words about radio. I think it's unfortunately the orphan of the advertising business at this point and very undeservedly. The Nielsen reports can demonstrate to any advertiser that a combination of radio plus television can get him almost absolute coverage. I think the audience of the political conventions—the Nielsen report on the audience of the conventions with radio plus television—is a very interesting study in that respect. I would like to divorce print from this completely now and I'm not saying other combinations may not achieve it, but I doubt that any combination of advertising media can do as well in penetrating into every home as radio plus television.

And radio today is delivering cost-per-thousands of a dollar and less. And deals can be made in radio today which are extremely advantageous — deals to get frequency. There have been certain campaigns now which have made extensive use of spots and network participations in radio that have been quite successful.

Therefore, the only thing that is blocking radio's continued progress is the fact that the out-of-pocket costs to do a good job in radio with enough frequency still come to half a million dollars a year. Now when the advertiser gets through paying his bill for television, which is his first choice in most instances, or color print, he has got very little left for radio. And this is the dilemma which faces radio today. However, in my opinion, the aggressive selling that's being done of radio now and the bargains that are being offered are bound to penetrate sooner or later, and radio will, I believe, not decrease any further. Its form and character might change some more—there might be more trend to use of radio on a local basis. However, radio today is an excellent buy on a cost-per-thousand homes delivered.

Q: Do you think it's coming up again in use?

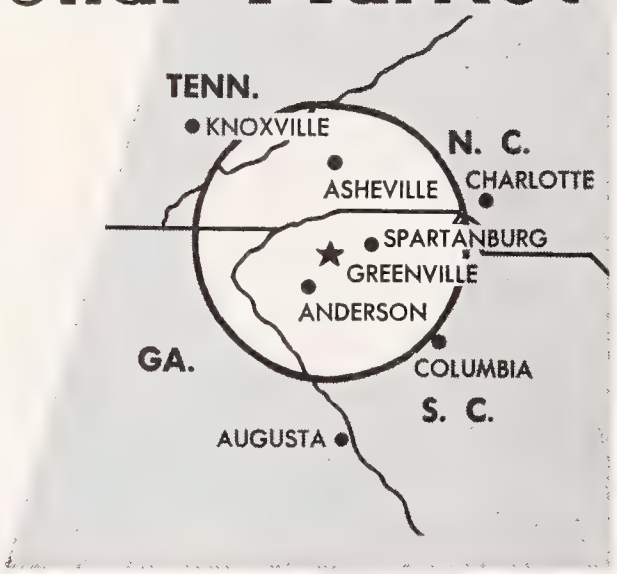
A: To a degree. But again out-of-pocket cost will regulate how far it can come.

Q: You mentioned that deals can be made. Do you mean off the rate card deals?

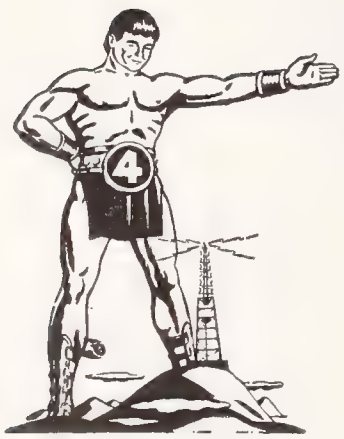
A: I mean that an advertiser placing a substantial amount of business with any given radio station or network is entitled to special discounts on a volume basis.

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.



Population	1,991,700
Incomes	$2,115,295,000.
Retail Sales	$1,467,678,000.
Television Homes	367,230

Here is one of the South's *great* markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports *prove* WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

"The Giant of Southern Skies"

Video—100,000 Watts (FCC MAXIMUM)
Audio—50,000 Watts
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by WEED TELEVISION CORP.



COLOR TV: ALMOST, BUT NOT QUITE

FEW CAN dispute that color tv is the rainbow advertising medium, but is there a pot of gold at the end and if so when will it be found?

Predictions on future growth of color have come thick and fast ever since compatible color was born commercially in December 1953. Everyone agrees there will be a big industry boom in color tv, but opinions vary as to the time table and conditions.

Forecasts, however, now seem to be following a fairly common pattern. On Madison Ave., those agency executives hep to the broadcast media as well as to client needs cautiously point to 1958 as the year when the national advertiser no longer will just look at color tv but will buy.

Two such executives publicly have so called their shots—1958.

• Gerald W. Tasker, vice president and director of research at Cunningham & Walsh, predicted in an interview [B•T, July 9] that color tv by 1958 should reach the stage that black-and-white entered six years ago. Soon after, he thought color may emerge as one of the top advertising media.

• Rod Erickson, vice president and radio-tv supervisor at Young & Rubicam, predicts elsewhere in this issue (see page 136) that "by the fall of 1958," advertisers will be "willing to pay for a share of the transference into color and can justify it at that time on the grounds of impact."

A number of executives—in set manufacturing, in broadcasting, in the agency business—tend to think today in terms of a basic million color tv sets in circulation as the first benchmark on the road to color dominance.

Brig. Gen. David Sarnoff, board chairman of RCA, which by virtue of its estimated $70 million investment alone is indisputably in the forefront of color development, recently forecast 500,000 to 1 million color sets in use sometime next year. It should be then, he says, that RCA will expect a return at both the program and manufacturing ends.

All Signs Point Up

Two tv networks—NBC and CBS—are colorcasting more program hours than ever before; there are more stations equipped to broadcast network color and to originate color locally than ever before. As set makers produce and the dealers sell color receivers and as long as there is a firm U.S. economy, there should be no reason for color acceleration to run out of gas.

The greatest hurdle to color dominance has been high costs to prospective set buyers, to potential advertisers, to broadcasters who must invest in equipment and to networks which must have facilities. Already, the cost barrier is being lowered, however slowly, by an increasing set circulation and lowering prices of sets, acquired program production know-how and engineering advances affecting the quality as well as price of color gear.

The $1,000-plus price floor on color tv sets has given way to under $500—and electronically (tubes and circuitry) today's receiver is a far cry from that of yesteryear. This year alone, RCA, according to Gen. Sarnoff, hopes to *sell* 200,000 color receivers.

In programming, it is estimated that a half-hour color film program (on network) adds a third more in the below-the-line cost (program production and studio and technical facilities) than in black-and-white, and in some cases 10-15% more in the above-the-line cost (program creation). Even these "averages" vary with the type of show being put together. This is true in live production, too, where the shows have great variance, but the average added cost has been whittled to approximately 9-10%—much less than even a year ago and the gap is expected to narrow further.

For the national advertiser, however, who has a product that looks better and more attractive in color and which receives greater brand identification with color, it is lack of circulation even more than high cost that at present keeps him away from the multi-hued medium.

A network official in New York explains: A national advertiser pays about 40% more

for a color ad in a magazine (i.e. over black and white) while for a regular network show the increase to his total tv expenditure on an hourly basis would run from 5 to 10%. So far as a color message is concerned, he asks: "Which is cheaper?" The network executive fails to add that until there is color tv circulation the magazine is cheaper in its color costs.

Although basically the national advertiser who uses color today is doing so more as an experiment than anything else, the list of such advertisers is growing. On NBC this year there are 29 "color" advertisers; on CBS, eight with two others on a one-time color basis (see box, this page).

Both networks are geared to program still more color at almost any time, and ABC, which is not yet colorcasting, has the means to prepare itself when the time is considered ripe.

NBC is increasing color programming by 500% this season. It will have 120-130 hours of color in the final quarter of this year compared to 22.5 hours the fourth quarter last year. Translated into color hours per week, NBC will be programming from 10 to 11 hours in color each week (it programs 80-90 total hours weekly). At CBS, the average number of hours weekly of regular colorcasting is not so great. CBS-TV programs about 87½ hours weekly; of this an average 3¾ hours will be color.

ABC President Robert Kintner says his tv network will stick close to this position: ABC-TV (via parent American Broadcasting-Paramount Theatres Inc.) has $10-15 million set aside for its use once color is off the ground. That time may come when perhaps there are 5 million sets in circulation. Many of ABC-TV's film shows, seen in black-and-white, are in color—*e.g. Disneyland, Mickey Mouse Club* and *The Lone Ranger*. ABC-TV would invest in color studios and related facilities for live production.

39 COLOR PIONEERS

THERE will be at least 39 national advertisers sponsoring color programs on network tv this season, most of them on a regular basis.

NBC-TV reports 29 advertisers sponsoring color shows: Chevrolet, Aluminum Co. of America, Goodyear Tire & Rubber, Hallmark Cards, Schick Inc., S. C. Johnson Co., Whitehall Pharmaceutical Div. of American Home Products (starting in January), Lever Bros., RCA, John Hancock Life Insurance, Buick, Purex Corp., Speidel, Liggett & Myers Tobacco, Max Factor, Kraft Foods, Toni Co., P. Lorillard Co., Gold Seal Co., Noxema Chemical, Kleenex, Sunbeam Corp., S & H Green Stamps, American Tobacco, Warner-Lambert, Oldsmobile, Helene Curtis, Lewis Howe, and Vick Chemical Co.

CBS-TV reports eight advertisers sponsoring colorcasts: Toni, Bristol-Myers, Pillsbury Mills, Kellogg, Chrysler, Ford Motor, SOS and General Mills. Two others, Colgate-Palmolive and Westinghouse, are sponsoring color on a one-time basis.

The number of stations equipped for color is on the increase. NBC-TV's owned and operated stations are stepping up color schedules: WNBQ (TV) Chicago is an all-color station, has been since April; WRCA-TV New York can telecast 65¾% of its weekday schedule in color; WRCA-TV Philadelphia is broadcasting 15 hours a week in local color; WRC-TV Washington is having studios built that will be designed and constructed with color in mind (will be completed next year); KRCA (TV) Los Angeles starts local programming about Dec. 1 and WBUF (TV) Buffalo (uhf) can carry network color and plans local transmission in color, too.

As of September, there were 478 tv stations on the air in the U.S., of which 456 were commercial and 22 educational. Of the 478 stations, 249 were equipped for network color; 72 for local color slides; 66 for local color film and 29 for local live color.

These figures compare to 188 network color; 43 local slide and film, and 15 local live, as of May 1955 (B•T estimate, May 9).

(On Jan. 1, 1954, when NBC-TV colorcast the Pasadena Tournament of Roses on New Year's Day, about 20 stations carried it in color.)

Thus, the color facilities on the network and station level are coming of age but how about set circulation? In the main, the out-



"Happy Anniversary, Sol...

All the gang at **WGR** and **WGR-TV** (Buffalo's Favorite Stations) send heartiest congratulations to you and the staff of B•T on your 25th Anniversary.

WGR and **WGR-TV** (leaders in the Nation's 14th Largest Market) are very happy to forego any advertising in this issue to let you know how much **WGR** and **WGR-TV** (the Stations with a Personality) appreciate your top-notch reporting and interpretations of the news in our field.

Congratulations and Best Wishes from **WGR** and **WGR-TV** (serving well over 1,000,000 Radio and Television families in Western New York and Canada.)"

from two pioneers

to the pioneer

WBT, third U.S. commercial radio station

and

WBTV, first with television in the Carolinas,

proudly salute THE Pioneer

of broadcasting publications

and

Sol "Pappy" Taishoff

WBT Radio

CHARLOTTE, NORTH CAROLINA

50,000 WATT COLOSSUS
OF THE CAROLINAS

WBTV CHARLOTTE

Channel 3 Top Power

"VISION OF THE CAROLINAS"

JEFFERSON STANDARD BROADCASTING COMPANY

$1,500,000

ADOPT-A-CHILD FOUNDATION . NEW YORK UNIVERSITY . ENGLEWOOD PARENT-TEACHER ASSOCIATION . DENTA
FULLBRIGHT SCHOLARSHIPS . LEAGUE FOR RETARDED CHILDREN . UNITED NEGRO COLLEGE FUND . EPILEPSY
HARLEM YOUTH CENTER . AMERICAN COUNCIL OF CHRISTIAN CHURCHES . LEGAL AID SOCIETY . PRATT INST
INDUSTRIAL HOME FOR THE BLIND . AMERICAN HERITAGE FOUNDATION . FREE NURSE INSTITUTE . LEUKEMI
QUEENSBOROUGH FEDERATION OF MOTHERS CLUBS . POLICE ATHLETIC LEAGUE . AMERICAN JEWISH CONGRESS
FORDHAM UNIVERSITY . NEPHROSIS FOUNDATION . AMERICAN COUNCIL ON EDUCATION . GREAT BOOKS FOUND
SENIOR CITIZENS MONTH . ALL DAY NEIGHBORHOOD SCHOOL PROGRAM . BROOKLYN HEBREW HOME & HOSPITAL
CAMP FIRE GIRLS . EAST ROCKAWAY MENTAL HEALTH COMMITTEE . GROUND OBSERVER CORPS . HEART FUND
JUST-ONE-BREAK . LONG BEACH FIRE DEPARTMENT . PENNSLYVANIA STATE COLLEGE . WORLD HEALTH ORGAN
YESHIVA UNIVERSITY . AMERICAN COUNCIL TO IMPROVE OUR NEIGHBORHOODS . SISTER KENNY FOUNDATION
COLLEGE OF ST. ELIZABETH .
HUDSON GUILD NEIGHBORHOOD H
NATIONAL EDUCATION WEEK .
HORTICULTURE SOCIETY OF NEW
ROTARY CLUB OF VALLEY STREAI
UNITED STATES ARMY . UNIVER
WASHINGTON PARK ART EXHIBIT
CONGREGATIONAL CHURCH OF MA
SETON HALL UNIVERSITY . SAF
OYSTER BAY HIGH SCHOOL . PO
CATHOLIC YOUTH ORGANIZATION
WILLIAMSBURG SETTLEMENT HOU
SECOND SPANISH EVANGELICAL
AMERICAN WOMEN'S VOLUNTEER
U.S. DEPARTMENT OF HEALTH,
IMMIGRATION BUREAU . INTERF
JEWISH HOSPITAL FOR CHRONIC
RELIGION IN AMERICAN LIFE .
AMERICAN RED CROSS . VASSAR
JERSEY CITY COMMUNITY CHEST
UNITED STATES AIR FORCE . R
CHILDREN'S TOYS . KIWANIS O
NEW EYES FOR NEEDY . UNIVER

Public service organizations who come to WNEW for assistance really get *results!*

For WNEW takes seriously its responsibility to serve the public interest.

Instead of ineffectual "gestures" of a few spots a week, WNEW goes all out for worthy causes with result-getting *saturation schedules.*

The technique of creative, selling copy—*delivered around the clock by WNEW's entire team of persuasive personalities*—brings results for community projects just as it does for WNEW's commercial sponsors.

This year WNEW is broadcasting approximately *25,000* announcements on behalf of some *800* local and national educational, religious, civic and governmental organizations.

The money value, in time alone, of WNEW's contribution: *$1,500,000.* The value of the results to the organizations—well, just glance at these excerpts from a few of the many grateful letters in our files. . . .

FEDERATION OF PROTESTANT WELFARE AGENCIES . PATERSON FELLOWSHIP . STEVENS INSTITUTE OF TECHNO
COMMUNITY CHURCH OF N.Y.C. . BERGEN COUNTY VOCATIONAL & TECHNICAL HIGH SCHOOL . CHIROPRACTERS
SARAH LAWRENCE COLLEGE . TRINITY CHURCH OF PATERSON . AMERICAN LEGION . REFUGEE RELIEF PROGRA
UNITED STATES CIVIL SERVICE COMMISSION . RECORDINGS FOR THE BLIND . BLOOMFIELD HIGH SCHOOL .

New York's Favorite Station for Music and News

GIVE-AWAY

NUTLEY, NEW JERSEY FAMILY SERVICE BUREAU . URBAN LEAGUE OF GREATER NEW YORK . ART STUDENTS L
FEDERAL EMPLOYMENT AND GUIDANCE SERVICE . BARNARD COLLEGE . HERALD TRIBUNE FRESH AIR FUND .
COLUMBIA UNIVERSITY . DAMON RUNYON CANCER FUND . PRINCETON UNIVERSITY . SOCIAL SECURITY ADMIN
BOY SCOUTS OF AMERICA . GREENWICH VILLAGE FESTIVAL . JUNIOR ACHIEVEMENT . N.Y. TUBERCULOSIS H
AMERICAN ASSOCIATION OF JUNIOR COLLEGES . EDUCATIONAL ALLIANCE OF N.Y.C. . NATIONAL HADASSAH
B'NAI B'RITH OF BELROSE, L.I. . NEW YORK YOUNG MEN'S BOARD OF TRADE . NEWARK COLLEGE OF ENGIN
NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE . NEW YORK DIABETES ASSOCIATION .
PORT WASHINGTON BOARD OF EDUCATION . SPENCE CHAPIN ADOPTION CENTER . VERONA AMBULANCE UNIT .
CATHOLIC UNIVERSITY OF AMERICA . EAST PATERSON SCHOOLS . HOFSTRA COLLEGE . ZIONIST ORGANIZATI
BROOKLYN LAW SCHOOL . BELLEVUE HOSPITAL . CATHOLIC GUILD FOR THE BLIND . GUGGENHEIM MUSEUM .

FORDHAM UNIVERSITY
". . . more registrations in adult education for a single semester than at any time in Fordham's history."

NEW YORK STATE DIVISION, VETERAN'S ADMINISTRATION
". . . WNEW saturation campaign produced more requests for Veteran's Timetable than any other single campaign we have experienced."

VOCATIONAL GUIDANCE SERVICE OF PATERSON
". . . tremendous effect of WNEW announcements a source of amazement! This experience has given me the satisfaction of having a project 'put across' almost primarily by WNEW, as well as a tremendous respect for WNEW as an influence for good."

LOCAL HADASSAH CHAPTER
". . . our Festival was so successful we could not accommodate all who attended. WNEW was the only station that used our announcements."

PLAY SCHOOLS ASSOCIATION
". . . your station has been doing a perfectly splendid job of promoting our guide book, TRIPS FOR CHILDREN . . . the tremendous number of requests we are getting from your parent listeners is astounding . . . the largest return we have ever received from a single radio station."

CITIZENS COMMITTEE TO KEEP
PENLAND SCHOOL OF HANDICRAF
QUEENS MEDICAL CENTER . CARE
NEW YORK STATE (40 DEPARTMEN
UNITED STATES DEPT. OF LABOR
AMERICAN SEAMEN'S FRIEND SOC
JERSEY CITY CHORAL SOCIETY
MUSIC & ART HIGH SCHOOL . P.
U.S. NAVY . U.S. MARINES .
AMERICAN BIBLE SOCIETY . Y.
EASTERN SCHOOL FOR PHYSICIAN
GREATER N.Y. DIETIC ASSOCIA
AIR NATIONAL GUARD . TUFTS
YALE UNIVERSITY . Y.W.-Y.M.
IONA COLLEGE . PLAY SCHOOL
Y.M.C.A. . VETERAN'S ADMINI
AMERICAN FOUNDATION FOR THE
TURTLE BAY MUSIC SCHOOL . T
MT. VERNON HOSPITAL NURSES
LIONS CLUB OF FAIR LAWN, N.
INTERFAITH RED CROSS . MARC
AMERICAN PHARMACEUTICAL ASS
SOUTH SHORE DRAMA GROUP OF

BOYS TOWN OF ITALY . RECREATION COMMITTEE OF RAHWAY, N.J. . UNION THEOLOGICAL SEMINARY . UPSA
WHITE PLAINS HIGH SCHOOL . VOCATIONAL GUIDANCE SERVICE OF PATERSON . CATHOLIC WAR VETERANS .
FIFTH AVENUE PRESBYTERIAN CHURCH . RUSSELL SAGE COLLEGE . UNITED STATES OLYMPIC COMMITTEE .
WOMEN'S CLUB OF NEW JERSEY . BROOKLYN POLYTECHNIC INSTITUTE . JEWISH CENTER OF PORT CHESTER .

WNEW 1130 on Your Radio Dial

Represented by SIMMONS ASSOCIATES, INCORPORATED

standing set makers which would turn out color receivers are RCA, Westinghouse, General Electric, Emerson, Sylvania, Philco, Motorola, Admiral, Muntz Tv and a few others. Just how many are actually producing sets—other than RCA—is difficult to learn.

It is in this general area that predictions are the most conflicting and puzzling. RCA at one point hoped to turn out 300,000 color sets by next Christmas, perhaps even more. Other sources tone down this figure somewhat. Gen. Sarnoff places the figure at 200,000 sets this year—but this is in sales, not production. This would indicate production at RCA is humming along.

How about the others? Except for RCA, there is not too much activity. Each firm checked by B•T admits it has much in blueprints or is ready to go when the "demand materializes." The check found:

Westinghouse: Makes a 22-inch color glass rectangular tube color receiver. Has no production estimates. Does not report a price range.

Emerson: Will not estimate production for this or next year. It is pricing its color consolette at about $678.

General Electric: Priced competitively with RCA (RCA's lowest priced color model is a table set at $495). Finds more public interest in color now than ever before. Ready to produce as many color sets as the public wants but so far reports slow pace. GE is getting into mass production just now, having announced color set making only last month.

Sylvania: This firm puts out a table model at $595 and another—$100 higher—model (console). Sylvania is watching public acceptance of color very closely this year for its base on which to plan for next year. No estimates.

Philco: Has been off and on. Stopped color early in summer, although it did produce a "limited" quantity. No predictions, no estimates. Philco will study what happens in color sales this year.

Olympic (Radio-Tv div. of Unitronics Corp., New York): Pilot models delivered on request. Priced competitively: $495, table set; $595 and $695 for consoles. Waiting for "right market."

Motorola: Gears thinking to market. No immediate plans to expand output. Has three 21-inch models in $500-$600 range. Selling "token quantity" daily.

Admiral: Still thinks color tv "logjam" will break in fall. Not releasing production estimates. Has complete line of 21-inch color models from $499.95 up to $799.95.

Hallicrafters: Not in production, has no plans. Did produce a 21-inch set last year.

Zenith: No plans this fall, will go into color once sets are "practical" and tube "situation" resolved.

Hotpoint Co.: Will market color sets probably next year (receivers made by parent GE).

Muntz Tv: Earl Muntz has glowing predictions. Plans to turn out 1,100 consolettes at $399.95 by today (Oct. 15). Expects to triple production later this year.

Sentinel (Magnavox-owned): Working on new models with new chassis at its Evanston, Ill., plant. Will increase output but has no estimates.

Other companies such as Warwick Mfg. (Silvertone color units for Sears, Roebuck), have plans only in "discussion stage."

It is as difficult to get an estimate as to what overall unit production is today as it is to pin down Greta Garbo's age. Private estimates range from 100,000 units for the year to RCA's more optimistic figures. Be that as it may, color circulation is on the way up.

There are some signs that new color developments may affect the level of set prices. Allen B. DuMont Labs and Chromatic Labs (50% owned by Paramount Pictures) are combining their facilities in an attempt to place a color set, priced perhaps as low as $350, into mass production sometime late next year. Other firms, like Philco, have been working on new color set design.

Work has been underway at RCA Labs for some time on a tricolor video camera. RCA, Ampex and other companies are working diligently on commercial-type color tv magnetic tape, a development that could revolutionize colorcasting. As recently as May 1955, RCA-NBC transmitted a color tv program recorded on magnetic tape closed circuit from New York to St. Paul. Use of tape would make it cheaper to broadcast color than black-and-white or color film. Its speed of operation would cut the volume of live shows and the number of hours needed for both commercials and programs.

NBC has placed into operation its new lenticular film system it developed jointly with RCA and Eastman Kodak Co. The system permits NBC to delay color programs for the West Coast. The lenticular process

CONGRATS...

TO OUR PALS SOL,
MAURY, ED AND ALL
THE GANG AT B•T



Hi! I'm BIG 9 . . . speakin' for the folks at KWTV — Oklahoma City. I'm the animated channel number who introduces program promotion spots for them.

May you always stay 25 years young!

OKLAHOMA CITY'S
world's tallest man-made structure

EDGAR T. BELL—EXEC. VICE PRESIDENT
FRED L. VANCE—SALES MANAGER

REPRESENTED BY
AVERY-KNODEL, INC.

KWTV
CBS
CHANNEL 9

CONGRATULATIONS—

TO SOL TAISHOFF AND YOUR ASSOCIATES

FOR A JOB WELL DONE

DURING YOUR 25 YEARS OF SERVICE



During this quarter of a century we have witnessed radio develop into the nation's greatest mass medium, and television mushroom into the most powerful force in the economic, religious, educational, and political life of our nation. In these exhausting years Broadcasting and Telecasting Magazine has afforded a leadership unsurpassed in trade magazine journalism.

WSPA had been serving the people of Carolina Piedmont two years when Broadcasting began publication. During these years WSPA Radio, now joined by WSPA-TV, has placed service to the public foremost in its operation, and as a result became and remains the outstanding station in South Carolina.

As one veteran of the industry to another, we join in saluting B-T on its 25th anniversary and wishing for it a century of progress and continued success.

WSPA WSPA-FM WSPA-TV

THE SPARTAN RADIOCASTING COMPANY

Walter Brown

PRESIDENT

registers electronic color information on black-and-white film via minute lenses which form a portion of the film itself. This film can be processed rapidly in the manner of normal black-and-white techniques and then played back as a color tv program.

In the past year, NBC has completed its $12 million color expansion program: the lenticular system; conversion of WNBQ (TV) to all color; the building of additional color studios on the West Coast, in Brooklyn, on the East Coast and in the Ziegfeld Theatre in New York City.

Color tv has had a turbulent history. And yet the history is "young" by any yardstick. Only 15 years ago, the FCC allocated spectrum space for black and white tv but put aside color as too far in the future. By 1945, FCC had reserved uhf channels for the future expansion of television, including color.

But the march to commercial tv was heralded by 1946-47, the years when CBS petitioned for commercialization of color. The FCC denied these petitions, feeling the art was not far enough along. The Commission felt that both CBS and RCA required too much spectrum space for their individual systems.

A lengthy—from Sept. 26, 1949, to May 26, 1950—FCC hearing took up the color question. This was during the "freeze" on all tv expansion which had begun in September 1948. On Sept. 1, 1950, FCC authorized CBS's color system.

On June 25, 1951, CBS, which used the field sequential system as compared to the compatible system of RCA, put on the first commercial color telecast. It was an hour long and was sponsored by 16 advertisers.

The CBS system, however, was short-lived. Defense Mobilizer Charles E. Wilson requested manufacturers to cease work on color equipment for the duration of the Korean War. That was Oct. 19, 1951. From then on, color tv development was dormant. It was not until March 26, 1953, that the National Production Authority revoked its ban on the manufacture of color equipment.

The historic decision of Dec. 17, 1953, made by the FCC was approval of the National Television System Committee's compatible color standards (both NTSC and RCA-NBC had individually petitioned the Commission for such approval).

There were then some 340 tv stations on the air, an audience of about 27.5 million who watched tv on black-and-white sets. They had an estimated $7 billion invested in television.

When FCC authorized compatible color standards, CBS-TV went on the air that day at 6:15 p.m. with a color show. NBC-TV, however, had been on the airwaves at 5:32 p.m. with the "first authorized color signal" showing its trademark (chimes) in three primary colors, and at 6:30 p.m. it put on its color show.

Although color was lucky to make even a ripple in an ever widening stream of black-and-white sets, shows and sales to national advertisers, persistence in the industry, led principally by RCA and its NBC broadcast arm, started the push that today shows signs of cracking the color barrier within another couple of years.

The first color commercial by a big national advertiser was reported in B•T's Jan. 4, 1954.

A picture in four colors—a still from the commercial—was printed depicting the colors and setting used in the commercial itself. American Cigar & Cigarette Co. for its Pall Mall cigarettes and its agency, Sullivan, Stauffer, Coldwell and Bayles, through Film Counsellors, commissioned Peter Elgar Productions Inc., New York, to shoot the one-minute commercial film experimentally.

Color Laboratories

Since that time many color film and live color commercials have been placed on the air. Agency activity is increasing along the color road. N. W. Ayer now has its own "color laboratory" and many other agencies similarly produce, test and place on the air various types of color commercials.

Color in commercials will have a great effect on the whole concept of merchandising and selling of many products. Already it has affected package design—and yet color tv has not "come of age." It will increase color-consciousness, in studio design and layouts, in lighting, in setting, in the clothes worn by sport participants, and even more important, what people buy and eat, use for home decoration, furnishings etc.

Fashions in clothing may be directly affected by what is shown on color tv; retail sales will most certainly be affected by color tv advertising. The ceiling is unlimited.

RCA President Frank Folsom predicts 12 million color sets in homes by 1960 and thinks that by 1963, virtually all of tv may be in color.

THE WINNER (WINR)

BINGHAMTON, N. Y.—COMPLETE COVERAGE TRIPLE CITIES



CONNIE SMITH "MISS WINR" 1957

ROUND THE CLOCK

FIRST! FIRST! FIRST!

- **FIRST on the dial at 680**
- **FIRST with single rate card**
- **FIRST independent (music-news-sports)**
- **FIRST all night station**
- **FIRST with "Community Club-awards"**
- **FIRST three hour classical music show nightly**
- **FIRST with "Mystery Sounds"**
- **FIRST with homemakers request shows**
- **FIRST with musical station breaks**
- **FIRST with complete mobile unit**
- **FIRST with beauty contest**
- **FIRST with round the clock give-aways**
- **FIRST with male and female teams**
- **FIRST with complete council broadcast**

NEW NIELSEN—NEW HOOPER—NEW PULSE THIS FALL

680 KC **WINR** 1000 WATTS

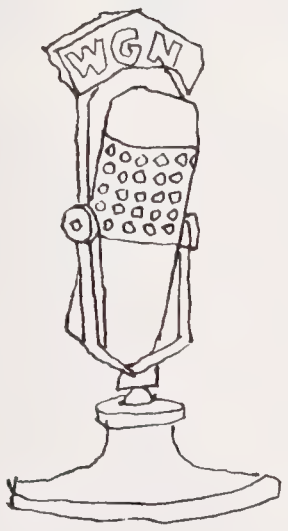
Rep: George P. Hollingbery Co. — Ken Leslie, Gen. Mgr.



we are in your future

Dear Sol:

On the occasion of the 25th anniversary of Broadcasting-Telecasting, we salute the pioneering accomplishments of you and your great organization. We appreciate this opportunity to pay tribute to the outstanding contributions you have made in recording the pertinent history of the radio-television industry during this past quarter century. We are sincerely grateful for the encouragment you have given to the highest principles in broadcasting. We have profited in the past and will do so in the future by the use of Broadcasting-Telecasting in reaching our friends in this great industry.



Ward L. Quaal

Vice President and General Manager
WGN, Inc.

WGN

TELEVISION, CHANNEL 9

RADIO, 720 ON YOUR DIAL

The Chicago Tribune Stations, Owned and Operated by WGN, Inc., Chicago, Illinois



AMOS 'N' ANDY



CAPT. HENRY



ED GARDNER



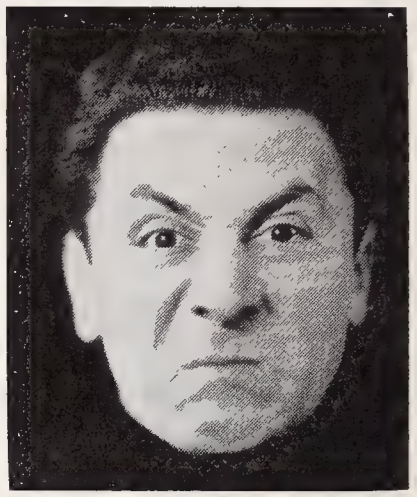
RUDY VALLEE



WALTER WINCHELL



HARRIS & FAYE



JACK PEARL



BENNY & LIVINGSTON



AL JOLSON



CRUMIT & SANDERSON

INDELIBLE TALENT OF

FAME—sometimes fleeting, sometimes enduring—has come to hundreds of performers since radio and television have been on the American scene. But however brief their stay at the top or near it, those who achieved stardom on the air earned a special place in the memories of millions. For in broadcasting, more than in any other phase of show business, stars have become an intimate part of the daily life of their audience.

Any account of the many who achieved stardom on the air must necessarily concentrate on the most famous. For the purposes of this study, ratings—the radio-tv entertainer's constant concern—are the yardstick. They range from the first reports of CAB (the Cooperative Analysis of Broadcasting) through the Hooperatings and up to today's Nielsens. Together, they reflect the voices and faces most familiar to the audiences of a quarter-century.

TOP PROGRAM on the air when the first issue of BROADCASTING was published in October 1931 was *Amos 'n' Andy*. Its popularity has held through the years, at least to the extent that it is still on radio 25 years later. The other leaders listed by the Cooperative Analysis of Broadcasting for 1931: (2) Lucky Strike show, starring the B. A. Rolfe orchestra; (3) Chase & Sanborn program, with Eddie Cantor and violinist Rubinoff; (4) Rudy Vallee, sponsored by Fleischmann's yeast; (5) the musical *Palmolive Hour;* (6) *True Story;* (7) the Blackstone cigar show starring Crumit and Sanderson; (8) the Interwoven show, starring Jones and Hare; (9) the Goodyear program and (10) the Camel program with Morton Downey.

By 1932 Eddie Cantor had put the Chase & Sanborn program on top, pushing *Amos 'n' Andy* into second place. This also was a year which saw many new faces in CAB's top 10. Among them were *Capt. Henry's Maxwell House Show Boat,* starring Charles Winninger ("It's only the beginning, folks.") which then commanded the third position. Other new leaders held the next three spots: Ed Wynn for Texaco, Al Jolson for Chevrolet and Jack Pearl (Baron Munchausen) for Lucky Strike. Mr. Vallee had dropped to seventh. (He was, however, to be the only star to stay in the top 10 each year until 1940. *Myrt & Marge* had moved into a three-way tie for eighth place with *Sherlock Holmes* and the *Sinclair Wiener Minstrels.*

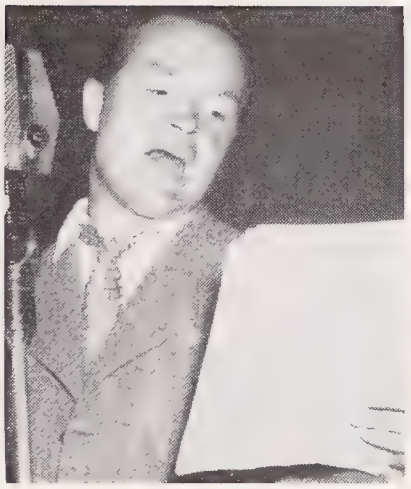
There was a new leader in 1933: Walter O'Keefe for Lucky Strike. And two new shows in the top 10: Ben Bernie for Pabst Blue Ribbon and Burns & Allen for White Owl cigars.



ED WYNN



RED SKELTON



BOB HOPE



BISHOP SHEEN



FRED ALLEN



ARTHUR GODFREY



GEORGE GOBEL



MAJOR BOWES



LUCILLE BALL



JACK WEBB

25 YEARS

The year 1932 had marked the start of one of broadcasting entertainment's biggest and most successful stars—Jack Benny. He managed sixth place by 1934, and was to be on top in 1935. Another famous name new to the leaders was that of Joe Penner, ("Wanna buy a duck?"), who was third place in 1934 on *Baker's Broadcast* with Harriet Hilliard and Ozzie Nelson. Appropriately enough, 1934 also was the year that introduced Fred Allen to the leaders; he won eighth place with *Town Hall* for Bristol-Myers. Al Jolson and Paul Whiteman were in 10th place for Kraft-Phenix.

During March-September of 1935 Jack Benny had come into first place, according to the CAB rating. In third place for that period was another new show, *Major Bowes Amateur Hour* for Chase & Sanborn. By October Major Bowes (and his well-remembered gong) had taken over the No. 1 spot and pushed Mr. Benny into second place. He kept him there until October 1936, when they swapped places with Mr. Benny on top until October 1937.

Another star was rising back in 1935. That was Bing Crosby, who went on the air for Woodbury in that year (and made seventh place). In 1936 he went under Kraft-Phenix sponsorship.

No. 6 in 1936 was a program called *Lux Radio Theatre,* featuring Cecil B. DeMille. The program has continued through today,



MILTON BERLE



EDDIE CANTOR & PARKYAKARKAS



ED SULLIVAN



GENE HERSHOLT



MARY MARTIN



MYRT & MARGE



JOE PENNER

although now it's on tv alone as the *Lux Television Theatre.*

Chase & Sanborn, which through the years exhibited a deft touch for picking winners, started another one on the road in 1937. That starred Edgar Bergen, Charlie McCarthy, Don Ameche and Dorothy Lamour. It made fourth place soon after going on the air, and by the end of the year was running first. At the other end of the top 10 for the 1937-38 season was Al Jolson, on the air for Rinso.

A name that was to become one of the best remembered in radio joined the leaders in 1937. Bob Burns, the "Arkansas Traveler," and his famous Bazooka joined the Bing Crosby *Kraft Music Hall.*

Tender Leaf Tea made its mark on radio history when its one *One Man's Family* crowded into the leaders in 1938. It was to become a classic among broadcast shows. A surprise that year was the rise of *Big Town,* with Edward G. Robinson, from 40th the year before to eighth place.

In 1939 another of the long-time favorites made its way into the hallowed ten. *Fibber McGee & Molly* took over fourth place after being 16th the year before. Kate Smith also made the grade that year. Bob Hope ran in seventh place during December; he had been 23rd. Still Nos. 1 and 2: *Chase & Sanborn Hour* and Jack Benny.

Big news in 1940 was the spectacular rise of *The Aldrich Family* from 40th to sixth. Another new name to the roster was that of Kay Kyser, up to ninth from 12th. The front runners exchanged places, with Mr. Benny nosing ahead for the first honors.

Three new programs were conspicuous among those earning audience honors in 1941. They were Lowell Thomas, *Mr. District Attorney* and Red Skelton, who for the first time found themselves in the first 20 programs. Another, Burns & Allen, was back in the picture. Four others dropped out: *Dr. Christian,* Rudy Vallee, *Hit Parade* and *Big Town.*

(Biggest excitement in ratings for 1941 occurred, not unexpectedly, with President Roosevelt's two radio addresses following the attack on Pearl Harbor. On Dec. 8 he scored 65.7% of audience, then topped that record the next day with an 83%.)

Fibber McGee & Molly, still on the climb, bested Jack Benny for the No. 2 position in 1942, placing second to perennial leader Chase & Sanborn with its Bergen-McCarthy team. Following Benny, third, was Bob Hope. Only newcomers to the top 20 were *Abie's Irish Rose* and *The Great Gildersleeve.*

By 1943 Fibber had risen to first place, Bob Hope into second and Bergen and Benny were third and fourth, respectively. Two new names were in the first 20: Abbott & Costello and *Take It or Leave It.* The latter will be remembered as the genesis of a present-day success, the *$64,000 Question.* In 1943 it gave away a now-paltry $64. *Take It or Leave It* enjoyed the distinction of being the first quiz show to make the top 20.

In addition to the honor winners, a number of new names came to broadcasting in 1943. Among them were Groucho Marx and Jimmy Durante, both of whom had enjoyed stage and screen careers previously, and the *Grand Ole Opry,* which graduated from regional to national stature. Also new, and another which has lasted in one version or other, was *Mr. and Mrs. North.*

Bob Hope, who made a permanent notch for himself with his shows from service camps during the war years, moved into first place in 1944. Fibber McGee was second, while Jack Benny and Walter Winchell were in a tie for third. Names which arose in 1944 and which strike a familiar chord today are *Life of Riley, Truth or Consequences, Corliss Archer, Nick Carter* and *Dunninger.*

With 1945 came the end of World War II, and with it several revisions of the popularity roles. Back from war duty, Red Skelton promptly took over seventh place. Rudy Vallee also was back, but not among the leaders. New programs to the air included the *Danny Kaye Show* and *Beulah.*

Jack Benny made a comparative comeback in 1946, the first peacetime broadcasting year after the war. He moved back into first place after having been fifth the year before. The only other name new in Hooper's ratings of the first 15 shows was that of Fannie Brice.

A new complexion came on the radio scene in 1947 as the hint of competition to come made itself apparent. Still, the leaders were virtually unchanged from their standings of the year before. New to the first 15 was Marie Wilson as *My Friend Irma.* Also new, and soon to skyrocket in popularity, was No. 15 *Arthur Godfrey's Talent Scouts.*

There was a radical change in the ratings picture with 1948. That year's first position was garnered by Walter Winchell. *Radio Theatre* took over second place, while *My Friend Irma* moved up to sixth, *Duffy's Tavern* to seventh and Arthur Godfrey to eighth. Phil Harris and Alice Faye ranked 10th that year, while Charlie McCarthy had dropped to 14th.

More significant than the change in radio ratings, however, was

*In the rural Northwest, nearly six times more people listen to WCCO Radio than all other Minneapolis-St. Paul stations combined!**

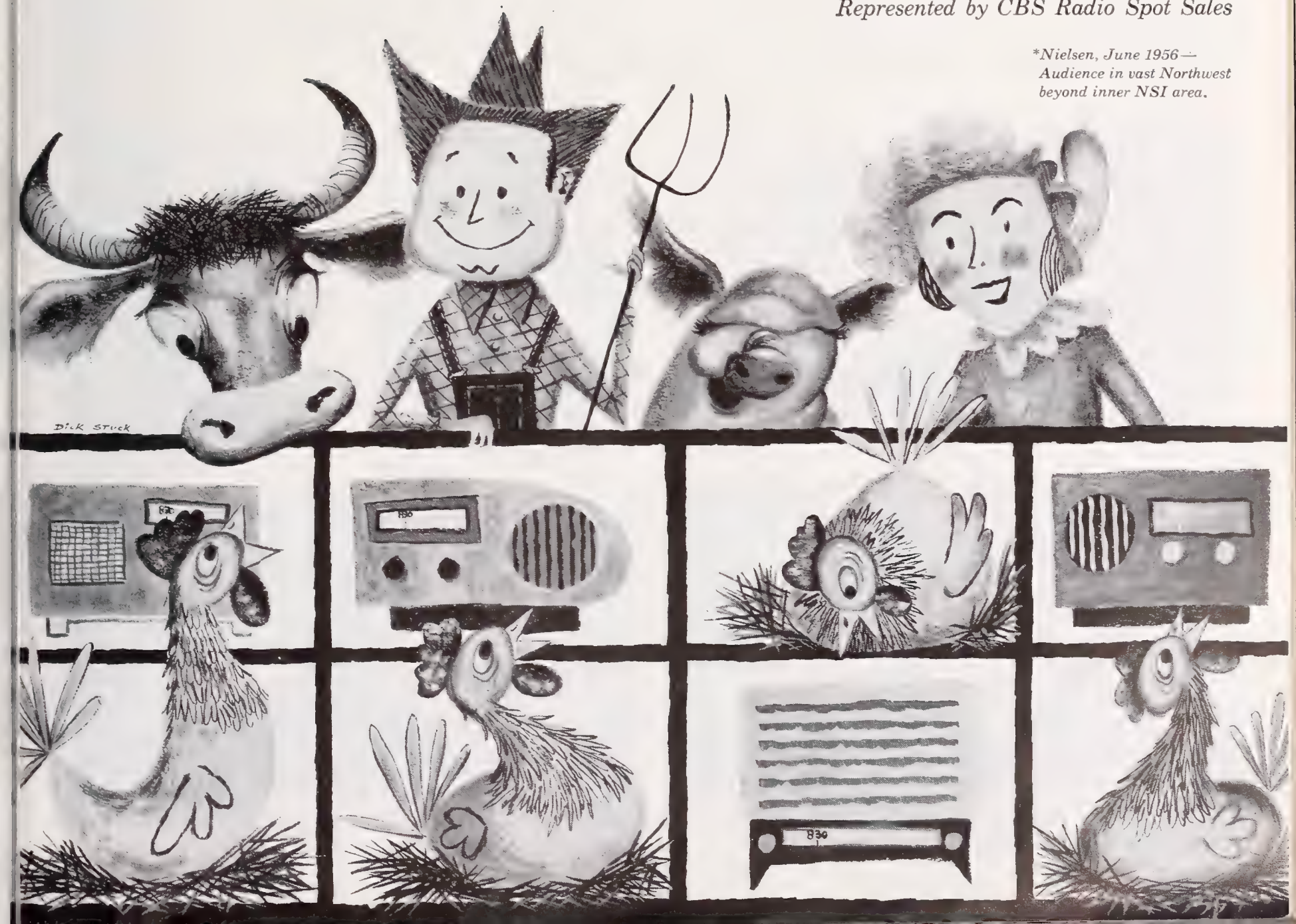
how we keep 'em listening down on the farm!

Small wonder, for WCCO Radio is the only Twin Cities station with the power and programming to serve Northwest agriculture. Its 50,000-watt voice covers a 109-county primary listening area in four states; an area with 223,000 farm families whose annual income is 1.6 billion dollars. Its Farm Service Department is the only one of its kind in the area. Headed by Maynard Speece and Jim Hill, WCCO farm broadcasters air 44 programs a week, each loaded with vital information about farming conditions, the weather and market trends. All of which makes WCCO Radio the ideal place to sow your advertising message if you want to harvest a bumper sales crop in the rich Northwest farm market!

WCCO RADIO

The Northwest's 50,000-Watt Giant
Minneapolis-St. Paul
Represented by CBS Radio Spot Sales

**Nielsen, June 1956— Audience in vast Northwest beyond inner NSI area.*



the listing, for the first time, of the 10 top television programs. Granted, they reflected viewing only in the New York metropolitan area, but they were a portent of things ahead. That first top 10 in tv: (1) *Texaco Star Theatre,* with Milton Berle; (2) *Toast of the Town,* Ed Sullivan; (3) *We, the People;* (4) *Small Fry Club;* (5) *Amateur Hour;* (6) *Kraft Television Theatre;* (7) *Chevrolet on Broadway;* (8) *Americana;* (9) *Bigelow-Winchell,* and (10) *NBC Symphony.*

With 1949 television was beginning to increase its pace, so much so that Hooper extended its ratings of the medium from the New York area to all cities having network service at the time. "Mr. Television," Milton Berle, again was on top, in 30 cities. Arthur Godfrey programs had taken over the second and third rankings. New shows also listed, in order: *Fireball Fun for All, Fireside Theatre, Philco Tv Playhouse* (with the longest [36] cities list), *Stop the Music, Original Amateur Hour* and *Cavalcade of Stars.*

Top place in radio in 1949 had been taken over by the *Lux Radio Theatre,* with Mr. Godfrey's *Talent Scouts* second. Bob Hope had dropped to 13th.

In 1950, Nielsen, which had taken over from Hooper, felt called upon to say that "Television is a fast growing youth; radio remains a healthy adult." Tallulah Bankhead was blatantly defying tv with her spectactular Sunday night program. *The Big Show* on NBC. Mr. Berle was still top banana among the youths. In seventh place was a comer: *Your Show of Shows,* starring Sid Caesar and Imogene Coca.

Jack Benny, who had been in and out of the top radio position for years, was in again in 1951. He was accompanied by most of the by-now familiars, with the addition of Horace Heidt and *Suspense.*

A surprise entry captured the affection of tv audiences in this period. Bishop Fulton Sheen, matched on DuMont against Milton Berle on NBC, gave the comedian a stiff battle for share of audience. The bishop was an immediate sensation, and quickly garnered every honor in the book for that program type.

Edward R. Murrow, one of radio's top newsmen, became the pioneer of a new type of journalism, the television documentary. His *See It Now* set the standard for others to follow.

By 1952 Mr. Berle's unquestioned dominance of first spot in tv ratings was being challenged by Lucille Ball of *I Love Lucy.* The ratings for that year began to take on the form they hold today. The leaders: *Colgate Comedy Hour, You Bet Your Life,* the Godfrey programs, and *What's My Line,* among others.

In December of 1953, the FCC approved compatible color standards. NBC, out to pioneer the technique, soon introduced Pat Weaver's "spectaculars" to the art form. They marked the big break from the half-hour and hour standards of the past, and made it legitimate to tailor the time to the program, not vice versa. This also was the first major departure from the regularly scheduled, running series; now the network picked the biggest stars it could find to run on a one-shot basis. Perhaps the most spectacular of all was the Mary Martin *Peter Pan,* which captured the largest tv audiences in history during its two performances.

Two other major tv departures can be traced to NBC. The early-morning television show (Dave Garroway's *Today*), which became one of the network's biggest money makers at hours when tv was thought to be unable to compete with radio. It later, in 1954, did the same thing at the other end of the day—Steve Allen's *Tonight.*

Miss Ball, in turn, had to give way in part to Jack Webb's *Dragnet* in 1953. The "veterans" still had their hold in the ratings, but new names like Jackie Gleason were beginning to be felt, and Ed Sullivan was beginning to dig into the Colgate Sunday night audience.

The Sullivan Show made it official in 1954, jumping with increased frequency into first place over *Lucy, Dragnet* and the other leaders. That year also saw freshman Walt Disney leap overnight into prominence with his *Disneyland* series. Also spectacular was the appearance of George Gobel, who quickly took all comedy awards of the year.

The 1955-56 season was the year of the giveways, with the *$64,000 Question* bursting on the scene to become unquestionably the biggest thing of the year. It was followed rapidly by other big money shows—*The Big Surprise* and the *$64,000 Challenge,* to name two. To Jackie Gleason, who previously held an unchallenged foothold on Saturday night, it was the year of Perry Como, opposing him on NBC and steadily gaining big audiences.

For several stars the past 25 years have been steadily successful —Jack Benny and Burns & Allen are notable for having stayed there through the years. For others success has been less permanent, and with the rapidity of things television, threatens to be even more so as audiences and the almost incredible pace becomes more demanding.



FIBBER MCGEE & MOLLY



BEN BERNIE



JACKIE GLEASON



BURNS & CROSBY



MARIE (IRMA) WILSON



GEORGE BURNS & GRACIE ALLEN

THESE KIDS GREW UP TOGETHER!



EARL C. REINEKE



SOL TAISHOFF

Earl C. Reineke, founder and president of WDAY and WDAY-TV, the oldest broadcasting station in the northwest, congratulates Sol Taishoff, co-founder and president of Broadcasting-Telecasting, the oldest trade paper serving the broadcasting industry.



MAURY LONG

Earl Reineke likes to think that native Fargoan, B-T V. P. Maury Long, (Left Fargo 1929) was inspired to enter the broadcasting field through his exposure to WDAY.

Represented Nationally by Peters, Griffin, Woodward, Inc.

NBC-TV ABC-TV NBC Radio

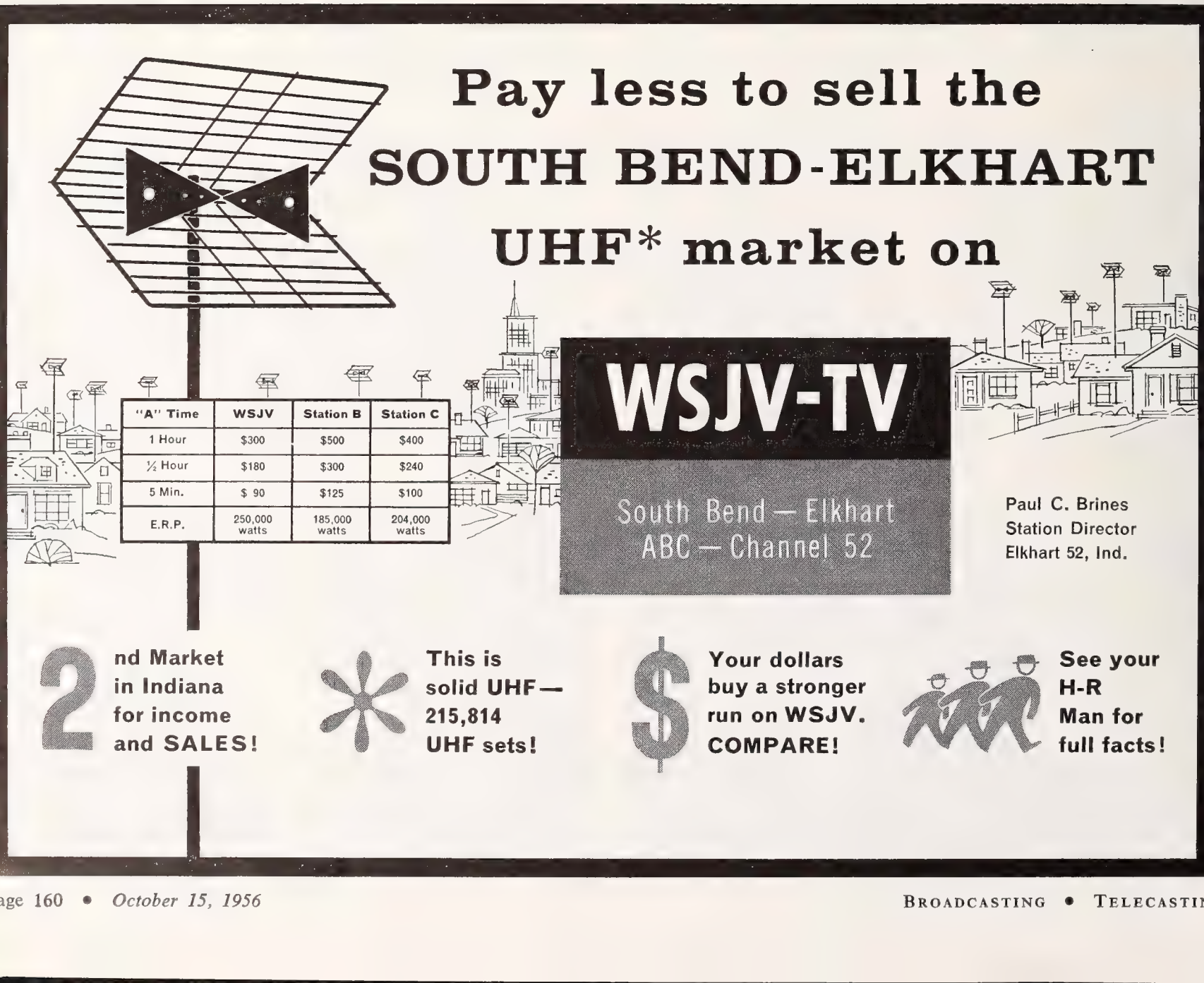


HOW GENERAL MILLS SPENDS ITS $24 MILLION AIR BUDGET

WHAT do General Mills advertising people think about when they set out to spend $24 million a year in media? What do they think of radio? Television? Color tv? Soap operas, sports and a host of other broadcast topics?

B•T wondered, so Senior Editor J. Frank Beatty went to Minneapolis headquarters of General Mills. The following is recorded interview with Lowry Crites, who has been with General Mills nearly three decades as a sales and advertising executive. Mr. Crites currently is advertising manager for cereals.

Q: What is the overall General Mills' media budget this year?
A: According to the trade papers, we show up in the neighborhood of $24 million.
Q: Can you give an approximate breakdown of that budget by media—radio, television, newspapers, magazines?
A: It is about 50-50—50% broadcasting-telecasting and 50% print. The radio side has declined in the past four to five years but we still use a substantial amount of radio. Tv, of course, has shot much ahead.
Q: Do you find radio effective?
A: Yes. At certain times and for certain jobs we firmly believe in radio.
Q: Where do you find radio particularly effective?
A: Right now, for example, we're using radio on Family Flour and in this past calendar year we used close to six months on one of our cereals. Radio isn't limited to a particular product.
Q: How do you find radio on a cost-per-thousand basis?
A: Radio has always been among the foremost in media on a cost-per-thousand basis.
Q: Do you use network radio now?
A: No, right now we aren't. During the first six months of this calendar year we had *Lone Ranger* on five days a week on NBC. At the current time and for the balance of this calendar year, it's mostly spot.
Q: How do you buy spot radio?
A: It depends on the problem. When radio can be used economically and effectively to reach a market, it is employed. In some areas and at some times of the day, radio continues to be a dominant medium.
Q: What type of a program do you use to reach farmers?
A: We seek the best availability, naturally. I think most people, if they're trying to reach the rural market, would tend toward news or marketing quotations, things of that nature. But we don't



the first 24 years were the greatest

Twenty-four years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer (Flint's Mr. Music), was on hand from the beginning with organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of light and easy conversation that strikes the local fancy. It's the same kind of show that started 24 years ago. About the only thing really different is a full complement of commercials. Flint sponsors discovered the boys could sell. Then national sponsors found this old, accepted show a sure way to open doors here in Flint. It can do the same for you each weekday from 12:30 to 1:30 P.M. Katz has all the details.

wfdf

the nbc affiliate in flint, michigan

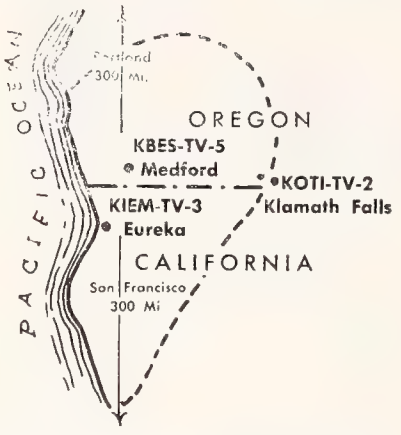
represented nationally by the KATZ AGENCY

Associated with:
WFBM AM & TV Indianapolis
—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul



THE **CALIF.-ORE. TV TRIO**





the *Smullin* TV Stations

KOTI CHANNEL **2** CBS
Klamath Falls, Ore.

KIEM CHANNEL **3** CBS NBC
Eureka, Calif.

KBES CHANNEL **5** ABC
Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

three markets-one billing

MARKET FACTS

POPULATION	337,550
FAMILIES	149,981
ESTIMATED PROJECTION TV FAMLIES	93,405
RETAIL SALES	$446,231,000
CONSUMER SPENDABLE INCOME	$565,162,000

for CALIF.-ORE. TV TRIO call DON TELFORD
Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

emphasize that. It depends upon the availability and the compatibility of the show to the product advertised.

Q: Do you give agencies a lot of latitude in how they spend the spot money?

A: Normally, yes. Naturally we impose budget restrictions and business safeguards. We might put some overall restrictions on it, but the matter of taking up an availability or not—that's pretty much their decision.

Q: How about your distributors and wholesalers and jobbers? If you have a radio campaign, do you tell them about it?

A: Yes. We are merchandising minded. All advertising is aggressively promoted by salesmen through the chain of distribution.

Q: Do you find that radio stations cooperate with distribution outlets? If they are carrying a General Mills' campaign, for example?

A: Yes, as far as I know they cooperate very well. They often send out letters and post cards and other promotional pieces to the various dealers.

Q: Do you find instances where radio does not cooperate?

A: No, not to the best of my knowledge. And I think that would be particularly true on spot buys—that they would cooperate.

Q: Do you ever say, "If only radio stations would do such and such or do this and that, how much better it would be"?

A: After the first couple of years that television came in, radio had a pretty hard time. I believe most radio stations became very conscious of the merchandising aspects of their medium. And while there may have been some evils a few years ago, to the best of my knowledge that's not true today. I think competitively they were, you might say, forced into it.

Q: What television are you buying now?

A: Most of our television is on a network basis. We have three daytime shows or portions of daytime shows. We have part of *Garry Moore* in the morning on CBS. We have *Valiant Lady*, the dramatic serial which goes back to the days of radio, and then we have a part of *Bob Crosby* on CBS in the afternoon. In the kid show serial area, we have *Tales of Texas Rangers* on Saturday mornings on CBS, *Lone Ranger* Saturday morning on CBS, *Lone Ranger* Thursday evening on ABC, *Wyatt Earp* Tuesday evening on ABC, *Mickey Mouse Club* Wednesand Friday afternoons on ABC and *Burns and Allen* Monday night on CBS. We are also just getting ready to put on a new show, which will start in early November, called *The Giant Step*—that's one of the quiz shows produced by the Lou Cowan organization. Then we are using some spot television. We have a series of spot buys in various parts of the country

Q: What about the criticism of the soap opera?

A: I have always personally felt that it is rather unfairly criticized. We've always had very good successs with soap operas on radio and we're having reasonably good success today. We also like to have personality programs as well. But I think soap operas have been subjected to unjust criticism, particularly from an advertising viewpoint.

Q: In General Mills' advertising department, how do you keep track of what happens to the money you are spending?

A: We usually subscribe to most of the important research services that are available. Our agencies buy them, too. Out of four agencies, I'm sure the majority of them are covered. We supplement these services with a variety of research projects. But the payoff is always in sales—profitable sales.

Q: Do you develop your own market statistics?

A: Yes, we subscribe to MRCA and some of the commercial services and then inevitably there are some questions or certain problems that arise that can't be answered or answered only in part by existing services. Therefore, we do quite a bit of our own research; and obviously we maintain detailed records of product performance.

Q: If you are a planning a campaign, say for Cheerios, do you have anything pretty definite in mind before you talk to the agency?

A: That would be Dancer-Fitzgerald-Sample. There I assume that you are talking about a product which has been in existence. By that time the agency is pretty well aware of the inherent attributes of the product. We have naturally followed the progress of the product during the year and have formed our opinion of certain areas of strength and/or weaknesses. These we point out to the agency for their consideration for future planning.

When we start them out on a new product, for example, we have sessions with our research people, nutritional experts, home economists—everybody who can tell them something about the product. Then from marketing-strategy viewpoint and from a creative viewpoint, it's pretty much up to the agency.

Q: What qualities do you look for in a radio station if you're buying, say, a spot campaign?

A: I don't think you can generalize. There are times when you want a highly urban station and other times when you may want an entirely rural station; there are still other times when you want a 50,000 watt clear channel station to cover the universe—it depends on what you're up against. Every station has a place in the scheme of things and it even goes broader than that—every medium has. It depends on what you're up against and what you're trying to accomplish and what the objectives are.

Q: Do you have any products where you use only one medium?

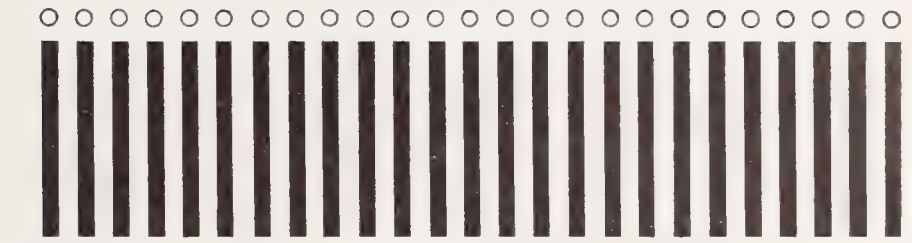
A: I don't recall any. Every product has at least two or more media.

Q: What is your general media philosophy?

A: We look at it in terms of the individual product, what market we're trying to reach, what type of people we're trying to reach, what we think the sales points are in regard to that product, how best to put those sales points over. For example, if demonstration is important, certainly television would come to mind as an ideal medium to get over a demonstration.

Q: Ten years ago General Mills was spending $5 million in radio. Are you spending that much in radio now?

A: I am sure that it is less than that now. As you know, we don't reveal information



Congratulations to

BROADCASTING-TELECASTING

for 25 years of service

to the

broadcasting industry

WLW *Radio*
WLW-A *Atlanta*
WLW-C *Columbus*
WLW-D *Dayton*
WLW-T *Cincinnati*

Crosley Broadcasting Corporation, a division of AVCO Manufacturing Corporation

of this type, but I imagine you can get a pretty fair idea from trade paper records.

Q: Has television money come out of radio, out of newspapers or is it new money?

A: Some television money has probably originated from each of our other media. However, I doubt that this move has resulted in less dollars for most of the media, since new money enters the picture importantly.

Q: How is your advertising department organized?

A: First of all we have Samuel C. Gale as a consultant. Jim Fish, director of advertising, operates in a staff capacity and as coordinator. Then we operate on a decentralized basis with several different divisions, each having its own advertising department if it is large enough.

Q: What is the composition of the division? Is it based on product, or what?

A: It's based on realms or areas. For example, the grocery products division, generally speaking, covers items sold through grocery stores where mass consumers are a tremendously important factor. That's the particular area I happen to be in and it is headed by Cliff Samuelson, director of advertising for the grocery products division. Then beneath Cliff we go two ways: We have four advertising managers who are in charge of groups of products. I'm in charge of the cereals. We have Ken Steele, in charge of flours, Jerry Souers, in charge of Betty Crocker mixes, and Jack Matthes, in charge of baking mixes. These men are in charge of the advertising in those particular areas.

Q: How about premiums?

A: We have used premiums extensively over the post-war era.

Q: Do you have any current premium offers?

A: We probably have 15 or 20 breaking currently on one product or another.

Q: Do you promote premiums in all media?

A: Yes, that's the usual thing—all media we're using on the product.

Q: Do you recall any early impressions you had of radio?

A: I will never forget the first few rate cards I went through and how terribly complicated I thought they were at the time. I can remember that distinctly.

Q: Do you still think they're complicated?

A: I'll put it this way, I don't think they're any worse and maybe they've been simplified some.

Q: Should they be simplified?

A: It seems to me they have been simplified. I recall, maybe seven or eight or more years ago and maybe you at B.T were partially responsible or maybe it was the NARTB or whatever the initials were at that time—there was a drive on for uniformity, which was the big thing. At one time everybody's rate card was based on a different principle. It's my impression—I haven't worked with it for quite some time—there have been big steps toward uniformity. Uniformity was the greatest simplification that could have been made, because you could learn any one but learning all of them was difficult.

Q: Do you think nighttime radio is effective since the advent of television?

A: Certainly I think it's effective.

Q: General Mills has been in radio now 30 years—1926 to 1956. It has been active in television almost since the start.

A: I think we entered television—that is in a commercial way—in 1949. We had some experimental things going before that.

Q: Where?

A: As I recall it, several years prior to 1949 we had some Blackhawk Hockey games out of Chicago.

Q: Does General Mills use much sports?

A: No. We haven't used sports a great deal since a year or two after the war.

Q: Did you use sports before the war?

A: We used lots of baseball for Wheaties at one time. We were probably the biggest baseball sponsor.

As I recall, and I believe the records will support me, Washburn Crosby Co., predecessor to General Mills, bought the old WLAG Minneapolis in 1924, changing the call letters to WCCO after the company title. In 1926 Earl Gammons succeeded Henry Adams Bellows, both of whom later became CBS vice presidents, as WCCO manager. Earl developed the first singing commercial, "Have you tried Wheaties?" Sam Gale was director of advertising. When it was found that Wheaties sales had declined except in the WCCO area, General Mills went into network radio. The *Skippy* series was followed by a pioneer daytime serial—*Betty and Bob*—with Frank Hummert, of Blackett-Sample-Hummert, the guiding genius. *Jack Armstrong* replaced *Skippy* and baseball games were sponsored on 67 stations.

Q: And Wheaties sales increased?

the proof

is

in

the

pudding



In this era of 10-day trials and taste-tests, people like to be shown! They like conclusive proof ...and that proof is only in the pudding. The July 1956 Washington Area Conlan report shows WITN with a 51.3% share of audience in the afternoon and 45.7% share at night ...a jack-rabbit leap from the January Pulse that was taken after WITN was 90 days old. But hold on... there is a lot more to come. WITN has double the NBC shows of a year ago. More proof is coming... just watch WITN's smoke in the ARB study this fall!

witn  channel 7 NBC

serving eastern north carolina / transmitter at grifton, n. c. / studios & offices at washington, n. c. 919 foot tower / 316,000 watts / over 150,000 sets in the market / headley-reed company, representatives

Congratulations and Best Wishes

TO BROADCASTING–TELECASTING MAGAZINE

FROM

ZIV TELEVISION PROGRAMS, INC.

ZIV RADIO PRODUCTIONS, INC.

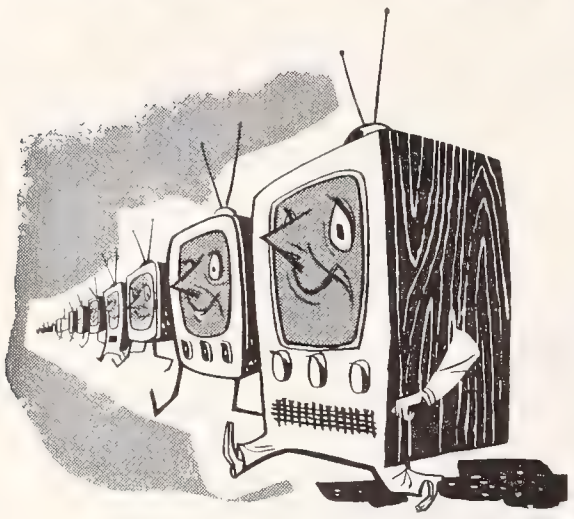
WORLD BROADCASTING SYSTEM, INC.

NEW YORK CHICAGO CINCINNATI HOLLYWOOD

NOW...More than

300,000

SETS



in the

WFLA-TV

SALES AREA

WFLA-TV delivers unduplicated NBC live programming in its 100-mile radius, plus strong local programs packed with showmanship.

WFLA-TV gets your message into an area with 301,900* television homes---and where retail sales surged to more than a billion and a quarter dollars last year.

Call your BLAIR-TV man for top rated availabilities in . . .

FLORIDA'S 2nd MARKET

wfla-tv channel 8 NBC

TAMPA-ST. PETERSBURG

NBC Basic (INTERCONNECTED)

*Telepluse, Nov.-Dec., 1955

National Representative—BLAIR-TV Inc.

A: Fast, especially after Knox Reeves invented the phrase "Breakfast of Champions." Wheaties and radio grew up together.

Q: Having been in radio 30 years, can you look ahead, can you see any trends in radio in the future?

A: Radio has reached and passed its low spot. Just based on local observation here in the Twin Cities, it seems to me that the stations are doing a very good job in programming, which represents an improvement over past practices from the standpoint of reaching an audience.

Q: Do you think radio has reached a peak in ingenuity and in development of ideas? Do you think that there will be new programming techniques or better management? Do you think that radio will continue to progress?

A: I'm not going to be put in the position of the fellow in the patent office—who was it in 1850?—who said that everything had been invented. With my long association with the people in the radio industry, I know there are going to be plenty of new things coming up and all kinds of ingenuity and new twists, I'm certain of it.

Q: Have you become interested in color tv?

A: Yes, we have been interested in color television. I should think any food advertiser would be interested in color with the appetite aspects of it as well as the program aspects of it.

Q: You're thinking in terms of a package of Cheerios?

A: I'm thinking about the ability to show a luscious cake in all of its actual color and to make people hungry when you put one of those commercials on the air. That's the commercial aspect of it. Many programs, perhaps all types, will be better in color. I am thinking about the *Lone Ranger*, the outdoor western, which to me is kind of a natural in the field of color.

Q: Have you done any research on packaging with color in mind?

A: Yes, we started some three or four years ago—televising our present packages in color to see how they came over.

Q: Do you anticipate you may redesign packages to meet color specifications?

A: Well, I doubt that it is necessary. My guess is that we might have to redesign the package that appears in front of the camera to get a projected image equal to that on the grocer's shelf.

THE NEVER-ENDING SERIALS

THEY'VE been sniping nearly three decades at one of broadcasting's more controversial art forms, the soap opera, but like the plots of these five-weekly serials, the programs go on and on.

Seven national radio and tv networks now show not more than two dozen daytime dramas compared to over two score a decade ago prior to television's advent. Some of the serials haven't changed since pre-World War II days other than to add vision to the sound. Others have new names or partly new story lines.

The serials have survived some of the roughest and loudest criticism heard on the sociological front. These slow-moving accounts of life in average surroundings have been called everything from an affront to the average woman's intelligence to a slough of slimy infidelity.

With all the shooting, the stories have held ratings that hold sponsor interest and bring regular renewals. A decade-and-a-half ago the popular sport of soap-opera shooting was at a peak. Women's clubs resoluted furiously, with the charge often heard that meetings were adjourned in time to allow members to get home in time to catch their favorite dramas.

Chicago spawned the earliest soaps. Mrs. Gertrude Berg, Elaine Carrington, Irma Phillips, Paul Rhymer and Frank Hummert operated opera factories that got underway, mostly around Michigan Ave., in the late 20s and early 30s. Mr. Hummert, flanked by Mrs. Anne S. Ashenhurst and Robert D. Andrews, sparked the Blackett-Sample-Hummert production line.

Their typewriters and dictating facilities turned out *Vic & Sade, Myrt & Marge, Pepper Young's Family, Rosemary, When a Girl Marries, Women in White, Right to Happiness, Young Dr. Malone, Guiding Light. Just Plain Bill, Lonely Woman* and many others in enormous quantities.

First major achievement of the soap opera—named, of couse, after the Procter & Gamble, Lever and Colgate underwriting—was to popularize daytime radio. Women did the breakfast dishes, fed the baby, dusted the chairs and ate lunch while the elements of ordinary living were unfolded through loudspeakers.

Stolen husbands, harried doctors, anxious wives and troubled children moved in and out of difficult situations, at a leisurely pace. Delicately handled infidelity became acceptable as well as inherent in many of the plots. It's a troubled world, judging by these stories, with few humorous moments. Because women at home have their own troubles, the serials provide an escape and an aura of diversionary suspense and misery that many psychologists now concede can help them through personal miseries. Their outrage at the unjust accusation of murder against the obviously innocent young swain can be helpful, this school contends.

Networks themselves have occasionally disclaimed and abandoned serials with zeal and flourish, only to re-accept them into their schedules after scanning a few program rating reports. A decade or so back ABC ranted eloquently, if ineffectively, about the soap opera but soon its salesmen were offering once again its nationwide facilities to sponsors of five-weekly drama.

So long as women have home problems, it's likely their road to happiness will be paved with the woes of Helen Trent and illuminated by the guiding light of indomitable heroines triumphing over adversity.

CONGRATULATIONS
BROADCASTING MAGAZINE



The "National Barn Dance" now available on half-hour films for TV — Call Fred Niles Productions or WLS.

on your 25th Anniversary!

Back in 1931, when Broadcasting Magazine made its first appearance, the WLS NATIONAL BARN DANCE was already eight years old and the Midwest's most popular program. The very next year, 1932, to meet the demands of listeners who wanted to see the show, WLS took over Chicago's 8th Street Theatre to broadcast the program before two capacity paying audiences every Saturday night. That's when everybody said it couldn't last and no one would pay to see a radio show!

Well, WLS listeners have been coming and paying every Saturday since... 2,572,030 of them to date. And the perennially popular WLS NATIONAL BARN DANCE, with its successful formula of genuine neighborliness and old-fashioned merriment, still draws the greatest listening audience of any Chicago station every Saturday night.

(For proof, see figures from a recent Pulse Survey in 164 Counties of the WLS Major Coverage Area.)

We're wishing for Broadcasting Magazine another twenty-five years of success in its service to our industry. We plan to be around to greet you on your Golden Anniversary with radio's oldest, most popular program, the WLS NATIONAL BARN DANCE.

SATURDAY NIGHT PULSE AREA REPORT for June, 1956

	WLS	Station A	Station B	Station C	Station D
7:30 P.M.	4.5	2.0	1.0	1.3	.8
8:00 P.M.	4.5	1.8	1.5	1.3	.5
8:30 P.M.	5.0	1.0	2.5	1.0	1.0
9:00 P.M.	4.8	1.5	1.8	.8	.3
9:30 P.M.	5.5	1.8	1.0	1.0	.5
10:00 P.M.	4.5	1.3	1.0	1.3	1.3
10:30 P.M.	4.5	1.3	1.0	.5	.3
11:00 P.M.	4.0	1.8	1.0	1.0	1.0
11:30 P.M.	2.8	1.3	.8	.3	.5

Home of the National Barn Dance

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • REPRESENTED BY BLAIR & COMPANY

Best TV Movie Buy in Denver!
the
TEN O'CLOCK MOVIE
on
KBTV
channel 9

You know the sensational United Artists and 20th Century Fox film packages just released to television featuring movies as recent as 1955 releases! KBTV in Denver has 'em!

These are the ONLY Feature Films starting at 10 p.m. in Denver.

Every night Monday thru Saturday

Live or film ONE MINUTE participations now available.

KBTV
channel 9

John C. Mullins, *President*
Joe Herold, *Station Manager*

Call Peters, Griffin, Woodward, Inc. or KBTV National Sales Manager John Henry at TAbor 5-6386

THE HIGHLIGHTS AND SIDELIGHTS OF RADIO-TV'S PAST 25 YEARS

THE EVENTS which have made broadcasting news during the past 25 years are of such number to defy the person who would try to catalog them. Nevertheless, B•T has attempted the task and here sets down those things which seem most significant in the perspective of today.

Some of those events are of major and profound importance. Others are less monumental. All are part of the fabric that is broadcasting in 1956.

BEFORE B•T

1895: Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.

1899 (March 27): Marconi flashed the first wireless signals across the English Channel.

1901 (Dec. 12): Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

1906: Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.

1910 (Jan. 13): Enrico Caruso and Emmy Destinn, singing backstage at the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on *S. S. Avon* at sea and by wireless amateurs in Connecticut.

1910 (June 24): United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.

1912 (April 14): *S. S. Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men. David Sarnoff, at Marconi wireless station on Wanamaker Bldg. in New York, received signals.

1916 (Nov.): Station 2KZ, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood, broadcast music between 9 and 10 p. m. daily except Sunday.

1920 (Aug. 20): Station WWJ Detroit, owned by *Detroit News,* operated a radiophone. (Regular broadcasting license issued Oct. 13, 1921.)

1920 (Nov. 2): Radio broadcasting began with KDKA Pittsburgh (Westinghouse Co.) sending out the Harding-Cox election returns.

1921 (July 2): Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1922: The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922 (Sept. 7): Station WEAF New York broadcast the first commercially sponsored program of the Queensborough Corp., a real estate organization.

1923 (Jan. 4): The first "chain" broadcast featured a telephone tieup between WEAF New York and WNAC Boston.

1923: A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (June): The first multiple station hookup by wire featured WEAF New York; WGY Schenectady; KDKA Pittsburgh and KYW Chicago.

1924: Republican convention at Cleveland and Democratic convention at New York were broadcast for the first time over nationwide networks.

1924 (Nov. 30): Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1925: Coolidge inaugural was broadcast by 24 stations in transcontinental network.

1926 (Feb. 23): President Coolidge signed the Dill-White Radio Bill that created the Federal Radio Commission and ended chaos caused by wild growth of broadcasting.

1926 (Nov. 1): National Broadcasting Co. was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth as president. Headquarters were established at 711 Fifth Ave., New York.

1927 (March 2): Federal Radio Commission was appointed by President Coolidge; Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.

1927 (Sept. 18): Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1929 (Jan. 3): William S. Paley elected president of the Columbia Broadcasting System.

1929 (Nov. 18): Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1930 (July 30): Experimental television transmitter W2XBS opened by National Broadcasting Co. in New York.

1931 (July 21): Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931

[*NOTE: Events are listed by date of publication in B•T.*]

Oct. 15: First issue of BROADCASTING magazine appears.

Oct. 15: "Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by a selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed." *Walter J. Damm, president, National Assn. of Broadcasters, in his message to the 1931 annual NAB convention.*

Oct. 15: Federal Radio Commission grants full power (50 kw) to nine stations, making a total of 23 outlets now authorized for full-power operation out of 40 clear channel stations.

Don Lee's Do-it-yourself Hints



Mutual
DON LEE
RADIO

1313 North Vine Street
Hollywood 28, California

With its population almost 18 million, and with its very high per capita income, you can paint a beautiful sales picture of the Pacific Coast, *if* you reach all the people. No matter what other media you may use, Don Lee (and only Don Lee) with its 45-station radio network, will add the broad base you need for complete coverage of the Pacific Coast.

DON LEE IS PACIFIC COAST RADIO

Represented nationally by H-R Representatives, Inc.

5000 W
LOS ANGELES **KHJ** 930 KC
5000 W
SAN FRANCISCO **KFRC** 610 KC

To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

Memo from
Bernard C. Barth

FYI—

WNDU-TV, the quality station, offers these top-rated local programs daily in the South Bend-Elkhart Market—

4:30 My Little Margie
5:00 Li'l Rascals
5:50 Take Ten
6:00 Texas Rangers

For these choice availabilities, call Petry & Co. To-day!

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU-TV
CHANNEL 46

TALENT FEES AND PHILANTHROPY



THE ease of delivery and the intimate approach which won Mrs. Eleanor Roosevelt wide compliments on her televised address at the 1956 Democratic national convention did not come from coaching by her late husband; nor did it come from her various political activities.

Mrs. Roosevelt learned from radio—as a paid performer—during her early days as First Lady in the White House.

The noted widow of President Franklin Roosevelt, from her first paid radio appearance shortly after the 1932 election of her husband as President up to 1940, had earned what is estimated to be around $150,000—although she gave it all to charity.

Unlike her husband, Mrs. Roosevelt apparently was not a "natural" for the aural medium but had to work long and hard for perfection, according to a biography published in 1940 [B•T, Nov. 1, 1940]. Ruby Black, Washington newspaperwoman, in her book, *Eleanor Roosevelt,* tells how the First Lady from 1934 to 1939 "was slowly acquiring a radio technique. Her series for the Selby Shoe Co. provided her best training. She rehearsed constantly and faithfully, under skilled direction, went over and over her script to make it fit the time allotted, down to the last second. She also took lessons in speech to learn how to breathe properly and to keep her voice from skidding up into the higher registers." Her contracts as a women's commentator specified occasional remote broadcasts which were made from various locations and often she went back to radio stations at midnight to rebroadcast her programs for the West Coast.

During the 1934-39 period, Mrs. Roosevelt turned over $99,410.03 to the American Friends' Service Committee. This did not include a 13-week series she completed in 1940 on NBC for Manhattan Soap Co., from which income after tax was distributed to charities of her own choosing, nor her earlier broadcast activities, proceeds from which also went to charity.

Oct. 15: NBC and CBS ask Federal Radio Commission to modify rule requiring station identification announcements every 15 minutes.

Nov. 1: Harry Shaw, WMT Waterloo, Iowa, is elected NAB president for ensuing year.

Nov. 1: U. S. and Canadian stations complain of interference from high-power Mexican border stations, Mexico not being a party to the "gentlemen's agreement" between Canada and the U. S. for non-conflicting frequency assignments.

Nov. 1: NBC forms two Pacific Coast networks—Orange, comprising KGO Oakland, KFI Los Angeles, KGW Portland, KOMO Seattle, KHQ Spokane, and Gold, with KPO San Francisco, KECA Los Angeles, KEX Portland, KJR Seattle and KGA Spokane.

Nov. 1: Pursuant to zone and state quota system of station allocations ordered by the Davis amendment to the Federal Radio Act of 1927, the Radio Commission orders WIBO and WPCC Chicago off the air and assigns 560 kc, on which they share time, to WJKS Gary, Ind.

Dec. 1: Two of every five U. S. households owned radios on April 1, 1930, U. S. Census Bureau reports: 12,078,345 radio families out of total of 29,980,146.

Dec. 15: FRC revises rules to require station break announcements only every 30 minutes and to permit identification of reproduced music in any "clear" language. Also provides for granting applications without hearings.

Dec. 15: Chicago stations, meeting with Better Business Bureau, agree to drop exaggerated and misleading advertising, to abide by NAB Standards of Practice.

Dec. 15: More than half of nation's stations are operating without profit, NAB President Harry Shaw tells Federal Radio Commission.

1932

Jan. 1: James C. Petrillo, president, Chicago local, American Federation of Musicians, calls strike against city's radio stations for midnight New Year's Eve.

Jan. 1: Educational stations devote only 8% of their air time to educational programs, compared to 10% average for commercial stations, Commission records show.

Jan. 15: Senate adopts resolution ordering FRC to investigate radio advertising, study feasibility of government operation of broadcasting along European lines.

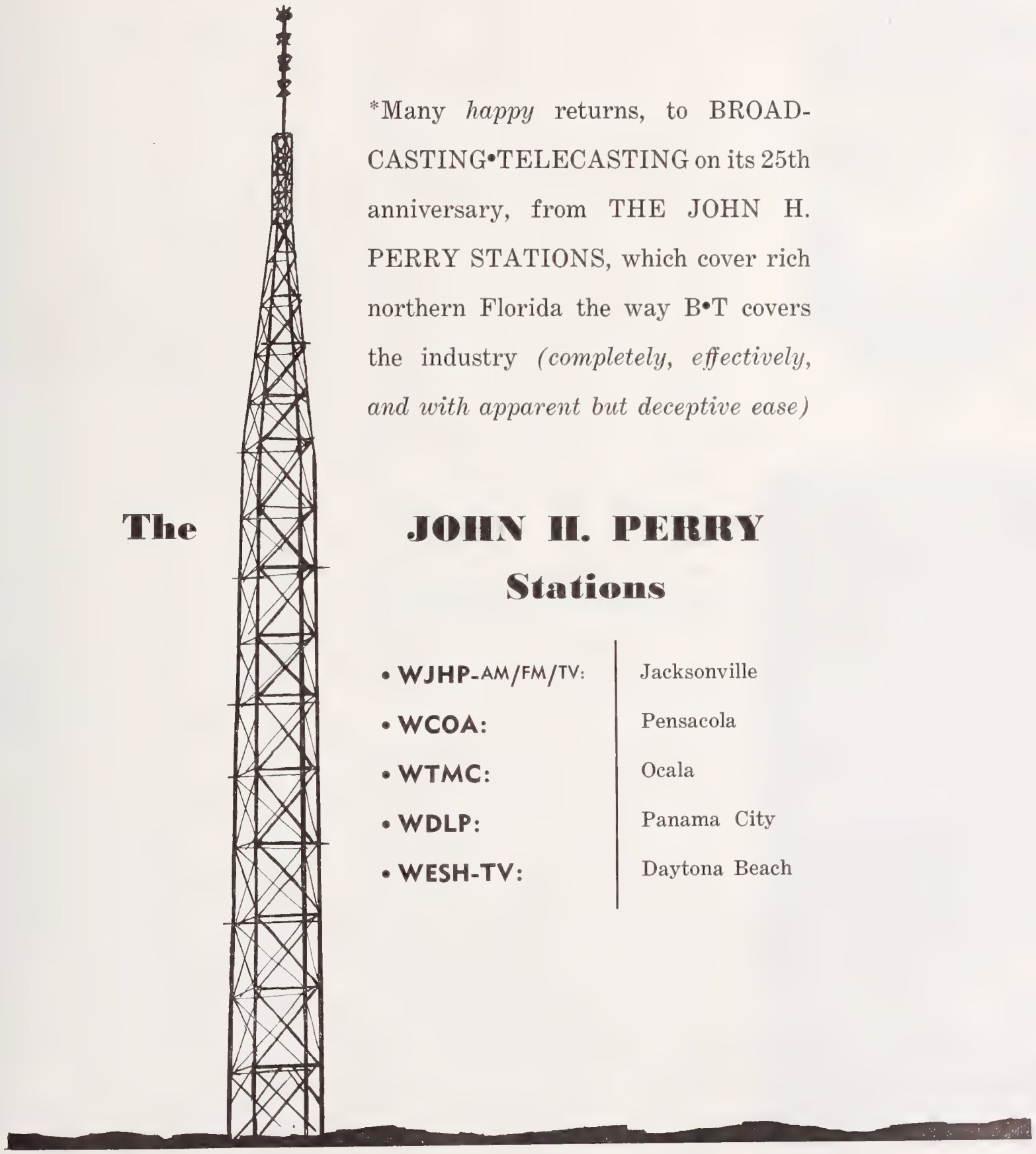
Jan. 15: Refusing to bow to Petrillo's demands, Chicago broadcasters stand firm, avert strike, win new contract on own terms.

Feb. 1: FRC adopts order requiring all applications for station licenses to include sworn statements of transfer terms, designed to stop "trafficking in wave lengths and licenses."

Feb. 15: Senate launches study to find why State Dept. has not negotiated with Mexico and Cuba to protect radio channels used by U. S. broadcasters.

Feb. 15: BBDO survey finds over 75 regular weekly transcribed programs on air for national advertisers, a 175% increase in two years.

the returns are already in from upstate Florida*



*Many *happy* returns, to BROADCASTING•TELECASTING on its 25th anniversary, from THE JOHN H. PERRY STATIONS, which cover rich northern Florida the way B•T covers the industry *(completely, effectively, and with apparent but deceptive ease)*

The JOHN H. PERRY Stations

• **WJHP-AM/FM/TV:**	Jacksonville
• **WCOA:**	Pensacola
• **WTMC:**	Ocala
• **WDLP:**	Panama City
• **WESH-TV:**	Daytona Beach



Feb. 15: Gross incomes of CBS and NBC in 1931 totaled $35,791,999, a gain of 33.6% over 1930.

March 1: House Committee on Patents begins investigation of ASCAP and what Committee Chairman William I. Sirovitch (D-N. Y.) termed its "racketeering" activities. New copyright legislation designed to protect broadcasters and other users of music is planned.

March 1: KSTP Minneapolis-St. Paul reports on building a model home and at the same time selling 36 half-hour broadcasts to individuals and firms participating in the construction.

March 15: CBS, NBC and New York area stations, notably WOR, go into round-the-clock operations to cover the Lindbergh kidnapping, radio's biggest spot news reporting job to date.

March 15: Samuel Clyde, director of advertising, General Mills, urges that broadcasting stations operate on standard time the year round as railroads do, eliminating the semi-annual time change which he called "the one big drawback" in radio advertising.

March 15: William S. Paley, CBS president, and associates buy the half interest in the network held by Paramount-Publix Corp., giving them complete ownership of the network.

March 15: Lehn & Fink, in daring experiment, puts complete 1932 advertising budget of Pebeco tooth paste into radio.

March 15: KNX signs three-year contract with United Press for wire service for four broadcasts a day plus "extras" as necessary.

April 1: WFLA-WSUN Clearwater, Fla., installs country's first directional antenna, designed by Raymond Wilmotte, "British authority on transmitting aerials."

April 15: ASCAP boosts copyright fees to broadcasters 300%, to 5% of gross income, totaling some $3.5 million annually, compared with $960,000 for 1931.

May 1: NBC lifts ban on recorded programs for its owned and operated stations, leaving it up to judgment of the station managers, but still bars them from network use.

May 1: Rejecting ASCAP's demands, NAB sets up committee to negotiate better deal with the copyright owners, secures moratorium until Sept. 1.

June 15: Federal Radio Commission, after a six-month investigation of broadcasting, particularly its advertising activities, reports to Congress that "any plan . . . to eliminate the use of radio facilities for commercial advertising purposes, will if adopted destroy the present system of broadcasting." Advertising agencies, also queried, say that any law limiting advertising on the air to announcement of sponsorship would cause most advertisers to cease their use of radio.

July 1: State Supreme Court of Nebraska, in suit of Attorney General C. A. Sorensen against KFAB Lincoln and Richard A. Wood for allegedly libelous remarks made by Mr. Wood over KFAB during an election campaign, rules that a broadcasting station is equally liable with the speaker for libelous statements disseminated through its facilities.

July 15: To broadcast 58 hours of sessions of the two national political conventions from the Chicago Stadium, NBC cancelled 56 commercials, CBS cancelled more than a dozen.

July 15: NBC withdraws prohibition against price mentions on air during daytime hours; A&P is first advertiser to take advantage.

Aug. 1: ASCAP breaks off negotiations with NAB; prepares to start negotiations with individual stations; offers three-year contracts at 3% of net income for first year, 4% for second and 5% for third, plus annual sustaining program fees.

Aug. 1: A BROADCASTING survey of free-advertising propositions currently flooding radio station mail reveals national magazines as most shameless and persistent in demands for free time on the air.

Aug. 15: Republicans allot $300,000 for radio time for the presidential campaign, two-thirds for network time, one-third for spot.

Sept. 1: NAB resumes negotiations with ASCAP, submits to demands for progressing percentage-of-income fees for music used on commercial shows, plus flat sustaining payment.

Sept. 15: CBS and NBC permit price mentions, night as well as day; again, A&P is first advertiser to broadcast prices at night.

Oct. 15: Mexican government authorizes XER, across border from Del Rio, Tex. to broadcast with 50 kw; NAB files protest with State Dept. asking protection from interference for U. S. broadcasters.

Oct. 15: ASCAP offers special reduced fees to newspaper-owned stations in recognition of "substantial contributions to the promotion . . . of music made by newspapers."

Oct. 15: To protect broadcasters from the dangers inherent in the Nebraska Supreme Court ruling on radio libel, John W. Guilder, acting chairman of the committee on communications, American Bar Assn., advocates a rule freeing a station from liability "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamation."

Nov. 1: Chrysler Corp. introduces the 1933 Plymouth Six to 75,000 salesmen via 25-city CBS hookup; insures this radio business conference for $500,000 against line break or equipment failure.

Nov. 1: Interstate Commerce Commission, dismissing complaint of Sta-Shine Co. against NBC and WGBB Freeport, New York, rules that broadcasting stations are not public utilities and that ICC therefore has no power to regulate their advertising rates.

Dec. 1: NAB St. Louis convention elects as president Alfred J. McCosker, director, WOR Newark; plans program of aggressive opposition to exhorbitant copyright fees and line charges, spearheaded by prominent public figure and supported by war chest three or four times as big as present annual income of $50,000; agrees on self regulation as best preventive of governmental interference in broadcasting.

Dec. 1: Accepting government consent decree, General Electric and Westinghouse agree to divest themselves of their stock control of RCA, which becomes a completely independent company; patent pool becomes non-exclusive, but RCA retains licensing rights to patents of GE and Westinghouse as well as its own.

1933

Jan. 1: Frederic R. Gamble, AAAA executive secretary, urges closer cooperation be-

Dear Sol:

Mazel Tov!

San Antonio Rose

1200 on your dial-channel 4



THE NIGHT THE MARTIANS LANDED

ANY doubt that network radio had become a nationwide entertainment, educational and news-dispensing medium of profound power was dispelled the evening of Oct. 30, 1938. A serious dramatic effort, "The War of the Worlds," on CBS, 8-9 p.m., drew excited attention to network radio, to young Orson Welles as producer-actor in a fantasy dealing with an invasion from Mars and to the need for caution behind the microphone.

The news bulletin and eyewitness technique of this drama plus the blending of other dramatic devices soon had many in a state of uncertainty and even hysteria. "This is the most terrifying thing I have ever witnesed," an actor shouted, describing the devastation from Martian missiles.

Had not an estimated 10 times as many sets been tuned to Edgar Bergen-Charley McCarthy on NBC, the panic would have been much worse. Before the one-hour drama had closed, Associated Press had wired all its editors and bureaus that the Martian invasion was radio fiction. But already thousands had abandoned their homes, fleeing before the Martian invasion. Police stations were busy; newspapers and radio stations everyhere had to answer as best they could until they had definite information. Telephone traffic was up around 7%, according to BROADCASTING [Nov. 15, 1938].

FCC received several hundred complaints. After considering the problem it handed down a decision dismissing complaints but advising broadcasters to avoid repetition of such incidents, with special care devoted to simulated news broadcasts. Some newspapers took advantage the chance to challenge radio's qualifications to compete in the news field. Although none stood up in court, damage suits ran to a total of $750,000, filed by citizens who claimed they were injured because of the drama.

An important lesson was taught that night—so well taught that no similar incident of importance has occured since.

tween agencies and broadcasters, advocates cash discount.

Jan. 15: Phonograph companies start labeling records "not licensed for radio broadcast" as move to protect their alleged property rights; Oswald F. Schuette, director of NAB copyright activities, calls move "a bluff" with no legal basis.

Feb. 1: NAB retains Newton D. Baker, Cleveland attorney who was Secretary of War during the Wilson administration, as special counsel.

Feb. 1: Foods, drugs and toiletries, and tobaccos were most-advertised products on radio networks (CBS and NBC) in 1932, when combined gross time sales totaled $39,106,776.

March 1: NAB commercial committee and AAAA radio committee agree on standard form for agency orders of radio time.

March 1: Attempted assassination of President-elect Roosevelt gets prompt radio coverage; CBS puts eye-witnesses on air within 90 minutes via special line instead of taking time to have link with Miami reversed.

March 1: KOIL Omaha creates business at depth of depression by selling time to associations of barbers, beauticians, florists, grocers, druggists and other trade groups whose members buy collectively what they can't afford individually.

March 15: Radio places full facilities at disposal of Roosevelt administration during banking crisis; largest audience in history reported for President Roosevelt's CBS-NBC broadcast on plans to reopen the nation's banks.

March 15: Canadian Radio Commission acquires its first three stations, CNRA Moncton, N.B.; CNRO Ottawa, Ont., and CNRV Vancouver, formerly owned by Canadian National Railways.

April 1: Post Office modifies rules so stations can forward fan mail to sponsors in bulk without paying additional first class fees.

April 1: NBC discontinues its Pacific Coast Gold network to save line costs; Orange network continues, absorbing some Gold programs.

April 1: Southern California broadcasters carry on amid wreckage to keep nation informed of effects of earthquake.

April 15: NAB organizes Radio Program Foundation to make available for broadcasting the copyrighted works of non-ASCAP composers and publishers.

April 15: Federal District Court in Sioux Falls, S.D., grants Associated Press permanent injunction against unauthorized broadcasting of AP news by KSOO Sioux Falls.

May 1: AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts to bulletins at stipulated times with air credit to member newspaper, which is to pay an extra broadcast assessment.

May 1: American Newspaper Publishers Assn. annual meeting resolves that radio logs are advertising and should be published only if paid for.

May 15: Federal Radio Commission is granted absolute power in distributing radio facilities by Supreme Court ruling upholding Commission's decision to delete WIBO and WPCC Chicago (overquota by the current allocation plan) and give the 560 kc regional channel to WJKS Gary, Ind.

May 15: News on air is undiminished as UP and INS fail to follow AP's example; networks establish own correspondents in key cities; President again uses combined CBS-NBC networks for second "fireside chat," phrase coined by Harry Butcher, CBS Washington.

July 1: NAB-sponsored Radio Program Foundation acquires broadcast rights to Ricordi catalog of 123,000 compositions; offers package to member stations at rates of $2.50 to $25 a month.

July 1: George B. Storer, president, CKLW Detroit-Windsor, heads Point-O-Purchase Broadcasting System, which plans to install radio receivers in grocery and drug stores to receive programs broadcast by Point-O-Purchase during peak shopping hours and so provide "the missing link between manufacturer and consumer."

Aug. 1: National Recovery Administration program involves broadcasters two ways: as employers and as operators of a medium which can publicize the program. NAB sends questionnaire to all broadcasters on employment practices, appoints advisory

NOW

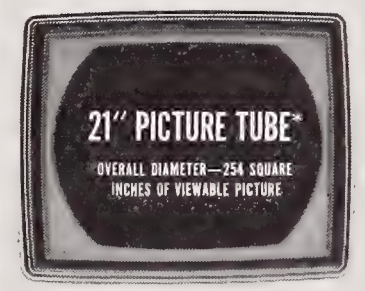
is the time to buy color television

Color TV is here! It's right and it's ready. You can now see Color Every Night —and RCA Victor "Living Color" TV sets are now priced within the reach of every family! Here's the full story:



Like 2 sets in 1! You get Color and all black-and-white shows, too!

This is RCA Victor Compatible Color TV! You see all the great Color shows in "Living Color" . . . regular programs in clear, crisp black-and-white. With Big Color, you see *everything*.



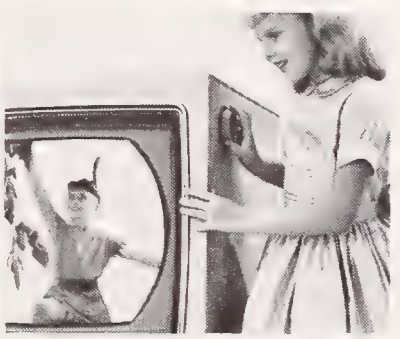
Big-as-life 21-inch picture tube—overall diameter.

Actually 254 square inches of viewable picture area. And every inch a masterpiece of "Living Color". Here are the most natural tones you've ever seen—on a big-as-life screen!



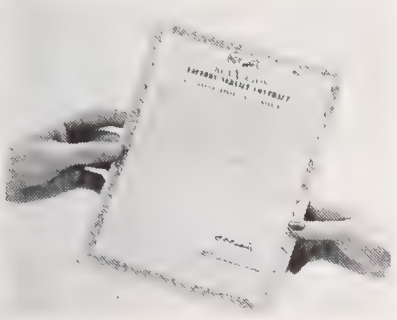
Color every night—right now! Something for everyone!

You'll have "two on the aisle" for the best shows ever—drama, comedies, Spectaculars, children's shows, local telecasts. For now 216 TV stations are equipped to telecast Color.



Big Color TV is so easy to tune, even a child can do it!

Turn two color knobs and there's your Big Color picture! It's easy, quick, accurate. You're in for a new thrill when the picture pops onto the screen in glowing "Living Color".



Practical and trouble-free! Service is low-cost and dependable!

Big Color is *dependable* Color. And RCA Factory Service is available in most areas (but only to RCA Victor owners) at *new low cost.* $39.95 covers installation and service for 90 days.



Color TV is a common-sense investment—costs only a few cents a day.

It's sure to become the standard in home entertainment for years to come—yet you can enjoy Color every night *right now!* And you can buy on easy budget terms.



Now starts at $495—no more than once paid for black-and-white.

This is the lowest price for Big Color TV in RCA Victor history! There are 10 stunning Big Color sets to choose from—table, consolette, luxurious, lowboys, and consoles, too.



Make sure the Color TV you buy carries this symbol of quality.

RCA pioneered and developed Compatible Color television. Because of this unique experience, RCA Victor Big Color TV —like RCA Victor black-and-white—is First Choice in TV.

There will never be a better time than now to buy Big Color TV

Be among the first to enjoy television's greatest advance in 20 years

Manufacturer's nationally advertised VHF list price subject to change.

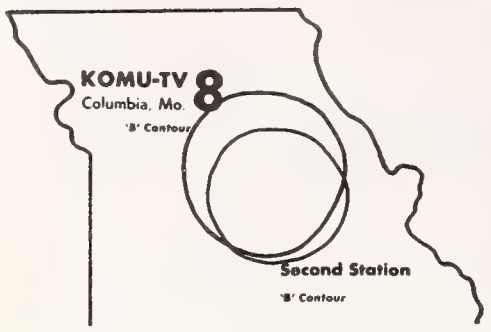
RADIO CORPORATION OF AMERICA
Electronics for Living

Buy the

BIG STATION

Columbia (and Jefferson City)
Plus ALL of Mid-Missouri
With ONE BUY: KOMU-TV

1. Dominant Coverage



2. Lower Cost per M

Time cost per thousand per commercial minute (PULSE, February, 1956):

Average Evening Quarter Hour:
KOMU-TV $1.32
Second Station $2.16

Average Non-Network Evening Half Hour:
KOMU-TV $1.38
Second Station $2.37

Average Afternoon Quarter Hour:
KOMU-TV $2.59
Second Station $3.05

3. High Penetration

67 %
of FARM Homes are TELEVISION HOMES

Farm television saturation determined by 242 personal interviews of farm families in Boone County, April-July, 1956. Study conducted by Rural Sociology Department, University of Missouri College of Agriculture.

123,000-PLUS
Families . . . Yours on

KOMU-TV 8
Columbia, Mo.

Gibson 2-1122 — or call your H-R man

committee to work with William B. Dolph, former RCA Photophone salesman, now in charge of radio publicity for NRA.

Aug. 15: First North American Radio Conference breaks up when Mexico refuses to budge from demands for 12 clear channels; interference problems foreseen as Latin American countries, not bound by any international agreements, are free to use whatever frequencies they desire.

Sept. 1: Rate cutting, per inquiry business, song plugging, excessive coverage claims, excessive commission payments, lotteries and similar practices are barred by broadcasting code drafted by NAB committee and submitted to NRA; Sol A. Rosenblatt is named code administrator.

Sept. 1: New York business group headed by Alfred E. Smith acquires commercial and program rights of WMCA New York in $155,000-a-year deal whose legality is questioned by Radio Commission.

Sept. 15: NAB special counsel Newton D. Baker files suit in federal court asking dissolution of ASCAP as illegal trade combination.

Sept. 15: CBS assigns publicity director Paul White to task of organizing a nationwide staff to collect news for network broadcast.

Oct. 1: General Mills sponsors twice-daily broadcasts on CBS of news collected by Columbia News Service; *Washington Star* drops program log of WJSV (CBS outlet serving Washington) in line with policy of "not advertising our competitors."

Oct. 1: After many delays, Ed Wynn's Amalgamated Broadcasting System gets under way as third national network with 100 outlets, connected by Western Union lines.

Oct. 1: Stations file for 50 kw power as Radio Commission lifts limit from four to eight per zone, or from 20 to 40 for U.S.

Oct. 1: NBC moves into Radio City headquarters, world's largest broadcasting plant.

Oct. 15: NAB convention reelects Alfred J. McCosker, WOR Newark, for second year as president; urges abolition of requirement that recorded programs be so identified; urges three-year licenses in place of current six-month ones; agrees to intensify fight against ASCAP; denounces concealed commercials in sustaining programs and contingency accounts as unfair practices; urges retention of 48-hour week for operators and control men.

Oct. 15: Yankee Network adds rider to political contracts absolving network from liability for libel or defamation by speakers.

Nov. 15: Repeal of prohibiton act raises question of advertising of hard liquor on radio; CBS and some stations announce they will not accept it at all.

Nov. 15: Other groups ponder "third network" organizations as Ed Wynn's Amalgamated Broadcasting System goes bankrupt.

Nov. 15: WGN Chicago, WBZ Boston and WHAM Rochester are first to get 50 kw under revised regulation.

Dec. 1: President signs broadcasting code, calling for minimum wages of $40 a week for technicians, $20 a week for announcers and program production employes ($15 if fewer than 10 such employed at station).

Dec. 1: Washington newspapers agree to publish radio logs only as paid advertising.

1934

Jan. 1: Broadcast band widened to include three new channels—1530, 1550 and 1570 kc—with 20 kc separation, for experimental operation (but with full authority to broadcast commericial programs), with goal of high-fidelity broadcast transmission.

Jan. 1: KNX Hollywood announces plan to pay salesmen commissions on talent as well as time sales, as incentive to stimulate use of station-built programs by local advertisers.

Jan. 15: WLW Cincinnati starts tests of new 500 kw transmitter, world's most powerful.

Jan. 15: Group programming, a station-built half-hour show sold to six sponsors instead of one, developed at WTMJ Milwaukee to stimulate sales during the depression, proves successful for both station and sponsors.

Feb. 1: NRA Code Authority for broadcasting outlaws per inquiry and contingent business, launches study of status of performers to determine whether they should be covered by code's wage-and-hour provisions.

Feb. 1: Students remember advertising they hear better than that they read in test conducted by Prof. Frank Stanton of Ohio State U. psychology department.

Feb. 15: CBS and NBC withdraw from news-gathering field as AP, UP and INS agree to provide material for morning and evening network newscasts.

Feb. 15: *Milwaukee Journal* (WTMJ) prepares for experimental facsimile broadcasting.

March 1: Press Radio Bureau begins operations; Yankee Network and KFI Los Angeles set up own news organizations with exchange of news contemplated.

March 15: George B. Storer, chief owner of CKLW Detroit-Windsor, WSPD Toledo and WWVA Wheeling, becomes president and majority stockholder of Federal Broadcasting Corp., lessee-operator of WMCA New York, designated as key station for projected nationwide network.

April 1: Three independent news services organize to provide news to radio stations.

May 1: Federal Trade Commission announces that after June 1 it will periodically ask stations, networks, transcription companies for copies of all commercial copy as part of overall survey of advertising.

June 1: Federal Radio Commission rules that when unconnected numbers recorded on two or more discs are combined into a program, each number must be individually identified as an electrical transcription.

June 15: Communications Act becomes law; FCC to replace Radio Commission July 1.

July 1: E. O. Sykes, charter member of Federal Radio Commission, is named chairman of new FCC. Other members are: Thad H. Brown, also a holdover from the Radio Commission, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, and Hampson Gary.

July 1: George B. Storer announces new network, American Broadcasting System, will begin operations in mid-August; hires Frederick H. Weber, former Chicago manager of NBC station relations, as operations vice president.

July 15: Clear channel stations attack

Congratulations to both of us

Twenty-five years ago — August, 1931, Cherry & Webb Broadcasting Company became a broadcast station licensee. Dedicated to the highest ideals of American broadcasting, Cherry & Webb has been a leader in bringing to the people of Southeastern New England the *best* in entertainment and public interest programs. The familiar call letters WPRO and WPRO-TV are symbols of service. So, too, is BROADCASTING • TELECASTING a symbol of a quarter of a century of outstanding service to the broadcasting industry. In this joint anniversary year, Cherry & Webb salutes Sol Taishoff and his most competent staff!

RADIO 630 Kc. **WPRO** **TELEVISION** Channel 12

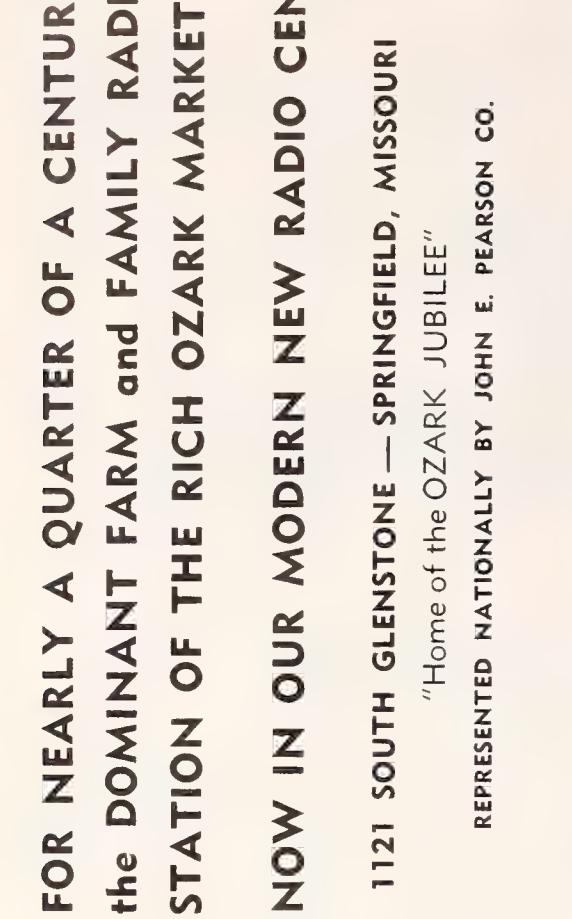
BASIC CBS AFFILIATE

Cherry & Webb Broadcasting Company

PROVIDENCE, R.I.

...FOR NEARLY A QUARTER OF A CENTURY—
the DOMINANT FARM and FAMILY RADIO
STATION OF THE RICH OZARK MARKET
...NOW IN OUR MODERN NEW RADIO CENTER

1121 SOUTH GLENSTONE — SPRINGFIELD, MISSOURI
"Home of the OZARK JUBILEE"
REPRESENTED NATIONALLY BY JOHN E. PEARSON CO.



"break down" policy of old Radio Commission, urge FCC to conduct an engineering study of subject preliminary to restatement of regulations.

Aug. 1: FCC forms three-man broadcasting division, with Hampson Gary as chairman, Thad Brown and Judge Sykes as members.

Sept. 1: Dept. of Justice files antitrust suit asking disolution of ASCAP as illegal monopoly.

Sept. 15: Don Lee, owner of KHJ Los Angeles, KFRC San Francisco, KDB Santa Barbara and KGB San Diego and operator of the Don Lee Network, dies at 53.

Sept. 15: To solve troublesome problem of how much merchandising aid should be given station clients, Free & Sleininger sets up unit plan for its stations with one unit of merchandising to be given for each dollar spent for time.

Oct. 1: J. Truman Ward, WLAC Nashville, is elected president of NAB.

Oct. 1: Quality Group organizes as network for commercial programs only, linking WOR New York, WGN Chicago and WLW Cincinnati, with WXYZ Detroit as an optional outlet.

Oct. 15: FCC revises quota system to permit more stations and higher power.

Oct. 15: FCC begins hearing on proposal that 25% of broadcasting facilities be allotted to so-called non-profit groups.

Oct. 1: Ford Motor Co. pays $100,000 for broadcast rights to World's Series; links three networks plus independent stations into 180-outlet special hookup for event.

Oct. 15: Quality Group changes name to Mutual Broadcasting System.

Oct. 15: American Broadcasting System starts 16-hour daily program service over 18-station network reaching from New York to St. Louis.

Nov. 1: After years of legal battles to protect its place in Chicago, Westinghouse moves KYW, the city's first radio station, to Philadelphia to comply with governmental quota technicalities.

Nov. 1: Complying with request made jointly by 13 clear channel stations, FCC orders an inquiry into the clear channel structure.

Nov. 1: Mutual network adds sustaining program exchange among its four outlets to former commercial-only service.

Nov. 1: Federal Court upholds property right in broadcast material, enjoins Uproar Co., Boston publisher, from publishing Ed Wynn's Texaco Firechief broadcast scripts in pamphlet form.

1935

Jan. 1: Federal District Judge John C. Bowen in Seattle rules that once news is printed in newspapers it may be broadcast without restriction, dismisses Associated Press suit against KVOS Bellingham, Wash., alleged to have "pirated" AP news from member newspapers.

Jan. 1: NAB starts study of audience survey methods with eye to establishing an independent audit bureau for radio.

Jan. 15: Federal Judge Merrill E. Otis in Kansas City rules station is jointly liable with speaker for libelous broadcasts, finds KMBC guilty for statement on CBS program originating in New York.

Feb. 1: Fred Weber joins MBS as coordinator of network operations, following reorganization of American Broadcasting System.

Feb. 15: First BROADCASTING YEARBOOK is issued.

Feb. 15: In face of many requests for free time from commercial firms, Code Authority rules against any station accepting "propaganda" except on commercial basis.

April 1: With a new chairman, Anning S. Prall, FCC starts to clean house: cites stations for accepting medical advertising, warns industry to live up to rules, holds conference with network heads on good taste in broadcasting, calls national meeting to work out ways for better cooperation between broadcasters and educators.

April 1: Experimental "wired radio" service is installed in Cleveland by Wired Radio Inc., using transcriptions made by its sister company, Associated Music Publishers, transmitted to homes via electric lines.

April 15: American Society of Recording Artists, new group, asks royalty fees for broadcasts of phonograph records.

May 15: Philip G. Loucks resigns as managing director of NAB after five years to return to private law practice.

RADIO AND THE MOVIES

MOTION PICTURE THEATRE operators who feel that they are peculiarly set upon by having to face the competition of television might heed the words which the late L. B. Wilson, then managing director of four Covington, Ky., theatres as well as president of WCKY (now Cincinnati) in that city, wrote for the March 15, 1933, issue of BROADCASTING.

". . . Radio is successfully competing with the theatre. Hard times have added millions of persons to the radio audience, while taking millions from the theatre audience.

"You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theatre. You may need the 50 cents for food or clothing. So the theatre loses a patron and the radio gets a listener.

"In previous depressions the theatre was not so badly affected. There was no radio and people had to have something to get their minds off their worries . . . But radio has made the showhouse less of a necessity . . .

"Radio is giving fresher and more lively entertainment than the stage and screen. To take Cantor as an instance once more: You can hear him every Sunday night with his newest jokes and gags. By the time a Cantor movie reaches your theatre it is six or seven months old. The jokes have been told and retold, often over the radio and sometimes by mouth-to-mouth circulation. Perhaps Cantor, himself, has used them in his broadcasts. By the time the picture, or the stage show, gets around it has lost much of its novelty. You must pay hard-earned money to see the show, but the new and fresh radio program, prepared just a few days before, costs you nothing."



1st

...and only major motion picture studio devoted exclusively to television films.

1st TO PIONEER IN TV PRODUCTION

In 1947 HAL ROACH became the first major Hollywood studio to convert to the exclusive production of films for television.

1st IN MAJOR TV SYNDICATION

First studio to utilize major studio production technique in TV film syndication.

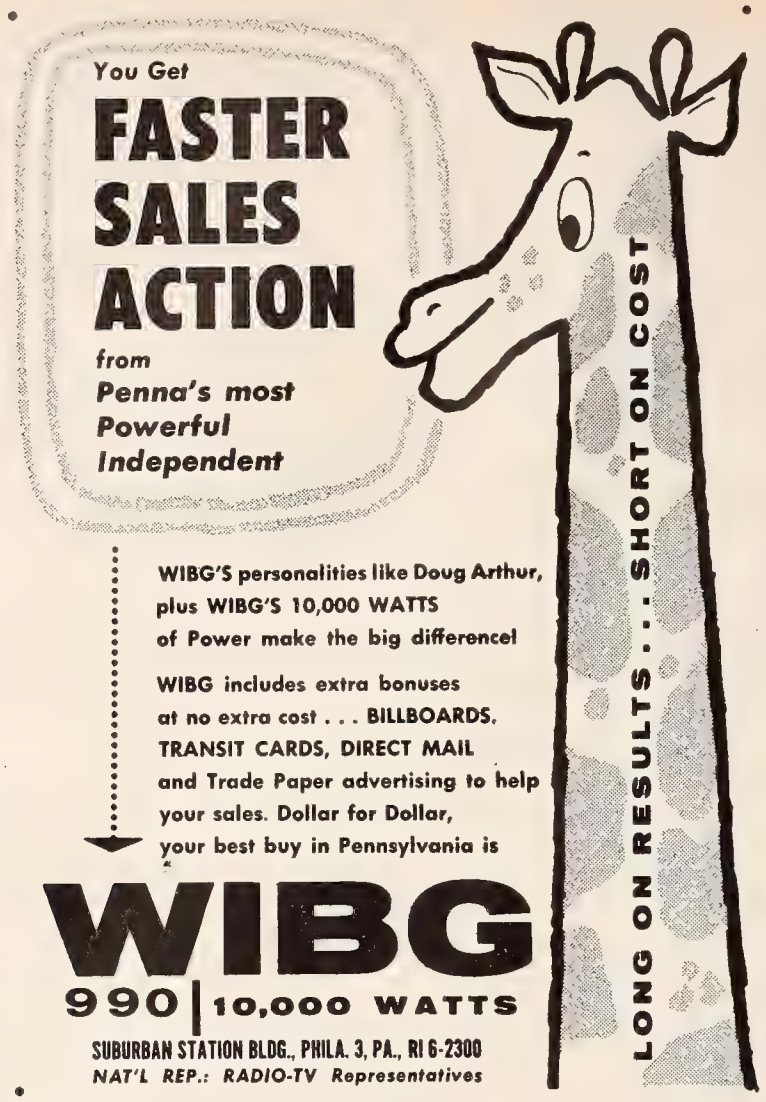
1st IN TV COMMERCIAL FILMS

18-acre lot, offering unequalled commercial film production since 1948.

HAL ROACH STUDIOS

8822 W. Washington Blvd., Culver City, Calif. • TExas 0-3361 • VErmont 9-2311
729 Seventh Ave., New York City • CIrcle 5-4135

HAL ROACH, JR., *Owner-President and Executive Producer*
SIDNEY S. VAN KEUREN, *Vice-President and General Manager*





tops in Richmond

proudly salutes

SOL TAISHOFF

and the top broadcasting publication on their 25th anniversary

Louis Adelman, *Pres.*

Mel Whitmire, *Gen. Mgr.*

John E. Pearson Co.
National Representative

1320kc . . . Music and News

May 15: United Press and International News Service offer news to radio; Associated Press permits member papers to provide news for local newscasts but still forbids sponsorship.

May 15: RCA announces it is taking tv out of laboratory for $1 million field test program.

June 1: Code Authority for broadcasting industry shuts down as Supreme Court of the United States declares the National Recovery Act unconstitutional.

June 1: Transradio Press Service files $1 million damage suit against CBS, NBC, AP, UP, INS and ANPA, alleging that the press-radio program agreed to in 1934 was illegal and unfair competition.

June 15: Plan for a bureau of agency recognition and credit information to be operated for and by the broadcasting industry is adopted by the NAB commercial section.

June 15: NBC launches Thesaurus, recorded library service.

July 1: Warner Brothers announces withdrawal of its five music publishing firms, said to account for 40% of all ASCAP music performances, from ASCAP on Jan. 1, 1936.

July 15: NAB elects Charles W. Myers, KOIN Portland, Ore., president, names James Baldwin as managing director; re-elects as treasurer Isaac D. Levy of WCAU Philadelphia, a controversial figure in the acceptance of new five-year license from ASCAP; endorses agency recognition plan; adopts revised code of ethics which outlaws per inquiry and contingent business.

July 15: Washington State gets restraining order preventing ASCAP from collecting royalties for broadcast performances of its music within the state on grounds that ASCAP is a monopoly in violation of the state constitution.

Sept. 15: Scripps-Howard decides to enter radio and applies for permission to buy WFBE Cincinnati; seeks stations in other of its publication cities.

Sept. 15: Committee of 15, with equal representation from NAB, ANA and AAAA, starts work on creation of a radio counterpart of the Audit Bureau of Circulations for newspapers and magazines.

Oct. 1: FCC demonstrates it is still scrutinizing programs by giving score of stations temporary renewals pending further investigation of "questionable" programming.

Oct. 15: Esso's sponsorship of United Press news on group of NBC o&o stations leads Associated Press board of directors to reaffirm its ban on the use of AP news on sponsored broadcasts.

Nov. 15: Tax law of the State of Washington imposing tax of 0.5% on gross income of radio stations, is declared unconstitutional by Federal court in suit brought by KVL Seattle; state supreme court had upheld law's validity in earlier suit of KOMO-KJR.

Dec. 1: Yankee Network underwrites Boston survey of listening made by mechanical meter devices attached to sets in 1,000 homes to measure tuning; developed by two MIT professors, Robert F. Elder of the marketing department and L. F. Woodruff of the electrical engineering department.

1936

Jan. 1: Warner Brothers withdraws musical catalogs from ASCAP and offer perform-



Scrutinize us next time you go marketing
in Eastern Iowa.

WMT

for the little old lady* from you-know-where†

**Et cetera*

†Mail address: Cedar Rapids. CBS. National representatives: The Katz Agency.

THIS IS HOW IT ALL STARTED

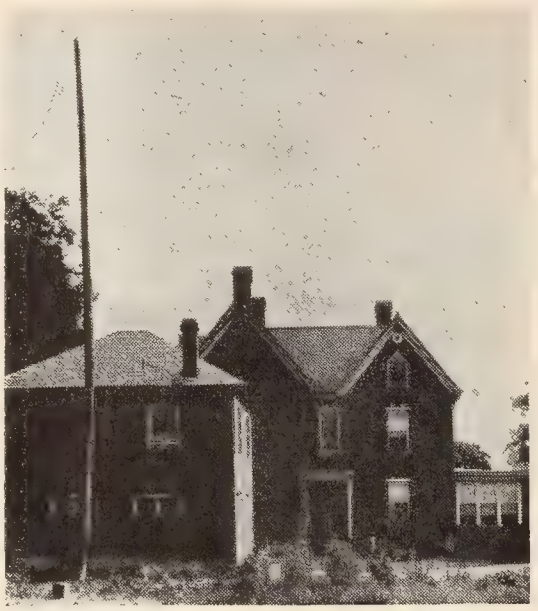
IN THE period immediately after World War I a number of experimental broadcasting stations were established by engineers and amateur radio operators, and an audience, listening on homemade sets, developed rapidly. Frank Conrad, Westinghouse engineer, built such a following with his home station, 8XK, that a Pittsburgh department store stocked a few receivers and advertised them for sale.

Westinghouse officials then decided that if there was sufficient interest in radio to justify a department store in advertising sets there was enough to justify Westinghouse in establishing a broadcasting station of its own, largely as a means of advertising through announcement of the company name on the air at frequent intervals. An application was filed with the Secretary of Commerce and granted, and KDKA Pittsburgh became the first licensed commercial broadcasting station in November, 1920. Meanwhile, a Detroit experimental station which later became WWJ had begun daily programs in July, 1920, and WHA Madison, Wis., had been transmitting weather and market reports.

Other companies also wanted to operate stations. "By the end of 1921," William Peck Banning recounts in his book *Commercial Broadcasting Pioneer,* "the situation was that hundreds wanted to broadcast, that millions wanted to listen, that no one was sure how broadcasting was going to be supported, and that the rapidly growing industry was in an unwholesome and demoralized state."

AT&T, which had developed much of the basic equipment for this new form of communications so closely allied to telephony, felt that the way to support broadcasting was the way telephone service had been supported, with the cost borne by the person making use of the facilities to transmit his message, whether to another individual by telephone or to many individuals by broadcasting. To demonstrate its theory, AT&T started a radio station of its own, WEAF (now WRCA) New York, and announced that time was for sale at $50 for 15 minutes of evening time or $40 for an afternoon quarter-hour. Several weeks went by with no takers. Then, Mr. Banning reports the birth of commercial radio in these words:

"Aug. 28, 1922, is the date of the first 'commercial' broadcast; at 5:15 in the afternoon the Queensboro Corp. broadcast the first of a series of 15-minute announcements regarding its tenant-owned system of apartment houses at Jackson Heights, New York. Sales amounting to several thousand dollars were reported as resulting from the broadcasts, the last of which was made on Sept. 21, which was also the date when two other business concerns, the Tidewater Oil Co. and the American Express Co., made experimental announcements.



FORERUNNER of pioneer station KDKA was this 8XK installation of Frank Conrad in his Pittsburgh home.

"The station's commercial representatives were finding that, although there had been many 'prospects' at the beginning of operations, the prohibition against price references or package descriptions—the type of advertising called 'direct'—made business concerns skeptical of the new medium. After two months' operation a total of only three hours of air time had been bought and the station's revenues had amounted to only $550."

ance rights to broadcasters on flat fee basis which networks reject; ASCAP temporarily extends its licenses to broadcasters but with no reduction in fees.

Jan. 1: NBC adds second Pacific Coast network; both NBC Red and NBC Blue now national.

Jan. 1: Lenox R. Lohr, general manager of Chicago's successful Century of Progress, succeeds M. H. Aylesworth as NBC president.

Jan. 1: U.S. Circuit Court of Appeals holds broadcasting news taken from newspaper as unfair competition, reversing earlier decision in case of AP versus KVOS Bellingham.

Jan. 1: WCOA Pensacola asks FCC to compel AT&T to reduce its rates in first formal complaint ever filed concerning charges for broadcast lines.

Jan. 15: ASCAP cancels temporary licenses, threatens infringement suits against stations not signing new five-year contracts at same price for less music.

Jan. 15: Following industry survey, 120 members of Distilled Spirits Institute agree not to advertise hard liquor on the air.

Feb. 1: FCC liberalizes recording-transcription announcement rules; now requires only one announcement per quarter-hour.

Feb. 15: Warner Brothers files infringement suits totaling more than $3 million against networks and stations; NAB revives plan to establish its own music rights organization.

March 15: CBS broadcasts speech by Communist Party Secretary Earl Browder; some affiliates refuse to broadcast it; editorials and congressmen attack and defend CBS action.

April 1: CBS buys KNX Los Angeles for $1.3 million, biggest station deal to date.

April 1: Hearst Radio acquires KTAT Fort Worth, WACO Waco and KOMA Oklahoma City.

April 1: AT&T works out agreement with WCOA Pensacola to reduce rate on backhauls by 50% (saving of about $2,000 a year for WCOA).

April 15: U.S. Supreme Court rules broadcasting is instrumentality of interstate commerce, not subject to state taxation, in reversing Supreme Court of Washington State, which had upheld a state tax on gross receipts of radio stations.

May 1: NAB board approves plan to create a "Bureau of Copyrights" with a "measured service" method of compensation.

June 15: President Roosevelt signs bill repealing Davis Amendment to original radio law, which required equal division of broadcasting facilities among five zones and among states in each zone, opens way for more stations, increased power.

June 15: Don Lee Broadcasting System starts first public demonstration of cathode ray television in U.S. with daily broadcasts of 300-line pictures using system developed by Harry R. Lubcke, Don Lee director of tv.

July 1: Fm broadcasting, a new system invented by Maj. E. H. Armstrong, is described at FCC hearing as static-free noise-free, free from fading and cross talk, uniform day and night throughout all seasons and with greater fidelity of reproduction.

July 15: Charles W. Myers, KOIN-KALE Portland, Ore., elected NAB president; Isaac D. Levy, WCAU Philadelphia and retiring NAB treasurer, attacks the NAB board and managing director for copyright mismanagement, then resigns from NAB promising to form a new association; convention backs Baldwin and board and maintains a solid front. Sales managers organize as an NAB division.

July 15: RCA shows radio manufacturers its system of tv, being field tested with transmissions from New York's Empire State Building.

Aug. 1: Warner Brothers returns to ASCAP, drops infringement suits of more than $4 million.

Aug. 1: National Assn. of Regional Broadcasting Stations organizes to protect interests at upcoming FCC allocations hearings, elects John Shepard III, Yankee Network president, as chairman.

Aug. 1: Members of National Assn. of Recording Artists follow up granting of an injunction restraining WDAS Philadelphia from broadcasting phonograph records made by NARA President Fred Waring, institute suits against WHN, WNEW and WEVD New York for unauthorized record broadcasts.

Aug. 15: Philco Corp. demonstrates its system of television with seven-mile transmission of live and film subjects in 345-line images 9½ by 7½ inches.

Sept. 1: Mutual Broadcasting System starts drive to become nationwide network by signing five midwestern affiliates—KWK St. Louis, KSO Des Moines, WMT Cedar Rapids, KOIL Omaha, KFOR Lincoln; WLW Cincinnati turns in its MBS stock but remains as outlet.

Sept. 15: Television starts in England, with twice daily telecasts using alternately the Baird and EMI-Marconi systems.



"Looks like they're here to stay..."

"BROADCASTING-TELECASTING"
MAGAZINE

Congratulations on its 25th Anniversary of quality reporting and coverage of the air media—

from

WTAG
WORCESTER
MASSACHUSETTS

now in its 31st year of wedded bliss with radio . . . prime station in the central New England market—representing the dependable qualities that make radio indispensable to local living from morning to night.

WTAG — WORCESTER, MASS.
580 KC — 5000 W
BASIC CBS

Represented by THE HENRY I. CHRISTAL CO., INC.
NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!



No more potent salesman in the Baton Rouge trade area than WAFB-TV ... "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2

First place in Screen Gems, Inc. contest on program promotion.

ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28 Affiliated with WAFB AM-FM

CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

Oct. 1: After KFI and KECA Los Angeles refuse to carry President Roosevelt's "fireside chat" as a sustaining program, Democratic National Committee cuts them from network outlets getting paid campaign broadcasts.

Oct. 15: A. C. Nielsen proposes metered tuning method of measuring size of program audiences at ANA meeting, reveals his firm's acquisition of "audimeter" developed at MIT; Edgar Felix urges coverage measurements to determine audience.

Nov. 1: CBS cancels "debate" of Sen. Arthur Vandenberg (R-Mich.) with recording of President Roosevelt's statements as violating its no-transcription rule, then reinstates the broadcast; mob at Terre Haute prevents Communist candidate Earl Browder from reaching WBOW studio; parties step up time purchases as campaign closes.

Nov. 15: Complete election return coverage by networks and stations winds up campaign in which the political parties spent an estimated $2 million for radio time.

Nov. 15: Demonstrations of RCA's 343-line tv system are highlight of NBC's 10th anniversary celebration.

Dec. 15: Don Lee Broadcasting System affiliates with Mutual, making it a coast-to-coast network.

Dec. 15: Lang-Worth Feature Programs Inc. offers library of 200 hours of copyright-free programming.

1937

Jan. 1: Chicago Federation of Musicians forbids members to make recordings except under special conditions as move to halt threat of "canned" music to employment of live musicians.

Jan. 1: U.S. Supreme Court throws out suit of Associated Press against KVOS Bellingham, Wash., for AP's failure to show damages of over $3,000, minimum needed for Federal jurisdiction, but looks with disfavor on KVOS practice of buying newspapers and reading news from them on air.

Feb. 1: Radio goes on round-the-clock duty to provide communication for flood stricken Ohio and Mississippi valleys, and aids relief work; job wins nation's praise.

Feb. 1: Station sales managers, in first national meeting, reject requests of recording companies for third 15% (in addition to commissions paid agencies and station representatives), ask networks to discontinue chain break announcements from their o&o stations before asking affiliates to do so.

Feb. 1: Rep. Otha D. Wearin (D-Iowa) introduces bill to outlaw newspaper ownership of radio stations.

Feb. 15: Charging the networks with monopoly in broadcasting, legislators demand a Congressional investigation of radio. Rep. Wigglesworth (R-Mass.) blasts FCC for permitting trafficking in licenses and reads into record full report of station sales and leases approved by Commission.

April 1: North American Radio Conference at Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

April 1: CBS applies for experimental video station in New York, plans to install RCA tv transmitter in Chrysler Bldg. tower and to construct special studios at total cost of $500,000.

April 15: CBS recognizes American Guild of Radio Announcers and Producers, independent union headed by Roy S. Langham, CBS producer; bargaining begins for network's announcing-production employes.

April 15: George H. Payne, FCC Telegraph commissioner, urges Congress to levy a tax on broadcasting stations of $1 to $3 a watt.

May 1: CBS breaks ground for $2 million Hollywood studios.

May 1: American Radio Telegraphists Assn. (CIO), International Brotherhood of Electrical Workers (AFL) and Newspaper Guild (claimed by both AFL and CIO) start drives to organize station employes; NBC institutes 5-day week for production staff.

May 15: WLS Chicago recording team, Herb Morrison, announcer, and Charles Nehlsen, engineer, on routine assignment at Lakehurst, N. J., record on-the-spot, at-the-time account of explosion of the German dirigible *Hindenburg;* NBC breaks rigid rule against recordings to put it on network.

May 15: RCA demonstrates projection tv, with images enlarged to 8 by 10 feet, at Institute of Radio Engineers convention.

June 15: Transradio Press $1,700,000 suit against networks and press associations is settled out of court.

July 1: NAB elects John Elmer, WCBM Baltimore, as 1937-38 president; James W. Baldwin is reappointed managing director; NAB Bureau of Copyrights gets 58 subscriptions to its tax-free library.

July 1: WWJ Detroit announces plan of "balanced programming" with programs kept in scheduled time periods whether sponsored or not.

Aug. 1: American Federation of Musicians demands that broadcast stations increase their employment of musicians to a number satisfactory to the union or lose their musical programs.

Aug. 1: Actors' Equity withdraws from radio with organization of a new AFL union, American Federation of Radio Artists.

Aug. 1: Guglielmo Marconi, 63, dies of heart attack in Rome.

Aug. 1: WWJ Detroit announces that in addition to its balanced program plan, it will abolish all between-program announcements between noon and 3 p.m., concurrently increasing its rates for the three-hour period.

Sept. 1: Independent Radio Network Affiliates organize to deal with AFM; ponder suggestion of AFM president Joseph N. Weber that a weekly sum of 3½ times station's one-time evening quarter-hour rate be used to employ live musicians, amounting to some $5.5 million a year overall.

Sept. 1: Frank R. McNinch, from Federal Power Commission, to FCC as chairman; Comdr. T. A. M. Craven becomes an FCC commissioner.

Sept. 1: International Brotherhood of Electrical Workers (AFL) starts drive to organize radio technicians after NLRB certifies ARTA (CIO) as bargaining agent for WHN technicians, overruling petition of IATSE (AFL).

Sept. 15: AFM strike averted as network affiliates agree to spend an additional $1.5 million a year to employ staff musicians; NAB calls special convention.

Sept. 15: Chicago stations broadcast lessons as infantile paralysis epidemic closes schools.

WCAU means magnetism

PHILADELPHIA



This woman enjoys housework. And WCAU Radio is why. She's part of its huge captivated audience that laughs and sings and muses and chuckles through daily chores. In Philadelphia, you see, when the lady of the house is at home, she turns to WCAU. We know because Pulse indicates, report after report, the top five women's participating programs are all on WCAU Radio. That's WCAU magnetism for you.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*



Oct. 1: American Bar Assn. recommends that broadcasting of court trials be "definitely forbidden."

Oct. 1: FCC gives two stations — WGH Newport News, Va., and WHO Des Moines —permission to experiment with facsimile broadcasts on their regular frequencies in midnight-6 a.m. period; both plan to use system developed by W. G. H. Finch, former assistant chief engineer of the FCC.

Oct. 15: NAB special convention votes for complete reorganization, approves 50% hike in dues.

Nov. 1: FCC allocates 75 channels with 40 kc separation (41,020 kc to 43,980 kc) for "apex" stations and 19 6-mc bands for television (44-108 mc), with 16 channels in the 30-40 mc band for relay stations.

Nov. 15: NBC refuses to let Gen. Hugh S. Johnson broadcast talk on venereal disease.

Nov. 15: Bell Labs demonstrates intercity tv program transmission over 90-mile coaxial cable connecting New York and Philadelphia.

Dec. 15: Inter-American Radio Conference reaches agreement on broadcast allocations that protect U.S. broadcasters by eliminating Mexican border stations, but require many shifts in U.S. station frequencies.

1938

Jan. 1: U.S. Court of Appeals for District of Columbia, in opinion written by Associate Justice Justin Miller, sharply criticizes the FCC in reversing its denial of the application of Paul H. Heitmeyer for a new station in Cheyenne, which the Court calls "arbitrary and capricious."

Jan. 15: FCC sharply rebukes NBC for "Mae West incident" but takes no further action at this time.

Jan. 15: FCC announces policy of not licensing second station in same community to existing licensee unless it is "clearly shown" that the public interest would be best served by such a license; denies application of WSMB New Orleans for second station there.

Jan. 15: John Shepard III, president of Yankee Network, starts construction of 50 kw fm station atop Mt. Wachusett at cost of $250,000; Maj. Edwin H. Armstrong, fm's inventor, builds own 50 kw fm station at Alpine, N. J.; others are planned to test this new medium.

Feb. 1: RCA puts stations on notice it may institute "reasonable fees" for broadcasting of Victor and Bluebird records; move said to be self-protective in view of attempts of National Assn. of Performing Artists to establish their performing rights in recordings through court action.

Feb. 1: FCC sets 25 channels, 40 kc wide, in the 41-42 mc band, for exclusive use of noncommercial educational stations.

Feb. 15: Under leadership of Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times,* operator of WHAS Louisville, and Edwin W. Craig, WSM Nashville, two-day NAB convention sweeps through reorganization plan, elects new board of 23 directors—one from each of 17 geographic districts and six at large, names Philip G. Loucks, author of reorganization plan, special counsel to guide NAB affairs pending selection of first paid president. BROADCASTING publishes first facsimile newspaper in demonstration for convention delegates.

Feb. 15: With most network affiliates signing local musicians union contracts on basis of AFM-IRNA agreement, AFM submits new contract terms to recording companies.

CRUSHED BY MONEY

THE LATE Fred Allen, one of radio's great wits, found that money can talk louder than humor, especially when it's big money like $30,000 and upward assorted jackpots on the *Stop the Music* series of the late '40s.

Driven down to 38th place in Hooperatings by the musical guessing game that played opposite him Sunday evenings, Mr. Allen offered a gimmick new to radio—a $5,000 insurance payment to anyone who could prove loss of a *Stop the Music* award because of listening to his NBC series.

He retained another comedian, Henry Morgan, to do a spoofing musical quiz, *Cease the Melody,* offering such prizes as miles of railroad tracks, saloon with bartender, several miles of dental floss almost as good as new and 20 minutes alone in Fort Knox with a shovel.

These devices were novel, and amusing, but Fred Allen was never able to regain his radio popularity. Worse yet, along came television. With all his caustic wit and showmanship, he could never find a satisfactory television vehicle. A top-flight humorist had to yield to the lure of the money-bag fad and a new broadcast medium.

March 15: Non-network stations are drawn into AFM employment picture with union requirement that recording companies do not serve stations without AFM licenses.

March 15: Southern California stations turn over all facilities to emergency public service as other means of communication fail in flood crisis.

April 1: Mark Ethridge is drafted as first president of revamped NAB to guide industry for interim period while paid president is sought; to serve without pay but with plenary powers.

April 1: FCC sends stations detailed questionnaire seeking full information on fiscal operations during 1937.

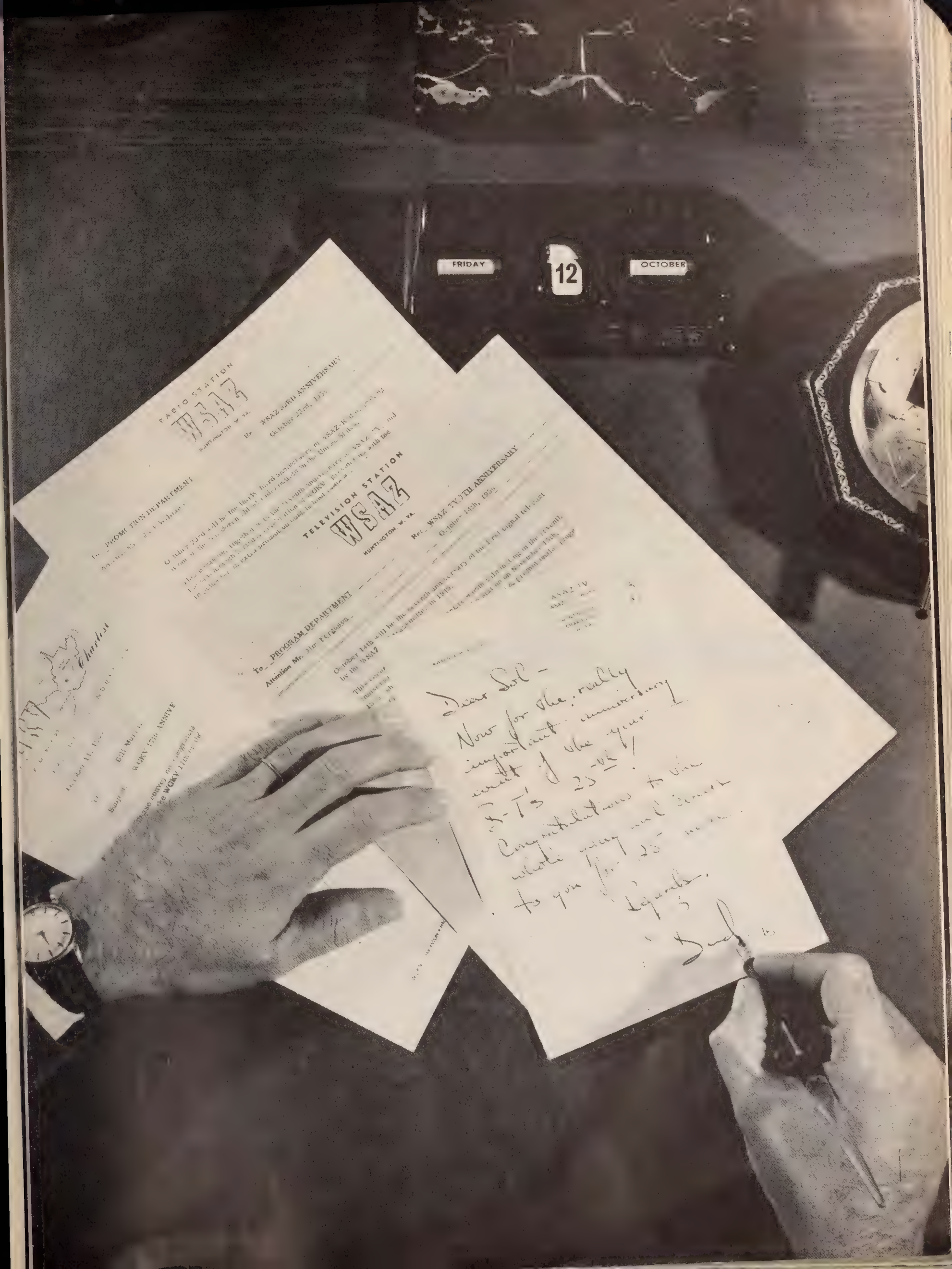
April 1: Wheeler-Lea Act, giving Federal Trade Commission new powers to curb false and misleading advertising, becomes law.

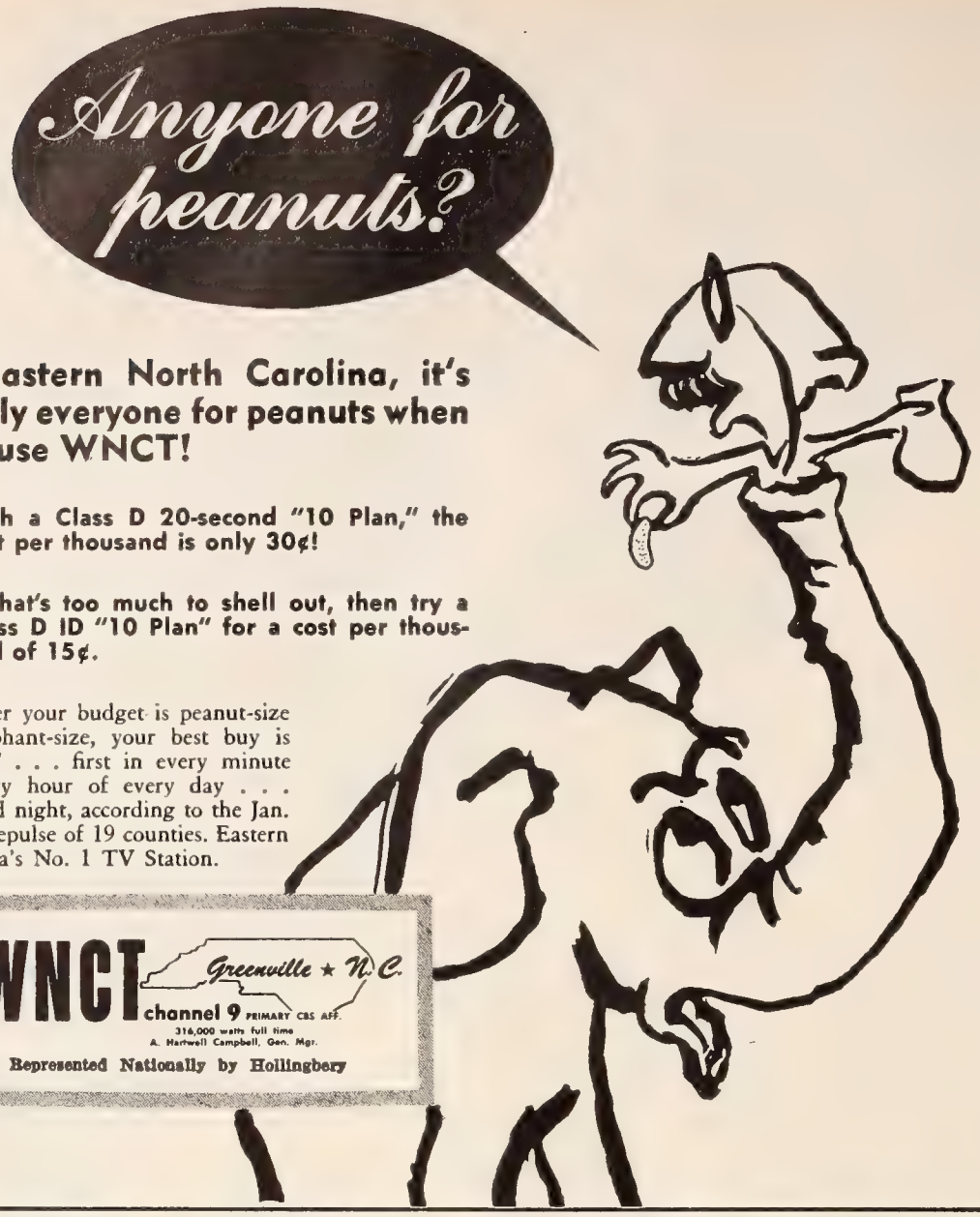
April 1. Hitler's quick conquest of Austria gets full coverage from U.S. networks.

April 15: Plea to FCC to keep its regulation of radio to the minimum necessary to provide interference-free service to the public and to give broadcasters licenses for longer than six months is made by William S. Paley, CBS president, in tradition-breaking broadcast of the network's annual report to public as well as stockholders.

May 1: CBS dedicates $1.75 million Pacific Coast headquarters building on Columbia Square, Hollywood.

May 1: National Committee of Independent Broadcasters negotiates agreement with AFM for employment of musicians based on that of IRNA.


FRIDAY
12
OCTOBER
RADIO STATION
WSAZ
HUNTINGTON, W. VA.
TELEVISION STATION
WSAZ
HUNTINGTON, W. VA.
To PROGRAM DEPARTMENT
Attention Mr. Her Foreman
Re WSAZ-TV 7TH ANNIVERSARY
October 14th, 1956
Dear Sol -
Now for the really important part - anniversary
wish / the year
T-T's 25-
Congratulations to the
whole gang and Sarah
to you Jr. 25
Regards,
Sol



In Eastern North Carolina, it's nearly everyone for peanuts when you use WNCT!

With a Class D 20-second "10 Plan," the cost per thousand is only 30¢!

If that's too much to shell out, then try a Class D ID "10 Plan" for a cost per thousand of 15¢.

Whether your budget is peanut-size or elephant-size, your best buy is WNCT . . . first in every minute of every hour of every day . . . day and night, according to the Jan. '56 Telepulse of 19 counties. Eastern Carolina's No. 1 TV Station.

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
Represented Nationally by Hollingbery

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Normally we hold that "today" and "tomorrow" are the really important ones—except on occasions like this—then it is with pride that we look backward for a moment on what we believe to be a job well done—because for 32 years we've thoughtfully and conscientiously served the people of Western Virginia.

We salute all of those who have, in the public interest, contributed their talents to our industry through the years.

Established 1924 — CBS since 1929



WDBJ CBS *radio*
AM 960 KC
FM 94.9 MC
Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

May 15: U.S. Court of Appeals for District of Columbia cites FCC for lack of a consistent policy as it reverses FCC's denial of a new daytime station at Pottsville, Pa., to Pottsville Broadcasting Co., and remands it, making reconsideration mandatory.

June 15: Senate resolution that broadcast power in excess of 50 kw would be against public interest removes superpower from FCC consideration as hearings on new rules and regulations get under way.

June 15: Neville Miller, former mayor of Louisville, to assume presidency of NAB July 1 as first paid president, at salary of $25,000 a year, plus $5,000 for expenses.

June 15: House votes down resolution for an investigation of monopoly in radio by overwhelming vote of 234 to 101.

July 1: Radio broadcasting's average weekly paycheck of $45.12 is highest of all U.S. industries, Bureau of Labor Statistics reveals in answer to BROADCASTING'S query.

July 1: Senate ratifies Havana Treaty calling for many shifts in frequencies of U.S. stations to be made a year after treaty has been ratified by three of the four participating countries: U.S., Canada, Mexico and Cuba.

Aug. 1: Census Bureau survey finds 62% of farm homes equipped with radios.

Aug. 1: W. Lee O'Daniel uses radio exclusively to win Democratic nomination for governor of Texas, boosts sales of Hillbilly Flour at same time.

Aug. 15: Paramount Pictures acquires interest in Allen B. DuMont Labs.

Sept. 1: Atlantic Refining books record football schedule of 168 east coast games.

Sept. 15: World Broadcasting System launches "wax network" with 25 major market affiliates.

Oct. 1: New York stations pool equipment to keep public informed as hurricane hits city; New England stations also rise to meet emergency of crippling storm.

Oct. 1: Lang-Worth Feature Programs issues catalog with 2,000 tax-free musical compositions.

Nov. 1: NBC moves western headquarters into Hollywood Radio City, new $2 million building.

Nov. 1: FCC superpower committee recommends ending WLW Cincinnati's license for 500 kw operation and returning station to 50 kw.

Nov. 15: Mexican Senate refuses to ratify the broadcast agreement section of the Havana Treaty.

Nov. 15: Agreement to avoid simulated newscasts in dramatic programs is reached by network heads, in conference with FCC, following hysterical reaction to Orson Welles "War of the Worlds" broadcast on the CBS *Mercury* series.

Dec. 1: Three stations refuse to carry Father Coughlin programs without advance scripts following broadcast considered as anti-Semitic.

Dec. 1: David Sarnoff, RCA president, urges industry self-regulation of programming at opening of chain monopoly hearings.

Dec. 15: Suits of Paul Whiteman against WNEW New York and Elin Inc., sponsor of a record program on WNEW, and of RCA against Whiteman, WNEW and Elin,

RELIABILITY!

- Exclusive Patchover—prevents serious loss of air time; eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament — in readiness to operate if needed.
- Longer-life AX-9904R Amperex final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?

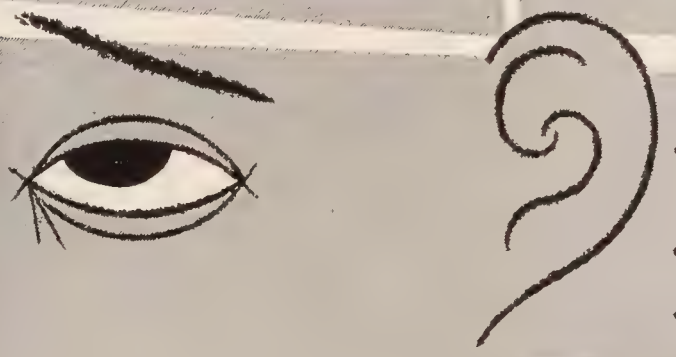
get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT!

- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!

- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement!
- Fits into standard elevators and thru doorways!



EASIER OPERATION!

- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality; readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand . . . and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements . . . when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction . . . S-E equipment alone meets all these requirements! Put your thoughts into action now . . . send for new free bulletin showing how you can boost power the more dependable, more economical way . . . with S-E!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC

285-289 EMMETT STREET — NEWARK 5, NEW JERSEY

ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER ≡ HIGH BAND ECONOMY

become a suit of RCA against Whiteman when Mr. Whiteman drops his suits and WNEW and Elin make no defense against RCA; at stake is determination of whether a recording company or a recording artist, or either, has control of broadcast performances of phonograph records.

1939

Jan. 1: CBS enters recording field with purchase of American Record Corp. for $700,000; ARC subsidiaries include Columbia Phonograph Co., one-time owner of the network.

Jan. 1: Patent for iconoscope-kinescope tubes, basis of electronic tv, is granted to Dr. Vladimir Zworykin after 15 years of litigation.

Jan. 15: FCC Comr. George Henry Payne drops $100,000 libel suit against BROADCASTING.

Jan. 15: Federal statutory court issues permanent injunction restraining New Jersey Board of Public Utility Commissioners from interfering with NBC's erection or operation of an experimental station, holds broadcasting to be interstate and therefore outside authority of a state commission.

Feb. 1: FCC is legally bound to consider economic factors if issue is raised, U.S. Court of Appeals for District of Columbia rules in remanding Commission's grant of new station in Dubuque, Iowa, to the *Telegraph Herald*.

Feb. 15: AFRA strike is averted as networks sign commercial program contracts.



Feb. 15: Associated Press begins supplying news to NBC, without charge and for sustaining use only, after NBC and CBS discontinue service of Press Radio Bureau; CBS uses news from International News Service and United Press.

Feb. 15: Common Pleas Court of Tioga County, Pa., holds NBC liable for an allegedly slanderous remark ad libbed by Al Jolson during a *Shell Chateau* broadcast, sustains jury award of $15,000 to Summit Hotel of Allentown.

March 1: 30-page questionnaire from FCC, delving into all phases of broadcast operation, evokes chorus of protests from station operators.

March 1: Langlois & Wentworth takes over NAB public domain transcribed library project; agrees to provide 300 hours of tax-free music.

March 1: Attacking the core of competition in radio, William J. Dempsey and William C. Koplovitz, general attorney and assistant general attorney of FCC, make these contentions to the Federal Court of Appeals, District of Columbia: that loss of advertising or audience from a new station grant is not grounds for an appeal for dismissal, that the FCC need not issue findings of fact in granting new facilities but only in denying them and that an applicant for new or added facilities has no appealable interest if the FCC grants the same facilities to another until the Commission renders its decision in the applicant's case; private radio attorneys vigorously challenge these unorthodox views.

March 1: U.S. and Canada complete an agreement on frequencies based on Havana Treaty.

March 15: CBS attacks summer slump by offering extra discounts to nighttime sponsors who stay on the air year round and by threatening advertisers taking more than eight weeks off with loss of present time periods.

March 15: W2XBF New York, experimental facsimile station, starts regular program service three hours a day; WOR-WGN-WLW inaugurate New York-Chicago-Cincinnati facsimile network series.

April 15: Eugene O. Sykes retires after 12 years on Federal Radio Commission and FCC to enter private law practice; is succeeded on FCC by Frederick I. Thompson, publisher, *Montgomery* (Ala.) *Journal*.

May 1: Both houses of Congress establish radio galleries, largely due to efforts of Fulton Lewis Jr., MBS commentator.

May 1: Telecast of opening ceremonies of New York World's Fair marks start of regular daily tv schedule by RCA-NBC in New York; first appearance of a President on tv.

June 1: In accordance with mandate from membership, Associated Press board authorizes sale of AP news on sponsored broadcasts.

June 1: FCC lifts ban on sponsorship of international broadcasts, but sets limits on type of programming which immediately arouses fears of censorship.

July 15: NAB adopts code of self regulation which bars liquor advertising and sale of time for controversial issues, limits commercial time to 10% of program in evening; demands action on copyright.

July 15: Federal District Court in New York grants RCA a permanent injunction against WNEW New York broadcasting Victor and Bluebird records without permission in decision holding recording company, not artist, holds performance rights except where contract places them with artist; RCA plans to offer license to stations.

Aug. 1: New FCC rules governing broadcasting become effective, with station licenses extended from six months to one year and horizontal power increases for qualified local and regional stations.

Aug. 15: Angered by refusal of ASCAP to offer terms for new licenses, NAB Copyright Committee retains Sydney Kaye, New York copyright attorney, as special counsel to aid broadcasters in building their own source of music.

Aug. 15: James L. Fly, general counsel of TVA, named by President and confirmed by Senate to succeed Frank R. McNinch as FCC chairman, retiring Sept. 1.

Sept. 1: Appellate Court rules that economic interest must be considered in issuing station licenses, scuttling FCC theory that competition does not constitute an appealable interest; Commission calls ruling a body blow at American system of broadcasting.

Sept. 15: Special copyright convention of NAB unanimously approves a $1.5 million fund to set up its own supply of music.

Sept. 15: Supreme Court of Pennsylvania, overruling lower court, finds NBC not liable for ad libbed remarks of Al Jolson; ruling sets precedent that a broadcaster is not liable for remarks spoken without warning by an artist employed by a sponsor using the broadcaster's facilities.

Sept. 15: Networks draft code for war coverage: goal is full, factual reporting with minimum of horror, suspense and undue excitement.

Oct. 15: NAB Code Committee, in first action, bars sponsored broadcasts of Father Coughlin and Elliott Roosevelt under the "no sale of time for controversial issues" rule; some broadcasters say they'll resign from NAB.

Nov. 15: Elliott Roosevelt organizes Transcontinental Broadcasting System, to start operating Jan. 1 as fifth national network.

Nov. 15: NAB board backs up Code Committee; John Shepard goes along by forfeiting payment for Father Coughlin broadcasts; four Texas State Network stations resign.

Nov. 15: United Fruit Co. buys time on NBC's international stations for daily newscasts to Latin America; first advertiser to sponsor such broadcasts.

Dec. 15: Triple fm relay, with program broadcast by one station picked up and rebroadcast by a second, whose signal was again picked up and rebroadcast, without loss of quality.

1940

Jan. 1: Mexico's ratification of the North American Regional Broadcasting Agreement, following similar actions by Canada, Cuba and the United States, paves way for shift



from one "old pro" to another...

KQV salutes B-T on their 25th Anniversary!

You know how it's done after 25 years. And we've been at it since 1919! We've got the know-how of long experience . . . We've got "old pros" like morning-man Jim Westover, a Pittsburgh name for over a decade . . . Al Nobel, long-time favorite record host . . . Pie Traynor, Pittsburgh's Hall-of-Fame Sports Star! And we offer the *proven* network —CBS Radio. Check our long list of outstanding accounts with our National Rep . . . then you'll *know* you're in good company on KQV.

The Greatest Show in Pittsburgh Radio

KQV

1410 CBS RADIO

PITTSBURGH, PENNSYLVANIA

NATIONAL REP. Paul H. Raymer Co., Inc.

in broadcasting frequencies agreed on in Havana two years earlier.

Jan. 1: NBC gets biggest news beat of 1939 with eye-witness description of sinking of *Admiral Graf Spee,* broadcast as it happened in Montevideo harbor.

Jan. 15: Fm Broadcasters Inc. is organized at New York meeting.

Feb. 1: U.S. Supreme Court decision in so-called Pottsville case gives FCC a freer hand in dealing with applications for new stations, eliminating all questions of priority of filing.

Feb. 15: New "crackdown" era foreseen as FCC refers complaints on *Pot o' Gold* and other giveaway programs to Dept. of Justice for possible action under the anti-lottery laws.

Feb. 15: AFM sets scale of $18 a man for recording a 15-minute transcription.

March 1: FCC approves "limited commercialization" of television effective Sept. 1.

March 15: Sun Oil Co. becomes first sponsor to have programs regularly telecast; company's Monday-Friday Lowell Thomas newscasts on NBC-Blue are also carried on W2XBS, NBC experimental tv station in New York.

March 15: RCA cuts price of sets, starts sales drive intended to put a minimum of 25,000 tv sets in homes in service area of NBC's New York video station.

April 1: Supreme Court of U.S. upholds "free competition" stand of FCC General Attorney William J. Dempsey, emphasizes that Communications Act gives the FCC "no supervisory control of the programs, of business management or of policy" nor contains any order to consider the effect of the competition of a new grant with existing stations.

April 1: FCC suspends order for "limited commercial" operation of tv, censures RCA for sales efforts which are seen as an attempt to freeze tv standards at present level, calls new hearing; critics call move "usurpation of power."

April 15: Justice Dept. declines to prosecute *Pot o' Gold.*

April 15: New 42-page license application forms require so much information that many radio attorneys fear they will be virtually impossible to fill out.

May 1: Westinghouse terminates contract for NBC management of sales and programs of KDKA Pittsburgh, KYW Philadelphia, WBZ Boston and WBZA Springfield after nine years; will assume management of owned stations itself.

May 1: William J. Dempsey and William C. Koplovitz resign as FCC general counsel and assistant general counsel to open own law firm.

May 1: BMI acquires catalog of M. M. Cole Music Publishing Co. as first major step toward building reservoir of music for broadcasters.

May 15: Justice Dept. subpoenas ASCAP files.

May 15: FCC names Telford Taylor, special assistant to Attorney General, and Joseph L. Rauh Jr., assistant general counsel of Wage & Hours Administration, to head Commission's legal staff.

June 1: FCC authorizes commercial operation for fm, assigns it 35 channels 200 kc wide between 43 and 50 mc; puts television back into laboratory until industry reaches agreement on standards.

June 1: Henry W. Grady School of Journalism of U. of Georgia institutes George Foster Peabody awards for radio; first awards to be given in 1941 for achievements of 1940.

June 15: James C. Petrillo is elected president of American Federation of Musicians, succeeding Joseph N. Weber, retiring after 40 years as AFM head.

June 15: FCC Chain Monopoly Committee report recommends drastic changes in network operations, such as limiting network ownership of stations and length of affiliation contracts, taking networks out of transcription and talent booking business, forcing them to serve remote areas whether this is profitable or not.

July 1: Republican convention adopts first radio plank ever put into a political party platform, upholding the application of Constitutional principles of free press and free speech to radio; was also the first party convention to be telecast.

July 15: Niles Trammell become NBC president, succeeding Lenox R. Lohr, resigned to head Chicago's Museum of Science and Industry.

Aug. 1: U.S. Circuit Court of Appeals upholds right of broadcaster to put phonograph records on air without need to get permission from either recording company or recording artists; reverses decision of Federal District Court in RCA-Whiteman-WNEW case.

Aug. 1: Democrats also adopt a "free radio" plank for party platform, urging radio be given some protection from censorship as press.

CH. 3 WSVA-TV CBS ABC NBC
HARRISONBURG, VA.
The Only Television Station in the Shenandoah Valley

Amazing, isn't it!
Only one BIG radio station
and ONE TV station covering
that whole rich valley!



The Shenandoah Valley Market is Vital to Sales in Virginia . . .

- **$694 million dollars in retail sales — up 43.8%, 1951-1956.**
- **756,000 population in WSVA area.**
- **WSVA-TV coverage, 89,284 TV homes.** ***(Television Magazine, Sept. 1956).***
- **New Industry. General Electric, Westinghouse, duPont, American Safety Razor, Reynolds Metal . . . adding new payrolls and population to the Valley.**

Represented by

PETERS, GRIFFIN, WOODWARD, INC.

5 KW WSVA 550 KC
HARRISONBURG, VA.
The Dominant Radio Station in the Shenandoah Valley

WBEN-TV's

"Speaker of the House"

talks the sponsor's language!

John Corbett, "Speaker of the House" on WBEN-TV's prestige program, covers the home with helpful information on everything from painting to potting flowers.





Sponsors are justifiably interested in one important thing from their television effort . . . results!



And John Corbett, WBEN-TV's "Speaker of the House", talks their language. His typical afternoon TV stint, a fact-filled 15 minutes of practical help for homemakers and homeowners, gets results. 820 lawn rockers from four minute spots; 5,800 kitchen dish towels from three minute announcements; 8 refrigerators and 257 Bar-B-Q sets from just a minute each.

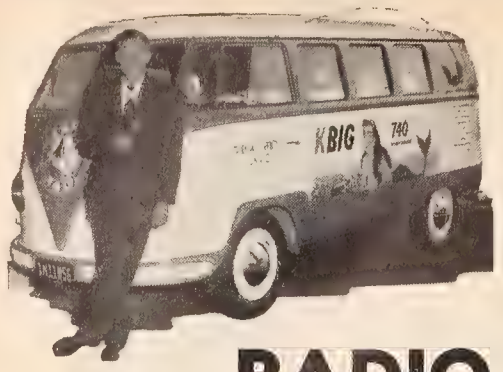
Money talks and the "Speaker of the House" makes the kind of conversation that rings the till. When Johnny speaks for you he's heard in the WBEN-TV market — New York state's second largest.

Before you let anyone tell your product-story in Western New York learn all about another of the prestige programs of WBEN-TV — "The Speaker of the House" — heard daily Monday through Friday at 1:45 p.m., on Channel 4 — Buffalo.

WBEN-TV CBS BASIC

The Pioneer Station of Western New York

Represented Nationally by: Harrington, Righter & Parsons, Inc.



RADIO can be SEEN AND HEARD

Over two million Southern Californians have SEEN as well as heard KBIG during 1956.

Most of them have met peripatetic Stu Wilson special events director of the Catalina Station, at scores of County Fairs and Civic celebrations in all eight Southern California counties. (That's Stu above, pictured with the Volkswagen mobile radio studio in which he and his fellow KBIG disc jockeys broadcast away from home.)

Thousands have visited KBIG studios on Catalina and watched or participated in Carl Bailey's "man-on-the-dock" show at Avalon pier.

Climax of KBIG's year-round philosophy of bringing radio to the people was origination of ALL programming for seventeen days before a million visitors at the Los Angeles County Fair, world's largest.

With Fair season concluded, KBIG now is injecting excitement into its basic formula of "the music you like and just enough news" by broadcasting nine Saturdays of Pacific Coast Conference football . . . fitting companions to KBIG's spring sports headliner, the Indianapolis 500-mile auto race classic.

Any KBIG or Weed man will be glad to interpret how this vibrant station personality fits the vitality of your advertising.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

Aug. 1: BMI ships transcriptions with more than 50 non-ASCAP numbers to member stations; first product of plan to make stations musically independent.

Aug. 15: National Television Systems Committee, representing tv manufacturers and broadcasters, organizes to seek determination of proper standards for tv broadcasting.

Sept. 1: CBS demonstrates system of color television developed by its chief tv engineer, Dr. Peter Goldmark.

Sept. 15: Assignment shifts affecting 777 standard broadcasting stations in the U.S. are ordered by FCC for March 29, 1941, in accordance with North American Regional Broadcasting Agreement reached in Havana in December 1937.

Oct. 15: Independent Radio Network Affiliates committees confer with NBC and CBS executives to block the "alarming encroachment of network advertisers on spot announcement periods" which stations feel belong to them; report progress.

Nov. 1: President Roosevelt withdraws nomination of Thad H. Brown for new seven-year term as FCC Commissioner at Mr. Brown's request, after Senate recesses without acting on the appointment, which met rigorous opposition.

Dec. 1: BMI acquires performing rights to the more than 15,000 compositions in the catalog of Edward B. Marks Music Corp. in last month of preparations for the broadcasters' break with ASCAP.

Dec. 15: Edward J. Noble, chairman of the board, Life Savers Corp., buys WMCA New York from Donald Flamm for $850,000.

1941

Jan. 1: After FCC approves transfer of WMCA to E. J. Noble, former owner Donald Flamm asks Commission to reconsider and dismiss the sale.

Jan. 1: Dept. of Justice prepares criminal suits against ASCAP, BMI and broadcasting networks and groups for music monopoly; U.S. Supreme Court will review state anti-ASCAP laws; broadcasters are confident they'll win their battle against music monopoly.

Jan. 1: Formation of a Latin American CBS network of 39 longwave and 25 shortwave stations in 18 countries is announced by CBS President William S. Paley on return from seven-week tour.

Jan. 13: After more than 10 years of semi-monthly publication, BROADCASTING becomes a weekly.

Jan. 27: BMI and Dept. of Justice agree on terms of consent decree.

Jan. 27: Press Association Inc. is formed as new subsidiary of Associated Press to handle news for radio.

Feb. 10: Clear channel stations form Clear Channel Broadcasting Service, name Victor A. Sholis, former public relations chief of Dept. of Commerce, as director, with Washington headquarters.

Feb. 10: U.S. Court of Appeals for District of Columbia, in series of decisions, holds itself powerless to issue stay orders enjoining FCC from putting its rulings into effect unless public interest would be adversely affected, and then solely on questions of law.

Feb. 17: BROADCASTING editorial "Don't Give It Away" suggests that merchandising which stations provide without charge be strictly limited.

Feb. 24: ASCAP accepts government consent decree; will offer broadcasters both blanket and per-piece licenses.

Feb. 24: AFM President James C. Petrillo, in ruling aimed at American Guild of Musical Artists, orders AFM members not to perform with any instrumentalist who is not an AFM member.

March 3: Thad H. Brown dies at 54, four months after his retirement from FCC to reenter private law practice.

March 3: Shortage of recording blanks foreseen as Office of Production Management places aluminum in "much needed" category, giving defense program first call on this metal.

March 10: Ray C. Wakefield is nominated for FCC to fill place vacant since last June.

March 17: General Foods signs unprecedented contract with Jack Benny giving comedian control of his Sunday night period on NBC Red network at its termination, whether or not he continues under GF sponsorship.

March 24: FCC orders public hearings on newspaper ownership of radio stations.

March 31: Group of nearly 100 newspaper publishers with radio interests name Mark Ethridge, *Louisville Courier-Journal* (WHAS), chairman of steering committee to oppose governmental action outlawing newspaper ownership of stations; 292 of country's 893 broadcasting stations are newspaper-affiliated.

March 31: Wholesale switch of frequencies in compliance with Havana treaty goes through without a hitch.

April 28: President Roosevelt drafts Mark Ethridge to undertake a survey of the entire broadcasting situation.

April 28: Newspaper stations elect Harold Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), chairman of steering committee; appoint Thomas D. Thatcher, former Solicitor General, as chief counsel; vote $200,000 for hearing expenses.

May 5: FCC authorizes full commercial operation for tv as of July 1, fixes standards at 525 lines, 30 frames, fm sound.

May 5: Major reorganization of radio network operations is called for by FCC network monopoly report, which would ban option time, exclusive affiliations, ownership of more than one station in a market or operation of more than one network by the same interests.

May 12: MBS signs ASCAP blanket license at 3% of gross for four years, 3½% until 1950, on eve of NAB convention; NBC, CBS continue negotiations for better terms.

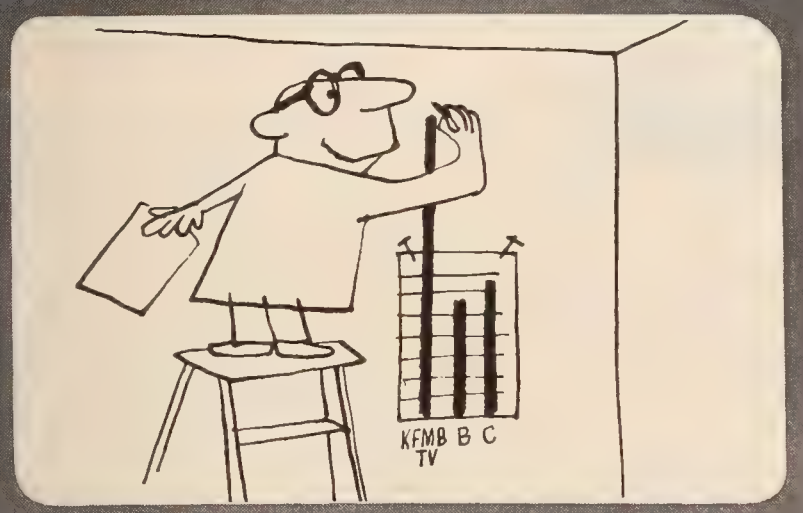
May 19: Industry's stormiest convention votes fight to finish against FCC monopoly rules, backs plan for Senate investigation of FCC, asks legislation to aid broadcasters, and angers FCC Chairman James L. Fly into a rebuttal in which he describes NAB and its leaders as akin to "a mackerel in the moonlight—it both shines and stinks."

May 19: NAB President Neville Miller urges broadcasters to stand by BMI, condemns MBS-ASCAP pact; several MBS stockholder stations resign from NAB; 39 MBS affiliates organize to investigate the ASCAP deal, tell MBS they won't accept ASCAP music.

Our ratings are higher in saturated San Diego!

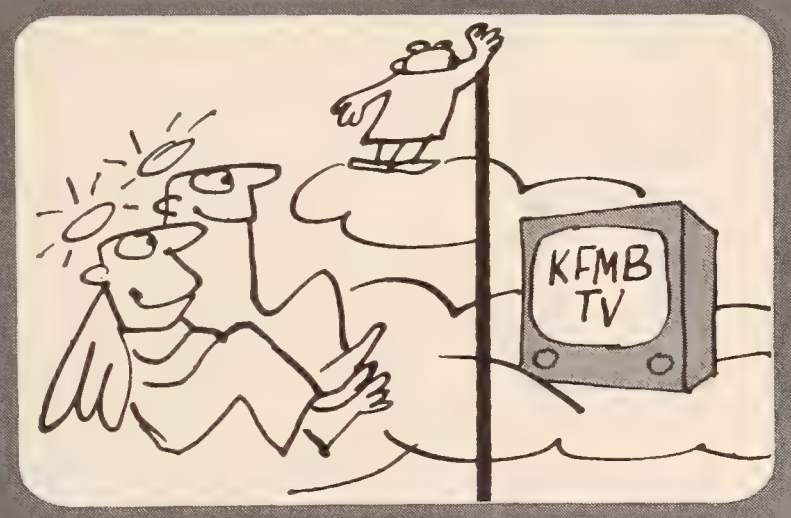












Channel 8 has the top 33° programs in San Diego, the Nation's 19th market°°.

23 Network,
6 Local,
4 National Spot

There are *more* people in San Diego watching Channel 8 *more* than ever before.

°*June 1956 Nielsen Report.*
°°*Sales Management 1956 Survey of Buying Power.*

KFMB 8 CBS TV
WRATHER-ALVAREZ BROADCASTING, INC.
Represented by Edward Petry & Co., Inc.
SAN DIEGO
America's more market

May 26: BMI growth continues; has 190 affiliated publishers, 690 station members.

June 2: CBS withdraws from talent management field, sells Columbia Artists Bureau to Music Corp. of America for $250,000, Columbia Concerts Corp. to its present management.

June 2: FCC amends rules so "any person" can petition for a change in rules of practice or procedure; formerly only "an applicant" had that right.

June 2: Socony-Vacuum Oil Co. becomes first fm network sponsor by signing for newscasts on American Network, fm network serving New England.

June 2: Recording companies turn to glass for recording bases as government priorities curtail supply of aluminum.

June 30: Bulova Watch Co., Sun Oil Co., Lever Bros. Co. and Procter & Gamble Co. sign as sponsors of first commercial telecasts on July 1 over NBC's WNBT (TV) New York (until then W2XBS); first tv rate card puts WNBT base rate at $120 per evening hour.

Aug. 4: NBC reaches agreement with ASCAP calling for blanket licenses with network to pay 2 3/4% of net time sales, stations 2 1/4%; stations' approval needed.

Aug. 11: FCC adopts order banning multiple ownership of stations in same area.

Sept. 1: After arguments by broadcasters, broadcast unions and others, Senate Finance Committee deletes tax on time sales from the 1941 Revenue Act.

Sept. 8: Completion of arrangement for a 92-station Pan American Network to rebroadcast NBC programs shortwaved from the U.S. is announced by John F. Royal, NBC vice president, on his return from a six-week 20,000-mile tour of Latin America.

Oct. 13: FCC extends license term for standard proadcasting stations from one to two years.

Nov. 3: Clifford J. Durr, former general counsel of the Defense Plant Corp., is confirmed as an FCC commissioner, filling post vacant since the expiration of the term of Frederick I. Thompson on June 30.

Nov. 24: BMI offers new eight-year blanket licenses at 25% reduction from original one-year contracts, covering both commercial and sustaining programs, with clearance at source on network shows.

Dec. 8: NBC separates Red and Blue networks by setting up Blue Network Co. with Mark Woods as president, Edgar Kobak as executive vice president.

Dec. 15: Defense Communications Board becomes supreme communications arbiter with the U.S. at war; plan is to keep broadcasting on as normal operations as possible.

Dec. 15: Dr. Frank Conrad, assistant chief engineer of Westinghouse known as the father of broadcasting for his pioneering achievements, dies of a heart attack at 67.

Dec. 15: President Roosevelt's broadcast to the nation on Dec. 9, day after war was declared, has largest audience in radio history (about 90 million) and highest ratings (CAB: 83; Hooper, 79).

Dec. 22: Byron Price, executive news editor of Associated Press, is appointed director of new censorship bureau.

Dec. 22: U.S. Weather Bureau bans weather broadcasts for duration.

Dec. 22: Thomas A. McClelland, chief engineer of KLZ Denver, on duty as an ensign with the USNR at Pearl Harbor, was killed in action during Japanese attack Dec. 7, radio's first casualty of the war.

Dec. 29: J. Harold Ryan, vice president, Fort Industry Co., is named assistant director of censorship, in charge of broadcasting.

1942

Jan. 5: Dept. of Justice files antitrust suits against NBC and CBS.

Jan. 5: Manila radio stations are "dismantled and destroyed" to keep them from falling into hands of Japanese.



FATHER COUGHLIN: CLERIC OF CONTROVERSY

AN OBSCURE but eloquent Catholic priest, Fr. Charles E. Coughlin, serving a parish at Royal Oak, Mich., near Detroit, rose swiftly to national prominence in the early '30s when his CBS network broadcasts captured the ears of millions. Soon it took 118 stenographers to handle his mail.

The broadcasts moved to an independent network in the summer of 1932, with 24 major stations carrying the *Golden Hour*. By 1935 his program was supported by a $300,000 kitty for time and telephone lines, one of the industry's major seasonal budgets.

Despite heated criticism both from his own church and non-Catholic sources, Fr. Coughlin had the support of his bishop. His radio counsellor was Leo Fitzpatrick, vice president-general manager of WJR Detroit; his agency, Aircasters Inc. By January, 1938 the independent hookup extended to 58 stations.

Signs of serious trouble began to appear in late 1937 after a change in bishopry. Fr. Coughlin, in his typical free-swinging manner, stated in a news interview that President Roosevelt showed "personal stupidity" in appointing Hugo L. Black to the U.S. Supreme Court. More trouble appeared when WOR New York rejected his program on the ground it would not sell time for commercial religious broadcasts.

By 1939 WMCA New York had rejected the program unless it could see the script in advance. WDAS Philadelphia adopted a similar policy, and both were promptly and indignantly picketed by aroused friends of the cleric. FCC remained discreetly silent.

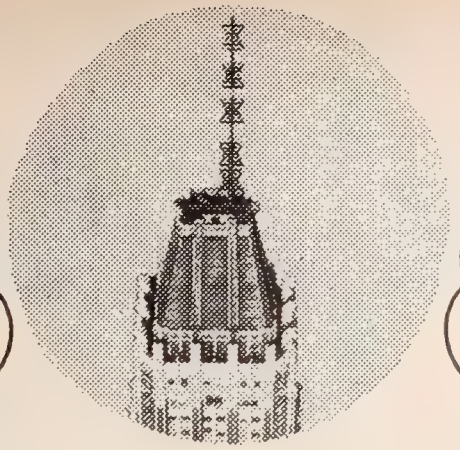
Though Fr. Coughlin had taken strong stands on religious and political topics, including material that was called anti-Semitic, he reached a controversial peak in 1939 when he urged listeners to organize "an army of peace" and march on Washington to protest the liberalization of neutrality laws. Charges followed that the priest was an enemy of democracy, disciple of fascism, advocate of violence and purveyor of hatred.

In August, 1939 Elliott Roosevelt, the President's son, criticized Fr. Coughlin on his MBS program, starting a fresh feud. NAB's new Code Committee went into operation Oct. 1, that year, with its compliance group ruling that neutrality discussions in sponsored programs were controversial and hence violated the code. This ruling didn't mention Fr. Coughlin specifically but a number of stations promptly cancelled his broadcasts. NAB's board endorsed the code interpretation and more stations cancelled.

FCC Chairman James Lawrence Fly gave the NAB implied endorsement by saying the code was a manifestation of democratic processes and urging that it be given a chance. A few years later he roundly rebuked NAB for some of the code clauses.

The program had fatal troubles in 1940. Another code ruling, issued in September, was construed as permitting Fr. Coughlin to be entitled to commercial time "but only during the period of the (Presidential) campaign."

When many large stations refused to sign contracts for the Fr. Coughlin series, the project was finally abandoned for lack of adequate facilities.



WMAR-TV

Maryland's Pioneer
Television Station
now celebrating its
9th Anniversary
salutes
Broadcasting - Telecasting
on its
25th Anniversary

CBS TELEVISION NETWORK

In Maryland, most people watch WMAR•TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Jan. 12: Radio censor J. Harold Ryan gets Fourth Interceptor Command at Los Angles to rescind ban on testimonials and request numbers, instituted for fear of coded espionage.

Jan. 19: Censorship code outlaws man-on-the-street and other ad lib interviews and quiz programs.

Jan. 19: Office of Facts & Figures is designated as clearing house for governmental broadcasts, with William B. Lewis, former CBS program vice president, as coordinator.

Feb. 2: Broadcasters' Victory Council is formed as liaison with all government agencies having wartime radio functions; chairman is John Shepard III, president, Yankee Network.

Feb. 2: FCC shuts off construction of new stations in all areas now getting primary service, pending formal orders from War Production Board freezing broadcast assignments for duration.

Feb. 2: ASCAP approves clearance at source on transcribed programs.

Feb. 23: The Advertising Council is organized by advertisers, agencies and media to put the talents and techniques of advertising at the disposal of government to inspire and instruct the public concerning various phases of the war effort.

Feb. 23: CBS cuts time allowed for commercials on newscasts by 20%, bans jingles or other "undue gaiety," puts restrictions on middle commercials.

March 23: Office of Censorship forbids any mention of weather on baseball broadcasts.

March 23: Committee on War Information issues war policies, pledges that public will get bad news as well as good, so long as no aid is given enemy.

March 30: Edward Klauber, CBS executive vice president, is elected to new post of chairman of the executive committee; Paul W. Kesten becomes vice president and general manager, with all departments reporting to him except programming, which reports to President William S. Paley.

April 13: Minimum program time required of tv stations is cut from 15 hours to four hours a week for war period.

April 13: U.S. Supreme Court upholds power of U.S. Court of Appeals of the District of Columbia to issue orders staying FCC decisions during the pendency of appeals; decision, called major legal victory for broadcasters, comes after three years of litigation by Scripps-Howard Radio on behalf of WCPO Cincinnati.

April 20: War Production Board cuts supply of shellac for phonograph records to 30% of last year's figure; transcriptions, made of vinylite, are not affected.

April 27: Deems Taylor, music composer, critic and commentator, is elected president of ASCAP, succeeding Gene Buck who had held post for nearly 20 years.

May 4: FCC issues freeze order on station construction.

May 18: NAB convention by-passes reorganization proposals, votes to set up industry-operated equipment pool, admits networks to active membership.

May 18: Keystone Broadcasting System, transcription network, holds first meeting of some 50 affiliated stations.

May 18: Blue Network grants 2% cash discount long sought by AAAA.

June 1: FCC eases operator requirements to meet shortage.

June 15: CBS revises its discount structure to include a new 15% discount for advertisers using the full CBS network of 115 stations.

June 22: President Roosevelt creates Office of War Information, appoints Elmer Davis, CBS commentator, as its director.

June 29: American Federation of Musicians notifies recording companies that after July 31 no AFM member will play for recordings of any kind.

July 13: Gardner Cowles Jr., publisher-broadcaster, is named assistant director of OWI in charge of all domestic operations; William B. Lewis, former CBS program vice president and radio chief of Office of Facts & Figures, heads radio bureau of Mr. Cowles' branch of OWI.

July 20: Petrillo ruling forces NBC to cancel broadcasts from National Music Camp at Interlochen, Mich.

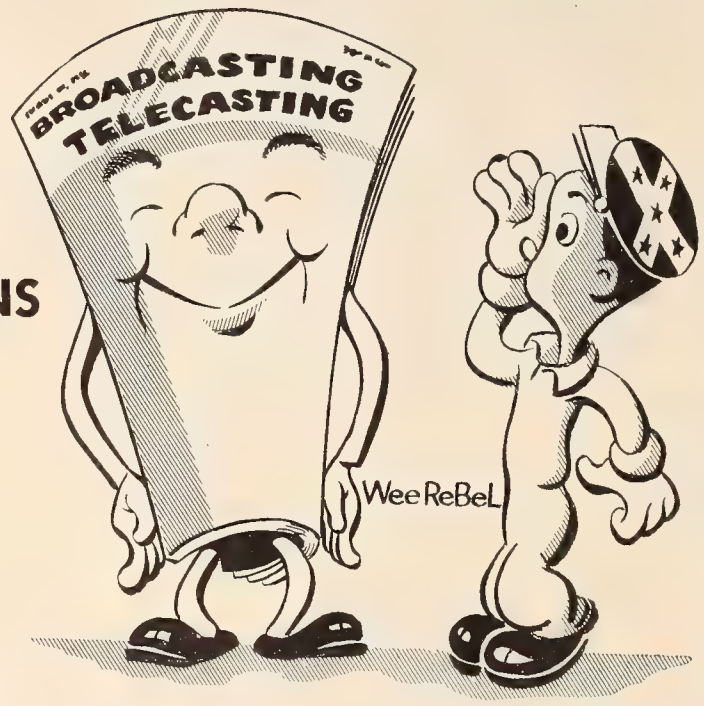
July 20: Broadcasting is declared an essential industry by Selective Service System.

Aug. 3: Justice Dept. asks injunction as AFM President Petrillo refuses to cancel the strike against recordings.

Aug. 24: Ratings battle begins when OWI asks why C. E. Hooper Inc. shows audiences up in 1942 over 1941, while Cooperative Analysis of Broadcasting reports a decline.

Sept. 7: AFM makes record ban complete by canceling permission previously given to members to make commercial transcriptions for one-time air use.

OUR CONGRATULATIONS TO B-T



ON ITS 25 YEARS OF SINCERE SERVICE TO THE INDUSTRY

WRBL, Columbus, Georgia, too, has seen a quarter century and more of service. In 1928 WRBL Radio and in 1953 WRBL-TV, Channel 4, embarked on careers dedicated to serving the community, the Chattahoochee Valley and their total audience with THE BEST OF PROGRAMMING.

That policy remains today and will continue to guide our radio and television programming. We believe it pays big dividends for our advertisers.*

WRBL RADIO COLUMBUS, GEORGIA WRBL-TV

5 KW CBS

CHANNEL 4

CBS ABC

Represented by Hollingbery Co.

*Pulse Survey for Nov. '55 shows WRBL-TV tops in 402 out of 404 Competitive quarter hours.



from one pioneer to another . .

CONGRATULATIONS

BROADCASTING TELECASTING

ON YOUR *25th Anniversary*



To Sol Taishoff and our other good friends at BROADCASTING-TELECASTING, who have done such an outstanding job of furnishing the radio-television industry with up-to-the minute information, we TAKE OFF OUR TEXAS SIZE HAT! Sincerest congratulations on your 25th Anniversary.

WBAP RADIO

From a humble beginning as one of the pioneers of Southwest radio broadcasting, WBAP-RADIO is now in its 34th year of radio service to the Fort Worth-Dallas area. With two great stations — WBAP-820 and WBAP-570 — delivering IMPACT RADIO to a 10 BILLION DOLLAR, 4-STATE market, WBAP-RADIO now stands out as one of the foremost radio advertising mediums in the entire nation!

WBAP TV

On September 27, 1948, WBAP-TV, Channel 5, became the first television station on the air in the Southwest. Now entering its 9th year of telecasting, WBAP-TV has scored many other firsts: First to offer complete color telecasting facilities . . . first with consistent good programming, both local and network . . . first in delivering the full Fort Worth-Dallas audience to advertisers! And as in the past, WBAP-TV will continue to set the pace for the television industry in the Southwest!

WBAP

AM ★ FM ★ TV

820 ★ 570 ★ CHANNEL 5

STAR-TELEGRAM STATIONS • ABC — NBC • FORT WORTH, TEXAS

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES

WHICH ONE HAS THE FRENZY?



TO MODERATE the concern of those upset by Elvis Presley's tv performances, here's a picture of some earlier-day rock and roll. It was called swing. Announcer Harry Lytle (l) was snapped in September 1938 conducting a swing session on WOSU Columbus. Mr. Presley was snapped in September 1956 preparing for a CBS-TV broadcast. The mood's the same; only the names have been changed.

Oct. 12: Radio time contributed to government would cost $64 million a year at regular commercial rates, Elmer Davis, OWI director, states in testimony before House Appropriations Subcommittee.

Oct. 19: Chicago Federal Court dismisses government suit against AFM on grounds a labor dispute is involved; AFM President Petrillo rejects request of Chairman Wheeler of Senate Commerce Committee to lift recording ban for duration of the war; transcription companies plan united action.

Nov. 2: Government leases shortwave stations from private owners; Office of War Information and Coordinator of Inter-American Affairs to handle programming.

Nov. 16: Dr. Miller McClintock, executive director of the Advertising Council, is named first paid president of MBS.

Nov. 23: FCC adopts wartime equipment pool plan for all licensees.

Dec. 21: General Tire & Rubber Co. contracts to buy Yankee Network, its four am and two fm stations, for $1.2 million.

1943

Jan. 4: Office of War Information asks stations to clear a quarter-hour, Monday-Friday strip for important war information broadcasts, which will be available for local sponsorship.

Jan. 18: Under pressure of Senate committee, James C. Petrillo agrees to convene the AFM board to draft terms for resumption of work on recordings.

Jan. 25: House approves Cox resolution to investigate the FCC; Rep. Eugene Cox (D-Ga.) attacks FCC as "nastiest nest of rats in this entire country."

Feb. 15: AFM proposes recording companies pay fixed fee for each recording into union unemployment fund, amount to be negotiated, as price of ending strike; transcriptions for one-time use exempted.

March 1: Recording companies reject Petrillo "fixed fee" plan involving unacceptable philosophy that recording industry has "special obligation to persons not employed by it."

March 1: FCC adopts policy to protect applications for tv and fm facilities until end of war.

THE PULSE* OF TOLEDO

"Toledo's Finest Radio"

WOHO

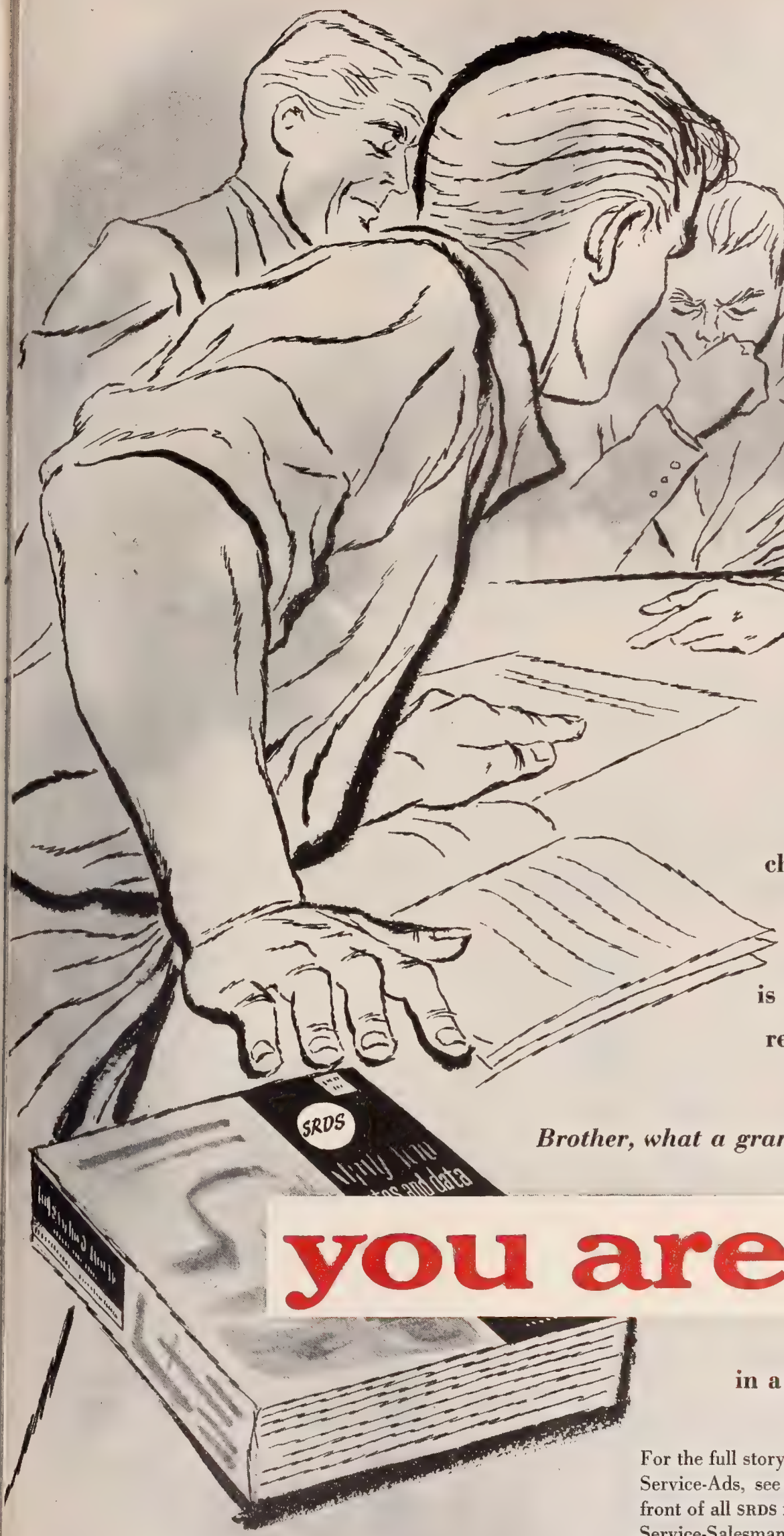
THE GREAT INDEPENDENT

1470 KILOCYCLES

1000 WATTS FULL TIME

*ASK A JOHN E. PEARSON MAN WHY MORE PEOPLE LISTEN—MORE OF THE TIME

MUSIC -:- NEWS -:- SPORTS



Agency and client •
behind closed doors •
chopping on the schedule •
your medium, your market
are mentioned • a question
is raised • the agency man
reaches for Standard Rate . . .

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

March 8: First Alfred I. du Pont awards of $1,000 each for public service broadcasting go to KGEI, General Electric shortwave station, and Fulton Lewis Jr., MBS commetator.

May 17: Supreme Court upholds right of FCC to regulate broadcasting practices, specifically to compel compliance with its network monopoly rules; networks rush to work out new contracts with affiliates by June 14 deadline; exclusivity is forbidden, option time curtailed.

May 17: Transcription companies and AFM reach impasse in negotiations as companies refuse to meet union demand that they withhold recording from any station deemed unfair by AFM.

May 24: Supreme Court rules FCC erred in breaking down 850 kc channel and assigning WHDH Boston fulltime on that frequency without hearing testimony from its occupant, KOA Denver; decision seen as guaranteeing right of stations for full hearing before their service is modified by Commission order, with burden of proof on applicant.

June 21: CBS affiliates open drive to bar hitch-hike, cow-catcher announcements.

June 21: Assn. of Radio News Analysts adopts code opposing censorship; Paul White, CBS news director, insists on right to "edit."

July 5: House Select Committee opens hearings on FCC with charges of gross inefficiency and interference with war effort.

July 5: Transcription companies ask War Labor Board to help after AFM President Petrillo tells committee the union will "make no more transcriptions for anyone at any time."

July 12: Decca Records buys World Broadcasting System; P. L. Deutsch to continue as president with five-year contract.

July 19: CBS tests program analyzer to find out what makes people listen; device is invention of Paul Lazarsfeld, director of Office of Radio Research at Columbia U., and Frank Stanton, CBS vice president.

July 26: War Labor Board accepts jurisdiction in AFM recording ban, but fails to order union to return to work for transcription companies.

Aug. 2: Edward J. Noble buys Blue Network from RCA for $8 million cash; will dispose of WMCA New York.

Aug. 9: Plan to end AFM recording strike by getting broadcasters to agree to pay performance fees to union for all musical record broadcasts and to work for legislation giving copyright in records to both recording artist and recording company finds little favor among broadcasters.

Aug. 9: Edward Klauber resigns as CBS director and chairman of executive committee because of ill health.

Aug. 30: MBS plans to use 3-5 p.m. time for recorded repeats of top evening network programs; offers free time to advertisers during test period of 13 weeks.

Sept. 13: Gen. Dwight D. Eisenhower himself broadcasts the news of Italy's surrender, the first such event to be announced by radio.

Sept. 20: CBS acts to eliminate "cow-catcher" and "hitch-hike" announcements.

Sept. 20: NAB news and public relations committee adopt resolution on editorializing on air, that management must have final say as it is responsible to public as licensee.

Sept. 27: Decca Records and World Broadcasting System sign with AFM, agree to pay royalties direct to union.

Oct. 11: CBS President William S. Paley accepts overseas psychological warfare assignment with OWI; board elects Paul W. Kesten executive vice president.

Oct. 18: Mark Woods remains as president of Blue Network and Edgar Kobak as executive vice president as Edward J. Noble assumes ownership.

Oct. 18: Government drops antitrust suits against networks; MBS dismisses its action against RCA-NBC.

Oct. 25: Four transcription firms—Associated Music Publishers, Lang-Worth, C. P. MacGregor and Standard Radio—sign with AFM; NAB denounces principle of direct payment to union as "vicious."

Oct. 25: Treasury Dept. and OWI permit sponsorship of war bond announcements, for first time; OWI rejects idea of government itself buying time.

Nov. 8: R. Morrie Pierce, chief engineer of WGAR Cleveland, on leaving with OWI, is revealed as having major role in surrender of Italian fleet, broadcasting surrender terms from "baling wire" transmitter he built at Algiers.

Nov. 29: FCC bans multiple ownership of standard broadcast stations in same area, effective immediately for new grants, June 1, 1944, for existing "overlapping" situations.

Nov. 29: Edward Klauber, former chairman of CBS executive committee, becomes associate director of OWI, succeeding Milton S. Eisenhower.

Dec. 20: FCC extends broadcast licenses to three years.

1944

Jan. 17: FCC decides not to adopt any general rule on newspaper ownership of radio stations but to consider all applications on individual merits; announcement ends three years of uncertainty.

Jan. 17: NBC makes its programs available to fm outlets of its am affiliates without charge to sponsors until increased audience warrants it.

Jan. 17: Some 6,000 radio station and network employes, nearly a quarter of the industry total, are in armed forces, a BROADCASTING survey reveals.

Jan. 31: FCC-WBC ease construction ban, permitting new stations where such grants would serve an "outstanding public need or national interest."

Jan. 31: CBS makes its programs available for fm stations of am affiliates at no charge to sponsors.

Feb. 7: J. Harold Ryan, assistant director of censorship, is elected president of NAB for an interim period.

Feb. 7: Television Broadcasters Assn., organized in January, elects Allen B. Du Mont as first president.

Feb. 14: Senate confirms appointment of E. K. Jett, chief engineer of FCC, as a commissioner, succeeding George Henry Payne.

Feb. 14: Gov. John W. Bricker of Ohio urges legislation to restrict the FCC and keep radio as free as the press.

March 6: MBS restricts commercial religious programs to Sundays before 1 p.m., limits to half-hour, bans fund appeals.

Congratulations

ON YOUR 25th ANNIVERSARY

WISC-TV 3

CBS TELEVISION NETWORK

CHANNEL 3

MADISON WISC.

100,000 Watt **VHF** Coverage in 30 Counties in Wisconsin, Illinois and Iowa



Represented Nationally by PETERS, GRIFFIN, WOODWARD, Inc.

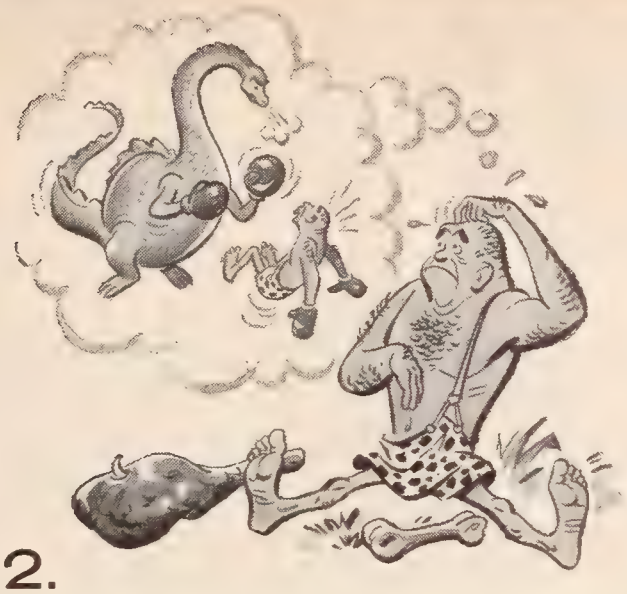
COVERAGE FACTS

TV Sets in Area	300,170 (1956)
Total Families	409,800 (1956)
Total Population	1,389,100 (1956)
Total Retail Sales	$1,681,147,000 (1955)



1.

Poor Ab O'Ridginy, so she'd repine no more,
Promised his helpmate to knock off a dinosaur.



2.

This, on reflection, seemed good for no yaks–
No one yet, you must know, had invented the axe.



3.

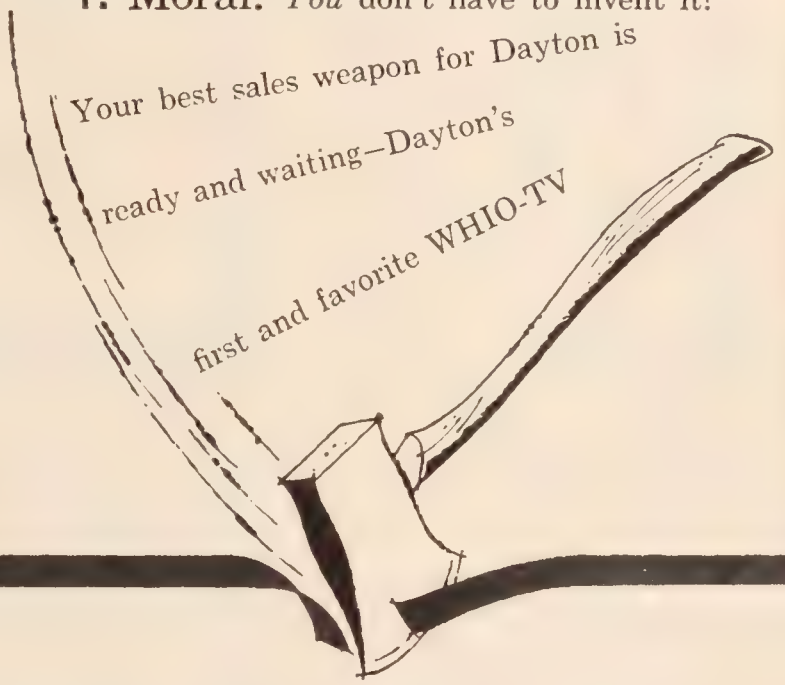
So Ab did–and whanging the big lizard's gizzard,
Proved that the right weapon makes you a wizard!

4. Moral: *You* don't have to invent it!

Your best sales weapon for Dayton is

ready and waiting–Dayton's

first and favorite WHIO-TV



For sales prowess in Dayton

THE SHOW MUST GO ON whio-tv

How's to get *your* share of sales from Dayton's 593,856 families of viewers and their 511,310 TV receivers? *Via* WHIO-TV! How else? Surveys say that they *really* keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is 86.1 *televised*. Ask for the full story from Pithecanthropus Erectus George P. Hollingbery, National Representative.

* August Pulse - 14 out of 15 weekly shows
9 out of 10 multi-weekly shows.

CHANNEL 7 DAYTON, OHIO



One of America's
great area stations

HI·FI
TELEVISION
in the
great Tampa Bay
Suncoast area
WSUN-TV

• PIONEER
SINGLE STATION
DOMINANCE
for 21 months

• SOLIDLY
ENTRENCHED
in a $770,000,000 market

• 100% COVERAGE

• 100% ALL
CHANNEL AREA*

WSUN-TV
ST. PETERSBURG-TAMPA
ABC On The Florida Suncoast

* ARB
PULSE
Represented by
Venard, Rintoul, & McConnell, Inc.
James S. Ayers, Southeastern

April 3: Joske's of Texas, San Antonio department store, launches year's campaign, developed in cooperation with NAB, to test value of radio advertising for retailers.

May 1: CBS proposes starting off postwar tv with high definition, full color pictures, broadcast on 16 mc bands.

May 8: Military authorities and radio networks discard traditional taboos to cooperate in providing the American public full and immediate reporting of the invasion of Europe by Allied forces.

May 22: Comr. T. A. M. Craven, retiring from FCC to become Washington vice president of Iowa Broadcasting Co. (Cowles stations), which plans expansion into East.

May 22: Single ownership of five tv stations is permitted by FCC, up from former limit of three.

June 5: Purchase by Sol Taishoff and wife of the 50% interest in BROADCASTING owned by Mr. and Mrs. Martin Codel gives the Taishoffs full ownership of the magazine founded by Mr. Taishoff and Mr. Codel in October 1931. Mr. Taishoff becomes publisher of BROADCASTING, post held by Mr. Codel, and continues as editor.

June 5: Colgate-Palmolive-Peet Co. notifies stations to suspend all spot and station break announcements for 24 hours or longer after news of invasion breaks.

June 12: Ready for its greatest on-the-spot reporting job, radio gives nation news of the invasion of Europe by Allied forces under Gen. Eisenhower, swiftly, calmly, seriously.

June 12: Allied Expeditionary Forces inaugurate a broadcasting service for troops invading Europe, under direction of Col. Edward M. Kirby, former NAB public relations director.

June 19: National War Labor Board orders prompt settlement of recording dispute between RCA, CBS, NBC and AFM with union to let members resume work for those companies; calls for negotiation of settlement agreement within 15 days; AFM refuses to let members work for those companies until they accept the same terms as other recording firms.

July 17: WJR Detroit bans middle commercials on newscasts.

July 31: MBS plans to outlaw hitch-hikes, cow-catchers next year.

Aug. 14: NBC announces it has completely eliminated hitch-hikes and cow-catchers from all programs it broadcasts.

Aug. 21: Unable to secure voluntary compliance of AFM with its order to cease

WHEN NBC BEGAN REGULAR NETWORKING

NOV. 15, 1926, saw the beginning of a new era in American broadcasting. On that day the first NBC program inaugurated network broadcasting on a regular, permanent basis. Before that there had been a number of network broadcasts, but each had been an individual affair, with stations hooked together only for the time required to carry some special event like a championship prize fight or a Presidential address. But with NBC came regularly scheduled programs and the beginning of regular listening each week "same time, same station."

A guest at the first NBC program, Bruce Barton, today chairman of the board of BBDO, described the coming network radio in an article in the August 1927 issue of *American* magazine, from which the following paragraphs are quoted:

"On Nov. 15 of last year, I put on my stiff shirt and went down to the Grand Ballroom of the Waldorf-Astoria Hotel to attend the inaugural program of the National Broadcasting Co. There were perhaps 500 other stiff-shirted gentlemen there, and as many ladies in evening dress.

"Down in front was Walter Damrosch with his orchestra, playing the accompaniment for Titta Ruffo, Metropolitan Opera star. Harold Bauer, the famous pianist, came in a few minutes later. His ship had been delayed, and a special tug had been sent down the harbor to hurry him to the dock, so that he might appear on this program at the exact minute announced. Following his performance was a second's pause, and then suddenly, as clear and strong as though the voice were there beside us, the announcer—'Ladies and gentlemen: We are now in the Drake Hotel, Chicago, in the parlor of Miss Mary Garden. Miss Garden will sing.'

"And Miss Garden did.

"Another second's pause, and again a different announcer—'Ladies and gentlemen: We are now in Independence, Kansas, in the dressing room of Mr. Will Rogers. Mr. Rogers will speak.'

"And out of the air about us came the unmistakable tones of Will, who said he was traveling around the country as 'God's gift to those who had failed to see Queen Marie.'

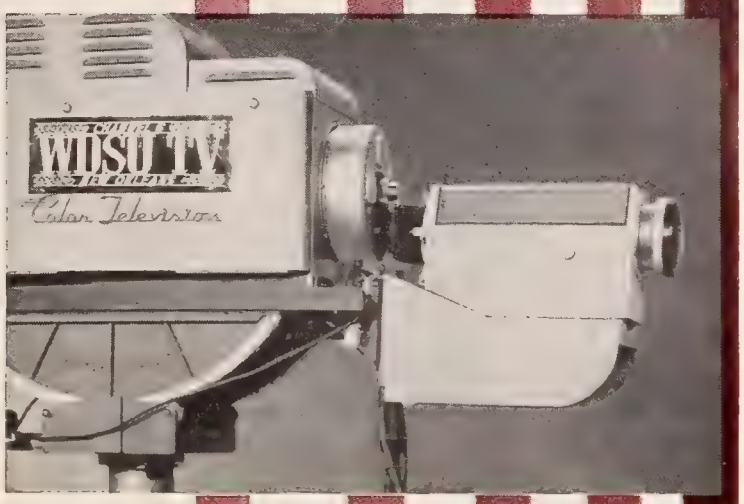
"I was sitting in Mr. [Owen] Young's box, and while Will Rogers was still speaking, a messenger entered and passed us a photograph. A photograph of Mary Garden before the microphone in her parlor at the Drake Hotel; a photograph taken less than half an hour before and sent to us over the wire. I passed it back without any comment. What comment could one make that would not be inane?

" 'Where's Deac Aylesworth? [the late M. H. Aylesworth, NBC's first president]' I asked.

" 'Downstairs,' somebody answered. 'Weber and Fields are to wind up the program. They have never been in front of the microphone, and they're scared half to death for fear they won't remember their lines.'

"I went downstairs. Behind a big screen in one of the dressing rooms I found the veteran comedians, studying bits of paper like schoolboys cramming for an examination. And with them Deac Aylesworth, holding their hands and telling them not to worry, because everything was going to be all right."

"...in order to make a color camera versatile we use a [GPL] Vari-Focal Lens..."





says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*

Color or black-and-white—the GPL Vari-Focal Lens doubles the versatility and usefulness of any camera with which it is used.

As WDSU-TV and many other stations have found, with a Vari-Focal Lens you can handle an entire show with one camera. In fact you can perform most work ordinarily requiring two chains, for the GPL Vari-Focal Lens can zoom continuously from a long shot to an extreme close-up without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

The Vari-Focal Lens is completely color-corrected, and fits all monochrome and color image-orthicon cameras.

Equally useful in studio and field, the GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry. It can make a 10:1 change in focal length in two 5:1 steps—from 3″ to 15″ and 6″ to 30″. Once the camera is focused, the object remains sharp, including corners, as the focal length is varied.

Silently motor-driven, the lens can be operated from camera or control room. A new feature, manual focus control, is now available. With this control, located at the cameraman's fingertips, changes in focal plane can be made by simple turns of the knob.

And, of course, the GPL Vari-Focal Lens has same standard of resolution as high-quality camera lenses of fixed focal length. Its field is flat over the entire range.

No wonder the GPL Vari-Focal Lens is used by progressive stations all over the country. They know that there is no more effective way to multiply the usefulness of their camera equipment.

All three of the big TV networks have multiple installations

Find out for yourself just how versatile a TV camera can be—write or phone us for full information or a demonstration of the GPL Vari-Focal Lens.

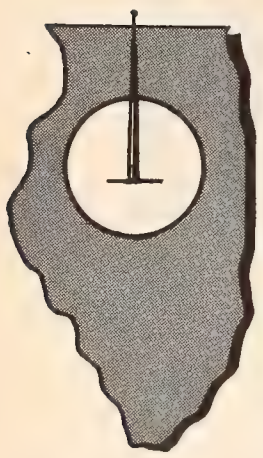
GPL

GENERAL PRECISION LABORATORY INCORPORATED
Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



224,068 Sets



WTVH's new IDECO tower and RCA hi-gain antenna now stands 660' above ground!

DELIVERING AN AUDIENCE

Exceeding

1,109,000

(Covering all or part of 28 counties)

MAKE NO MISTAKE

about it, Peoria is Illinois' 2nd Market! WTVH consistently captures the vast bulk of the rich industrial audience of Central Illinois. Seven of the top ten shows! Ask your PETRY man about 19's power in the Peoria market!

Yielding only to stations in Miami, New Orleans, Portland, Scranton and Wilkes-Barre.

Channel 19 WTVH

PEORIA, ILLINOIS

Represented by EDWARD PETRY & CO., Inc.

strikes against recording companies and KSTP St. Paul, War Labor Board refers matter to Office of Economic Stabilization.

Sept. 25: Chester J. LaRoche, former chairman of Young & Rubicam, is elected vice chairman of the Blue Network board, making him operating head of the network.

Sept. 25: FCC approves exchange of Cowles' WMT Cedar Rapids for American Broadcasting Co.'s WOL Washington, previously cleared with Internal Revenue Bureau which agreed there need be no tax payment since no money is involved in transfer.

Oct. 2: FCC opens hearings on postwar allocations with testimony of Radio Technical Planning Board that agreement had been reached to recommend the 41-56 mc band for fm, tv allocations to extend upwards from there.

Oct. 2: Democrats begin five-minute broadcasts, using last part of popular half-hour network shows where advertiser will clear it.

Oct. 9: CBS, in testimony presented by Paul Kesten, executive vice president, asks for more space for fm, with tv being moved to uhf part of spectrum above 300 mc.

Oct. 16: Muzak Corp., now owned by William B. Benton, asks FCC for a "suitable number" of fm channels for a non-commercial subscription broadcasting service, non-subscribers to get a "pig squeal."

Oct. 16: AFM President Petrillo rejects direct appeal of President Roosevelt to call off recording strike against RCA, CBS, NBC.

Oct. 23: Invasion of the Philippines is first announced by radio from a floating broadcasting station off Leyte; Maj. A. A. Schechter, former NBC news chief, directs radio coverage.

Oct. 23: Morris Pierce enlists the cooperation of an armored division to capture Radio Luxembourg intact, giving OWI a 150 kw transmitter to use in support of advancing Allied armies.

Nov. 6: Edgar Kobak resigns as executive vice president of Blue Network to become president of Mutual.

Nov. 6: Chairman James Lawrence Fly resigns from FCC to open own law office in New York.

Nov. 20: Paul Porter, former CBS attorney, wartime government official, publicity director of the Democratic National Committee, is nominated for FCC.

Nov. 20: RCA, CBS and NBC give up fight against AFM; submit to royalty payments to union unemployment fund.

Nov. 20: Broadcast Measurement Bureau plan is approved by ANA and AAAA; NAB appropriates $75,000 for first year's operation.

Nov. 27: WWJ Detroit bans all transcribed announcements as of Feb. 1, 1945.

Nov. 27: Blocking AFM plans to take over transcription handling, National Labor Relations Board certifies NABET, technicians union, as bargaining unit for all NBC and Blue owned stations outside Chicago (where AFM local already has the contract).

Dec. 4: Robert D. Swezey, general counsel of Blue Network, moves to Mutual as vice president and assistant general manager.

Dec. 18: First convention of Television Broadcasters Assn. has attendance of 750; calls for united effort to get tv started properly; elects J. R. Poppele, WOR New York chief engineer, as second president.

Dec. 18: FCC adopts rule calling for disclosure of identity of person or organization sponsoring or supplying program; NAB convinces Commisssion words "paid for" are not necessary.

Dec. 25: Paul Porter is sworn in as FCC chairman on recess appointment of President when Congress adjourns without confirming him.

Dec. 25: FCC transfers o&o station licenses, ratifying change of Blue Network to American Broadcasting Co.

1945

Jan. 8: NABET walks out of negotiations with NBC, ABC; takes its case to National Labor Relations Board.

Jan. 8: Hugh M. Feltis resigns as general manager, KFAB Omaha, to head Broadcast Measurement Bureau.

Jan. 16: FCC announces allocations proposals: tv band is divided; fm moved to 84-102 mc to the disappointment of its advocates who had hoped to keep it in the 50 mc area; BROADCASTING delays publication from Monday to Tuesday to include new allocation plan.

Jan. 22: Senate unanimously confirms appointment of Paul Porter as FCC chairman.

Jan. 29: WJZ New York bans transcribed programs from 8:30 a.m. to midnight.

Jan. 29: Cecil B. De Mille, refusing to pay special AFRA $1 assessment to oppose a so-called "right to work" proposition on last November's ballot and failing in his court fight to prevent his suspension by union, can no longer appear on *Lux Radio Theatre* broadcasts.

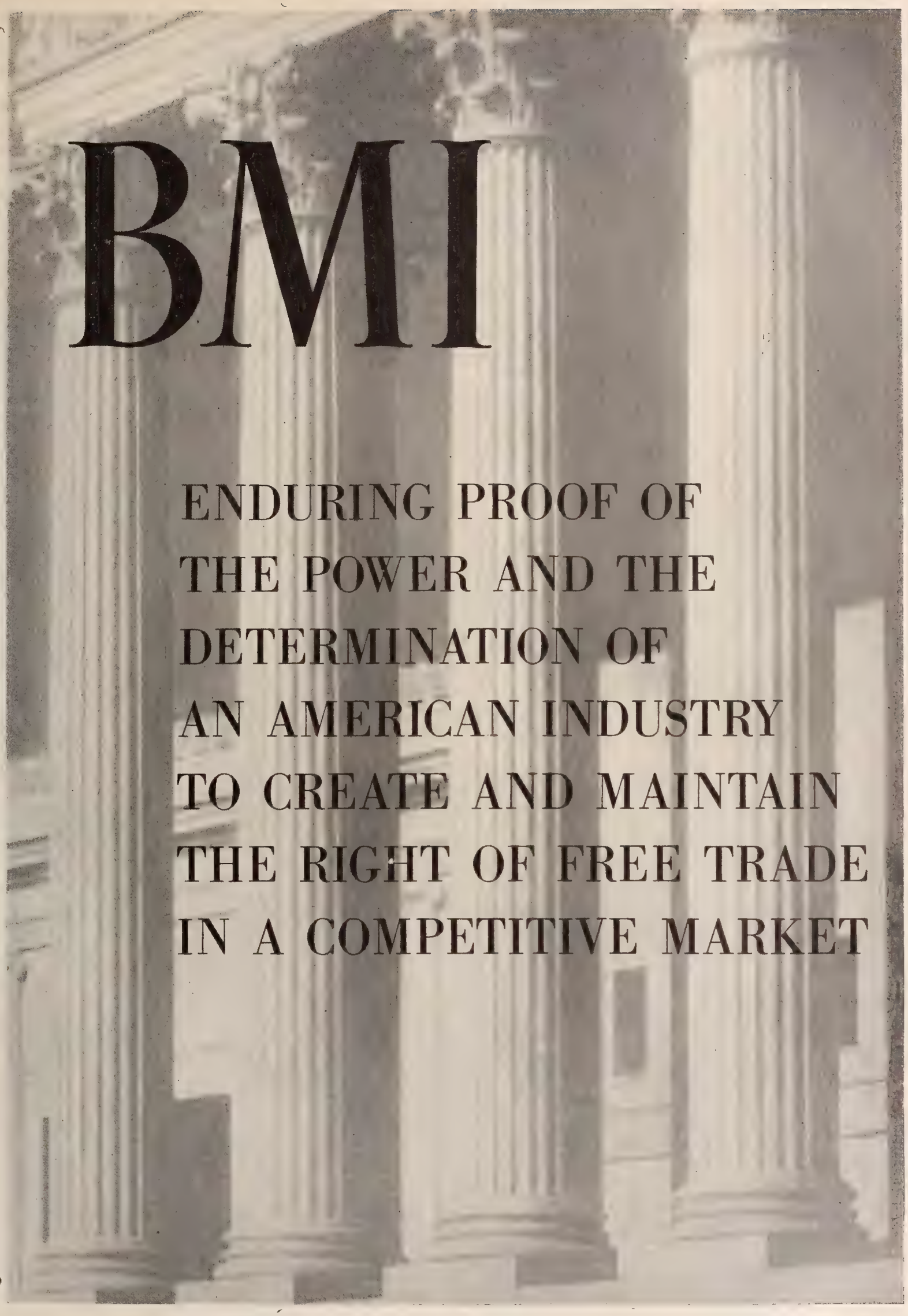
Feb. 12: Liberation of Manila completely covered by radio; highlight is broadcast of Bert Silen, released from Santo Tomas internment camp, who told NBC audience: "As I was saying when I was so rudely interrupted over three years and a month ago . . ." (He had been broadcasting on NBC when Jap bombs destroyed the Philippine transmitter).

Feb. 12: AFM tells members not to appear on television until further notice; stations not notified.

April 2: Charles R. Denny is confirmed as a member of the Commission; Rosel H. Hyde succeeds him as general counsel.

April 16: Radio handles death of President Roosevelt with dignity and restraint; commercial programming discarded for tributes;





This advertisement first appeared in the Broadcasting Yearbook, 1942

announcements eliminated, only news and music retained.

April 23: Philco Corp. dedicates world's first multi-relay network between Philadelphia and Washington, seen as forerunner of nationwide tv networks.

May 14: Pooled coverage of Nazi surrender brings American people full details of end of war in Europe; for broadcasters V-E Day means end of ban on man-in-the-street programs, request numbers and other wartime program restrictions, but continued demands for men and material mean freeze on new construction won't be lifted until V-J Day.

May 21: FCC allocates spectrum space above 25 mc with exception of 44-108 mc; delays decision as to placement of fm for propagation studies to be made by FCC and industry engineers.

June 4: In joint request, FMBI and TBA ask FCC to allocate 44-108 mc immediately: fm to get 50-54 mc for education use, 54-68 mc for commercial operation; tv to receive 68-74 mc and 78-108 mc.

June 4: Stations object to FCC questions on commercial-vs-sustaining time; point out that sponsorship does not prevent a program from being public service and that commercial-sustaining ratio is not a true measure of operation in public interest.

June 4: Radio's top client, Procter & Gamble Co., spends $11 million a year for time, probably the same for talent, BROADCASTING study reveals.

June 25: Judge Eugene Octave Sykes, charter member of the original Federal Radio Commission, dies at 69.

June 11: Frank Stanton, vice president of CBS, is elected a director and appointed general manager; vice presidents Joseph H. Ream and Frank K. White also elected directors of CBS.

July 2: FCC allocates fm to 88-106 mc band; tv: ch. 1, 44-50 mc; ch. 2-4, 54-72 mc; ch. 5-6, 76-88 mc.

July 9: FCC eases rules on transcription identifications, dropping requirement for identifying each record played and leaving language up to broadcaster.

July 16: William H. Wills, former governor of Vermont, becomes newest FCC Commissioner.

July 23: Associate Justice Justin Miller is picked as new NAB president, to assume office Oct. 1 for five-year term.

Aug. 6: FCC adopts new provisions requiring licensees to file annual ownership reports, plus interim reports on changes in "policy making personnel"; ownership data to become public record but network and transcription contracts and financial data not to be open.

Aug. 6: FCC, by 4 to 3 vote, approves sale of Crosley Corp., including WLW Cincinnati, to Aviation Corp. for $21 million.

Aug. 6: Westinghouse discloses "stratovision" plan for airborne tv transmitters to serve as relay stations for tv and fm programs as networks without wire connections.

Aug. 6: U.S. Circuit Court of Appeals upholds NLRB ruling in awarding platter-turning jurisdiction at NBC and ABC to NABET, turning down AFM.

Aug. 13: FCC decides financial data it collects will be kept confidential or disclosed at Commission's discretion; to broadcasters' protests that disclosing their financial affairs would put them at disadvantage with competitive media, Comr. Clifford Durr replied that newspapers and magazines are private, radio is public.

Aug. 13: FCC announces that on Oct. 7 it will start acting on applications in its pending files, presaging radio's greatest construction boom.

Aug. 13: NAB chooses A. D. Willard, manager of WBT Charlotte, as executive vice president at $25,000 a year; replaces Code with Standards of Practice that leave vital question of selling time for controversial topics up to individual station operator.

Aug. 13: Rep. Emanuel Celler (D-N.Y.) demands that FCC "crack down" on broadcasters, pay more attention to renewals of station licenses, order designated hours set aside for sustaining educational and cultural programs, pass on station sales prices; criticizes programs for having too much "corn," commercial content and boogie-woogie.

Aug. 13: In first proceeding under Sec. 315 (equal time for political candidates provision), Commission dismissed complaint against WDSU New Orleans with strong admonition that stations must not give advantage to any single candidate.

Aug. 20: World learns of Jap acceptance of Potsdam terms and end of World War II by radio.

Sept. 10: Approving sale of Crosley radio properties to Avco by 4-3 vote, FCC announces "open bid" proposal for future station sales, permitting number of applicants to compete for acquisition of any station put on market with FCC determining the successful buyer on same basis as awarding a new facility.

Sept. 17: FCC issues rules and regulations for fm broadcasting.

Sept. 17: Associated Broadcasting Corp. puts fifth national network on air.

Sept. 24: FCC issues plan for distribution of 13 vhf channels among 140 markets.

Sept. 24: Mark Woods, ABC president, resumes active direction of network as Chester J. LaRoche drops executive duties.

Sept. 24: Subscription radio plan is dropped as William Benton becomes Assistant Secretary of State.

Oct. 1: Networks sign NABET contract, including recognition of platter-turning jurisdiction.

Oct. 22: James C. Petrillo, AFM president, tells networks that dual broadcasting of musical program on fm as well as am outlets violates their AFM contracts.

Oct. 22: FMBI board votes to merge with NAB, which will establish an autonomous fm division.

Nov. 5: President Truman opens radio news gallery broadcast room in Senate wing of Capitol.

Nov. 26: BROADCASTING becomes BROADCASTING • TELECASTING with first appearance of TELECASTING on cover and masthead.

Nov. 26: New FCC tv allocations plan follows proposals of Television Broadcasters Assn., assigns seven channels each to New York, Chicago and Los Angeles, gives additional channels for 33 other cities, sets 28 hours a week as minimum operating schedule.

Dec. 10: U.S. Supreme Court rules that FCC must hear all mutually exclusive appli-



LONG-TERM POWER DELIVERY

. . . through "proved-in" tube design



Using grid-flange design—an RCA development—this RCA power triode contributed to a new era in VHF operation.

HOW TO GET MORE HOURS FROM AN RCA-5762

- Hold filament voltage at 12.6 volts—right at tube terminals
- Operate each new tube as soon as you receive it
- Keep air-cooling system clean. It helps prevent tube and circuit damage caused by overheating
- Always operate tube within RCA ratings. Follow instructions packed with tube
- Handle tube carefully—to avoid mechanical damage
- Operate spare tubes periodically

Incorporated within this well-known air-cooled triode are some of the most unique technical advancements in the history of power-tube design. Many of these RCA techniques have evolved from experience gained over years of actual tube operation on the air. All of them contribute substantially to the remarkable endurance of this tube in day-in, day-out transmitter service—over many thousands of hours.

Backed by more than a quarter century of specialized experience in designing and building world-famous high-power tubes, RCA-5762's are paying dividends for broadcasters—continually—in lower tube costs per hour of operation, and in stable performance of the transmitter.

Your RCA Tube Distributor can handle your order for Type 5762's—promptly. Call him.

TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

Congratulations

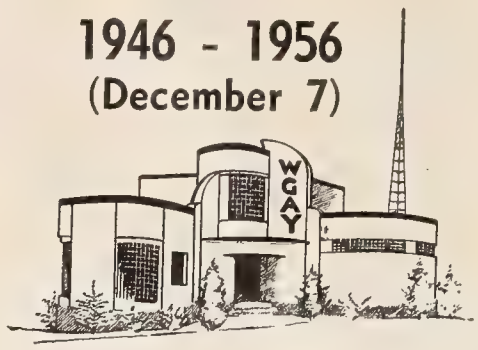
to

A 25 YEAR OLD YOUNGSTER FROM A 10 YEAR OLD

WGAY

1050 KC

1946 - 1956
(December 7)



First station to serve exclusively
the rich suburban Maryland market
of Washington, D. C.*

Represented Nationally by
THE WALKER COMPANY

*(Montgomery and Prince Georges Counties Md., over 608,000 alone.)

MBS *joins* 'SRS

THE RIGHT COMBINATION FOR NETWORK—COMMUNITY—SERVICE

WHERE STEPPED-UP RADIO SELLS 'ROUND THE CLOCK WITH GREATER CLEVELAND'S NUMBER 1 STATION

RADIO WSRS

DIAL 1490

cations before making grants; reverses grant to WJEF Grand Rapids, Mich., sustains appeal of WKBZ Muskegon, Mich.

Dec. 17: Licensees must retain control of programs, U.S. District Court for New Mexico rules, outlawing contract whereby KOB Albuquerque was to turn over an hour a day of broadcast time to New Mexico College of Agriculture & Mechanical Arts.

Dec. 24: FCC announces tentative allocations plan for fm, providing for over 1,500 fm stations; makes 32 more conditional grants, bringing total to 229.

1946

Jan. 14: William S. Paley is elected board chairman of CBS; Paul W. Kesten becomes vice chairman; Frank Stanton is elected president.

Jan. 28: After two days of hearings, FCC denies petitions of Zenith and General Electric, rules that fm stay at 88-108 mc.

Jan. 28: Achievement of John H. DeWitt in "shooting the moon" is sensation of IRE convention; report details how the chief engineer of WSM Nashville, as an Army Signal Corps officer, bounced a radar signal off the celestial body some 240,000 miles away and got the echo back on earth.

Jan. 28: U.S. Court of Appeals reverses FCC denial of license renewal to WOKO Albany because of concealed minority stockholdings, holds the Commission acted arbitrarily; FCC plans appeal to U.S. Supreme Court.

Feb. 4: General Mills allocates $5 million, half its advertising budget, for radio in 1946.

Feb. 4: CBS demonstrates color television film program broadcast from its new uhf transmitter; says with industry cooperation color for the home can be available within a year.

Feb. 18: Charles R. Denny Jr. becomes acting chairman of FCC as Paul Porter is drafted to head Office of Price Administration.

Feb. 18: First Washington-New York telecast through AT&T coaxial cable is termed success by engineers and viewers.

Feb. 25: House approves Lea Bill to outlaw union excesses, chiefly those of AFM against radio, by a 222-43 vote.

Feb. 25: Westinghouse report on Stratovision reveals that usable signals transmitted with 250 w from altitude of 25,000 feet have been picked up 250 airline miles away.

March 4: NARBA signatory nations negotiate three-year interim agreement; clear channel stations protest compromise which gives Cuba right to use five U.S. clear channels, foreseeing damaging interference.

March 4: Donald Flamm, former owner of WMCA New York, wins $350,000 verdict against Edward J. Noble, ABC board chairman, in New York Supreme Court; jury upholds Mr. Flamm's charge he was forced to sell station to Mr. Noble in 1940.

March 11: FCC issues 139-page report on "Public Service Responsibility of Broadcast Licensees," soon nicknamed "The Blue Book," which lists carrying of sustaining programs, local live programs and programs devoted to discussion or public issues, along with elimination of advertising excesses, as factors to which FCC will give "particular consideration" when asked to renew station licenses; NAB declares basic freedoms of radio are at stake.

10 YEARS of DOMINANCE in the Worcester "Airea"--

WITH GREAT PLEASURE WE SALUTE SOL TAISHOFF AND THE ENTIRE STAFF OF B•T, AT A TIME WHEN WE MARK OUR OWN TENTH AND GREATEST YEAR!

Here is a list of the many accounts who have contracted with WNEB during the past year . . . leading national and regional advertisers who know what to buy and where to buy it.

FOODS

Anna Myers Foods
Bella Pizza-rettes
Bond Bread
Chef Boyardee
Chock Full-O-Nuts Coffee
Citrus Fruit Juices
Diamond Crystal Salt
Dromedary Cake Mix
Dunkin Donuts
Essem Meats
First National Stores
Genoa Meats
Hood's Orange Juice
Imperial Margarine
Jello
La Touraine Coffee
Maltex
Mrs. Filbert's Margarine
Mueller's Macaroni
N. Y. & N. E. Apple Inst.
Nestle's Brown Gravy
Nestle's Instant Coffee
Prince Macaroni
Stokely Frozen Foods
Stop & Shop
Tetley Tea
United Fruit
Victor Coffee
Virginia Salad Oil

DRUGS

Aqua Velva
Baver Aspirin
Doan's Pills
Dolcin
Ex-Lax
Feenamint—Chooz
Musterole
Pertussin
Regutol
Rybutol

BEVERAGES

Ballantine
Carling's
Clicquot Club
Dawson's
Harvard
Manischewitz Wines
Moxie
Narragansett
Orange Driver Wine
Pickwick
Ruppert
Supreme Wine
Three Monks Wine

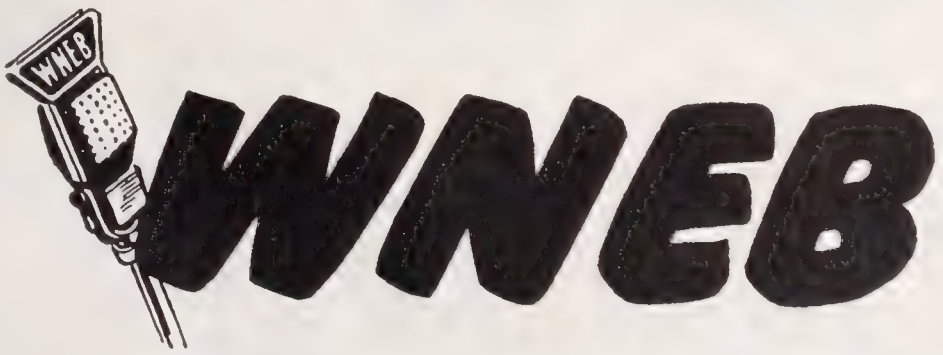
TRANSPORTATION

Boston & Maine RR
Buick
Cadillac
Ford Motor Co.
Lincoln Mercury
N. Y., N. H. & Hartford RR
Northeast Airlines
Plymouth
Studebaker-Packard

GENERAL

Bardahl
Blue Coal
Blue Cross & Blue Shield
Brimar Paints
Camel Cigarettes
Chesterfield Cigarettes
Cinerama Holiday
Eveready Batteries
Flit
Foxboro Race Track
G. E. Appliances
Gulf Oil
Holiday Magazine
Jack & Jill Cat Food
L & M Filter Cigarettes
Ladies' Home Journal
Life Magazine
Liq-R-Pruf Paints
N. E. Tel. & Tel. Co.
New England Coke
Old Gold Cigarettes
Prestone Anti-Rust
Quaker State Motor Oil
Salem Cigarettes
Sat. Evening Post
Shell Oil
Silverdust Blue
Simoniz Body Sheen
Statler Tissues
Suffolk Downs
Top Value Stamps
Touraine Paints
Turtle Wax
Window Gleem

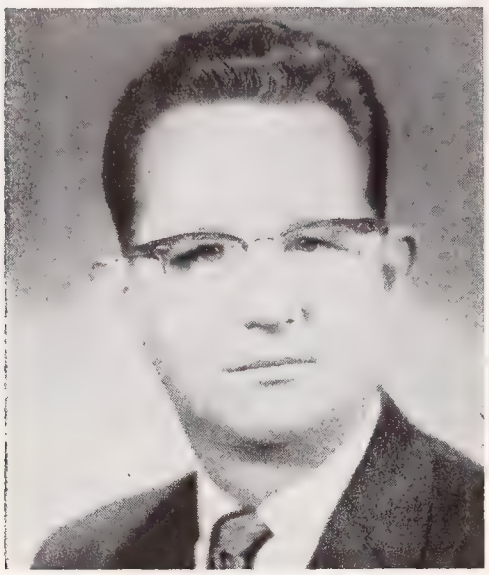
You're Always In Good Company When You Use Independent WNEB!



WORCESTER
MASSACHUSETTS

Represented by
THE BOLLING COMPANY

52.8%
AUDIENCE
SHARE
MONDAY thru FRIDAY*



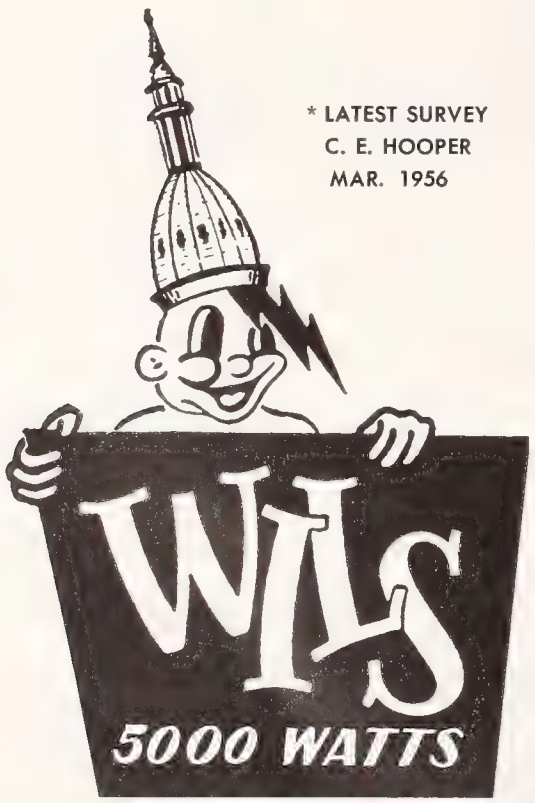
JOHN MATERS—NEWS DIRECTOR

WILS NEWS
on the hour

SHARE OF AUDIENCE
7 AM—7 PM
WILS—52.8%
NET. STA. B — 21.6%
NET. STA. C — 18.6%

CALL
VENARD-RINTOUL-McCONNELL, INC.

* LATEST SURVEY
C. E. HOOPER
MAR. 1956



LANSING, MICHIGAN
MUSIC • NEWS • SPORTS

HOW AMOS 'N' ANDY BROKE CONVENTIONS

AMOS 'N' ANDY, aided and abetted by the Pepsodent Co. (or maybe that should be put the other way round), changed the course of radio programming—and advertising. Here's the story, direct from Harlow P. Roberts, Pepsodent's advertising manager, excerpted from a talk made March 24, 1932, to the Advertising Council of the Chicago Chamber of Commerce.

"When we were first approached on the idea of using radio, musical programs were the vogue; there was little else on the air. And, frankly, we couldn't get very enthused. If Pepsodent was to use radio at all—and we weren't so certain it wanted to—we wanted something different . . .

"This went on for about three years. Then, right under our noses in Chicago, we found a program that we thought might be the thing for us. It was a 15-minute dialogue act, a serial story built around the lives of two colored boys.

"Well, we went to the chain [NBC] with this and now it was their turn to be discouraging. They sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs before and they weren't sure they wanted to start doing so. It might make a bad precedent. Also, there was no other advertiser putting on a program six times a week . . . It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air.

"And so we started out, not knowing what radio would do for us but hoping for the best and determined to give it a fair trial. We thought that our program was all right; . . . the time did not suit us so well. Ten p.m. in the Middle West was fair enough but 11 o'clock in the East seemed pretty late. So NBC maneuvered and finally was able to clear a period for us at 7 p.m. Eastern time.

"The result of that move was a revolution . . . Complaints poured in by the thousands . . . The upshot was that we were forced to blaze another trail by putting on a double broadcast, one for the East and another for the West. We were doing things to radio and radio was doing things for us . . ."

March 11: William H. Wills, FCC Commissioner dies of heart attack at 63.

March 18: FCC makes first postwar full grants of construction permits for commercial fm stations.

April 1: ABC adopts elaborate system for recording and rebroadcasting network programs developed by Charles E. Rynd, network vice president, to keep them on air at same hour locally despite variations in time from city to city as some adopt daylight time, others remain on standard time.

April 15: Rosel H. Hyde is confirmed as FCC Commissioner.

April 15: Clear channel broadcasters ask for more power to improve service to rural areas as hearings resume.

April 22: President Truman signs Lea Act, drafted to stop feather-bedding practices of unions; AFM plans court test of law's constitutionality.

April 22: If FCC adopts Avco "auction" plan it will also seek control of station sales prices, Charles R. Denny, acting chairman, tells hearing on open-bidding proposal.

April 22: CBS color tv program is successfully transmitted over 450-mile coaxial cable link from New York to Washington and back.

April 29: Associated Press votes to admit stations as associate members, in recognition of "radio as a great medium for the dissemination of news"; stations not to have vote in AP affairs.

April 29: World Wide Broadcasting Corp. wins fight for return of shortwave stations when board of War Communications rescinds order of Nov. 4, 1942, seizing WRUL and other World Wide transmitters.

May 6: ABC buys King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids and Michigan Radio Network) for $3.65 million, subject to FCC approval; sale of network stock to raise $15 million for this and other expansion planned.

May 6: Defying Lea Act, AFM President Petrillo notifies members not to play for combined am-fm programs.

April 29: CBS presents plan for fm network of 200 stations, with five superpower am stations providing nighttime coverage for remote areas; cost put at $10.8 million to install, with $4.8 million annual operating expenses.

May 20: Census Bureau reports 90.4% of U.S. homes had radios in 1945, up 17.9% from 1940.

May 27: FCC Comr. Durr contradicts Mayflower rule, advocates "editorial page" for radio stations, balanced by a "letters to the editor" period.

June 3: AFM strikes WAAF Chicago over station's refusal to hire three additional "musicians" to work as librarians in move seen as precipitating a court test of the Lea Act.

June 3: Proposed amendments to Standards of Good Engineering Practice for fm include designation of community stations as Class A, with maximum power raised from 250 w to 1 kw; metropolitan and rural stations to comprise Class B (adopted June 24).

June 3: FCC proposes to deny sale of KQW San Francisco to CBS, as CBS already owns seven am stations, of which six are 50 kw clear channel stations, and "the Commission is of the opinion it is against the public interest to permit a concentration of control of broadcasting facilities in any single person or organization . . ."

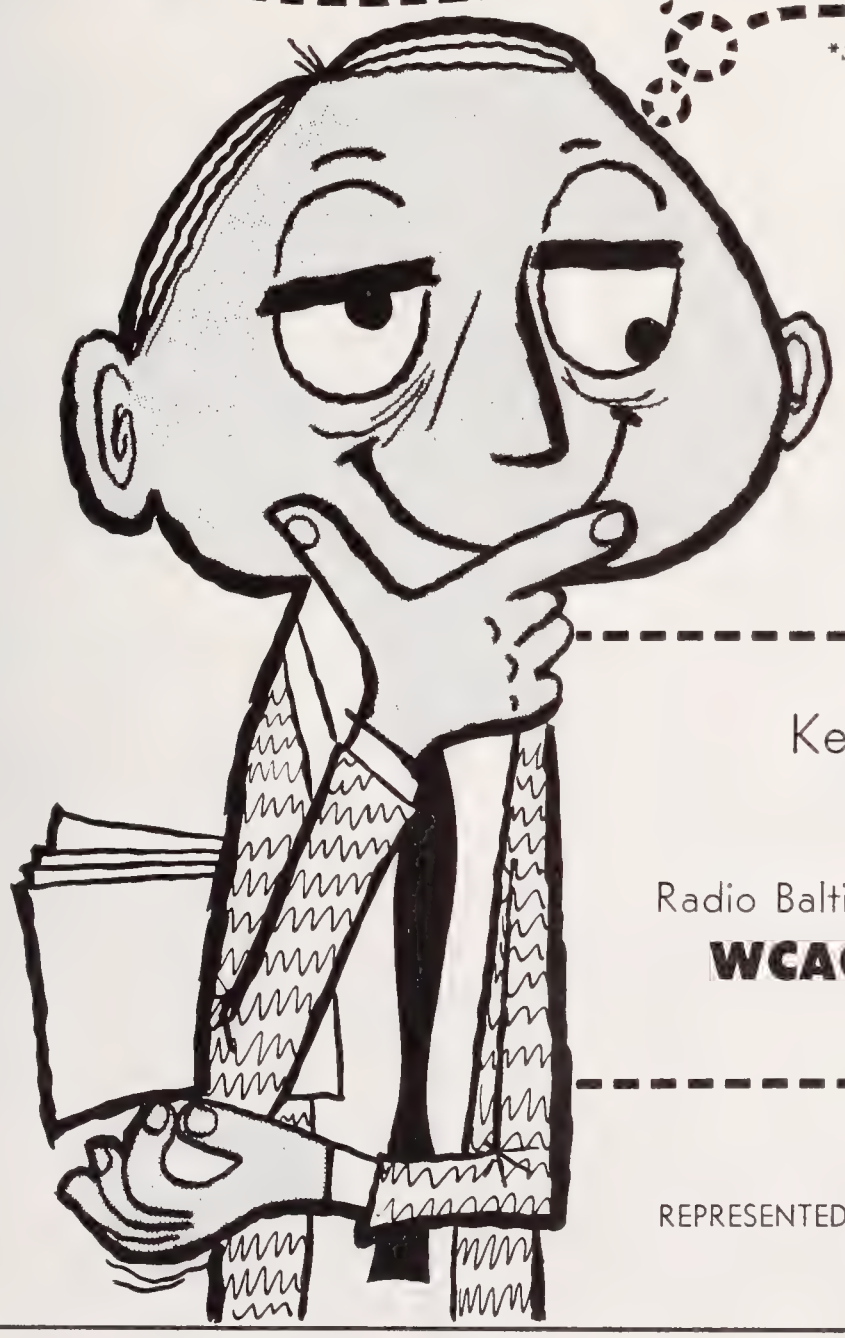
June 10: AFM President James C. Petrillo tells union's convention that if Supreme Court upholds Lea Act as constitutional he will forbid musicians to play on network

Ponder this!

Radio Memphis

WMPS has:

466.67% more audience* than Station A
57.73% more audience* than Station B
202.97% more audience* than Station C
955.17% more audience* than Station D
466.67% more audience* than Station E
646.34% more audience* than Station F
232.61% more audience* than Station G
98.70% more audience* than Station H



Source: Aug.-Sept., 1956, Hooper Radio Index. Total rated time periods.

Just released:

August, 1956, 68-county
Pulse Survey shows

WMPS FIRST!

Keep your other eye on these
Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago
WCAO	**WCOP**	**WJJD**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**



programs at expiration of present contracts on Jan. 31, 1947.

June 17: FCC denies fm license to WWDC Washington because of plan to duplicate a give-away program which Commission holds of questionable legality under Sec. 316 of Communications Act.

June 17: Maj. Edward Bowes, originator of the radio amateur show, dies after long illness on eve of 72d birthday.

June 24: Telecast of Louis-Conn heavyweight title bout, sponsored by Gillette Safety Razor Co. on four-city hookup, reaches estimated 100,000 viewers, convince skeptics that television is here.

June 24: Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., in *Collier's* magazine article, declares advertising alone cannot support television, public must pay for tv programs as it does for movies, magazines, newspapers.

June 24: Cooperative Analysis of Broadcasting announces "temporary suspension" of service on July 31 after 17 years; Hooperatings made available to exclusive CAB subscribers.

July 1: Politz devises method for measuring impact of radio commercials.

July 8: Hearing procedure is radically altered under Administrative Procedure Act, effective June 1947, when hearing examiners responsible to Civil Service Commission instead of FCC will issue intial decisions that, in absence of objections, shall be adopted as final.

July 8: Congress limits State Dept. to purchase of 75% of time of international shortwave stations; licensees to get 25% control.

July 22: Denying petition of Robert Harold Scott for revocation of licenses of three San Francisco stations for refusing him time for talks on atheism, FCC nevertheless warns that "if freedom of speech is to have meaning . . . it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve."

July 22: FCC approves sale of WINS New York to Crosley after time trade provision, which Commission had felt would violate law is eliminated.

July 22: FCC adopts plan to set aside for one year every fifth Class "B" fm channel.

July 29: Religious leaders of all faiths denounce FCC opinion in atheism case.

Aug. 5: Census Bureau finds that 76.2% of U.S. farms have radios.

Aug. 5: NAB membership passes 1,000 mark.

Aug. 5: Commission adopts watered down version of Avco plan that lacks features which broadcasters most strenuously opposed.

Aug. 12: FCC adopts interim clear channel policy providing for consideration of some clear channel applications with mutually exclusive non-clear channel requests; industry puzzled whether this means breakdown of clears or not.

Aug. 12: Paul W. Kesten resigns as vice chairman of the board and a director of CBS because of ill health; to continue to serve as a consultant.

Aug. 19: Bing Crosby signs $30,000-a-week contract to do series for Philco, broadcast on ABC but transcribed in advance; deal said to stipulate return to live broadcasts if program's rating falls below an agreed-on level.

Sept. 2: CBS changes call of New York station from WABC to WCBS.

Sept. 23: Drew Pearson, columnist-commentator, and his former partner, Robert Allen, apply for facilities of Hearst Radio's clear channel station, WBAL Baltimore, under "comparitive consideration" clause of FCC rules.

Sept. 23: NBC changes call of its New York station from WEAF to WNBC, also WEAF-FM to WNBC-FM.

Sept. 30: CBS petitions FCC to adopt standards and authorize commercial operation of color tv stations in uhf frequencies immediately.

Sept. 30: Licenses for am stations pass 1,000 mark.

Oct. 21: AFM, after demanding increases ranging from 233% to 566%, accepts record manufacturers' offer of flat 37½% increase in musicians' pay; asks transcription firms for $50 a man to make commercial discs of one minute or less.

Oct. 28: Clear Channel Broadcasting Service proposes realignment of clear channels whereby 20 stations (five to each network) would get 750 kw power.

Oct. 28: Promotional organization (subsequently named Fm Assn.) is organized to foster growth of fm and succeed FMBI, now a division of NAB.

Nov. 4: RCA demonstrates all-electronic system of color tv.

Nov. 4: National Temperance & Prohibition Council sues CBS for $33 million for refusing to sell time to the organization, whose spokesmen have refused free time on CBS.

Nov. 4: Transcription firms acceed to AFM demands, agree to pay 50% more for musicians or $27 per man for a 15-minute program rehearsed and recorded in more than one hour (up from $18).

Nov. 1: Bristol-Myers is first advertiser to sponsor a tv network program: *Geographically Speaking*, which started Oct. 27 on NBC-TV's two-station network.

Nov. 18: Robert Harold Scott gets time on KQW San Francisco to argue cause of atheism; more than 5,000 listeners write station to praise or condemn its grant of time for the broadcast.

Nov: 18: Robert E. Kintner, ABC vice president in charge of news, special events and publicity, is elected executive vice president.

Dec. 9: Charles R. Denny is promoted from acting chairman to regular chairman of FCC.

Dec. 9: Federal District Court Judge Walter La Buy rules Lea Act unconstitutional, sustains motion of AFM President James C. Petrillo to dismiss charges of violating Lea Act in calling strike at WAAF Chicago; appeal to Supreme Court planned.

Dec. 16: Supreme Court upholds FCC in denying license renewal to WOKO Albany for failure to disclose 24% interest held by Sam Pickard, former FCC Commissioner and CBS vice president, for 12 years.

Dec. 23: FCC orders networks to report on sustaining programs for week of Nov. 17-23, making good on Blue Book promise to request this information every quarter.

1947

Jan. 13: Roy Hofheinz, KTHT-KOPY (FM) Houston, is elected president of new Fm Assn. at first general meeting.

KFWB

6419 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

HOLLYWOOD 3-5151

Dear Sol:

To conduct a medium such as yours for so long a time, with dignity and consideration to the prestige and growth of radio and television, is deserving of the heartiest congratulations, which I herewith send to you and your wonderful staff.

Best wishes for many more years of the devoted service, that you are rendering to us all.

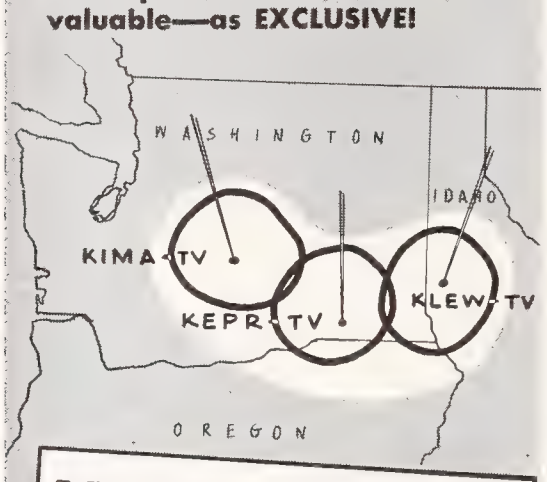
Most Sincerely,

Harry Maizlish

THE HEART OF HOLLYWOOD

The
PACIFIC NORTHWEST'S
Largest exclusive coverage

Combine Massachusetts, New Hampshire, Connecticut and Rhode Island and you'll approximate, in area, the tremendous new market created by the KIMA-TV, three-station network. No other single medium in the Northwest delivers a market as large (over 40,000 square miles), as rich, as valuable—as EXCLUSIVE!



MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and its Satellites
KEPR-TV and **KLEW-TV**
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

Jan. 27: Receiver production hit all-time high of 15 million sets in 1946, Radio Mfgrs. Assn. reports.

Feb. 3: Competing color systems are viewed by FCC as prelude to direct testimony at hearing on CBS petition for approval of commercial licenses for color tv stations now.

Feb. 10: CBS and NBC work out plan with NAB to become associate, rather than active members.

Feb. 10: Climaxing two-year drive, MBS signs 400th affiliate.

Feb. 17: Money paid AFM by recording companies will be spent for free public concerts, James C. Petrillo announces; nearly $2 million already collected.

Feb. 24: Tests prove Stratovision feasible, Westinghouse tells FCC.

March 3: Clear Channel Broadcasting Service asks FCC to investigate characteristics of daytime am skywaves.

March 10: Commodore Edward M. Webster is nominated for FCC post.

March 10: Joseph H. Ream, CBS vice president and secretary, is elected executive vice president of network.

March 24: FCC denies CBS petition for commercial color tv operation, sends color back to labs for continued search for "satisfactory" system.

April 7: Carl Haverlin, MBS station relations vice president, is appointed first paid president of BMI at salary of $35,000 a year.

April 7: U.S. now has 35.9 million radio families (93% of all homes) who listen a total of 150.8 million hours a day, according to surveys made by Market Research Co. of America and A. C. Nielsen Co. for CBS.

April 14: E. M. Webster is sworn in as FCC commissioner.

April 21: Justin Miller, NAB president, urges stations to editorialize despite Mayflower case edict.

April 28: FCC denies renewal of license to WORL Boston on basis of concealed ownership.

April 28: Fred Allen uses gag about network vice presidents which NBC had ruled out and is cut off air while he tells it; story is front-paged across nation as agency demands rebate for the 35 seconds of dead air.

May 12: Senate votes to ban union-controlled "slush funds" in amendment to Labor Bill; would permit payments such as those made to AFM by record manufacturers only if funds jointly administered by union and management.

May 26: WGAR Cleveland wins grant for 1220 kc and 50 kw after long fight with WADC Akron, whose application was denied solely on program grounds, FCC states.

June 9: AT&T files proposed rates for coaxial cable intercity tv program service; base rate of $40 per mile per month for eight-hour daily service is called exorbitant.

June 23: Withdrawing reappointment of Comr. Ray C. Wakefield for another seven-year term, President Truman sends name of Rep. Robert F. Jones (R-Ohio) to Senate for confirmation as an FCC Commissioner.

June 30: Within an hour, Taft-Hartley Act becomes law and Supreme Court upholds constitutionality of Lea Act ban on featherbedding.

July 7: NAB referendum provides associate membership status for networks by vote of 629 to 28.

July 7: Abolition of federal ban on new construction lets broadcasters go ahead with building plans.

July 7: FCC proposes to approve sale of KMED Medford to Medford Radio Corp. which matched prior offer of Gibson Broadcasting Corp.; decision is first under Avco Rule "auction" provision in which approval went to competing bidder rather than to original "purchaser."

July 14: Brig. Gen. David Sarnoff becomes board chairman as well as president of RCA on retirement of former board chairman, Gen. James G. Harbord.

July 14: Senate confirms Robert F. Jones for seat on FCC.

July 28: FCC gets largest peacetime budget as both houses of Congress approve 1948 appropriations of $6,240,000.

July 28: A 15-point plan for permanent continuous operation of BMB is approved, with ANA, AAAA and NAB support.

Aug. 4: Finch Telecommunications demonstrates Colorfax, full color facsimile process.

Aug. 18: Survey of NAB member stations shows average of commercial time is 66%, sustaining 34%, well within Blue Book 80-20 ratio.

Sept. 1: RCA offers to help other manufacturers get started in production of tv receivers by disclosing complete technical data of RCA's own new model.

Sept. 22: Fm Assn. convention plans aggressive promotion of fm in year ahead; Everett L. Dillard, founder and president of Continental (fm) Network, is elected FMA president.

Sept. 22: Self-regulation is theme of NAB convention; NBC and CBS affiliated meetings plump for code in preconvention sessions; convention votes for self-improvement code "to be promulgated as expeditiously as possible"; new NAB board, on day following convention, adopts new standards of practice, to become effective Feb. 1, 1948; move made despite warning by Procter & Gamble vice president Neil McElroy that radio's biggest customer would not favor any move to limit radio's commercial flexibility.

Sept. 29: National Assn. of Station Representatives is formed at five-hour meeting in New York called by Paul H. Raymer and Edward Petry; goal is promotion of spot radio.

Oct. 6: National Assn. of Station Representatives files complaint with U.S. Attorney General and FCC against CBS for assuming representation for non-network sales of affiliates formerly represented by NASR members.

Oct. 13: Charles R. Denny Jr. resigns as FCC chairman to join NBC as vice president and general counsel.

Oct. 13: First telecast from White House is made when President Truman addresses nation on food conservation.

Oct. 20: Government renews prosecution of AFM President James C. Petrillo; files amended bill of criminal information in U.S. District Court in Chicago.

Oct. 27: AFM orders members to stop making recordings and transcriptions as of Dec. 31 "and never again to make them."

Nov. 10: MBS subscribes to BMB, bringing all networks into industry research organization as earlier subscriptions of ABC,



SESAC

celebrating its 25th anniversary

salutes the 25th anniversary of

BROADCASTING
TELECASTING

NBC, CBS had been conditional on network unanimity.

Nov. 17: Tv network service extends to Boston with opening of AT&T radio relay system between that city and New York.

Nov. 24: Networks and AFM begin discussions for renewal of contracts after present pacts conclude Jan. 31, 1948.

Dec. 1: AFM President Petrillo calls off ban on performing for network co-op programs.

Dec. 29: President Truman appoints Wayne Coy, director of *Washington Post* stations, as FCC chairman; George E. Sterling, FCC chief engineer, as FCC commissioner to assume office immediately as re-

alternative to AT&T coaxial cable.

Jan. 12: Westinghouse breaks with Clear Channel Broadcasting Service, tells FCC that 20 superpower (750 kw) stations will not "adequately or economically solve the issues" of clear channel proceeding.

Jan. 12: Mrs. W. J. Virgin, owner of KMED Medford, Ore., refuses to sell station to competing bidder selected by FCC in preference to original "purchaser"; asks reconsideration and permission to complete that transfer.

Jan. 19: Federal Judge Walter La Buy again finds James C. Petrillo, AFM president, not guilty of violating Lea Act by causing strike of librarians at WAAF Chi-

FOUNDING FATHERS OF THE NARTB



TWO YEARS after the first commercial broadcast, the nation's broadcasters faced so many new and confused problems that a trade association was desperately needed. The founding fathers of NARTB met April 23, 1923 at the Drake Hotel, Chicago, to set up an organization known as National Assn. of Broadcasters. The first convention was held in connection with the New York Radio Show, with Comdr. Eugene F. McDonald Jr., then owner of WJAZ Chicago, as first president.

Taking part in the organization meeting were (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO Des Moines, later an NAB president; Comdr. McDonald; Paul Klugh, WJAZ manager; William S. Hedges, radio editor of the *Chicago Daily News,* operating WMAQ; Elliott Jenkins, WDAP Chicago (now WGN); A. B. Cooper; John Shepard 3d, Boston; Powel Crosley Jr., WLW Cincinnati.

Philip G. Loucks, now a communications lawyer, became managing director of NAB before it was a decade old, resigning in 1935 to practice law. He was succeeded by James W. Baldwin, who had been NRA code authority for the industry. In 1938 Neville Miller, assistant to the president of Princeton U. and ex-mayor of Louisville, Ky., became the first paid president. Staff departments were set up for public relations, law, labor relations, research and engineering.

Networks were given board representation in 1942, with fm and tv directors added after World War II. FM Assn. and Television Broadcasters Assn. were merged with NAB, the latter in 1950 when the name was changed to National Assn. of Radio & Television Broadcasters. J. Harold Ryan, of the Storer stations, served as interim president in 1944-45, with Judge Justin Miller, of the U. S. Court of Appeals, elected president in 1945. A. D. Willard Jr., ex-CBS station manager, was elected executive vice president under Judge Miller. In 1951 Harold E. Fellows, of WEEI Boston, was elected president and still holds the office.

cess appointees. Mr. Sterling succeeds E. K. Jett, resigning to join *Baltimore Sunpapers* as vice president and radio director.

1948

Jan. 5: Year begins with AFM President James C. Petrillo pulling all AFM members out of recording studios; companies have two-year backlog of records on hand.

Jan. 5: WFIL-FM, *Philadelphia Inquirer* station, starts regular transmission of two facsimile editions a day, an eight-pager at 2:15 p.m., a four-pager at 5 p.m.

Jan. 12: NBC plans east coast microwave relay system for networking tv programs as

cago; Rep. Clarence F. Lea (D-Calif.), author of act, calls verdict "unwarranted."

Jan. 26: AT&T files fm tariffs; base monthly airline mile cost for 16 consecutive hours a day is $10, compared to $6 for am.

Feb. 2: FCC says programs of horserace information are all right if they're part of balanced overall program service.

Feb. 2: James C. Petrillo agrees to drop AFM ban against musicians performing for am programs duplicated on fm; extends network contracts 60 days.

Feb. 2: Senate approves appointments of Wayne Coy and George E. Sterling to FCC.

Feb. 2: FCC, by four to two vote in WHLS Port Huron, Mich., case, holds Sec. 315 of Communication Act to comprise "absolute" prohibition against a station's censoring political broadcasts; states this federal prohibition will relieve station of responsibility for libelous material in political broadcasts.

Feb. 2: RCA announces development of a 16-inch tv picture tube, first metal kinescope, with picture area of 125 square inches.

Feb. 2: Loren Ryder, head of Paramount Pictures sound department, demonstrates film developed in 66 seconds.

Feb. 9: Western Union reveals plans to enter tv network field, starting with microwave relay between New York and Philadelphia.

Feb. 23: FCC assigns band for intercity tv relays operated by broadcasters for interim period until permanent common carrier facilities are available.

Feb. 23: Following successful test in Cincinnati, Transit Radio plans installation of fm receivers in bus and trolley lines of other cities, to receive special program service, largely music.

March 1: Senate Interstate & Foreign Commerce Committee orders FCC to hold up its clear channel decision as Sen. Edwin C. Johnson (D-Colo.), ranking minority member, introduces bill to break down clear channels and limit power to 50 kw.

March 1: NAB board approves $200,000 promotion campaign for radio.

March 1: Rural Radio Network, fm project in New York State, financed by 10 farm cooperative organizations and calling for investment of $400,000 in six outlets, to begin operation with three stations in May.

March 8: FCC starts hearings on right of stations to editorialize.

March 15: American Jewish Congress petitions FCC for revocation hearing for KMPC Los Angeles, charging station with "slanting" news comments.

March 22: FCC holds three-day hearing on proposed standards for facsimile broadcasting.

March 29: AT&T files new tariffs for intercity tv transmission, substantially lower than those proposed year ago.

March 29: With "The Washington Radio Market" B • T starts continuing series of studies of major radio markets.

March 29: FCC orders investigation of news policies of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, stations owned by G. A. (Dick) Richards.

April 19: Court of Appeals for District of Columbia reverses FCC's non-hearing grant to Joseph P. Stanton of 10 kw daytime station at Philadelphia on WCKY Cincinnati's 1-B clear channel (1530 kc), rules that when licensee claims a grant would adversely affect him he must be given an opportunity to argue his cause and if the argument indicates that his rights would be adversely affected, a full dress hearing on the application must be held.

April 26: As Senate Commerce Committee closes hearing on Johnson Bill to break down clear channels, Acting Chairman Charles W. Tobey (R-N.H.) issues surprise order for new hearing to investigate broadcast allocations, regulation and patent ownership.

May 3: Affirming lower court's denial of an



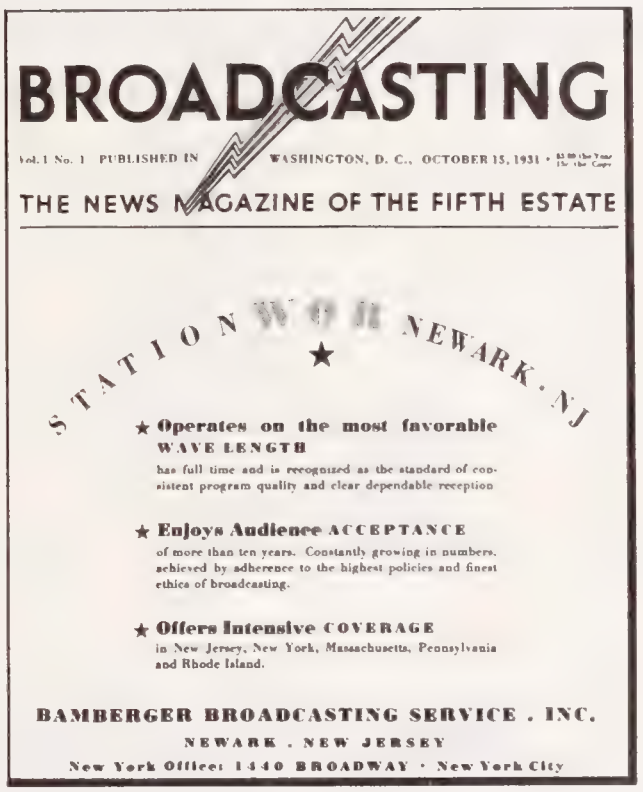
In 1931 - this Sol Taishoff started BROADCASTING as the News Magazine of the Fifth Estate . . .

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In the 25 years since then—
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Broadcasting has expanded to become
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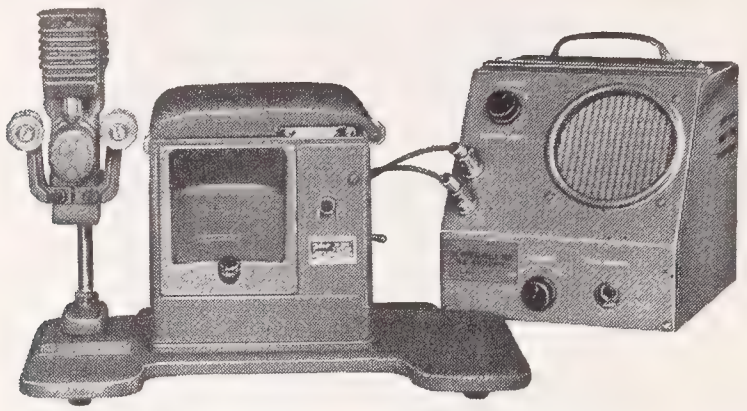


AND 34-YEAR OLD WWL IS STILL THE SOUTH'S GREATEST SALESMAN

NOW A 50,000 WATT CLEAR CHANNEL CBS AFFILIATE

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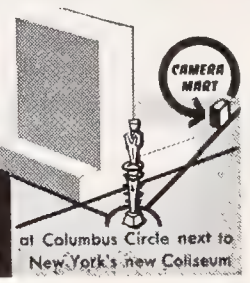
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"Give to the world the best you have and the best will come back to you"

Queen for a Day

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injunction to WSAY Rochester, N.Y., to keep ABC and MBS from switching affiliations to other stations, U.S. Second Circuit Court of Appeals, New York, holds that network is not a common carrier and can make whatever contracts it wishes for the distribution of its programs.

May 10: Texas Attorney General notifies FCC that despite its WHLS Port Huron decision, Texas libel laws are still in effect and "stations carrying libelous material will be subject to state laws."

May 10: FCC orders into effect earlier proposal assigning tv ch. 1 (44-50 mc) to non-government fixed and mobile services, denying fm spokesmen's pleas for that channel for use in fm network relaying; gives fm stations in 44-50 mc band until end of year to move to 88-108 mc; issues proposed new expanded tv allocation table; calls hearing on feasibility of tv use of frequencies above 475 mc; proposes required minimum hours of tv station operation be scaled from 12 hours a week for first 18 months to 28 hours a week after 36 months.

May 10: House Un-American Activities Committee to investigate station grants to Edward Lamb, Rep. F. Edward Hebert (D-La.) states after speech accusing Mr. Lamb of having "Communist associations and affiliations."

May 17: Frank E. Mullen resigns as executive vice president of NBC to become president of G. A. Richards stations.

May 24: NAB convention approves new code, considerably revamped from original version, as ideal toward which operation should be aimed.

May 24: ABC makes public offering of 500,000 shares of voting stock; it is all sold in less than two hours at $9 a share.

May 31: President Truman nominates Miss Frieda Hennock to FCC.

May 31: FCC's denial of an application made by WADC Akron because it contemplated full-time use of network programs is upheld by U.S. Court of Appeals for District of Columbia, which divides 2-to-1 over whether decision involved censorship.

May 31: D. C. Appellate Court refuses to rehear the WCKY case, in which it rules FCC should have heard WCKY Cincinnati before putting a daytimer on its channel; appeal to Supreme Court foreseen.

June 7: Gulf Oil Corp. starts sponsorship of *We the People* on both CBS Radio and CBS-TV; first regular sponsored simulcast series.

June 14: FCC authorizes commercial use of facsimile broadcasting on fm channels as of July 15; adopts rules and standards for printed broadcast medium.

June 14: Texas Co. puts old-style vaudeville show on tv; launches hour series on NBC-TV starring Milton Berle and with commercial delivered by Sid Stone, vaudeville pitchman.

June 28: Tv coverage of GOP convention makes history, reaches 10-12 million persons, costs an estimated $200,000, was transmitted to midwest viewers by Stratovision.

June 28: Senate confirms appointment of Miss Hennock as first woman FCC commissioner.

July 5: FCC officially adopts its "Port

Because . . . in Memphis . . . *"There's more to see on* **Channel 3"** . . .

First BY A.R.B.!*

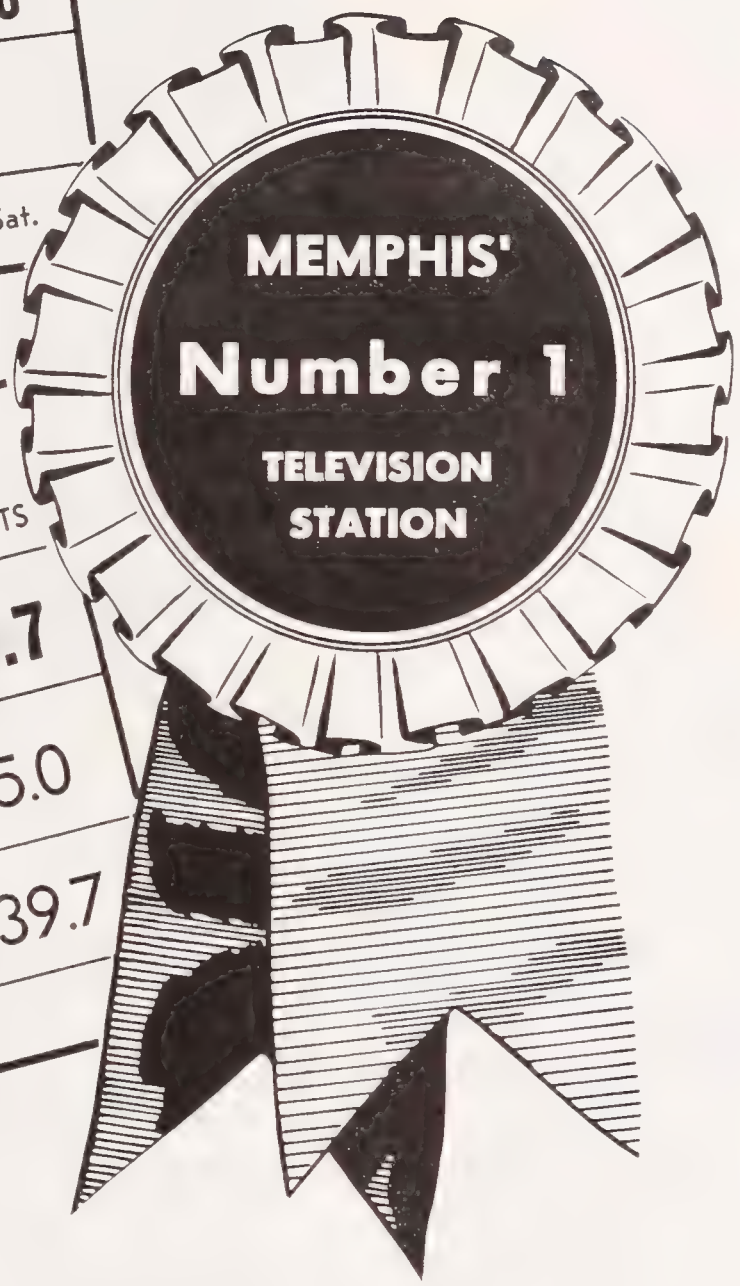
WREC-TV	STATION "B"	STATION "C"
40.0	32.3	27.7

*A.R.B. Report, June, 1956, Sign-On to Midnight, Sun. thru Sat.

First BY PULSE!*

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	187	4,438.7
STATION "B"	63	3,815.0
STATION "C"	60	3,239.7

*Pulse, May 1-7, 1956, Sign-On to Midnight



Delivering top coverage of the great Memphis and Mid-South Market with: 1. Top Shows! 2. Highest Antenna (1349 Feet Above mean Sea Level)! 3. Full Power!

CBS TELEVISION

WREC-TV

CHANNEL 3 MEMPHIS

Represented Nationally by The Katz Agency

Good Programs

not "gimmicks" build responsive family listening. Omahan's Dial KBON for family variety, news, sports, comedy, drama, mysteries, music, local personalities and commercials to inform them, not harass them. We solicit the family audience and try to respect it.

KBON

ONE OF OMAHA'S FINE RADIO STATIONS

The ONLY way you can really



REACH...

all of this rich Central Texas Market is with



It's the long reach that counts! Get over 158,126 TV Homes* with KTBC-TV and over $782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage, Sales Management, 1956

KTBC'S radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY 20 counties of Austin's Trade Area!

KTBC

CHANNEL 7
CBS • NBC • ABC
316 kw MAX.

CBS

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc

Huron" intepretation of political-broadcast law at outset of presidential campaign.

July 5: After severe Congressional criticism of some *Voice of America* programs, NBC and CBS withdraw from programming activities for VOA.

July 19: KPRC Houston asks court to set aside Commission's views on political broadcasting and itself interpret the law.

July 19: Inter-American Broadcasting Assn., meeting at Buenos Aires, rebukes Argentina for having virtually abolished "liberty of dissemination as conceived by our association."

July 26: FCC orders investigation of station representation by networks to see whether it violates Commission's network regulations.

July 26: Maj. E. H. Armstrong sues RCA and NBC for alleged infringement of five of his basic fm patents.

July 26: Dispatch to B.T and personal letter to publisher from correspondent covering Inter-American Broadcasting Assn. meeting appear on front page of Peron-controlled *Democracia* along with editorial charging dire plot against Argentina.

July 26: Giveaway programs on radio networks alone total $165,000 a week, a B.T survey reveals.

July 26: U.S. District Court of New York orders ASCAP to stop collecting performance fees from motion picture theatres.

July 26: Five Baltimore stations are charged with contempt of court for broadcasting wire service dispatches of arrest and confession of a man charged with two murders; press associations join NAB in fight against "Baltimore gag" rule.

Aug. 9: FCC proposes rules for giveaways which would bar practically all such programs from air.

Aug. 9: Frederic W. Ziv buys World Broadcasting System from Decca Records for $1.5 million.

Aug. 9: House Select Committee starts investigation of FCC by questioning Commission officials on their stand on political broadcasts.

Aug. 16: Westinghouse applies for commercial use of Stratovision.

Aug. 23: FCC proposes to limit ownership of am stations to seven by any entity in line with present limit of six fm and five tv stations.

Sept. 13: Complaints received from stations by NAB indicate that time chisels and per inquiry business are at all-time high.

Sept. 20: AFM President James C. Petrillo offers to end 8½-month old ban on recordings; proposes royalty payments to be made to a disinterested trustee, who would collect funds from recordings and use them to hire unemployed musicians, avoiding Taft-Hartley ban on direct payments to union.

Sept. 27: NBC proposed new tv affiliation contracts call for station to give NBC 30 hours of free time a month, while network assumes all connection costs; NBC sets objective of 28 hours a week of network service.

Sept. 27: Philco asks court to force AT&T to transmit from New York to Boston tv programs sent via Philco's own relay system from Philadelphia to New York; charges AT&T with insisting its intercity facilities be used all the way.

Oct. 4: FCC puts freeze on tv licensing and hearing functions, pending decision of changes in present tv standards.

Oct. 11: CBS purchases *Amos 'n' Andy* outright for $2 million; makes strong effort to get Bergen and McCarthy away from NBC.

Oct. 11: Court of Appeals for District of Columbia rules that FCC must grant hearing to any station which claims it will be harmed by a grant of another application, even if interference would occur outside the normally protected contour, in decision reversing a non-hearing grant to put a 1 kw daytime station at Tarboro, N. C., on the 760 kw I-A clear channel of WJR Detroit.

Oct. 11: Transit Radio opens national sales offices in New York and Chicago to represent four licensees: WCTS (FM) Cincinnati KPRC-FM Houston, WIZZ (FM) Wilkes-Barre-Scranton, WPLH-FM Huntington, W. Va.

Oct. 18: Avco's Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) files application to buy WHAS Louisville for $1,925,000.

Oct. 25: FCC rules that equal time provision of Communications law applies only to candidates competing against each other in the same contest.

Oct. 25: Ultrafax, high-speed communications system capable of transmitting and receiving a million words a minute, developed by RCA in cooperation with Eastman Kodak Co. and NBC, is demonstrated.

Nov. 1: Record companies and AFM reach agreement; companies to pay royalties to "public music fund" administered by impartial trustee.

Nov. 8: Robert D. Swezey resigns as vice president and general manager of MBS over appointment of Linus Travers, executive vice president of Yankee Network, as MBS vice president for sales and programs reporting directly to Edgar Kobak, network's president.

Nov. 22: FCC orders hearing on news policies of G. A. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland.

Nov. 22: Assn. of Federal Communications Consulting Engineers is organized by 26 consultants.

Nov. 29: CBS gets Jack Benny program; will start Jan. 2 in same Sunday evening period (7-7:30 p.m.) and with same sponsor.

HAVE YOU A

Story*

TO TELL?

Put it in records — inexpensively. Get your story into lots of hands at one time!

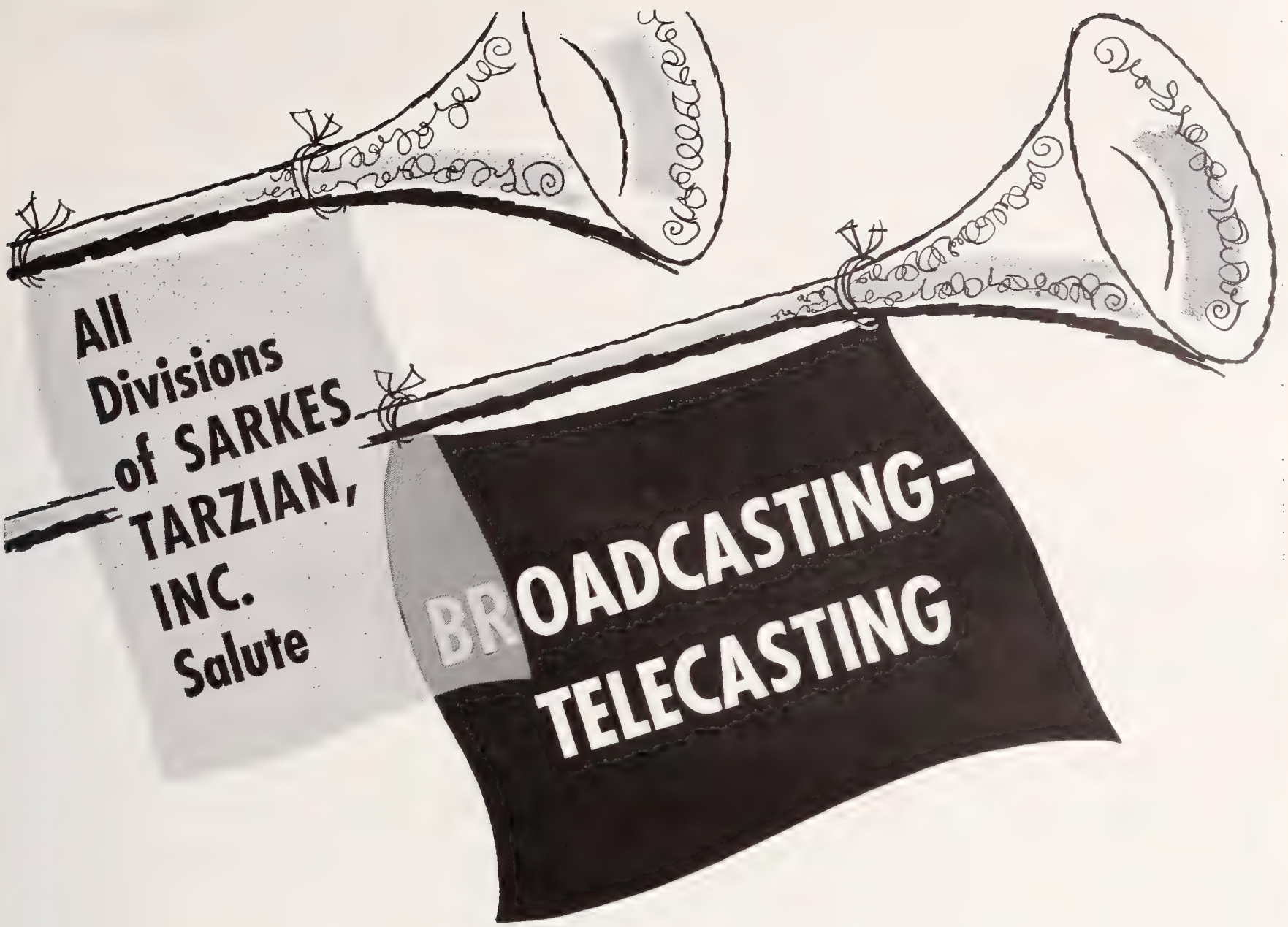
We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.

- **Large or Small Quantities**
- **Exceptionally Low Rates**
- **All Speeds and Sizes**

**Sales Pitch for your Client—or Yourself*

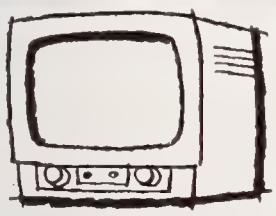
SEND FOR BROCHURE AND RATES

CREST RECORDS, INC.
220 BROADWAY
Huntington Sta. 15, N. Y.



on the occasion of your

SILVER ANNIVERSARY



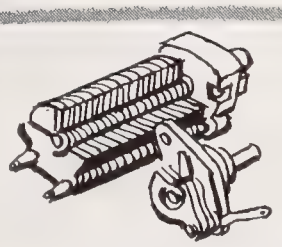
WTTV • Channel 4
"Serving the Hoosier Heartland"



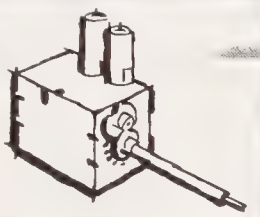
BROADCAST EQUIPMENT DIVISION
One of the few manufacturers making complete broadcast equipment



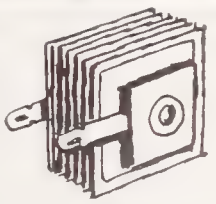
WTTS • 1370 KC
5000 Watt
Regional Station



AIR TRIMMER DIVISION



TUNER DIVISION



RECTIFIER DIVISION

Dear Betty and Sol:

Twenty five years is a quarter of a century. That long ago you gambled on broadcasting as an industry and started Broadcasting-Telecasting.

Thirty-one years ago WSOY, over the license signature of Secretary of Commerce Herbert Hoover, became known in Central Illinois.

The years have been kind to both of us. I hope we have deserved it . . . and I think we have.

Let's hope that the next quarter of a century will be equally as fruitful and satisfying for us, for our customers, for our associates.

Affectionately,

Merrill Lindsay

(American Tobacco Co.) it had on NBC; Edgar Bergen deal awaiting Internal Revenue Dept. ruling; Phil Harris-Alice Faye show to remain on NBC for time being.

Nov. 29: Bulova Watch Co. introduces plan for combining time signals with tv station identification announcements; 1949 advertising budget includes $500,000 for tv, $3 million for radio.

Nov. 29: Negotiations are in progress for sale of ABC to 20th Century-Fox.

Nov. 29: U.S. Court of Appeals for District of Columbia reverses FCC on denial of license renewal to WORL Boston; calls action arbitrary, capricious and without "substantial" evidence.

Dec. 6: Frank M. Folsom, executive vice president in charge of Victor Div., becomes president of RCA, succeeding Brig. Gen. David Sarnoff, who retains board chairmanship.

Dec. 6: Verdi's "Otello" is telecast in full from stage of Metropolitan Opera House in New York on ABC-TV with Texas Co. as sponsor.

Dec. 13: Justice Dept. investigates practices of major and minor leagues with regard to broadcasts.

Dec. 13: Fort Industry Co. files bid for WHAS Louisville matching that of Crosley Corp.

Dec. 20: Recording peace near as Labor Secretary Maurice Tobin and Attorney General Tom Clark approve "trust fund" plan as within Taft-Hartley Act; Samuel R. Rosenbaum, one-time president of WFIL Philadelphia, is chosen as impartial trustee and administrator of the fund.

Dec. 20: Bob Hope also files for WHAS Louisville under competitive bidding rule.

Dec. 27: Transcription companies sign five-year agreements with AFM.

1949

Jan. 3: Affirming FCC's denial of application of Bay State Beacon Inc. for Brockton, Mass., station which would offer 95% of its time for sale, Court of Appeals of District of Columbia rules Commission has right to examine percentages of commercial and sustaining time proposed by applicant.

Jan. 10: Daytime Stratovision tests deliver good pictures to some areas but in others local station interference mars reception.

Jan. 10: With Jack Benny and *Amos 'n' Andy* in its Sunday night lineup, CBS now tops NBC ratingwise in the critical 7-8 p.m. period.

Jan. 10: Resisting FCC order to move all fm to 88-108 mc, fm inventor E. H. Armstrong wins stay order from U.S. Court of Appeals for District of Columbia permitting his experimental station, W2XMN Alpine, N. J., to continue operating on 44.1 mc pending a hearing.

Jan. 10: Admiral Corp. will sponsor hour-long musical revue series, *Friday Night Frolic,* on combined NBC and DuMont tv networks, starring Sid Caesar, Imogene Coca and the Gower and Marge Champion dance team.

Jan. 17: John Churchill resigns as BMB research director; NAB lends its director of research, Dr. Kenneth H. Baker, to supervise BMB's second nationwide study of station and network audiences.

Jan. 17: Liggett & Myers contracts for baseball telecasts also include exclusive right to in-park advertising, so that camera in covering games will have only Chesterfield ads in background.

Jan. 17: AT&T coaxial cable links east coast and midwest tv stations; 90-minute dedicatory telecast is far from great.

Jan. 24: CBS gets services of Bing Crosby for both radio and tv.

Jan. 31: Baltimore court finds three stations guilty of contempt for violating court's rule prohibiting publication of crime news, fines WITH $500 and costs, James P. Connolly, WITH commentator, $100 and costs, WFBR $300 and costs, WCBM $300 and costs; WISD, in suburban Essex, found not guilty in absence of proof its broadcasts were heard in city.

Jan. 31: CBS signs Edgar Bergen and Red Skelton; other deals reported near to signing stage.

Jan. 31: Academy of Television Arts & Sciences presents first Emmy awards; KTSL Los Angeles telecasts ceremonies.

Jan. 31: KMED Medford, Ore., tells FCC its sale to Gibson Broadcasting is off and all because of Commission's competitive bidding rule.

Feb. 7: Appellate Div. of New York Supreme Court sets aside award of $490,419 to Donald Flamm, former owner of WMCA New York, in suit against Edward J. Noble, ABC board chairman, to whom Mr. Flamm sold WMCA in 1941.

Feb. 7: Pennsylvania State Board of Censors of Motion Pictures orders censorship of tv films before they are telecast by any Pennsylvania station.

Feb. 14: NBC rescinds rule against use of transcriptions on network.

Congratulations and best wishes, Sol

United Broadcasting Company

WOOK	WANT	WOOK-TV
WSID	WINX	WACH-TV
WJMO	WYOU	WTLF (TV)
WARK-CBS	WFAN-FM	

WORLD NEWS SERVICE

One Score and Five Years Ago...

A lot of history has been made during the twenty-five years since "Broadcasting" began to serve the radio industry. And we now seem to have gone full cycle in programming to public taste.

Remember in 1931 that the leaders among radio stations did not allow price mentions? Remember the great appeal of "soft sell" announcers like Norman Brokenshire, Frank Gallup, John Reed King, Frank Knight, David Ross and other great names? As audiences grew, the competition increased, and so did the sound and fury. Then some radio stations began to specialize.

It was 1938 when KFAC programmed its first concert. The audience acceptance of that first hour led to the gradual development of KFAC as it is today—the music station of Southern California. Over 50% of the radio homes of this area listen to KFAC during the week, according to Pulse. Twenty-seven of our advertisers have been with us two years or more. They have found that the KFAC "soft sell" does sell. Our business reflects the growing awareness of this fact. We are happy to have played our part in the development and progress of the still young industry which "Broadcasting•Telecasting" serves so well.



The Music Station for Southern California

Feb. 28: Crosley Broadcasting Corp. is left as only bidder for WHAS Louisville as Bob Hope and Fort Industry Co. drop out.

March 7: NBC affiliates give network a vote of confidence at Chicago meeting.

March 7: Hugh Feltis resigns as president of BMB to become general manager of KING Seattle.

March 21: Fred Allen signs contract giving NBC exclusive rights to his services for radio and tv.

April 4: NAB protests limitations on use of 540 kc channel proposed by FCC: to limit power to 1 kw and no use at all within 25 miles of some 224 military installations; points out that 1947 Atlantic City allocations made 540 kc a broadcast channel.

April 11: Frank K. White, president of Columbia Records and previously treasurer and vice president of CBS, becomes president of Mutual, succeeding Edgar Kobak, retiring to open office as business consultant.

April 18: After stormy debate on convention floor, with expansion of Broadcast Advertising Dept. of NAB demanded, board creates Broadcast Advertising Bureau, names Maurice B. Mitchell as its director, operating under a board policy committee, and earmarks $100,000 to get it going.

April 18: BMB wins a vote of confidence from convention and a loan of $75,000 from NAB.

April 18: International High Frequency Conference at Mexico City comes to stormy end as U.S. delegation refuses to approve a pilot plan giving Russia and other countries a greater share of channel hours; Russia also refuses to sign.

May 2: Two New York-Chicago channels added to AT&T coaxial cable service now provide three west-bound and one east-bound channel for tv programs.

May 9: President Truman nominates FCC Comr. Edward M. Webster for reappointment to a 7-year term.

May 9: FCC authorizes NBC to operate a uhf station at Bridgeport, Conn., for experimental rebroadcasts of programs of uhf WNBT (TV) New York.

May 9: Arthur Godfrey was top CBS wage-earner in 1948 with pay of $258,450, not including the $123,624 paid by CBS to Arthur Godfrey Productions for "program services" nor the $58,441 AGP got from Columbia Records. Lowell Thomas was top "independent contractor" on the network, getting $402,300 for program services.

May 16: CBS signs Frank Stanton to 10-year contract to continue as president at base salarly of $100,000 a year, followed by 10-year consultant's contract at $25,000 a year.

May 16: Don Lee Broadcasting System, 45-station Pacific Coast network, elevates President Lewis Allen Weiss to post of board chairman, promotes Willet H. Brown from executive vice president to president.

May 16: Don McNeill, conductor of ABC's *Breakfast Club,* was paid $180,229 by ABC in 1948, top pay made by network for services.

May 23: Mark Woods signs five-year contract with ABC to remain as president at $75,000 a year; Robert E. Kintner as executive vice president at $50,000 and C. Nicholas Priaulx as vice president and treasurer at $27,500; all provide for increases if earnings improve.

May 23: Associated Actors & Artistes of America, parent AFL talent union, sets plans for new branch, Television Authority, to end conflicting claims of Actors' Equity, AFRA, Screen Actors Guild and others.

May 30: FCC consolidates all major tv problems, including uhf-vhf allocations and color; plans hearings to start in August.

May 30: Arkansas Supreme Court upholds Little Rock's city tax on radio stations.

May 30: Rep. John Rankin (D-Miss.) introduces bill rendering networks, stations and broadcaster-commentators liable to suit by a person slandered in district where he resides "at the county seat" by law of Congress; FCC is "too slow," Rep. Rankin states.

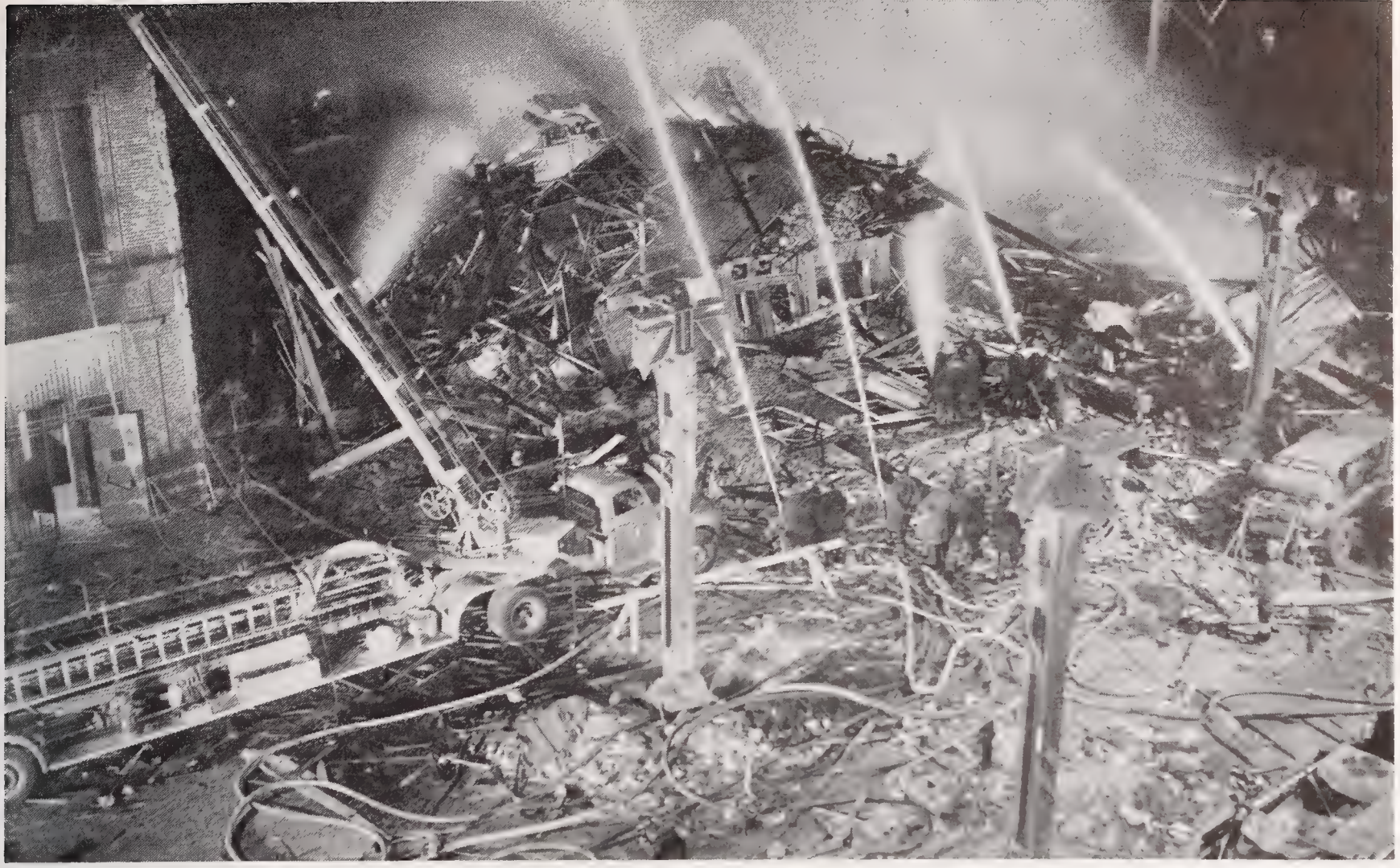
May 30: Disputing suggestion of FCC Chairman Wayne Coy that fm stations be forced to duplicate am programs when facilities jointly operated, Fm Assn. President William E. Ware declares that "such regulations would sound the death knell of fm."

May 30: WORL Boston goes off air after fighting for license renewal since 1945.

May 30: Longest direct tv pickup, 129 miles, made by KFMB-TV San Diego during dedication when it got and rebroadcast salute from KTLA (TV) Los Angeles without special equipment of any kind.

June 6: FCC sanctions editorializing by broadcast stations within undefined limits of "fairness" and "balance" by 4-to-1 vote, overriding eight-year old Mayflower decision; Comr. Frieda B. Hennock, dissenting, contends majority's standard of fairness is "virtually impossible of enforcement"; CBS announces it will editorialize "from time to time."





Three-and-one-half-million-dollar granary explosion and fire, Philadelphia, Pa.—*Photo courtesy of* PHILADELPHIA INQUIRER.

WFIL-TV films "hot" news with Du Pont 931 —and it's on the air in minutes

An explosion shook Philadelphia's Market Street at 8:03 P.M., March 28, 1956, and WFIL-TV cameramen were on the scene moments later—their cameras loaded with Type 931 Motion Picture Film.

Well-known WFIL-TV News Director Gunner Back says: "Our photographers fed film back to the station for our 11 P. M. 'RCA-Victor News Reel' just as fast as it was shot. Although it was still coming out of the processing machine 10 minutes before air time, we were sure of the good pictures we would get."

Du Pont High Speed Rapid Reversal Film, Type 931, is a favorite of WFIL Photographer Harry W. Krause, who reports: "Du Pont 931 has what it takes for TV work—it's a rugged film with high speed, wide latitude, good contrast and never blocks up an optical sound track."

FOR MORE INFORMATION about Du Pont Motion Picture Films, ask your nearest Du Pont Sales Office or write the Du Pont Company, Photo Products Department, Wilmington 98, Del. In Canada: Du Pont Company of Canada Limited, Toronto.

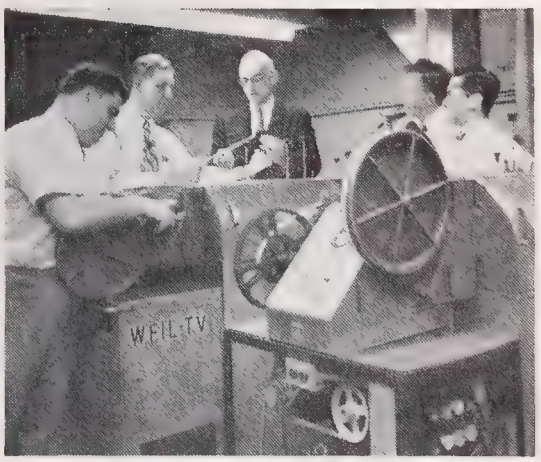
SALES OFFICES

Atlanta 8, Ga. .....805 Peachtree Building
Boston 10, Mass. .....140 Federal Street
Chicago 30, Ill.....4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio .....20950 Center Ridge Road
Dallas 7, Texas .....1628 Oak Lawn Avenue
Los Angeles 38, Calif.....7051 Santa Monica Blvd.
New York 11, N. Y.....248 West 18th Street
Wynnewood, Pa. .....308 East Lancaster Avenue
Export.....Nemours Bldg., Wilmington 98, Delaware

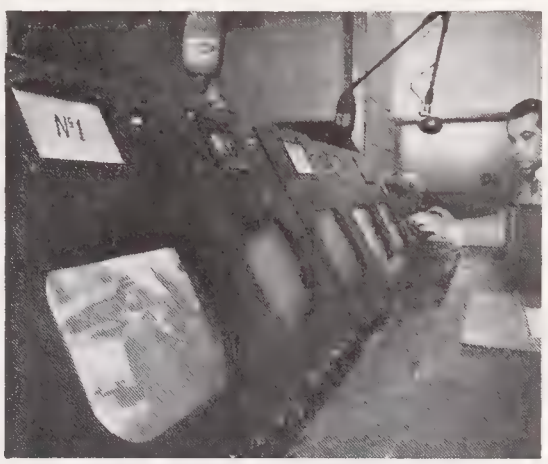
DU PONT
REG. U.S. PAT. OF.

BETTER THINGS FOR BETTER LIVING
. . .THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM



Du Pont Technical Representative Dudley Field (center) examines some "hot" processed 931 footage with WFIL Photo Department.



View of disastrous fire can be seen on monitor. Contrast range of Du Pont Type 931 film is just right for TV.



News Director Gunner Back says: "The quality of our news film on Type 931 Motion Picture Film has been consistently high."

June 13: FCC repeals Avco rule which for four years has required stations up for sale to be advertised for competing bids; admits rule had failed its purpose and often inflicted "severe economic and other hardships" on buyers and sellers.

June 13: Maryland Court of Appeals reverses lower court ruling that upheld "Baltimore gag" rule, reverses contempt citations against WCBM, WITH and WFBR Baltimore and James P. Connolly, former WITH news editor.

June 13: Frank E. Mullen's contract as president of the G. A. Richards stations is cancelled; he retains 15% interest in KMPC Los Angeles acquired for $54,787; will be paid year's salary of $75,000 for next 12 months, plus $75,000 more if NBC affiliates with KMPC before Aug. 1, 1952.

June 13: FCC's right to use discretion in granting or denying oral arguments on legal sufficiency of a licensee's claim of potential interference from pending applications is affirmed by U.S. Supreme Court in decision reversing lower court's ruling in WJR Detroit daytime skywave case.

June 13: NAB Tv Music Committee and ASCAP reach tentative agreement on am formula plus 10% as basis for tv music licenses; stations and ASCAP members asked to approve before July 1 deadline.

June 27: Broadcast Advertising Bureau transfers headquarters to New York; plans expanded operations with $200,000 budget.

July 4: CBS, having announced that it would broadcast editorials over its own name, now says it will sell time for "expression of opinion on public issues."

July 11: Sylvester L. (Pat) Weaver, vice president and radio-tv director of Young & Rubicam, joins NBC as vice president in charge of television.

July 18: NAB Board streamlines association organization, establishes an audio division comprising both am and fm and a video division; A. D. Willard, executive vice president, declines appointment as head of video division and resigns to return to private industry.

July 18: FCC announces tv allocations plan: to add 42 uhf channels to the present 12 vhf channels, with another 23 to 28 uhf channels reserved for experimental television, providing for 2,245 tv stations in 1,400 communities.

Aug. 29: FCC bans giveaways as violation of criminal lottery laws.

Sept. 5: ABC, CBS, NBC seek injunctions to prevent FCC from putting its anti-giveaway ruling into effect.

Sept. 12: AT&T's policy of not connecting its network tv facilities with those of private broadcasters is called "unlawful" in proposed FCC report.

THE HIRED HANDS HAVE PROSPERED, TOO

BROADCAST employes have long been the second highest paid in American industry, according to a compilation of average pay by the Office of Business Economics, Dept. of Commerce.

Starting with 1930, the second year in which average income figures were compiled, broadcast salaries and wages have been far ahead of most industries. They have ranked second to brokerage employes most of the time, except in the mid-30s when air transport employes were ahead temporarily.

Broadcast wages averaged $6,333 in 1955, a figure second only to the $8,078 for brokerage employes. Since broadcating became a nationwide industry the average wage level has risen 2½ times. A factor in the broadcast average pay is the high degree of variance in pay levels of different types of employes.

Preliminary figures compiled early this month by NARTB show that salaries and wages comprise approximately 40% of total expenditures at television stations (includes non-member as well as member stations but does not include networks or their owned stations, educational stations or stations in territories).

Highest wage-salary item at tv stations was program salaries (total money spent, including talent). Technical pay was next, about two-thirds the program figure. General administrative ran half of programming, with sales almost one-third.

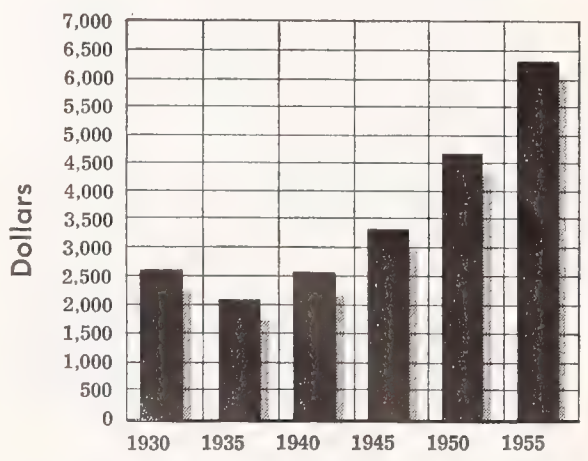
NARTB's compilation for tv was not broken down by exact percentage figures, but a more detailed story is told by the association in the case of radio stations. Total wages and salaries comprise 55.8% of total money spent, of which technical and programming comprise 31.4%, sales 11% and general-administrative 13.4%.

AVERAGE ANNUAL EARNINGS BY INDUSTRIES* 1930-1935

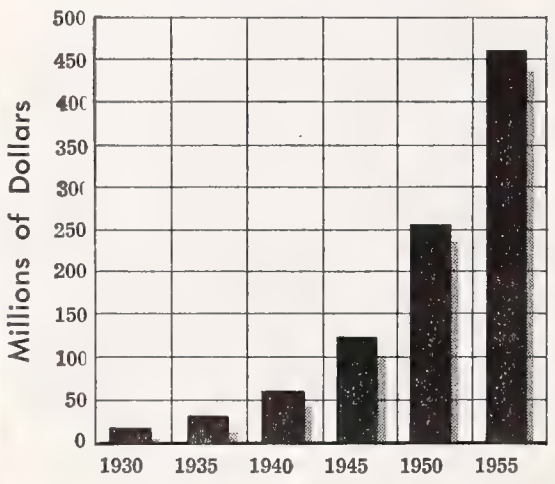
1930		1935		1940	
Brokerage	$3,097	Brokerage	$2,770	Brokerage	$2,845
Broadcasting	$2,624	Air Transport	$2,195	Broadcasting	$2,554
Air Transport	$2,424	Broadcasting	$2,089	Air Transport	$2,239
Business Services	$2,412	Motion Pictures	$1,892	Oil, Coal Products	$1,954
Insurance Carriers	$2,226	Business Services	$1,884	Autos, Equipment	$1,934
1945		**1950**		**1955**	
Brokerage	$5,286	Brokerage	$6,122	Brokerage	$8,078
Broadcasting	$3,515	Broadcasting	$4,698	Broadcasting	$6,333
Engineering, Professional Services	$3,258	Oil, Coal Products	$4,315	Pipelines	$5,615
Pipelines	$3,230	Pipelines	$4,296	Oil, Coal Products	$5,593
Oil, Coal Products	$3,097	Engineering, Professional Services	$4,106	Autos, Equipment	$5,323

* Fulltime employes. Covers five highest industries by five-year segments.

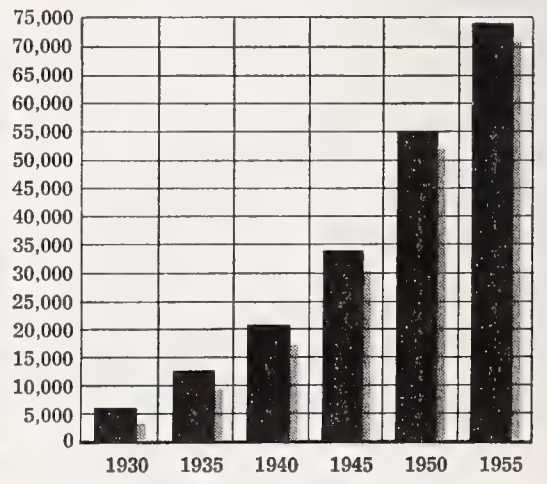
AVERAGE ANNUAL EARNINGS FOR FULLTIME EMPLOYES



TOTAL COMPENSATION EARNED BY EMPLOYES



NUMBER OF FULLTIME EMPLOYES IN RADIO-TV BROADCASTING





Joseph B. Haigh, Chief Engineer, KFJZ, Fort Worth, Texas, *SAYS:*

"Low image retention . . . that's why KFJZ finds General Electric camera tubes a good investment!"

"We particularly like the low image retention of G-E camera tubes. Some days our cameras must preview commercials for hours at a time. They are required to focus on a stationary object like a trademark, and then image burn-in becomes a problem.

"With General Electric camera tubes, we've found that the risk of burn-in is reduced. Also, the tubes have good image resolution, and pick up fine detail. Black-white contrast is sharp.

"Furthermore, G-E tube packaging is the best we've seen. It protects spare image orthicons from dirt and damage, and makes it easy to store them compactly, so that they take up minimum space.

"From package to performance, General Electric camera tubes have proved themselves here at KFJZ. They help us provide crisp and clear pictures that mean pleasant viewing in Fort Worth homes."

* * *

Benefit from the many quality features of General Electric Broadcast-Designed image orthicons! Your G-E tube distributor stocks them . . . can give immediate delivery. Call him today! *Electronic Components Division, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F5

Sept. 12: Attempts of tv networks to obtain exclusive rights to World Series end in offer of telecasts to all on "no pay, no charge" terms; Gillette Safety Razor Co. buys rights, gets tv time free.

Sept. 26: FCC denies sale of WHAS Louisville to Crosley Corp. because of overlap between WHAS and WLW Cincinnati.

Sept. 26: Justice Dept. files antitrust suit against *Lorain* (Ohio) *Journal,* charging conspiracy to damage WEOL-AM-FM Elyria-Lorain through restraint and monopoly of the dissemination of news and advertising.

Sept. 26: FCC suspends ban on giveaway programs until court tests decided.

Sept. 26: Schenley Distillers, after stirring up broadcasters by proposing to buy time for its hard liquor products, decides to maintain its "no radio" policy; reports more than 200 stations were ready to accept hard liquor commercials.

Oct. 10: Niles Trammell becomes NBC board chairman; Joseph McConnell, RCA executive vice president, succeeds him as NBC president.

Oct. 10: CBS demonstrates studio, film and outside pickups in color to FCC; observers find quality generally good.

Oct. 10: Efforts of Associated Actors & Artistes of America to vest tv jurisdiction in new 4-A Television Authority hits snag when Screen Actors Guild refuses to yield any jurisdiction over films.

Oct. 17: RCA official demonstration of its color system to FCC, presented in rush, is admittedly disappointing; later informal showings much better.

Oct. 24: Tv networks sign five-year contracts with ASCAP retroactive to Jan. 1, 1949; work commences on per program license terms.

Oct. 31: U.S. District Court for Eastern District of Pennsylvania rules that attempt of State Board of Censorship to require censorship of tv films is invalid because it infringes on field of interstate commerce.

Oct. 31: AFM issues film rates: $27 a man for 15 minutes or less, compared to live tv network rate of $16.20 a man for 30 minutes or less; union also proposes that musicians be employed as librarians and film cutters.

Nov. 7: Mutual and Gillette Safety Razor Co. sign seven-year, $1 million contract for radio rights to World Series and All-Star baseball games.

Nov. 14: U.S. Supreme Court upholds Little Rock city taxes of $250 a year on generation of radio waves and $50 on solicitors of local advertisers.

Nov. 14: NBC reorganizes into three self-contained operating divisions: tv network, radio network, o&o stations, plus small high-level management staff.

Nov. 21: NAB approves plan to reorganize BMB as independent stock company along line of BMI; extends deadline for dissolution of present BMB to July 1, 1950.

Nov. 21: Television Authority is launched as AFL talent union for television, despite opposition of Screen Actors Guild and Screen Extras Guild.

Dec. 12: Stalemated when U.S. rejects Cuba's channel demands, NARBA conference at Montreal recesses for four months to give U.S. and Cuba time to work out an agreement.

Dec. 12: Fm Assn. votes to disband, merge with NAB.

1950

Jan. 2: Robert E. Kintner becomes president of ABC as Mark Woods is elected vice chairman.

Jan. 2: NBC-TV asks affiliates to clear 2½ hours on Saturday night for network variety series.

Jan. 9: DuMont scores NBC Saturday night request as clear attempt to freeze out competition; asks FCC to stop the attempt.

Jan. 9: NBC opens uhf tv satellite station in Bridgeport, Conn., for experimental rebroadcasts of WNBT(TV) New York programs on 529-535 mc band.

Jan. 16: U.S. Supreme Court refuses to review decision of Maryland Court of Appeals invalidating Baltimore court principle that broadcasting or publishing news of an indicted criminal constitutes contempt of court; effect is to extend to Maryland generally accepted rules of free speech in crime reporting.

Jan. 16: CBS reports 90% of those seeing its demonstration colorcasts in Washington say they find color more enjoyable than black-and-white; puts on half-hour show twice daily to 300 spectators.

Feb. 13: U.S. Supreme Court rules that FCC disapproval of a contract negotiated by a licensee is not enough to invalidate the contract in a decision upholding an award to Southern Broadcasting Stations in its suit against Georgia School of Technology (WGST Atlanta).

Feb. 13: FCC approves request of Zenith Radio Corp. for public test of Phonevision in Chicago.



How much should a Tape Recorder cost?

$45,000* **The new Ampex Videotape Recorder** at $45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

$1,315* **The Ampex Model 350 studio console recorder** at $1,315, costs less per hour than any other similar recorder you can buy. Year after year it continues to perform within original specifications and inevitably requires fewer adjustments and parts replacements than machines of lesser quality.

$545* **The Ampex Model 601 portable recorder** at $545 gives superb performance inside and outside of the studio. This price buys both the finest portable performance available and the most hours of service per dollar.

YOU CAN PAY LESS FOR A TAPE RECORDER BUT FOR PROFESSIONAL USE YOU CAN'T AFFORD TO BUY LESS THAN THE BEST

*Net price as of August 1, 1956 and subject to change.

AMPEX CORPORATION

SIGNATURE OF PERFECTION IN MAGNETIC TAPE RECORDERS

934 Charter Street • Redwood City, California

MORNING 'TIL NIGHT
EVERY HOUR ON THE HOUR



NONSTOP BETWEEN



NEW YORK-CHICAGO

From 8 am to 9 pm New York to Chicago and 7 am to 11 pm Chicago to New York



AMERICAN AIRLINES

Americas Leading Airline

Feb. 20: Finding that NBC's plan for a 2½-hour Saturday night tv program violates the FCC's network rules, Commission starts issuing temporary licenses to stations which have agreed to take all or part of the program.

March 6: New Mexico appellate court rules all KOB Albuquerque broadcasts are interstate commerce and therefore not taxable by state; Virginia General Assembly passes bill forbidding cities, towns or counties in state from levying license or privilege taxes on broadcasting stations.

March 6: A. C. Nielsen Co. buys national network Hooperatings from C. E. Hooper Inc.

March 6: Richland County Common Pleas Court dismisses petition of WMAN Mansfield, Ohio, for injunction against Mansfield Board of Education so station might broadcast high school basketball games.

March 20: Broadcast Audience Measurement is formed as successor to BMB; to be financed through sale of stock to broadcasters on BMI pattern.

March 20: Hearing on news policies of G. A. Richards stations opens in Los Angeles.

March 20: Gov. John S. Battle of Virginia signs law prohibiting city, town or county tax on radio or tv stations.

March 20: Forbidden by the FCC from censoring political broadcasts, broadcasters are not liable for defamatory remarks in such broadcasts, Federal District Court Judge Kirkpatrick rules in suit of David H. H. Felix against five Philadelphia stations.

March 27: WFIL Philadelphia cuts night rates, increases daytime rates, as move to adjust radio price scale to growing audience for tv.

April 3: RCA shows its new tri-color picture tube; calls for adoption of compatible color standards.

April 3: WTMJ-FM Milwaukee, first fm station west of the Allegehanies, turns back its license and goes off air after 10 years.

April 17: FCC, interpreting its decision on editorializing, says stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

April 17: Procter & Gamble Co. asks for two-year contracts with no rate increases and a third year option at not more than a 33-1/3% boost from tv stations to carry its *Beulah Show* on ABC-TV; NARSR protests the proposed rate freeze.

April 24: William B. Ryan, general manager of KFI Los Angeles, is elected general manager of NAB to direct departmental operations.

May 15: Television does not hurt attendance at sports events after first year of set ownership, when novelty has worn off, according to study conducted by Jerry Jordan.

May 22: CBS and its owned stations withdraw from NAB.

May 22: Color Television Inc. demonstrates its color system to FCC.

May 22: DuMont shows its new three-color direct view tv receiver tube.

May 29: Chromatic Television Labs and Don Lee Broadcasting System both announce development of new tri-color tv tubes.

June 5: NAB appears in favor of proposed FCC restrictions on tv programs in which sight and sound are not integrated on behalf of its radio members and opposing these restrictions on behalf of NAB tv members.

June 5: ABC and its five owned stations pull out of NAB.

June 5: NBC starts counter raid for CBS talent; signs Groucho Marx to eight-year $3 million capital gains contract; goes after other name stars.

June 12: NBC signs Bob Hope to five-year contract.

June 12: KFI-AM-FM-TV Los Angeles asks all employes to sign loyalty oaths disclaiming membership in the Communist Party or other subversive groups.

June 12: Radio Mfrs. Assn. becomes Radio-Television Mfrs. Assn.

June 19: ABC signs Don McNeill, conductor of *Breakfast Club,* to 20-year contract; also purchases *Screen Guild Players;* NBC signs Kate Smith to five-year tv contract.

June 19: John Shepard III, founder of Yankee Network, dies of heart attack at 64.

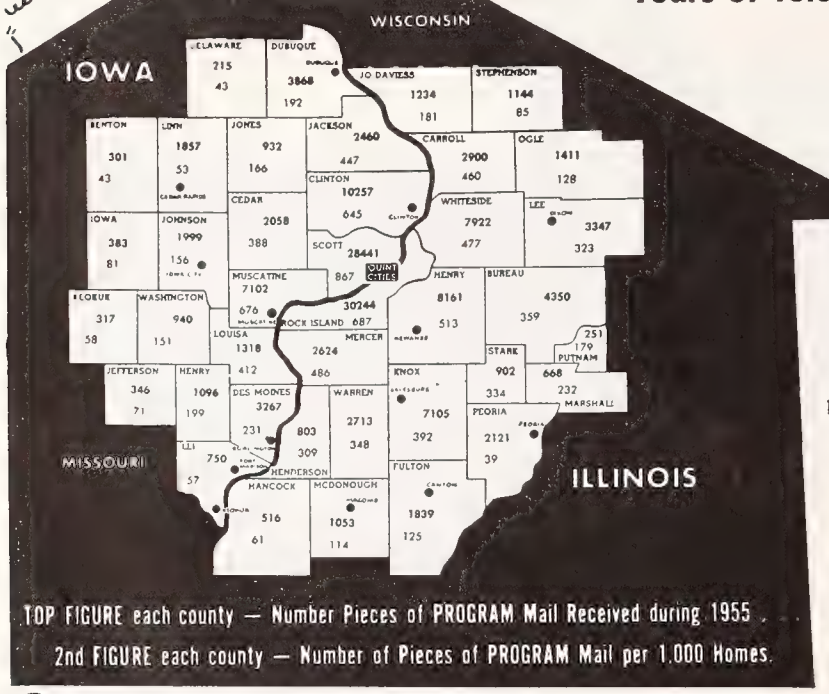
June 19: Skiatron Corp. announces "Subscriber Vision" as its entry in toll tv field.

July 3: In an advertisement headed "Two Umpires Behind the Plate Isn't Any Good in Broadcasting, Either," Stanley Breyer, commercial manager, KJBS San Francisco, challenges Hooper and Pulse to underwrite a house-to-house coincidental survey in the

WOC-TV

They get the Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .



TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955 .

2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1,000 Homes.

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	•	1,568,500
Families	•	484,800
Retail Sales	•	$1,926.588,000
Effective buying Income	•	$2,582,388,000
Source	•	1956 Survey of Buying Income (Sales Management)
Number TV Homes	•	317,902
Source	•	Advertising Research Foundation

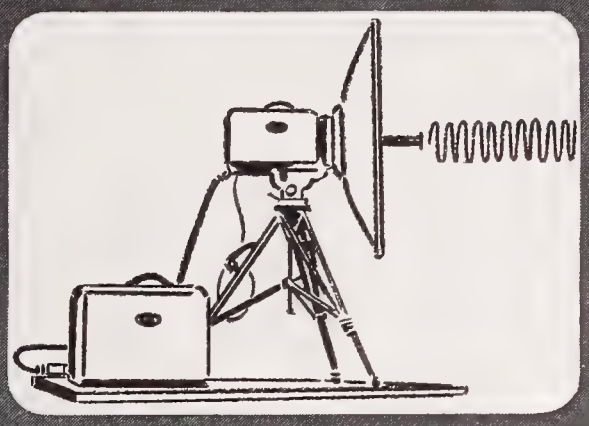
WOC-TV Owned and Operated by Central Broadcasting Co.
Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

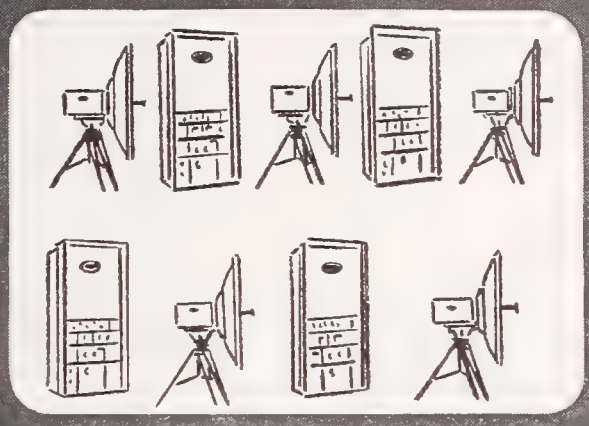
WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

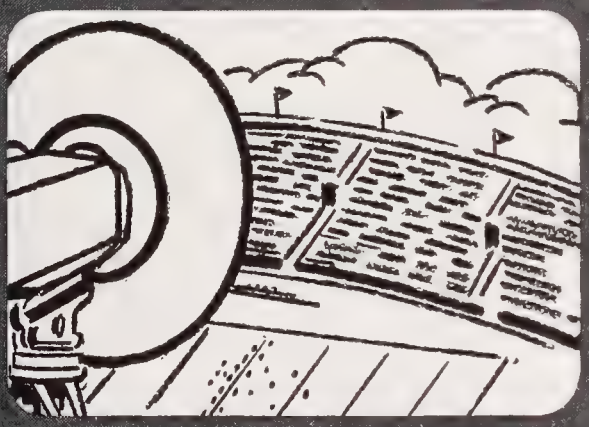
Best-Selling 20-Second Spot



1. This is the famous Raytheon KTR-1000A microwave relay—just one in the biggest line of TV microwave relays in the industry.



2. Available in rack mounted or portable, 100 milliwatts or one watt at 6000 and 7000 mc; and 100 milliwatts in portable at 13,000 mc.



3. Four light, compact, portable units, total weight only 162 lbs., ideal for remotes. Provide simultaneous transmission of high fidelity audio with full NTSC color or monochrome video.



4. As STL's too, Raytheon links provide reliable, low-cost operation, with either portable or rack mounted equipment.



5. These and many other advantages add up to one big FACT—**Raytheon KTR links outsell all competitive makes.**

RAYTHEON

Excellence in Electronics

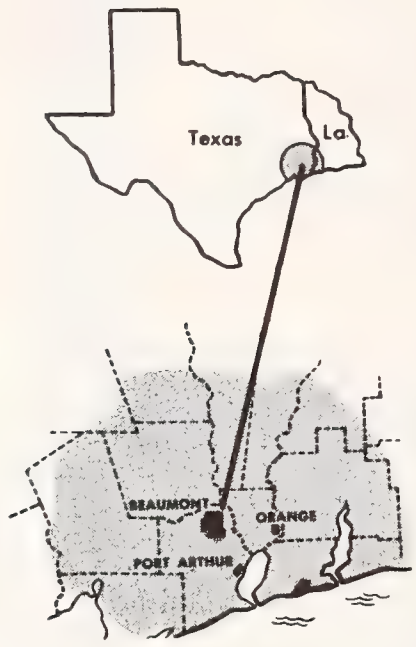
6. For full details, please write Raytheon Manufacturing Company, Equipment Marketing Department, Waltham 54, Mass., Dept. 6120.

See Raytheon's exhibit at Rooms 659-660, at the USITA Show, Conrad Hilton Hotel, Chicago, Ill., Oct. 15-17

TV KFDM AM

STUDIOS IN BEAUMONT

Dominates This Important Gold Coast Cities Market



FACTS — KFDM-TV

1. Channel 6 — 100,000 watts — CBS — ABC
2. 109,000 TV Homes in 13 Texas Counties and Louisiana Parishes.
3. Complete Dominance (Supported by Telepulse Survey)
4. Grade A Coverage in Beaumont — Port Arthur — Orange

FACTS — KFDM-AM

1. 1,093,300—Combined Population, including 12 Counties in Texas and 12 Parishes in Louisiana
2. $814,900,000 — Retail Sales
3. $1,163,108,000 — Net Effective Buying Income
4. 5,000 Watts — 560 Kilocycles — Affiliated with American Broadcasting Company

And We're Celebrating Our
32ND ANNIVERSARY
Represented by
PETERS-GRIFFIN-WOODWARD, INC.

San Francisco area and to match their own data against its findings.

July 17: National Assn. of Radio Station Representatives names committee to explore feasibility of setting up spot option time plan similar to network option time.

July 24: Following outbreak of hostilities in Korea, White House calls for formation of all-inclusive Broadcasters Defense Council to organize radio-tv for instant availability for government.

July 24: John J. Gillin Jr., WOW chief, dies of heart seizure at 45.

July 24: FCC upholds right of networks to act as advertising representatives for their affiliates after two-year investigation of complaint of NARSR.

July 31: Assn. of National Advertisers starts drive for lower radio rates, citing inroads of tv on radio audience.

Aug. 21: Hugh M. P. Higgins, vice president and general manager of WMOA Marietta, Ohio, is named interim director of Broadcast Advertising Bureau.

Aug. 28: FCC dismisses complaint against KOB Albuquerque filed in March 1946 by then New Mexico Gov. John J. Dempsey accusing the station of broadcasting libelous attacks against him; admonishes KOB to "reread" the Commission's new decision on editorializing.

Sept. 4: FCC states it will adopt the CBS color tv system unless set makers agree to "bracket standards" to enable sets to receive both present 525-line pictures and the 405-line images proposed by CBS; if they agree, Commission will adopt "bracket standards" for black-and-white tv, postpone color decision.

Sept. 4: General Foods drops Jean Muir from *Aldrich Family* after protests against her appearance from "a number of groups"; Joint Committee Against Communism claims credit for her removal, announcing a drive "to cleanse" radio and television of pro-communist actors, directors, writers; Miss Muir denies any Communist affiliations or sympathies.

Sept. 4: U.S. District Court in Cleveland holds that a newspaper which refuses to carry advertisement of local radio sponsors violates the antitrust laws, in deciding government antitrust suit against the *Lorain* (Ohio) *Journal* for unfair competition with WEOL Elyria, Ohio.

Sept. 4: Special agency-advertiser-broadcaster-researcher committee set up by Stanley G. Breyer of KJBS San Francisco to supervise test of relative merits of Hooper and Pulse rating systems votes to expand study to "include an appraisal of all methods of producing local audience-size measurements."

Sept. 4: Color Television Inc. announces new compatible "dash sequential" system of color tv; petitions FCC to reopen color hearings.

Sept. 4: National Opinion Research Corp. will survey attendance at college football games to determine effect of telecasts; project is jointly sponsored by the tv networks and National Collegiate Athletic Assn.

Sept. 11: Three tv networks—ABC, CBS, NBC—agree to pay $50,000 apiece to Gillette Safety Razor Co. for pooled telecast of World Series, Gillette having paid $800,000 for tv rights; stations to be paid for one hour's time for each first four games; DuMont refuses to take part, denounces deal as "economically detrimental" to tv.

Sept. 28: Schenley International Corp. buys time on Hawaiian and Alaskan radio station to advertise whiskies.

Sept. 28: Multiplex Development Corp. demonstrates method for simultaneous broadcast of three signals on single fm channel.

Oct. 2: Liberty Broadcasting System starts operating as fifth national network, feeding more than 10 hours of programs a day to 240 outlets.

Oct. 2: Lewis Allen Weiss resigns as board chairman of Don Lee Broadcasting System, ending 20 years with the regional network.

Oct. 2: Set makers tell FCC they can't begin turning out tv sets with bracket standards by proposed November deadline.

Oct. 9: FCC initiates rule-making proposal to equalize competition among the tv networks and eliminate the domination of NBC-TV and, secondarily, of CBS-TV.

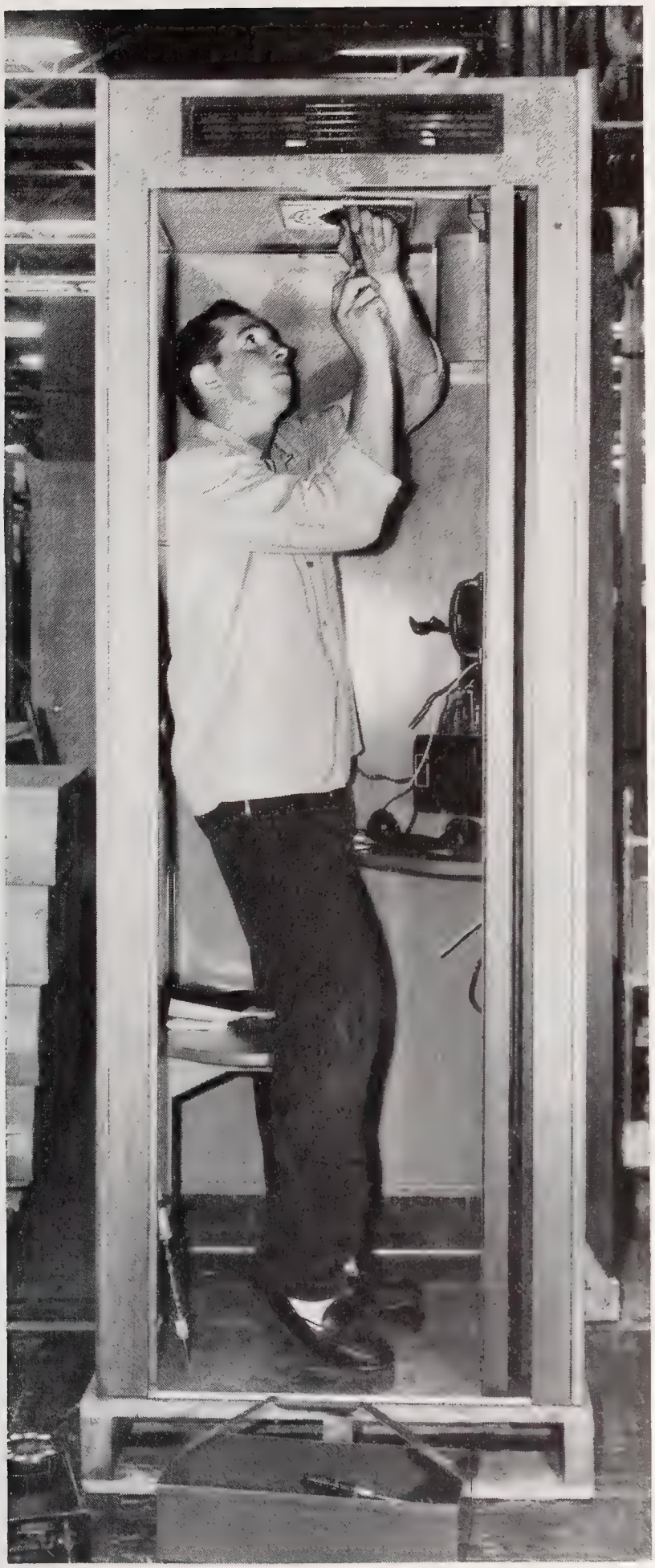
WHAT'S PLAYING?

VIOLINS and clarinets sounded alike, and a harp couldn't be told from a piano in the early days of broadcasting, John V. L. Hogan, president of Hogan Labs., recalled at the 1954 convention of Institute of Radio Engineers.

High-fidelity was conceived, he said, during a conversation he had in the early '30s with Charles B. Jolliffe, then FCC chief engineer and now RCA vice president-technical director. Mr. Hogan contended the quality of radio broadcast sound was falling behind that of records and movies. Dr. Jolliffe agreed, later proposing three 20 kc bands above 1500 kc for experimental use.

Mr. Hogan was given a license in 1934 to operate as W2XR, using a transmitter capable of 100% modulation at 16,000 cycles or higher and having minimized harmonic distortion. W2XR later became WQXR New York. The station's experimental broadcasts, and subsequent later service featuring good music, were given much of the credit for development of high-fidelity broadcasting.

The Continental Divide Station
KXLF-TV 4
COPPER STRIKE BOOM TOWN
Butte and Montana



This one is for the corner drug store . . .

Frankly, we think this is a good way of illustrating how "local" we feel – and *are* – in doing our job as the manufacturing and supply unit of the Bell System.

When Vincent Koes and his co-workers at Western Electric finish equipping this telephone booth it'll be just what the local druggist wanted from his local Bell telephone company.

It's pretty much the same way with the Bell telephone equipment we make–the telephones, telephone wire and cable, and central office switching equipment – much of it "made to order" by Western Electric people so your telephone company can give your town the telephone service it needs. As part of the Bell System, we join the Bell telephone people in your community to bring about a common goal: providing good, dependable telephone service . . . offering convenience at a reasonable cost.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

Oct. 16: FCC approves CBS color, effective Nov. 20; CBS promises 20 hours of color programs a week within two months; RCA continues work on its compatible system; manufacturers divided as to whether to make sets and converters to receive CBS colorcasts.

Oct. 16: FCC denies renewal of license to WTUX Wilmington, Del., on grounds that station, despite due notices, continued horse racing programming that was of a "high degree of aid" to local bookmakers.

Oct. 23: NBC presents four-part radio plan to affiliates: Operation Tandem, rotating participation by six sponsors in five separate hour-long programs on different nights; Night and Day, three-advertiser participation in two daytime and one nighttime period on rotating three-week schedule; Sight and Sound, three advertiser rotating participation on a half-hour radio and half-hour tv program; This Is Television, radio show made up of excerpts from six tv shows to be sold to the tv sponsors.

Oct. 23: Mexico withdraws from NARBA conference, already in difficulty over failure of U.S. and Cuban delegations to agree.

Oct. 23: RCA files suit in Federal District Court in Chicago asking temporary injunction against FCC's color order being made effective pending determination of suit for a permanent injunction; Pilot Radio Corp. files similar suit in Brooklyn but withdraws it when FCC moves to transfer RCA suit to New York.

Oct. 23: President Frank Stanton of CBS goes on network to "clear up" confusion over FCC color decision created by "the reaction of some of the television set manufacturers"; Robert C. Sprague, president, Radio Television Mfrs. Assn., asks for and gets time to reply.

Oct. 30: Reporting on its experience with uhf operation in Bridgeport, RCA states: "It will be most unfortunate if television expansion has to go into the uhf band."

Nov. 20: Cuba gets right to use six U.S. 1-A clear channels and Jamaica two under new five-year North American Radio Broadcasting Agreement signed by United States, Canada, Cuba, Bahamas-Jamaica and Dominican Republic; Mexico, which withdrew from the conference, and Haiti, which did not participate, will be given chance to subscribe.

Nov. 20: Chicago federal court issues temporary restraining order halting FCC from putting its color rule into effect before a final decision is made.

Dec. 11: FCC, by 4-to-2 vote, proposes to renew license of WBAL Baltimore and deny application of Drew Pearson and Robert S. Allen for the 50 kw, 1-B clear channel facility.

Dec. 25: Chicago federal court dismisses RCA complaint against FCC adoption of CBS color system but bans commercial operation pending decision by U.S. Supreme Court.

Dec. 25: CBS asks all employes to sign loyalty oaths; NBC has inquired as to its employes' Communist Party membership since 1944.

1951

Jan. 1: FCC approves General Tire & Rubber Co. purchase of Don Lee Broadcasting System for $12,320,000; company also owns Yankee Network; sells KTSL (TV) Los Angeles to CBS for $333,765.

Jan. 1: New antenna rules call for special study of all towers over 500 feet for air safety purposes; those under 500 feet need special studies only if located near airports or airway systems.

Jan. 1: Gillette Safety Razor Co. buys tv rights to World Series and All-Star baseball games for six years at $1 million a year; also holds radio rights through 1956 with Mutual.

Jan. 1: Zenith Radio Corp. starts Phonevision tests in Chicago; 300 families to get "top-flight" motion pictures daily for 90 days which they can see by calling an operator, agreeing to pay $1; otherwise they, and other tv sets, get only a scrambled signal.

Jan. 8: William B. Ryan, NAB general manager, is elected president of Broadcast Advertising Bureau.

Jan. 8: NBC shelves proposed nighttime rate cut for its radio network after majority of affiliates register opposition.

Jan. 15: National Collegiate Athletic Assn. adopts plan for close control of telecasts of football games.

Jan. 22: AFM sets 50% increase in base pay plus employment quotas; seen as tripling music costs as price for signing new contracts at radio-tv network key stations in New York, Chicago and Hollywood.

Feb. 5: NAB board revises by-laws to provide a board chairmanship (and elects Justin Miller to the post, relieving him of operating duties), and tv participation; changes name of organization to National

Nothing Else Like It In Louisville!

"DIAL 970"

WAVE'S MONITOR FORMAT!

CAROUSEL

(11 a. m.—1:30 p. m.)

Carousel **is DIAL 970's mid-day feature, brightening the morning and noontime hours for thousands of busy home-makers in the growing Louisville area.**

Carousel **features 2½ hours of music and facts and includes two newscasts, a report by the University of Kentucky Home Demonstration Agent on best shopping buys, a "Thought For Today" — short, inspirational messages by local ministers — plus daily brass ring contest, biographical sketches of great American women and club news, interviews and book reviews.**



Other Coordinated DIAL 970 Programs Complementing MONITOR

WAKE UP WITH WAVE Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news.

ROAD SHOW Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

NIGHT BEAT The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human-interest features.

DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

Need an **IDECO** *tower in your front yard?*



JOB DATA: Station WTOC-TV, Savannah, Ga. Self-supporting Ideco tower, 501 feet including 12 bay antenna, 40 lb. wind load. Transmitter building partially surrounds steel frame base for tower.



● That's just what WTOC-TV wanted . . . and Ideco tower engineers met this unusual requirement, neatly solved the problem of putting tower and transmitter building in the tiny area shown in the photo.

Unusual? Sure . . . and maybe you'll never have to wrestle with such a problem. But it does dramatize the breadth of knowledge, the varied skills, that Ideco tower engineers have to draw on for **every** tower job. Since broadcasting's infancy, towers by Dresser-Ideco have served the broadcasting field.

Whatever your requirements, a tower by Dresser-Ideco . . . tailored to your specific needs . . . can best serve you, too. Write us . . . or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO®

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

Assn. of Radio & Television Broadcasters; grants active membership privileges to radio and tv stations and networks; creates autonomous 25-member radio and 13-member tv boards of directors.

Feb. 5: Progressive Broadcasting System suspends operation two months and five days after its opening, Nov. 26, 1950.

Feb. 5: Clear Channel Broadcasting Service vigorously opposes ratification of new NARBA treaty sent to Senate by President Truman with request for favorable consideration.

Feb. 12: Average family sees movies at home slightly better than twice a week in Phonevision test, Zenith Radio Corp. says in report on first four weeks of toll tv experiment.

Feb. 19: Glen McDaniel, RCA vice president, is elected first fulltime paid president of Radio-Television Mfrs. Assn.

March 5: Special Test Survey Committee, founded at proposal of Stanley G. Breyer of KJBS San Francisco to decide whose ratings are best, recommends creation of a $140,000 project to analyze present rating methods and conduct field tests to show why different survey techniques agree or disagree.

March 5: Broadcast Advertising Bureau elects Edgar Kobak as board chairman.

March 5: Television Broadcasters Assn. dissolves; Thad H. Brown Jr., TBA counsel, becomes counsel for tv branch of NARTB.

March 12: After more than a year of negotiations between ASCAP and the All-Industry Tv Per Program Committee fail to produce agreement on per program license terms, ASCAP mails out license forms calling for payments of 8.5% to 9.5% of card rate for use of its tunes on commercial tv programs; terms had been rejected by industry committee.

March 19: Renewing drive for lower radio rates, ANA asserts that inroad of tv on full networks now amounts to 19.2% for NBC, 19.4% for CBS, compared to 14.9% for both networks in summer of 1950.

March 19: ABC offers sponsors of afternoon programs on NBC 45% discounts on one-fourth of full hour rate, plus $1,000 a week toward program costs, to switch these shows to ABC.

March 19: National Assn. of Radio Station Representatives becomes National Assn. of Radio & Television Station Representatives, changing from NARSR to NARTSR.

March 19: Former federal judge Simon H. Rifkind is retained as special counsel by All-Industry Television Per Program Committee; Dwight W. Martin, WLW-TV Cincinnati, committee chairman, asks tv stations to contribute four times highest quarter-hour rate to finance whatever action may be called for.

March 19: Frank Costello's hands provide tv's picture of the week as he refuses to expose his face to the tv cameras covering the New York hearings of the Senate Crime Investigating Committee whose chairman is Sen. Estes Kefauver (D-Tenn.).

March 26: FCC reveals proposed allocations plan making full use of uhf band in addition to 12 vhf channels to provide for some 2,000 tv stations in more than 1,200 communities; about 10% of channels are to be reserved for "indefinite" period for noncommercial educational stations.

March 26: First multiplex facsimile network is operated as joint venture of Columbia U., Hogan Labs, Rural Radio Foundation, WOR-FM New York, WHVA (FM) Poughkeepsie, N. Y., WQAN (FM) Scranton, Pa., and WHCU-FM Ithaca, N. Y.; newspaper prepared by Columbia Graduate School of Journalism is sent by land-line to the WOR-FM transmitter and relayed in turn by the Poughkeepsie and Scranton stations to Ithaca, using equipment designed by Hogan Labs.

March 26: Skiatron Electronics & Television Inc. shows its Subscriber-Vision system of toll tv to FCC in test broadcast from WOR-TV New York.

April 9: Harold E. Fellows, general manager, WEEI Boston, is chosen as NARTB president.

April 16: CBS cuts radio rates 10-15% as of July 1; ABC says it will match this reduction.

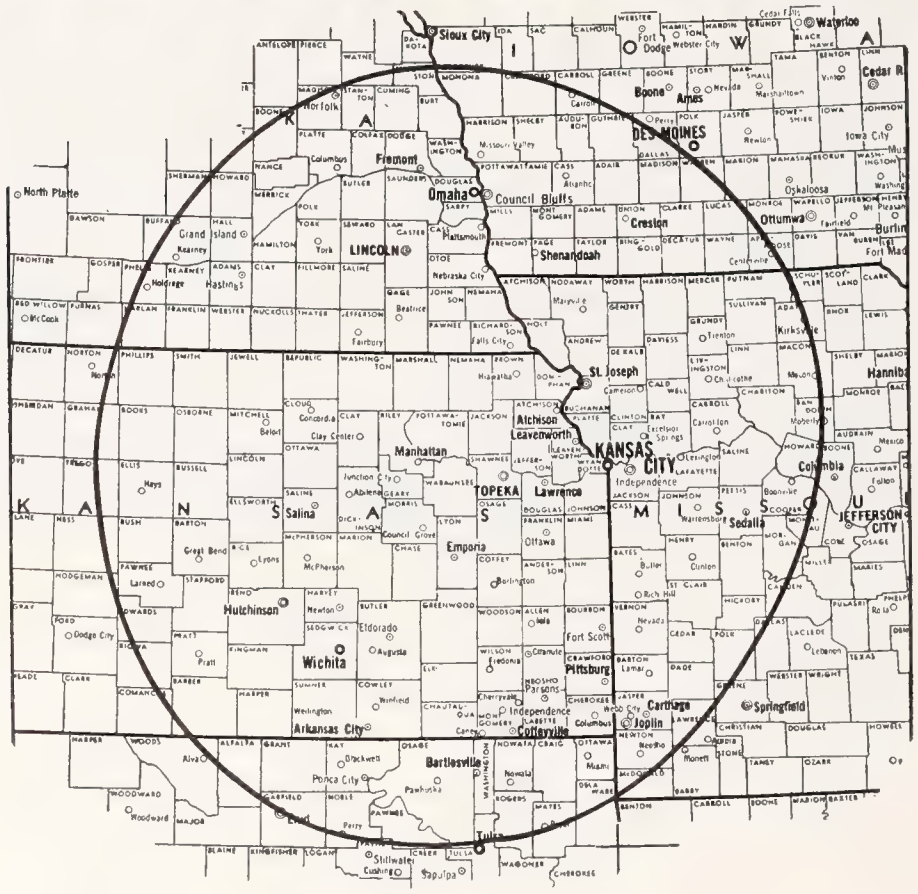
April 16: CBS enters manufacturing field with purchase of Hytron Radio & Electronics Corp., tube manufacturer, and its set-making subsidiary, Air King Products Co.

April 16: ABC signs its president, Robert E. Kintner to seven-year contract at $75,000 a year, with option on three additional years at $100,000 a year, plus bonuses.

April 23: Network affiliates, at special meeting at NARTB convention, elect Paul W. Morency, WTIC Hartford, chairman of special committee charged with persuading CBS to rescind its proposed rate cuts and the other radio networks from cutting their rates.

April 23: U.S. Supreme Court refuses to review ruling of lower court that Communications Act does not prohibit stations from censoring political talks by persons who are not candidates.

COVERAGE



WIBW carries your sales message into five prosperous states—at only a 5 KW cost.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

"See Your Capper Man"
WIBW
CBS RADIO

Our 30th Year

An open letter to B·T

on its 25 years of service to the broadcasting industry and,

a challenge for the future

B•T is 25 years of age and about to begin the second cycle toward its first 100 years—the hardest years. Well, B•T, may we say congratulations and thank you for your service to a young and growing industry. And our best wishes for the future—a future in which you will render even greater leadership to a vital service to mankind, the field of broadcasting.

When a birthday rolls around, it seems a logical time to take stock—to review good and bad habits, to set higher goals for the years ahead. Here are a few points from a sincere well-wisher.

An industry is as great as its leading business paper and judging from what we read and hear, the business of broadcasting could stand improvement. A quarter of a century ago, Sol Taishoff and Martin Codel started a publication for broadcasters patterned after that fine paper Editor & Publisher. The publication Broadcasting was needed and welcomed. At times, in addition to a fine news service, its articles and editorials were far-reaching and far-seeing. The stations and networks prospered and so did Broadcasting. The reporting was and still is of the best. When news was scarce you even dared to make news to keep us on our toes and remind us of our responsibilities to the people.

Martin Codel left and started a new type of service and Sol Taishoff carried on—both continued to help this growing field and both men and their organizations prospered. When television became a reality after World War II you broadened your base and became B•T in name, too. You demonstrated standards of dissatisfaction with the field you serve and with your publication. That is always a healthy sign for a business paper publisher. Please continue to have high standards of dissatisfaction. It is good for the field and the publication.

You have followed close to the line you laid down when you started. You have done a good job but not good enough. A good publisher must always say to himself—"We must do a better job—we must help to lead, not just record what happens—we must meet the changing times just as we must tell our readers how to meet the changing times."

May this broadcaster (WTWA—Thomson, Georgia), with a business paper publishing background, make a few suggestions and possibly, lay down a few challenges to a fine publication on its 25th anniversary—in a paid advertisement?

1. Do more to point up weaknesses before those not engaged in this business do so and at the same time, make constructive suggestions on how we can better meet our responsibilities when we receive a license or operate a network or produce programs or present advertising messages.
2. Review the idea of whether you should publish two papers—one for radio, the other for television. These are two separate mediums of communication, in competition for audience and for advertising. Each one deserves a separate publication, to our way of thinking. There are some common problems but there are many points of difference and certainly, they are competitive. You can help each to grow stronger and render better service.
3. And, the publication, if separated or kept as one, should consider the idea of editorial departments serving program activities, selling of time, technical operations as well as promotion and publicity to secure more listeners and more advertisers. And while you are at it, consider how you can be of help to the producers of programs and the people who buy time and sell products and ideas.
4. The heart of this business is what goes out over the airwaves. Strengthen your reviews—review all network and as many local programs as possible. There is no perfect program and we need challenging reviews to point up the weak parts of all programs on the air. Let the chips fall where they may. We have standards of practice—point up how to make them stronger and point out where these standards are not met. We are judged by what comes out of the receiving set—give strong leadership at all times on the many weaknesses. That will be helpful—that will be leadership—that will strengthen all efforts to render better and sounder programs in the public interest, convenience and necessity.
5. Many of your readers are broadcast advertisers. Give them more help and you will increase the number of your paid subscribers in this important segment of our business.
6. Point up the dangers—be even more fearless, no matter whether you irritate every broadcaster. He can take it—he wants and needs leadership from a strong, independent business paper. And when the industry is attacked, continues to defend it if it deserves to be defended, as you have on many, many occasions. But hammer home hard when the industry or any broadcaster is wrong and keep it up until the correction is made.
7. Don't worry about making and keeping friends—make us, as readers and broadcasters, think of our errors and responsibilities and make us do right. In that way, as long as you are fair and honest, you will make real friends. A large number of your readers are your advertisers. Forget that they buy space and always remember that they want and need unbiased help and advice. The stronger they get, the better they serve, the more they will realize the value of your publication and the more they will use your advertising pages to sell their ideas and programs and time.
8. Give the industry greater leadership in public relations. We are still weak in this field—we need to be better understood—we need guidance on how to tell our story as it should be told—truthfully, factually and regularly. The industry is full of people with a sense of public relations for others but is too busy in its day-to-day work to think through how to tell its own story. Recent congressional hearings certainly point up this weakness. We are more in need of leadership in this direction than in defense of our efforts to do right. And, help us to point up the need of freedom of information at all times.
9. Do you really sell space as hard and intelligently as you should? Do you do it in the modern way as you tell stations and networks to do it? Well, you don't. You should have twice as many advertising pages as you carry and that would make your magazine that much more interesting. And the same goes for selling subscriptions. Selling can always be improved.
10. You recommend that broadcast media make sound circulation and coverage figures available but, do you? You think it is good for broadcasters to give facts about circulation, listening and viewing and coverage—and we think you should be ready to do the same about your paid circulation. What's good for others could be good for you. Perhaps if you did join the Audit Bureau of Circulations and the Associated Business Publications you would soon find that your advertising pages would grow and grow and grow. (I've got to stop listening to commercials.)

You are constantly improving B•T. We hope you are taking a new look at your publication just as we try, with your help and guidance, to take a new look at the broadcasting business. Now, more than ever, radio and television broadcasting need a great business paper—two of them, one for radio and one for television—which will lead us all to greater heights. An industry is as great as its best business papers and our industry needs leadership to live up to the challenge before us. And so we challenge B•T to lead the way during the coming years.

Happy Birthday, B•T, to your fine people and may you have a healthier and more prosperous future. Thanks for letting me buy this page to say "Thank you" and to challenge you to meet the challenge ahead for you and for our industry.

Sincerely,

Edgar Kobak

EDGAR KOBAK
BUSINESS CONSULTANT
341 Park Avenue, New York 22, N. Y.

May 7: NBC announces 10-15% cut in radio rates, comparable to that of CBS; ABC and MBS plan similar reductions.

April 30: Thomas F. O'Neil, vice president and director of Don Lee and Yankee regional networks, is elected board chairman of Mutual, succeeding Theodore C. Streibert, president of WOR New York.

May 14: Tilting the antenna of a uhf transmitter can double its signal strength, RCA engineers report after Bridgeport experiments.

May 28: United Paramount Theatres and American Broadcasting Co. agree on $25 million merger; Leonard Goldenson, UPT president, would be president of new company, with ABC President Robert Kintner continuing as president of its broadcasting division and Edward J. Noble, ABC board chairman and chief owner, becoming chairman of the finance committee.

May 28: Justice Dept. starts probe into restrictions placed on broadcasts and telecasts of all professional and amateur sports, with special emphasis on baseball play-by-play policies.

June 4: Supreme Court affirms lower court ruling upholding FCC adoption of color standards; CBS plans to start colorcasting by end of June; RCA says it will continue public demonstrations of its "improved, compatible, all-electronic system."

June 4: G. A. (Dick) Richards dies at 62 after suffering for many years from a serious heart ailment; long-standing FCC proceedings for renewal of licenses of his three stations—KMPC Los Angeles, WJR Detroit, WGAR Cleveland—are still not ended.

June 4: U.S. Court of Appeals for District of Columbia orders WWDC-FM Washington and Capital Transit Co. to cease commercial announcements in street cars and buses as depriving "objecting passengers of liberty without due process of law"; appeal planned.

June 11: General Tire & Rubber Co. buys KFI-TV Los Angeles for $2.5 million.

June 18: Chris Witting, general manager of the DuMont Tv Network, becomes director of the network and the three DuMont tv stations—WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh—succeeding Mortimer W. Loewi.

June 25: ABC reorganizes into four divisions with a vice president in charge of each: Ernest Lee Jahncke for Radio Network Division, Alexander Stronach Jr. for Television Network Division, Slocum Chapin for Owned Television Stations and Television Spot Sales, James Connolly for Owned Radio Stations and Radio Spot Sales.

June 25: Louis-Savold heavyweight fight, telecast to nine theatres in six cities but not to homes, draws capacity crowds.

June 25: After years of hearings, FCC grants renewal of license to WBAL Baltimore, dismissing the application of Drew Pearson and Robert Allen for the facilities.

July 2: Mark Woods resigns as vice chairman of ABC.

July 2: Sixteen advertisers co-sponsor first commercial colorcast, hour-long program on five-station East Coast CBS-TV hookup.

July 16: CBS separates its operations into six divisions, each with its own president: CBS Radio Div., headed by Howard S. Meighan; CBS Television Div., headed by J. L. Van Volkenburg; CBS Laboratories Div., headed by Adrian Murphy; CBS-Columbia Inc. (set manufacturing), headed by David H. Cogan; Columbia Records Inc., headed by James B. Conkling; Hytron Radio & Electronics Corp., headed by Bruce A. Coffin.

July 16: Failing in its attempt to raid NBC, ABC introduces its own set of daytime serials.

July 23: U.S. Court of Appeals orders FCC to resolve the 10-year old 770 kc dispute of WJZ New York and KOB Albuquerque.

July 23: Failing to agree with ASCAP on proper terms of tv per program licenses after two years of negotiations, the All-Industry Tv Per Program Committee files a petition on behalf of over 50 tv stations asking U.S. District Court in New York to set reasonable fees, as provided in the 1941 ASCAP consent decree.

Aug. 20: Robert Saudek, ABC vice president, resigns to become director of Ford Foundation's Television-Radio Workshop.

GOOD LOOKIN'!

That's the MAJORITY Opinion in Rochester, N. Y. about

CHANNEL 10



. . . and we have a LOT of GOOD LOOKIN' RATINGS to back it up!

MORNINGS.. 63.4% AVERAGE WEEKLY SHARE OF AUDIENCE LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

AFTERNOONS 54.6% AVERAGE WEEKLY SHARE OF AUDIENCE LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

EVENINGS... 52.0% AVERAGE WEEKLY SHARE OF AUDIENCE LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

TAKE A GOOD LOOK AT THESE RATINGS . . . AND A GOOD LOOK AT THE RICH ROCHESTER AREA. IT'S GOOD LUCK TO BUY WHERE IT'S GOOD LOOKIN'!

WRITE US TODAY FOR CHOICEST AVAILABILITIES IN ROCHESTER!

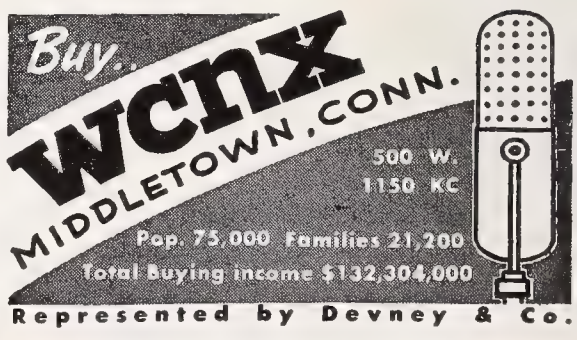
CHANNEL 10 VHF

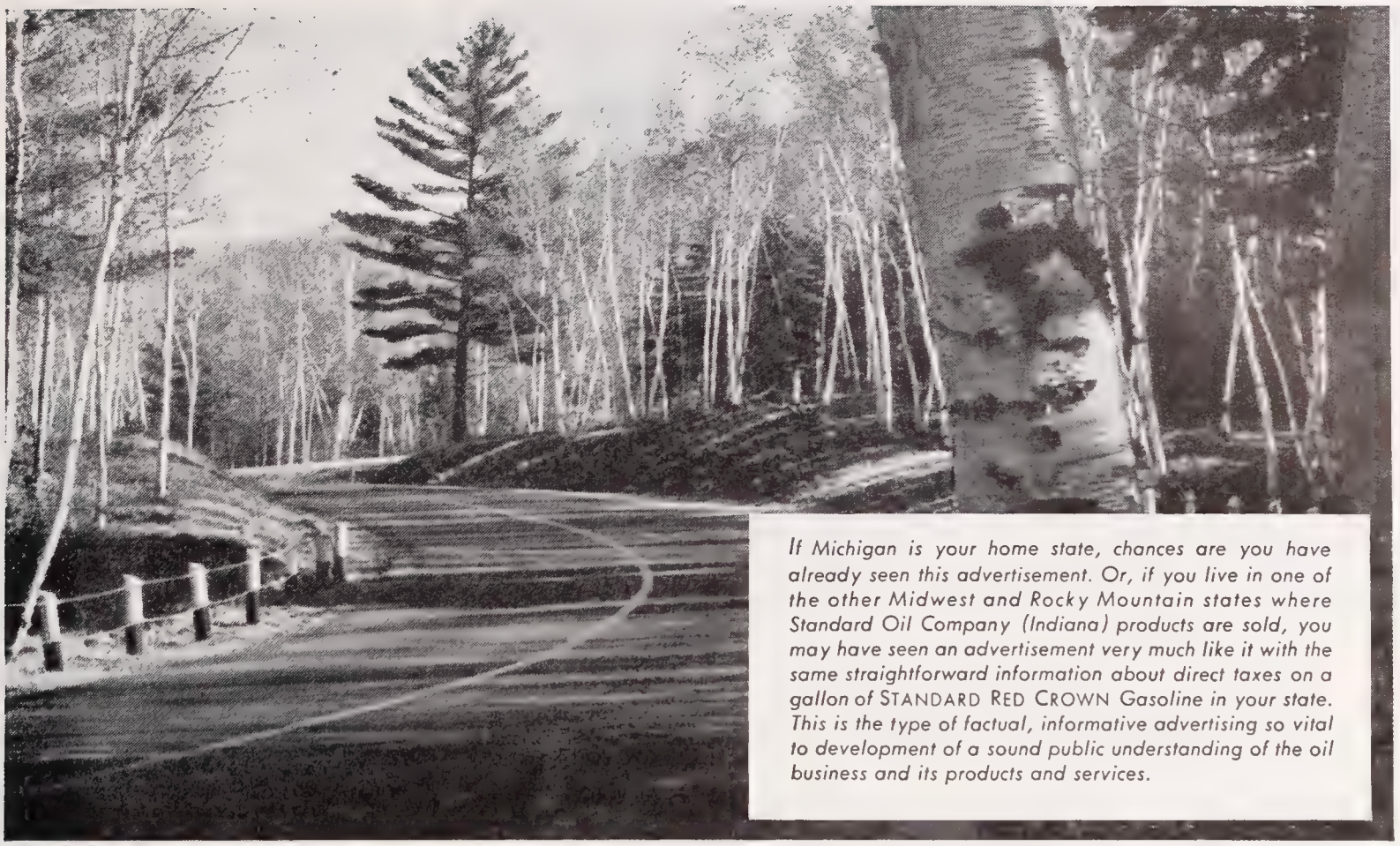
125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.





If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about direct taxes on a gallon of STANDARD RED CROWN *Gasoline in your state. This is the type of factual, informative advertising so vital to development of a sound public understanding of the oil business and its products and services.*

Who is building Michigan's new roads?

NOT *everybody* in Michigan. Neither is it *only* highway contractors and their crews. It is you millions of car, truck and bus owners who pay state gasoline taxes on every gallon you buy—*you* are building the roads of which your state is proud.

Getting your money's worth? We think so. Look at it this way. A gallon of STANDARD RED CROWN Gasoline in mid-Michigan areas, for example, typically costs you 24 1/10 cents—excluding direct taxes, of course. For that, we find oil, transport it hundreds of miles, refine it to the finest quality gasolines you can buy for your car, and deliver it to your independent Standard Dealer. And your dealer's mark-up, which must cover his costs and what he earns for serving you, is included in the same 24 1/10 cents. Pretty reasonable, isn't it?

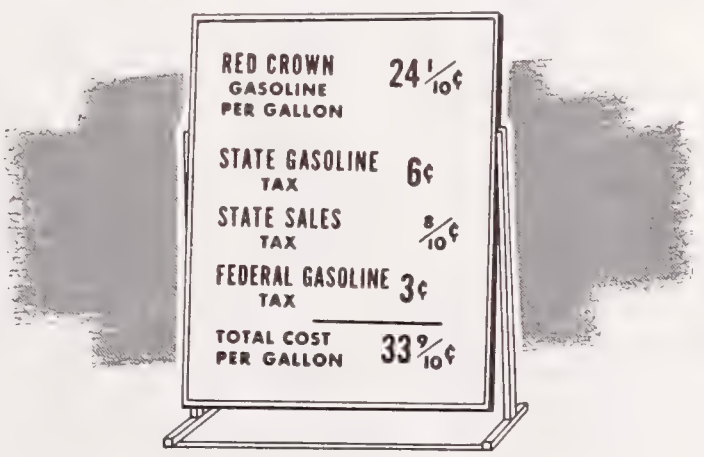
Then add your 6-cent state gasoline tax. Your state uses this tax, all of it, for maintaining and building better, safer highways.

Uncle Sam adds 3 cents more. That's the current federal tax on gasoline in all states. Under the new Federal Highway Bill, the federal government will be spending all this money on highways, too.

Finally your state sales tax amounts to more than 8/10 of a cent per gallon. This money helps support general governmental services, state and local.

These direct taxes you pay on gasoline total more than 9 8/10 cents a gallon

Remember, every time you pay the gasoline tax most of your money is buying better, safer roads in Michigan. And the next time you fill up at your Standard Dealer's you're getting one of the best bargains of any commodity you buy today—the highest quality, most powerful RED CROWN Gasoline we've ever made for only 24 1/10 cents per gallon, excluding taxes.



STANDARD OIL COMPANY (INDIANA) STANDARD



THE FIRST QUIZ CONTESTANT MISSES

ONE of the most powerful influences in early broadcast programming was the birth of the quiz in the mid-30s. When *Prof. Quiz* took the nationwide CBS network March 6, 1937, the question-answer motif caught fire. Within two years there were more than a hundred variations.

Prof. Quiz was conceived by John Heine, now of the Ford Motor Co. advertising department. At the time Mr. Heine was promotion manager of WJSV (later WTOP) Washington. The first sponsor was G. Washington Coffee, with the late Jim McWilliams as professor. G. Washington added a half-dozen or so CBS outlets and the program soon moved to a nationwide CBS hookup. Craig Earl (in photo above), a magician who bought the program from Mr. Heine many years later, succeeded Mr. McWilliams in the professional role.

The guessing game was first sponsored nationally by Nash-Kelvinator Corp. The first *Prof. Quiz* question was: "What is the difference between a lama with one 'L' and a llama with two 'L's'?"

The contestant didn't know the answer. But broadcasters and sponsors soon knew they had an answer to the problem of developing a new and attractive program. Quickly such programs as *Double or Nothing, Dr. I. Q.* and countless others had appeared, plus some assorted law suits.

Those who answered *Prof. Quiz* correctly in the early years received a handful of silver, all getting the same amount. The basic guessing-game idea hasn't changed much, except for details, but the money has—$64,000 and even $100,000 or more in the case of the popular tv quiz shows of today.

Aug. 20: Screen Actors Guild, opening contract negotiations with motion picture producers, asks for ban on tv use of pictures made after Aug. 1, 1948, until an agreement is reached on conditions of tv exhibition.

Sept. 10: President Truman's address at Japanese peace treaty conference in San Francisco is pooled telecast to open $40 million coast-to-coast tv network microwave facilities of AT&T.

Sept. 10: NCAA announces tv schedule of 19 games featuring 29 teams on nine Saturdays; each city to get seven games with two "blacked out"; Westinghouse Electric Corp. sponsoring on NBC-TV; colleges to get about $700,000 of $1.25 million paid for rights plus time.

Sept. 10: Gillette Safety Razor Co., holder of World Series tv rights for six years, signs four-year contract with NBC-TV as network to carry the games.

Sept. 17: Sen. William Benton (D-Conn.) proposes that a limited amount of radio and tv time be given free to responsible candidates for federal office as a means of reducing campaign costs.

Oct. 1: Brig. Gen. David Sarnoff, RCA board chairman, on completion of 45 years in radio, asks RCA scientists for three "gifts" for his 50th anniversary: an electronic amplifier for light for tv, a television picture recorder and an electronic air-conditioner for home use.

Oct. 8: Completely revamping its policies, NBC Radio eliminates "must buys" to let advertiser pick the stations he wants; changes in network rates of affiliates, some up, some down; addition of more stations, possibly as many as 200, to the network; "Minute Man" programs with top stars broadcast as network sustainers for local sale by affiliates on a "pay as you sell" plan; offer of certain network programs to advertisers on a one-time-or-more basis; revision of network option time to conform to changed sales requirements.

Oct. 8: Major league baseball teams drop "territorial" rules cramping radio-tv rights; Dept. of Justice starts court effort to break down professional football's bans on broadcasting.

Oct. 8: Merger of radio-tv properties of General Tire & Rubber Co. and R. H. Macy & Co. combines WOR-AM-FM-TV New York with Don Lee and Yankee Networks, giving new firm majority (58%) control of MBS.

Oct. 15: RCA publicly shows its improved color system in New York and Washington; viewers agree quality is excellent.

Oct. 22: Complying with request of Defense Mobilization Chief Charles E. Wilson, CBS agrees to stop color tv manufacturing and broadcasting for "duration of the emergency"; halts plans of James Lees & Sons Co., carpet firm, to be first regular network color sponsor.

Oct. 22: NARTB Tv board approves new strict tv code with seal which subscribing stations may show, review board to enforce advertising and program provisions and to check unfair competition within the industry; seal may be withdrawn for code violations.

Nov. 5: Judge Ira E. Robinson, one-time chairman of Federal Radio Commission, dies at 82.

Nov. 12: Federal District Court orders KSFO San Francisco to make time available for campaign broadcast for communist candidate as refusal would constitute censorship beyond authority of licensee.

Nov. 19: NBC Radio offers to guarantee to deliver 5.3 million messages a week at cost of $2.75 per thousand for three-program deal; rebate will be made to advertiser if Nielsen audit at end of 13 weeks shows total listener-impressions is below guarantee.

Nov. 19: Bing Crosby Enterprises announces development of system for recording sight-and-sound programs on magnetic tape; pictures shown at demonstration described as "hazy" but "viewable."

Nov. 26: Transradio Press Service shuts down its news service after 17 years.

Dec. 3: NBC affiliates reject its "guaranteed advertising attention plan"; ask network to delay its new rate formula until new research determines present radio values; approves establishment of an NBC merchandising department but turns down its "market basket plan" of merchandised advertising.

Dec. 3: Three-year old hearing on renewal of licenses of the Richards stations, WJR Detroit, WGAR Cleveland and KMPC Los Angeles, ends with FCC accepting assurances of Mrs. G. A. Richards that the stations would not broadcast biased or slanted news and granting the license renewals.

Dec. 3: National Television Systems Committee starts field tests of tentative standards for compatible tv.

Dec. 17: William H. Fineshriber Jr., MBS program vice president, is appointed executive vice president of the network.

Dec. 17: Louis G. Caldwell, "dean of radio law," dies at 60.

Dec. 17: Upholding lower court, U.S. Supreme Court holds that *Lorain* (Ohio) *Journal* violated antitrust laws when it refused to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio.

Dec. 31: Westinghouse Electric Corp. buys $3 million campaign package on CBS Radio and CBS Television, including conventions, 13-week get-out-the-vote campaign and election night coverage.

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a wind-load rating of 70 lb./sq. ft. for an overall height of 937 feet.



Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of *your* installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

Send for illustrated Bulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.

50th Anniversary
BLAW-KNOX
1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.

2

2 great cameramen are doing superb photography at Fred Niles Productions. Internationally famous Jack Whitehead (B.S.C.) is supervisor of photography... award-winner Howard Siemon is head cameraman. Both render a new dimension to your products with skillful lighting and ingenius camera angles. Write for a sample reel showing their work and the latest *pace-setting* TV commercials.

Write for information about specially-created TV spots, information about "Camtronic," the cost-cutting method of filming TV shows and industrials.

FRED A. NILES
Productions, Inc.
Films for theatre, TV & industry
22 W. HUBBARD ST., CHICAGO 10
In Hollywood: RKO-Pathe, Culver City

1952

Jan. 7: Philco Corp. buys NBC radio-tv coverage of political conventions and election night for $3.8 million.

Jan. 28: Admiral Corp. buys convention- and election coverage on ABC radio and tv networks for reported $2 million; DuMont announces its coverage, in cooperation with *Life* magazine, will be available for local sale by affiliates on co-op basis; (offer later withdrawn and Westinghouse buys DuMont as well as CBS coverage).

Feb. 25: Wayne Coy resigns as FCC chairman to become consultant to Time Inc.

Feb. 25: Liberty Broadcasting System sues 13 of the 16 major league ball teams for $12 mililon, triple the damage allegedly suffered through loss of *Game of the Day* broadcasts; MBS announces that nine teams have contracted for participation in its *Game of the Day* broadcasts.

March 3: Speaker Sam Rayburn (D-Tex.) bars radio-tv coverage of House committees.

March 3: President appoints Comr. Paul A. Walker FCC chairman; nominates Robert T. Bartley for Commission; Senate approves.

March 10: CBS acquires 45% interest in KQV Pittsburgh; arranges merger of WCCO and WTCN-TV Minneapolis-St. Paul, with CBS holding 47%, subject to FCC approval.

March 10: CBS demonstrates all-electronic color tv receiver operating with CBS color system.

March 17: Adrian Murphy, president, CBS Labs, becomes president, CBS Radio Div., succeeding Howard S. Meighan, who joins the general executive group of CBS Inc.

March 17: Naylor Rogers, executive vice president of Keystone Broadcasting System, who entered radio in 1925 as general manager of KNX Los Angeles, dies at 66.

April 7: Wallace A. White Jr., former Republican senator from Maine, co-author of the Radio Act of 1927 and active in communications during his 32 years in House and Senate, dies at 74.

April 14: FCC issues "Sixth Report and Order," lifting freeze on tv as of July 1; provides for 2,053 stations in 1,291 cities, 617 vhf and 1,436 uhf, including 242 noncommercial educational stations (80 of them vhf); three zones are established, with different milage separation and antenna height regulations; Comr. Robert F. Jones dissents vehemently on whole report; Comr. Frieda Hennock objects to "inadequate" educational reservations.

April 28: MBS Board Chairman Thomas F. O'Neil assumes presidency as well, following resignation of Frank White.

May 19: Liberty Broadcasting System, unable to break broadcasting restrictions of major baseball leagues, suspends operations.

June 2: Overruling Court of Appeals finding that transit broadcasts deprived riders of their liberty without due process of law, U.S. Supreme Court holds that D. C. Public Utilities Commission was within its rights in permitting radio programming for street cars and buses in the nation's capital.

June 2: Walter Evans, president, Westinghouse Radio Stations, dies at 53.

June 2: FCC approves sale of KOB-AM-Tv Albuquerque to Time Inc. and Wayne Coy for $600,000.

June 16: U.S. Supreme Court, remanding to FCC its grant of a new station to Texas Star Broadcasting Co., states that in considering an application for a new station the Commission must weigh the gain of the new proposed service against the loss to be suffered by an existing licensee.

June 23: NBC reorganizes with Vice President Sylvester L. Weaver put in charge of both radio and tv networks; Frank White joins NBC as vice president and general manager for radio and tv; Vice President Robert W. Sarnoff heads newly created film division; NBC launches promotion drive for combined use of radio and tv as most effective advertising buy.

July 7: CBS Radio affiliates, at crisis conference, adopt resolution asking network to rescind 10% cut of year before and boost daytime radio rates by 20%.

July 7: Radio Writers Guild calls strike against ABC, NBC, CBS over issue of extra pay for writers on commercial programs.

July 14: Joseph H. Ream resigns as executive vice president and a director of CBS Inc., retiring to Florida for "purely personal reasons."

July 28: President Truman signs McFarland Bill, first major overhaul of Communications Act of 1934, permitting FCC to issue cease and desist orders in addition to revoking licenses; prohibiting broadcasters from charging more for political advertising than for normal business ads; requires FCC to act on a case within three months of filing or six months after a hearing is concluded, or to explain reason to Congress; forbids staff personnel to recommend actions to Commissioners; puts on FCC burden of proof that licensee is not qualified for renewal; permits protests against grants to be made up to 30 days after grant but requires FCC to answer protests or petitions for rehearing within 15 days; forbids Commissioners who resign to practice before FCC for one year after resignation; deletes permission to FCC to revoke licenses of those found guilty in federal court of antitrust violations.

July 28: Dept. of Justice files suit against 12 motion picture producing and exhibiting firms charging conspiracy to restrain interstate commerce in 16 mm films in violation of Sherman Act in move to free films for use in television.

The Continental Divide Station
KXLF-TV 4
COPPER STRIKE BOOM TOWN
Butte and Montana

"Ad Age is 'must reading' for admen at Checkerboard Square"



says: **G. M. PHILPOTT**
Vice President of Advertising and Sales Promotion
Ralston Purina Company

G. M. PHILPOTT

Mr. Philpott joined Ralston Purina as a copywriter in 1919. In 1931 he became advertising manager, and in 1941, was promoted to vice president in charge of sales promotion. This year he was made a director of his company.

During 38 years with the company, he has helped it become the largest of its kind in the world, with total sales for 1955 running nearly $400,000,000. Ralston Purina had an advertising budget of $8,000,000 for '55, placing $2,425,000 worth of national advertising in the four major media. Aggressive advertising has been an important force in Ralston Purina's growth and has made the checkerboard one of the world's best-known trademarks.

"Advertising Age is 'must reading' for everybody at Checkerboard Square who has a responsibility for advertising and sales promotion. We know this is one way for busy people to keep abreast of what's new and what's important in the field of distribution."

Wherever you find executives with important responsibilities in advertising, marketing and merchandising, there you'll also find Ad Age getting "must readership" every week. Wherever there's a vital need for decision-shaping information about marketing news, trends and developments, Ad Age is filling the bill every week—not only for those who *activate,* but those who *influence* market and media decisions *which are important to you.*

Ralston Purina, for example, ranks high among the top 200 broadcast advertisers. Its tv spot expenditure for the first six months of 1956 amounted to $314,900*, while its tab for tv network ran over $1,161,000**. Radio is used extensively for advertising Purina Chows and other products.

Every week, four paid subscription copies of Ad Age get read, routed and discussed among advertising, sales and other executives at Ralston Purina. Further, 47 paid subscription copies of AA reach executives at the agencies handling R-P advertising, Gardner Advertising Agency and Guild, Bascom and Bonfigli.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation of over 9,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 — and you'll **recognize in Advertising Age a most influential medium** for swinging broadcast decisions your way in 1956.

* N. C Rorabaugh Co. for Television Bureau of Advertising
** Publishers' Information Bureau



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3



Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit, Mrs. Smith's Pies

Appliances: Crosley-Bendix

Various: Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

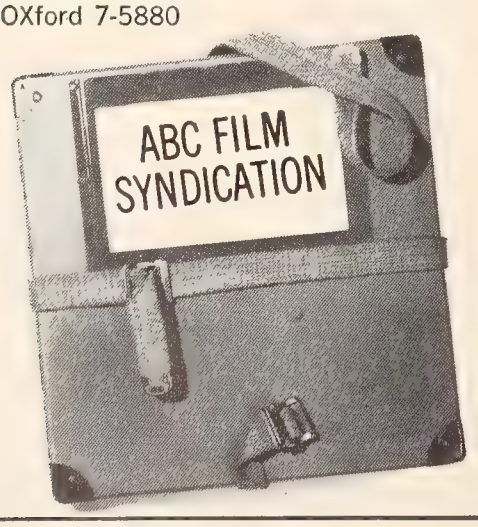
Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone

ABC FILM SYNDICATION, INC.

10 East 44th Street, New York City
OXford 7-5880



ARE STATIONS PUBLIC UTILITIES?

DEFINITIVE determination that broadcast stations are not public utility common carriers and that their advertising rates are not subject to governmental regulation was handed down on Oct. 26, 1932, by the Interstate Commerce Commission, which then held the regulatory powers over telephone and telegraph rates that were transferred to the Federal Communications Commission by the Communications Act of 1934.

The ICC ruling, adopted by an 11-2 vote, was brought about by Sta-Shine Products Co., polish manufacturer, which complained that NBC's rates were unreasonable and discriminatory and asked the ICC to prescribe reasonable rates for the network. The majority opinion pointed out that a common carrier transmission is defined as one from a definite sender to a definite receiver, quite a different phenomenon from "putting on the air or ether this instruction, entertainment or advertisement, to that part of the public who may, by their receiving sets and antennae, go out to get this matter." Broadcast rates, the ICC opinion concluded, "are not subject to our jurisdiction."

The ruling still stands, but not because it has not been questioned from time to time by those who feel that the public interest would best be served by public utility type regulation of stations and, especially, networks.

As recently as June 1956, Sen. John W. Bricker (R-Ohio), in arguing that networks, like stations, should be licensed by the FCC, stated that the time "may come" when the networks should be subjected to "full public utility regulation." This, he conceded, probably would include rate-fixing on advertising and regulation of the network rates of affiliated stations.

Aug. 18: CBS Radio affiliates approve discounts tantamount to a 25% reduction in nighttime rates and accept a 15% cut in network compensation, but win a restoration of the 1951 10% cut for daytime serials and an increase of 5.5% in their pay for carrying these shows; network also gives assurance that its card rates won't be cut for at least a year and that "deals" are out for good.

Sept. 1: Empire Coil Co. buys RCA's experimental uhf transmitter for commercial operation in Portland, Ore.

Sept. 8: NBC cuts rates through new discounts, an average of 25% at night, with affiliates taking a straight 14% cut in compensation; raises daytime rate 11.1% to restore 10% cut of 1951, but revises discounts so increase to advertisers will be only 4% in morning and none in afternoon.

Sept. 15: Standard Radio Transcription Services announces plan to discontinue monthly library releases and offer library, in whole or part, to stations on outright sale basis.

Sept. 22: Robert F. Jones resigns from FCC to return to private law practice.

Sept. 22: By rushing equipment across country from Bridgeport, Conn., to Portland, Ore., KPTV (TV) Portland goes on air as first commercial uhf tv station.

Sept. 22: ABC Radio revises discounts to lower evening rates an average of 25%, raises morning rates by 5%.

Sept. 22: American Federation of Radio Artists and Television Authority merge into American Federation of Television & Radio Artists (AFTRA).

Sept. 29: Max Ule of Kenyon & Eckhardt is named head of committee to set up ideal standards for broadcast rating measurements, subcommittee of Advertising Research Foundation's committee on radio and tv ratings methods whose chairman is Dr. E. L. Deckinger of Biow Co.

Oct. 6: Merlin H. (Deac) Aylesworth, first president of NBC, dies at 66.

Oct. 13: Eugene H. Merrill becomes FCC commissioner as recess appointee.

Oct. 13: Theodore C. Streibert resigns as president of WOR-AM-TV New York and as vice president of General Teleradio.

Oct. 20: MBS reduces nighttime time costs 30% in tv areas, 10% in areas not yet served by tv.

Oct. 20: NARTB and AAAA adopt standard contract form for spot tv time purchases, make it available to agencies and stations.

Oct. 27: Harold A. Lafount, radio consultant to Bulova Watch Co., member of the former Federal Radio Commission, dies at 72.

Nov. 17: CBS opens its Television City in Hollywood.

Dec. 1: Don Lee Broadcasting System announces single rate, 7 a.m. to 1 p.m.

Dec. 15: Niles Trammell resigns as NBC board chairman to become president of Biscayne Television Corp., applicant for ch. 7 Miami; Brig. Gen. David Sarnoff assumes post in addition to remaining RCA board chairman.

1953

Jan. 5: BBDO had broadcast billings of $40 million in 1952, making it top agency customer of radio-tv for that year, B•T survey discloses.

Jan. 5: Frank White becomes NBC president, succeeding Joseph H. McConnell; Sylvester L. Weaver is elected to new post, vice

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

Allen Ely

Or how much highway in a gallon of gasoline?

"ASK A PERSON what he pays for a gallon of gasoline and even if he remembers correctly, his answer is usually wrong.

"Because nine times out of ten the price he quotes includes the tax.

"Gasoline, you see, is one of the few things we buy where the tax is lumped-in with the total cost of the product.



"Don't misunderstand me. The tax helps build the highways this country needs, and certainly we are in favor of it.

"But since by law we have to collect it —and many motorists figure it's part of our profit—it doesn't make the dealer's or our selling job any easier. Especially since the federal tax on gasoline went up another cent last July.

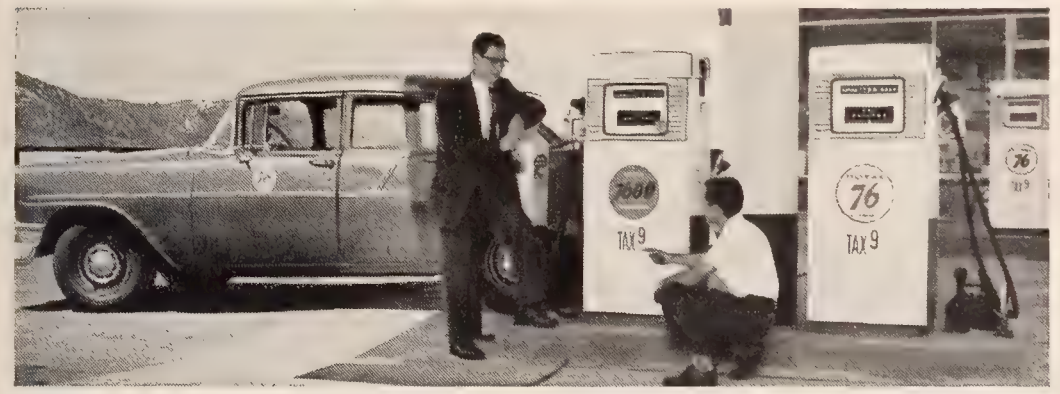
"That means direct state and federal taxes now average 8.8¢ per gallon. In some states it is even as high as 10¢.



"ASK A PERSON WHAT HE PAYS FOR A GALLON OF GASOLINE..."

"We get only a few cents more than that at the refinery for a gallon of gasoline. But the tax is still cheap if it buys the best highway system in the world.

"Next time you get your bill for filling up, though, just remember that at least 8.8¢ per gallon is the cost of *roads*, not gasoline."



Allen Ely—with Union Oil since 1927—is responsible for paying our fuel and gas taxes to the government.

Last year, for example, we collected from our customers and turned over to state and federal agencies some $63,000,000 as fuel taxes.

In spite of this, you never got so much for your money as you do today when you drive in and say "Fill her up!"

For while the cost of everything else has tripled and quadrupled in the past 20 years, we're getting only a few cents more for gasoline.

And *two* gallons of our new Royal 76 premium do the work of *three* of our old product.

YOUR COMMENTS ARE INVITED: *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



"SHEENA" LEADS ALL SYNDICATED SHOWS IN ROANOKE

out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market

Tulsa — 60.7% share of audience in competition with two popular westerns

Memphis — First in time period, 45.9% share; 11.9 rating

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

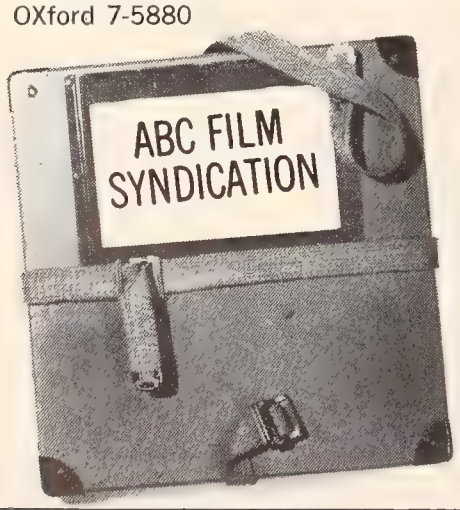
Source: ARB

Write, wire, phone

ABC FILM SYNDICATION, INC.

10 East 44th Street New York City

OXford 7-5880



chairman of NBC board; John K. Herbert becomes vice president in charge of the radio and tv networks; Mr. McConnell is to be president of Colgate-Palmolive-Peet Co.

Jan. 5: Bing Crosby Enterprises demonstrates its magnetic tape tv recordings, judged "more than 20 fold" improved over demonstration a year ago.

Jan. 12: International News Photos uses facsimile to deliver spot news photos to *Today* on NBC-TV, using equipment developed by Hogan Labs.

Feb. 2: FCC revises rules for operating personnel; opens way for remote operation of transmitters.

Feb. 9: Both Senate Commerce Committee and FCC investigate tv shakedown racket; applicants whose sole interest is in collecting fancy fees for clearing way for serious applicants.

Feb. 9: NARTB tv board authorizes intensive exploration of standard circulation measurement plan for television presented by Dr. Franklin R. Cawl, market research consultant.

Feb. 9: Federal Court in New York, in two-to-one decision, says FCC's giveaway rules misconstrue the lottery law and represent "censorship" of sort forbidden by First Amendment to the Constitution.

Feb. 9: William H. Fineshriber, executive vice president of MBS, moves to NBC as vice president and general manager of the radio and tv networks.

Feb. 16: Merger of American Broadcasting Co. and United Paramount Theatres is approved by FCC in five-to-two decision, Comr. Hennock vigorously dissenting, Comr. Webster wants further study of UPT's qualifications; Commission also approves sale of WBKB (TV) Chicago to CBS, with move to ch. 2, dismissing Zenith Radio Corp. application for that channel; FCC rules that Paramount Pictures Corp. controls Allen B. DuMont Labs.

Feb. 23: Westinghouse Radio Stations Inc. buys WPTZ (TV) Philadelphia from Philco Corp. for record price of $8.5 million.

Feb. 23: Philip Morris & Co. and CBS sign Lucille Ball and Desi Arnez to $8 million, 2½-year non-cancellable contract.

March 2: Special commission on educational tv in New York State finds "no justification" for proposed 10-station educational tv network; state's educators are not using all time available on commercial stations.

March 2: Station Representatives Assn. (formerly National Assn. of Radio & Television Station Representatives) launches Crusade for Spot Radio; asks stations to underwrite national promotional campaign with fees of one-half one-time one-minute rate per month.

March 2: ABC stations in New York drop WJZ call for WABC-AM-FM-TV.

March 9: NARTB votes to give first Keynoter Award to Brig Gen. David Sarnoff, RCA-NBC board chairman; award, created to honor outstanding service to broadcasting industry, will be presented at NARTB convention.

March 23: Both Senate and House Commerce Committees prepare to investigate color tv situation and whether failure of manufacturers to turn out color sets (under CBS standards) is a result of a conspiracy.

March 23: Whitehall Pharmacal Co. (Anacin) offers stations non-cancellable April-September contracts for spot campaigns; asks extra 10% discount for summer guarantee.

March 30: Empire Coil Co. and Wrathall-Carman-Smith join NBC, CBS and AB-PT as owners of five tv stations, maximum rules permit, as FCC approves construction permits; Storer Broadcasting Co. will be in group if its tentative purchase agreement of WBRC-AM-TV Birmingham goes through.

April 20: Rosel H. Hyde is given one-year appointment as FCC chairman, first Republican chairman since FCC was created in 1934.

May 4: Ending years-old argument, ASCAP accepts broadcasters' position on network co-op programs; agrees on payment at local instead of national rate.

May 4: Listener protests of bait-switch advertising on air draw attention of both FCC and FTC.

May 11: Expansion of Vitapix Corp. into a nationwide, tv station-owned film distributing syndicate is announced by John E. Fetzer, WKZO-TV Kalamazoo, board chairman; Frank E. Mullen, former NBC executive vice president, is elected president of Vitapix; 40 stations is goal.

June 1: Brig. Gen. David Sarnoff outlines RCA-NBC history and future plans in two-hour address to NBC-TV affiliates, who reaffirm "complete allegiance" to NBC; incipient revolt seems quelled with no rush to follow WTAR-AM-TV Norfolk to CBS.

June 8: WWDC-FM Washington and Capital Transit Co. discontinue four-year-old service.

June 8: World-wide radio covers Queen Elizabeth's coronation; race of NBC and CBS planes with tv films ends in victory for ABC-TV, which took feed from Canadian Broadcasting Corp. and shared it with NBC-TV.

June 22: Two-hour Ford 50th Anniversary program, telecast on both CBS-TV and NBC-TV, makes tv history, with Mary Martin-Ethel Merman songfest its high peak.

June 22: FCC awards ch. 7 Pine Bluff, Ark., to Central-South Sales Co., dismisses application of Arkansas Tv Co. on grounds it was a delaying action.

June 22: Lewis Allen Weiss, former MBS board chairman and top Don Lee executive, dies at 60.

June 22: James C. Petrillo, AFM president, tells tv networks he will not tolerate AFTRA infringements on his union's domain; AFTRA insists that musicians who sing and act as m.c.'s must be its members.

June 29: RCA-NBC asks FCC to approve compatible color standards for the RCA dot-sequential color tv system on a commercial basis.

Listen!
Look!
Talk!
Argue!
Think!
then VOTE

ASCAP

. . . the Seal of Public Approval



The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction.* It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.



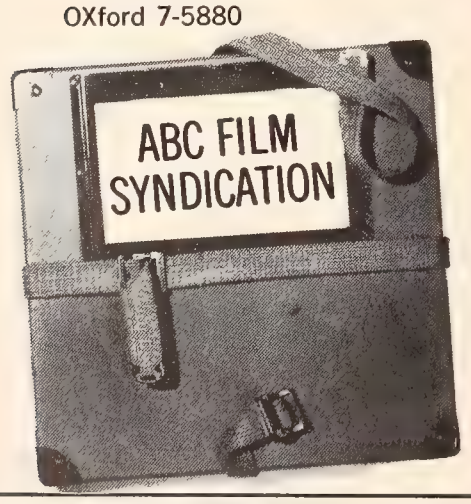
RHEINGOLD
(LIEBMANN BREWERIES)
NOW IN
4TH YEAR OF
SPONSORING
"DOUGLAS
FAIRBANKS
JR. PRESENTS"

What better testimonial to a TV film series than this long-time sponsor loyalty from a successful advertiser?

Other top-notch "Fairbanks" sponsors: Stroh Brewery, Top Value Stamps, Oscar Mayer, Sealtest, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

117 half-hours available — many for **first** run!

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ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880



June 29: FCC denies motion picture theatres the allocation of special channels; rules that theatre tv transmission should be a common carrier operation.

July 6: MBS executives meet with affiliates committee to plan revision of operations to improve programming, increase sales.

July 13: Box Office Television Inc. signs five-year contract for home football games of Notre Dame for closed circuit theatre television.

July 13: B•T survey shows non-network film programs occupying a quarter of the time of tv network interconnected affiliates, half the time of non-connected affiliates and three-fifths the time of non-affiliated stations.

July 20: NBC separates sales, programming and promotion of its radio and tv networks; Vice President William H. Fineshriber Jr. heads radio network; Vice President John K. Herbert heads tv network; both report to President Frank White.

July 20: FCC revamps its tv processing procedure to give first priority to biggest market with least tv service.

July 20: Mutual presents to affiliates plan to cut option time from nine to five hours a day, to stop paying them for network commercial programs in option time in money but to give them 14 hours a week of "highest calibre" programs for local or national spot sale; majority of MBS affiliates must approve deal by Aug. 1 for it to become effective in October.

July 27: FCC proposes extension of tv licenses from one to three years.

July 27: National Television System Committee files petition with FCC to establish its compatible color tv standards to supersede the CBS field sequential color system approved by the FCC in 1950; CBS-TV announces plan to start colorcasting with the NTSC system in September.

July 27: Bill to make subscription television and theatre tv common carriers, removing them from broadcasting category, is introduced by Rep. Carl Hinshaw (R-Calif.).

Aug. 3: President names Theodore C. Streibert, former WOR New York president, to head the new U.S. Information Agency.

Aug. 3: Sen. John W. Bricker (R-Ohio) becomes chairman of Senate Interstate & Foreign Commerce Committee, succeeding Sen. Charles W. Tobey (R-N. H.) who dies at 73.

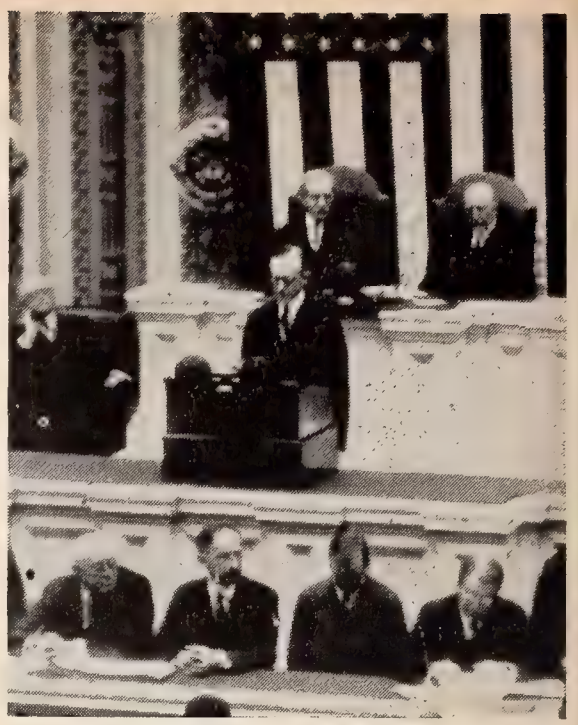
Aug. 3: Frank White resigns NBC presidency because of ill health; Gen. Sarnoff will serve as president until new one is chosen.

Aug. 10: Four uhf station permittees ask FCC to authorize subscription tv as their only means of meeting strong vhf competition.

Aug. 10: Court of Appeals upholds FCC's table of tv allocations, ruling that the Commission has the authority to establish a nationwide tv allocations plan.

Aug. 31: MBS gets FCC approval for its new affiliation plan; prepares to put it into effect Oct. 1.

Aug. 31: B•T publishes Kenyon & Eckhardt survey of merchandising services offered, free or for a fee, by nation's tv stations and networks in TELECASTING YEARBOOK; first such study ever made.



FIRST BROADCAST from the floor of Congress and first coast-to-coast presidential address occurred Feb. 22, 1927, when President Calvin Coolidge's Washington Birthday address to a joint session of Congress was broadcast over a hookup of 50 radio stations.

Sept. 7: Television Programs of America, tv film production and distribution firm, is formed by veteran Hollywood producer Edward Small, as board chairman; Milton Gordon, financial expert, as president; Michael M. Sillerman, resigned as Ziv tv sales executive, as executive vice president.

Sept. 14: W. B. McGill, advertising manager, Westinghouse Radio Stations, dies at 54.

Sept. 21: Gen. Sarnoff presents NBC's plans to rehabilitate radio and to keep NBC Radio the No. 1 network; affiliates hail address as major milestone, give NBC a unanimous vote of confidence.

Sept. 21: Broadcasters Committee for Subscription Tv is formed by group of 20 station operators and grantees.

Sept. 21: Sylvania Electric Products Inc. asks FCC for permission to establish satellite tv stations in communities too small to support regular tv service.

Sept. 21: Broadcasters protest action of International Boxing Club in restricting blow-by-blow coverage of Marciano-La-Starza fight to newspapers and wire services, prohibiting radio-tv recreations or simulations, exclusive video rights having been sold to Theatre Network Television.



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Tell your market and media story to top men in marketing management. Schedule your advertising-to-advertisers continuously and consistently in the magazine which reaches over 30,000 advertising, selling and marketing executives—PRINTERS' INK.

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And, because Printers' Ink does such a sustained idea-job for its readers, it does a great impact job for its advertisers.

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Gove Compton, Advertising Director

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Richard L. Carrie, N.Y. Sales Mgr.

CHICAGO: 360 N. Michigan Ave., AN 3-1750
A. Mitchell Napier, Mid-West Sales Mgr.

BOSTON: Statler Office Building, Liberty 2-9677
E. P. Meade

PHILADELPHIA: 804 Redman Ave., Haddonfield, N.J.
H. V. Brown, Eastern Sales Mgr., HA 9-0534

ATLANTA: 1722 Rhodes-Haverty Building, WAlnut 8113
H. F. Cogill

SAN FRANCISCO: 111 Sutter St., YUkon 6341
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In ECCO 1500 you have all the cleansing qualities of carbon-tetrachloride without the dangers. Add years of life to your film.

CLEAN and INSPECT FILM
in one easy operation with the

ECCO SPEEDROL APPLICATOR

Save time, fluid, labor, money
Bakelite Construction—lasts a lifetime

Without obligation, write today for illustrated brochure. Ask your dealer, or order direct.

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PRODUCTS CORP.
60 Franklin Street • East Orange, N. J.

Sept. 28: William Weintraub Co. queries stations on proposal that they carry *Revlon Theatre* film series, with Revlon commercials, free every other week in exchange for right to sell program locally on alternate weeks.

Sept. 28: NBC Spot Sales introduces "Electronic Spot Buying," with timebuyers enabled to monitor tv and radio programs on stations represented by NBC via closed circuit.

Sept. 28: New York State Supreme Court denies International Boxing Club an injunction to stop WOV New York from broadcasting a summary of action at end of each round of Marciano-LaStarza fight, but forbids broadcasting of present tense re-creations.

Sept. 28: With end of Daylight Saving Time, CBS-TV, NBC-TV inaugurate "hot kinescope" systems to put programs on air on West Coast at same clock hour as in East.

Sept. 28: Station Representatives Assn. attacks NBC's "NB3" plan of letting advertisers buy participations in daytime serials at reduced rates as unwarranted network invasion of spot business.

Oct. 5: Jack Gross and Phil Krasne become full owners of United Television Programs; buy one-third held by Sam Costello and Ben Frye of Studio Films and one-third held by Milt Blink of Standard Radio Transcription Services and Jerry King.

Oct. 5: John L. Sinn, president, Ziv Television Programs, announces sale of Spanish-language versions of five program series to advertisers for use in Mexico as first step in multi-lingual global tv program distribution plan.

Oct. 5: Emerson Radio & Phonograph Co. exhibits what it calls first compatible color tv receiver; puts probable price at $700.

Oct. 5: United Press announces facsimile newspicture service for tv stations.

Oct. 12: Robert E. Lee joins FCC as recess appointee.

Oct. 19: Uhf stations form own trade association: Ultra High Frequency Assn.

Oct. 19: FCC rules that examiner has the right to enlarge issues of hearing to determine if the applicant has the financial resources to carry out his program proposals.

Oct. 19: Fm multiplexing system permitting simultaneous transmission of two programs on a single 200 kc fm band is demonstrated by Dr. Edwin H. Armstrong, inventor of fm.

Oct. 26: FCC starts another investigation of Edward Lamb (WTOD Toledo, WIKK and WICU [TV] Erie, WMAC-TV Massillon, Ohio, WHOO Orlando and purchaser of cp for WTVQ [TV] Pittsburgh, subject to FCC approval); authorship of *The Planned Economy of Soviet Russia* in early 1930's and alleged association with organizations subsequently listed as subversive by Attorney General stimulated earlier investigations of his fitness to be licensee.

Oct. 26: Chris Witting resigns as managing director of DuMont Tv Network to become president of Westinghouse Radio Stations on Jan. 1, 1954.

Oct. 26: NBC announces "Run-of-Schedule Advertising-Holidays" plan to attract special holiday ads usually going to magazines.

Nov. 2: Extending divorcement of radio and tv, ABC names Oliver Treyz director of its radio network, Slocum Chapin director of its tv network.

Nov. 2: Ted Bergmann is appointed director of broadcasting for Allen B. DuMont Labs, succeeding Chris Witting.

Nov. 9: MBS executives meet with affiliates advisory committee; agree to drop plan of paying for time in programs rather than dollars at end of year.

Nov. 9: Bureau of Budget orders FCC and other licensing agencies to draw up schedules of fees which broadcasters and others should pay for privilege of holding government licenses.

Nov. 9: WSM-TV Nashville asks FCC to authorize commercial establishment of booster or satellite tv stations.

Nov. 9: FCC finalizes extension of tv license renewal period from one to three years over renewed protest of Comr. Hennock.

Nov. 16: Dissolution of NARTB, divorcement of BMI from its broadcaster ownership and $150 million in damages is asked by 33 writer members of ASCAP, banded together as Songwriters of America, in suit filed in federal court in New York.

Nov. 16: Federal Court Judge Allan K. Grim rules a professional football team may ban telecasts of other teams playing in its area when it is playing at home, but not when it is away; ban on radio broadcasts is held completely illegal.

Nov. 16: WPIX (TV) New York offers its programs for rebroadcast by uhf stations on edge of its coverage area.

Nov 23: "Sound on Fax," audio transmission of tape recordings of news events together with pictures over International News Service facsimile circuit, is introduced by INS.

Nov. 30: FCC sets five tv, seven am and seven fm as maximum number of stations which any one entity can own.

Dec. 7: Sylvester L. (Pat) Weaver is elected NBC president, Robert W. Sarnoff becomes executive vice president.

Dec. 7: RCA demonstrates monochrome and color tv programs recorded on mag-



"Find Jimmy and bring him to dinner—he's somewhere with KRIZ Phoenix in outer space."

An Observation . . .

ON AN IMPORTANT PUBLICATION ANNIVERSARY

"That country is the richest which nourishes the greatest number of noble and happy human beings; that man is richest who, having perfected the functions of his own life to the utmost, has also the widest helpful influence, both personal and by means of his possessions, over the lives of others."

JOHN RUSKIN

The Broadcasting-Telecasting industry has its daily share of management headaches. But one thing is certain—fundamental principles in human relations never change.

We hope that Ruskin's philosophy—down through the years—will help us all get a clearer perspective of our responsibilities and opportunities.

ALLEN KANDER AND COMPANY

Negotiators for the purchase or sale of radio and television properties

New York **Washington, D. C.** **Chicago**



BOND BONANZA

ALL mass-influence precedents were shattered during World War II by a singing saleswoman, Kate Smith.

In a 20-hour turn that started at 6 a.m. Oct. 6, 1942, Miss Smith spoke 30 times to an eight-state audience keyed from WABC (now WCBS) New York. She was credited with $2,013,-500 in bond sales. Three weeks later a similar assignment at WJSV (now WTOP) Washington sold $1,015,950.

Less than a year later, Sept. 21, 1943, Miss Smith spoke 64 times in 18 hours over a nationwide hookup that include two-minute spots, her regular noon show and some 15-minute interludes. Total bond sales credited to her amounted to $38 million.

The figures were startling but they shrank into the background after her Feb. 1, 1944, plea for the fourth bond issue. In 18½ hours she made 57 separate appeals over 134 stations. Sales totaled $108 million—a dramatic example of the power of the spoken word.

netic tape; Gen. Sarnoff, RCA-NBC board chairman, reports "principle elements tested and confirmed," expects two years for finishing touches needed before system is ready for market.

Dec. 7: International Telemeter Corp. (Paramount Pictures subsidiary) starts Palm Springs test of its subscription tv system.

Dec. 7: Bureau of Internal Revenue gives relief to tv broadcasters' tax burdens in new ruling taking into account rapid growth of industry during 1946-49 base period.

Dce. 21: FCC approves compatible color tv standards; manufacturers praise action but warn not to expect sets immediately.

Dec. 21: Justice Dept. investigates network's right to package a program and restrict use to its own facilities.

Dec. 28: All-Industry Local Tv Music Committee polls stations on submitting to ASCAP proposal for new blanket licenses for tv at roughly radio minus 10% rather than former radio plus 10% formula.

Dec. 28: FCC proposes to amend its multiple ownership rules to permit single ownership of seven tv stations, provided at least two are uhf.

Dec. 28: BBDO and Young & Rubicam are 1953's biggest agency spenders for tv and radio advertising, B•T's annual survey of agency time-and-talent expenditures shows.

1954

Jan. 4: RCA announces first all-electronic color tube, put on market as a commercial product available to set manufacturers.

Jan. 11: Kevin B. Sweeney is elevated from executive vice president to president of Broadcast Advertising Bureau (now Radio Advertising Bureau), succeeding William B. Ryan, who resigned the previous month because of policy differences.

Jan. 11: Zenith Radio Corp. and its tube manufacturing subsidiary, Rauland Corp., in Chicago District Court demand $16 million in treble damages from RCA and others for alleged violation of federal antitrust laws.

Jan. 11: Strengthening its claim as largest U. S. independent radio-tv owner-operator, Storer Broadcasting Co. acquires Empire Coil Co. and its two tv stations (WXEL [TV] Cleveland, Ohio, and KPTV [TV] Portland, Ore., in $8.5 million deal.

Feb. 1: Comr. Robert E. Lee, newly-confirmed for a full seven-year term on the FCC, tells B•T that he is "sorry so many senators were against the nomination," but "I'm not mad at anybody."

Feb. 8: Two separate anti-trust probes are underway at Dept. of Justice—a suit involving alleged monopoly in release of 16 mm movies for tv and the preliminary inquiry into advertising industry business practices.

Feb. 8: Maj. Edwin Howard Armstrong, who developed fm system of broadcasting, dies at 63.

March 15: Sen. McCarthy demands equal time of CBS and NBC to answer Adlai Stevenson's March 6 speech, which was carried without charge. The two networks resist Sen. McCarthy and win President Eisenhower's blessing in the face of the senator's condemnation and threat to teach them the law.

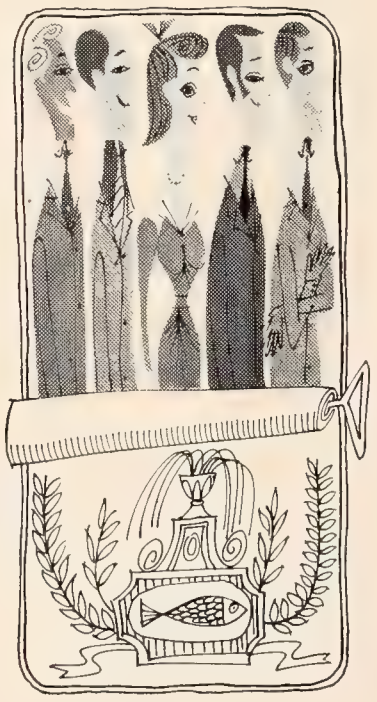
March 22: The "equal time" issue continues to plague networks in the wake of tempest stirred up by Sen. McCarthy. Having carried a 15-minute talk by President Eisenhower, the networks which failed to give equivalent time to the Democratic National Committee for reply are accused by Democratic National Chairman Stephen A. Mitchell of giving the minority party the "dimout" treatment.

March 29: NBC's plans for tv "spectaculars," series of 90-minute programs, are sketched to network's affiliates by NBC President Sylvester L. (Pat) Weaver.

March 29: Sen Charles E. Potter (R-Mich.) announces hearing on "status and development of the uhf channels in the U. S."; says his group will include consideration of Johnson bill to limit ownership of tv stations.

Packs 'em in!

WXIX's Twelve Plan packs in so many customers at low cost that even herring packers are amazed. The producers of Ma Baensch Herring "needed frequency of impact, package identification and emphasis on brand name." Their agency reports: "All these goals were achieved through the Twelve Plan on WXIX, which has resulted in increases in total sales, in the number of retail placements, and in the frequency of purchase by retailers. A healthy progress at all levels!" Let us show you how low-cost WXIX can pack 'em in for *you*.



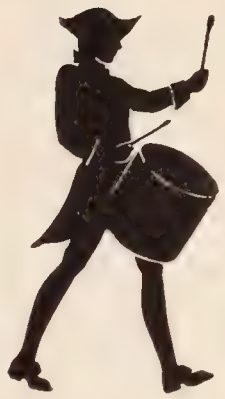
WXIX

CBS Owned · Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

A distinguished book comes out of
BMI's Award-Winning Radio Series

THE AMERICAN STORY





For the first time in broadcasting annals a series of radio programs has been preserved in a book that will take a permanent and prominent place in the literature of American history.

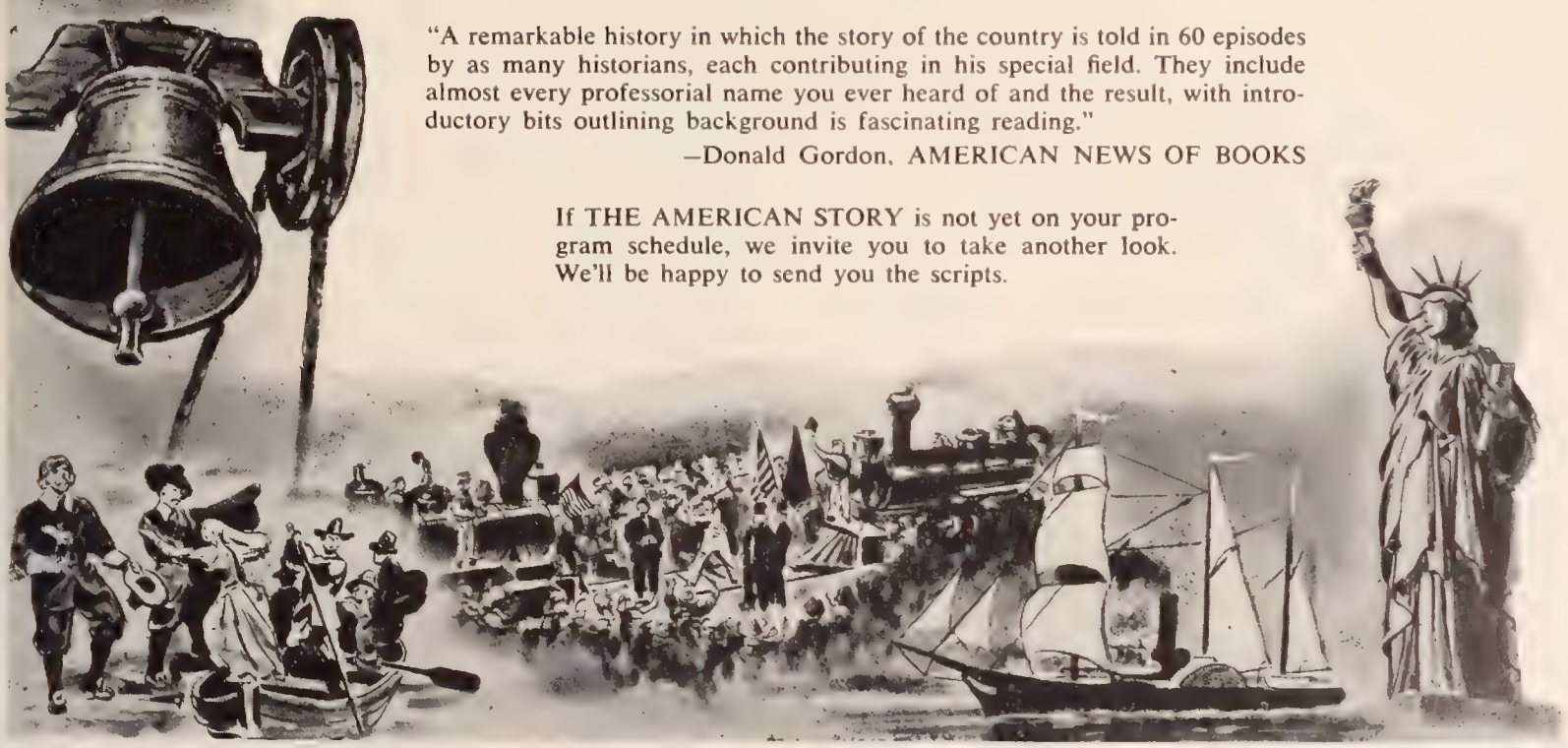
To the many broadcasters who are presenting THE AMERICAN STORY and to the noted American historians who contributed to the series we extend our sincerest appreciation.

BMI is proud that it conceived the idea and prepared the radio scripts now in their 3rd year as a continuing series. THE AMERICAN STORY has been honored by a Freedoms Foundation Award and Ohio State University's Institute for Education by Radio and Television (IERT) citation.

THE AMERICAN STORY
is being published by
CHANNEL PRESS
on November 12th, 1956
it has already been named a
BOOK-OF-THE-MONTH CLUB DIVIDEND
for January, 1957

"A remarkable history in which the story of the country is told in 60 episodes by as many historians, each contributing in his special field. They include almost every professorial name you ever heard of and the result, with introductory bits outlining background is fascinating reading."
—Donald Gordon, AMERICAN NEWS OF BOOKS

If THE AMERICAN STORY is not yet on your program schedule, we invite you to take another look. We'll be happy to send you the scripts.



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Order Your Copy Today!



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FACTS...*every Advertiser Needs*

• You can depend on the 1956 STANDARD ADVERTISING REGISTER to give you the facts you need—fast! Bigger than ever, more comprehensive — STANDARD lists 15,000 advertisers, over 70,000 executives—18,000 brand names! Gives media used, advertising budget, type of distribution — everything you need to analyze competition — sell for profit!

Act now! Drop us a line on your letterhead and we'll send complete information by return mail.

The Register Contains

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
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The AGENCY LIST



Standard source of information on over 3,000 U. S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
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333 N. Michigan Ave. Chicago 1, Illinois

March 29: General Foods withdraws nearly all its $3 million advertising allotment from Foote, Cone & Belding in a move to consolidate its advertising in the company's two other agencies, Young & Rubicam and Benton & Bowles.

March 29: RCA begins color tv receiver production as the first 15-in. open face console, to sell at $1,000, comes off the Bloomington, Ind., factory line.

April 5: ABC and Walt Disney sign long-term contract under which Disney studios will produce at least 26 hour-long programs a year for ABC-TV.

April 12: By an 8-0 ruling, the U. S. Supreme Court turns down an FCC appeal from 1953 three-judge special New York court decision holding that one of the Commission's key provisions in its lottery regulations is invalid; court finds the FCC exceeded its authority in attempting to define listening to a radio program or watching a tv show as a "consideration" in the meaning of the lottery statute.

May 10: A new tv sales promotion project, Television Advertising Bureau, promises it will be operating in time to influence fall-winter planning by advertisers and agencies. Richard A. Moore, KTTV (TV) Los Angeles, chairman of organizing committee, announces 38 stations have joined.

May 24: Potter Subcommittee hears pleas from uhf operators, who ask "hiatus" in vhf grants, other relief, including deintermixture; FCC defends intermixture, says move to all uhf unwise, sees programming help in films and tapes; Comr. Frieda Hennock calls for vhf freeze, power cutbacks; RETMA asks elimination of 10% excise tax on all-channel sets; DuMont submits plans to strengthen DTN and ABC-TV; GE, RCA present uhf data.

May 31: CBS Radio reduces nighttime rates about 20%, effective in fall, in effect establishing a single day-night rate for the network; gives affiliates 70-second station breaks in evening hours; agrees not to follow NBC Radio plan to sell spots on the network; affiliates accept prosopal.

May 31: Mutual proposes to affiliates plan for network to sell spots within a half-hour morning and half-hour afternoon program, affiliates to carry first spot in each period without pay, to be paid for others.

June 7: President nominates John C. Doerfer to replace Eugene H. Merrill on FCC.

June 21: Potter Subcommittee resumes hearings on uhf troubles, with uhfs renewing pleas for help; vhfs oppose proposed freeze, deintermixture, power cutbacks on uhf, move to all-uhf, with FCC majority support; CBS urges study of deintermixture; ABC asks expansion of vhf by adding channels from fm band, educational reservations and other parts of spectrum.

July 5: TvAB and NARTB television factions merge to nip intra-industry feud in bud; form TvB.

July 5: Senate confirms nomination of John C. Doerfer to FCC.

July 12: Potter Subcommittee meets with FCC, with latter suggesting excise tax on all-channel tv sets be lifted, multiple ownership rule be liberalized to allow ownership of five vhfs, two uhfs, and that all-industry *ad hoc* group be named to study long range allocations.

July 12: SRA opposes admission of networks to TvB.

July 12: Clear Channel Broadcasting Service opposes FCC's daytime skywave proposal.

July 19: Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee said to be readying investigation of tv industry as aftermath of Potter Subcommittee hearings on uhf problems.

July 19: The Pulse reports new instantaneous radio-tv rating service.

July 19: ABC Radio backs music-news formula to bolster radio.

July 26: Potter Subcommittee recommends tv allocations study by *ad hoc* industry group, continues "record" on uhf inquiry.

Aug. 9: FCC proposes uhf tv satellite and "budget" stations, in move to reduce cost of uhf station operation.

Aug. 9: Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee formally announces impending probe of tv networks, uhf-vhf problems.

Aug. 16: Quality Radio Group (power radio stations) is organized to produce, sell night radio shows.

Aug. 23: Former FCC Comr. Robert F. Jones to head Senate Commerce Committee's tv probe as counsel for GOP majority. Former FCC Assistant General Counsel Harry Plotkin to represent Democrats as counsel.

Aug. 23: House Commerce Committee issues report rebuking broadcasters for beer-wine ads, calls for industry data, report on remedial actions.

Aug. 30: CBS President Frank Stanton broadcasts first network editorial, urging radio-tv right to cover congressional hearings.

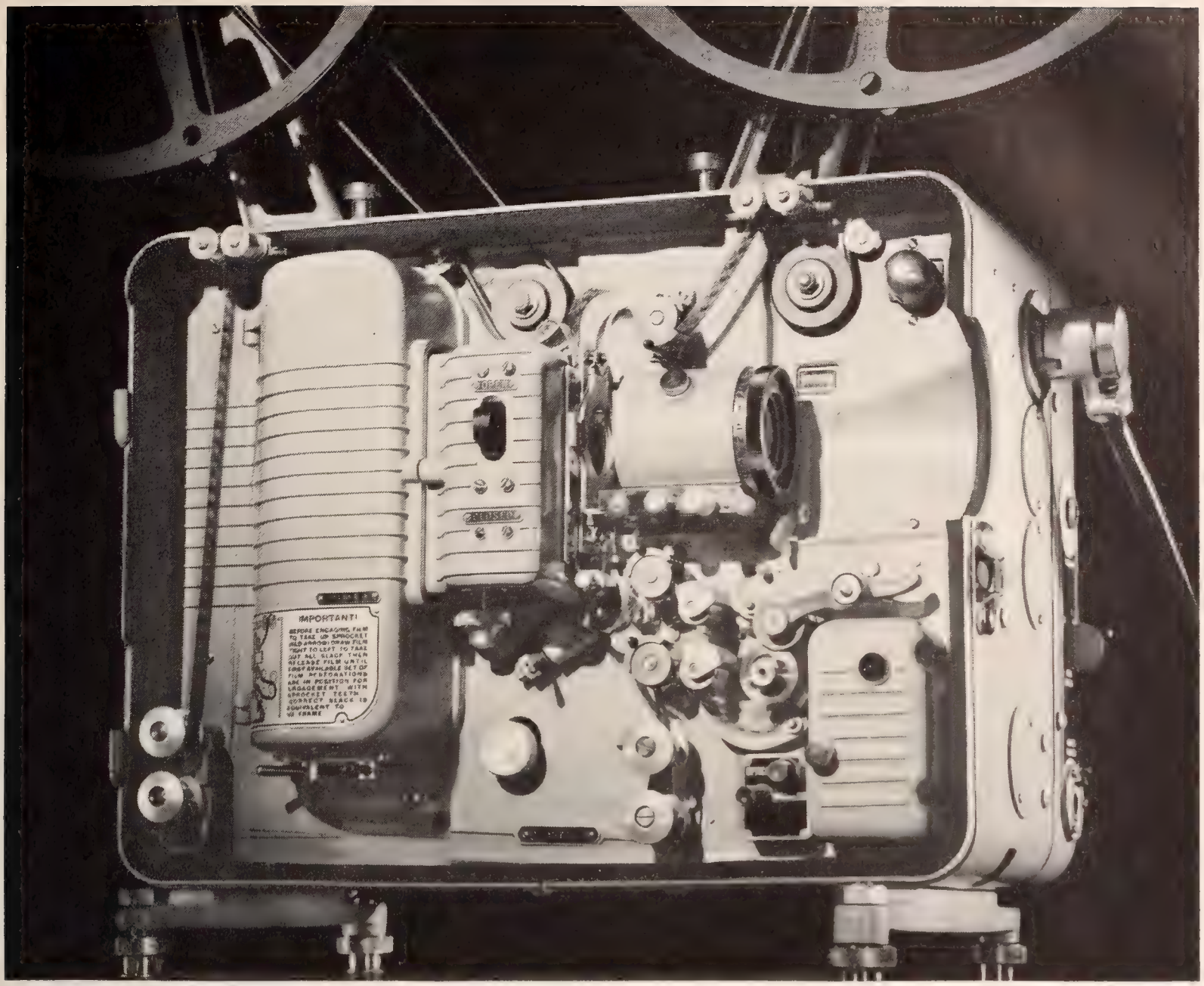
Sept. 13: FCC Comr. George E. Sterling to retire from FCC as of Sept. 30 after 31 years' government service.

Sept. 20: FCC boosts tv ownership limits; seven tv stations allowed, five vhf, two uhf.

Sept. 20: FCC opens license renewal hearing against Edward Lamb, WICU (TV) Erie, Pa., on charges Mr. Lamb lied about Communist affiliations.

Sept. 20: Skiatron Tv Inc. petitions FCC for approval of its toll tv system.

The Continental Divide Station
KXLF-TV 4
COPPER STRIKE BOOM TOWN
Butte and Montana



BELL & HOWELL VIDICON PROJECTORS

Versatile Programming . . . Low Initial Cost

Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.



As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

Talk to your Systems Supplier soon. His quotation will be a pleasant surprise. Or write for specifications on Design 614 CVBM projector. Bell & Howell, 7139 McCormick Road, Chicago 45, Ill.

FINER PRODUCTS THROUGH ***IMAGINATION***

Bell & Howell

Sept. 27: MBS observes 20th anniversary.

Oct. 4: George C. McConnaughey appointed to FCC as chairman, succeeding retiring Comr. George E. Sterling.

Oct. 11: CBS sells 45% interest in WTOP-AM-TV Washington to Washington Post and Times Herald.

Nov. 1: President Eisenhower's cabinet becomes the first to be televised.

Nov. 1: FCC approves Storer Broadcasting Co.'s $8.5 million-plus purchase of Empire Coil Co. and its WXEL (TV) Cleveland and KPTV (TV) Portland, Ore.

Nov. 1: WCKY Cincinnati's L. B. Wilson, 63, pioneer broadcaster, dies.

Nov. 8: Storer Broadcasting Co. challenges FCC's multiple ownership rule in U. S. Court of Appeals in Washington.

Nov. 15: B•T's first of new market story series, describes the new South.

Nov. 15: Broadcasters give overwhelming support to FCC's proposal to permit tv stations to build and operate their own intercity relays.

Nov. 22: FCC makes vhf satellite grant to KTRE-TV Lufkin, Tex., extending its satellite policy to vhf.

Nov. 29: CBS-TV offers Extended Market Plan service to small-market tv stations. Network will pay affiliates 30% of gross time charges, less BMI and ASCAP deductions, and will offer stations as a group to advertisers with a 10% discount.

Nov. 29: William B. Ryan named executive vice president of Quality Radio Group.

Dec. 6: Westinghouse Broadcasting Co. buys WDTV (TV) Pittsburgh from Allen B. DuMont Labs for $9,750,000, all-time high for a tv station.

Dec. 6: Zenith Radio Corp. re-petitions FCC on toll tv, asking that 'Phonevision' be authorized without a rulemaking proceeding.

Dec. 6: Sen. Warren G. Magnuson (D-Wash.) says he will accept chairmanship of Senate Commerce Committee and continue tv networks probe.

Dec. 13: Marschalk & Pratt to merge with McCann-Erickson, become division of M-E, effective Jan. 1.

Dec. 13: WBRE-TV Wilkes-Barre, Pa. (ch. 28) ready to become first uhf station to use 1,000 kw maximum effective radiated power authorized by FCC.

Dec. 20: Top radio-tv agencies bill total $699.2 million for 1954.

Dec. 20: C. E. Hooper, 56, pioneer in radio-tv ratings, dies in boating accident.

Dec. 20: Sen. Harley M. Kilgore (D-W. Va.), chairman-apparent of Senate Judiciary Committee in the upcoming 84th Congress, promises probe into "monopolistic aspects" of radio-tv industry.

Dec. 20: FCC reports 1953 radio-tv gross was $908 million—$475.3 million radio, $432.7 million tv.

Dec. 27: Advertising Research Foundation study represents first move to standardize radio-tv ratings among various rating services.

Dec. 27: B•T's second market story, on Georgia.

1955

Jan. 3: DuMont announces it has developed combination live-film network system and predicts it will "set the industry on its ear."

Jan. 3: Broadcasting industry faces two probes as 84th Congress convenes: Sen. Magnuson (D-Wash.) to head Senate Commerce Committee investigation of networks and uhf-vhf problems; Sen. Kilgore (D-W. Va.), chairman of Senate Judiciary Committee, to hunt for "monopolistic practices" in the communications field.

DUMMY AND DAME AROUSE THE NATION





THE sexy inflections in Mae West's voice and the sly rejoinders of Edgar Bergen's irrepressible dummy, Charlie McCarthy, set off a broadcasting chain reaction the evening of Dec. 12, 1937. NBC's 8-8:30 p.m. Sunday half-hour led to an official FCC investigation, nationwide discussion of the saucy dialogue and demands that broadcasting be censored.

In essence, Miss West and Charlie kicked around a "come up and see me sometime" dialogue. If the script looked reasonably innocent, the way the two read their lines left a lot of listeners convinced they were hearing night-clubbish entertainment instead of the more careful comedy of the airlanes. Miss West reeked of seduction, an effect she could lend to Little Red Ridinghood or most any fictional heroine. The resulting "Adam and Eve" routine was more devastating than the program producers had anticipated, and the post-broadcast results astonished all concerned.

FCC went into the matter thoroughly, led by Chairman Frank R. McNinch, and emerged with a stiff scolding for NBC. The chairman officially notified NBC President Lenox R. Lohr that no further action would be taken but he described the program as far below "even the minimum standards which should control the selection and production of broadcast programs." He termed it "a very serious offense against the proprieties."

Demand for a Congressional probe was made on Capitol Hill, and religious interests voiced indignation. Newspapers had a field day, with colorful stories and stern editorials.

Here are some excerpts from the original continuity:

Bergen: Tell me, Miss West, have you ever found the one man in your life you could really love?

West: Sure . . . lots of times.

Charlie: Could you even like Mr. Bergen?

West: Mr. Bergen is very sweet. In fact, he's a right guy and, confidentially, you'll have to show me a man I don't like.

Charlie: That's swell. Bergen's your man. You know . . . he can be had.

West: On second thought, I'm liable to take him away from you. Then what will you say?

Charlie: If you take Bergen away, I'll be speechless.

West: Or are you afraid I'll do you wrong?

Charlie: Well, now that you ask . . .

West: Or are you afraid I'll do you right?

Charlie: I'm slightly confused. I need time for that one.

West: That's all right. I like a man that takes his time. Why don't you come home with me? I'll let you play in my woodpile . . .

You're all wood and a yard long. You weren't so nervous and backward when you came up to see me at my apartment. In fact you didn't need much encouragement to kiss me.

Charlie: Did I do that?

West: You certainly did and I got marks to prove it, and splinters too . . . Come here, honey—closer—we can talk intimately.

Charlie: If you don't mind, I'd rather keep my distance, Mae.

West: I don't like long-distance conversations. Come here. I thought we were going to have a nice long talk yesterday, in my apartment. There was so much I wanted to tell you. Where did you go when the doorbell rang?

Charlie: I went out the back door.

West: Don't tell me you went out through the French windows? I'm on the third floor, you know.

Charlie: I was going to say you were pretty skimpy with the back steps.

West: You look pretty good to me, Charlie. Come here.

Charlie: But I thought you only liked tall, dark and handsome guys.

West: Oh, that was my last year's model. This year I'm on a diet . . .

Charlie: Oh, Mae, don't don't . . . don't be so rough. To me, love is peace and quiet.

West: That ain't love—that's sleep.

Jan. 17: Sen. John O. Pastore (D- R. I.) named to head Senate Commerce Committee's Communications Subcommittee.

Jan. 24: President Eisenhower opens his news conference to tv film coverage for the first time.

Jan. 31: Radio's 1954 time sales of $453,-385,000 show 5% decline from previous year; first dip in radio sales since 1938.

Feb. 7: Senate Commerce Committee issues counsel Harry M. Plotkin's report calling for radical network restrictions and reduction of multiple ownerships. Sen. Magnuson says committee will investigate uhf troubles, network power plays, station ownership and military spectrum use.

Feb. 7: CBS' Stanton says if Plotkin proposals are adopted, network tv would be gravely crippled; summons 30 CBS-TV affiliates to plan strategy on Senate probe.

Feb. 14: Key witness Marie Natvig license renewal for WICU (TV) Erie, Pa., states she was "brainwashed" into giving false testimony linking Edward Lamb with Communist Party.

Feb. 21: Sen. John W. Bricker (R-Ohio), ranking Republican member of Senate Commerce Committee, says networks might be made subject to public utility-type regulation in releasing minority counsel Robert F. Jones' report.

Feb. 28: U. S. Court of Appeals, on Storer appeal, rules that FCC cannot set an arbitrary limit on number of stations one entity can own.

Feb. 28: Bing Crosby Enterpises demonstrates color video tape recording system.

Feb. 28: WXIX (TV) Milwaukee begins operation as first CBS-owned uhf station.

Feb. 28: RCA reports record $941 million income during 1954, 10% higher than 1953.

March 7: Hal Roach Jr., buys father's studios in a $10 million deal.

March 7: FCC proposes rule to keep tv towers within five miles of assigned city.

March 7: AT&T lowers its audio tariff by dropping the minimum from 16 to eight consecutive daily hours and reduces the per hour-per mile charge from $5 to $4.50.

March 14: Procter & Gamble leads 1954 radio-tv buyers with $36 million; Colgate-Palmolive second with $19 million.

March 14: NBC reaches maximum of five v's and two u's with purchase of WBUF-TV Buffalo, N. Y.

March 14: An estimated 65 million persons watch *Peter Pan* on NBC-TV, an audience Broadway predicted it would take 65 years to reach.

March 21: General Electric and National Telefilm Assoc. play key roles in formation of first film "network," National Affiliated Television Stations Inc.; will give assistance to ailing tv stations.

March 21: B•T's third market study, this one covering the Carolinas.

March 21: FCC Chairman McConnaughey's appointment confirmed by Senate.

March 21: NBC-TV's $3.7 million Color City in Burbank, Calif., opens.



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WHERE?... Wrigleys have 92 stores in the Detroit Area.

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Wrigleys has just purchased a one hour full length movie feature to be aired each Thursday at 1 p.m. for the next 52 weeks. THAT'S TYPICAL OF THE CONFIDENCE FOOD LEADERS IN THIS MARKET HAVE IN THE SELL-APPEAL OF CKLW-TV: There's sure to be an answer to your sales problem here, too.. Get the facts by phone, mail, or wire, today.

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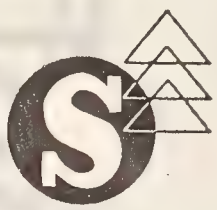
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March 28: IRE convention in New York witnesses disclosure of transistorized radio, tricolor vidicon, improved uhf transmitting antenna and earth satellite relay station for transoceanic tv.

March 28: The Simon video-film camera, capable of simultaneous motion picture filming and live telecasting, completed after four years in development.

March 28: DuMont introduces its Electronicam live-film system.

March 28: FCC authorizes functional music or other secondary programming via multiplex for fm stations.

April 4: NBC announces *Monitor* programming for weekends with time to be sold under magazine concept; beginning of major revision in radio selling, schedules.

April 4: Woolworth signs with CBS for its first use of network radio.

April 4: FCC makes first move toward deintermixture; asks for comments on making Hartford, Peoria, Evansville and Madison all-uhf.

April 11: Pay-tv controversy raises more public reaction than any tv issue since color hearing in 1950; Zenith cancels advertising on CBS-TV charging network censored commercials, which is denied by CBS.

April 11: Coty sues Revlon, Weintraub, CBS charging theft of tv commercial copy; Hazel Bishop says same copy was created for its lipstick, not Coty or Revlon.

April 11: White House announces President Eisenhower will address May 22-26 NARTB convention in Washington, making him first Chief Executive to address broadcasters in person.

April 11: B•T survey shows that film now occupies more than a third of total tv broadcast time.

April 11: Witnesses appearing before Senate Juvenile Delinquency Subcommittee call for probe to determine if tv is a factor in delinquency.

April 18: DuMont switches to film network, using Electronicam, reserving live relays for special events and sports.

April 18: NARTB Tv Board takes strong stand against pay-tv, tower restrictions.

April 25: Adrian Murphy retires as president of CBS Radio; replaced by west coast vice president, Arthur Hull Hayes.

May 9: FCC launches probe into KPIX (TV) San Francisco damage, reported coincident with a walkout of NABET engineers at station.

May 9: Liquidation of DuMont Tv Network demanded by group of stockholders, headed by Carl M. Loeb.

May 16: Justice Dept. files restraint of trade suit against ANPA, AAAA, four other associations; 15% commission challenged.

May 16: RCA-NBC, Minnesota Mining participate in first transmission of color tv program on magnetic tape over commercial tv network facilities.

May 16: CBS nets $3.9 million in first quarter of 1955; billings 36% above same period of 1954.

May 23: Lever Bros. products with accounts totaling $8 million move to J. Walter Thompson and Foote, Cone & Belding.

May 23: NBC swaps its WNBK (TV) and WTAM-AM-FM Cleveland and $3 million to Westinghouse for WPTZ (TV) and KYW Philadelphia.

May 23: The Katz Agency, station representative, discontinues subsidiary Station Films Inc.

May 23: DuMont unveils Vitascan system for originating live color without use of color tv cameras.

May 30: President Eisenhower nominates Richard Mack to succeed Frieda Hennock on FCC.

May 30: Affiliates stymie CBS Radio plan for one-rate structure.

June 6: Tv networks' January-April gross of $132,018,674 up 35%; offsets radio's drop.

June 6: Disney six-month gross income of $9,876,175 up $5.5 million over 1954.

June 13: Supreme Court upholds FCC right to make grants according to the needs of cities involved. Under decision, WHOL Allentown, Pa., must cease operating to make way for WEEX Easton, Pa.

June 13: DuMont Labs names James Caddigan head in realignment; separate Electronicam unit set up.

June 13: Musicians' 1954 income from radio-tv reaches $24.7 million, with radio leading tv in employment of musicians.

June 20: ABC-TV billings for 1955 are 68% above total gross in 1954, with major reasons Walt Disney and fade-away of DuMont.

June 20: RETMA holds 31st convention in Chicago; H. Leslie Hoffman elected president and board chairman.

June 20: Senate unanimously confirms Richard Mack for FCC.

June 20: Montana antenna system refuses to stop rebroadcasting KXLF-TV Butte signals.

June 20: AB-PT expands into recording field; Sam Clark named to head new subsidiary.

June 20: Ralph W. Hardy succeeds Earl Gammons as Washington vice president for CBS.

June 20: DuMont begins the manufacture and sale of high fidelity phonographs, radios and clock radios.

June 27: NARTB board strengthens radio code; plans enforcement similar to that of tv.

June 27: "The Mid-Gulf States," B•T's fourth in a series of market studies.

June 27: FCC forbids stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs.

June 27: Mutual fixes single rate for day, evening; establishes single discount table. Network also revises program format to "Companionate Radio" plan.

July 4: CBS reaches agreement with radio affiliates for a single day-night network rate, affiliates to take a 20% cut in compensation; deal must still be negotiated individually with affiliates.

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RADIO

Help Wanted

Managerial

Kentucky daytimer needs commercial manager with programming ability. Send complete details in first letter. Box 184C, B•T.

Station and/or sales manager for southern New England 1-station market regional. Profitable now but needs mature live-wire, who "fits" in small town and will get out and sell. Box 187C, B•T.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 170C, B•T.

Virginia: Immediate opening for aggressive, sober, experienced salesman. 1kw independent daytimer. Complete resume first letter. Some announcing, salary and commission. Box 193C, B•T.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Salesman for top Delaware valley market. Draw and commission, right man. Can make real money. Send information, plus photo to Manager, WTUX, Wilmington, Delaware.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified announcer. Send audition, details and references first letter, no unmarried men. Box 726A, B•T.

Announcer with first ticket. Give full particulars first letter with salary expectation. Northeast. Write Box 911A, B•T.

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Two combo men needed at once with first class licenses for Tennessee daytime stations. Must be sober, reliable, well recommended. Salary open. Give full particulars first letter, plus starting salary, would like tape, if possible. Box 946A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Midwest independent wants announcer age 25 to 40 who knows music thoroughly and has several years of solid commercial experience for staff announcing position with part-time duties as music librarian. State age, education, experience in detail. Personal interview required. Box 134C, B•T.

Illinois kilowatt offers fine opportunity to experienced announcer who can handle varied assignments including news gathering and writing. Liberal bonus, sick leave, pension plan with well established independent in fast growing community. List age, training, experience, references. Personal interview necessary. Box 135C, B•T.

Need several experienced announcers. Minimum one year experience. Must have car. Excellent opportunity for advancement since company will expand soon. Send tape, recent photos along with resume. Box 144C, B•T.

Morning man, real fast and funny, who can use gimmicks, show-stoppers etc. on heavily commercial show. Small 1-station New England city near big city. "Character" preferred. Send tape, salary, etc. Box 188C, B•T.

Mature news director needed immediately for remote studio operation. Good salary, also opportunity to sell if desired. Permanent. Phone WFRO, Fremont, Ohio, FEderal 23951.

Top news and popular music station looking for an "air" salesman who knows how to follow orders and carry out station policy. Send tape and resume to H. L. Glascock, WKDA, Nashville, Tennessee.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Experienced board-announcer. WLDB, Atlantic City.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Immediate opening for good announcer for five kw station. Good salary. Address reply to Box 698, Morgantown, N. C.

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RADIO

Help Wanted—(Cont'd)

Announcers

Martin Block and Howard Miller disregard. But we are looking for men of your stature, highest rated in all our markets, Omaha, New Orleans, Kansas City, Minneapolis and we've just acquired a Miami station. Only alert and original sounding deejays need apply. All tapes returned immediately. Air tapes to Todd Storz, Kilpatrick Building, Omaha, Nebraska.

Technical

Regional station with television in large midwest market requires experienced technician. Starting salary for 40 hours is $90.00. Box 861A, B•T.

Minnesota station needs first class engineer-announcer. Must be good announcer. Good salary. Box 116C, B•T.

First class engineer needed at once, Ohio 5kw. $80 to $100 weekly, 48 hours. Box 168C, B•T.

We want an engineer with 1st phone and announcing ability. This man should be able to do routine maintenance and keep the station in good working order. If you can do a good air job too, we have a good proposition for you in a growing organization. Don't waste time! This opening exists now. Box 192C, B•T.

Top wages for first phone engineer. Directional station in Great Lakes area with no future remote plans. Box 208C, B•T.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Here is a fine opportunity in a good city with an excellent climate, good schools, fishing, swimming, for a chief engineer with announcing ability. Pay will depend entirely on what you can do. Equipment includes usual broadcast equipment, ampex recorders, Raytheon transmitter. Two element directional. Equipment in excellent condition. Send all information including tape with first letter. Jim Bradner, KGBC, Galveston, Texas.

Texas station needs good man for combination work. Interested in either combination engineer-salesman or engineer-announcer. Can make good offer to right person with excellent opportunities for engineer-salesman. Write or call Clint Formby, KPAN, Hereford, Texas.

Wanted, two combo first class license. Fulltime, permanent job, good pay. Best working conditions. Contact H. C. Sanders, WBNL, Boonville, Indiana.

Chief engineer-announcer, emphasis on engineering. Gates equipment. State qualifications and salary requirements. Good pay for good combo man. Call or write WLSD, W. H. Wren, Manager, Big Stone Gap, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Combo man, 1st phone to act as chief engineer. Will handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

Programming-Production, Others

Combo gal, capable handling traffic and bookkeeping in small station in southern California where personnel not only double but triple in brass. Salary commensurate with ability. Submit photograph and complete details. Box 954A, B•T.

Need assistant manager immediately. Promotion to manager probable within a year due to expansion. Desire young, married man with car. Must have several years board experience as well as sales. Must be willing to take board shift while training. Send tapes, resume and recent photograph. Box 145C, B•T.

Program-news director to replace man being promoted into management this station. Must have news gathering and editing ability as well as programming experience. Real future potential. Interested in reliable person and long time association. Box 160C, B•T.

Qualified newsman needed for top news job with 50,000 watt midwest radio station. Must be capable in all phases—reporting, writing, editing and broadcasting. Reply Box 166C, B•T.

Ideal opportunity for experienced Gal Friday. Top-flight radio-tv operation. This is a chance of a lifetime. Box 194C, B•T.

Continuity writer for daytimer. Sample copy, photo, salary first letter. WADS, Ansonia, Connecticut.

Program director to do all phases of programming. Complete details and salary expected first letter. WASA, Havre de Grace, Maryland.

Good local news reporter with radio voice for excellent daytime operation in New England. Write or call WESO, Southbridge, Mass. Give full background and salary requirements.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Program director—announcer: Wanted at once for central South Carolina independent. Good voice and experience necessary for top pay. Send tape to Joe Wilder, Box 33, Barnwell, S. C.

Newsman—good air voice, background in news editing for outstanding news staff in eastern Pennsylvania. Tape, particulars, Bill Camperson, Box 123, Allentown, Pa.

Situations Wanted

Managerial

Manager-salesman — thoroughly experienced — presently employed as same—family—interested only in small town market in eastern mountain areas—not a "hot shot"—consistent worker with profitable result. Prefer personal interview. Available October 20th. Box 137C, B•T.

Sales manager available—top billing personal sales record; detailed administrative experience five man sales staff; proof of quality-ability. A proven man now employed seeking greater potential. Confidential exchange. Box 209C, B•T.

Salesmen

10 years am, tv engineering. Desires sales trainee or engineering. Colorado, Arizona, New Mexico only. Presently employed. Box 172C, B•T.

On-the-air salesman—experienced account man, promotion, programming. Proven ratings. Desire larger market DJ or tv variety. Money not secondary. Average pay scales, save postage. Box 181C, B•T.

Sales-Florida. Fifteen years program, now want sales, with or without announcing. Degree, family, employed. Box 186C, B•T.

Announcers

Personality DJ, strong commercials. Reliable, eager to please. Go anywhere. M. Stillman. Box 933A, B•T.

Experienced DJ, with proven success in major markets. Sell products instead of himself. Seeking better potential. Reply in confidence. Box 934A, B•T.

Play-by-play sportscaster—six years radio—Class B baseball, football and basketball, some tv experience: Wants rabid sports area. Also excellent newsman and staff. $90 minimum. East or midwest. Available for basketball. Box 112C, B•T.

Mr. Station Manager—here's an announcer who has 1st phone. Single, 26, presently employed, wish to relocate, available immediately. Is, has and can handle commercials, news, DJ shows and other duties from remotes to routine maintenance. Welcome chance to handle time selling. Am in east—attention: Southwest, California, Florida, tape. Mr. Station Manager, call DI 5-2892 in N. Y. C., or write, Box 121C, B•T. Don't wait!

Sports play-by-play, pops DJ, News. Presently employed—seeking larger market. Box 131C, B•T.

Experienced announcer. 25, vet, married. Tape, resume on request. Box 140C, B•T.

Announcer-DJ, single, 29. Short on experience but much potential. Affable, dependable and ambitious. Tape and resume. Box 141C, B•T.

First phone announcer. 6 years experience all phases including news editor. Presently employed as chief engineer. Emphasis air work. Box 161C, B•T.

Stop! Personality emcee-jock in hock! Bach to rock. Rate tape. Box 165C, B•T.

6 years radio-tv all phases-announcer-DJ—strong on news. Mature-reliable-hard working. Preferably northeast. Box 171C, B•T.

Completed course covering all phases radio broadcasting, newscasting, DJ shows. Announcer, former Golden Glove Champion, pro boxer. Appeared in movies. Experienced in editing news copy, also things not listed. Korean vet, 1 year college. Regular position. Negro. Box 173C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Savvy gal . . . 8 years continuity-production chief, talent. Wants challenging spot with station that needs a lift. Box 174C, B•T.

Experienced announcer wishes to relocate in northeast. DJ, news, tape, good references. Formally program director of 1kw station in south. Box 176C, B•T.

Announcer—14 months staff experience. Third class ticket, will travel, car. Box 183C, B•T.

Fabulous negro girl DJ comprehensively trained all phases radio. Very desirous of first job. Immediately. Box 196C, B•T.

Singer—MC—DJ. Extensive radio and tv experience—limited movie background. Age 32. Open. Box 198C, B•T.

Radio school graduate, some college. Good versatile voice. If you have good spot for beginner, please write. Box 199C, B•T.

Versatile DJ-announcer, 2 years experience, seeks job in Connecticut. Box 200C, B•T.

I'm nothing sensational but. . . . I'm capable; energetic, announcer copywriter, desiring position in smaller timer. Plenty of punch and sparkling personality. Will send resume and photo upon request. Box 201C, B•T.

Staff announcer, strong news, smooth DJ. Much potential, vet, travel. Box 202C, B•T.

Experienced disc jockey and staff announcer. Looking for permanent position. Presently employed. Can do play-by-play. Box 203C, B•T.

New York, New England, Pennsylvania—experienced staffer, excellent news, commercials, DJ, board. College graduate, married, veteran. Tape, references, available. M. Anderson, 1206 75th Street, Brooklyn, N. Y.

Free lance tv and radio announcer, New York only. 5 years experience with WLW and Crosley network. Experienced in all types of tv commercials. Excel in easy, warm, friendly style. Best references. Henry O'Neill, 134 W. 58th Street, Apt. 805, N. Y. C.

Announcing school graduate, 1st phone, desires first position. Russ Randolph, 2219 N. Parkside, Chicago.

Negro deejay—4 years experience. Hard punching commercial; news; control board. Rudy Rutherford, 9 Palisade Ave., Jersey City, N. J.

Now available. Asher Sizemore (country music-DJ of the original Asher & Little Jimmie, father and son team heard for years. WSM Grand Ole Opry'. Can build top rated audience your station. Do country music DJ show. Also strong on sales. Send replies to P. O. Box 163, North Vernon, Indiana.

RADIO

Situations Wanted—(Cont'd)

Announcer

Texas major city network and indie background. Newcaster—farm and ranch reporter—baseball play-by-play. Mobile news unit experience. Excellent references. Available now. Announcer, 111 Ellwood, San Antonio, Texas.

Technical

Chief engineer. IRE member. 1st class licensee. Experienced administration, design, construction, maintenance and operation, AM-FM. Physical, nuclear research background. 35. Married. Family. Can invest. Box 914A, B•T.

Want transmitter position. 2 years experience, 1st phone, 34, car. Box 163C, B•T.

Presently chief—four years am directional—prefer northeast. Responsible family man. Heavy on maintenance. Box 167C, B•T.

Chief engineer . . . 15 years broadcast . . . age 35 . . . know FCC forms . . . application work. Former station owner . . . all phases . . . construction. Desire permanent connection in south or state of Utah Box 175C, B•T

Programming-Production, Others

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Experienced news director: Last five years top-rated metropolitan tv—5kw newscaster. Can establish newsroom; contribute experience existing facility. Favorite sport . . . scooping newspapers. Newspaper background, excellent voice, 33, college, employed. Box 162C, B•T.

Program director or assistant manager of vast experience, 3 years, 34 years old, college, seeks bigger and better job in radio, or will accept tv challenge. Executive experience. Wish to connect with a bigger and better organization who needs far more than adequate PD. Will do air-work. Outstanding voice and delivery. Personal interview. Box 182C, B•T.

Former program director and traffic manager with thorough experience as disc jockey, announcer, newscaster and sportscaster. Seeking staff position. Box 195C, B•T.

Experienced, working program director desires position with progressive station in Ohio. Box 204C, B•T.

Program director . . . thorough background all phases . . . seeks permanent position . . . coast preferred . . . available now. Box 207C, B•T.

Newscaster—news editor, 3 years experience 5000 watt station. DJ "special events." Also sell and service, will relocate. Lawrence Vitto, 7777 Hollywood Blvd., Hollywood, California.

(*Continued on next page*)

Chief Engineer–Television

TV station in large Midwest market. Modern equipment and facilities. Potential prospects must be fully qualified from both engineering and administrative standpoint with ability to furnish leadership and direction to his staff as well as operate department smoothly and economically. Please furnish full background particulars, including salary requirements first letter. Salary will be commensurate with qualifications of applicant. All replies will be kept completely confidential.

Box 210C, B•T

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv spot buyer/administration assistant. Heavy and versatile ad agency experience. Good contracts. Salary open. Box 205C, B•T.

TELEVISION

Help Wanted

Salesmen

New England major market vhf station has immediate opening for aggressive, experienced television time salesman with ability to dig up direct sales. Excellent opportunity for hard worker. Send resume, sales record, photo to Box 132C, B•T.

We have an opening in television sales for an experienced advertising-minded and trained man. Local advertisers need counseling and guidance on ways and methods of using tv. Station provides a complete advertising service, which includes writers, artist and photography. Send complete details with photo. Salary and commission arrangement. Good opportunity. WTHI-TV, Terre Haute, Indiana.

Announcers

Progressive Michigan station expanding staff. Has opening for trained TV announcer-copywriter in immediate future. Employee benefits, ideal working conditions, excellent location. Personal interview absolutely essential. Send full information, no tapes to Box 910A, B•T.

Announcer for midwestern vhf to do children's show and staff work. Excellent opportunity for right man to work into responsible position with growing organization. Rush full details to Box 113C, B•T.

Experienced tv announcer. Booth and live work; emphasis on ad-lib. Florida CBS basic, top company, employee benefits. Send tape, photo, resume, first letter. Box 191C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Transmitter supervisor, maximum power network vhf Pacific northwest, must be good planner sharp on maintenance. Box 177C, B•T.

Programming-Production, Others

KSBW-TV, Salinas, Calif., needs experienced film editor, capable of handling entire department, all editing, shipping, etc. Send complete details first letter, KSBW-TV, P.O. Box 1651, Salinas, Calif.

Situations Wanted

Managerial

If your television or radio station is along the Gulf, and you need a married, mature, enthusiastic man to handle complete administrative management and will pay what over fifteen years experience is worth, within reason, state your best arrangements, and when you want to "retire". Box 185C, B•T.

Technical

Engineering tv—first position. State salary and routine. Walter Piasecki, 2219 N. Parkside, Chicago.

Recent technical school graduate as tv cameraman and studio technician. Graduate of 2 radio and television schools. Richard Stametz, 815 East Jackson, Elkhart, Indiana.

Programming-Production, Others

Program manager, family man, presently employed with NBC station desires change with room for creative work. Especially gifted in production and direction of live broadcasts, film buying, programming. Experienced in setting up new tv station. Honest and reliable. Box 169C, B•T.

Sloppy production your problem? Experienced producer-director-switcher now available! Box 178C, B•T.

Television producer, director six years experience in all phases—news, weather, sports, cooking, political. Switching, purchasing agent, foreman of staging services. Age 31, married. Excellent references. Box 179C, B•T.

Experienced tv artist, photographer desires change. One man art department. Box 180C, B•T.

FOR SALE

Stations

Station in southwest, service area 25,000. $140,000 cash, yearly gross $88,000. Single station market, no tv. Box 108C, B•T.

South Florida, agricultural area, within an hour of fishing spots and beaches. Station priced $35,000. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Blue Ridge Mountains station, profitable, major network, regional. $100,000 price, 30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Controlling interest station producing $15,000 income to owner-manager. Price $50,000 on terms. Middle south secondary market. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina single station market, includes real estate, $64,000. Terms to responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Texas. Single-station market. County-seat over 15,000. Active military installation in primary area. Exclusive with Ralph Erwin. Licensed broker.

Broadcast am. Southwestern educational center. Enrollment in private schools and college facilities exceeds 2,500. Mild year-round climate. Fine resort immediate area. A single-station market. Exclusive with Ralph Erwin. Licensed broker, 1443 South Trenton, Tulsa.

Vhf television. Southwestern semi-tropical climate. Over 100,000 market. In schedule operation, absentee owners. Exclusive with Ralph Erwin, Licensed broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.



HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

ANYONE

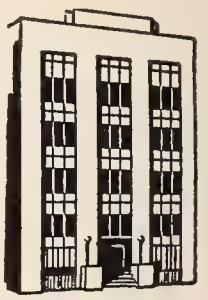
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OVER 16,000 SQ. FEET

DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.


HOLLYWOOD


CHICAGO


WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland, HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue, DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W., RE 7-0343

FOR SALE

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Priced for quick sale. General Electric 250watt fm transmitter, 2 crystals, tubes with some spares, frequency modulator, monitor, 2 bay antenna, 500 feet coax. Immediate delivery anywhere in United States. Total package price, $2,495.00 cash. Box 138C, B•T.

Two tower radios 310 feet, guyed, manufactured by Blaw-Knox and Lingo, good condition with lighting and coaxial cable. 5 radar speed meters, portable, electromatic, good condition. Box 164C, B•T.

Am frequency monitor, state price and availability first letter. KCMS, Manitou Springs, Colorado.

General Radio model 1170-A fm monitor 95.3, used 2 years. Make offer. WAUX, Waukesha, Wis.

For sale: 916A L General Radio rf bridge for $325.00. WBKH, Hattiesburg, Miss.

Gates 8-channel console. Grey turntable equalizer, Gates preamps for turntables or mikes. Write for details. WCRA, Effingham, Illinois

Will sell or trade Federal Telephone fm radio transmitter—3kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WETO, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

For sale: Raytheon #291-A-BBA HV plate transformer 2750V @ 1.25A, primary 210-220-230V. Never used since rewound. $225. F.O.B., WRCS, Ahoskie, N. C.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 885A, B•T.

One or two small stations, southwest, with good potential. Information strictly confidential. Box 107C, B•T.

Equipment

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Transmission line adapter for use with rod antenna for Federal field intensity meter 101-B or 101-C. Chief Engineer, KCRO, San Antonio, Texas.

Wanted: Acetate disc recorder in good condition. Also two used remote amplifiers. Jim Miller, WMOO, Milford, Mass.

Wanted: Code beacon frequency monitor, limiting amplifier, etc. Pastor Schaeffer, Delevan, N. Y. Machais 8778.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

IDEAL OPPORTUNITY

For top-flight salesman, who want a salaried position, plus commissions in the fastest growing market in the Blue Grass country of Kentucky. We need and want only the best. Our need is brought about by the tremendous growth of this city and market. You will find our community offers ideal living conditions, and your only financial limitation will be your ability. This is a chance of a lifetime.

Write, wire or call

Earl Boyles

Exec. V.P. & Gen. Mgr.

WLEX-AM-TV

Lexington, Kentucky

Technical

ENGINEER

Southeast 250 watt station with Rust remote control needs competent first class engineer with announcing experience. 10 hours maintenance, 30 hours air time weekly. Send qualifications and references first letter. Write Manager, WFRP, P. O. Box 336, Savannah, Georgia.

Announcers

WE ARE . . . .

The dominant 5 KW station in a growing S. E. market, now at 500,000.

WE WANT . . . .

An experienced program director with thorough knowledge of traffic, continuity, announcing—at top salary.

WE ALSO WANT . . . .

A hard-sell, personable DJ and able continuity writer combined, to be featured on his own show daily—at top salary.

ARE YOU . . . .

Qualified for either position and ambitious? Then tell us everything—today.

Write Box 190C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED:

Disc Jockeys for McLendon Radio Stations—KLIF, Dallas, Texas; KELP, El Paso, Texas; KTSA, San Antonio, Texas. Send tape and all information to Radio Station KLIF, 2104 Jackson Street, Dallas, Texas.

NEEDED NOW: One Man with Triple Qualifications.

Announcer: Who can handle a routine shift of music, news, sports; likes good music; can pronounce classical music titles and composers' names confidentially and correctly; who can take an evening shift with the understanding it is permanent and like it; who will be heard by limited FM good music audience for at least half his shift and won't feel his talents are being wasted.

Engineer: Whose understanding of equipment is not limited to the minimum required to get a ticket; who knows how to carry out routine maintenance and won't look helpless if trouble puts the station off the air and the Chief Engineer isn't around to help.

Music Librarian: A man who can type rapidly, understands simple alphabetical filing and can distinguish between popular music with general appeal and that which has only a rock 'n roll, jive, jazz appeal and reject it before cataloguing.

If you are this man; want to settle in a good Central Pennsylvania community; become associated with a station that continues to grow, and take over the evening shift which features LP recordings giving ample time for librarian work, please get in touch with us. The man with these qualifications will be paid $104 for a 48 hour work week. Contact Manager, WLYC, Box 389, Williamsport, Pennsylvania. Phone 2-4676.

Programming-Production, Others

NEWS EDITOR WANTED

Dominant CBS television station in a pleasant medium-sized midwestern community needs a top-flight combination writer and newscaster for radio and TV. Send resume of experience, picture, anticipated salary and tape to

Box 189C, B•T

RADIO

Help Wanted

Programming-Production, Others

CONTINUITY CHIEF

Prominent Midwest CBS Radio affiliate needs combo Continuity Chief and production man. Three now in continuity. Salary commensurate with ability and experience. Send photo and full information in first letter.

Box 197C, B•T

Situations Wanted

Announcers

TOP DJ-VOCALIST
Available

21 years experience—program director, DJ, vocalist. Own morning and afternoon radio and TV shows. Presently and for past 4 years with leading Midwest metropolitan station. Family man—age 37, contact immediately. Box 206C, B•T

EXPERIENCED—Radio Program Director—Production Manager—and Announcer with ability to sell on air—either punch or personal. Can DJ from Rock to Bach. Now in process of selling 1/3 ownership in successful station. Wish permanent employment-TV or radio. Single, 27, prefer SOUTHWEST. Leaving Illinois for Southwestern U. S. on October 29. Will be available for personal interview. Contact—Jack DuBlon, 2721 Clarence Avenue, Berwyn, Illinois.

TELEVISION

Help Wanted

Salesmen

This forceful . . . 34 year old sales executive has an increasingly successful record in sales administration with one of the nation's well known radio and television stations. The sales organization he now operates is successful but self limiting due to market restrictions. He is free to travel or relocate for a challenging job with top station or firm.
Box 943A, B•T

Programming-Production, Others

Established network vhf needs experienced:
Program Assistant (Girl)
Continuity Writer
2 Cameramen (Program Department)
Producer Director
Weather Girl—Stenographer
Film Editor
Forward full resume, references, salary requirements and photo.
Box 967A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Continues from page 260

July 4: Harold E. Fellows signs five-year contract to continue as NARTB president.

July 4: NBC-TV revamps daytime programming; will have "service" in morning, "entertainment" in afternoon.

July 11: Contract between DuMont and Jackie Gleason Enterprises calls for Gleason's *The Honeymooners* to be done as Electronican film program for CBS-TV 30-minute Saturday night series.

July 11: CBS buys second uhf station, WGTH-TV Hartford, Conn., from General Teleradio for $650,000.

July 18: CBS Radio affiliates accept network's single-rate plan.

July 18: Canada, a B•T report on the postwar boom above the border.

July 18: Paul W. White, former CBS vice president and news chief, dies at 53.

July 25: FCC names committee to conduct study of network operations.

July 25: FCC Comr. John C. Doerfer proposes changing New York City's seven tv stations from vhf to uhf and perhaps making some change in other major markets on theory that if uhf is capable of delivering good service the big city is the place to put it to work.

July 25: General Teleradio buys RKO Radio Pictures for $25 million.

July 25: House Un-American Activities Committee announces it will hold hearings in alleged Communist infiltration of radio-tv and other entertainment fields.

Aug. 1: Westinghouse Electric Co. will sponsor 1956 Presidential campaigns from conventions to election on CBS Radio and CBS-TV at $5 million cost.

Aug. 1: Combination diary-recorder method of audience measurement comes close to meeting "ideal" established by Advertising Research Foundation's Radio-Television Ratings Review Committee.

Aug. 1: WFMZ-TV Allentown-Bethlehem-Easton, suspended uhf station, offers to serve as toll tv guinea pig with operation 56% pay-to-see programming, 44% normal tv basis for three-year test period.

Aug. 1: U. S. Court of Appeals for District of Columbia rules that FCC erred in dismissing protest of WSAY Rochester against 1952 grant of ch. 10 in that city to share-time WHEC-TV and WVET-TV; law requires FCC to postpone effective date of grant, but station has been operating since Nov. 1, 1953.

Aug. 8: Plan to liberalize tv mileage separation and drop in channels between existing stations, providing for 200 more vhf stations, is proposed by Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullaney.

Aug. 8: Aluminum Co. of America buys all availabilities on eight NBC-TV programs for a one-day saturation campaign on Dec. 6 for $140,000.

Aug. 15: DuMont Tv Network to cease operations if stockholders of Allen B. DuMont Labs ratify "spinoff" proposal to separate manufacturing and broadcasting functions into individual organizations.

Aug. 22: U. S. Census Bureau says 32 million homes, 67% of all U. S. households, have tv.

Aug. 29: Senate Juvenile Delinquency Subcommittee headed by Sen. Estes Kefauver (D-Tenn.) recommends that FCC establish program censorship, that all broadcasters join NARTB and all tv film be urged to subscribe to the Tv Code.

Aug. 29: Tv proves its ability to cover court proceedings unobtrusively and decorously in test performance at American Bar Assn. meeting in Philadelphia.

Sept. 5: Claiming interference in Havana, Cuban broadcaster suggests that Miami be made an all-uhf city.

Sept. 12: NBC Radio proposes to extend *Monitor* to weekdays, reduce station compensation by 25% and open up additional evening programs for network sale of participations.

Sept. 12: NARTB prepares for fall schedule of eight regional meetings in place of previous pattern of 17 district sessions.

Sept. 19: Radio, recovering from the impact of tv competition, is on the way up in audience and sales; medium's 1955 status is examined from all angles in a special 150-page section of B•T.

Sept. 19: Republic Pictures signs government consent decree to make its feature pictures, in 16 mm prints, available to tv and other non-theatre purchasers.

Sept. 19: FCC will consider subscription tv, but will handle more pressing problems, such as those of uhf-vhf and deintermixture, first, Chairman McConnaughey states.

Sept. 26: FCC Comr. Robert E. Lee proposes that Commission give up on uhf and expand vhf by relaxing rules and getting more spectrum.

Sept. 26: Commercial television starts in England as Independent Television Authority puts its London station on air.

Oct. 10: FCC asks Office of Defense Mobilization to give some of its vhf channels to broadcasting, take uhf bands in return; CBS proposes drop-in plan to provide at least three competitive tv services for nation's top 100 markets; ABC suggests retaining uhf, deintermixing where practicable and adding vhf frequencies wherever possible to give at least three vhf channels to major markets.

Oct. 10: FCC agrees to release financial and operational data obtained from stations and networks to Senate Commerce Commit-

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICES

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.
Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-3900
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

tee on confidential basis, after Dept. of Justice advises such release is legal.

Oct. 10: NBC announces Program Extension Plan to build network business for small market stations by making them available to advertisers on dividend formula that lowers their cost to the sponsor without reducing their rates.

Oct. 17: MBS cuts personnel 25% in "belt-tightening" program reportedly designed to free more money for programming.

Oct. 17: Under present economic conditions 600 tv stations is maximum the nation can support, according to an analysis prepared by Sidney S. Alexander, economic advisor to CBS.

Oct. 17: Coca-Cola shifts its $18 million-a-year advertising budget to McCann-Erickson after 49 years with D'Arcy Agency.

Oct. 17: Radio's ability to sell wristwatches and trucking service, to solve problems of small local or large national businesses, is described and praised at first National Radio Advertising Clinic, two-day New York meeting held by Radio Advertising Bureau.

Oct. 17: FCC grants first permits for fm stations to engage in functional music operations to WWDC-FM Washington and WPEN-FM Philadelphia.

Oct. 17: U. S. Supreme Court refuses to review decision of New Mexico Supreme Court that state school tax of 2% on gross incomes is legal on local revenues of broadcast stations; KOB Albuquerque has fought tax for 10 years on basis that broadcasting is interstate commerce and so exempt from state and local taxes.

Oct. 17: ABC Radio affiliates praise network's plan for evening programming based on personalized listening concept; plan calls for 2½ hours to be programmed and sold in five-minute segments.

Oct. 17: DuMont Broadcasting Corp. is organized with Bernard L. Goodwin, vice president and general manager of music publishing subsidiaries of Paramount Pictures, as president.

Oct. 31: Jack Wrather, John L. Loeb and Richard Buckley buy WNEW New York for $4 million, top price to date for a radio station.

Nov. 7: NBC board appropriates $9 million for color tv; to build new studios in Brooklyn and Burbank and turn WNBQ (TV) Chicago into world's first all-color station.

Nov. 7: Charles T. Ayres moves to NBC as vice president in charge of NBC Radio; Don Durgin succeeds him as vice president in charge of ABC Radio.

Nov. 7: FCC tells TelePrompTer that its proposed private line telegraph service for broadcast stations would constitute a communication common carrier operation.

Nov. 7: Sigma Delta Chi marks KDKA Pittsburgh as a "historic site in journalism" in placque presentation on 35th anniversary of station's beginning of regular broadcasting.

Nov. 14: FCC denies all deintermixture proposals, pending a full reconsideration of the entire tv allocations plan.

Nov. 14: Chris J. Whitting is appointed general manager of Consumer Products Div. of Westinghouse Electric Corp.; Donald H. McGannon succeeds him as president of Westinghouse Broadcasting Co.

Nov. 14: U. S. Tax Court rules that sale of Jack Benny's Amusement Enterprises to CBS in 1948 was a capital gains transaction, not a deal for Mr. Benny's personal services.

Nov. 21: Film programs occupy almost half of total tv broadcast time, B•T's continuing survey shows.

Nov. 21: Forward scatter propagation is seen as potential medium for development of intercontinental television by scientists at Washington conference; R. P. Haviland, GE research engineer, suggests use of man-made satellites as tv relay points for transoceanic telecasts.

Nov. 28: General Teleradio and RKO Radio Pictures merge as RKO Teleradio Pictures; General Tire & Rubber Co. buys out R. H. Macy & Co.'s 10% interest to become sole owner.

Dec. 5: 1954 was first year that broadcasting revenues passed billion-dollar mark, FCC reports, with radio-tv total of $1,042.5 million; also first year that tv passed radio, with $595 million for video to $449.5 million for audio broadcasting.

Dec. 5: FCC rescinds decision of July to permit vhf tv stations in Zone I to broadcast with maximum power from antennas 1,250 feet high, setting maximum height for maximum power back to 1,000 feet.

Dec. 12: Young & Rubicam is top agency user of broadcast media in 1955, spending $72 million for radio-tv advertising for its clients.

Dec. 12: Farm families with tv increase from less than 3% in 1950 to 35.5% in 1954, Census of Agriculture reveals.

Dec. 12: U. S. District Court upholds right of motion picture companies to withhold films from tv.

Dec. 12: ABC-TV buys 100 feature films from J. Arthur Rank for its *Afternoon Film Festival.*

Dec. 12: Robert W. Sarnoff is elected NBC president; Sylvester L. Weaver becomes board chairman.

Dec. 12: Initial decision favors renewal of license for WICU (TV) Erie, owned by Edward Lamb.

Dec. 12: KWTX-TV Waco, Tex., is first tv station to cover a murder trial with live telecasting; wins praise for dignified and inconspicuous coverage.

Dec. 19: Pepsi-Cola moves its $10.5 million advertising budget from Biow-Beirn-Toigo to Kenyon & Eckhardt.

Dec. 19: Bamberger Co., Newark department store, buys $1 million 52-week radio-tv campaign on WAAT-WATV (TV) Newark.

Dec. 19: National Telefilm Assoc. buys 10 Selznick feature films for over $1 million.

Dec. 26: FCC tabulation for fiscal 1955 (ended June 30) shows 2,840 am stations, 582 tv stations and 552 fm stations authorized.

Dec. 26: Comdr. T. A. Craven urges new allocation plan with at least 65 tv channels.

1956

Jan. 2: Broadcasters face probe by Senate Commerce (Magnuson) Committee on tv networks and allocations, radio-tv coverage of presidential election year activities and demands for free political air time.

Jan. 2: 41-year-old Erwin, Wasey & Co. bought by Howard D. and David B. Williams, latter executive vice president.

Jan. 2: AAAA President Frederic R. Gamble predicts 5-10% rise in advertising for year; ANA President Paul B. West sees increase to $9 billion-plus; consultant Richard P. Doherty sees $1.38 billion broadcaster revenue.

Jan. 2: C&C Super Corp. pays $15.2 million to RKO Teleradio Pictures for 740 feature films, 1,000 short subjects; UM&M making big buy of Paramount shorts, CBS negotiating for $5 million purchase of Terrytoons.

Jan. 2: FCC approves Westinghouse-NBC radio-tv stations swap.

Jan. 9: National Telefilm Assoc. planning $1.2 million movie films purchase. Screen Gems compiling list of 104 features for tv, announces $12 million budget.

Jan. 9: D'Arcy gets $6 million Parckard account.

Jan. 9: B•T's fifth market story, on the Pacific Northwest.

Jan. 16: Radio-tv keep department store sales up in Detroit, despite newspaper strike.

Jan. 16: Revlon moves most of $3.5 million account to BBDO.

Jan. 16: NARTB group devises uniform station film contract.

Jan. 16: Congress passes Sec. 309 (c) "economic protest" amendment to Communications Act.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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☐ Enclosed ☐ Bill

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city *zone* *state*

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Jan. 16: Life Music Inc. sues to nullify BMI, ASCAP, SESAC blanket music licensing.

Jan. 23: B•T survey finds agencies want guaranteed radio-tv circulation, but doubt it's possible.

Jan. 23: Biow-Beirn-Toigo gives up newly-acquired $9 million Schlitz account.

Jan. 23: FCC grants Miami ch. 7 to Knight-Cox group.

Jan. 30: Democrats name Norman, Craig & Kummel as agency: GOP keeps BBDO.

Jan. 30: Magnuson Committee opens tv hearing with testimony from FCC on to allocations, deintermixture, pay tv.

Jan. 30: J. Walter Thompson Co. gets Schlitz account to top total $60 million 1955 radio-tv billings.

Jan. 30: AT&T reaches consent agreement with Justice Dept. on patent licensing.

Jan. 30: B•T's sixth market story, on California.

Feb. 6: AAAA enters consent decree with Justice Dept., agrees not to require 15% agency commission.

Feb. 6: Biow-Beirn-Toigo loses $6 million Philip Morris account to N. W. Ayer & Son.

Feb. 6: House Transportation & Communications (Harris) Subcommittee opens hearings on several communications bills with testimony from FCC on newspaper ownership of tv stations, equal political time, antenna farms, broadcaster libel relief; from CBS on Stanton proposal to amend Sec. 315 of Communications Act.

Feb. 13: Broadcasters argue unobtrusiveness of coverage in arguments before Colorado supreme court.

Feb. 13: Foote, Cone & Belding gets $15 million Ford account.



BIRTH OF A FAMOUS PHRASE

THE term "Fireside Chat," employed by President Franklin D. Roosevelt to describe informal White House radio and tv broadcasts to the people, originated in a radio studio.

Shortly before FDR went on the air following declaration of the bank holiday in March 1933, right after his inauguration, Harry Butcher, at that time director of the CBS Washington office at WTOP (then WJSV), was talking over the Presidential introduction with Ted Church, CBS Washington newsman who was special events director at the time. Mr. Butcher later became CBS Washington vice president and currently is president of KIST Santa Barbara, Calif., and minority stockholder in KEYT (TV) that city.

The following dialogue took place between Messrs. Butcher and Church:

CHURCH: I don't like this one, Harry. I made it a little too stiff. It's the usual formal thing. I think we ought to get something more human.

BUTCHER: You're right, Ted. The President says he isn't just making a speech. He wants to sit down and talk to people just as if they were here.

CHURCH: Just a sort of friendly chat.

BUTCHER: Sure. Let's see . . . he's broadcasting from the diplomatic reception room; that sounds stuffy—mmm—, there's a fireplace in there, isn't there?

CHURCH: Sort of a fireplace.

BUTCHER: Fireplace . . . friendly chat . . . people listening to their President as if he were right at their own firesides . . . I know, I think I've got something. Let's call it a "fireside chat."

Later Marvin McIntyre, Presidential secretary, said FDR liked the fireside chat idea. "Maybe we'll have a series of them . . . fireside chats to the nation," Mr. McIntyre told Mr. Butcher. "I think maybe you put a new phrase in the American language."

Bob Trout, CBS newsman, was the first to use the phrase on the air.

Feb. 13: 350 reply comments filed in FCC's tv allocations proceedings.

Feb. 20: B•T estimates radio sales in 1955 at $455.6 million, up from 1954 slump.

Feb. 20: MBS guarantees circulation to advertisers, based on Nielsen ratings.

Feb. 20: NARTB asks FCC for remote operation for all radio stations.

Feb. 20: Senate and House Commerce Committees hear usual pro, con testimony on bills to ban alcohol ads.

Feb. 27: B•T finds no public groundswell against alleged ad abuses; government officials warn broadcasters, anyway.

Feb. 27: NBC billings up 23% for 1955, tv up 35%.

March 5: President Eisenhower uses radio-tv to announce intention to run. Democrats ask for equal time.

March 5: PRM, investment firm, buys Warner Bros. library of 850 feature movies, 1,500 shorts for $21 million.

March 5: Long-smouldering revolt by Hollywood AFM Local 47 erupts against parent AFM's $14 million trust fund; Local 47 moves to impeach its president; AFM orders probe by 5-man group.

March 5: Colorado Supreme Court favors radio-tv court coverage in historic recommendation.

March 5: Magnuson Committee hears Justice Dept. antitrust head on pending probes of WBC-NBC swap, option time and must buys, network control of programs; uhfs in criticisms of FCC allocations and requests for deintermixture; and others.

March 5: House Antitrust (Celler) Subcommittee opens broadcast industry probe with testimony by Justice Dept. antitrust head pending probe of WBC-NBC stations swap.

March 12: B•T lists top 25 agencies in spot broadcast buying, led by Ted Bates, Young & Rubicam, McCann-Erickson.

March 12: Free & Peters becomes Peters, Griffin, Woodward Inc.

March 19: Hubbell Robinson Jr. and Merle S. Jones elevated to CBS-TV executive vice presidents.

March 19: House Small Business (Evins) Subcommittee charges that FCC admitted influence by networks.

March 19: ANA convention hears 15% agency commission likely to continue.

March 26: CBS Inc. reports sales $316.5 million, net income $13.39 million in 1955 for all-time high.

March 26: Evins Subcommittee subpoenaes CBS, RCA-NBC records, quizzes two broadcasters on "influence," in FCC decisions.

April 2: Magnuson Committee hears Richard Moore, KTTV (TV) Los Angeles, charge that tv network option time, must buys, violate antitrust laws. ABC, CBS, NBC testify on allocations.

April 2: FCC proposes antenna farms.

April 2: ABC breaks into profit column in 1955, AB-PT annual report says.

April 9: B•T survey finds auto advertisers think tv effective—in follow-up of earlier criticism of tv effectiveness by Ernest Jones, president of MacManus, John & Adams (agency for Pontiac).



Competition In Transportation Has Been Good For You!

NOWHERE else in the world does the businessman, the farmer, the consumer enjoy the kinds and quality of transportation service available here in the United States.

Under the spur of competition, the trucking industry makes remarkable improvements in terminal operations through efficient mechanization — railroads strive to cut running time — airlines tailor air-freight to shipper requirements — the whole field of transport service researches, adapts, changes and improves.

This is *service* competition which benefits everyone concerned — which has given American agriculture and industry the finest transportation in the world.

Now, some would like to throw the emphasis on virtually unrestricted *rate* competition. We tried unrestricted rate competition once before — and it nearly wrecked our developing country. Now we have vigorous price competition, to be sure, but with built-in safeguards to protect shippers, carriers, and public alike.

Does service competition result in lower costs to the public? The answer is that all transportation today receives less of the national sales dollar than it did in 1929, although performing far more service for every dollar received.



. . . the businessman



. . . the farmer



. . . the consumer

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If You've Got It . . . A Truck Brought It!

THE EFFORTS TOWARDS SELF-DISCIPLINE

SELF-DISCIPLINE as an industry policy in maintaining program and advertising standards began with the formation of the old National Assn. of Broadcasters in 1923. General rules of conduct were adopted for the guidance of broadcasters, with a revised version adopted in 1929. This lasted until 1935 when a 10-point code was adopted.

The 1935 version included a ban against per inquiry business, a touchy clause that was dropped when the first detailed set of standards was put into operation in 1939. This version covered children's programs, controversial issues, education, news, religion and commercials along with a statement listing 13 types of unacceptable advertising accounts.

Limits on commercial copy in the 1939 code were roughly the same as those now prevailing for radio and tv, ranging from 2½ minutes for a nighttime quarter-hour to six minutes for a nighttime hour. But the most controversial part of the code—a part which eventually was to bring about its death—was a clause banning discussion of controversial issues in sponsored programs unless they were of the forum type or political broadcasts.

This clause, and a provision specifying that religious broadcasts should be spiritual rather than crusading, encountered trouble within weeks. A code compliance committee issued a September ruling interpreting the July code. While not specifying Father Charles E. Coughlin, militant clerical broadcaster (see story, page 196), the interpretation was generally accepted as a slap at the priest and many stations refused to join his independent radio hookup. The interpretation struck at "neutrality" references on the air, an obvious reference to Fr. Coughlin's effort to form an army of peace to march on Washington in protest against a change in neutrality laws. Some civic groups strongly opposed the code clause as a form of censorship.

The code ran into serious trouble June 2, 1944, when the United Automobile Workers (CIO) protested renewal of the WHKC Columbus, Ohio, license on ground the station had refused to sell time for a union program soliciting memberships and discussing controversial topics. WHKC offered a defense that cited the NAB code. WHKC and the union made peace when the station agreed to base its policy on individual cases rather than the NAB code.

A year later the FCC pulled the props out of the NAB code structure by ruling that broadcasters should sell time for controversial issues. That was June 26, 1945. Within six weeks NAB had completely rewritten its code, deleting the controversial issue language and turning the decision over to station managers. Time limits of commercials were sharpened, with the one-hour commercial time limited to six minutes, day and night.

Two years later—at Atlantic City in September 1947—NAB again rewrote the code, insisting on the formal title, Standards of Practice. The convention debate was lively. A re-worked version was approved in spring, 1948 at the industry convention in Los Angeles. This stronger document was designed to meet the criticism of organized groups.

The association's name was changed to National Assn. of Radio & Television Broadcasters, bringing in tv, with a special video code discussed and adopted in October 1951. A new enforcement device, the tv seal of good practice, was added to the tv code and a five-man board was elected to administer the document. John E. Fetzer, WKZO-TV Kalamazoo, Mich., was first chairman. He was succeeded by G. Richard Shafto, WIS-TV Columbia, S. C.

As of October 1956, NARTB has two codes in active operation. There is no enforcement device for the radio document, but a committee is working on ways of promoting adherence to its provisions.

April 16: ODM denies additional vhf spectrum space to broadcasting.

April 16: TvB, in first report of kind, says national advertisers were buying tv—spot and network—at rate of $880 million a year in last quarter of 1955.

April 23: More than 4,500 broadcasters, others attend NARTB Chicago convention, keynoted by ABC President Robert E. Kintner. Ampex Corp.'s new tv tape recorder ($4 million in orders) steals show; NBC's WNBQ (TV) Chicago goes full color; MBS unveils new sales plan; fm stations plan group separate from NARTB; vhfs plan protective group to maintain maximum power.

April 30: Sen. John W. Bricker (R-Ohio), ranking Republican on Senate Commerce Committee, reveals confidential FCC figures on CBS and NBC revenues through 1954 in report, "The Network Monopoly."

April 30: AAAA convention dominated by talk on merits of 15% agency commission system. Robert D. Holbrook, Compton Adv., elected chairman.

April 30: Crowell-Collier Publishing Co. buys four radio and three tv stations in $16 million-plus agreement to become third largest non-network multiple owner.

April 30: John B. Poor named MBS president.

May 7: FCC reported studying plan to make U.S. west of Mississippi River all-vhf, east of river all-uhf.

May 14: SRA to issue monthly report on radio spot sales.

May 14: TvB reports national tv—network and spot—hit $217 million billings for first quarter of 1956.

May 14: FCC sends questionnaire to tv networks asking financial data on affiliate compensation and costs to advertisers in FCC's network study.

May 21: President Eisenhower nominates engineer T. A. M. Craven to FCC.

May 21: National Telefilm Assoc. buys UM&M Corp., leases 52 20th Century-Fox Film Corp. features.

May 28: NBC charges film interests are behind attack on tv networks by Richard Moore of KTTV (TV) Los Angeles before Magnuson Committee.

May 28: McCann-Erickson gets $12 million Chesterfield account.

May 28: U.S. Supreme Court upholds FCC's multiple ownership rule in Storer case decision.

May 28: Triangle Publications hits top bracket of multiple owners with $5.4 million purchase of WNHC-AM-FM-TV New Haven.

June 4: Power tv stations, mostly vhfs, organize to resist curbs on maximum coverage.

June 11: CBS Radio announces 6 1/4% boost in rates to affiliates.

June 18: Magnuson Committee hears testimony against regulation of networks by FCC from network presidents Frank Stanton of CBS, Robert W. Sarnoff of NBC, Robert E. Kintner of ABC. They defend option time, must buys and other network practices as wholly legal and not monopolistic; say the present networking system works to the advantage of stations, advertiser and public; that network regulation of restrictions would endanger networks and television; that present tv allocations should be corrected.

June 18: AFM convention supports parent union in Hollywood's Local 47 revolt against trust fund.

June 25: Federal grand jury begins probe of Westinghouse-NBC stations swap; summons NBC and WBC officials for testimony.

June 25: Magnuson Committee hears testimony by tv network affiliates in support of option time, must buys; Westinghouse Broadcasting official says NBC "forced" radio-tv stations swap.

June 25: Fund for Republic report charges "blacklisting" in radio-tv industry by powerful individuals.

June 25: Loew's Inc. announces intention to enter tv field.

June 25: NARTB Tv Code Board admits tv film producers, distributors.

June 25: Senate confirms nomination of engineer T. A. M. Craven to FCC.

July 2: FCC uncovers plan for long range shift of tv to all-uhf; for present, proposes deintermixture in 13 markets.

July 2: National Telefilm Assoc. outlines plans for tv film network.

July 2: Celler Subcommittee resumes hearings on probe of broadcast industry with testimony from FCC on Westinghouse-NBC swap. Reveals FCC staff report indicating possibility of "force" on part of NBC.

July 9: SRA reports national radio spot sales well ahead of 1955.

July 9: Industry skeptical of FCC allocations plan B•T check finds. Unidentified industry spokesmen are doubtful that FCC is serious about move to all uhf.

July 16: Westinghouse Broadcasting Corp. radio stations drop NBC Radio affiliation, meet NBC criticism that WBC insisted on "special treatment."

July 16: Celler Subcommittee hears FCC on alleged monopoly of tv by networks; reveals confidential FCC figures on tv network returns for 1955.

July 16: CBS Inc. shuts down tv set-making division, CBS-Columbia.

July 23: Magnuson Committee issues report supporting FCC on allocation proposals, urges speed to help uhf. Two members of committee dissent, urging FCC to keep present plan.

July 23: New Gates Radio Co. tape-disc system promises entirely automatic radio station operation.

July 23: B•T seventh market story, on Texas.

July 30: ABC submits plan to FCC and Congress for equal tv facilities in top 200 markets.

Aug. 13: 97 telecasters join new Assn. of Maximum Service Telecasters, which plans $100,000 engineering survey in efforts to resist curbs on maximum coverage.

Aug. 13: B•T estimate indicates filmed shows will account for half-billion dollars for the 1956-57 season in time-and-program

Aug. 27: 725 MGM features leased to CBS, King Broadcasting Co.'s two tv outlets and Triangle Publications' four tv stations for estimated $16-$20 million.

Aug. 27: Planned WIND Chicago sale to Westinghouse Broadcasting for $5.3 million is record for radio outlet; J. H. Whitney & Co. signs to buy radio-tv properties in both Indianapolis and Ft. Wayne for total $10 million.

Sept. 3: Crowell-Collier Publishing Co., after some uncertainty, comes through with financial backing for $16 million stations purchase.

Sept. 3: Sindlinger & Co. says tv lost viewers because of political convention coverage; Trendex says tv viewing exceeded that for regular programs.

Sept. 3: Network officials say they lost $4.1-$5.1 million by convention coverage.

Sept. 3: NBC-TV plans to increase color schedule 500% in fall.

Sept. 10: Big push for release of post-1948 movies to tv begins as men from 10 major studios huddle in Hollywood to explore a united plan for same.

Sept. 10: NBC Board Chairman Sylvester L. (Pat) Weaver resigns, leaving President Robert W. Sarnoff in charge. Four executive vice presidents named.

Sept. 17: NTA Film Network reports lineup of 104 affiliate tv stations, plans Oct. 15 start.

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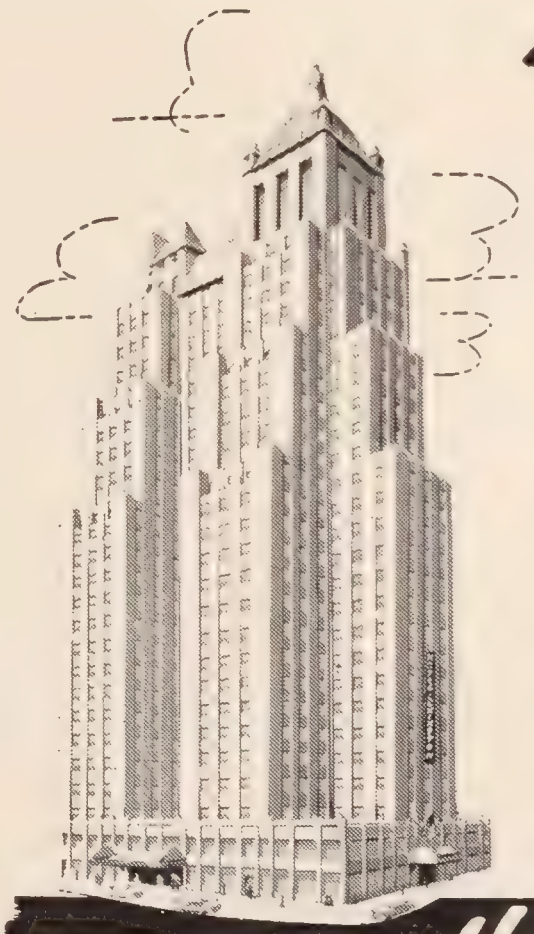


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Sept. 17: FCC Chairman George McConnaughey says he will ask for five-year licenses for stations.

Sept. 24: Celler Subcomittee hears ASCAP witnesses say networks and BMI dominate nation's music. BMI denies and is echoed by ABC President Robert E. Kintner, who also defends network practices. Subcommittee reveals network's affiliation contracts.

Sept. 24: FCC meets with industry representatives to discuss "crash" program to save uhf.

Sept. 24: Tv pioneer Klaus Landsberg, KTLA (TV) Los Angeles, dies.

Oct. 1: Brig. Gen. David Sarnoff, RCA board chairman, observes 50 years in electronics, predicts score of technical advances in next 20 years.

Oct. 8: Tv billings for fall are paced at $100 million a month, annual B•T preview discloses.

Oct. 8: RKO-Teleradio Pictures drafts integration plan designed to place movie stars and executives at disposal of Mutual network.

Oct. 8: RCA scientists present Gen. Sarnoff with "gifts" asked for on his 45th anniversary: magnetic tape player for tv programs, electronic air conditioner and electronic amplifier of light.

Oct. 15: BROADCASTING • TELECASTING begins its 26th year as the businessweekly of radio and television.

DOMINION'S RADIO-TV MAKES IMPORTANT STRIDES DURING THE LAST QUARTER CENTURY

IN THE QUARTER CENTURY since B•T began reporting on the Canadian broadcasting industry, Canadians have continued to show a preference for United States programs. While there have been fundamental changes in the control of broadcasting in Canada in that quarter century, there has been no basic change in the demand by listeners and viewers for American type programs.

U. S. advertisers, mostly through Canadian subsidiary companies, have been the mainstay of commercial broadcasting development. In recent years this has grown to such volume that more and more U. S. advertising agencies have opened offices in major Canadian cities to handle the accounts. About one-fifth of all advertising agencies in Canada today are subsidiaries of U. S. agencies.

U. S. equipment also dominates in Canadian radio and television stations, recording and film studios, though some British equipment has entered in recent years with opening of television stations. Much of this American-designed equipment is made in Canada, in Canadian subsidiary factories. The same goes for radio and television receivers, most of which are made in Canada of U. S. design by subsidiaries of American companies or by Canadian companies on a licensing basis.

Despite this predominance of U. S. broadcasting preference in Canada, there is practically no U. S. capital involved in the ownership of Canadian radio and television stations. While the Canadian government owns a large number of stations, the majority are owned by Canadian businessmen, most of them in the community in which the station is located.

When B•T began to report on the Canadian broadcasting industry 25 years ago, Canada's broadcasters were just recovering from the shock of the first Royal Commission on Radio Broadcasting, headed by the late Sir John Aird. That commission recommended to the government the nationalization of the radio broadcasting industry, the establishment of high powered government stations to cover the country, and a minimum of commercial programs.

The Canadian government never fully implemented the Aird Commission report, but in 1932 established the Canadian Radio Broadcasting Commission, with authority to develop Canadian programs and take over a chain of stations operated till then by the government-owned Canadian National Railways. Privately-owned stations were to remain in existence.

That commission lasted till 1936 when new legislation brought into being the Canadian Broadcasting Corp. as a government-owned company to regulate all broadcasting in Canada and enter the business of commercial broadcasting on a national scale with 50 stations. Stiff regulations for control



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commercial network business, it added privately-owned stations to the networks and recommended licensing of new independent stations by the Canadian government. To fight the stiff restrictions on programming and advertising time limits, the privately-owned stations strengthened their national organization, the Canadian Assn. of Radio & Television Broadcasters. Gradually easement of regulations was won, including price mention, increased commercial content per quarter-hour and sponsorship of newscasts. As CBC required constantly increasing commercial business to stay within its budget more restrictions were lifted, especially in recent years with the advent of television.

Today Canadian broadcasters are anticipating the report of the third Royal Commission on Broadcasting, headed by R. M. Fowler, president of the Canadian Pulp & Paper Assn. This commission has been holding hearings since spring. Its report is due sometime this winter. While primarily looking into new ways to finance the CBC, the Fowler Commission is also expected to advise on the future regulation of the entire broadcasting industry. The private stations have asked through their association for an independent body to regulate both CBC and the independent stations, and for the right to form their own networks.

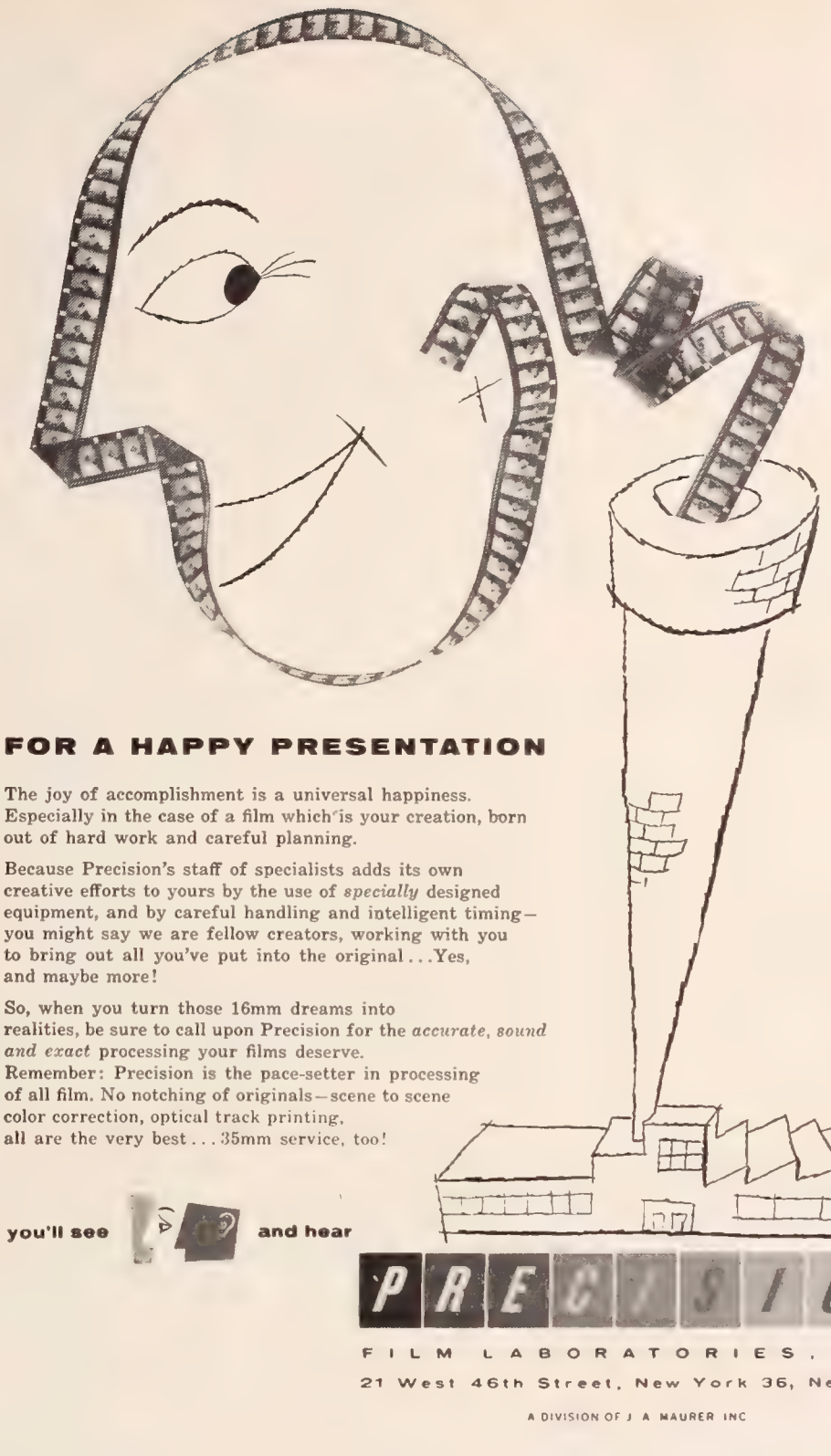
The fact that more and more radio and television stations are being licensed by the Canadian government on the recommendations of the CBC leads to the belief that the future will see little change in the *status quo* of Canadian broadcasting.

Favor U.S. Programs

While Canadians as a matter of national pride want to develop their own culture by way of dramatic and other radio and television productions, the majority of Canadian listeners and viewers tend to favor U.S. programs, both live and recorded. Canadian subsidiaries of American companies such as Kraft Foods, Lever Bros., Procter & Gamble, General Foods, Kellogg, Westinghouse, Miles Laboratories, Gillette, Texaco, to mention a few, sponsored radio network shows over the years and now sponsor network tv programs. Others such as Colgate-Palmolive, H. J. Heinz, Household Finance, S. C. Johnson & Son, Bulova, Bristol Myers, General Mills, Coca Cola, Singer Sewing Machine, Carnation Milk, Swift, to name but a few, sponsor recorded radio and filmed tv programs on individual and network stations.

A big business, mostly financed by Canadian capital, has been built up over the years in the Canadian representation of United States and some British transcription and film companies. Practically all such organizations are represented in Canada; few deal directly with Canadian stations.

In the quarter century since B•T has covered the Canadian broadcasting industry the number of radio stations has grown from about 50 to 182 today, with 37 television stations now in operation. The number of radio homes has quadrupled in that time to the present 3,750,000, and Canada's population has increased from 10.5 million to just over 16 million today.



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First Quarter

IN THIS issue our editors take you on a tour of the last 25 years, as reported in the pages of this journal. It is an exciting, vivid narrative of an art and industry without parallel in our history. There are photographs that awaken memories. Radio and television have outstripped even the wildest predictions made for them.

We can learn from the past. But we cannot live in it. What happens next week or next year is the concern of all of us. The pioneers fought the battle for "Radio by the American Plan" as against the European plan of state control (or government ownership). That battle was won. The fight now is to acquire for broadcasting professional acceptance at all levels like that accorded the press, of which it now is an integral part. Broadcasting must defend its free estate against incursions by conniving politicians, bureaucrats and reformers.

We round the bend into our second quarter-century proud of the field we serve. Our constant effort is to do a better job of reporting the news of our field. And we'll continue to express our own views in these columns as constructively as we know how, without grinding anybody's axe.

The Energetic Mr. Benny

CONSIDER Jack Benny.

In the early 1930's he left Earl Carroll's Vanities, and a salary of $1,500 a week, "to *try* to get into radio." Because, as he told B•T just a few days ago (see interview, page 118), if people in radio "with names we never heard of before had become more popular than we who had been in show business all our lives . . . this is the business to get into."

Twenty years later, along came television and into it went top radio star Jack Benny. "I didn't decide," he stated. "There's no such thing as making a decision there. You go where you have to go." Where there are people seeking entertainment, that's where Jack Benny has to go, and not for just an occasional guest shot.

You know, he may be telling the truth about his age. With his energy, he couldn't be more than 39.

Commercial Clinic

ADVERTISERS, agency people and broadcasters all stand to benefit if they will take to heart some of the points made so articulately by Rod Erickson, vice president and radio-tv supervisor of Young & Rubicam, in the tape-recorded interview which begins on page 136.

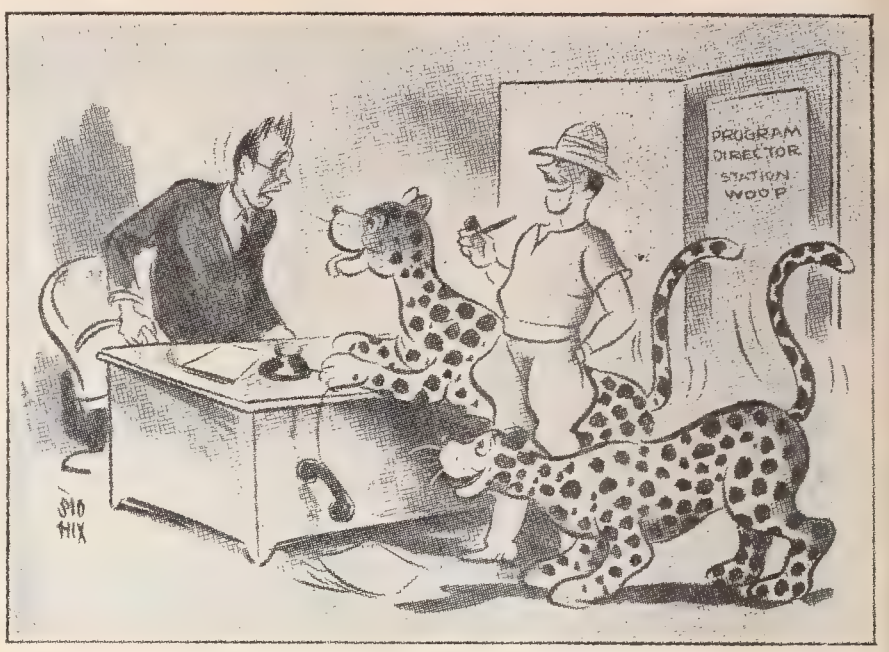
We commend the entire interview to the attention and interest—self-interest, we might say—of all readers. But several points have particular merit which we feel justifies their being singled out and reproduced briefly in this space, too. For example:

". . . No television program, *per se,* ever sold a nickel's worth of merchandise. A program is only the vehicle which carries a commercial message. We start out with the premise the show gets the customers in the tent and then the 'pitch' man comes in and makes the sell. Therefore, as much time should be devoted to the creation of a proper commercial as to the selection of a program. Both must be in balance to get perfect results. . . ."

". . . I think [radio is] unfortunately the orphan of the advertising business at this point, and very undeservedly. The Nielsen reports can demonstrate to any advertiser that a combination of radio plus television can get him almost absolute coverage. . . . I doubt that any combination of advertising media can do as well in penetrating into every home as radio plus television . . . Radio today is an excellent buy on a cost per thousand homes delivered . . ."

The importance of the commercial message as television's "sole" sales agent is one that too often is overlooked, or forgotten. This obviously does not mean that broadcasters—or agencies or advertisers—can concentrate on the commercial to the neglect of the program. Clearly the commercial cannot "sell" unless and until, in Mr. Erickson's words, "the show gets the customers in the tent." But by the same reasoning advertisers who are dissatisfied with their tv results should examine their commercials rather closely before blandly proclaiming—as too often they are inclined to do—that "television" just won't work. Television does work when used right—as large numbers of advertisers testify regularly by continuing and expanding their use of it.

It is encouraging that Mr. Erickson's appraisal does not lose sight of radio in its enthusiasm for television. Too many agencies and too many advertisers in the past have developed an unaccountable radio blindness from staring too long at the wonders of television—although, happily, there are signs now that this is to be a passing malady. Mr. Erickson's prediction for radio is not one of uncontrolled optimism, but he does see a return to reason by advertisers in the face of aggressive selling and eventual re-recognition of the many values radio holds out to anyone with the sagacity to grasp them.



Sid Hix's first cartoon for BROADCASTING, Aug. 1, 1937

"I hear you wa

Below the Belt

PARTISAN politics isn't our particular dish of tea. Irrespective of party fealty, we're for those candidates who perform conscientiously and efficiently, and who recognize the virtues of free, unfettered broadcasting.

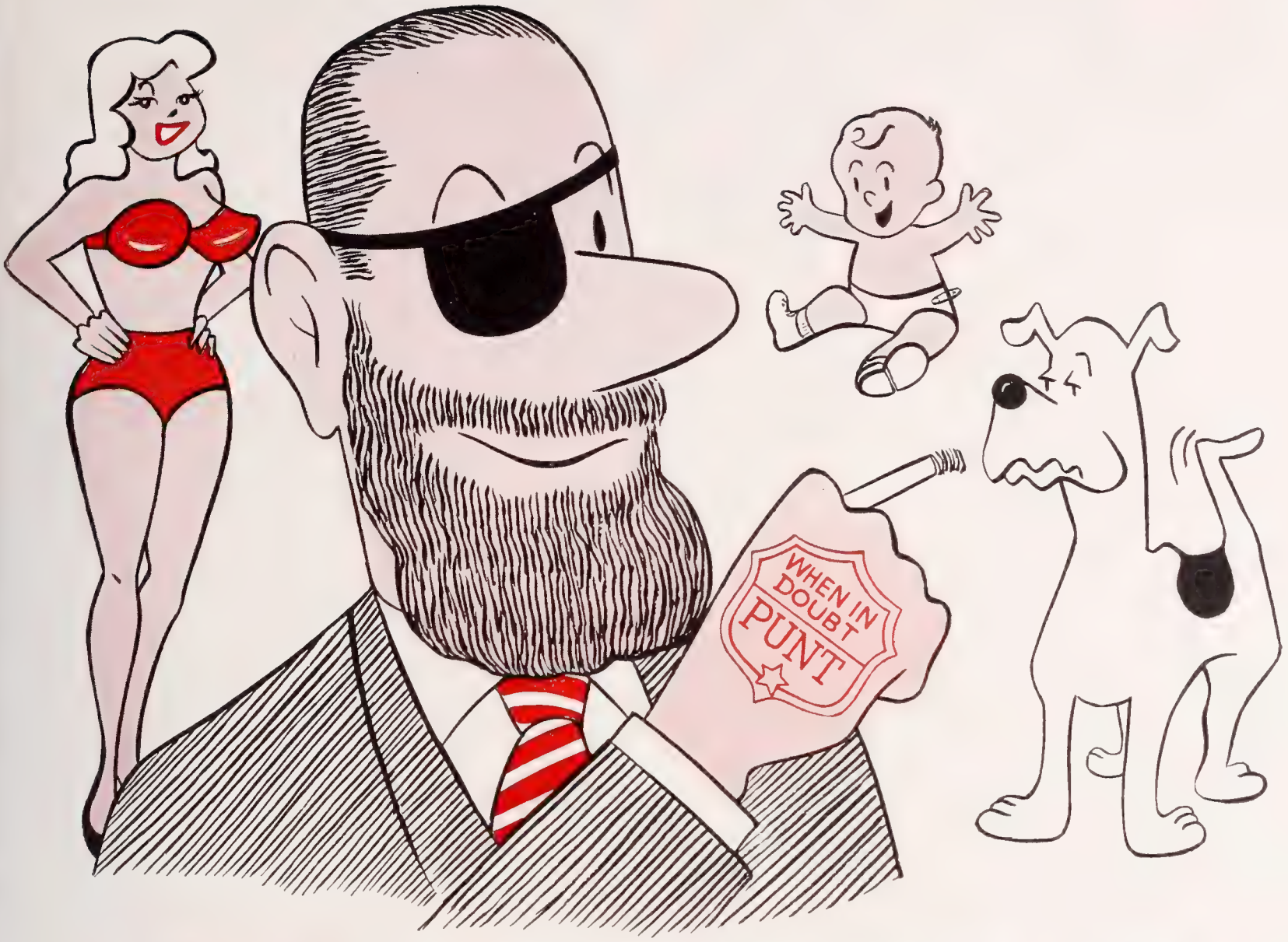
In Washington State a hot contest is being waged for the Senate, with Warren G. Magnuson, Democrat, running for re-election against Republican Gov. Arthur B. Langlie, who was keynoter at the San Francisco convention last August. Gov. Langlie last week raised ethical questions about his opponent, because he is chairman of the Senate Commerce Committee which handles communications legislation and because Sen. Magnuson owns stock in KIRO Seattle, one of three applicants for ch. 7. The fact that Sen. Magnuson held this stock (less than 4%) before he became a senator is disregarded.

We think Gov. Langlie took that low road. There are at least two dozen members of Congress who hold interests in broadcast stations. They belong to both parties. The majority of our legislators have other business or professional interests. Senate Minority Leader Knowland of California had his interest in KLX Oakland before he was elected to the Senate. The same is true of a number of others. Three members of President Eisenhower's secretariat have minorities in radio and television stations. Secretary of the Interior Fred A. Seaton, who distinguished himself both as a senator and an aide to the President, is a publisher-broadcaster.

All committee chairmen are important, and Sen. Magnuson holds one of the key Senate chairmanships. We question whether he has ever lifted a finger in behalf of KIRO's tv application because of the very fact that he is a stockholder.

It is not our purpose to espouse favorable action on any one of the three applicants for Seattle's ch. 7. It is the FCC's job to make its decision on the weight of testimony adduced at protracted hearings.

If there is ground for criticism, it should be over the time that this and other hearing cases have languished before the FCC without final action.



KSTP-TV attracts attention, too!

The eye-patch, the beard and the tattoo seem to be top attention-getters these days. And just to be doubly sure you notice this advertisement for the Northwest's *first* television station, we've included a few other sure-fire ingredients (or so our agency tells us) . . . a Baby, a Pretty Girl and, of course, the Faithful Dog.

So, after all that work, please allow us to point out that KSTP-TV is *still* your best buy in the vital Twin City market of more than 600,000 TV homes. The sparkling new entertainment line-up means *sales*—as so many KSTP-TV advertisers have already discovered.

Now is the time to put KSTP-TV to work for *you* . . . effectively and economically. Contact your nearest Edward Petry office or a KSTP-TV representative today.

KSTP-TV CHANNEL 5
100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

JOINT KMBC RADIO-TV PROMOTION SETS BOX OFFICE RECORD IN K. C.

Gross Gate Receipts for KMBC-Promoted Lawrence Welk Show Set 21-Year One-Nighter Mark at Municipal Auditorium Arena!

HERE'S THE STEP-BY-STEP STORY:

LAWRENCE WELK
Show
Municipal Auditorium Arena
Sept. 5 8:30 P.M.

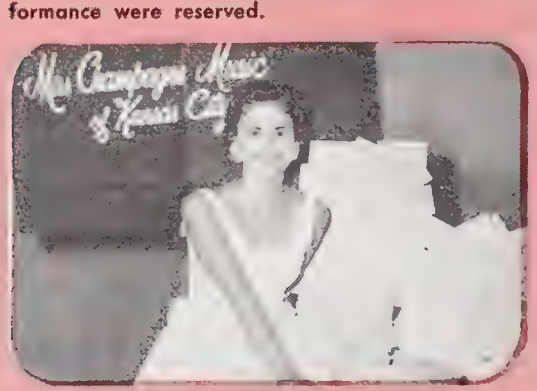
SPOT TV went to work promoting the Welk personal appearance three weeks in advance of show date. Promos announced the time, date and details of ticket availability. All seats for the performance were reserved.



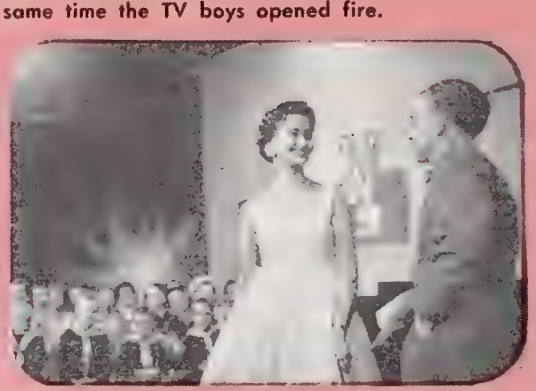
KMBC-KFRM RADIO personalities, including Torey Southwick, Buckey Walters, Bea Johnson, Dave Andrews and Jim Burke, began plugging the appearance and playing Lawrence Welk records at the same time the TV boys opened fire.



A "MISS CHAMPAGNE MUSIC" contest was hel on the high-rated afternoon Channel 9 featur "Bandstand." From a total of 29 entries, 10 fina ists were presented August 27 on live camera, f selection by audience write-in vote.



AUDIENCE VOTING was *limited to the 48-hour period* following the telecast. Within that time, a total of 3,749 votes were received—all stimulated *exclusively* by broadcast promotion. No other medium was used to encourage audience participation!



THE WINNER, 18-year-old Miss Margaret Rozgay, was presented to KMBC-TV viewers on "NOON," Kansas City's highest-rated daytime variety show. Rev Mullins, M.C., made the presentation and conducted an interview.



LAWRENCE WELK and his "Champagne Lady Alice Lon, made a personal appearance on "Ban stand" the afternoon of the Arena show. Jo Bilyeu, "Bandstand" host, presented the popul stars to his teen-age studio audience and to Cha nel 9 viewers.



$34,580 GROSS GATE = the largest one-nighter box office take in the 21-year history of the Municipal Auditorium — was recorded as a result of this KMBC Radio-TV promotion. Tickets went for $2, $3, $4 and $5 a copy — and the hall was jammed to capacity, seats being sold back of the stage. The entire Lawrence Welk promotion — except for almost negligible newspaper publicity and a small ad in TV Guide, was conducted exclusively by the broadcast facilities of the KMBC Broadcasting Company — KMBC and KFRM Radio, and KMBC-TV.

The amazing record-setting results of the Lawrence Welk promotion give dramatic evidence of the effectiveness of KMBC-KFRM-KMBC-TV sales power. Perhaps your product or service could use the same kind of smashing broadcast impact. The man to see for details is your Peters, Griffin, Woodward Colonel.



See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station

Basic ABC-TV Affiliate



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

DON DAVIS, First V-P and Commercial M
JOHN SCHILLING, V-P and General Mg
GEORGE HIGGINS, V-P and Sales Mgr.
MORI GREINER, Director of Television
DICK SMITH, Director of Radio

...and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kans**

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION OCTOBER 22, 1956 35¢ PER COPY

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ONE CENT

will go a long way these days on WHO Radio!



Take 6:00 to 10:00 at night as an example . . .

re's a lot of talk around these days about "d" periods in radio — nighttime, mid- ning, etc. — and some of this yak is pre- ing some advertisers from grabbing a lot *mazing* opportunities.

'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between and 10 p.m. will deliver 54,934 actual istening Iowa homes.

hat's 8.9 homes for a penny, or 1,000 omes for $1.12—*ALL LISTENING TO WHO!*

t's the *minimum.* In addition, WHO's 00-watt, Clear-Channel voice gets thou- ls of *unmeasured* listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios *in Iowa alone* — and countless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage



But what good is coverage without consistent picture quality? Without the highest audience ratings and without the best day or night programming to penetrate this vast Northeastern Pennsylvania market?

That WBRE-TV and only WBRE-TV has all four of these: COVERAGE . . . AUDIENCE . . . RATINGS . . . and PROGRAMMING consistently, is a matter of national record.

Today there are 17 or more kinds of Zebra with stripes of varying widths and colors. Very confusing to the eye, making them least attractive of all four hooted animals.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

"You Say KRNT-TV
Has Swept The
Des Moines Ratings?"

"You Bet!
KRNT-TV IS FIRST
in 337 of 462
Quarter Hours Surveyed!"

"KRNT-TV Has
18 OUT OF TOP 20"

LATEST ARB REPORT
FULL POWER — FULL COVERAGE

CBS TELEVISION

A COWLES OPERATION

KRNT-TV

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

IMPORTANT MEMO TO IMPORTANT RADIO TIME BUYERS!



KRLD, alone among major 50,000 watt radio stations in the rich, rapidly growing Dallas-Fort Worth Market, operates on a single frequency full time, sharing not so much as a minute.

This means one order, one billing . . . and that every announcement you use, no matter what time of day, is applied to earn for you a maximum frequency discount.

Texas' oldest CBS affiliate . . . KRLD is the Dallas-Fort Worth station to which a vast audience tunes with a purpose . . . for specific listening . . . and that makes your representation on 1080 doubly effective.

Buy double the impact for half the cost on . . .

KRLD Radio

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit®

$60 MILLION WAR CHEST • ABC will make its big bid for network leadership next fall by putting new millions into programs, and will soon disclose it has $60 million in cash to back up expansion. Story was told to several members of FCC last Friday by Leonard H. Goldenson, president of parent company, now doubling as president of ABC Division, who paid courtesy calls in Washington. AB-PT is borrowing another $28 million from Metropolitan Life and New York banks, and with present cash position of $37 million, will have $60 million liquidity after taxes and expenses to go all out. New loans already have been approved by banking houses and AB-PT board.

B•T

APPOINTMENT of Oliver Treyz, president of TvB, to head television operations of ABC, dispels notion that tv operations were to be "taken over" by motion picture executives of AB-PT. Mr. Treyz, who became TvB's first president 22 months ago, left ABC where he directed radio network. He was importuned by Mr. Goldenson to return to ABC, becoming opposite number of Vice President Don Durgin, who heads radio network operations. Mr. Treyz will be elected vice president in charge of network television at board meeting next month.

B•T

ANOTHER FOR McCAW • Sale of KDAY Santa Monica, Calif., by J. D. Funk, publisher of daily *Outlook*, and associates, for gross of $650,000 to Gotham Broadcasting Co., licensee of WINS New York, will be announced this week, subject to usual FCC approval. Station operates on 1580 kc with 10 kw daytime, but holds CP for 50 kw, which would assure full coverage of greater Los Angeles, it's claimed. Gotham is owned 75% by J. Elroy McCaw and 25% by Jack Keating. Other stations in McCaw-Keating group are KTVR-TV Denver, KYA San Francisco, KONA-TV Honolulu. Mr. McCaw owns KTVW (TV) Seattle. Sale handled by Art Hogan through Alfred Zugsmith Co. Understood present personnel, under General Manager George Barron, will be retained.

B•T

TV STATIONS will be hearing loud protests from Hollywood creative talent guilds (writers, producers, directors) for failing to include full credits in newspaper and other promotional advertising for movie features now scheduled on tv. Air credits alone are not enough and movie precedent calls for complete identification with picture titles. Tip-off to guilds came in their own backyard when KTTV (TV) Los Angeles forgot credits in $100,000 promotion of Colgate-Palmolive premiere of MGM backlog (see page 66).

P. R. PUSH BY BMI • One of direct results of Celler Antitrust Subcommittee hearings on music performance aspects will be stepped up activity by BMI in public relations end. While no announcement was forthcoming from BMI board meeting in New York last Tuesday, it's understood that preponderant board view was that ASCAP had won initial publicity skirmish and that BMI had job to do to tell true story of introduction of competition along Tin Pan Alley.

B•T

ENLIVENING BMI-ASCAP hassle will be series of articles on music copyright fight in process by New York Journal American, *probably to be syndicated in Hearst newspapers. Earl Newsome organization has been handling public relations for BMI while ASCAP has, among its public relations counsel, Newmyer Assoc., Washington.*

B•T

WHILE DUST SETTLES • Robert E. Kintner, who wound up last week as ABC president (story page 31), plans to leave Wednesday for San Juan for three-week vacation, after which he will determine future activity. Mr. Kintner has received number of offers, both in and out of broadcasting. He was noted syndicated columnist and author before he joined Army in World War II.

B•T

SCHEIDELER & BECK, New York, which was formed five years ago when principals broke away from Duane Jones & Co., is understood to be negotiating merger with one of at least three other New York agencies. Currently agency handles C. F. Mueller Co., Heublin Inc., McIlhenny Co. (Tabasco) and Newsweek *magazine.*

B•T

TALLY SHEET • Tv film producers and distributors who have been negligent on payment of residuals to actors and creative talent for re-runs of syndicated product have until next spring to make amends. Residual Research Service, new Hollywood firm headed by George Reeves, star in *Superman* series (Flamingo Films), about March will issue first quarterly subscriber report listing all film series showings on U. S. tv stations since 1952 and reports station cooperation in project to date is "excellent."

B•T

TELEVISION will help close another 6,000 grade "B" and "C' theatres in next three years but isn't only bugaboo as Hollywood claims, according to Frank Ricketson Jr., theatre operations manager for National Theatres, major chain of 335 houses which is building several "deluxe" theatres in Los Angeles area each with four-acre parking lots. Real culprit is lack of sufficient top grade features from producers, he says, noting old features on tv will be only "battle of channels" not affecting his business.

B•T

ODD PROPOSAL • In letter to national station representatives, Shape-Wilkes, New York advertising agency, suggested they urge stations to contact local Democratic leaders (Volunteers for Stevenson-Kefauver Committee) for 30-second radio spot announcements. Request is seen as strange because representatives would not get commission on spots which would be placed locally by committee, although letter from Shape-Wilkes asks that stations remit commission to agency for spots which they have prepared.

B•T

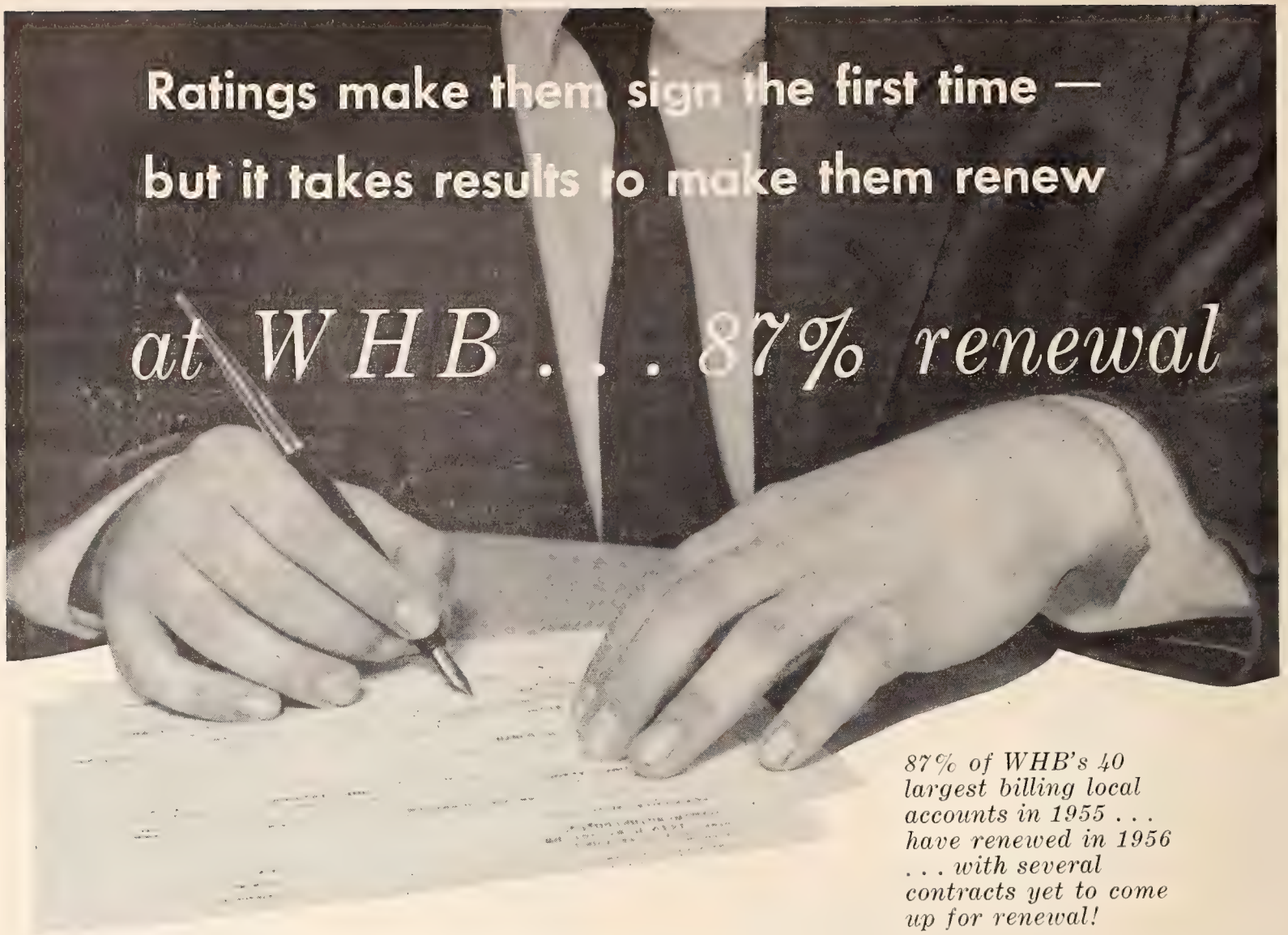
FCC staff slightly taken aback at vigorous tone of some uhf CP-holders in their requests last week for extensions of construction permits. They seemed to think Oct. 16 date was deadline after which uhfs not yet on air would face stiffened attitude on part of FCC. So uhf grantees took Commission to task for setting what they considered deadline in light of still unsettled uhf policy. Commission apparently failed to make clear that Oct. 16 was date only for administrative convenience and was not to be considered cut-off date. In January when Commission extended batch of uhf grants it said that in July it would be forced to critically examine what uhf CP-holders had done. When July date came around, FCC automatically issued three months' extensions, but dropped demand that uhf permittees fish or cut bait. General attitude is that FCC won't essay any crackdown until current uhf-vhf allocation proceedings are concluded.

B•T

TRAVEL SPOTS • To explore prospects of development of national spot for both radio and tv in international and domestic travel fields, McCaw-Keating stations (WINS, New York, KYA San Francisco, KTVR-TV Denver, KTVW [TV] Seattle) have retained A. F. Lang & Assoc., New York, which already has begun comprehensive survey. Current emphasis is on air travel, but all travel fields will be covered. A. F. Lang, former British Air Vice Marshal, is head of consulting group.

B•T

TIEING into exploration of travel field is recent retention by WINS New York of Paul Andrews, former advertising manager of Sabena, Belgian air lines, as head of travel department. While no disclosure of new business was made, it's understood several international airline accounts already are running.



87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal!

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's results station. So much so that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from Blair, or WHB General Manager, George W. Armstrong.

WHB

10,000 watts—710 kc

Kansas City

Latest	*Latest*	*Latest*	*Latest*
METRO PULSE	**AREA PULSE**	**AREA NIELSEN**	**HOOPER**
WHB first all day and night. WHB first 360 out of 360¼ hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.	WHB 1st all day. WHB 1st 263 out of 288 ¼ hours. 25 second place ¼'s, none lower, Mon.-Sat. 6 a.m.-midnight.	WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat. 6 a.m.-6 p.m.	WHB 1st all day with 45.6% of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.

THE STORZ STATIONS

Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

MONOPOLY, EXECUTIVE POWER HIT; EVINS CHARGES NETWORK ESPIONAGE

EVINS SUBCOMMITTEE of House Small Business Committee Friday released its "summary report" of hearings in 84th Congress on FCC and other federal regulatory commissions and agencies. Report charged monopolies in broadcasting and other industries and recommended measures to remove "centralized power of the Executive Branch" over Federal agencies, giving Congress complete control over their operation.

At same time, in statement being released today (Mon.) Chairman Joe Evins (D-Tenn.) charged "unauthorized circulation" of "earlier draft" of report by "officials" of NBC, CBS and "also former chairmen of some of the agencies," who, he said, "are reviewing, criticizing and perhaps advising persons in responsible positions on courses they desire to be taken regarding this report." He called this "sort of lobbying effort to influence the Committee against issuance of the report."

CBS Inc. Vice President Richard Salant promptly denied such activity on CBS' part in statement also for release today. He said Rep. Evins is "completely mistaken," and that no one at CBS has sought draft report or seen it. Rep. Evins charged draft was "leaked" by "some persons outside the committee to whom a preliminary draft of the report was made available."

Subcommittee recommended "Hoover Commission" plans enacted by Congress for various agencies be repealed so chairmen may be selected by agency members; that agency appropriations be exempt from Budget Bureau approval, agency instead taking its money requests directly to Congress; that some agencies, now required to get Budget Bureau approval for certain projects, be exempted from requirement; that agencies not be required to submit their views on legislation to Budget Bureau; and that agencies appealing to Supreme Court from U. S. Appeals Court decisions against them not be required to clear appeals through Solicitor General.

Report recommended that regulation over commerce by FCC and other agencies be made "clearly independent of the Executive Branch" and "more responsive" to Congress, which created them as arms under its power to regulate commerce.

It cited testimony by uhf representatives and statement by Daytime Broadcasters Assn. that FCC has fostered monopoly by networks and power radio stations, respectively. As other instances of tv network monopoly, report cited CBS memo on FCC Comr. Robert E. Lee's 1954 phone talk with CBS President Frank Stanton, subpoenaed from CBS files; testimony before House Antitrust (Celler) Subcommittee that Comr. Lee had been reported as saying FCC should not "concern itself unduly with programs or business operations" because broadcasters are best qualified to run their own affairs in the public interest; report by Sen. John W. Bricker (R-Ohio) on "The Network Monopoly."

Citing presidential appointments which it said were calculated to give White House more power over federal commissions, report said "notable departure" was appointment of Comr. Rosel H. Hyde as chairman in 1953, but that "press" [B•T] at that time noted that if Comr. Hyde didn't give "desired results," President would be free to name successor, which, report added, President did when he nominated George C. McConnaughey in 1954. It noted Mr. McConnaughey earlier had represented AT&T subsidiary in rate case before Ohio Public Utilities Commission.

Report referred to testimony last month before Celler subcommittee by Victor Hansen, assistant attorney general, in which he said tv network practices bear "striking similarity" to 1948 Paramount "block-booking" movie case. Report again turned to criticism of FCC activity, citing testimony to congressional groups.

Report criticized NBC President Robert W. Sarnoff's defense of BMI before Celler unit and referred to its claims last March that FCC Chairman McConnaughey had told Rep. Evins FCC could not give information on staff activities because they would be subjected to industry pressure. Report said "record is eloquent" on FCC's failure to prevent growth of monopoly; that Chairman McConnaughey has testified he believes big business can be relied on to give more accurate information about its problems than small business.

Gore Asks Stations About Political Buying

SENATE Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.) Friday mailed questionnaires to all U. S. tv stations asking for amounts spent locally and regionally on each outlet in behalf of candidates for President, Vice President and U. S. Senate.

Query asks actual amounts spent from Sept. 1 through Oct. 21, broken down as to time (spots and programs) and other costs such as production and pre-emption charges. Outlets are asked to furnish estimates of costs of time they expect to be purchased on station from Oct. 22-Nov. 5 period.

John Moore, subcommittee counsel, said questionnaire was framed with assistance of Robert Heald, chief attorney of NARTB. Staff is asking answers be postmarked not later than Oct. 25. Similar questionnaire will go out after elections to am and fm stations, who will be asked to reply by deadline to be set between Nov. 25-30, Mr. Moore said.

Query last week calls for names of organizations buying time and whom they support.

Football Suit Settled

TWO-YEAR old $2.1 million damage suit brought by now bankrupt Liberty Broadcasting System Inc., Dallas, against National Football League and nine member clubs, settled Friday for $100,000. Liberty charged league and clubs violated Sherman Antitrust Act by illegally monopolizing radio broadcasts of professional football games. Settlement was approved in Philadelphia by Federal Judge Alan K. Grim, ending litigation which started Oct. 1, 1954.

• BUSINESS BRIEFLY

MIDWEST SPORTS • Standard Oil Co. (Ind.) buys 13 Big Ten, three non-conference basketball games on 30 midwest stations in seven states via Sports Network, first half only with second half to be sold co-op. Series starts Dec. 7. Six Ohio stations also considered. Agency: D'Arcy Adv. Co., Chicago.

DOVE DEBUT • Lever Bros.' new beauty bar, Dove soap, now in about 30 U. S. markets, will use tv to open up St. Louis; South Bend, Ind.; Quincy, Peoria and Rockford, all Ill., starting later this month and will break into Canada with radio-tv-print campaigns in two test markets—Kingston and Sault St. Marie, both Ontario—starting Oct. 29. Agency: Ogilvy, Benson & Mather, N. Y.

SANKA SPOTS • General Foods (Instant Sanka), N. Y., in addition to two week radio spot schedule starting Oct. 22 [B•T, Oct. 15], is preparing another two week spot schedule starting Nov. 12 in about 35 markets. Young & Rubicam, N. Y., is agency.

COMPETITION • Imperial margerine, made by Lever Bros., through Foote, Cone & Belding, N. Y., will be promoted on *Lux Video Theatre* on NBC-TV in addition to spot campaign. Foods division of Anderson & Clayton & Co. is introducing new shortening called Flair in Midwest and Southwest, with tv spot announcements starting late in October through D'Arcy Adv. Co., N. Y.

Pan-Am Quits 'Press', Will Concentrate on Spot

PAN-AMERICAN World Airways, alternate week sponsor of NBC-TV's *Meet the Press*, will drop show Dec. 20, and plans to redistribute bulk of radio-tv funds—reported at $1 million—into specific spot broadcast buys next year. Commenting on decision to bow out of *Press*, Pan-Am's advertising manager, Murray Barnes, told B•T Friday "we've been carrying too many marginal markets, and it's our intention in the future to concentrate more and more in fewer markets."

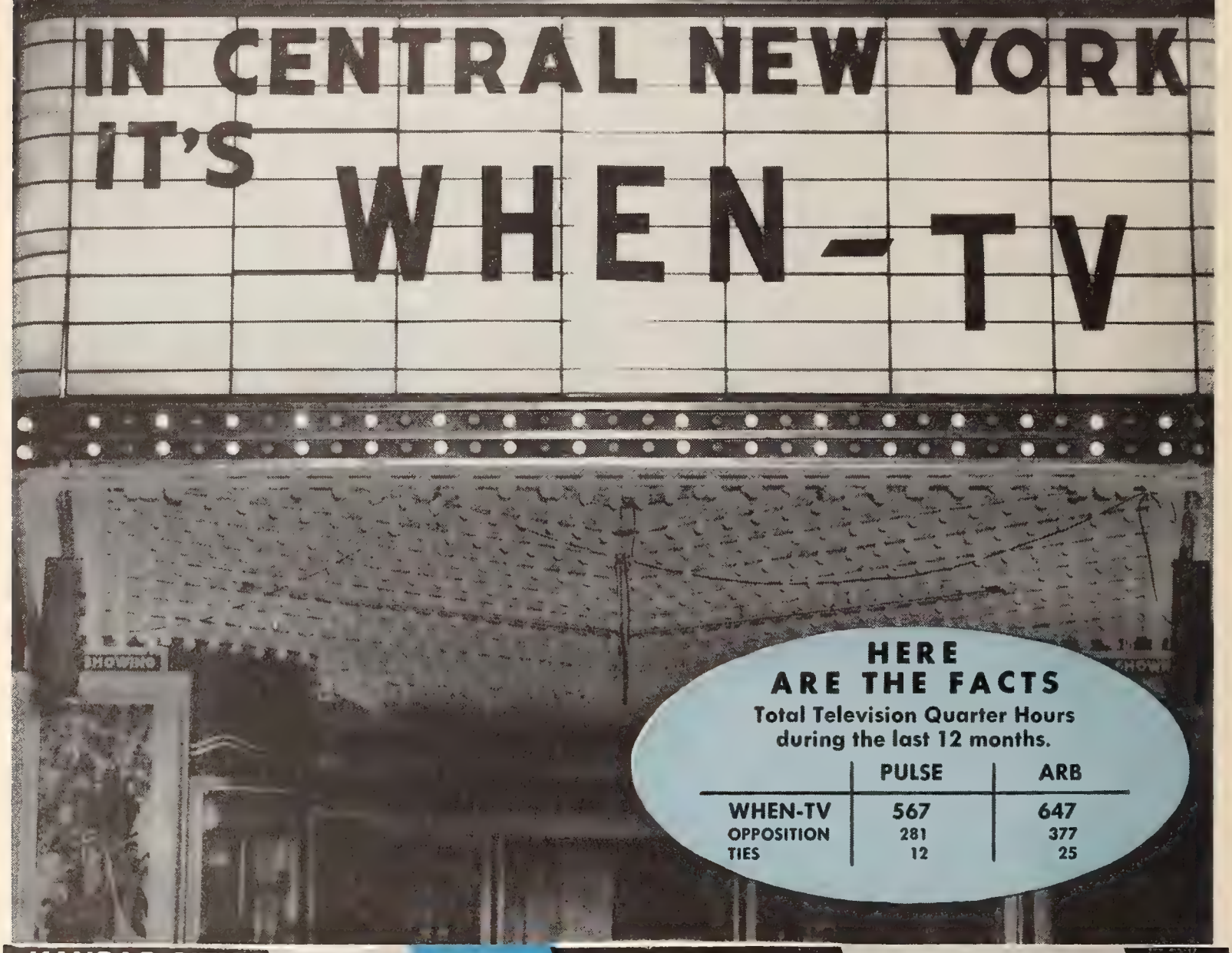
Pan-Am, which "definitely" will not consider network buys for present time, also sponsors local weathercast on WTVJ (TV) Miami, series of travel shows, *Hawaii Calls*, in 4-5 western radio markets, and spots on several eastern foreign language radio stations. Its *Press* station lineup was 19 as against alternate sponsor Johns-Manville Corp.'s 37 NBC-TV affiliates. J. Walter Thompson Co., agency for both Pan-Am and Johns-Manville, indicated Friday that latter had not yet reached decision one way or other to renew *Press* but that notice should be forthcoming before end of month.

WAAA Sold for $150,000

SOLD FRIDAY: WAAA Winston-Salem, N. C., for $150,000 from Camel City Broadcasting Corp. (Ronald Woodyard, Louis Froelich and others) to Laury Assoc. Inc., New York. Sale is subject to FCC approval. Laury firm comprises equal partners Robert A. Monroe, former vice president for programming, Mutual-WOR New York, and Arnold Schneidman.

THERE CAN BE ONLY ONE **LEADER !**

IN CENTRAL NEW YORK IT'S WHEN-TV



HERE ARE THE FACTS

Total Television Quarter Hours during the last 12 months.

	PULSE	ARB
WHEN-TV	567	647
OPPOSITION	281	377
TIES	12	25

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

ABC IS SHOOTING FOR '57-'58—GOLDENSON

ABC-TV plans to create new programs with "high audience and sponsor appeal, and to stimulate greater sales" in 1957-58 season, according to Leonard H. Goldenson, president of AB-PT and now acting president of ABC. In quarterly report to AB-PT stockholders to be released today (Mon.), Mr. Goldenson also disclosed:

• ABC-TV's sales "are not up to expectations for next three quarters which represent the 1956-57 [this] broadcasting season."

• "Every effort" will be made to increase sales in final quarter this year as well as first two quarters of 1957.

• Tv network's sales of "prime evening time" for this fall season totaled 19½ hours per week compared with 17½ hours at this time last year.

Mr. Goldenson, who was directed Oct. 16 by AB-PT's board to assume direct supervision of ABC following resignation of Robert E. Kintner as ABC's president (story page 31), noted fall sales of *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m.) fell "considerably below" those of last year and that program is not making same "substantial" contribution to earnings as in previous year, although program continues as audience getter.

ABC also showed usual seasonal decline in earnings for third quarter (of 1956), Mr. Goldenson said in his report which mentioned board's action in directing him to head network. Mr. Kintner's resignation, he said in his report, was accepted because of "policy differences."

Mr. Goldenson reported AB-PT's consolidated earnings for first nine months of year totaled $6,616,000, or $1.53 per share common stock, and net operating profits at $5,686,000 or $1.31 per share. Same period last year comparative figures were: $5,286,000, or $1.21 per share on consolidated earnings; $5,254,000, or $1.20 per share on net operating profit.

Capital gains for nine months were $930,000 as against $32,000 last year. Third quarter net operating profits was $1,484,000, or 34 cents per share, as against $1,899,000, or 43 cents per share in same quarter last year.

He also reported AB-PT's project to strengthen theatre side of business by disposing of unprofitable units "is being accelerated." He said that "as stated at the last stockholders' meeting, the process of weeding out uneconomic theatres represents a conversion of our assets into cash for reinvestment in our business." Earlier announced plans of AB-PT to enter motion picture production to stimulate flow of product to theatres will be on "relatively small" basis until experience dictates expansion.

Cable Pay-Tv Project To Start in Oklahoma

FIRST cable theatre—pay tv over wire lines—will premiere in Bartlesville, Okla., sometime next year. Announcement was made Friday by Milton Shapp, president, Jerrold Electronics Corp., Philadelphia manufacturer of community television systems.

Called Jerrold "home theatre," construction will begin in spring of 1957 in conjunction with Video Independent Theatres Inc., southwest theatre chain owner, which also owns 12.5% of ch. 9 KWTV (TV) Oklahoma City, and permits for ch. 9 KSPS (TV) Hot Springs, Ark., and ch. 2 KVIT (TV) Santa Fe, N. M., Mr. Shapp announced. Wire system will be built, Mr. Shapp said, to take film from projection booth of Bartlesville theatres (all three are owned by Video Independent chain), and deliver via cable to home subscribers. Cost of project not divulged. Bartlesville served by Tulsa and Wichita signals. Subscribers will be charged monthly fee, Mr. Shapp said, and picture will be on channel not in use locally.

Mr. Shapp said arrangements already had been completed with one "major Hollywood producer" to use current features. He said he was still negotiating with others.

Equal Time Pleas Denied

EQUAL-TIME requests by Socialist Workers Party and Socialist Labor Party against Detroit stations WWJ-AM-TV and WJBK-TV, respectively, were turned down Friday by FCC. In letters to G. H. Brietman, Socialist Workers campaign manager, and Arnold Peterson, Socialist Labor national secretary, Commission said that neither party had made necessary showing that candidates were legally qualified within meaning of Communications Act.

Gross Up, Profits Down In Nine Months at RCA

SALES at RCA for first nine months of this year (includes products and services of firm and its subsidiaries) hit record high of $812,524,000 or 10% above previous high set for same period last year, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday. Earning after federal income taxes totaled $27,893,000 for period, compared to $30,995,000 in same period last year.

After payment of dividends on preferred stock, net profit earnings on common stock were $1.82 per share as against $2.04 per share earned in first nine months last year. Record sales high of $286,036,000 for third quarter also reported—representing increase of 13% over third quarter 1955. Common share earnings this third quarter totaled 50 cents compared with 58 cents per share in third quarter of last year.

WHK Names NBC Spot Sales

APPOINTMENT of NBC Spot Sales as national sales representative of WHK Cleveland, effective Nov. 1, announced Friday by Kenneth K. Hackathorn, general manager of station, and Jack Reber, director, NBC Spot Sales. WHK, owned and operated by Forest City Pub. Co. (Cleveland *Plain Dealer* and *News*), operates on 1420 kc with 5 kw.

SITUATIONS WANTED

SCREEN GEMS, already with big stable of independent producers, today (Mon.) will announce open-door policy inviting additional independent productions and is putting up $2.5 million kitty to finance same. Screen Gems production executive Irving Briskin promises full financial help for any producer with strong star-name or idea package, plus all facilities of parent Columbia Pictures.

PEOPLE

WILLIAM C. CHRISTY, formerly with Maxon Inc., Benton & Bowles and William H. Weintraub (now Norman, Craig & Kummel), to Product Services Inc. as senior copy contact executive and plans board member.

G. R. GIROUX and **R. E. SHORT,** with Procter & Gamble productions for four and seven years, respectively, named associate managers of programming, effective Nov. 1, reporting to **GAIL SMITH,** P&G associate manager of advertising production division.

JAY L. SCHILLER, media research director, Compton Adv., N. Y., to Atherton & Currier, Inc., N. Y., as director of research.

RICHARD M. DUNN, Roy Windsor Productions, to Compton Adv. as executive producer in tv-radio program department.

FRANK BAUR, tv director, Four Star Films Inc., L. A., named production supervisor. **AL LEWIN,** production comptroller, named business manager for studio operation. **LLOYD RICHARDS** resigns as production manager.

JERRY LANDAY, executive producer of the "Tex and Jinx" personality programs on WRCA-AM-TV New York, Friday named producer of program syndication for their shows, new project currently being planned. Associate producer **HANK WEXLER,** with the Tex and Jinx McCrary staff on both WRCA-AM-TV and WABD (TV) New York, succeeds him.

AL PETCAVAGE, McCann-Erickson, N. Y., for past year, returns to Ted Bates & Co., N. Y., in a supervisory capacity in media department.

RICHARD L. LEVISON, former sales representative, KRKD Los Angeles, to ABC Western Div. radio network as account executive.

GERALD SCHMITZER, tv producer-director for BBDO, L. A., named vice president in charge of production for Vulcano Enterprises Inc., Hollywood producer of various network tv film shows and commercials.

Indiana Resolution Urges Music Licensing Be Kept Open

"ALL necessary steps" to preserve right of selection between per program and blanket contracts and principle of clearance at the source in music license negotiations should be taken by NARTB, regional conference in Indianapolis voted Friday (early story page 74).

NARTB region also adopted this resolution: "Be it resolved, that the members of Region 4 of the NARTB extend best wishes to Sol Taishoff, in appreciation of his completion of 25 years of service to broadcasters."

Ephrata Satellite Upheld

FCC reaffirmed 1955 grant of satellite ch. 43 Ephrata, Wash., to Basin Tv Co., owned by KIMA-TV Yakima, Wash., denied protest by KSEM Moses Lake, Wash., it announced Friday. Commission said KSEM failed to prove charges regarding overlap, concentration and that satellite will deprive Ephrata of local station (KSEM asked that ch. 8 be moved from Walla Walla to Moses Lake, but this was denied). Commission decision follows recommendation by examiner last December.

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ALL AMERICA
PROUDLY HAILS...

THRILLING TALES OF MEN AN

ZIV's NEW STAR-SPANGLED



MEN O

Annap

SPINE-TINGLING SHOWMANSHIP AT YOUR COMMAND!

Now present your product on a tv program with the impact of a 21-gun salute . . . a story series ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen!

FOR THE SPONSORS AND STATIONS WHO WANT T

ADVENTURE!

TING WINNER!

PRODUCED WITH THE FULL COOPERATION OF THE DEPARTMENT OF DEFENSE AND THE DEPARTMENT OF THE NAVY!

★ COMPELLING AS THE CALL TO COLORS!
GLORIOUS AS OUR COUNTRY'S HISTORY!

★ SURGING WITH
EXCITEMENT, SENTIMENT AND HEROISM!

★ STARRING THE
U.S. MIDSHIPMAN
portrayed by topflight Hollywood talent...with a new hero for each thrill-filled half-hour.

olis"

UENCE AFTER SEQUENCE FILMED AT ANNAPOLIS!

nd lavish . . . with Hollywood stars, thousands of U.S. Mid-
men, Navy planes, ships and equipment . . . a program peo-
ill take pride in recommending to their circle of friends.

D. 1 SHOW IN THEIR MARKETS!

Write or phone collect today for an early audition date.

ZIV Television

NEW YORK
CINCINNATI
HOLLYWOOD
CHICAGO

TO SOL TAISHOFF

Just as you do, we enjoy looking at the past with its great history of accomplishments in broadcasting. But also like you, we prefer to think of the unlimited future and what it may bring to us all.

We believe Broadcasting-Telecasting's quarter-century of service to the industry is more than a fine record —it's the surest promise of a useful and prosperous future. All our best wishes as you enter your twenty sixth year. ***NATIONAL BROADCASTING COMPANY***

THE GREAT WAR

WITH the showing last Tuesday of "The Great War"—an hour-long documentary on the so-called war to end all wars—NBC-TV's *Project 20* achieved its third success in as many appearances, no mean trick in a field where program momentum is sometimes rare.

Basically a skillfully-edited montage of old newsreel clips—many of which came out of NBC's archives of old "March of Time" films—"The Great War," unlike "Nightmare in Red" or "The Twisted Cross," depended less on dramatic reconstruction of history. As a matter of fact, only 5% of total footage was "faked," and this came from early German and British films.

But film alone wouldn't make the *Project 20* series as superb as it is. As usual, Henry (Pete) Salomon and Richard Hanser contributed a script that was highly professional in ever sense of the word. As a sample, we would offer their one-line description of the Liberty Bond drives of 1917: "The whole galaxy of Hollywood stars twinkled patriotically." Robert Russell Bennett, too, should be credited for a masterful musical score, a potpourri of stirring U. S. Army marches, Irving Berlin and George M. Cohan songs, as well as the national anthems of the combatants.

Production costs: $125,000

Sponsored by North American Philips Co. (Norelco shavers), New York, through C. J. LaRoche & Co., Tues., Oct. 16, on NBC-TV, 8-9 p.m. EDT.

Produced by: Henry Salomon; script by: Henry Salomon and Richard Hanser; assistant producer: Donald Hyatt; edited by: Isaac Kleinerman; music by: Robert Russell Bennett; narrated by: Alexander Scourby; assistant film editor: Silvio S'Alisera; research: Daniel Jones, Mel Stuart, Judith Greene.

S.O.S. FROM THE ANDREA DORIA

BY FOCUSING on three cabins of the ill-fated Andrea Doria, last week's *Circle Theatre* telecast told the story of this Italian liner's collision with the Swedish *Stockholm* in terms of intense personal drama: the husband who perseveres against all odds and even hope to free his wife from the weight that is crushing her; the mother's frantic plunge into the dark water in a suicidal attempt to rescue her baby; the quiet heroism of the waiter who stays to help when he was free to go to safety.

First-rate writing, production and acting combined to make an hour of drama that was as believable as it was thrilling, and no one should complain that *Circle Theatre* made no attempt to present a fullscale picture of the tragedy such as Kraft Tv Theatre did so memorably for the *Titanic*. But one can ask why the woman so dramatically thrust into the Petersons' cabin was not identified as Mrs. Camille Cianfarra, but remained nameless throughout the telecast.

Production costs: Approximately $55,000.

Sponsored by Armstrong Cork Co., through BBDO on NBC-TV, alt. Tues., 9:30-10:30 p.m. EDT.

Written by George Lefferts; based on article in Collier's *by Cornelius Ryan. Produced by Robert Costello, directed by William Corrigan, scenery by Bob Wade, costumes by Johnny Boxer. David Susskind, executive producer. A Talent Assoc. Ltd. production.*

Narrated by John Cameron Swayze. Starring Kent Smith, Bibi Osterwald, Margaretta Marsh, Val Avery, Dan Rubinate, John Conwell, Michael Strong, Ray Boyle, Maureen Hurley & others.

AMERICA PRESENTS AMERICA

HOW the United States Information Agency uses radio, television, magazines, newspapers, books, motion pictures, information centers, exhibits and trade fairs in all parts of the world to tell the story of the United States and our national policies and objectives is clearly and interestingly shown in a half-hour film (actually 26½ minutes) just issued by USIA.

Starting with a presidential press conference, the film shows how USIA within minutes is beaming the story overseas on a score or more of frequencies and in as many languages, how at the same time the report is moved for publication in the world's newspapers within hours, how films are processed to be flown abroad for telecasting in Latin America and Europe within 48 hours and the rest of the world within 56 hours. It digresses for a fast look at the Communist machine, then returns to our side to show how we combat the Red propaganda.

Made primarily as a training film for USIA employes, *America Presents America* is also available for tv showings as a public service program. USIA will not permit commercial sponsorship.

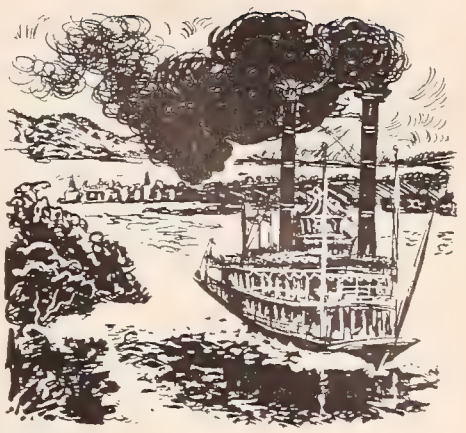
Production cost: Approximately $20,000.

Produced for USIA by Movietone News; director: Jack Glenn; producer: John J. Gordon; film editor: John Hughes; script writer: Carl Pugh.

NAVY LOG

A YEAR's shakedown cruise on CBS-TV seems to have helped *Navy Log*, which premiered last Wednesday on ABC-TV. It is the series which takes an incident involving the Navy and wraps it up in a story line which bears at least some resemblance to the original. Still owned by CBS, it was placed on ABC when the former network could not schedule it to the sponsor's wishes.

The ABC-TV version starts with a brilliant photographic opening showing ships and planes and other phases of the Navy in action. After that it is something less than brilliant, mainly because the producers have stuck in scenes which smack of an amateur. In the opener, for example (it was the story

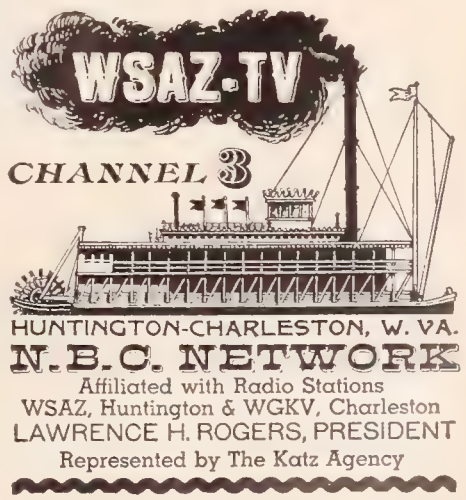


STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

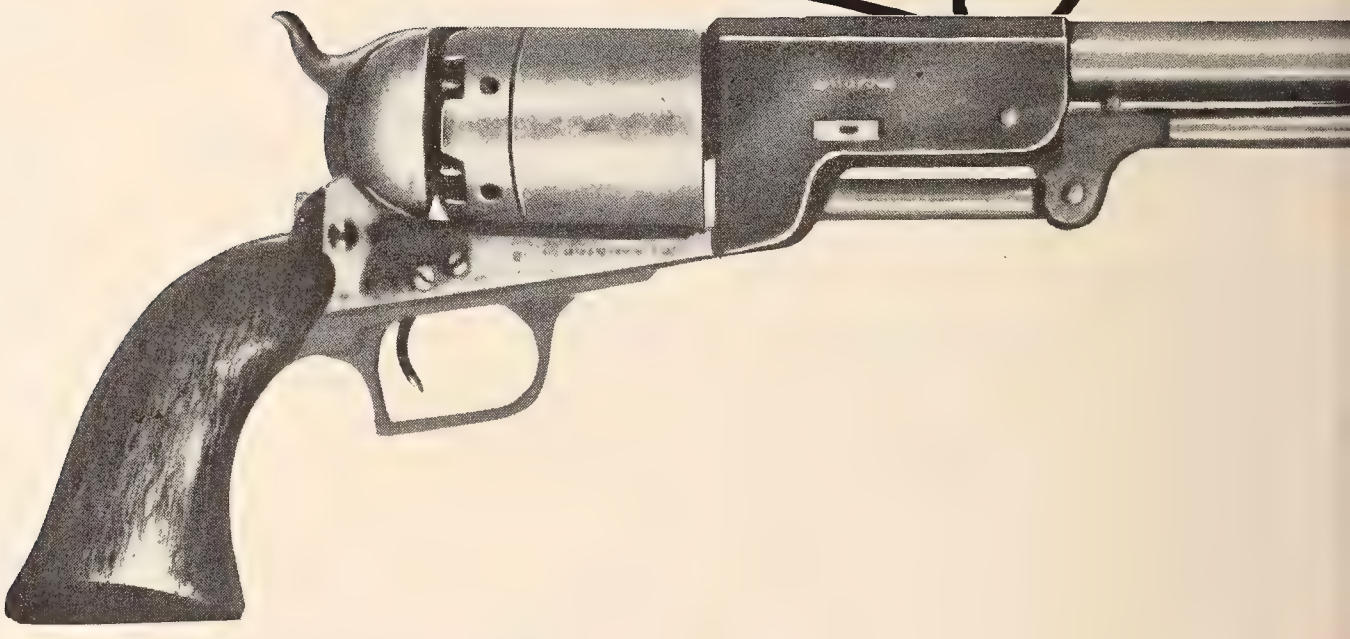
Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



In
Spot TV
too...

Value
<u>increases</u>
with Time!



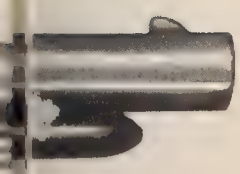
Edward Petry

NEW YORK • CHICAGO • ATLANTA • DETRO

Sam Colt's revolver, a highly sought after item in the Old West, originally retailed for $16. Today, a collector's item, one model recently sold for $10,000.

Similarly, many segments of TV time, much sought after when television began, have enormously increased in value since. And because television continues to expand rapidly (thousands of new TV sets bought daily, viewing time per home keeps increasing), their value will be even greater in the months ahead.

As your Petry representative can quickly show you, no other advertising approaches the impact, flexibility and versatility of Spot TV in selling your product. Furthermore, you spend as much as you want in just the markets you need. May we give you full details on the best TV time segments and programs available in these markets?



WSB-TV	Atlanta
WBAL-TV	Baltimore
WGN-TV*	Chicago
WFAA-TV	Dallas
WESH-TV	Daytona Beach
WTVD	Durham-Raleigh
WICU	Erie
KPRC-TV	Houston
WHTN-TV	Huntington
WJHP-TV	Jacksonville
WJIM-TV	Lansing
KARK-TV	Little Rock
KCOP	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KTBS-TV	Shreveport
WNDU-TV	South Bend-Elkhart
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita

ABC Pacific Television Regional Network

* West Coast

& Co., Inc. *THE ORIGINAL STATION REPRESENTATIVE*

LOS ANGELES • SAN FRANCISCO • ST. LOUIS



IN DRUG STORE SALES
THE TAMPA-ST. PETERSBURG METROPOLITAN MARKET

RANKS 2nd IN FLORIDA

AND 31st IN AMERICA!

WFLA-Radio covers the Tampa-St. Petersburg metropolitan market—Florida's SECOND MARKET—where drug store sales are zooming to new highs, and where total retail sales climbed 91% in the ten year period, 1945-1955.

But that's not all! WFLA also delivers an 11-county industrial-agricultural area of more than a quarter of a million radio homes, where weekly payrolls produce high, steady buying power right around the calendar!

Then add this fact! For the past three years, Florida has led the nation in percentage of increase in highway traffic volume. A big share of it travels the highways in the WFLA sales area.

To reach more radio listeners — *more often* — in this big *double-barreled* market, spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

wfla AM • FM RADIO TAMPA-ST. PETERSBURG NBC NBC

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

of Army pilots, oddly enough, who on a mission for the Navy successfully shot down Japanese Admiral Yamamoto, they included a superimposed picture of an obviously faked Yamamoto trying to look mean. This killed the effectiveness of the documentary dogfight action in the background.

The Navy—and ABC-TV and its sponsors—have a good thing going here. Given a firmer hand at editing, it can be better. Most distinct advantage: it follows the high-rated *Disneyland* series, and on Wednesday night you can't ask for more.

Production cost: Approximately $30,000.
Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles and U. S. Rubber Co. through Fletcher D. Richards on ABC-TV, Wed., 8:30-9 p.m. EDT.
Produced by Gallu Productions Inc., Hollywood, for CBS Tv Film Sales.
Producer-director: Sam Gallu; writer: Allan Sloane; production manager: Tom Connors; art director: John Ewing; music director: Fred Steiner.

WIRE SERVICE

PERHAPS as inevitable as death, taxes, political speeches and free-and-equal time bids during an election year, some enterprising writer wormed Joe Smith into a timely political play. Not only worked the symbolic figure into the script but had him trying to assassinate a hungering-to-be-President hopeful from the U. S. Senate.

No political innuendoes intended, Democratic Candidate Adlai Stevenson might have been considerably chagrined to learn that, on Oct. 11 at the the very hour he spoke from the West Coast, Joe Smith, serving (in the play) as Sen. Harvey Clermont's campaign manager was plotting to take the Senator's life. All in all, the Clermont campaign train proved to be the scene of intense intrigue and political chicanery.

Despite an all too pat (and unbelievable) denouement, "Campaign Train" managed to roll along briskly, showing not only journalistic enterprise but all of the petty jealousies and animosities and personality interplays (short of murder, of course) which are popularly associated with power politics. In any event, *Wire Service's* report of Joe Smith's extinction may be premature if not greatly exaggerated at this time—just as the fate of the ABC-TV film series is speculative now because of network power plays directed at that time slot.

Production costs: Approximately $60,000.
Sponsored by R. J. Reynolds Tobacco Co. through William Esty Co., on ABC-TV, Thurs., 9-10 p.m. (EDT).
Cast (Oct. 11): George Brent, Bartlett Robinson, Sidney Smith, Robert Burton, Dayton Loomis, Harry Shannon and supporting players.
A Donald W. Sharpe and Warren Lewis production, filmed at Desilu Studios, Hollywood; associate producer: A. E. (Buck) Houghton; director: Tom Gries; assistant to director: Vernon Keays; writer: Frederic C. Brady. Based on the novel, Campaign Train, *by The Gordons.*

WEST POINT

WE are confused. We're not sure how to categorize this series on life at the U. S. Military Academy. The first episode of the half-hour show, produced by Ziv Television, appeared on the nation's screens Oct. 5 and we don't know whether to call it a Grade B movie-type or an early radio soap opera-type. Whatever its category, we know what our reaction was. Pap.

Here was an opportunity to show actually the century-old spirit of the Corps of Cadets, to picture an institution unique in American life. There was every expectation that something of substance would emanate from this portrayal of life at the Point.

But the movie-makers thought otherwise. Although they claim the episodes are based on actual cases, what came through the first viewing was the old hash—the dedicated upper classman, the plebe who wants to quit, the one-and-only who has a misunderstanding with her boy friend. It was full of "Mister, a cadet is always in uniform," or "Mister, what are the 10 things a plebe must always know," etc. etc. Shades of "Brother Rat."

Production costs: Approximately $35,000.
Sponsored by General Foods Corp., thru Benton & Bowles, on CBS-TV Fridays, 8-8:30 p.m., EDT.
Packaged by Ziv Television Productions; executive producer, Maurice Unger; producer, Leon Benson; directors, Leon Benson, Don Weis, James Sheldon; technical director, Col. Russell P. Reeder; host-narrator, Donald May.
Cast (premier episode): Martin Milner, Don Eitner, Tom Pitman, Richard Tyler, Carolyn Craig, Frank Fenton, Ray Montgomery, George Leigh, Butler Hixon.

SEEN AND HEARD

Dinah Shore's new *Chevy Show* series on NBC-TV (hour-long program scheduled for 10 telecasts during the 1956-57 season, on Fridays or Sundays) got off to a great start Oct. 5, when Dinah and her guest, Frank Sinatra, put on the best song exchange to regale the tv audience since the famed Ethel Merman-Mary Martin ditty duel on the Ford 50th Anniversary telecast in June of 1953 (if it's permissible to mention Ford in commenting on the *Chevy Show*). Sure, the comedy was weak, despite a good try by Dizzy Dean, but who cared as long as Dinah and Frankie were in good voice?

Despite the fact that the second effort in CBS-TV's *Playhouse 90* series—Rod Serling's "Requiem for a Heavyweight" (Oct. 11)—was a masterful contribution to tv drama, it once again served to illustrate that in tv, unlike in any other art form, the writer is subservient to the clock. Whereas the week before, adapter Serling was struggling to jam seven days' worth of material (Pat Frank's "Forbidden Area") into 90 minutes, creator Serling this time was forced to pad his script to the extent of adding 15 minutes to a story that didn't need it. Truly, for the writer, tv is not always the most happy medium.

KTTV

LOS ANGELES TIMES TELEVISION • CHANNEL 11

5746 SUNSET BOULEVARD • LOS ANGELES 28, CALIFORNIA • HOLLYWOOD 2-7111

RICHARD A. MOORE
PRESIDENT

October 15, 1956.

Mr. Charles C. Barry
Vice President, MGM-TV
1540 Broadway
New York, N. Y.

Dear Bud:

At eight o'clock last Friday night, a new era in television began.

That was the moment when KTTV began telecasting its first MGM picture -- "Thirty Seconds Over Tokyo."

For the next two and a half hours, more people watched KTTV than all six competing stations put together.

We had expected that your pictures would cause a viewing revolution, but we never dreamed it would be so drastic and so swift.

As a result, everything in television -- everything -- is changed. New richness is there for the audience. New approaches, new opportunities for stations and advertisers.

We congratulate you and all our friends at MGM-TV. We also congratulate the Colgate-Palmolive Company and Ted Bates & Company on their instinct for great showmanship. In this vast and vital market they have added a new dimension to television's known effectiveness.

Sincerely,

Dick

Richard A. Moore

RAM/gr

P. S.- The ARB Coincidental Survey, with more than 2000 phone calls, gave "Thirty Seconds Over Tokyo" a share of audience of 53.8 -- and an average rating of 30.8. The average ratings for the other channels for the same period were: 7.4, 6.4, 3.7, 3.5, 3.2, and 2.2.

P. P. S.-- All this -- and next week, MRS. MINIVER!

Admiral Corp. • Advertising Age • Akron Beacon Journal • Albany Knickerbocker News • Albuquerque Journal • Amaril

cine • American Oil Co. • American Safety Razor Corp. • AT&T • American Tobacco Co. • Anheuser-Busch • Arkansas

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Rouge Morning Advocate • Batten, Barton, Durstine & Osborn • Beech-Nut Packing Co. • Benton & Bowles • Best Foods

The • Boston Herald • Boston Post • Brewer, Bruce B., & Co. • Brisacher, Wheeler & Staff • Bistol-Myers Co. • Brown

Week • Cabot, Harold, & Co. • Campbell-Ewald Co. • Campbell Soup Co. • Capper's Weekly • Casper Tribune-Herald

American • Chicago Daily News • Chicago Daily Tribune • Chicago Sun-Times • Chrysler Corp. • Cincinnati Enquirer

Cole & Weber • Colgate-Palmolive Co. • Collier's • Columbia Broadcasting System • Columbia Daily Tribune • Columbus

• Cunningham & Walsh • D'Arcy Advertising Co. • Dallas Morning News • Dallas Times Herald • Dancer-Fitzgerald-Sa

troit News • Detroit Times • Drug Trade News • DuPont de Nemours, E. I., & Co. • Duluth Herald • Durstine, Roy S.

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Foote, Cone & Belding • Forbes • Ford Motor Co. • Fortune • Fort Wayne News-Sentinel • Fort Worth Star-Telegram

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Broadcasting · Telecasting is proud to join the 3,740* publishers, advertising agencies and advertisers who are members of the distinguishe Audit Bureau of Circulations.

ABC

The ABC insigne stands for integrity. Before a publica is accepted for membership, ABC representatives condu rigorous audit. Thereafter members open their record least annually to ABC auditors. Guesses, estimates imagination have no place in their reports. Advert who buy space in B • T buy audited, paid circulat

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Rockford Register-Republic • Rumrill, Charles L., & Co. • Ruthrauff and Ryan • Sacramento Bee • Safeway Stores • St. Louis

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Tribune • Sioux Falls Daily Argus-Leader • Socony-Mobil Oil Co. • Spartanburg Herald • Spokane Daily Chronicle • Sp

Sullivan, Stauffer, Colwell & Bayles • Superior Evening Telegram • Syracuse Herald-Journal • Tacoma News-Tribune • Tac

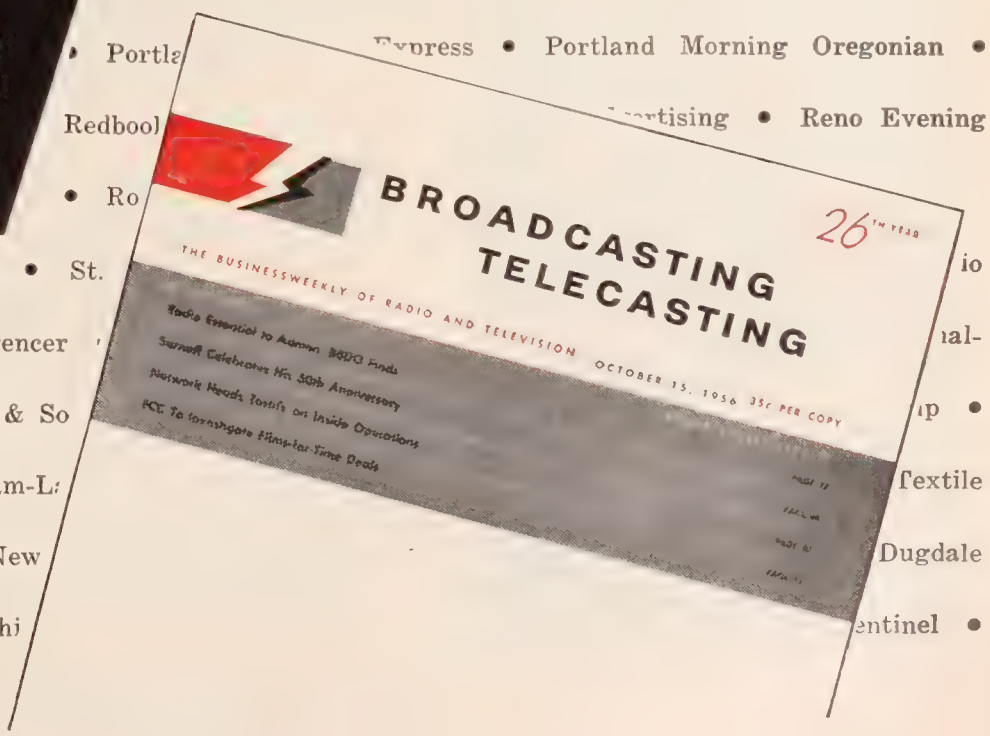
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Spokesman-Review • Sports Illustrated • Squibb, E. R., & So Textile
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mbership consists of specialized business publications.
T is the ONLY vertical news magazine specializing in
dio-television coverage with ABC membership.



Dominant Leader...

MILWAUKEE
(87 MI.)

LAKE GENEVA
JANESVILLE
HARVARD
ROCKFORD
FREEPORT
BELOIT
DIXON
BELVIDERE

CHICAGO
(90 MI.)

. . . in RESULTS

Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

. . . in VIEWERSHIP

WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 3 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".

market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction $25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

ROCKFORD, ILLINOIS
WREX-TV
channel 13
CBS · ABC AFFILIATIONS
telecasting in color
REPRESENTED BY
H-R TELEVISION, INC.

An Anniversary Bouquet

B•T wishes to thank the hundreds of friends who took the time to wish us well on the occasion of our 25th anniversary. We regret the space limitations which make it impossible for us to print more than a small sample from our birthday mailbag.

EDITOR:

. . . In the trade magazine field—I prefer to call it a professional magazine since I consider this industry in the category of a profession—none excels the excellent, fine work done by you and your magazine. Maybe we don't always agree with what your editorials say, but you are the epitome of independence and fearlessness in what you say on your editorial page. That is wonderful for the broadcasting industry. It takes a lot of fortitude to write these editorials . . .

George C. McConnaughey, Chmn.
Federal Communications Commission
Washington, D. C.

EDITOR:

It is with real pleasure that I have read the 25th anniversary issue of B•T. As an old friend, I wish to add my hearty congratulations on all that you have accomplished and the reputation you have established in reporting the story of broadcasting over the past quarter-century . . .

You and your staff have done a magnificent job. The broadcasting industry is fortunate in having your fine facilities always ready and available to cover the news . . .

David Sarnoff, Chmn. of the Board
Radio Corporation of America
New York

EDITOR:

BROADCASTING • TELECASTING deserves the commendation of the entire radio-television industry for its comprehensive and accurate reporting in the past quarter century. Your anniversary issue, with its attractive new format, is an auspicious start on your second 25 years of service to the industry.

Leonard H. Goldenson, Pres.
American Broadcasting-Paramount Theatres Inc., New York

EDITOR:

To those of us whose working life has been closely concerned with radio and television for the past 25 years, your silver anniversary issue brought a flood of memories.

More important perhaps is the opportunity provided by your review of the period to see how far we have come and to contemplate what lies ahead.

So what better time than now to salute you for the outstanding job you have done in reporting and commenting on those significant years and to wish you a full measure of success and prosperity in the years to come.

William B. Lewis, Pres.
Kenyon & Eckhardt, New York

EDITOR:

Heartiest congratulations to you and your entire staff on your 25th anniversary.

And if the heft of your anniversary edition is any criterion of your impact on the broadcasting industry, it certainly is great. It was a big book—big in size and big in scope. It reflected only too well the high esteem in which the entire broadcasting industry holds you and your fine staff . . .

Thomas F. O'Neil, Pres.
RKO Teleradio Pictures Inc.
New York

EDITOR:

Congratulations.

You and your associates through B•T have over the past 25 years made outstanding contributions to the radio and television industry and to advertising in general . . .

Arthur Fatt, Pres.
Grey Adv. Agency, New York

EDITOR:

Just wanted you to know that I got a very nice feeling in Monday's magazine to see not only your intense face but also to be reminded of the truly marvelous prestige and stature you have attained. So—congratulations.

C. Terrence Clyne, Chairman
Plans Review Board
McCann-Erickson, New York

EDITOR:

The lead editorial of the first issue of BROADCASTING . . . affirmed its belief in the American system of radio, and stated that this system expressed "a certain genius of the American people—the genius of free enterprise." I believe that everyone throughout our industry will freely admit that B•T and Sol Taishoff have adhered steadily to these objectives and to this affirmation throughout the years . . .

J. L. Van Volkenburg, Pres.
CBS Television Inc., New York

EDITOR:

My warm congratulations to you and your associates on the 25th anniversary of your publication. Your distinctions are many, but not the least is the splendid service you constantly perform for the entire field of mass communications. . . .

Paul C. Smith, Pres.
Crowell-Collier Pub. Co.
New York

EDITOR:

Just a note to let you know how much we appreciated your 25th anniversary edition. It was a great piece of work, outlining so well the many milestones that radio and television have achieved in the past quarter century . . . We hope that B•T will continue for generations to come to be a pace setting publication reflecting the trends in our field.

John B. Poor, Pres.
Mutual Broadcasting System, New York

EDITOR:

During the past 25 years your publication has alerted those of us in the industry to every important change in a field that can not be overemphasized.

Our congratulations on your foresightedness, your leadership and your evaluation of the future.

Norman B. Norman, Exec. Vice Pres.
Norman, Craig & Kummel
New York

A New Link in the Chain of COMMUNITY SERVICE



Serving Tampa, St. Petersburg and 130 other growing Florida communities, making the WTVT viewing area the 36th largest *year-round* market in America.*

*Source: SRDS Retail Market Data

Owned and operated by The WKY Television System, Inc.
WKY-TV and WKY Radio, Oklahoma City • WSFA-TV, Montgomery, Ala. • WTVT, Tampa, Fla.
REPRESENTED BY THE KATZ AGENCY

square adman
thought
washington
was in d. c.
and greenville
in s. c.

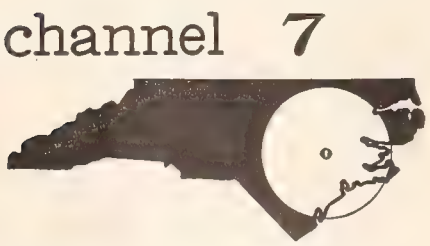


Met an advertising man the other day. Said sure he knew where Washington and Greenville were. They're in D. C. and S. C., he said.

A real square. Right under his nose lies one of America's hottest markets with more NBC unduplicated television homes than Erie, Pennsylvania; Spokane, Washington; Little Rock, Arkansas; Columbia, South Carolina or Montgomery, Alabama.

What market? The Washington (N. C.) - Greenville (N. C.) market. And top power, top tower, WITN Channel 7 is blasting every tobacco-picking family in the market with the cream of NBC-TV programming.

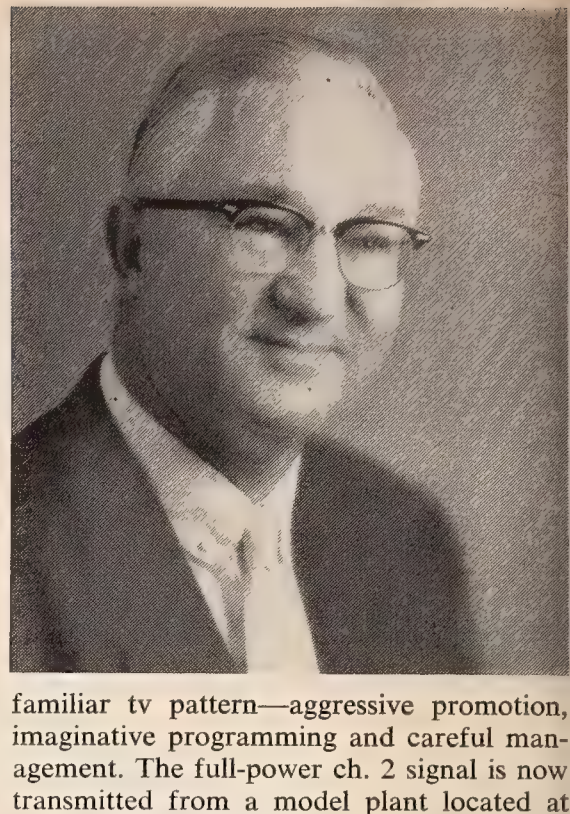
witn
channel 7



serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

our respects

to HENRY GAINES KELLEY



SHORTLY after World War II, the comfortably prosperous *Greensboro* (N. C.) *Daily News & Record* took a look into the future, a deep breath and then a major media step—entry into the field of electronic communication. Two of the three available broadcast techniques were embraced—fm, spurred by the FCC itself, and television.

Who would direct these costly and complicated operatons? The finger pointed to Gaines Kelley, a busy promoter who had built the newspaper classified department from 1½ columns to two pages besides handling credit and other duties.

With radio experience confined mostly to the dial twisting of an average listener, Mr. Kelley faced the job of providing a suitable building for the fm operation since the fm permit was quickly obtained.

WFMY-FM went on the air April 19, 1948, in a new building close to the newspaper plant, right in the heart of the city.

Though he had extensive experience in selling national advertising, WFMY-FM raised a new problem—national agencies and sponsors wouldn't buy time. The complaint was universal among fm operators. Mr. Kelley sold a lot of local time because local sponsors knew the circulation story and knew that the sports, news and musical programming were popular in the area. Every time a dealer sold an fm receiver, Mr. Kelley put the buyer's name on his list. In five years, WFMY-FM sold only one piece of national business—a $9 hearing aid spot.

Shortly after WFMY-FM was put on the air, the projected WFMY-TV became a busy project. The broadcast plant was small but it had room for a single camera and the batwings were mounted atop the fm tower. WFMY-TV took the air Sept. 22, 1949.

The sales story of WFMY-TV was in sharp contrast to its fm counterpart. Even without a cable the national business flowed in and the station hit the black within 13 months though the first 12 were without live network service. The lone camera was worked overtime. "We were the first in the Carolinas with live tv," Mr. Kelley recalls. The cable came in September 1950 and with it a local sensation—live coverage of the Carolina-Notre Dame game from South Bend and then the World Series.

Sets sold like mad and more national business came. The rest of the story follows a familiar tv pattern—aggressive promotion, imaginative programming and careful management. The full-power ch. 2 signal is now transmitted from a model plant located at the busy Route 29 cloverleaf on the northeast edge of Greensboro. Mr. Kelley designed this plant as he had its predecessor.

Gaines Kelley is a genial, soft-spoken executive. Sometimes slow to reach a decision, he carries through once the policy has been set and those who have watched him when his temperature is up know that he won't stand for any monkey business. His manner is friendly and he goes into a familiar squint when he chuckles.

He married Beulah Morrison, whom he met at an Anniston, Ala., lodge gathering. They have one daughter, Mrs. M. Ray Hunter, wife of a Greensboro dentist. There are four grandchildren.

Mr. Kelley was born Dec. 5, 1902, in Bessemer, Ala., outside Birmingham. His father died in a mill explosion when he was a lad and he was reared by an aunt. After attending grade and high school in Birmingham he got a job at the *Progressive Farmer*, widely circulated farm magazine published in the city. At night he took business administration at YMCA School of Technology.

Starting as a clerk in the magazine's classified advertising department, he had a chance to study other magazine operations while going on tours with the Shrine band, where he was solo trumpeter. He was building up the department, and was transferred to display only to be sent back to classified when that unit began to slip. When he left *Progressive Farmer* in 1932 to move to Greensboro he had built the department into a highly profitable operation that was getting $70 an inch instead of the former 26 cents a word.

The growing North Carolina community appealed to him and he relished the faster pace of the daily newspaper. He quickly became active in the Masonic lodge, Odd Fellows, Junior Chamber of Commerce (charter member) and other organizations. He is a past president of the Lions Club, YMCA director, public information chairman of the Red Cross. On Sundays he is greeter at the door of the First Baptist Church.

Mr. Kelley has one rule that all at WFMY-TV must obey: "Rags or riches, courtesy to all." He is a member of the NARTB 1957 Convention Committee.



You don't have to ring doorbells when you advertise in Oklahoma

FOLKS GAVE US THEIR HOUSEKEYS YEARS AGO

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.

Channel 4
© WKY-TV NBC ABC
THE NATION'S *FIRST* COLOR TELEVISION STATION
OKLAHOMA CITY



Put your small change in Radio



...make a big change in your sales*

*You're looking at a lot more coin than you think.

Adds up to eighty-two dollars, when you take a close look.

And spot radio today is coining a lot more money than you might think.

The reason's simple. More and more advertisers are learning this basic fact:

for just a small part of your budget, you can reach more people,

more often, with radio than with any other medium.

When *you* want to coin money in the country's 14 richest markets, call...

CBS RADIO SPOT SALES

Representing: WCBS, New York — WBBM, Chicago — WCCO, Minneapolis-St. Paul
KNX, Los Angeles — WCAU, Philadelphia — WEEI, Boston — KMOX, St. Louis — KCBS, San Francisco
WBT, Charlotte — WRVA, Richmond — WTOP, Washington — KSL, Salt Lake City — KOIN, Portland, Ore.
WMBR, Jacksonville — The Columbia Pacific and Columbia New England Radio Networks.

1170 on your dial

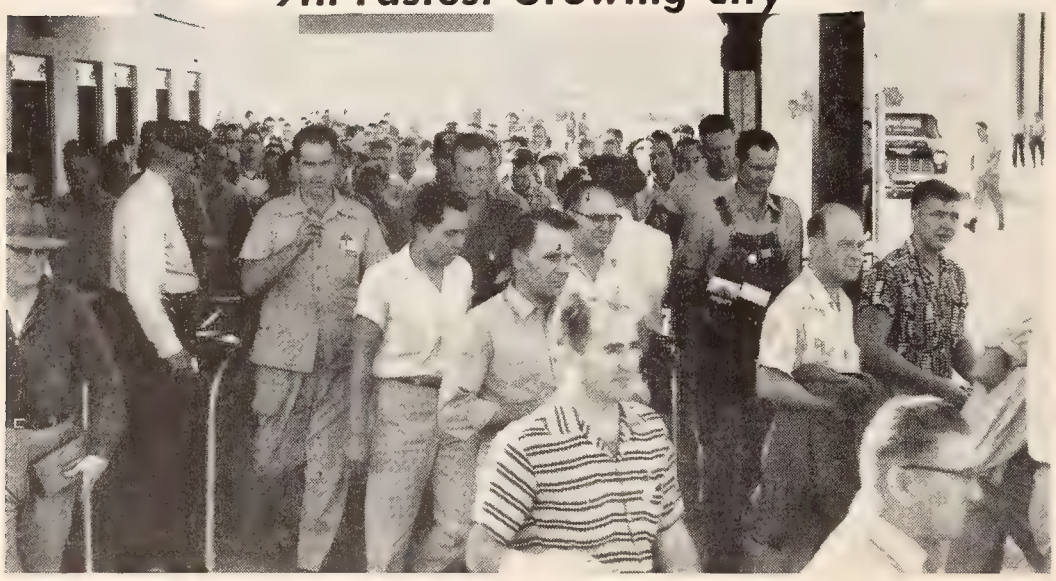
KVOO

channel 2

The right combination to sell . . .

OKLAHOMA'S No. 1 Industrial* Market

Tulsa, America's 9th Fastest Growing City



Oklahoma's Manufacturing Center is at TULSA'S FRONT DOOR . . .

With a 95% increase in industrial payrolls in just seven years,* Tulsa is the heart of Oklahoma's greatly expanding industrial growth. Within the 40 Northeast Oklahoma counties, of which Tulsa is the geographical AND shopping center, lies most of Oklahoma industry. With plenty of water, gas and electricity, *this* is the area that will continue to grow and expand. *This* is the area where consumer buying power IS growing and expanding! *This* is the place where KVOO RADIO and KVOO TV deliver maximum selling power with Tulsa's TOP TWOSOME! Call Blair-TV or Petry-RADIO for details.

*U. S. Census Bureau
Latest Report

RADIO
Represented by
EDWARD PETRY CO.

KVOO

TELEVISION
Represented by
BLAIR TV

1170 KC • 50,000 Watts TULSA, OKLAHOMA Channel 2 • Maximum Power



BOBBIE LANDERS

on all accounts

TIMEBUYING being the compound of calculations and complexities it is today, Bobbie Landers of John W. Shaw Adv., Chicago, may be excused for the typical timebuyer's complaint that there are just not enough hours a day to whip up available spot market calculations.

Despite this problem, Mrs. Landers apparently manages to hold up well in spot timebuying activity for such advertisers in the Shaw shop as Colgate-Palmolive Co. (Colgate shave cream), Quaker Oats Co., Lumberman's Mutual Casualty Co. and other clients (such as Dormeyer Corp. and Webcor Inc.) which may become active from time to time.

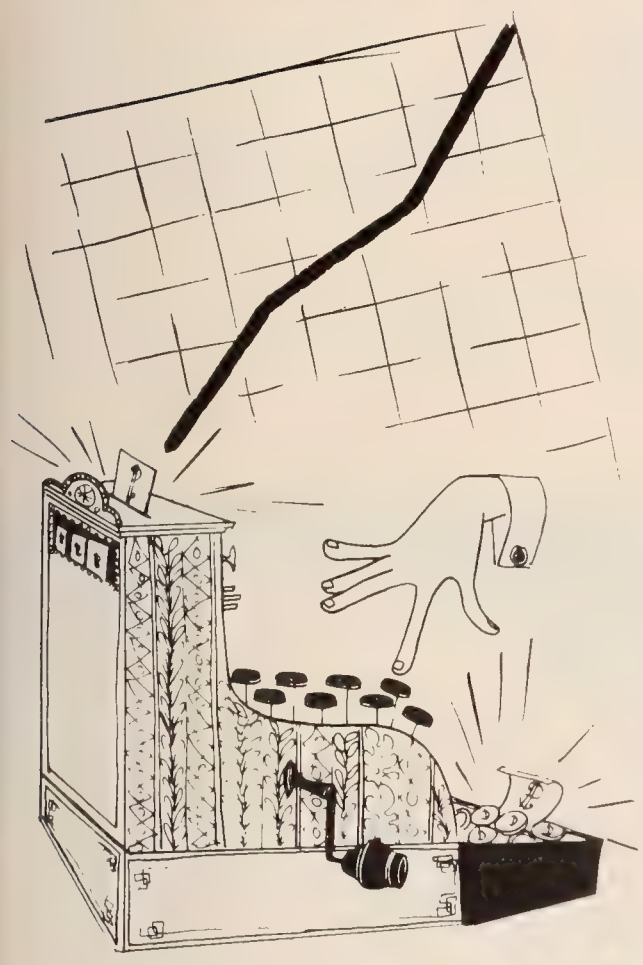
Mrs. Landers can look back to the days when she had never heard of the word "timebuyer."

Born in Glen Ellyn, Ill., on April 17, 1929, and reared in that Chicago suburb, Roberta Mae (Francis) Landers attended Glenbard Township high school there and William Woods College. After the usual garden variety of summer jobs (she majored in radio) Mrs. Landers got her first fulltime chore directing and producing home talent shows for an agency. She entered the "industry" as assistant music librarian and, later, traffic girl at WIND Chicago in 1950, resigning to become secretarial assistant to the promotion-production chief of Mercury Record Corp. in 1952.

Mrs. Landers entered advertising in 1953 and she joined the Shaw agency in February 1955. She has been responsible for spot radio-tv schedules (in the top 21 markets) for Colgate, spot radio for Quaker's Corn Meal and tv for Aunt Jemima Corn Bread Easy Mix and network radio for Lumberman's (Kemper's Insurance—five minute election trends program on NBC). In the past she has purchased network tv availabilities for Dormeyer and Webcor.

Bobbie Francis was married to Carl Landers, in June 1955. She has been active in politics (the Young Republicans Club) and holds membership in the Junior Women's Adv. Club and Broadcast Adv. Club of Chicago. Her hobbies are water and snow skiing.

Pulse* and National Cash Register** Agree!



WKMH best Radio Buy in all Detroit!

*According to Pulse:

. . of all Detroit-area stations, regardless of power, WKMH cost per thousand is *lowest* . . . 33% lower than its nearest morning competitor . . . 20% lower than its nearest afternoon competitor! Why, then, shouldn't everybody agree that WKMH *is* the best radio buy in Detroit!

**According to your Cash Register:

. . . if you prefer *more* solid evidence that WKMH is Detroit's top radio buy, we refer you to the businesses whose cash registers have been made to ring by the consistent use of WKMH. Of course, the National Cash Register Company didn't conduct the survey . . . and we ask their forgiveness in using their name so glibly . . . but it's probably been their *tills* that have been *telling the tale* of the bigger and better results of WKMH's lower cost advertising!

DEARBORN **WKMH** DETROIT

FRED A. KNORR, Pres. . . . JOHN CARROLL, Mg. Director

Represented by Headley-Reed

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%



KNORR BROADCASTING CORP.



KTHS (LITTLE ROCK)

Prances Into COLT, Too!

KTHS—Basic CBS Radio in Little Rock — does a tremendous job there, *and in most of the rest of Arkansas, too!*

For example—KTHS delivers *Colt* (Ark.), a little Francis County town that's a good 100 miles from Little Rock. Colt is one of *hundreds* of smaller Arkansas communities that combine with Metropolitan Little Rock to give KTHS *interference-free daytime coverage of 3,372,433 people!*

Let your Branham representative give you all the big KTHS facts.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING
TELECASTING

Vol. 51, No. 17 OCTOBER 22, 1956

GOLDENSON GETS HIS WAY WITH ABC

- **Bob Kintner resigns as president of networks, cites 'substantial dispute concerning policy'**
- **Oliver Treyz accepts post as head of ABC-TV; Norman Cash will succeed him as TvB president**

THE THIRD ACT in ABC's drama of tugging at the top executive level was played out last week. But instead of a final curtain, the action looked more like a prologue of what's to come.

The resignation of Robert E. Kintner from the network's helm (with a $280,000 lump sum contract settlement) and the shift of command to Leonard H. Goldenson, 50-year-old president of the parent American Broadcasting-Paramount Theatres, were seen as only the beginning of a new corporate drive to place ABC on a more nearly equal footing with the two top networks.

As acting head of the network, Mr. Goldenson announced his first appointments:

• Oliver Treyz, president of Television Bureau of Advertising for the past 22 months and before that director of ABC Radio, was returned to ABC as director of the tv network. It is expected that Mr. Treyz will be elected a vice president at the next AB-PT board meeting.

• John H. Mitchell, for the past two years head of the tv network, was moved to special assistant to Mr. Goldenson.

Mr. Goldenson indicated the new management theme in his comments on the appointment of Mr. Treyz when he said the research, administrative and sales experience, as well as a personal record of achievement, of the former TvB head "qualify him for setting a management pattern in line with the accelerated rate of progress we are now establishing at ABC."

By Thursday this "accelerated rate" was much in evidence. On Wednesday afternoon, Mr. Goldenson, Mr. Treyz and Don Durgin, vice president in charge of ABC's radio network, called on such top agency executives as Ben Duffy, president of BBDO, to explain the change of command at ABC and to assure them of a continued network vitality. The trio also called on several national advertisers, it was learned. Mr. Goldenson planned to appear in Washington last Friday to confer with various government officials, members of the FCC in particular.

Still other meetings with New York agency executives were scheduled for today (Monday) for Messrs. Goldenson, Treyz and Durgin.

As early as Tuesday, the day Mr. Kintner's resignation was announced, Mr. Goldenson had circulated a letter to all of the top executives at agencies whose clients are sponsors on ABC. This letter pointed up Mr. Goldenson's aim of building "a strong versatile organization [at ABC]."

An exchange of letters between Mr. Goldenson and Mr. Kintner was made public Tuesday, revealing that the two held major differences in policy (see texts, next page).

These differences reportedly included the many facets of network operation in addition to the already existing cleavage on AB-PT's board (Mr. Kintner also has resigned from the board), with 13 of the 17-man board identified as "Paramount" men, and the others as "ABC men" from the years before ABC merged in 1953 with United Paramount Theatres.

Basic disagreements, however, can be summarized briefly as:

• Executive responsibility. Mr. Goldenson reportedly has felt the network should be developing young executives, with a broadening of operations and scope. It was understood that Mr. Goldenson has emphasized a need for further delegation of executive authority.

• Tv station affiliations. The AB-PT president as well as other "Paramount" board members, it was understood, have been campaigning for a more vigorous fight for affiliations even to the extent of directly battling against the two other tv networks.

• Tv time clearances. In this area, the objectives are comparable to those in obtaining station affiliations. Cited is the success ABC-TV has had in station clearance for its popular *Disneyland* series (Wed. 7:30-8:30 p.m.). That program has been clearing nearly 200 stations for at least one of its three sponsors.

While these factors are surface differences, a background of a changing market place for AB-PT's services has been developing over the more than three years that United Paramount Theatres has combined its resources with those of ABC. At that time, UPT's theatre business accounted for much of the corporation's revenues. But ABC since then has moved steadily forward. Theatre gross has been on the decrease while ABC broke into the profit column last year.

In the meantime, AB-PT has embarked on a long-range plan to improve its capital. AB-PT has $37 million in loans from banks and the Metropolitan Life Insurance Co. and is on record as negotiating for additional money. Part of the new loan would be invested in the broadcast division, the remaining fund set aside for the use when needed.

Earlier this year, Mr. Goldenson told a stockholders' meeting in New York that the cash was needed to expand ABC's tv facilities and to prepare the network for color television. This need for cash first emerged when ABC made its agreement with Walt Disney, a contract which proved to be the "turning point" for the network [B•T, May 21].

At that same meeting, Mr. Goldenson had noted that the continuing policy of disposing of unprofitable theatre units also would improve AB-PT's cash position.

In announcing Mr. Kintner's resignation



THE NEW triumvirate at ABC is headed by Leonard H. Goldenson (c), president of AB-PT and now in direct charge of the network. Don Durgin (l) will head the radio network; Oliver Treyz (r) the tv network.

as ABC's president and as vice president and a director of AB-PT, Mr. Goldenson said:

"Mr. Kintner's decision to leave ABC terminates an association which I, personally, have respected. We all wish him every success for the future."

How long Mr. Goldenson will act as president of ABC was left up in the air in the AB-PT announcement, which said only that he would "assume direct supervision of the broadcasting division in addition to his present duties as president of AB-PT."

It was believed, however, that once executive strength is built up in the network, Mr. Goldenson will then return full time to the AB-PT presidency. This could be as long as six to nine months.

Mr. Kintner's contract settlement totaled $280,000 in a lump sum which included an anticipated base salary at the rate of $100,000 a year, anticipated overrides on new business and severance consideration.

Mr. Treyz, who was earning approximately $30,000 a year as TvB's president, reportedly will receive $50,000 a year at ABC.

Mr. Treyz, who was 38 in April, has had a dynamic career in the broadcast world. After graduation from Hamilton College in 1939, Mr. Treyz joined WNBF Binghamton, N. Y., serving at various times as announcer, newscaster and salesman. Two years later, he went to BBDO working in program development. After service in the Army, Mr. Treyz in 1946 went to Sullivan, Stauffer, Colwell & Bayles, concentrating on research. He became manager of the research department there.

In July 1948, he entered ABC as a presentations writer; two years later was made director of presentations; early in 1951 advanced to director of research and development and on Nov. 1, 1954, was appointed director of ABC Radio.

At ABC, Mr. Treyz worked closely with Mr. Kintner, teaming up with the network president in the sale of the one-hour, prestige *U. S. Steel Hour* to U. S. Steel Corp. (since moved to CBS-TV) and a $2 million contract to Philip Morris for ABC Radio.

Mr. Treyz' career since that time has been along the path of a builder. He took the reigns of TvB as it formally opened for business in New York on Jan. 1, 1955, having been appointed as its first president near the end of 1954.

In accepting Mr. Treyz' resignation from TvB, W. D. (Dub) Rogers Jr., Texas Telecasting Inc., and chairman of the TvB board, said he and his colleague board members did so "with deep regret." He issued a three paragraph statement lauding Mr. Treyz' contribution, noting that there was no better evidence of his effectiveness as the organization's first chief executive than the tremendous growth of TvB from a small charter membership to one which now includes 212 stations, 15 station representatives, and all of the television networks.

He continued:

"It is a tribute to TvB that one of its men has, by virtue of his proven ability, advanced with and in this dynamic force, television. We are particularly proud that the bureau, from a standing start a scant 22 months ago, has developed to its present position of high esteem in the broadcast and advertising worlds.

"TvB owes Treyz a salute, not only for a job superbly done to this point, but also for a blueprint for future expansion, both within the bureau and in its continuing program of bringing original research and new information to advertisers. He has developed TvB's manpower into a hard-hitting and effective team. We have every confidence that TvB will continue his aggressive, forward-looking and productive program."

Before Mr. Mitchell became head of the tv network at ABC, he was vice president and general manager of WABC-TV New York and vice president in charge of WBKB (TV) Chicago, both ABC-owned.

His prior association was with Great States Theatres Inc., a subsidiary of the Balaban & Katz Corp. In 1948, Mr. Mitchell became general manager of the Balaban & Katz tv station in Chicago, leaving that post to join ABC.

The Correspondence of Resignation:

October 12, 1956

Dear Mr. Goldenson:

We are in substantial dispute concerning policies relating to the organization and operation of the American Broadcasting Company.

I know that I need not point out to you the tremendous progress made by ABC over the last two years—concretely verified by the substantial profits ABC has made and is making; by the popularity of our programming with the public; by the loyalty, and support of our station affiliates and by the greatly increased use of ABC television and radio facilities by the top advertisers of the country as well as by those of lesser size.

In view of the nature and extent of our differences on policy, since you are, as president of American Broadcasting-Paramount Theatres Inc., the head of our enterprise, it is my desire to resign, effective immediately, as president of the American Broadcasting Company; as vice president of American Broadcasting-Paramount Theatres Inc., and as a director of American Broadcasting-Paramount Theatres Inc.

Because of the substantial business already placed by advertisers on the ABC radio and television networks and on its owned stations for the 1956-57 season, which I am sure will be supplemented by ABC's share of additional business, I have no doubt of the earning potential of ABC.

Of course, I wish you, the company and all its employes success.

Sincerely,

Robert E. Kintner

October 12, 1956

Dear Bob:

I have your letter of resignation. As you state, we have major policy differences concerning the operation of ABC. Therefore, I am submitting to our board of directors your resignation as president of American Broadcasting Company, as vice president of American Broadcasting-Paramount Theatres Inc., and as a member of the board of directors of American Broadcasting-Paramount Theatres Inc.

In accepting the tender of your resignation, I do want to commend you for all your efforts in behalf of ABC. No one knows better than I the industry with which you approached every task. Consequently, no one regrets more than I that irreconcilable differences exist between us with respect to policies of the company. Your reputation in the business is of the best, and the differences between us as to policy matters are such as often arise between men of good will.

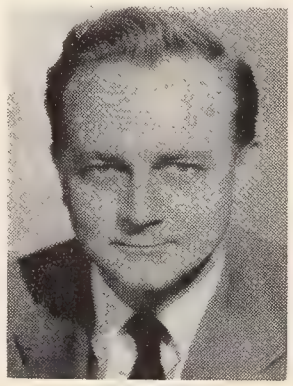
Thank you for your good wishes.

Sincerely,

Leonard H. Goldenson

QUICK ACTION MAKES CASH TvB HEAD

ELECTION of Norman E. (Pete) Cash to succeed Oliver Treyz as president of the Television Bureau of Advertising was announced Thursday by W. D. Rogers Jr., chairman of the TvB board.



MR. CASH

Mr. Cash, a vice president at TvB since November 1955, joined TvB as the first Treyz appointment to the bureau after it had been created. He was named director of station relations in mid-December of 1954 and has been the "senior executive" of TvB since that time.

Mr. Rogers, president of Texas Telecasting Inc. (KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene), said the appointment was effective immediately.

He reported that after they had learned of Mr. Treyz' decision to join ABC, TvB board and executive committee members were polled as to his successor. Mr. Rogers said he was "happy" to announce that the "unanimous and enthusiastic choice was Pete Cash, whose contributions to the bureau's expansion is well-known . . ."

Mr. Cash was eastern sales manager for ABC before he joined TvB on Jan. 3, two days after its official start. He began his career as a customer's man with a Wall Street firm after graduation from New York U. in 1938. He entered broadcasting as a page boy at NBC, served successively as a producer, sales representative and director of station relations.

He moved to Crosley Broadcasting in 1952 as assistant sales manager and shortly became general sales manager. He joined ABC in 1953 and was made eastern sales manager in 1954.

DEMOCRATIC GROUPS ASK BROADCASTERS TO INSERT FREE CAMPAIGN MENTIONS

Dollars for Democrats letter to disc jockeys and announcers wants plugs for fund drive, while country music organization asks for various campaign support, including air mentions when management will allow it. Some broadcasters charge 'time stealing.'

POLITICAL campaigning took a new twist in the final weeks of the Presidential race as two Democratic groups asked microphone personalities to speak unofficially on behalf of the Stevenson-Kefauver ticket.

Over the signature of Joseph Edward Smith, Oakland, Calif., attorney and former mayor, the Stevenson-Kefauver Campaign Committee asked disc jockeys and announcers to include get-out-the-vote messages in their programs. Mr. Smith signed the letter as honorary chairman of Dollars for Democrats. The letter appeared on the stationery of Stevenson-Kefauver Campaign Committee, James A. Finnegan, chairman, and Hyman B. Raskin, treasurer.

A second appeal was circulated to disc jockeys by Country Deejays for Estes & Adlai. It appeared over the signature of Connie B. Gay, country music m. c. and owner of WTCR Ashland, Ky., and KLRA Little Rock, Ark. At the National Business Council for Stevenson it was indicated that the council had inspired the Gay letter.

The letters brought protests from broadcasters who contended this technique might put a station in the position of violating Sec. 315 of the Communications Act. It was noted, also, that the letters were sent to air personalities instead of station management.

In addition the letters brought strong disclaimers from one official of the Democratic National Committee, who said he hadn't heard anything about it, and a threat by the Republican National Committee to demand equal time.

"Time stealing," some broadcast and Republican groups labeled the requests for air mentions.

The Stevenson-Kefauver Campaign Committee appeal was sent under date of Oct. 8. A post card was enclosed asking recipients to describe how they responded to the appeal.

Chairman Smith opened his letter to station personnel by explaining he knows "too well the needs of a party running a campaign on limited funds," adding "That's why I am coming to you, not for money, but for equally important assistance." Describing the fund-raising drive, he continued, "Now, anything you can do to communicate to your listeners that Oct. 16 is Dollars for Democrats Day will be extremely helpful. Any mention of Dollars for Democrats Day will further impress the date on the minds of your listeners.

"On the attached sheet, we have included a number of suggestions which might help you incorporate these mentions in your format. Of course, you are best able to create ideas that will fit easily into the format of you own show."

Here are some suggested announcements included with the letter, as prepared by the "Stevenson-Kefauver Radio-Television Committee":

"Got a letter from the Stevenson campaign headquarters asking me to mention that Oct. 16 is Dollars for Democrats fund-raising day. Sorry, gentlemen, I can't mention it."

"I got a big, detailed release on Dollars for Democrats Day, Oct. 16. They say that a half-million people will ring doorbells in an attempt to raise money to keep Adlai Stevenson on television. Boy, what a life these politicians have. If I tried to get a sponsor the same way, they'd throw me off the air."

". . . . . I was asked if I'd ring doorbells during the upcoming Dollars for Democrats fund drive on Oct. 16. I said I'd be more than happy to help, but I made them promise that they wouldn't use the money I collected to buy time opposite my show."

Here's Joe Smith

"Seems like all you hear about nowdays is the name Joe Smith. He turned up first as an imaginary candidate for vice president at the Republican convention—and left pretty quickly too. Now I see he's working for the Democrats as honorary chairman of Dollars for Democrats Day, Oct. 16. For a man who doesn't exist, Joe Smith gets around."

Contacted in Oakland by B•T, Chairman Smith said, "Frankly, I don't know the details. I suggest you contact the committee in Washington."

Sam Brightman, public relations director for the Democratic National Committee, said the intent of the Smith letter "is not to bamboozle stations, but to try to get publicity for the party's small contributions program."

"Our feeling," he said, "is that the party should be supported by small contributions. We would be delighted if the Republicans would do the same thing," he said.

He said he didn't think it was the intention of Mr. Smith to circumvent the station manager by sending the letter and suggested disc jockey patter directly to disc jockeys and announcers.

It is the common practice of people who handle such campaigns as appeals for multiple sclerosis and heart funds to send letters directly to the disc jockeys, he said. Mr. Brightman said the suggested announcements were prepared by Lee Schooler, Chicago public relations man, at no cost to Democrats.

The Smith letter was sent to "200-odd" disc jockeys at various stations, he said.

Genesis for the publicity appeals goes back to the suggestion by *Washington Post* Publisher Phillip Graham's suggestion that appeals be made for small contributions to both parties on all media, through cooperation by Democrats and Republicans with The Advertising Council, according to Mr. Brightman. When GOP leaders refused to cooperate, Democrats decided to go ahead with their own campaign for small contributions, he said.

The Democratic National Committee sent newspapers coupons to run, which a reader might fill in and return a small contribution to the party of his choice. Local Democratic leaders also were given suggested spots to furnish to local radio stations, asking the listener to contribute to the party of his choice, Mr. Brightman added.

He said the Democratic National Committee had nothing to do with Mr. Gay's campaign to enlist the aid of country music disc jockeys.

Mr. Brightman didn't feel the letter promotion was any "effort to perpetrate some kind of a dark plot." The letters, he said. were not written and sent in secret.

J. Leonard Reinsch, executive director of the Cox stations and radio-tv counsel to the Democratic National Committee, said he was "totally unaware of it." Asked if his stations would carry the proposed broadcast material, he emphatically answered, "No."

L. Richard Guylay, Republican National Committee public relations director, said his party takes "a very dim view of this technique," and that the GOP, where it finds the announcements have been used by stations, will demand "equal time."

This method of "getting around paying for time amounts to stealing the bread and butter from legitimate channels," Mr. Guylay said, adding that Republicans "aren't surprised." The Democrats, he said, are pleading poverty, although their candidate is a Wall Street millionaire who has adopted "a hole in his shoe as a coat of arms." The Democratic candidate, he said, "takes to the phony approach."

Bertha Adkins, assistant to the chairman, Republican National Committee, has this comment:

"This is nothing more than a barefaced effort by the Stevenson-Kefauver Campaign Committee to steal time on the air. Furthermore, I'm not at all sure that it isn't a clear-cut violation of the Federal Communications Act of 1934.

"The falsehoods and distortions of facts spread by this organization are topped only by its effrontery. In this case, they not only ask responsible broadcasters all over the nation to give one of their projects free plugs on the air, but they attach suggested patter as well. This is a fair campaign practice?"

The attempt to bring country music m.c.'s into the Democratic campaign originated at the National Business Council for Stevenson, according to Lou Poller, owner of now dark WCAN-TV Milwaukee and a member of the council. He told B•T the move was designed to get out the vote as well as to stimulate personal appearances and broad-

Double Returns

ALTHOUGH he was not involved in the state's primary election, Utah's Republican Congressman William A. Dawson last month managed to keep himself identified with the voting public through the use of radio. He sponsored the state's primary election returns on KDYL Salt Lake City. The KDYL account executive who came up with the idea was Russell D. Grange, and Hoggan & Hall, Salt Lake City, was the agency. KTVT (TV) Salt Lake City and KDYL had local Jaycee members phone in results from each of the state's 29 counties to keep their coverage accurate. To prevent a prankster from phoning in false results, a series of code words was used.

cast messages by m.c.'s. He contended the broadcast angle was "incidental."

Mr. Gay's letter included these observations:

"Exactly who will win the two top spots depends to a great deal on you and I and a couple of thousand other country music disc jockeys. Just as disc jockeys have pushed the Webb Pierce's, the Johnny Cash's and the Elvis Presley's over the top—so can we give a heck of a boost to that party which has done the most for the country music listeners we serve.

"It is my sincere belief that Estes Kefauver and Adlai Stevenson are the two men who fill the bill. That's why a group of us have banded together to form the Country Deejays for Estes and Adlai, and this is your invitation to join us now. We have little more than a month to go. We need you today. The opposition is well-oiled; well-heeled; highly organized against the little man that we country music leaders are dependent on for our bread and butter.

"Now, here's what you can do at once:

"First. Bear in mind that we're after your heart—not your money. Let's all 'Spin to Win.' The CMDJ is the master of ad-lib. Use it wisely—use it well. Tell your people about Adlai and Estes and get 'em out to vote on Nov. 6.

"Second. Be active, be seen, be in there pitching at every drop of the hat. Whenever Sen. Kefauver or Gov. Stevenson or any other Democratic leader visits your community or listening area, get on the bandwagon."

Mr. Gay added this admonition, "Holler, pitch, broadcast the truth. Tell the folks that we're going to win because by Granny, we are. Won't you write me a note and let me know how you are going to help? Please do."

The letter was designed mainly to induce m.c.'s to take an active part in local campaigns and to broadcast their own views if station management gives them commentator rights, Mr. Gay told B•T. "If Fulton Lewis jr. can do it on 400 stations, why can't Joe Doakes do it in a single city as a commentator?" he asked, adding that on the other hand he had wired his own stations not to take any stand whatever in the campaign.

One broadcaster who took a dim view of the Gay proposal was John Carl Morgan, general manager of WFVA Fredericksburg, Va., who commented that Mr. Gay was "suborning an illegal act. You're suggesting to people who may or may not understand the aforementioned (Communications) act that they sneak in some politicking on behalf of given political candidates." He said any such activity on his staff would be cause for immediate dismissal. "I wish you the very worst of luck in this activity," he added.

Democrats Stage 'Tele-Rally' On TNT Closed Circuit Tv

THEATRE Network Television Inc., New York, was retained by the National Democratic Committee and local groups supporting the Stevenson-Kefauver slate to stage a closed-circuit "Tele-Rally" Oct. 20 starting at 10:30 p.m. EST.

The telecast, which linked 100 special $100-a-plate dinners in 60 cities scattered over 26 states and the District of Columbia, combined the features of a political rally and a Broadway show.

Scheduled to address the guests were: Mr. Stevenson (from Chicago), Sen. Kefauver (from Los Angeles), former President Harry S. Truman (from Washington), Mrs. Eleanor Roosevelt (from New York) and Sen. John F. Kennedy (D-Mass.) (from Indianapolis).

After the speeches, viewers were to see and hear "Seventeen Days to Victory"—a tv "spectacular" by Richard Rodgers, Oscar Hammerstein II, novelist Herman Wouk, director Moss Hart and playwright Alan Jay Lerner, and produced by Marc Daniels and NBC's Fred Coe. Participating in the entertainment from various pick-up points throughout the U. S. were: Frank Sinatra, Marlon Brando, Bette Davis, Gary Merrill, Sammy Davis Jr., Paul Douglas, Tallulah Bankhead, Robert Ryan, Henry Fonda, Leonard Bernstein, Nancy Olson, Mitch Miller, and Harry Belafonte.

Political Tv Use Outlined

MEMBERS of the Erie, Pa., Advertising Club were cautioned last week by a New York advertising agency executive that a political candidate cannot be sold "in the same manner as a tube of toothpaste." Addressing the opening meeting of the Erie group, Lloyd G. Whitebrook, vice president of Kastor, Farrell, Chesley & Clifford Adv., New York, who was active for the Democratic Party during the 1948 Truman vs. Dewey campaign, said that the importance of the agency in political campaigning has risen considerably since the advent of tv. "No other single means of communication," he said, "has had such a marked effect on voting habits . . . with the exception of a personal visit by a candidate."

ABC to Use New Technique For Election Night Returns

A NEW trend-spotting technique will be utilized by ABC throughout its election night coverage on radio and television to indicate the drift of returns, it was announced last week by John Daly, vice president in charge of news, special events, sports and public affairs.

The technique, based upon the historical voting records of 54 "carefully-selected" election units—wards, districts and counties—was developed by ABC News in cooperation with a *Collier's* magazine team headed by Louis Harris of Louis Harris Assoc. The returns from the pre-selected key units, Mr. Daly said, "will indicate, as they have in the past, how such key blocs as labor, racial groups, farmers and others are voting . . ."

Mr. Harris will issue a series of six reports over ABC on election night, one as each set of units reports complete returns. The Harris organization will have more than 100 correspondents in the field, each with a direct, open phone to New York. Mr. Harris will then point out the trend shown by each set of returns.

Plans for Election Night Readied by CBS Radio, Tv

CBS election night radio-tv plans have been released. In the blueprints: a team of about 250 newsmen, analysts, clerks, production personnel handling respective chores; Remington-Rand's "UNIVAC", the electronic "brain," and a kickoff of CBS Radio reports on election night two hours ahead of CBS-TV's 9 p.m. starting time.

Anchorman for CBS Radio will be Bob Trout and for CBS-TV, Walter Cronkite. Although both will cover the election reports "separately," they will draw upon a pool of CBS newsmen and analysts consisting, among others, of Charles Von Fremd, George Herman, Wells Church, Stuart Novins, Ned Clamer, Peter Clapper, Allan Jackson, Larry LeSueur, Bill Shadel, Neil Strawser and Dallas Townsend. Additionally, four members of CBS' campaign cavalcade—which followed the progress of the four candidates throughout the primary and convention season—will be called upon to interpret the voting behavior of the nation by regions: Charles Collingwood (East), Dick Hottelet (Far West), Blair Clark (South) and Bill Downs (Midwest). Ed Murrow and Eric Sevareid will once again act as key analysts, with public opinion pollsters Sam Lubell and Elmo Roper assigned to their now-familiar beats of humanizing statistics.

CBS Radio's activities will be supervised by Robert A. Skedgell, CBS news executive producer for radio. Those on the tv side will be handled by Elmer Lower, director of special projects, while production and direction chores for CBS-TV will be in the hands of Paul Levitan and Don Hewitt, respectively. CBS News Director John Day will head the news desk.

Douglas Edwards has been assigned to "cover" UNIVAC at Remington-Rand.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers In July 1956

1.	Procter & Gamble	$3,798,969
2.	Colgate-Palmolive	1,513,285
3.	Gillette Co.	1,424,427
4.	General Foods	1,334,715
5.	American Home Prods.	1,225,458
6.	General Motors	1,107,873
7.	Lever Bros.	1,038,260
8.	Chrysler Corp.	940,525
9.	General Electric	879,581
10.	R. J. Reynolds Tob.	854,752

PROCTER & GAMBLE'S $3.7 MILLION JULY GROSS TOPS FIELD

PROCTER & GAMBLE Co. spent more for network tv alone—nearly $3.8 million gross—last July than it did for network tv and network radio combined in July of last year. P & G in July 1955 spent a little more than $3.1 million for network radio and tv (gross time charges).

According to computations based on Publishers Information Bureau reports on network gross billings for July of this year, exactly half of the top 10 tv network advertisers increased their expenditures over July of 1955 and the other half decreased their outlay.

Those leaders which increased their spending: P & G, General Foods, American Home Products, General Motors and General Electric. Down were Colgate-Palmolive (although it placed second); Gillette, Lever Bros., Chrysler Corp. and R. J. Reynolds.

Total gross billings in network tv, however, showed a gain over July of 1955, from nearly $30 million to more than $37.6 million.

Tv network time sales showed marked increases for a number of product groups. Insurance, for example, went from only $13,190 in July of 1955 to $364,949 last July, mainly on the strength of a single advertiser, Prudential Insurance Co. of America, which spent $277,665 in network tv in July of this year. (The only insurance money in network tv in July 1955 was that invested by Prudential—for the sponsorship of the *Garry Moore Show* on CBS-TV that month.)

Still other categories which gained substantially: toiletries; soaps, cleansers and polishes; jewelry, optical goods and cameras; industrial materials (from $347,274 to over $1 million); household furnishings; food and food products; drugs and remedies; building materials and agriculture and farming. Beer, apparel and smoking materials were off slightly, whereas gasoline was whittled by half. Automotive, supposedly a network tv product expected categorically to dip drastically this year, showed no such signs in July, actually gaining a slight edge over its expenditure made in the same month a year ago.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY 1956 COMPARED TO 1955

	July 1956	Jan.-July 1956	July 1955	Jan.-July 1955
Agriculture & Farming	49,290	$ 390,219	$ 19,845	$ 39,690
Apparel, Footwear & Access.	143,003	1,695,005	145,920	1,960,681
Automotive, Auto Equip. & Access.	3,766,446	34,795,235	3,670,220	24,810,345
Aviation, Aviation Access. & Equip.	. . .	. . .	25,425	59,340
Beer, Wine & Liquor	583,487	4,060,393	614,871	4,305,825
Building Materials, Equip. & Supplies	187,079	2,058,232	50,100	672,835
Confectionery & Soft Drinks	387,464	5,607,649	239,404	4,578,285
Consumer Services	322,911	1,293,904	. . .	752,796
Drugs & Remedies	3,096,246	21,406,030	1,771,320	12,310,515
Food & Food Products	7,318,096	50,873,503	5,829,496	46,295,708
Gasoline, Lubricants & Other Fuels	212,238	2,463,873	410,946	2,696,237
Horticulture	4,948	208,401	. . .	109,669
Household Equipment & Supplies	2,066,605	17,273,130	2,095,169	17,670,742
Household Furnishings	207,120	2,670,072	3,277	1,631,500
Industrial Materials	1,042,742	5,764,890	347,274	4,063,899
Insurance	364,949	2,581,100	13,190	1,045,890
Jewelry, Optical Goods & Cameras	396,531	3,361,026	174,305	2,718,606
Office Equip., Stationery & Writing Supplies	274,075	2,435,702	249,098	3,374,671
Political	. . . .	5,295	. . . .	. . . .
Publishing & Media	199,120	724,773	36,784	418,346
Radios, Tv Sets, Phonographs, Muscial Instruments & Access.	526,464	4,390,967	388,371	5,158,161
Retail Stores & Direct by Mail	. . . .	. . . .	. . . .	10,392
Smoking Materials	3,117,989	23,838,724	3,354,066	24,135,128
Soap, Cleansers & Polishes	5,364,063	34,055,920	3,416,355	24,815,323
Sporting Goods & Toys	31,672	372,087	. . . .	45,927
Toiletries & Toilet Goods	7,773,948	47,643,322	6,990,529	41,445,986
Travel, Hotels & Resorts	63,765	340,380	59,715	300,150
Miscellaneous	104,454	1,805,185	90,999	1,745,901
TOTALS	$37,604,705	$272,115,017	$29,996,679	$227,172,548

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1956

Ralston Purina Co.	$ 43,928
Best Foods Inc.	112,479
General Motors Corp.	1,014,879
Joseph Schlitz Brewing	208,770
General Electric Co.	94,356
Coca-Cola Co.	118,392
American Tel. & Tel.	295,185
American Home Prods.	1,177,443
General Foods Corp.	1,334,715
Gulf Oil Corp.	173,760
Outboard Marine & Mfg.	4,948
General Electric Co.	665,120
Armstrong Cork Co.	163,890
Kaiser Alum. & Chem.	272,955
Prudential Insurance	277,665
Eastman Kodak Co.	165,774
Gillette Co.	98,515
Time Inc.	199,120
Avco Manufacturing	126,086
R. J. Reynolds Tob.	854,752
Procter & Gamble Co.	3,394,200
Mattel Inc.	31,672
Gillette Co.	1,325,852
Pan Am. World Airways	63,765
Armour & Co.	79,128

CIGARETTES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	6	2	15½	349
	Camel (William Esty)		2	9½	169
	Cavalier (William Esty)		1	½	6
	Salem (William Esty)		2	1	24
	Winston (William Esty)		1	4½	150
2.	Liggett & Myers Tobacco Co.	4	3	13	334
	Chesterfield (McCann-Erickson)		3	7	167
	L & M (Dancer-Fitzgerald-Sample)		3	6	167
3.	American Tobacco Co.	5	3	15	306
	Lucky Strike (B. B. D. & O.)		2	5	138
	Pall Mall (S. S. C. & B.)		3	8	112
	Tareyton (Lawrence C. Gumbinner)		2	2	56
4.	P. Lorillard Company	3	2	7	188
	Kent (Young & Rubicam)		1	3	105
	Old Gold (Lennen & Newell)		2	4	83
5.	Brown & Williamson Tobacco Corp.	2	2	7	97
	Raleigh (Russel M. Seeds)		1	2	7
	Viceroy (Ted Bates)		2	5	90

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Liggett & Myers Tobacco Co.	4	4	24½	480
	Chesterfield (McCann-Erickson)		4	10½	173
	L & M (Dancer-Fitzgerald-Sample)		4	14	307
2.	Brown & Williamson Tobacco Corp.	2	3	23½	308
	Raleigh (Russel M. Seeds)		2	7	39
	Viceroy (Ted Bates)		3	16½	269
3.	R. J. Reynolds Tobacco Co.	6	2	18½	301
	Camel (William Esty)		2	9½	98
	Cavalier (William Esty)		1	½	2
	Salem (William Esty)		2	1	18
	Winston (William Esty)		2	7½	183
4.	P. Lorillard Company	3	2	34	269
	Kent (Young & Rubicam)		1	3	88
	Old Gold (Lennen & Newell		2	31	181
5.	American Tobacco Co.	5	3	15	267
	Lucky Strike (B. B. D. & O.)		2	5	124
	Pall Mall (S. S. C. & B.)		3	8	92
	Tareyton (Lawrence C. Gumbinner)		2	2	51
6.	Philip Morris & Co., Ltd., Inc.		4	10½	155
	Marlboro (Leo Burnett)		3	4	67
	Philip Morris (N. W. Ayer)		4	6½	88
7.	Benson & Hedges		2	6	81
	Parliament (Benton & Bowles)		2	6	81

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 8, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commerical is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

L&M Pondering Its Answer To 'Do You Trust Your Wife?'

LIGGETT & MYERS (Chesterfield cigarettes), New York, which plans to continue to sponsor *Gunsmoke* in its same period, Saturdays 10-10:30 p.m., on CBS-TV, is currently reviewing its co-sponsorship of *Do You Trust Your Wife?* also CBS-TV, Tuesdays, 10:30-11 p.m.

A decision can be expected this week as to whether L & M will continue with the show. General Motors for Frigidaire, co-underwriter of *Do You Trust Your Wife?*, has dropped its sponsorship.

Agency for L & M, Dancer-Fitzgerald-Sample, New York, is taking special ratings of the program as part of its determination of the program's future.

Brennan to Join SSC&B

VERA BRENNAN, director of radio-tv timebuying department, Scheideler & Beck Inc., New York, will join the executive timebuying staff of Sullivan, Stauffer, Colwell & Bayles, New York, effective Nov. 12. Miss Brennan has been with S&B since its formation five years ago. Prior to that she was with Duane Jones and the Biow Co.

Shelley Rejoins M-E

JAMES P. Shelley rejoins the Los Angeles office of McCann-Erickson Nov. 1 as senior account executive and member of the agency's advisory committee, it was announced last week by Burt Cochran, vice president and manager of the agency's Southern California operations. Mr. Shelley is closing his own firm, J. P. Shelley & Assoc. Earlier he had been with the Chicago office of McCann-Erickson for 16 years.



AMONG agency representatives attending 1956 National Field Days and National Plowing Matches conducted by WHO-AM-FM-TV Des Moines were (l to r) Rex French and William Harmon, Leo Burnett Co., and Carroll Bay, Wherry, Baker & Tilden, all Chicago, and Roy Flynn, Lessing Adv. Co., Des Moines,. WHO AM-FM-TV, which co-sponsored the event with various farm groups in Jasper County, Iowa, flew agency personnel from Chicago, Milwaukee, and other points to Des Moines for the occasion Sept. 21-22. More than 100,000 persons attended [B•T, Sept. 24].



In San Francisco They Are Watching Channel 4

SAN FRANCISCO CHRONICLE · NBC AFFILIATE · PETERS, GRIFFIN & WOODWARD

17.9% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 17.9% more on autos* than families in Grade B area of any other Richmond market TV station

	Amount Spent on Autos by Grade B Area Families	Percentage
WXEX-TV	$170,145,000	100%
Station B	$139,070,000	81.7%
Station C	$139,691,000	82.1%

*Automobiles, tires, batteries, accessories

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Broyles Names McWilliams In Denver Agency Changes

NEWLY-named executive vice president of Galen E. Broyles Inc., Denver agency, is Robert B. McWilliams, a vice president for 10 years, Galen E. Broyles, president, has announced. He will assume additional management duties and sit on a new executive board with Mr. Broyles and C. E. Davis, vice president. The board will administer major policy decisions.

Office management and personnel responsibility will be administered by Dorothy Cooper, treasurer, and Dorothy Montague, production manager, Mr. Broyles said. The 23-year-old agency has branch offices in Colorado Springs and Lincoln, Neb., has a staff of 33 and claims billings of more than $2 million a year. It recently moved into new Denver headquarters at 200 Clayton St.

Mauer Named Vice President In Reshuffling at Geyer Adv.

IN A MOVE to decentralize administrative activities in its radio-tv department, Geyer Adv., New York, last week named its former radio - tv director, Ray J. Mauer, vice president and assistant creative director in charge of radio-tv copy and art.



MR. MAUER

Mr. Mauer's administrative duties will be shared by Lee A. Emmerich, former tv production supervisor, who becomes radio-tv business manager, and Donald W. McGuinn, radio-tv business manager, who will take charge of all business and traffic matters within the department.



MR. EMMERICH



MR. McGUINN

Tv Advertisers May Seek Specific Circulation—Roach

WITH program costs for both live and film tv rising as the audience demands higher quality, advertisers eventually will buy specific audience circulation as in printed media to keep their budgets reasonable, tv producer Hal Roach Jr. predicted in a talk before the Radio-Television Women of Southern California.

The president of Hal Roach Studios, Culver City, Calif., also envisioned a new concept of programming in which a network producer or film producer would be allocated blocks of air time for which he would create programs designed to attract the audience to meet advertisers' various needs, similar to the editor of a magazine.

"In this respect," he said, "the tv producer would be like the printed media's editorial staff, who determine readers' wishes and design their publications accordingly."

Costs of tv programs will continue to rise because of the development of a more discriminating audience that demands top quality entertainment, Mr. Roach observed. "However, advertisers will continue to foot the bill for increased program costs through an extension of the multiple sponsorship structure." This mutual pick-up of program costs also will further the trend of sponsors to seek mass exposure rather than pinpointing their message on one program, one network or one star, Mr. Roach said.

"A more stable market must be developed by Hollywood to protect the tremendous investment of the film producer," Mr. Roach said, and a new system of distribution for his product must be devised that will ultimately eliminate the practice of "peddling a can of film along Madison Avenue in order to sell a show."



AAAA Central Region convention in Chicago Oct. 4 and 5 [B•T, Oct. 8] brought together these past chairmen: (l to r) seated, Vincent Bliss, president of Earle Ludgin & Co.; Henry Haupt, BBDO Chicago manager; Melvin Brorby, senior vice president, Needham, Louis & Brorby Inc.; standing, Arthur R. Mogge, president of the agency bearing his name; Jack Scott, president, R. Jack Scott Inc., and Harold H. Webber, vice president, Foote, Cone & Belding.

Toni Adds Quiz Sponsorship

TONI Co. Div., Gillette Co., Chicago, has followed up its purchase earlier this month of NBC-TV's *Queen for a Day* (alternate Mondays, 4:15-30 p.m., effective Nov. 12) with sponsorship of the Monday 12:15-12:30 p.m. EDT segment of *Tic Tac Dough* quiz on NBC-TV for 19 alternate weeks starting Jan. 7, 1957, and running through Sept. 16. The other *Tic Tac Dough* sponsor is the Mentholatum Co., Buffalo, N. Y., through J. Walter Thompson Co. Agency for Toni is North Adv., Chicago.

D-F-S Chicago Media Dept. Realigned; O'Connell Named

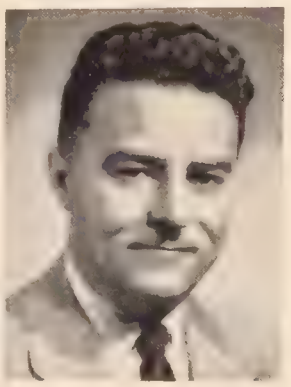
REORGANIZATION of its media department, including the appointment of Thomas P. O'Connell as media director, was announced last week by the Chicago office of Dancer-Fitzgerald-Sample Inc.

Mr. O'Connell succeeds Harry Pick, who resigned and joins J. R. Pershall Co. in similar capacity effective Nov. 1, according to that agency. Mr. Pick leaves D-F-S after two years as media director. He will be in complete charge of Pershall's media department and a member of its plans broad.

D-F-S's realignment also calls for formation of an executive media committee "to provide additional executive thinking on the media policy of each account." An associate director for broadcast media will be appointed and announced Nov. 1. Reorganization also was understood to be a move for closer integration with D-F-S's New York office in media, research and other activities for the agency's clients whose overall billings are approximately $60 million (about half in radio-tv).

Doran Joins Lever Bros.

JACK DORAN, former marketing director, Helene Curtis Industries, Chicago, has joined Lever Bros. Co., New York, as director of promotion services. Lever's advertising vice president, Henry Schachte, announced last week. He will take charge of promotion for the firm's foods, Pepsodent and Lever divisions. Before his association with Helene Curtis, Mr. Doran was advertising and sales promotion director of the Simoniz Co., Chicago, and with several agencies, among them Young & Rubicam and Tatham-Laird Inc.



MR. DORAN

Bates Names Ladd, Cramer

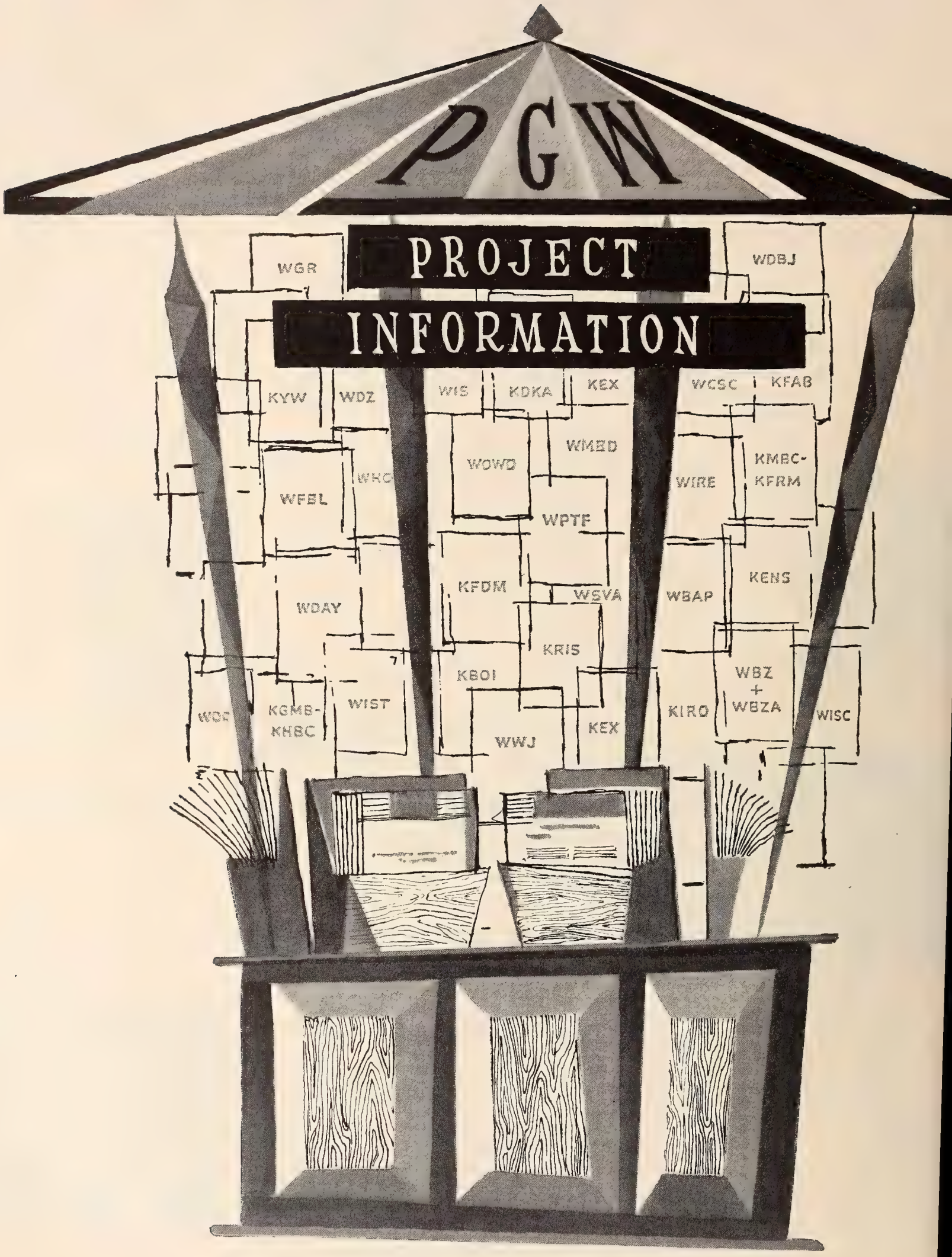
DANIEL LADD and Roland H. Cramer, account executives, have been elected vice presidents of Ted Bates & Co., New York. Mr. Ladd has been with the agency for the past two years. Mr. Cramer joins the agency after 17 years with McCann-Erickson, where he was vice president and account supervisor.



MR. LADD



MR. CRAMER


PGW
PROJECT
INFORMATION
WGR
WDBJ
KYW
WDZ
WIS
KDKA
KEX
WCSC
KFAB
WOWO
WMBD
WIRE
KMBC-
KFRM
WFBL
WKC
WPTF
KFDM
WSVA
WBAP
KENS
WDAY
KRIS
KBOI
WBZ
+
WBZA
WISC
WDF
KGMB-
KHBC
WIST
KIRO
WWJ
KEX

spot radio information

Here it is—*to help you plan marketing and advertising campaigns*

For many years agencies and advertisers have asked for complete spot radio market information. Now, for the first time, it is available in one concise reference for radio markets across the nation shown in the list on this page — with stations that cover over 46% of all the radio sets in the United States.

A busy advertising or sales executive can have at his finger tips — a history of the market, retail outlets, radio and television facilities, newspaper circulations and rates, and economic factors that prevail. All yours for the asking.



EAST—SOUTHEAST

WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
KYW	Cleveland	50,000
WWJ	Detroit	5,000
KDKA	Pittsburgh	50,000
WFBL	Syracuse	5,000
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WSVA	Harrisonburg, Va.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST—SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDZ	Decatur	1,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
WISC	Madison, Wis.	1,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Boise	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

250 PARK AVENUE • NEW YORK 17, NEW YORK

CHICAGO	DETROIT	ATLANTA	FORT WORTH	HOLLYWOOD	SAN FRANCISCO
230 N. Michigan Ave.	*Penobscot Building*	*Glenn Building*	*406 W. Seventh St.*	*1750 N. Vine St.*	*Russ Building*
Chicago 1, Illinois	*Detroit 26, Mich.*	*Atlanta 3, Georgia*	*Fort Worth 2, Texas*	*Hollywood 28, Calif.*	*San Francisco 4, Calif.*

Hazel Bishop Adds Another Audience Participation Show

HAZEL BISHOP Inc., through Raymond Spector Adv., plans to add a second audience participation television network show when it underwrites *You're on Your Own*, a half-hour, quiz program on CBS-TV, Saturdays, 10:30-11 p.m. effective Jan. 5.

Hazel Bishop now sponsors *Beat The Clock* on the same network and reportedly has under wraps still a third audience-participation type show which it plans to place on a network also early next year.

Hazel Bishop's popularity originally was built by tv audience participation shows and "not spectaculars," Raymond Spector, head of his own agency, told B•T last week, in explaining the resurgence of network tv in Hazel Bishop's timebuying plans.

Meanwhile, *High Finance*, which now occupies the 10:30-11 p.m. slot that Hazel Bishop takes over, will be dropped by Mennen, which will co-sponsor *Robert Montgomery Presents* on Mondays (NBC-TV, 9:30-10:30 p.m.), effective Jan. 28 [B•T, Oct. 8]. Grey Adv. is Mennen's agency.

Beltone Accelerates Radio-Tv

NETWORK radio-tv and spot television will pace a $240,000 fall advertising campaign—heaviest in its history—for Beltone Hearing Aid Co., through Olian & Bronner Inc., it was announced last week.

Extensive spot tv will be used in select markets, along with participations on NBC-TV's *Today*, NBC radio's Mary Margaret McBride, CBS Radio's *Galen Drake Show*, MBS' Gabriel Heatter, Don Lee network's Cliff Engle program and CBS-TV Pacific Network's *Pacific Panorama*.

Alan Abner Forms Agency

FORMATION of Alan Abner & Assoc. Advertising Agency in Klamath Falls, Ore., was announced last week by Alan K. Abner. Mr. Abner onetime general manager of KWIN Ashland, Ore., and more recently in the same post at KFJI Klamath Falls, served as chief of the Psychological Warfare Operations Div. Headquarters ARCS, USAF in Washington during the Korean War.

SO STIRRING
IT THRILLS
As TV has never done before.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING SEPT. 8)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week					(Average for All Programs)		(524)
1.	Best of Groucho	DeSoto	BBDO	NBC	192	Wed., 9-9:30	1,143
2.	Gangbusters	participating sponsors	and agencies	MBS	450	Wed., 8-8:30	1,095
3.	Treasury Agent	participating sponsors	and agencies	MBS	453	Tues., 8-8:30	1,048
4.	People Are Funny	Brown & Williamson	Ted Bates	NBC	166	Thurs., 8-8:30	1,048
5.	Two For The Money	P. Lorillard	Lennen & Newell	CBS	201	Sun., 8:30-9	1,000
6.	Counter-Spy	participating sponsors	and agencies	MBS	442	Fri., 8-8:30	952
7.	Truth or Consequences	ReaLemon	Rutledge & Lilienfeld	NBC	161	Wed., 8-8:30	905
8.	Henry J. Taylor	General Motors	D. P. Brother	NBC	186	Mon., 8-8:15	809
9.	Viceroy News	Brown & Williamson	Ted Bates	CBS	197	Sun., 8-8:05	809
10.	News from NBC	Brown & Williamson	Ted Bates	NBC	173	Wed., 8:55-9	809
Evening, Multi-Weekly					(Average for All Programs)		(809)
1.	News of The World	Miles Labs	Geoffrey Wade	NBC	187	Mon.-Fri., 7:30-45	1,190
2.	One Man's Family	participating sponsors	and agencies	NBC	175	Mon.-Fri., 7:45-8	1,095
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,095
Weekday					(Average for All Programs)		(993)
1.	Helen Trent (1st Half)	Ex Lax	Warwick & Legler	CBS	189	Fri., 12:30-45	2,047
2.	Young Dr. Malone (1st Half)	Toni	North Adv.	CBS	188	Wed., Fri., 12:30-45	1,809
3.	Our Gal Sunday (1st Half)	Colgate	Wm. Esty	CBS	193	Mon.-Fri., Wk. 2, 12:45-1	1,762
4.	Helen Trent (1st Half)	Carter	Ted Bates	CBS	189	Mon., Wed., 12:30-45	1,714
5.	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	189	Mon., Tues., Thurs., 12:45-1	1,714
6.	2nd Mrs. Burton (1st Half)	Colgate	Wm. Esty	CBS	190	Wk. 2, Mon.-Fri., 2:15-30	1,619
7.	Aunt Jenny	Lever	Foote, Cone & Belding	CBS	197	Mon., Wed., Fri., 1:15-30	1,619
8.	2nd Mrs. Burton (2nd Half)	Standard Brands	Ted Bates	CBS	187	Mon., Wed., Thurs., Fri., 2:15-30	1,619
9.	Helen Trent (1st Half)	Toni	North Adv.	CBS	189	Tues., Thurs., 12:30-45	1,619
10.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	200	Tues., Thurs., 1:15-30	1,619
Day, Sunday					(Average for All Programs)		(381)
1.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 12-12:05	809
2.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	208	Sun., 1-2	809
3.	Monitor	Bell Telephone	N. W. Ayer	NBC	155		666
Day, Saturday					(Average for All Programs)		(520)
1.	Weather Along The Highways			CBS	154-196-193-189	Sat., 12:55-1	1,571
2.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	194	Sat., 12:30-1	1,476
3.	Alan Jackson-News	Chevrolet	Campbell-Ewald	CBS	182	Sat., 1-1:05	1,333

PULSE

TOP 20 REGULARLY SCHEDULED ONCE-A-WEEK TV SHOWS

Program	Sponsor	Agency	Network	No. of Stations Sept.	No. of Stations Aug.	Day & Time	Rating Sept.	Rating Aug.
Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	180	Sun., 8-9	44.7	31.2
$64,000 Question	Revlon	BBDO	CBS	174	165	Tues., 10-10:30	30.0	32.8
What's My Line	Jules Montenier	Earle Ludgin	CBS	87	70	Sun., 10:30-11	28.9	25.2
	Remington Rand	Young & Rubicam		87	111			
Jackie Gleason	Buick Div. of General Motors	Kudner	CBS	187	187	Sat., 8-8:30	27.3	23.3
Climax	Chrysler Corp.	McCann-Erickson	CBS	153	162	Thurs., 8:30-9:30	27.2	23.3
$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	111	Sun., 10-10:30	26.4	27.3
	Revlon	C. J. La Roche						
R. Montgomery	S. C. Johnson	Needham, Louis & Brorby	NBC	101	98	Mon., 9:30-10:30	26.3	21.4
	Schick	Warwick & Legler						
Best of Groucho	De Soto	BBDO	NBC	157	157	Thurs., 8-8:30	25.8	21.5
Medic	General Electric	BBDO						
	Procter & Gamble	Dancer-Fitzgerald-Sample	NBC	84	84	Mon., 9-9:30	25.6	24.2
Jane Wyman	Procter & Gamble	Compton	NBC	132		Tues., 9-9:30	25.2	
G. E. Theatre	General Electric	BBDO	CBS	153	153	Sun., 9-9:30	25.0	23.1
Lawrence Welk	Dodge Div. of Chrysler	Grant Adv.	ABC	193		Sat., 9-10	25.0	
Lux Video Theatre	Lever Bros.	J. Walter Thompson	NBC	132	132	Thurs., 10-11	24.8	22.8
I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	161	170	Wed., 9:30-10	24.2	20.6
Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	110	Sun., 9:30-10	23.4	24.0
Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	145		Sat., 10-10:30	23.1	
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	161	169	Thurs., 8:30-9	23.0	22.4
Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	180	Wed., 7:30-8:30	22.5	20.3
	American Dairy	Campbell-Ewald						
	Derby Foods	McCann-Erickson						
Kraft Tv Theatre	Kraft Foods	J. Walter Thompson	NBC	89	89	Wed., 9-10	22.5	19.5
Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	155	156	Thurs., 9:30-10	21.9	20.6
Four Star Playhouse	Singer Sewing Machine	Young & Rubicam	CBS	105		Thurs., 9:30-10	21.9	
	Bristol-Myers	Young & Rubicam						

Top 10 Regularly Scheduled Multi-Weekly Shows

Mickey Mouse Club	segmented sponsors	and various agencies	ABC	94	94	Mon.-Fri., 5-6	14.0	12.2
Search For Tomorrow	Procter & Gamble	Leo Burnett	CBS	125	125	Mon.-Fri., 4-4:15	9.0	8.3
Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	8.7	8.8
Love of Life	American Home Products	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-30	8.7	8.1
Queen For A Day	multi-sponsored	and various agencies	NBC	132	132	Mon.-Fri., 4:30-5	8.7	8.9
Arthur Godfrey	participating sponsors	and agencies	CBS	99	99	Mon.-Thurs., 10-11:30	8.6	9.3
News Caravan	participating sponsors	and agencies	NBC	116	116	Mon.-Fri., 7:45-8	8.6	7.5
Art Linkletter	participating sponsors	and agencies	CBS	105	105	Mon.-Fri., 2:30-3	8.5	7.8
Eddie Fisher	Coca-Cola	McCann-Erickson	NBC	107		Wed., Fri., 7:45-8	8.0	
Valiant Lady	participating sponsors	and agencies	CBS	99	99	Mon.-Fri., 12-12:15	7.9	7.6

Ratings continues on page 46





WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BIGGER PIECE OF THE MARKET!

This combination gives you the greatest possible impact in the Southeast's No. 1 market: tallest tower and maximum power to reach over 17% more people; top local and CBS-TV programming to earn highest ARB and Pulse ratings; plus strong merchandising and local station promotion. Get the facts from our reps and you'll choose WAGA-TV.



TOP DOG IN THE NATION'S 21st MARKET



A STORER STATION

waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Newsfilm sends you

John Groth



Into Newsfilm's four big processing centers pours *more than a mile* of film a day . . . speeded from some 250 camera correspondents throughout the world. This footage, equal to two full-length feature films each day, is expertly edited to select only the very best footage for each news story. Then the final result—12 minutes a day of *complete* world news coverage —is rushed direct to you.*

It's the best news in television, because it's the *only* syndicated news service that's produced exclusively for television station use. Newsfilm is planned, shot, scripted and edited for home viewing, not movie screens . . . and is produced with the needs of stations and sponsors in mind at every step. The result is letters like this one from KRNT-TV, Des Moines: "Newsfilm service is excellent and gives us one more exclusive feature with which to impress our viewers and clients. The viewers must be impressed, because Russ Van Dyke's nightly news-weather program at 10:00 pm pulls ARB ratings of 43 and better . . . winning 77% of the audience (in a three-station area). It's the highest-rated program among *all* multi-weekly programs in the Des Moines area. And our sponsors must be impressed, because this show went on the air sponsored and still has the original two advertisers it started with!"

Newsfilm, a product of CBS News (the top name in broadcasting journalism), is available to *all* stations. For details, call the nearest office of . . .

CBS Television Film Sales, Inc.

*Of course, not all of the edited-out footage "dies on the cutting-room floor." Much of it is carefully filed in Newsfilm's vast library for subscribers' future use . . . as background material for special commemorative news programs.

LATEST RATINGS—*continues from page 42*

VIDEODEX

TOP TEN SPOT TV PROGRAMS** (SEPT. 4-10, 1956)

Rank	Name of Program	Distributor	% Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	Rosemary Clooney	MCA-TV	17.0	52	1,338
2.	Dr. Hudson's Journal	MCA-TV	16.5	104	3,081
3.	The Man Called X	Ziv	16.4	104	3,552
4.	Highway Patrol	Ziv	16.0	168	4,865
5.	Badge 714	NBC-TV Film	15.6	105	2,991
6.	I Led Three Lives	Ziv	15.3	107	4,239
7.	Science Fiction Theatre	Ziv	14.8	117	4,151
8.	Count of Monte Cristo	TPA	14.6	54	1,869
9.	Celebrity Playhouse	Screen Gems	14.0	56	1,318
10.	Douglas Fairbanks	ABC Film	13.8	26	1,872

** Appearing in a minimum of 20 markets

Copyright, Videoex Inc.

TRENDEX

TOP TEN TV SHOWS, WEEK OF OCT. 1-7

Rank	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1. I Love Lucy	Procter & Gamble General Foods	Grey Young & Rubicam	CBS	162 161	Mon., 9-9:30	47.2
2. Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	Sun., 8-9	30.3
3. Climax	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	29.6
4. Red Skelton Show	Pet Milk S. C. Johnson	Gardner Foote, Cone & Belding	CBS	103 88	Tues., 9:30-10	29.2
5. The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30	28.0
6. Jackie Gleason Show	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	172	Sat., 8-9	27.8
7. Robert Montgomery Presents	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legier	NBC	101	Mon., 9:30-10:30	27.8
8. $64,000 Question	Revlon	BBDO	CBS	174	Tues., 10-10:30	27.6
9. What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	27.2
10. GE Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	27.1
SPECIAL EVENTS:	WORLD SERIES					
Game 1, Wed., Oct. 3	Gillette	Maxon	NBC	205	12:45-concl.	
Game 2, Fri., Oct. 5	Gillette	Maxon	NBC	205	12:45-concl.	
Game 3, Sat., Oct. 6	Gillette	Maxon	NBC	205	12:45-concl.	
Game 4, Sun., Oct. 7	Gillette	Maxon	NBC	205	2-concl.	

ARB

TOP TEN NETWORK TV SHOWS, SEPT. 9-15

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Ratings
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	Sun., 8-9	57.1
2.	$64,000 Question	Revlon	BBDO	CBS	174	Tues., 10-10:30	44.9
3.	Robert Montgomery	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	101	Mon., 9:30-10:30	38.8
4.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin-Paus Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles	NBC	128	Sat., 8-9	37.4
5.	What's My Line	Jules Montenier Remington-Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	37.2
6.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	161	Wed., 9:30-10	37.1
7.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30	34.9
8.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	145	Sat., 10-10:30	33.1
9.	G.E. Theatre Lawrence Welk	General Electric Dodge Div. of Chrysler	BBDO Grant Adv.	CBS ABC	153 193	Sun., 9-9:30 Sat., 9-10	32.2 32.2

Rank	Program	Viewers
1.	Ed Sullivan	60,710,000
2.	Perry Como	38,080,000
3.	$64,000 Question	36,970,000
4.	Gunsmoke	30,790,000
5.	I've Got A Secret	30,300,000
6.	Lawrence Welk	29,620,000
7.	G. E. Theatre	28,940,000
8.	$64,000 Challenge	28,210,000
9.	R. Montgomery	27,960,000
10.	What's My Line	27,280,000

Dromedary Makes Dates For Radio Spot, Network

THE DROMEDARY Co. (a division of National Biscuit Co.), New York in addition to its radio spot announcement campaign in 20 markets [B•T, Oct. 8] effective Nov. 1, will buy participations on five network radio shows for the most intensive Thanksgiving and Christmas holidays campaign in its history.

Stressing the slogan, "Holiday Time Is Dromedary Time," the announcements will give hints on various ways to serve dates. Network participations will be spread on the following shows: *Second Mrs. Burton, Strike It Rich* and *Backstage Wife* all on CBS Radio and *Breakfast Club* and *My True Story* on ABC Radio. Lennen & Newell, New York, is the agency.

Ott Heads D'Arcy Radio-Tv

FRANK OTT, vice president and business manager, tv-radio department, D'Arcy Adv., New York has been named to succeed Paul Louis, vice president in charge of television and radio who has left the agency to form his own company as an independent consultant to tv and radio advertisers.

67.3% of Nation's Adults Saw World Series on Tv

MORE THAN two-thirds of the nation' adult population (67.3%) watched th World's Series on television, according t data collected and compiled by A. L. Sind linger & Co., Philadelphia, audience researc organization, which reports that 41.7% o U. S. adults listened to the Series on th radio.

Using as a base figure of 121,639,000 peo ple 12 years old or older, Sindlinger report a daily average of 23,678,000 males an 21,414,000 females, or a total of 45,092, 000 persons (37.1%) watched the Serie telecasts for 664.1 million hours. Me viewers averaged 2 hours and 11 minute of daily Series watching; women viewer averaged 2 hours and 1 minute.

For radio, the Sindlinger figures show that 18,612,000 men listened to Series broad casts a total of 299.7 million hours or a daily average of 2 hours and 18 minutes 8,925,000 women listened for a total o 123.9 millions hours or a daily average of 1 hour and 59 minutes.

Midwest Agencies Stress Analysis of Markets

METHODS for analyzing markets in rela tion to advertising approaches in broadcast and printed media were threshed out at the quarterly meeting of the Midwestern Adv Agency Network in Chicago Oct. 5-6.

The association, which comprises some dozen smaller midwest agencies with billings in the $250,000-$4 million range, concentrated on printed media at the meeting, held at the Edgewater Beach Hotel. Talks on Audit Bureau of Circulations activities and language communications, as well as discussions of MAAN internal problems, also were given. Norman W. Mautner, president of the Mautner Agency, Milwaukee and MAAN president, presided.

Waltham to Weiss & Geller

WALTHAM Watch Co., Waltham, Mass., with an approximate $1.2 million advertising budget, has named Weiss & Geller, New York, to handle its advertising next year. An advertising program for Waltham's industrial division, which manufactures precision products for the aircraft industry, also is being prepared.

'Conference' Set for ABC-TV

EARLIER reports that Corn Products Refining Co. would place its sponsorship of Oliver and Martha (Rountree) Presbrey's *Press Conference* with ABC-TV in the Sunday night time period immediately preceding *Omnibus* [B•T, Oct. 8] were confirmed Thursday by Slocum Chapin, ABC-TV vice president in charge of sales. *Press Conference*, which went off NBC-TV (Wed., 8-8:30 p.m.) in September, will resume this coming Sunday, 8:30-9 p.m. EDT. Agency for Corn Products Refining Co. (Karo, Mazola, Linit, Argo, Bosco) is C. L. Miller Co., New York.



The new advertising strategy based on Politz research

Radio – and only radio – follows your customers wherever they go, reaches them while they are doing other things. Radio is the *constant* companion of the American people.

Two-thirds of the adult population listen to radio on any given day and 87.8% within a week. And this nationally in the areas of TV's highest development.

These strengths of radio and other important facts established by Alfred Politz Research, Inc., are the foundation of the new advertising strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within your reach! Your sales message is carried directly to a huge daily audience, with great frequency, at a cost efficiency which is phenomenal.

Not in just one–but in five separate markets, the Politz studies show that people *trust, respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice story is in a presentation now ready at all Christal offices. Call now and reserve a time to see it.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

HOW MUCH IS IN YOUR BUDGET?

$100,000 will buy six color pages in an excellent women's magazine with over 4 million circulation. **OR 60 one-minute daytime announcements on The Nation's Voice, with a potential audience of 136 million people.**

$250,000 is almost enough to buy 5 color pages in two leading Sunday supplements, with a combined circulation of about 18,000,000. **OR 2 one-minute announcements, seven days a week, for 12 consecutive weeks on The Nation's Voice.**

$500,000 will buy an average TV half-hour nighttime show once weekly on a major network – but only for 7 weeks. **OR 3 one-minute announcements every weekday for 5 solid months on The Nation's Voice.**



TV BUILDS A BOOM IN BURP GUNS

SHOOTING its sales into the $10 million bracket and firmly establishing its brand name in the highly competitive toy market, Mattel Inc., Los Angeles toy firm, gives full credit to television, the only consumer advertising medium used last year and this. Mattel is sponsoring alternate week participations on ABC-TV's *Mickey Mouse Club* through Carson-Roberts Inc., Los Angeles agency.

The Publishers Information Bureau report for July lists Mattel's $31,672 expenditure as tops in the toy category.

Mattel's television success story started at the annual toy industry trade fair in New York in March 1955. Mattel introduced a $4 burp gun toy and dealers bought heavily of the above- average price item because guns usually are a good selling line. But by October last year, when the burp gun failed to move, Mattel started to get order cancellations.

Mattel ordered alternate week participations on the then-new ABC-TV children's program produced by Walt Disney Studios and the day after Thanksgiving, after the burp gun had been seen on the air but four times, the buying spree began and retailers and jobbers flooded Mattel with telegrams for more burp guns. The total production of nearly a million guns was sold out by Dec. 15 with two weeks of the biggest buying season still to run before Christmas.

The aftermath was evidenced early this year. Even before the opening of the toy show in March, where Mattel was to show its new $3 gun, the company received advance orders for 266,000 guns sight unseen and by the time the show closed, orders had been written for $2.3 million worth of guns. Diversifying its product line to other items like a jack-in-the-box and Mousegetar Jr., the latter tied-in with the *Mickey Mouse Club* Mouseketeers, Mattel has discovered unusual jobber and dealer acceptance, particularly when the buyer has learned the items will be advertised on tv this season.

Mattel also has signed tv personality Art Baker for its latest commercial on *Mickey Mouse Club* this fall to promote the jack-in-the-box. Mr. Baker symbolizes the "contemporary grandfather," Mattel said. The one-minute spot was filmed by Kling Studios, Hollywood.

Carson-Roberts used unique sales psychology in its copy for the burp gun commercials in order to overcome parental disfavor of guns for their children. Each spot is a capsule version of a Walter Mitty, whose dream-world experiences enriched his life. Instead of showing the gun as a weapon, Mattel treats it as a "playmate" guiding the 9-year-old boy used in the spot into an imaginary fun-type game.

In one spot, the boy is shown imagining he is wild-game hunting in Africa. He shoots down a herd of elephants attacking via rear-screen projection. In another, the boy is visiting a bank with his father. He day dreams and soon is capturing a gang of bank robbers single-handed. In a third, the boy imagines he is in the French foreign legion, shooting down enemy planes attacking his buddies. Mercury-International, Hollywood, filmed these spots while other Mattel commercials have been filmed by Disney and Shamus-Culhane Productions.

With Mattel selling 1.4 million guns before the fall tv campaign got underway as a result of last year's successful promotion, the toy firm's owners, Elliott and Ruth Handler, expect even bigger things from television this year, according to Carson-Roberts executives.

Pabst Still Negotiating Fate of 'It's Polka Time'

PABST Brewing Co. is negotiating with ABC-TV for limited market sponsorship of *It's Polka Time* on a co-op basis or, failing that, as a spot property, using a kinescope print of the network series, it was reported last week.

At the same time, it was learned the brewing company has decided to retain its alternating sponsorship of ABC's *Wednesday Night Fights* until the contract expires next summer (1957), despite previous cancellation discussions. Reports were current though not confirmable, however, that a third advertiser may be brought into the boxing series on ABC radio-tv to share the tab with Pabst and Mennen.

Perhaps in deference to Pabst, ABC-TV is shifting *It's Polka Time* from its present Sunday slot (8:30-9 p.m. EDT) to Tuesday (10-10:30 p.m. EDT) opposite CBS-TV's *$64,000 Question* effective Nov. 6, according to ABC Central Div. The program had been slotted between *Omnibus* and *Ted Mack's Amateur Hour* and Pabst reportedly was dissatisfied with Sunday for the series.

Pabst and its agency, Leo Burnett Co., have been huddling over the brewery's 1957 advertising budget, with current expenditures running about $6 million [B•T, Oct. 15, 1].

COMPELLING
AS THE CALL
TO COLORS!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

Newspapers Warned of Drop In Share of Ad Revenue

NEWSPAPERS have fared well despite tv's tremendous growth in coverage and revenue in 1956 but national advertising lineage and expenditures are lagging when measured aaginst the nation's overall expanded economy and total advertising investments, George C. Dibert, vice president and Chicago office manager of J. Walter Thompson Co., asserted last Monday.

Addressing the Institute of Newspaper Controllers in Chicago, Mr. Dibert pointed out that a medium might actually gain in total dollars "but still lose in share of total" and not be as effective "in relation to its competition as it formerly was."

"In 1956, the total national and local advertising expenditure will probably reach $3.5 billion," Mr. Dibert said, "and it is important to note that this tremendous growth was accomplished during a period in which television has grown enormously in terms of coverage-power and advertising revenues."

Noting that the growth of national adver-

KGO-TV is the SAN FRANCISCO BAY AREA

KGO-TV...consistently recognized for the outstanding caliber of its programming...winner of awards of excellence in educational programs...for the "Success Story" series...five awards to its nightly live variety show "San Francisco Tonight"...the McCalls Golden Mike Award for service to youth on "Hi Time"...and for religious programming, "Our Catholic Heritage."

In all, a demonstrated station popularity presenting a broad base of program interest and service to the Bay Area community.

Channel **7 KGO-TV** San Francisco, **KABC-TV** Los Angeles,
WABC-TV New York, **WBKB** Chicago, **WXYZ-TV** Detroit
Owned and operated by the **American Broadcasting Company**



MORE
STATIONS SHOW IT...

MORE
VIEWERS SEE IT...

MORE
SPONSORS BUY IT...

ONLY
SCREEN GEMS HAS IT

"HOLLYWOOD MOVIE PARADE"

104 FINE FEATURES FOR 1st RUN TV

With these and many other TOP STARS...

Henry Fonda
Sid Caesar
Bing Crosby
Lloyd Nolan

Claudette Colbert
Red Skelton
Edward G. Robinson
Irene Dunne
Ingrid Bergman

Fred Astaire
Glenn Ford
Susan Hayward
Humphrey Bogart

Charles Boyer
Rita Hayworth
Tony Martin
Fredric March
Roz Russell

Cary Grant
Orson Welles
Ray Milland
Loretta Young

FOR AVAILABILITIES CALL NOW...

Be On The Air Tomorrow!

IN THE EAST
Ben Colman
Plaza 1-4432
New York, N. Y.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
Chicago, Ill.

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.

IN CANADA
Lloyd Burns
Empire 3-4096
Toronto, Can.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS

CHANNEL 4
WWJ-TV
DETROIT

NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

tising lineage has not "kept pace with growth in other forms of newspaper advertising," Mr. Dibert felt newspaper publishers should reflect on means of making their medium more competitive "not in terms of other newspapers but in terms of other media." He suggested publishers measure the investments in their papers by national advertisers "but which was being counted and paid for as retail advertising." He recommended they re-examine their national and local rate structures to determine whether they are obtaining "the optimum revenue from both sources."

He added:

"Radio, television and magazines have made national advertisers past masters at understanding and utilizing the benefits derived from discounts for bulk usage."

Ad Week Plans Discussed

PLANS for more extensive media promotion of the 1957 Advertising Week celebration (Feb. 10-16) were discussed at meeting in New York of the Advertising Federation of America committee handling promotion for the event.

Among the activities planned are live broadcasts on radio and television, animated film trailers for television and a new campaign of editorial and advertising filler material for magazines. Cunningham & Walsh, New York, will serve as task force agency on the promotional campaign.

Oldsmobile Buys Oscars

OLDSMOBILE Div., General Motors Corp., next March 27 will sponsor the 29th annual Academy of Motion Picture Arts & Sciences awards (Oscars) on NBC-TV (10:30 p.m.-12:15 a.m.) for the fourth consecutive year. The program, which originates from Hollywood, will be handled through D. P. Brother & Co., Detroit.

A&A SHORTS

Advertising Research Foundation, N. Y., has moved into new quarters at 3 E. 54th St. Telephone: Plaza 1-5656.

Peck-Heekin Adv., Cincinnati, Ohio, consolidated with **Louis D. Mueller Adv. Agency,** same city, retaining Peck-Heekin name.

John Gallagher Adv., S. F., has moved to newer offices at 45 Maiden Lane, with same phone number, Exbrook 2-8538.

Honig-Cooper Co., S. F., to add new three-story wing to accommodate expanded business and growing staff.

Radio & Tv Monitors, Port Chester, N. Y., has been formed by Harry Fuchs, formerly with Skouras Theaters. Company will monitor radio and television commercials for advertisers and report on omissions and inaccuracies in commercials. Telephone number is Westmore 9-0054.

Langlois Filmusic Inc. (prerecorded film music), N. Y., announces opening of new Hollywood office at 1548 N. Highland Ave. Telephone is Hollywood 9-5846. George R. Jones, formerly with C. P. MacGregor Co., has been appointed general manager for Langlois west coast operations.

NETWORK RENEWALS

Brown & Williamson Tobacco Co. (Kool and Viceroy cigarettes), through Ted Bates & Co., has renewed participations for another year in *One Man's Family* and sponsorship of two five-minute newscasts Tuesdays and Wednesdays. According to network, this order, together with that of Ford Motor Co., through J. Walter Thompson, for 109 *Monitor* announcements for its 1957 models, account for $425,000 in new net billings.

Billy Graham Evangelistic Foundation, Minneapolis, renews *Hour of Decision,* featuring Mr. Graham, on ABC Radio (Sun., 3:30-



DALTON LEMASURIER, president of KDAL-TV Duluth, Minn., has been giving New York agency timebuyers a new look at the New York skyline by taking them around Manhattan Island aboard his 65-ft. cruiser, the *Caprice.* This group on one of last week's tours is made up of personnel from BBDO (l to r): Ted Wallower, Gert Scanlon, Millie Padova, Mr. LeMasurier, Grace Stewart and Kay Brewer.



NOTHING NEW IN RADIO?
TAKE A LOOK AT MILWAUKEE!

MAESTROS AND MUSICANA is the most exciting development in radio in a decade. It has prompted audiences, advertisers and broadcasters everywhere to sit up and listen like never before.

The MAESTROS are five of Milwaukee's most talented and popular air personalities. Their special talents—their understanding and treatment of MUSICANA—have earned them a special title.

For MUSICANA is something special. It is as different a kind of music as Milwaukee has heard since the zither found its last resting place in the public museum. It is not Rock and Roll, repetitious Top Ten, Western, Polka or Longhair!

It is a carefully calculated blending of familiar instrumentals by the better bands and the popular, best-selling vocals of the top artists. It is the music which surveys, record sales and concerts throughout the country have demonstrated time and again is preferred by more people more often than any other.

When much of radio has deteriorated to the loose, trite and repetitious, WISN has established a programming concept rooted in freshness, timeliness, individuality and highly professional production. The result is a brand of radio as exclusive in Milwaukee as Lou Perini's Braves.

Reach the most people who do the most buying at the lowest cost per 1000 in Milwaukee! Reach them with MAESTROS AND MUSICANA on WISN.

DIAL 1150

WISN-RADIO

Edward Petry & Co., Inc.

MILWAUKEE'S FIRST STATION



MORTIMER HALL (l), president and general manager of KLAC Los Angeles, and Morry Axelrod, merchandising director of Thrifty Drug Stores, hold up 10 fingers symbolizing the drug concern's renewal of its annual contract for the 10th year on KLAC. The new pact calls for five-minute musical segments at one-hour intervals seven days a week.

4 p.m. EDT), starting Oct. 28. Agency: Walter F. Bennett & Co., Chicago.

AGENCY APPOINTMENTS

Bravo Macaroni Products, Rochester, N. Y., to BBDO, N. Y.

Charles F. Hutchinson Adv. Inc., Boston, to handle advertising for Metropolitan Chevrolet Dealers Assn. Media plans for 1957 models include radio saturation.

Peck Adv., N. Y., to handle advertising for N. Y. State Committee for Stevenson-Kefauver-Wagner. Agency currently handles N. Y. State Democratic Committee advertising.

DuKane Corp. (tape recorders, audio-visual equipment), St. Charles, Ill., appoints John Marshall Ziv Co., Chicago.

Second National Bank of Philadelphia to Adv. Assoc. there.

Disneyland Hotel, Anaheim, Calif., names Edwards Agency, L. A.

Seelig & Co., St. Louis, appointed to handle accounts of Hotel Kingsway and Hotel De-Soto, both St. Louis.

Advertising Counselors of Arizona, Phoenix, appointed to handle all tv advertising for First National Bank of Arizona.

Charles F. Hutchinson Inc., Boston, has been named by Greater Boston Automobile Dealers Trade Assn. for that association's forthcoming Automobile Show.

Madera Bonded Wine & Liquor Co., Baltimore, appoints Applestein, Levinstein & Golnick, same city, to handle its advertising effective Nov. 1. Radio-tv will be used.

Willard Tablet Co. (Willard's Tablets) and **Monark Silver King Inc.** (bicycles, lawn mowers, chain saws), both Chicago, appoint The Martin Co., same city, to handle advertising.

GLORIOUS
as
OUR COUNTRY'S HISTORY!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Oct. 22-23, 25-26 (3-3:30 p.m.) *The Big Payoff,* Colgate-Palmolive Co. through William Esty (also Nov. 1-2).

Oct. 23 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner, and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Nov. 6, 13, 27).

Oct. 26 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 9, 16, 23).

Oct. 28 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 4, 11, 18, 25).

Oct. 31 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 7, 21, 28).

Nov. 1 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 3 (9-11 p.m.) *Ford Star Jubilee,* "The Wizard of Oz," Ford Motor Co. through J. Walter Thompson.

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Oct. 22-24 (3-4 p.m.) *Matinee,* participating sponsors (also Oct. 29-31, Nov. 2, 5-9, 12-16, 19-23, 26- 30). 30).

Oct. 22 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 29, Nov. 5, 19, 26).

Oct. 23 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Oct. 30, Nov. 6, 13, 20, 27).

Oct. 23 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Oct. 30, Nov. 6, 13, 20, 27).

Oct. 24 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Nov. 1, 8, 15, 7, 14, 28).

Oct. 25 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 1, 8, 15, 22, 29).

Oct. 26 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 2, 9, 16, 30).

Oct. 27 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 3, 10, 17, 24).

Oct. 27 (9-10:30 p.m.) *The Saturday Spectacular,* "Manhattan Tower," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Oct. 28 (7:30-9 p.m.) *Hallmark Hall of Fame,* "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.

Oct. 28 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam (also Nov. 11).

Nov. 2 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Nov. 30).

Nov. 4 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

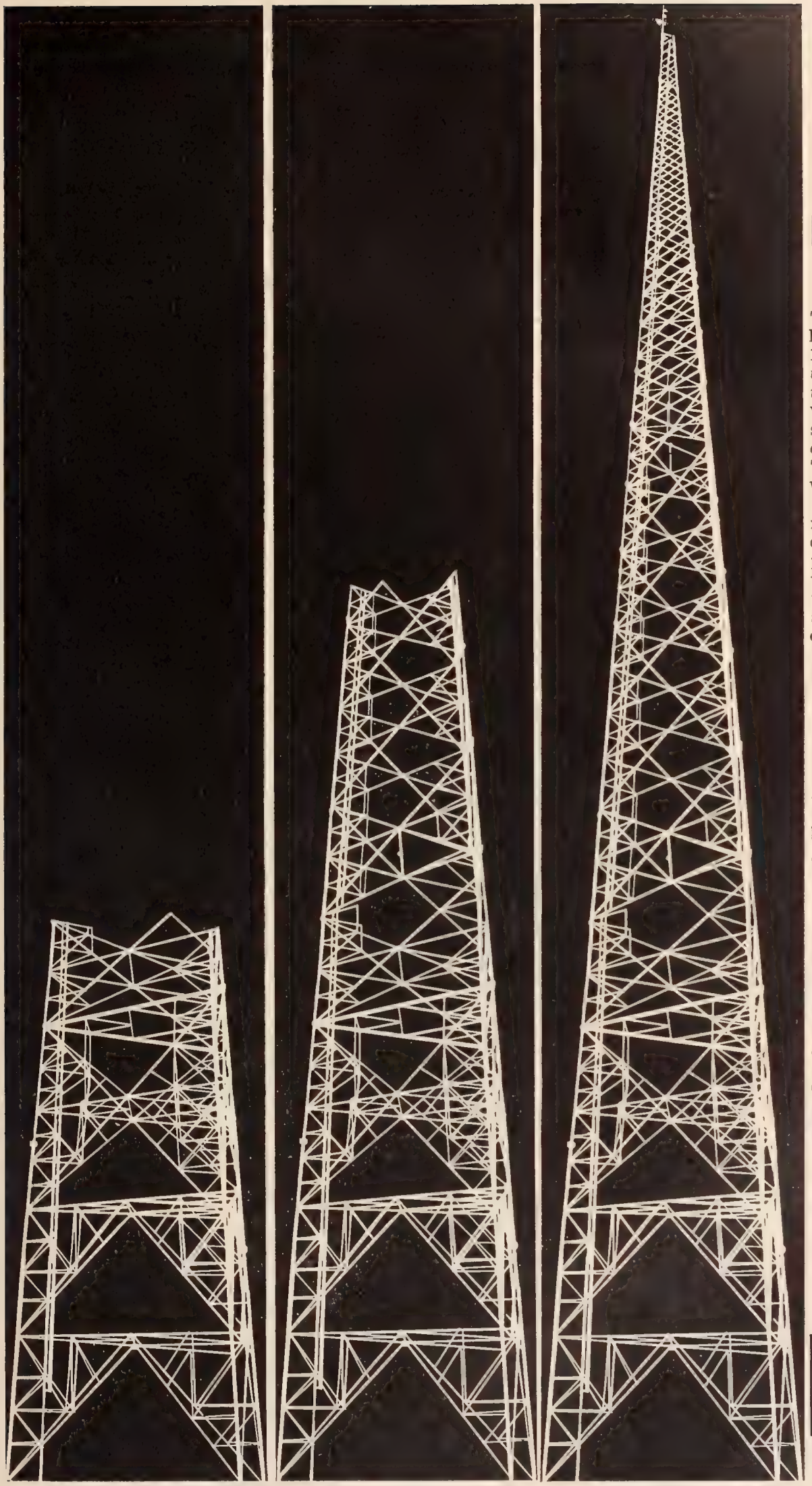
Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]



WBUF

NBC TV in Buffalo

CLIMBS TO NEW HEIGHTS

740 feet high — four times higher than Niagara Falls — 1349 feet above sea level — *the tallest man-made structure in Buffalo!* That's WBUF's tower, outstanding structure in WBUF's newly-completed $1,500,000 Color Television Center. The new WBUF center was dedicated on the 11th of this month, making WBUF the first NBC-owned-and-operated station planned from foundation to tower-top *specifically* for ultra-high frequency TV operations. Twenty-eight years of NBC-RCA know-how went into making NBC's home in Buffalo the most modern and complete showplace in the Niagara Frontier Area.

To advertisers, WBUF's new facilities represent a powerful new way to sell in Buffalo — America's 14th largest market, with an effective buying income of $2½ billion.

To TV-viewers in the Niagara Frontier Area, this new structure means the great lineup of NBC network programs — on WBUF, Channel 17, *exclusively*. The new tower and a new 500,000 watts of transmitting power bring to the entire Niagara Frontier Area a new, clearer, sharper picture. But they are only a promise of things to come from a station equipped to expand to a mighty 5 million watts. Small wonder that virtually *every set now sold in Buffalo is an all-channel set, equipped to receive* WBUF!

When making *your* plans for Buffalo, keep your eye on WBUF, Channel 17. Your customers do.

WBUF CHANNEL 17

NBC *leadership station in Buffalo*

sold by NBC SPOT SALES

The Lion to be King



who wanted

of two forests...

Once there was a lion who was ruler of a forest. It was a verdant green forest and the lion was esteemed for his leadership and successes. This he found very gratifying so he said to himself, "Why not be king of two forests...?"

Not to belabor Aesop, the advent of MGM-TV has been one of the momentous events in the annals of entertainment. Also one of its greatest success stories. To date, eighteen stations have signed as affiliates of MGM-TV for a total contract price of nearly $25,000,000. All arrangements are on an exclusive basis and only one station in each telecasting area can qualify. We urge you to make immediate inquiry concerning the 725 feature films available and the special promotional privileges offered.

MGM-TV

● For further information—write, wire or phone
Charles C. Barry, Vice-president,
MGM-TV, a service of Loew's Incorporated,
1540 Broadway, New York, N. Y., JUdson 2-2000



STEWART-WARNER Corp., Alemite Div. (automobile accessories), Chicago, has signed to sponsor one-half of eight Army football games this fall on WRCA New York. Present for the signing are (l to r) Allen Dicus, account executive, and Jim Shelby, radio-tv director, both MacFarland-Aveyard agency; Fred Cross, Alemite advertising manager; Harry Jacobs, NBC account executive; Beverly Hicks, MacFarland-Aveyard timebuyer, and Fred Lyons, manager, NBC Spot Sales Central Div.

A&A PEOPLE

Arno C. Naeckel, president, elected board chairman, L. W. Ramsey Adv. Co., Chicago. **Lea H. Copeland,** formerly executive vice president of agency, elected president to succeed Mr. Naeckel, and **Roy W. Rice,** formerly director, Preserve Div., Glaser, Crandell Co., Chicago food firm, elected Ramsey executive vice president.

Kenyon M. Lee, formerly vice president-manager of Miami, Fla., office, MacManus, John & Adams Inc., opens agency bearing his name with offices in Miami and Jacksonville.

James R. Telisky, with media dept., Campbell-Ewald Co., Detroit, to media director, Geyer Adv., same city.

Edward S. Richardson, Geyer Adv., N. Y., appointed timebuyer.

John W. Garberson, vice president, N. W. Ayer & Son Detroit office, has been named manager of the agency's operations there, succeeding **J. Widman Bertch,** transferred to Hollywood.



MR. RISMAN

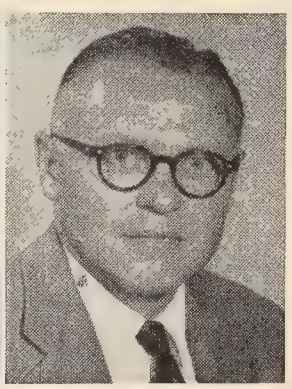
Robert S. Risman, formerly account executive, Rising & Taylor Inc., elected president of agency bearing his name, Buffalo, N. Y.

Verne Reynolds, motion picture advertising executive, to Goodman - Anderson Adv., L. A., as copy chief and production manager.

Oliver Barbour, director of television programming, and **Mark Becker,** account supervisor, Benton & Bowles, N. Y., elected vice presidents of agency.



MR. BARBOUR



MR. BECKER

Hugh A. Smith, marketing-public relations consultant and former KXA Seattle general manager, named consultant by Rainier Brewery, Seattle.

Richard C. Hunt, formerly with Ruthrauff & Ryan Inc., Chicago, to Allen & Reynolds, Omaha, as marketing director.

Robert A. Wilcox, West-Marquis, L. A., to BBDO, same city.

Lester Gutter, senior consultant, Management Development Research Corp., Providence, R. I. (affiliate of Walter V. Clarke Assoc.), to Gray & Rogers, Phila., as director of research.

Albert H. Messer, account executive on Tea Council of the U.S.A., Fred Rosen Assoc. N. Y. public relations firm, has been named public relations director of Brand Names Foundation.

George A. Price, director of public relations Denver Chamber of Commerce, to William Kosta & Assocs., that city, in public relations.

Bennett Foster, copywriter, Charles Bowe Adv. Inc., L. A., promoted to copy chief

Frank S. Keoh, formerly sales and advertising manager, Cudahy Brothers Co., Cudahy Wis., appointed food advertising and merchandising consultant, Buchanan-Thoma Adv., Omaha, Neb.

Alan Hahn has been appointed radio-tv copy director for The Joseph Katz Co. agency Baltimore and N. Y.

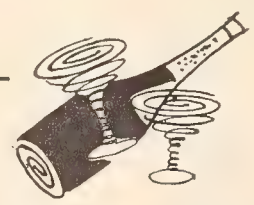
Dorothy Kent copy group head Grey Adv N. Y., appointed copy group head for cos

Midnight Preview

A 12-hour radio saturation schedule in Houston—based on an advertising agency's hunch that thousands of Houstonians would stay up late at night to get the first look at new 1957 Fords—brought "results that were astounding," according to A. S. Black & Co., the Houston agency.

The agency persuaded Earl McMillian Inc., Ford dealer, to open its doors at 12:01 a.m. Oct. 3 instead of waiting until regular daily hours. From noon Oct. 2 to midnight the one-minute spots schedule was put on five Houston radio stations, calling attention to the midnight 1957 Ford review and offering coffee and doughnuts and awards of radio and tv sets.

All three of McMillian's showrooms were crowded by 11 p.m., and a total of more than 6,000 people turned out for the early morning presentation, the agency said, consuming 50 gallons of coffee and 97 dozen donuts. One downtown night worker with a half-hour dinner period at midnight visited one of the showrooms, filled up on coffee and doughnuts, saw the new Fords, bought one and got back to work on time. Other on-the-spot sales were "amazingly high," the agency reported.





ADVERTISERS GET

BIG-TIME RESULTS ON WFAA-TV



The housewife who just opened this can of Heinz baked beans might find herself in the same predicament as the little cartoon character when it comes to pronouncing "Worcestershire Sauce," but one thing's for sure: She *knows* it pays to reach for HEINZ, regardless. And throughout North Texas more and more housewives are becoming presold on all Heinz products while settled back to watch "Studio 57" — now in its 3rd year over WFAA-TV!

If you're looking for "big time" results, see your PETRYMAN for complete market data and coverage information.

WFAA-TV

DICK DRUMMY,
Commercial Manager
A TELEVISION
SERVICE OF THE
DALLAS MORNING NEWS

CHANNEL 8 DALLAS
NBC-ABC

metics, toiletries and fashion, Emil Mogul Co., N. Y. Miss Kent will also be a member of the agency's plans board.

Eugene G. Clayton, copy staff, J. M. Mathes Inc., N. Y., appointed copy director of agency.

William M. Bryngelson, copy chief, Kansas City office of Bruce B. Brewer & Co. agency, appointed creative director, Minneapolis client service staff. Named assistant account managers to Minneapolis client service staff were **Richard L. Peterson** and **Roger L. Hickok.**

Philip A. Stumbo, for Ted Bates & Co. Inc., N. Y., Adv., on Whitehall account, to McCann-Erickson, N. Y., as assistant timebuyer.

John W. Amon promoted to assistant head of art department at Needham, Louis & Brorby Inc., Chicago.

Martha Lomask, copy staff, J. Walter Thompson Co., and **Bill Brennan,** copy staff, Lennen & Newell, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as copywriters.

Jackie Agnew West, copy supervisor, Ogilvy, Benson & Mather, N. Y., to Compton Adv., same city, as copy group head on Procter & Gamble food accounts.

Mary G. Lee, formerly with advertising dept., Sibley, Lindsay & Curr (department store), Rochester, N. Y., to Weightman Adv., Phila., as copywriter.

J. B. Benge Jr., graduate of Amherst College, to M. M. Fisher Assoc., Chicago, as junior account executive.

Carol Bennett, formerly with Ellington & Co., N. Y., to Chicago office, J. Walter Thompson Co. as group head for women's interests, public relations dept.

Claire List promoted from research analyst to project and creative research director, Tatham-Laird Inc., Chicago.

John S. Wiggins, formerly with Arthur Meyerhoff & Co., Chicago agency, to H. W. Kastor & Sons Adv. Co., same city, as account executive.

Hugh Raeger, formerly owner of First United Broadcasters, to Martin Co., Chicago, as manager of radio-tv department.

Delbert Dally promoted to head art director in Chicago office of Compton Adv. Inc.

Lester J. Will, formerly general manager, American Dairy Assn., joins Chicago staff, J. Walter Thompson Co.

Ed Faison, formerly with Needham, Louis & Brorby, Chicago, to Leo Burnett Co. there, as research supervisor on Pillsbury account. **Gil Mickels,** formerly assistant advertising manager and canned meats brand manager, Armour & Co., Chicago, to Leo Burnett as account executive on Pillsbury account.

Harold J. Beeby, former advertising manager, Commonwealth Electric Co., Chicago, joins advertising department, Miles Labs Inc., Elkhart, Ind.

Pat Paquet Seman, formerly with Harvey Waldman & Assoc., L. A., to copy staff, Charles Bowes Adv., same city.

Richard E. Joerger, previously with Leo Burnett Co., rejoins copy staff of Aubrey, Finlay, Marley & Hodgson Inc., Chicago, with which he was associated until 1950.

Jan Marinello, formerly with Dancer-Fitzgerald-Sample Inc., Chicago, to copy staff, Garfield, Linn & Co., same city.

Andrew Sorbie, head of shipping department, Kudner Agency, N. Y., honored at a luncheon Oct. 12, at Waldorf-Astoria, N. Y. to mark his 25th year in advertising agency business.



LARGEST single sale of time in the history of KOOL Phoenix, Ariz., has been negotiated with Courtesy Chevrolet Inc., which has contracted for six-days-a-week sponsorship of the 10 p.m. to 6 a.m. *Ten 'Til Dawn* program (or 48 hours a week). At the contract signing are (l to r) Tom Chauncey, vice president-general manager of KOOL-AM-TV; Ed Marsett, KOOL sales manager; Ed Fitzgerald, general manager of Courtesy Chevrolet, and Pat McCallion, KOOL account executive.

F. G. Jewett, advertising manager, American Can Co., N. Y., designated by Advertising Council as volunteer coordinator of new Armed Forces information campaign. Compton Adv., N. Y., will act as task force agency for all-media campaign using spot radio-tv.

George A. Price, director of public relations, Denver Chamber of Commerce, to William Kosta & Assocs., that city, in public relations.

Hella Teig, timebuyer, Emil Mogul Co., N. Y., married Oct. 7 to **Morton Selman,** traffic manager, Associated Transport Inc., N. Y.

The a b c of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis.* Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation in four months than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

SPINE-TINGLING

SHOWMANSHIP

at your command!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

fifth term in the white house...

As he has done before, U.P.'s Merriman Smith in this presidential election year is covering both candidates—dividing his time between Mr. Eisenhower and Mr. Stevenson as they campaign.

For 15 years Smith has specialized in news of the nation's chief executives, from FDR onward. He is now in his fifth presidential term as the United Press correspondent in the White House. His present double assignment is a current example of U.P.'s top-flight reporting of top-flight stories.





With FDR



With HST



With DDE

United Press

"If we're going to have any kind of living together, we must have some sort of an understanding..."

This is a boy from Boston, talking to a lady named Helen Parkhurst about racial prejudice.

The same Helen Parkhurst asked youngsters in Portland, Ore., about military service. One said, "It isn't actually fear that bothers you . . . it's you don't know *when* you're going or *where*."

Sometimes teenagers are more direct than the great masters . . . like the one who said about art, "I put the feeling inside me in my hands."

Young people's feelings about themselves . . . their problems . . . their futures in the wonderful world around them . . . that's the heart of "Growing Pains," a new documentary radio series produced by Westinghouse Broadcasting Company.

Helen Parkhurst, famous child psychologist, is the spark who lights the youngsters' imaginations, the magnet who draws out their deepest feelings. The result: a new understanding for parents . . . for everyone . . . of the powerful stirrings in our young people.

This new series by WBC, with Helen Parkhurst, is only one in a growing list of outstanding WBC public service programs—programs like "Of Many Things," "The Big R," "How Shall We Learn?" This kind of programming is emphasized by WBC because we believe that *broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve.*

"Growing Pains" is produced exclusively for the WBC stations, but is already being broadcast on a number of educational radio stations. We shall be happy to make it available to others. Call Richard Pack, WBC Vice President in charge of Programming, at MUrray Hill 7-0808, New York.



Support the Ad Council Campaigns



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

INS-TELENEWS PLANS NEW FILM SHOW

Half-hour 'Ask the Camera' series will be added to heretofore news-only programming.

ENTRY of INS-Telenews into the field of distribution of entertainment programs with a new half-hour series, *Ask the Camera*, is being announced jointly today (Monday) by Caleb B. Stratton, executive vice president of Hearst Metrotone News, and Ted Lloyd, producer of the program.

INS-Telenews heretofore has distributed news programs exclusively, according to Robert H. Reid, INS tv sales manager. He said acquisition of the new show "lifts us out of the limited area of news programs and puts us into the broader entertainment field . . . and there is more new programming to follow."

The new program series is being produced by Mr. Lloyd in association with Hearst Metrotone News Inc., which also produces the INS-Telenews Newsfilm services for tv stations. One unusual feature of the program, according to Mr. Lloyd, is that each show will be "packaged especially for each local station carrying the program."

Questions from viewers received by each station, Mr. Lloyd said, will be forwarded to the program's New York production office and a program answering the questions of local viewers will be shipped directly to the station. Mr. Lloyd noted that the program has been carried on a local basis on WRCA-TV New York and KRCA-TV Los Angeles and now will be available nationally because of the association with Hearst Metrotone News.

He pointed out the world-wide Hearst Metrotone newsgathering organization will be available to shoot "on the spot" films to be used by *Ask the Camera* and added that the program also will make use of the "News of the Day" library, which contains more than 25 million feet of film.

INS-Telenews currently has three other film properties for distribution. They are: *Telenews Daily*, *Telenews Weekly* and *This Week in Sports*.

Vogel Succeeds Loew As Loew's Inc. President

JOSEPH R. VOGEL, president of Loew's Theatres since 1954 when production and distribution functions of Loew's were separated from the theatre operation, was elected president of Loew's Inc. Thursday, succeeding Arthur M. Loew, who was elected board chairman. Loew's Inc., which produces and distributes Metro-Goldwyn-Mayer pictures, has an active tv division.

Mr. Loew submitted his resignation a few weeks ago [B•T, Oct. 8], citing a desire to ease his responsibilities.

Loew's board also elected Nicholas M. Schenck, chairman of the board, to honorary board chairman. Mr. Vogel started as part-time movie usher at 14 and has been with the Loew's organization for more than 40 years. Leopold Friedman, with Loew's more than 30 years, succeeds Mr. Vogel.



LOOKING over a brochure of Screen Gems' "Hollywood Movie Parade," which WGN-TV Chicago has just purchased, are (l to r), Henry A. Gillespie, Screen Gems midwest sales manager; Ward Quaal, WGN Inc. vice president and general manager, and J. E. Faraghan, WGN-TV program manager. WNAC-TV Boston also has bought the package of 104 feature films, bringing the number of purchasers to 85.

Railway Express Rights Go To All-World Productions

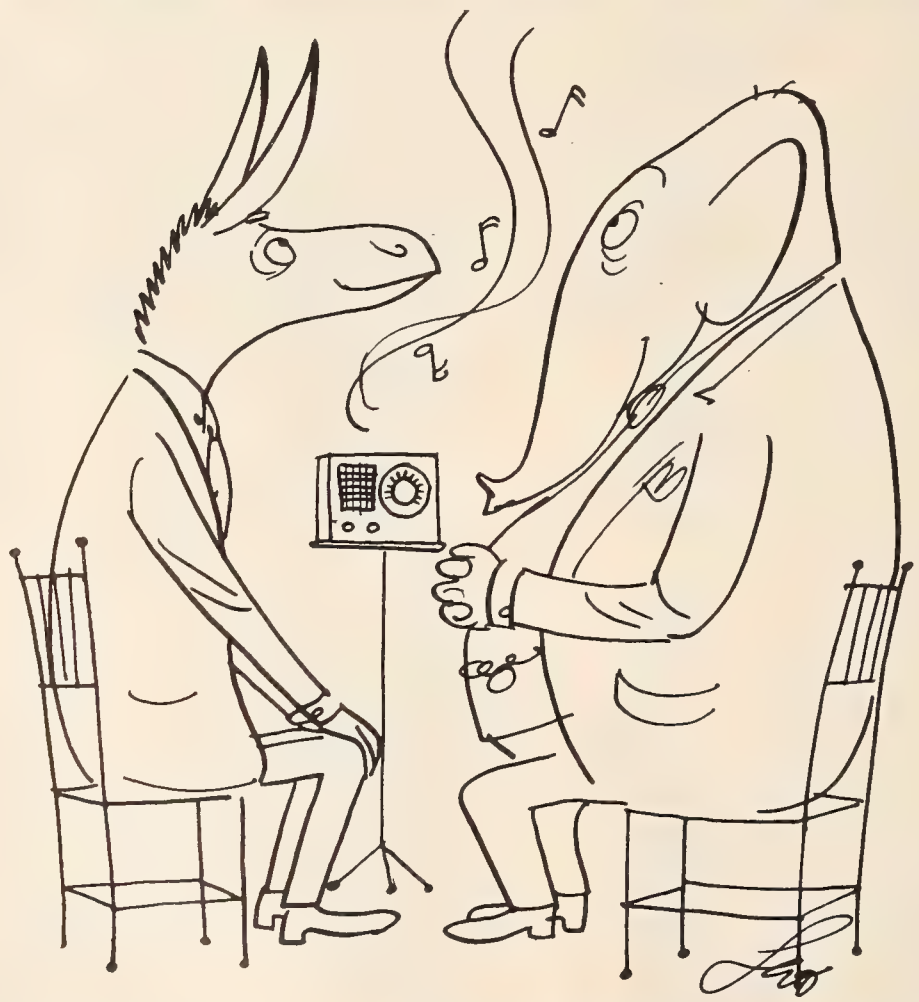
RIGHTS to the 117-year history of the Railway Express have been acquired by Larry Harmon, Virgil Reimer and William Hebert for presentation as a new tv series, *Adventure U. S. A.* and in feature movies. The trio has formed All-World Productions Inc. in Hollywood.

Mr. Harmon, producer-director for NBC for five years, and Mr. Reimer, producer-writer-director with that network for 22 years, will be co-producers on the new series. Mr. Hebert, who also heads his own Hollywood public relations firm, will be in charge of sales.

At the same time, the trio issued a warning to all producers attempting to use the names Pony Express and Wells Fargo "or any authentic data pertaining thereto, for any commercial purpose, will be required to determine their rights, since these are the exclusive property of Railway Express exclusively assigned to the Reimer, Harmon and Hebert co-partnership for total administration in the entertainment field."

To Sponsor 'Dr. Christian'

COLONIAL STORES Inc. (supermarket chain), Atlanta, will sponsor *Dr. Christian*, Ziv Television Programs' new series of half-hour, filmed tv dramas, in 15 southeastern markets beginning Oct. 30. Liller, Neal & Battle, Atlanta, Ga., agency, handles the Colonial advertising account.



Folks get together over **WWDC** Radio

"1st in Washington, D.C., 6 A.M. to 6 P.M., 7 days a week"—July-August Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Look at these results: **POPEYE 7-DAY**

AVERAGE ON WPIX OUTRATES ALL SEVEN N.Y.C. STATIONS!

TELEVISION WPIX CHANNEL 11

FRED M. THROWER
VICE PRESIDENT AND GENERAL MANAGER

October 9, 1956

Mr. Robert Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, N. Y.

Dear Bob:

Popeye's made a clean sweep in New York! The spinach-eating sailor topped all six competing stations, averaging all seven days of the week.

You know, of course, that our Monday-Friday Popeye strip was sold out over a month before the first telecast. It's certainly been proved quickly that the charter sponsors knew a good thing when they bought it. The Popeye half-hours pulled a 7-day ARB September average of 5.6, against 4.7 for the next highest station.

The Mon.-Fri. average was 6.0, with a non-duplicated cumulative rating of 13.9. Among the programs Popeye overpowered were "Million Dollar Movie," "Hopalong Cassidy," "Gene Autry," the U. N. Handicap, "Wild Bill Hickok," "Annie Oakley," "Captain Video," and "Sky King."

We confidently believe that Popeye ratings will grow even larger - after all, this was his first week on the air.

Best personal regards,

Fred Thrower
Vice-President



Capture the Audience in YOUR MARKET with Popeye cartoons.

Call or wire today

a.a.p. *Associated Artists Productions, Inc.*

345 Madison Ave., N. Y. C.
MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive • DEarborn 2-4040

DALLAS
151 Bryan Street • RAndolph 6043

LOS ANGELES
9110 Sunset Boulevard • CRestview 6-5886



Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of* **Kansas City**
KFRM *for the State of Kansas*
1st *in the Heart of America*

NEWSY NEIGHBORHOOD



In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS
Where local "know-how" delivers the local touch.
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

ZIV'S NEW STAR-SPANGLED RATING WINNER!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Ready for action Now!

SEE PAGES 11, 12, 13

Unger Sees Advantage In Movie, Tv 'Cross-Plugs'

THOUGH obvious "cross-plugs" between theatrical motion pictures and tv film programs irritate home viewers, extra audiences can be built for both media if tv film producers permit their stars "as much freedom as possible to take on outside feature movie roles."

This opinion was voiced last week by Maurice Unger, vice president in charge of production for Ziv Television Programs, who noted that the experience of his company has been that the "freedom of outside work" clause in talent contracts has attracted top motion picture and Broadway personalities to the Ziv roster. From a publicity viewpoint, Mr. Unger said, the movie producer has "the advantage of a loyal program audience for Ziv telefilms who will usually go to theatres to see a tv favorite in another role, and Ziv and its advertisers gain publicity mileage in the drawing power of a star name because of the promotion surrounding a feature picture."

King-Shore Films Set Up; Will Handle Flynn Series

NEWLY-organized King-Shore Films Ltd., New York, last week was named exclusive distributors in the U. S. of *The Errol Flynn Theatre* film series that currently is in production in England. King-Shore has established headquarters at 295 Madison Ave., New York.

Charles King is board chairman of the new company. For the past two years he has been a sales representative for Television Programs of America, New York.

Sig Steven Shore is president of King-Shore Films. He served previously with Buchanan & Co. and Cavanaugh-Shore & Co., New York advertising agency. Other officers of the company are Norman C. Nicholson, secretary, and Sidney Florea, treasurer.

Screen Gems Adds Five

ADDITION of five account executives to sales staff of Screen Gems Inc., New York, have been announced by Robert H. Salk, director of syndicate sales for SG. New



SEARS, ROEBUCK & Co.'s "Sears Town" in West Palm Beach, Fla., signs for sponsorship of one feature-length RKO film weekly on WEAT-TV there. Making the announcement on the television station are Richard G. Murphy (l) manager of "Sears Town," and Edward J. Hennessy, general sales manager of WEAT-TV.



LEANING on "Leo," famed Metro-Goldwyn-Mayer trademark, as they sign a contract for Colgate-Palmolive sponsorship of *Colgate Theatre* of MGM films are (l to r) John Vrba, vice president in charge of sales at KTTV(TV) Los Angeles; Harry Saz, business manager of radio and tv at Ted Bates & Co., New York; Richard A. Moore, KTTV's president, and H. Austin Peterson, vice president in charge of the Hollywood office of Ted Bates. The program, seen each Friday at 8 p.m. [B•T Sept. 10, 3], shows uncut, feature-length MGM movies.

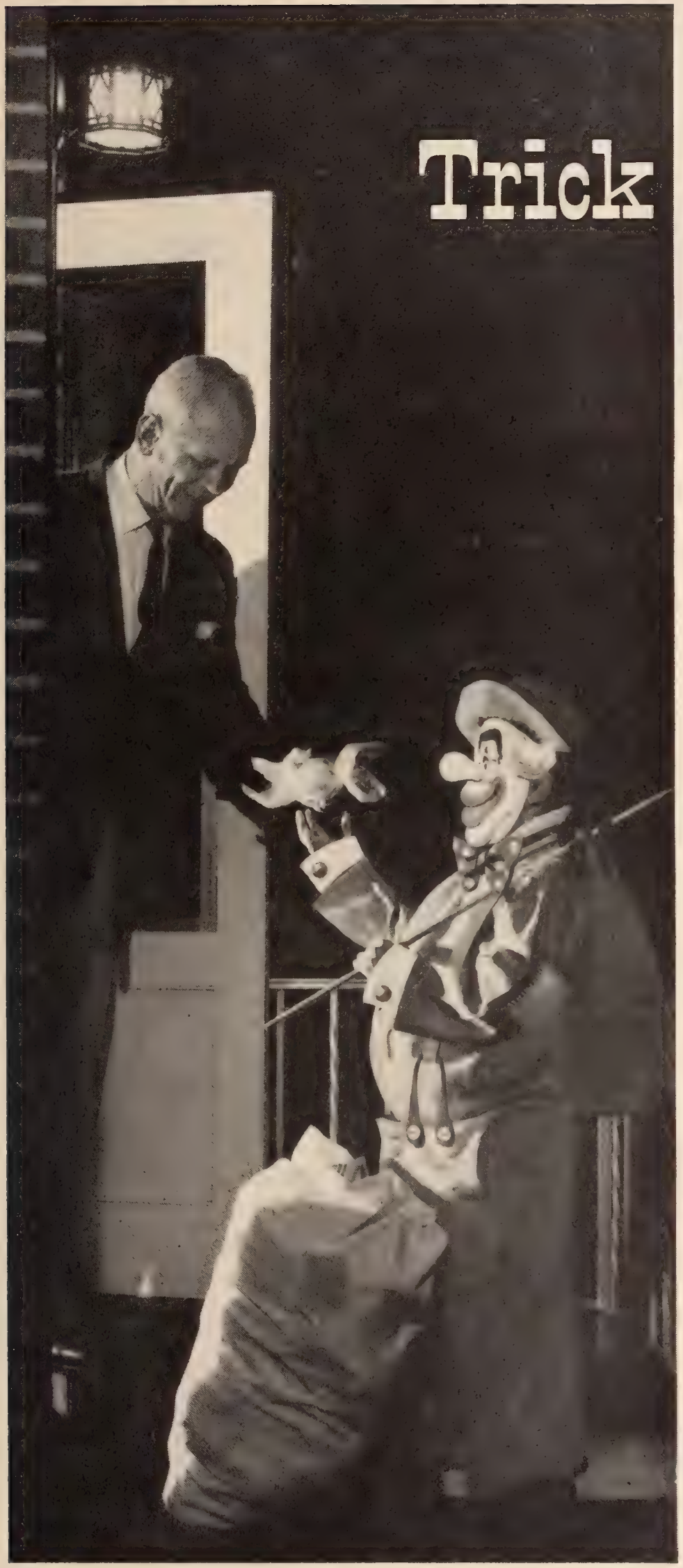
salesmen and their territories: Marvin Frank, New York State; Stephen John O'Connor and George Fischer, Midwest, Roy George and Jack Eisele, South. George Hankoff has been promoted from New York State representative to head of the mid-Atlantic area, covering Philadelphia, Baltimore and Washington.

AAP Adds Three Salesmen

IN a move attributed to increased station interest in the Warner Bros. library of feature films, Assoc. Artists Productions Inc., last week announced the appointment of three salesmen to its staff. They are: Leo Turtledove, former western sales manager, Tele-Pictures Inc., to AAP's west coast office; Robert Montgomery, MCA-TV Ltd. and World Broadcasting Co. veteran, will be stationed in the Southwest, and Bob Hoffman, at one time with AAP and more recently with Television Programs of America, has rejoined AAP in the New York home office.

Digest Productions Formed

FORMATION of Digest Productions, a new tv film production firm, was announced Thursday by its two principals, Edward Fields, president, and David O. Alber, vice president. Mr. Alber is head of his own New York public relations firm specializing in radio-tv publicity. First property under discussion by Digest: *The Press Agent*, a situation tv comedy series about "flacks."



Trick or Treat?

KYW-TV gets invited into more homes in the course of any given week than any other Cleveland area station. That's why your spot package buy will produce greater results on Channel 3.

Example: A typical "15 Plan" produces a treat of 1,035,000 home impressions in five days for only 50 cents per thousand!* KYW-TV leads all TV stations in the market with a 37.1 average share of audience for the seven days, 6 A.M. to midnight . . . over 9% higher than its nearest competition.

We have no tricks. Solid showmanship and salesmanship in both programming and promotion do the job.

Knock on Al Krivin's door, and get treated to the best buy in Cleveland.

*Cost-per-thousand figure is computed on the basis of three ten-second spots per day; morning, afternoon and evening with weekly cost under "50-15 Plan," of $337.50, based on August ARB figures and 2.5 viewers per set.

In Cleveland, No Selling Campaign is Complete without the WBC station . . .

KYW 3 TV

CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



THIS is the management group of Hal Roach Studios, Culver City, Calif., which charted reorganization of the firm's commercial division along the lines of advertising agency account units to service individual tv advertisers [B•T, Oct. 8]. L to r: Sydney S. Van Keuren, vice president and general manager of Roach Studios; Jack Reynolds, commercial division production manager; John Rogers, production coordinator; Jack R. Glass, director of photographic effects; Miles Middough, production coordinator; James D. Vance, art director, and Cecil Underwood, commercial division managing director. New autonomous account units in New York will work with agencies, Mr. Van Keuren said.

Four New Production Units Servicing Hal Roach Clients

FOUR initial production units, styled along the lines of advertising agency account units, began functioning last week at Hal Roach Studios, Culver City, Calif., to service individual spot tv accounts of the commercial division. Reorganization was announced early this month by Sidney S. Van Keuren, studio vice president [B•T, Oct. 8].

The four autonomous units, each comprised of a production head, art director and film crew, took over work on commercials for AT&T, Bulova Watch Co., Nestle Co. and Eastside beer. The Eastside unit is an animated commercial group. All four units are coordinated by Cecil Underwood, commercial division managing director, Mr. Van Keuren said.

Account Manager Jack Reynolds heads the nucleus unit assigned to service the Boulova account with production coordinators Miles Middough, and John Rogers heading the AT&T and Nestle units. Charles Hastings is in charge of the animation unit for Eastside. Similar units are being organized in the New York office of the Roach commercial division to service agencies and advertisers there.



FILM SALE

Sportlite Inc., Chicago, announces sale of Byron Nelson *Let's Go Golfing* series to KMJ-TV Fresno, Calif., marking 48th market for package.

FILM PEOPLE

William A. Pomeroy, formerly associated with Guild Films in Middle West, to Atlantic Television Corp. as special representative covering West Virginia, Kentucky, Indiana, Tennessee, Iowa and Missouri. Detroit will be his home base.

Karl P. Fischl, vice president, Transfilm Inc., N. Y., father of boy, John Alexander, Oct. 1.

MCA Distributes Stock

LATEST in a series of distributions of common stock representing ownership of the Music Corp. of America companies was announced last week by Jules C. Stein, board chairman. The distribution to 11 company officers increased the total number of individual executives owning stock in MCA to 42.

New allocations of stock were made to De Arv G. Barton, William Beutel, Ervin J. Brabec, Albert Dorskind, John W. Findlater, Louis N. Friedland, Walter A. Hanley, Edd Henry, Jennings Lang, Herbert Stern and Cecil Tennant. Mr. Friedland is vice president in charge of station sales for MCA-TV.

More Buy 'Clooney' Show; Clients Now Over 100

TWO REGIONAL SALES on the *Rosemary Clooney Show* and several local sales were announced last week by Wynn Nathan, vice president in charge of sales, MCA-TV Film Syndication Div. Though MCA-TV does not report overall sales figures, the total number of markets in which the program is sold is said to be "well over a hundred."

Latest regional sponsors are Blatz Brewing Co., Milwaukee, through Kenyon & Eckhardt, Chicago, for six markets in Wisconsin, and Hood Dairy, Boston, through Kenyon & Eckhardt, Boston, for eight markets in New England. Local sponsors who signed for the show include the Dodge dealers in Washington, D. C., and the Chevrolet dealers in Montana.

McNamara Opens Film Firm

DON C. McNAMARA, since 1950 executive vice president of Dudley Television Corp. and Dudley Pictures Corp., Hollywood, where he helped originate first animated commercials for CBS-TV *I Love Lucy*, has formed his own tv and commercial film production company, McNamara Productions Inc., 8230 Beverly Blvd., Los Angeles 48. Phone: Webster 5-1205.

FILM RANDOM SHOTS

Modern Tv, formerly division of Modern Talking Picture Service Inc., N. Y., has announced change of name to Modern Teleservice Inc., now independent corporation. Firm specializes in tv film program and spot commercial handling and distribution.

Filmack Television Studios, N. Y., last week announced the opening of a new ID Optical Dept. to produce 10-second share IDs, claiming costs will be one-third of standard costs through use of Filmack's precision-mounted Focusing Adaptor which eliminates several production stages, according to company.

Academy Pictures Inc., tv animation and commercial production firm, moved from 588 Fifth Ave., N. Y., to larger quarters at 49 W. 45th St. Telephone is Plaza 7-0744.

"A PACKED HOUSE EVERY PERFORMANCE"



"THE DIARY OF ANNE FRANK" starring Joseph Schildkraut and Susan Strasberg

A LOOK AT THE BOX OFFICE*

	National	WICU
George Gobel	28.7	**56.0**
Life of Riley	24.0	**56.0**
Groucho Marx	35.4	**55.3**
Ford Theatre	23.8	**54.0**
Dragnet	39.0	**54.0**
Medic	25.6	**52.3**
Truth or Consequences	16.9	**52.3**
I Lead Three Lives	13.8	**54.3**
Loretta Young	25.0	**54.0**
Playhouse of Stars	23.4	**57.5**

*Telepulse February, 1956

It's one thing to flatter your audience; it's quite another to flatter your client. One involves compliments; the other cash.

Somehow, cash, stocks and bonds and book values go together. So, in the language of the "street", the securities exchange was never better around WICU.

Bullish 30's, 40's and 50's on the board (check the "A Ratings" on the prospectus listed below) indicate WICU's stock is loaded.

Both bulls and bears can buy blind on WICU and turn up with a handsome yield and a gilt-edged investment. The listed assets of WICU includes the entire Erie area plus 3 states and 2 countries . . . plus ratings consistently 20% and more over the national average . . . plus 36 national promotion awards in the vault.

If you've a lonely spot schedule in need of congenial adjacencies, call Ben McLaughlin or your Petry man and join our "mutual fund".

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN SEPTEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1. D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	16.2
2. Rosemary Clooney (MCA-TV)	Fri.	11:15	WRCA-TV	9.7
3. Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	9.2
4. Superman (Flamingo)	Tues.	6:00	WABC-TV	9.1
5. Man Behind The Badge (MCA-TV)	Wed.	8:00	WPIX	8.9
6. Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	8.7
7. Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	8.4
8. Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	8.1
9. Fabian of Scotland Yard (CBS Film)	Mon.	9:00	WPIX	6.9
Highway Patrol (Ziv)	Wed.	9:30	WPIX	6.9
The Goldbergs (Guild)	Thurs.	7:30	WABD	6.9

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1. Life of Riley (NBC Film)	Mon.	8:30	KSTP-TV	32.6
2. Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	21.5
3. Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	20.5
4. Cross-Current (Official)	Sun.	8:30	WCCO-TV	17.4
5. Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	16.0
6. Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	15.3
7. City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	12.8
8. Badge 714 (NBC Film)	Tues.	10:30	KSTP-TV	12.4
Ramar of the Jungle (TPA)	Sat.	5:00	WCCO-TV	12.4
10. I Led 3 Lives (Ziv)	Wed.	8:30	KSTP-TV	12.2

CHICAGO — FOUR-STATION MARKET

1. Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	25.7
2. Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.3
3. Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	19.0
4. Highway Patrol (Ziv)	Thurs.	9:00	WBKB	14.9
5. Susie (TPA)	Sat.	9:30	WBKB	14.0
6. Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	13.7
7. I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	13.2
8. Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.9
Mr. District Attorney (Ziv)	Fri.	10:00	WBKB	12.9
10. San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	12.5

ATLANTA — THREE-STATION MARKET

1. City Detective (MCA-TV)	Sat.	10:00	WSB-TV	24.8
2. I Led 3 Lives (Ziv)	Mon.	9:30	WSB-TV	23.0
3. Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	21.0
4. Secret Journal (MCA-TV)	Sun.	10:30	WSB-TV	19.6
5. Man Called X (Ziv)	Sun.	10:00	WAGA-TV	18.8
6. Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	18.0
7. Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	16.9
8. Man Behind the Badge (MCA-TV)	Sun.	2:30	WSB-TV	16.4
9. Buffalo Bill, Jr. (CBS Film)	Wed.	6:00	WLWA	16.1
10. Annie Oakley (CBS Film)	Mon.	6:00	WLWA	15.2

CLEVELAND — THREE-STATION MARKET

1. Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	28.2
2. Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	13.3
3. Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	13.2
4. Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	12.9
5. Kit Carson (MCA-TV)	Sat.	7:00	WEWS	12.1
6. Studio 57 (MCA-TV)	Fri.	7:00	KYW-TV	12.0
7. The Whistler (CBS Film)	Sat.	10:30	WJW-TV	11.0
I Led 3 Lives (Ziv)	Fri.	9:00	WEWS	11.0
9. Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	10.7
10. Mr. District Attorney (Ziv)	M-F.	5:30	KYW-TV	9.9

LOS ANGELES — SEVEN-STATION MARKET

1. Highway Patrol (Ziv)	Mon.	9:00	KTTV	20.8
2. Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	19.1
3. Star & The Story (Official)	Thurs.	9:30	KTTV	16.2
4. Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.1
5. Code 3 (ABC Film)	Mon.	9:30	KTTV	15.0
6. I Led 3 Lives (Ziv)	Sat.	8:30	KTTV	14.2
7. Confidential File (Guild)	Sun.	9:30	KTTV	13.8
8. Badge 714 (NBC Film)	Sat.	7:30	KTTV	13.4
9. Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	12.4
10. San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	11.6

SEATTLE-TACOMA — FOUR-STATION MARKET

1. Search for Adventure (Bagnall)	Wed.	7:30	KING-TV	31.9
2. Western Marshall (NBC Film)	Wed.	7:00	KING-TV	31.8
3. Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	31.3
4. Badge 714 (NBC Film)	Fri.	9:30	KING-TV	27.7
5. Combat Sergeant (NTA)	Tues.	10:15	KING-TV	22.7
6. Code 3 (ABC Film)	Fri.	10:00	KING-TV	21.6
City Detective (MCA-TV)	Sun.	10:00	KING-TV	21.6
8. Studio 57 (MCA-TV)	Fri.	7:00	KING-TV	19.6
9. Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	19.4
10. Grand Ole Opry (Flamingo)	Mon.	9:30	KOMO-TV	18.9

WASHINGTON — FOUR-STATION MARKET

1. Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	13.6
2. Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	12.3
3. Secret Journal (MCA-TV)	Sun.	6:30	WMAL-TV	12.1
4. The Pendulum (Thompson-Koch)	Thurs.	9:30	WTTG	11.8
5. Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	11.2
6. Halls of Ivy (TPA)	Sat.	7:00	WRC-TV	10.5
7. Death Valley Days (McC-E)	Mon.	7:00	WRC-TV	10.1
8. Count of Monte Cristo (TPA)	Sat.	6:30	WTOP-TV	9.6
9. Superman (Flamingo)	Tues.	7:00	WRC-TV	9.2
10. Ellery Queen (TPA)	Wed.	7:00	WRC-TV	9.0
Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	9.0

COLUMBUS — THREE-STATION MARKET

1. Highway Patrol (Ziv)	Tues.	9:30	WBNS-TV	37.7
2. Passport to Danger (ABC Film)	Sun.	8:30	WBNS-TV	24.8
3. Studio 57 (MCA-TV)	Mon.	9:30	WLWC	20.2
4. Man Called X (Ziv)	Fri.	8:30	WBNS-TV	18.9
5. Judge Roy Bean (Screen Craft)	Sun.	5:00	WTVN-TV	15.8
6. Public Defender (Interstate)	Mon.	10:15	WBNS-TV	14.9
7. Annie Oakley (CBS Film)	Sat.	6:00	WBNS-TV	14.0
8. Buffalo Bill, Jr. (CBS Film)	Fri.	6:00	WTVN-TV	13.8
9. The Visitor (NBC Film)	Wed.	8:30	WTVN-TV	12.7
Grand Ole Opry (Flamingo)	Sat.	10:30	WBNS-TV	12.7

BOSTON — TWO-STATION MARKET

1. I Led 3 Lives (Ziv)	Tues.	8:30	WNAC-TV	30.2
2. Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.8
3. Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	22.2
4. Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	21.9
5. Superman (Flamingo)	Fri.	6:30	WNAC-TV	21.2
6. Secret Journal (MCA-TV)	Tues.	10:30	WNAC-TV	21.0
7. Jungle Jim (Screen Gems)	Sun.	7:00	WBZ-TV	18.1
8. Man Called X (Ziv)	Mon.	10:30	WBZ-TV	17.0
9. City Detective (MCA-TV)	Fri.	11:00	WNAC-TV	15.6
10. The Falcon (NBC Film)	Sun.	11:00	WNAC-TV	15.1
Western Marshall (NBC Film)	Wed.	7:30	WNAC-TV	15.1

A TRIANGLE STATION

WFBG-TV

ALTOONA, PENNSYLVANIA

Covering *451,808 TV homes
between Pittsburgh
and Harrisburg

announces the appointment of **BLAIR-TV**

as exclusive national representative

effective November 1, 1956

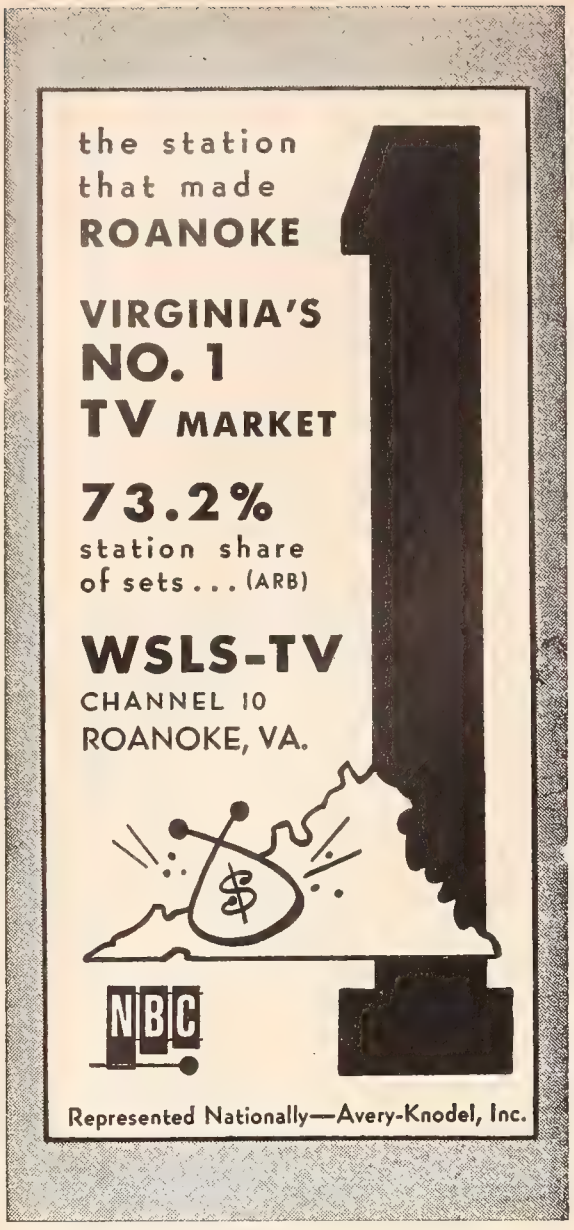
Only basic CBS-TV Station serving the area CBS *Channel 10*
also affiliated with ABC-TV • NBC-TV

WFBG-TV is operated by Radio and Television Division, Triangle Publications Inc.

To improve your sales-picture in central and western Pennsylvania, check with your nearest Blair-TV office:

NEW YORK	ST. LOUIS
CHICAGO	DALLAS
BOSTON	LOS ANGELES
DETROIT	SAN FRANCISCO
JACKSONVILLE	SEATTLE

*ARB, March 1956 COVERAGE STUDY





Huntley, Brinkley to Handle NBC 'Caravan' Replacement

NBC news reporters Chet Huntley and David Brinkley have been named co-editors of a new Monday-through-Friday program, *NBC News* (7:45-8 p.m. EDT), starting Oct. 29. The program replaces *NBC News Caravan,* with John Cameron Swayze.

The program's format will have Mr. Huntley presenting his portion of *NBC News* from New York, while Mr. Brinkley will report from Washington, and also will travel to the scene of major news stories for first-hand or background commentary. Program will be sponsored by Miles Labs (Alka-Seltzer), Remington Rand Div., Sperry-Rand Corp., Time-Life Inc. and Studebaker Corp.

Benny Returns to CBS Radio Sunday; Single Sponsor Sought

AFTER an absence of 17 months, the *Jack Benny Show* will return to CBS Radio on Oct. 28 in the Sunday, 7-7:30 EDT period, it was announced last week by Arthur Hull Hayes, president of CBS Radio.

The program will feature the best of Jack Benny radio shows of recent years. For each program, however, Mr. Benny will record some new material.

Negotiations for the return of Mr. Benny to radio were conducted by the network with Irvin Fein, president of J & M Productions, which is producing the new program. A network spokesman said CBS Radio is attempting to sell the show to a single sponsor rather than to a group of advertisers under its segmentation plan.

Yankee Network Premieres Documentary Sales Film

PREMIERE of "The Yankee Story," half-hour documentary film on the Yankee Network (WNAC-AM-FM-TV Boston, Mass.), was held last Thursday at the Somerset Hotel in Boston before invited clients, agency representatives, and members of the press.

A coast-to-coast tour for screening of the film is following the Boston showing, according to Tom Bateson, Yankee director of national sales and sales service. The tour will embrace Philadelphia, Detroit, Chicago, St. Louis, Cincinnati, New York, San Francisco and Los Angeles.

The film, which stresses the values of New England as a market, was made by WNAC-TV's own documentary film unit. Producer-Director Jeff Forbes and Technical Director Ed Gilman and a crew of six travelled more than 2,000 miles throughout six New England states on location.

'Imagery Transfer' Advanced As New Radio Sales Concept

THE CONCEPT of "imagery transfer" was described by Matthew J. Culligan, NBC vice president in charge of the radio network, as "the new philosophy of network radio."

Mr. Culligan spoke before the Television, Radio & Advertising Club of New York, during which he outlined network radio's role in an expanding and competitive advertising economy.

Explaining "imagery transfer," he said that the consumer today is besieged by messages from many visual advertising media, and claimed that the remembrance value of these advertisements is diminished after a short time. Network radio, he continued, can serve as "the trigger to pull out these stored exposures and convert them to active, sales-producing impressions."

Mr. Culligan contended that because network radio is "by far, the most economical and efficient national medium, advertisers can make full use of this power of 'imagery transfer.'" This ability of radio to transfer an image through the use of sound, he said, would offer "little value to an advertiser if the radio networks did not offer the kind of flexibility and frequency required to accomplish 'imagery transfer.'"

Gold Succeeds Zuzulo As Mutual Press Chief

APPOINTMENT of Harold Gold as director of press information and audience promotion for MBS was announced last week by Richard J. Puff, Mutual vice president in charge of advertising, public relations and research. Mr. Gold succeeds Francis X. Zuzulo, whose resignation is effective Nov. 1.


MR. GOLD

Mr. Gold joined Mutual's press department in 1947 and previously had been a staff correspondent and political reporter for the *New York Herald Tribune*. Mr. Zuzulo joined Mutual in 1944 and was named director of press information four years ago.

Mutual Affiliates Committee Appoints Seven New Members

ELECTION of seven new members to the Mutual Affiliates Advisory Committee was announced last week by Robert Carpenter, MBS vice president in charge of station relations.

Those elected for two-year terms represent the non-metropolitan markets in the seven regional sections of the country from which MBS affiliates elect their representatives to the MAAC. New committee members and their sections are: Victor C. Diehm, WAZL Hazleton, Pa. (1); E. Z. Jones, WBBB Burlington, N. C. (2); Mike Layman, WSFC Somerset, Ky. (3); Sam W. Anderson, KFFA Helena, Ark. (4); Edward Breen, KVFD Ft. Dodge, Iowa. (5); Richman G. Lewin, KTRE Lufkin, Tex. (6); Wayne Phelps, KLAG Alamogordo, N. M. (7).

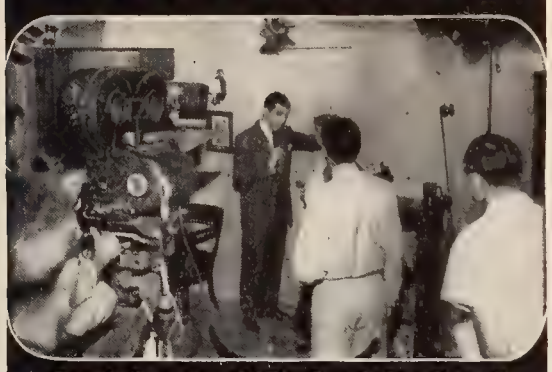
The other members of the MAAC, all representing metropolitan markets, are: Berton Sonis, WTIP Charleston, W. Va. (1); Edwin H. Dunbar, WBBQ Augusta, Ga. (2);



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



Donald J. Horton, WVLK Lexington, Ky. (3); T. E. Gibbons, WAFB Baton Rouge (4); Ralph McElroy, KWWL Waterloo,, Iowa (5); Willard Deason, KVET Austin, Tex. (6); Cecil Heftel, KLO Ogden, Utah (7). Their terms of office will expire next year.

Mr. Carpenter said that the MAAC will meet shortly to elect a new chairman.

CBS-TV Promotes Eliasberg As Acting Research Chief

APPOINTMENT of Jay Eliasberg, assistant director of research for CBS-TV, as acting director of research was announced last week by Merle Jones, executive vice president CBS-TV. Mr. Eliasberg assumes the duties relinquished sometime ago by Oscar Katz, who moved from research director to vice president in charge of daytime programs for CBS-TV.



MR. ELIASBERG

Mr. Eliasberg joined the CBS research department in 1947 and left two years later. He later served as director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, and director of research for ABC Radio. In February 1955, he returned to CBS as research projects supervisor for the television network and last May 16 was named assistant director of research for CBS-TV.

KOTI-TV Joins CBS-TV

KOTI-TV Klamath Falls, Ore., has joined CBS-TV as an interconnected affiliate under the network's Extended Market Plan, CBS-TV station relations Vice President Herbert V. Akerberg announced last week. Ch. 2 KOTI-TV is owned and operated by California-Oregon Television Inc., Medford, Ore.

Surging with
EXCITEMENT
SENTIMENT
AND HEROISM!
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

BIRMINGHAM MEET THIS WEEK WINDS UP NARTB'S FALL REGIONAL CONFERENCES

Boston, Indianapolis sessions last week heard one commissioner (Mack) align himself with the 5-year license proposal and another (Bartley) warn of programming abuses which could lead to more strict federal control. Attendance up at both meetings.

NARTB will wind up its autumn series of eight regional conferences Thursday-Friday as broadcasters from seven states, Puerto Rico and the Virgin Islands meet at the Dinkler-Tutwiler Hotel in Birmingham. States taking part are Tennessee, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida.

A sharp pickup in attendance has developed in the second half of the series, which began with the Washington, D. C., meeting Oct. 11-12. Washington attendance showed almost a 50% increase over the same region a year ago, 300 registrations to 207, NARTB records show.

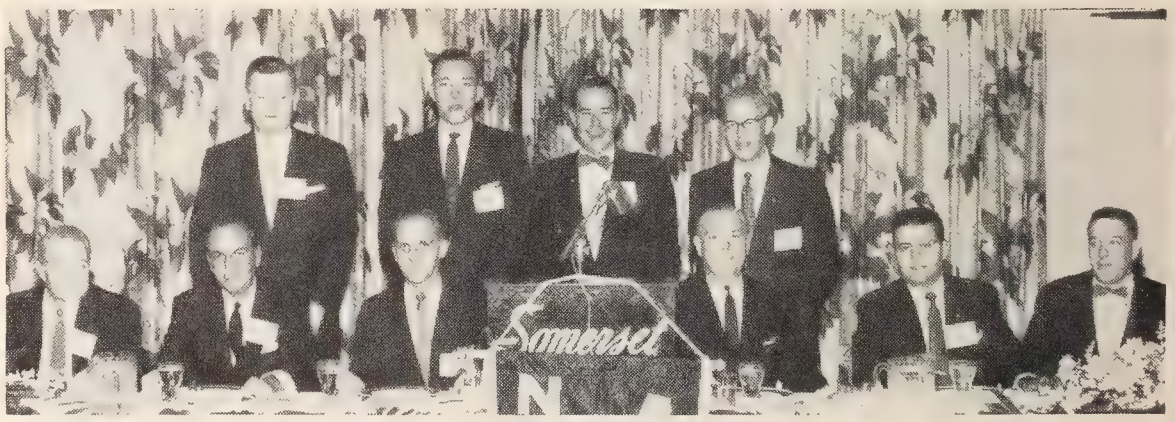
Last week the upward trend was continued at Boston, where 201 were registered at the Monday-Tuesday sessions compared to 173 a year ago. In Indianapolis Thursday-Friday over 200 delegates registered with some additional delegates due Friday morning. Last year this region had an attendance of 195.

At the Boston meeting FCC Comr. Richard A. Mack drew enthusiastic response when he went on record favoring an extension of the term of broadcast licenses and renewals from three to five years. Speaker at Indianapolis was Comr. Robert T. Bartley. He called on broadcasters to eliminate program abuses as a means of avoiding stiffer federal control.

John M. Outler Jr., WSB-AM-TV Atlanta, NARTB Radio Board chairman, will be host director at the Thursday-Friday regional meeting in Birmingham. Following the morning meeting on station administration, with John F. Meagher, NARTB radio vice president, presiding, President Harold E. Fellows will speak at the luncheon. The debate on at-large directors will be handled by J. Frank Jarman, WDNC Durham, N. C., a medium station at-large director, on behalf of at-large directors, and George H. Clinton, WPAR Parkersburg, W. Va., in opposition.

Richard B. Biddle, president of WOML Florence, Ala., will preside at the Thursday afternoon small-market roundtable. Robert Earle, WIBR Baton Rouge, La., will preside at the large-market session. Norman (Pete) Cash, new TvB president, and Howard Abrahams, retail sales director, will give the TvB presentation. Roger W. Clipp, Tv Code Board member, will speak on the code along with Edward H. Bronson, tv code affairs director. The three afternoon sessions will be held concurrently.

Comr. John C. Doerfer will represent FCC and deliver the Thursday banquet address. Hoyt Andres, WSFA-TV Montgomery, Ala., will handle the tv management sales session Friday morning. An open discussion follows. Henry B. Clay, KWKH Shreveport, La., is chairman of the resolutions committee. Winding up the meeting Friday afternoon will be Charles H. Tower, employer-employe relations manager, and Joseph M. Sitrick, publicity-information manager. It was uncertain at the weekend whether Thad H. Brown Jr., NARTB tv vice



NORTHEASTERN broadcasters heard FCC Comr. Richard A. Mack deliver the banquet address Monday at the NARTB regional meeting in Boston. At the head table were (l to r): seated, Robert B. Hanna, WGY-WRGB (TV) Schenectady, N. Y., NARTB Dist. 2 director; Comr. Mack; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1 director and Radio Board vice chairman; President Harold E. Fellows; Melvin L. Stone, WRUM Rumford, Me., president, Maine Broadcasters Assn.; Daniel W. Kops, WAVZ New Haven, Conn., president, Connecticut Broadcasters Assn.

Standing: John F. Meagher, NARTB radio vice president; Frank B. Estes, WKNE Keene, N. H., president, New Hampshire Broadcasters Assn.; J. Gordon Keyworth, WMNB North Adams, Mass., vice president, Massachusetts Broadcasters Assn.; Gordon Giffin, WKDN Camden, N. J., president, New Jersey Broadcasters Assn.

president, would be able to take part in the meeting. Mr. Brown has been suffering from a virus infection.

Edward F. Baughn, WPAG Ann Arbor, Mich., was host director at Indianapolis.

NARTB Tv Code subscribers should stress their code compliance in individual FCC license renewals as a step toward preventing moves toward specific government control of programming, Richard A. Borel, WBNS-TV Columbus, Ohio, member of the Tv Code Review Board told Indianapalis delegates. Mr. Borel observed that Congressional probes have penetrated deep into the industry, threatening the industry's role as part of the American free enterprise team.

Both the Tv Code and the Radio Standards of Practice were reviewed. Mr. Meagher presided at the morning management-sales session. Leslie Johnson, WHBF-AM-TV Rock Island, Ill., suggested the radio standards are more widely abused than the tv provisions, urging broadcasters to improve programming in both media. Ward L. Quaal, WGN-AM-TV Chicago, called for better adherence to the codes, particularly the radio document. Mr. Borel asked Tv Code subscribers to give wider display to the code board's film spots.

Vincent T. Wasilewski, NARTB government relations manager, said most stations are complying with monitoring requests of the Federal Trade Commission, which has a monitoring appropriation.

Other Thursday events included President Fellows' luncheon talk and a debate on the upcoming referendum on restoration of at-large directors to the NARTB Radio Board. Debaters were William Holm, WLPO La-Salle, Ill., a district director, on behalf of at-large directors, and F. Ernest Lackey, WHOP Hopkinsville, Ky., an at-large radio director for small stations, handling the negative.

Management Panels

John F. Wismer, WHLS Port Huron, Mich., directed Thursday's small-market panel. Robert J. McIntosh, WWJ Detroit, handled the large-market panel. Robert Lemon, WTTV (TV) Bloomington, Ind., conducted the Friday morning panel on tv management and sales.

The Television Bureau of Advertising presentation Thursday afternoon was given by Mr. Abrahams and Halsey Barrett. Mr. Abrahams cited Nielsen televiewing figures on five breakdowns of frequency. These ranged from one hour and 32 minutes daily for one group of seven million to nine hours and 49 minutes for another equal group. He also compared viewing to newspaper reading. He noted many families have moved to suburbs and claimed newspaper circulation hasn't kept up with the shift. Total retail sales are up and department store sales down, he observed, giving tv a challenge.

Mr. Abrahams reported that 16 films have been produced for Sears, Roebuck & Co., already and others will follow. He urged local station operators to get local Sears managers interested in using the spots, now

a shape in your future

10,500-13,500 MCS

color microwave system

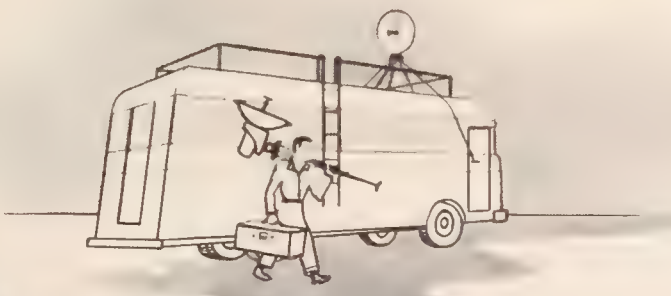
Lambda LPE Pacific

KU LINK

Now serving both TV Broadcast and Common Carrier KU Bands

- ULTRA-PORTABLE FOR REMOTES
- FULL TIME ALTERNATE STL CHANNEL





Distributed Nationally by . . .

VISUAL ELECTRONICS CORP.

ELEVEN WEST 42ND STREET, NEW YORK, N. Y. DEPT. MB

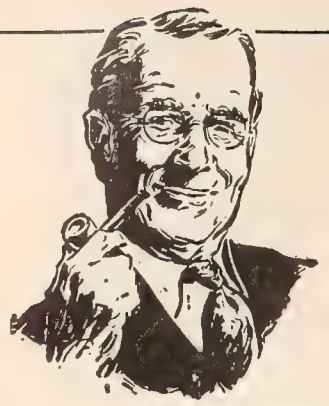
"Keeps You in View!"

Gentlemen: Please send me complete specifications on the KU Band microwave system.

Name . . . . . Title . . . . .

Address . . . . . .

Advertisement



From where I sit
by Joe Marsh

Fastest "News Service" in Town!

Had a frantic wire from Washington yesterday—saying that the local Congressman was making a surprise visit and a short speech. Could I get the word around *fast?*

No time for a special edition of the Clarion, *so I turned to the fastest "news service" in town . . . Windy Taylor. He spent an hour mobilizing his Lodge and Court House cronies—all pretty fair talkers—and the rest is history. Biggest turnout ever.*

As a newspaperman, I hate to admit it—but facts are facts. The Windys of this world aren't only quicker news spreaders than our paper . . . they've even got better circulation.

From where I sit, some of us would rather talk than eat, while others are close-mouthed . . . just as some of us like coffee and others prefer a glass of beer. There's a lot to be said for both attitudes. But if you go in for gab—don't talk against someone just because you don't happen to agree with him on some question of personal choice. Use your own "good censorship."

Joe Marsh

Copyright, 1956, United States Brewers Foundation

It's Radio, 7 to 2

AN OVATION from delegates attending NARTB's regional conference in Boston greeted a pro-radio observation made at the banquet Monday night by FCC Comr. Richard A. Mack. The commissioner noted he had two television sets and seven radio receivers in his home and asserted, "I listen more than I watch except for some football." The applause was as great as that greeting Mr. Mack's statement that he would support the proposal for a maximum five-year term of licenses and renewals.

geared along institutional and shopping service motifs.

Mr. Quaal presided at the afternoon tv session. Cy Morris of N. W. Ayer & Son, delivered a presentation for clock radios.

At Boston Comr. Mack cited the need for stability in station financing, particularly in obtaining bank terms.

He said he was concerned with the "economics of broadcasting," noting that it "astounds me to see how many transfers we have." Comr. Mack thought it "not good economics [for stations] to borrow money." He indicated the "turnover" of licenses applied to both radio and tv.

What few complaints are sent to the FCC from listeners or viewers are on programming rather than service, Comr. Mack commented. These center particularly on the "number of commercials," he added, concluding that broadcasters must police themselves, "otherwise FCC will get into it—I would rather not."

The conference opened Monday morning with Mr. Meagher presiding over an open discussion of station administration, covering management problems, engineering programming and sales.

PR Program Detailed

President Fellows was the luncheon speaker Monday, outlining NARTB's new public relations program.

The at-large director plan was debated at the luncheon after Mr. Fellows' address. Boston delegates heard W. C. Swartley, WBZ Boston, in support of restoring at-large directors, and George H. Clinton, WPAR Parkersburg, W. Va., in the negative. Herbert L. Krueger, WTAG Worcester, was host director.

In the afternoon, radio and tv sessions were held concurrently. A. E. Spokes, WEAV Plattsburgh, N. Y., presided over a small-market session which took up local programming, including public service, news and special events. A large-market session was led by William Doerr, WEBR Buffalo, touching on labor-management problems and the question of audience measurement services.

At the tv sessions, Mr. Fellows pleaded for broadcasters to stop being negative and apologetic about the tv code and to begin stressing positive aspects. He urged stations to tell the story of the code in their communities, thus supporting NARTB's action

Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill *all* station programming needs.

For the first time, Guild Films makes available to you this A-time programming for *any* slot you may wish—morning, afternoon or evening.

Here's your opportunity—with top stars, top production values, top audience appeal, top participation sales response—to make your station tops in showmanship.

We suggest you lose no time. Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

PLUS

134 CHILDREN'S SHOWS
Flash Gordon . . . Col. Tim McCoy
Joe Palooka . . . Junior Science (color)

100 ALL-STAR WESTERNS
Starring:
JOHN WAYNE
Johnny Mack Brown . . . Lash Larue
Tex Ritter . . . Jimmy Wakely
Hoot Gibson . . . Eddie Dean
BUSTER CRABBE

65 WOMEN'S FEATURES
It's Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

191 MUSICALS
LIBERACE
FRANKIE LAINE
FLORIAN ZABACH



143 MYSTERIES
I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE



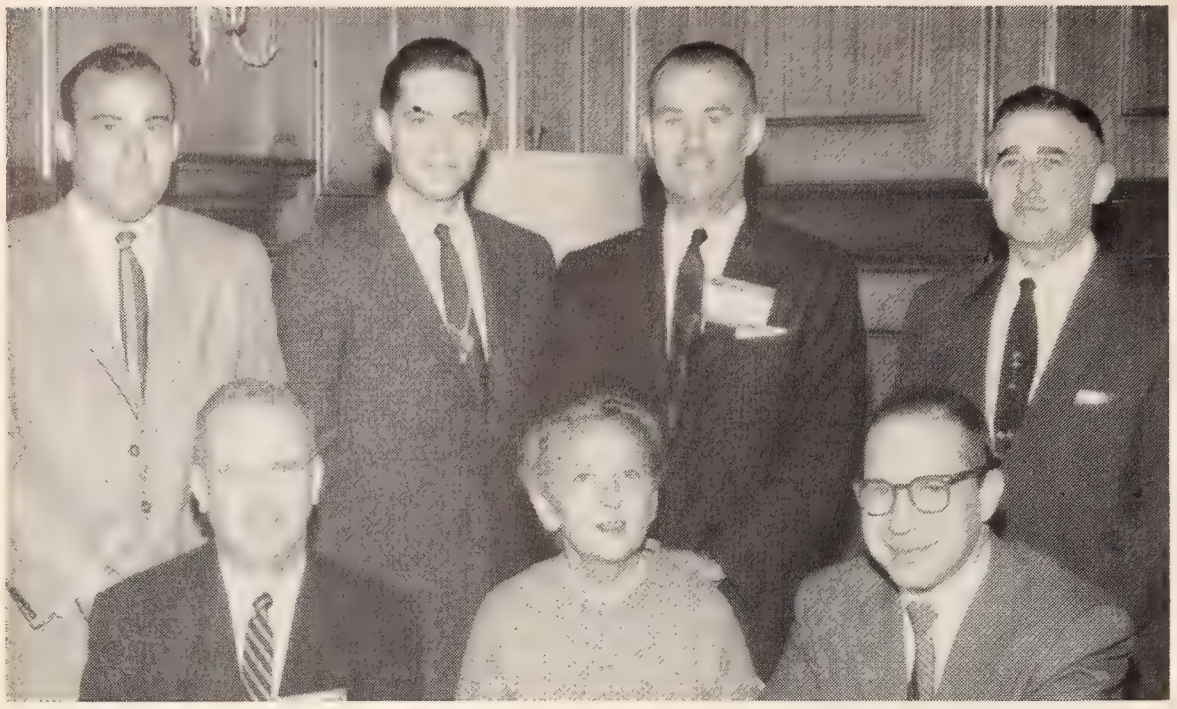
208 COMEDIES and DRAMAS
MOLLY (The Goldbergs)
DUFFY'S TAVERN
(26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL THEATER



370 CARTOONS
WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES



GUILD FILMS COMPANY INC.
460 PARK AVENUE • NEW YORK 22, N.Y. • MU 8-5365



EXTENSION of NARTB tv code's influence into film production was worked out by NARTB Tv Code Review Board and Alliance of Tv Film Producers at west coast conference, subject to action by board at last week's meeting. Conferees were (seated, l to r): G. Richard Shafto, WIS-TV Columbia, S. C., board chairman; Mrs. Hugh McClung, KHSL Chico, Calif., board member; Maurice Morton, chairman of Alliance code committee. Standing, Deane Johnson, ATFP executive secretary-general counsel; Richard R. St. Johns, ATFP counsel; Robert Heald, NARTB chief attorney; Edward H. Bronson, NARTB code director.

on the national level. Also participating was Edward H. Bronson, NARTB director of tv code affairs.

TvB's widescreen "Focusing Tv's Spotlight" was presented for the first time in the New England area. TvB's Mr. Cash presented information that TvB has worked up research based on A. C. Neilsen data, showing that on a commercial minute basis, among the top 10 "advertising tonnage" sponsors in network tv there is 20% more efficiency in their advertising than that of all network advertising. Mr. Cash emphasized the computations point up that tv advertising is "like automobile driving—the more you do, the cheaper it is."

The 10 network advertisers cited by Mr. Cash: Procter & Gamble, American Home Products, Colgate-Palmolive, General Foods, Gillette, General Mills, Bristol-Myers, General Motors, GE and Liggett & Myers.

Gene Accas, TvB director of operations, emphasized diversification as the "most efficient route" for the national advertiser to follow in the use of tv.

A closed session on tv problems was held Tuesday morning. A joint session in the afternoon featured a three-part review of NARTB activity by Messrs. Sitrick, Wasilewski and Tower.

Resolutions adopted at Boston favored amendment of the Communications Act to allow extended license terms for radio and tv stations, described as operating to the benefit of the public, government and the industry; encouraged the Radio Research Committee to continue its efforts to achieve standards in the rating field, and voiced gratitude that William Fay, WROC-TV Rochester, had recovered from illness.

Members of the resolutions commmittee were Sherwood J. Tarlow, WHIL Medford, Mass., chairman; Glover DeLaney, WHEC Rochester; Frank B. Estes, WKNE Keene, N. H.; Francis H. Farnum Jr., WGAN Portland, Me.; Everett Rudloff, WJLK Asbury Park, N. J.

ZIV'S STAR-SPANGLED
SALUTE TO
THE U.S. NAVAL
ACADEMY
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
SEE PAGES
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Radio Adv. Bureau Adds 11

ADDITION of 10 stations and a Canadian station representation company to the membership rolls of Radio Advertising Bureau was announced last week by Arch Madsen, RAB director of station services. New members are: Lorrie Potts & Co., Canadian representative; KBAM Longview, Wash.; WVNJ Newark, N. J.; KBKI Alice, Tex.; KCOK Tulare, Calif.; KEVL Plaquemine-White Castle, La.; KGAE Salem, Ore.; KTIB Thibodaux, La.; WERI Westerly, R. I.; WLEE Richmond, Va., and WOKZ Alton, Ill.

AVOID AIR ABUSES, GIMMICKS–BARTLEY

Commissioner tells Indianapolis NARTB meeting that there is no threat of program censorship in the winds now, says broadcasters should take every opportunity to spell out their problems, tell of public service.

BROADCASTERS should curb "program abuses" at their source and station operators should build up "true circulation" based on quality programming and not artificial audience stealing gimmicks," FCC Comr. Robert T. Bartley told NARTB Region 4 meeting in Indianapolis Thursday.

Maintaining the Commission has not only the authority but the "affirmative duty" to concern itself with program service, Comr. Bartley urged broadcasters to familiarize congressional committees with station problems. He reminded stations involved in license renewal proceedings to avail themselves of the opportunity to spell out their programming efforts in justifying renewal bids. He called broadcasters attention to Question 10 of Sec. 4 of Form 303 and felt they are missing a "great opportunity" in not using the technique of narrative supplement.

The industry should meet the need for self regulation by curbing program abuses at the advertising agency and fly-by-night and fast-buck operator levels, Comr. Bartley declared.

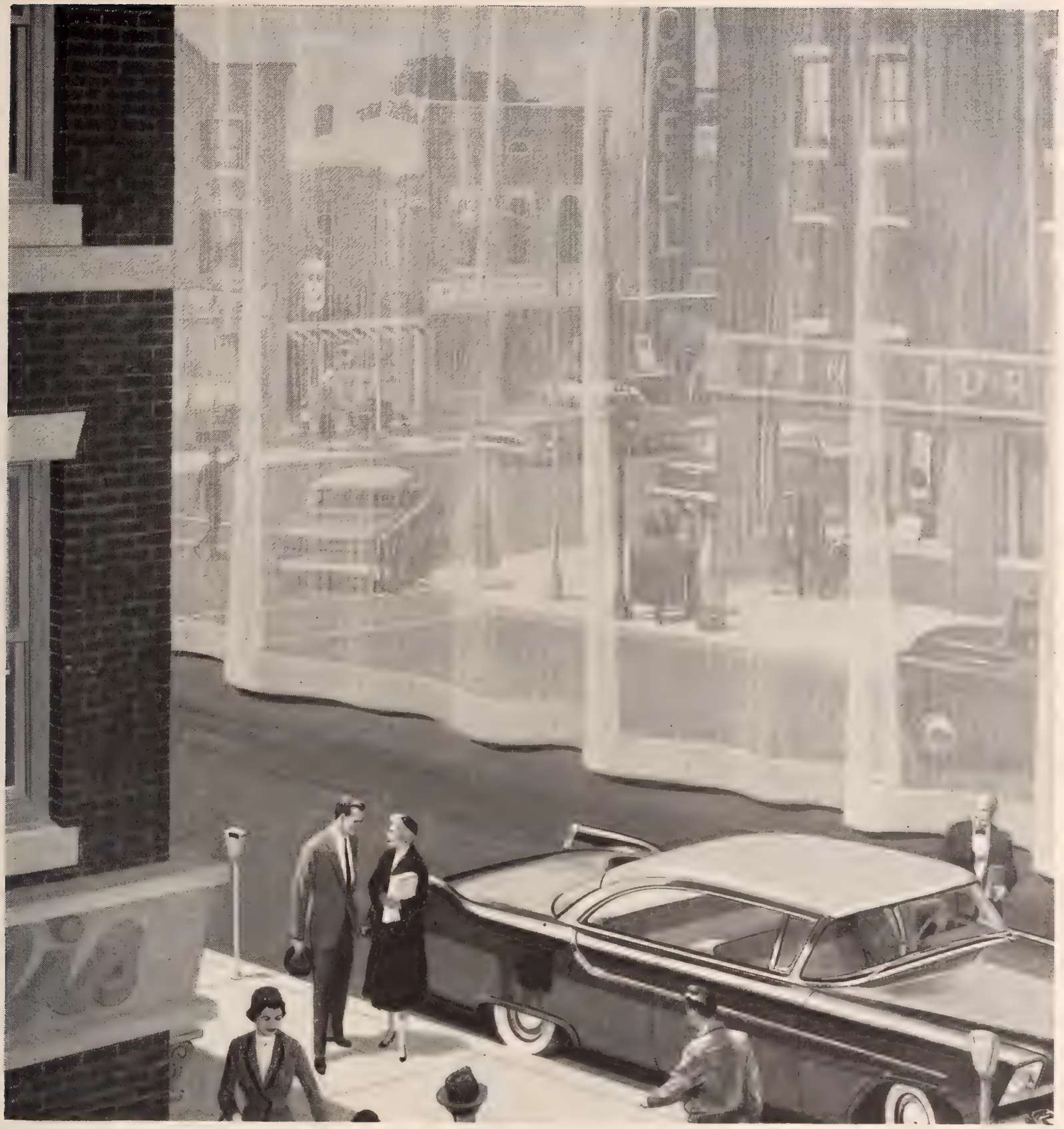
In seeking to banish the bugaboo of censorship Comr. Bartley said there is no basis for fear by broadcasters similar to that occasioned by the ill-fated "Blue Book" of 1946. However, he noted a distinction between "day-to-day control in advance of program content" and basic factors in dealing with a station licensing.

"The Commission's function in passing either on the program proposals of an applicant for a new station or in reviewing the stewardship of a station at renewal time, is no more censorship than our libel laws which are designed not to restrain but to hold to account," he stated.

Stressing that he was speaking personally on program supervision and as merely one of seven commissioners, Comr. Bartley asserted he believes firmly in industry self restraint and self regulation in programming practices but warned against censorship by any source including private groups and organizations through pressure.

He felt public taste is the "prime arbiter" on entertainment programs and that the Commission should place no bars of any kind upon broadcasters save on obscenity, lottery and fraud matters. Comr. Bartley said he felt the Commission has an "affirmative duty" to carry out the mandate of congress in these areas.

Proper identification of not only the sponsor but the source of a particular program on program matter, with respect to possible hidden identification or hidden propaganda



How much does this "tax curtain" cost you?

A strange kind of tax favoritism separates a few million families and businesses from most Americans when it comes to paying taxes on electricity.

The people in this "privileged class" pay little or no taxes in their electric bills, while everybody else does (about 23 cents out of each dollar spent for electricity). Because the few don't pay their fair share of taxes, you and other taxpayers are taxed *more* every year to make up the difference — many millions of dollars more.

There's nothing different or special about the people in the "privileged class." They just happen to get electricity from government power plants, and government in the electric business pays little or no taxes. That puts these people on the other side of the "tax curtain."

This kind of tax favoritism is unfair — and unusual in America. That's why we believe it should be made widely known and given critical study. *America's Independent Electric Light and Power Companies**.

*Names on request from this magazine

is required by the communications act, he noted.

A station licensee "should not be reluctant to take an editorial position" on an issue providing he identifies it as such and takes affirmative steps to assure equal time is given all sides, he said.

Presentation of news and public events in a "fair and impartial manner" is basic, he said, with emphasis on "news slanting" as an abuse of the license privilege "which cannot and should not be condoned by the Commission under any circumstances."

Indianans Discuss Management, Sales

MANAGEMENT and sales problems dominated sessions of the Indiana Broadcasters Assn. in Indianapolis Wednesday, in advance of the NARTB Region 4 meeting, with station operators drawing special commendation for their public service activities.

Meeting under chairmanship of Daniel C. Park, commercial manager of WIRE and IBA president, association members discussed salesman compensation, methods of selling non-radio advertisers on the medium, rates and techniques for selling radio-tv against competitive media.

Mr. Park reported that, with recent additions, the association now claims 56 member stations out of 59 am-tv-fm outlets in the state.

Broadcasters were lauded by Don Davis, Indiana State Fair Board, for cooperating to help make the state fair over Labor Day a rousing success. One highlight of this joint effort was a series of two 15-minute tape recordings produced by WIRE and made available to other stations without cost for promotional use. The Indiana group estimates it donated about $670,000 worth of air time to traffic safety last year and remains active in this cause.

Among other topics aired during the one-day meeting at the Sheraton-Lincoln Hotel were the Voice of Democracy contest and freedom of information issues at court and legislative levels in various states. Mr. Park observed that his association has remained relatively free of legislative problems, particularly, with respect to equal news access issues. Nearly 70 IBA member representatives attended the meeting. Elections will be held at the Indiana group's next spring meeting.

NARTB Names Membership Of Two Standing Committees

TWO standing committees have been named by NARTB President Harold E. Fellows to serve during the 1956-57 fiscal year. They follow:

Audit Television Circulation—Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; Richard A. Borel, WBNS-TV Columbus, Ohio; Payson Hall, Meredith Pub. Co.; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WGN-TV Chicago; Paul Raibourn, KTLA (TV) Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Robert D. Swezey, WDSU-TV New Orleans; Donald W. Thornburgh, WCAU-TV Philadelphia; Lee B. Wailes, Storer Broadcasting Co., Miami Beach.

Copyright Committee—Joseph A. McDonald, NBC, chairman; Cy N. Bahakel, WRIS Roanoke, Va.; Ian A. Elliott, KATL Miles City, Mont.; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Philip G. Lasky, KPIX (TV) San Francisco; Dalton LeMasurier, KDAL Duluth, Minn.; Lee Little, KTUC Tucson; Nathan Lord, WAVE-TV Louisville; James H. Moore, WSLS Roanoke, Va.; Gunnar O. Wiig, KQV Pittsburgh.

Doerfer Sets Chicago Speech

FCC COMR. John C. Doerfer will address the Broadcast Adv. Club of Chicago on "Broadcasting's Antitrust Problems" at its opening 1956-57 luncheon meeting at the Sheraton Hotel Oct. 29. James L. Stirton, Music Corp. of America, will preside as BAC president.

DON'T THROW OVER PRESENT UHF–BAKER

RETMA president says a solution of uhf-vhf problem is on the way, but no drastic revisions of current system should be attempted until it's here.

AN EQUITABLE solution to the uhf-vhf television problem will be found eventually but there should be no radical changes in the present system until the subject has been throughly explored, Dr. W. R. G. Baker, president of Radio-Electronics-Tv Mfrs. Assn., and vice president of General Electric Co., said Tuesday in an address to the fall meeting of RETMA and Institute of Radio Engineers, held at Syracuse, N. Y.

Dr. Baker forecast "a firming up of the uhf market" and higher sales of equipment to existing stations. As to color, he said it costs about three times as much as monochrome and color sets will always be more expensive than black-and-white. He sees no drastic price cuts in color sets in the immediate future.

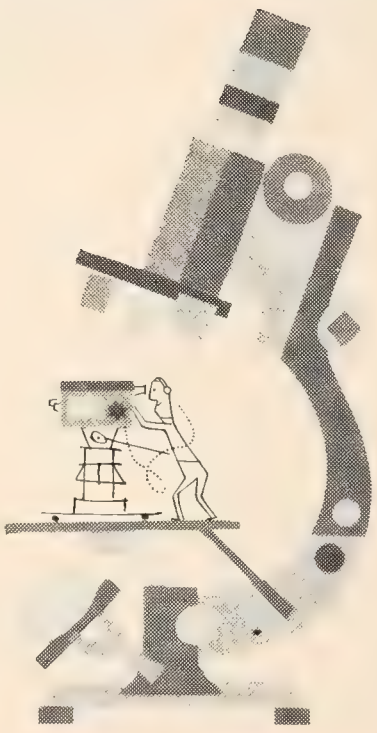
The Syracuse meeting heard papers from engineering executives and technicians representing many manufacturing interests with subject matter covering highly technical aspects of electronic design and production.

George Schiess, Sylvania Electric Products, reported transistors are now practical in some vital tv receiver circuits, particularly small-screen portable types. He said transistorized vertical deflection systems for picture tubes are practical and comparable to tube circuits in performance and circuitry. Audio and synchronization circuits can be transistorized, he added.

A new radio technique called synchronous communications, developed for the Air Force by GE, was described by Dr. John P. Costas of the GE Syracuse plant. He said it gives better reception than normal am and offers increased resistance to interference and jamming over the single-side-

Cures "cold" market

The makers of a well-known cold remedy salute WXIX's ability to warm up sales in Milwaukee. Reports the Anahist Co.: "Our confidence in WXIX was justified by excellent sales results...a *123% increase* for August-December 1955 over a similar period the year before. Anahist had a *terrific season* in the rich Milwaukee market—and we believe WXIX contributed a big portion of our success." ℞ for *your* sales problems: a low-cost announcement schedule on WXIX, Milwaukee's top television buy.



WXIX

CBS Owned · Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

band technique suggested as a replacement for present am communications systems.

Dr. Baker predicted 10 million tv sets will be sold annually in 1960 compared to the current 7.5 million; that present industrial closed-circuit tv sales of $6 million will grow to $24 million by 1960; that transoceanic tv broadcasts are only a matter of time, based on rapid development of scatter transmission techniques.

He reported that progress in monochrome tv will also benefit color set production so "we can eventually expect better, less expensive color sets and deeper market penetration." Despite the slackening of tv set sales in the first nine months of this year, he predicted sales in the final three months will equal those in the same 1955 period. He believes 1956 will be one of the best years for tv set sales.

Tv Programs Acceptable To Public, NAB Survey Finds

TELEVISION programming "is by far and large acceptable to the public as entertainment," according to a report covering a reviewing project conducted by the National Audience Board, of which Peter Goelet, New York, is president. The board has offices in Beverly Hills, Calif.

A growing trend toward inclusion of instructive matter as well as entertainment in tv programs is reported by the board, but the public is represented as wanting something further done about overlong and overrepetitious commercials.

In submitting the report, Bernard F. Kamins, NAB executive vice president, said a sampling method was used in polling opinion leaders in more than a score of states. These persons were described as representing women's clubs, boards of education, Lions Clubs and other organizations. Reviewers picked programs for reviewing, with the *Ed Sullivan Show* and *Alcoa Show* favored among a large number of programs.

An overwhelming proportion, 99.8%, found the programs entertaining. A higher percentage found the programs especially entertaining to women, more than was the case with male appeal, but reviewers generally felt the appeal was directed to the whole family. Two-thirds of programs were found entertaining to teen-agers, one-third to children. Answering a question, "Do you approve of this program?" 90% said yes, 10% didn't answer. Seven-eighths of those replying said the programs were shown at an appropriate time. About the same ratio found performers "convincing." Nine-tenths found production and technical work of high calibre.

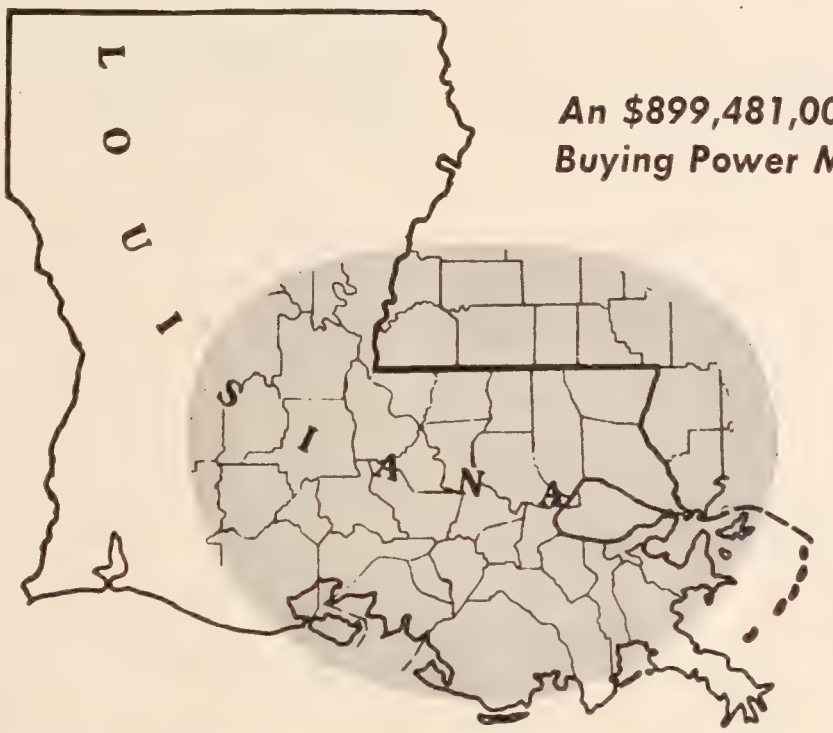
Two-thirds thought the programs suitable for overseas exhibition, while 99.02% found nothing offensive or in violation of good taste. Two-thirds found the programs instructive. Seven out of 10 described commercials as effective. NAB plans a November survey of commercials.

2,500 Women in Radio-Tv, AWRT Industry Study Shows

PRELIMINARY results of an industry-wide survey released by the American Women in Radio & Television indicate that women will play "an increasingly more important role" in radio-tv and places the number of women in the field on the executive and professional level at 2,500.

These findings were announced by Edythe Fern Melrose, president of AWRT, at the formal opening of the organization's new national headquarters at 510 Madison Ave., New York 19. Miss Melrose said complete results of the survey will be available later this fall.

Membership in AWRT has grown to more than 1,400 in the past five and a half years, Miss Melrose revealed. Among the activities engaged in by members, she said, are program broadcasters, 600; disc jockeys, 4; station owners or managers, 12; station and network producers-directors, 58; station publicity directors, 126; traffic coordinators or diretors, 45; package production company executives, 21; and station salesmen, 28.



An $899,481,000 Buying Power Market!

MORE AUDIENCE

than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ *rated highest* **in 125 quarter hours out of 149.**

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ *rating Tops All Others Combined!*

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.



WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

Court Ban Decried At N.D. State Meet

ADVOCATES of the American Bar Assn.'s restrictive Canon 35 "unwittingly present a good argument in favor of courtroom broadcasting when they complain" about partial coverage of proceedings, the North Dakota Broadcasters Assn. was told at its fifth annual meeting in Minot Oct. 12.

Addressing a luncheon session, Judge A. J. Gronna, Fifth Judicial District, North Dakota, pointed out that "the courtroom broadcast may be complete not partial" and "only the broadcast will give the public the true and complete facts of the case."

Judge Gronna observed that newspapers and radio-tv commentators and newscasters are permitted to give partial accounts "merely because they are not in the courtroom." He added, "the broadcaster and photographer are barred from the courtroom, even though it is their mission to present the true facts of the case in a complete, fair, unbiased, impartial and unprejudiced manner." Judge Gronna in practice has been regarded as favoring relaxation of Canon 35 on judicial ethics [B•T, Oct. 8].

Les Kleven, KNDC Hettinger, was elected president of NDBA, succeeding Jack Dunn, WDAY-AM-TV Fargo, and a member of the board, along with Bob Ingstad, KOVC Valley City, and Herman Livingston, KILO Grand Forks, for two-year terms. Charles G. Burke, KFGO Fargo, was elected vice president, and Leslie Maupin, KLPM Minot, re-elected secretary-treasurer.

NDBA voted to establish a permanent radio-tv journalism scholarship. Ken Knutson, KLPM Minot and co-chairman of NDBA freedom of information committee, was elected president of AP Radio News Assn. at a joint meeting.

Clears Vow Aggressiveness In Programming, Service

AGGRESSIVE APPROACH to programming and overall maximum service operation, particularly in the public interest realm, was endorsed and pledged by program managers of member stations of the Clear Channel Broadcasting Service in Chicago last fortnight.

Meeting under chairmanship of Hollis Seavey, CCBS director, the group favored the same type of aggressive thinking and planning that has been traditionally successful in commerical radio. Quality programming and service were emphasized on the basis that advertisers and listeners still support news, public affairs, farm service, sports and creative program fare. Among other subjects explored were audience measurement ratings, merchandising, promotion and publicity as well as CCBS operations.

CCBS program managers reported "extremely healthy" business and prospect for continued improvement, with continued stress on service aspects and ingenuity and aggressiveness in public interest programming plans.

Bruce Dennis, of WGN Chicago, which has revamped its own radio programming structure, served as host for the annual meeting Oct. 8-9. Others attending were Sam Gifford, WHAS Louisville; A. M. Woodford, WBAP Fort Worth; Jack Kerrigan, WHO Des Moines; Bob Reed, WOAI San Antonio; Gene Dailey, WLW Cincinnati; Joseph Connolly, WCAU Philadelphia; Ron Gamble, WJR Detroit. Plans also were explored for next year's meeting.



NEW OFFICERS of the Tenth (Southwest) District of the Advertising Federation of America were elected at the district AFA convention in Houston. They are (l to r): Frank P. McGowan, *Wall Street Journal*, Dallas, governor; Dale Buckner, Buckner Agency, Lubbock, Tex., second lieutenant governor; Robert Roth, KONO San Antonio, first lieutenant governor; Elon G. Borton, president-general manager, AFA, New York, and Tom J. McHale, executive secretary-treasurer of the district, Dallas.

Arthur Eilerman Elected Kentucky Assn. President

ARTHUR EILERMAN, WZIP Covington, has been elected president of Kentucky Broadcasters Assn. He succeeds Gilmore Nunn, WLAP Lexington, who becomes a board member.

Other officers elected at a banquet held a fortnight ago at Kentucky Lake were Dee Huddleston, WIEL Elizabethtown, first vice president; Al Temple, WKCT Bowling Green, second vice president; Katherine Peden, WHOP Hopkinsville, secretary-treasurer; Frank Fox, WHLN Harlan, and Don Hortin, WVLK Lexington, directors. Hugh Potter, WOMI Owensboro, had served as secretary-treasurer for many years.

FCC Chairman George C. McConnaughey, principal speaker at the banquet, was presented a Kentucky colonel's commission. Kentucky "Mikes" were presented Mr. Nunn and J. W. Betts, WFTM Maysville, an ex-president. John F. Meagher, NARTB radio vice president, also was a speaker at the meeting.

N. J. Assn. to Hear McGannon

DONALD McGANNON, president of Westinghouse Broadcasting Co., will address the New Jersey Broadcasters Assn. banquet Nov. 8, winding up the 10th annual radio institute sponsored jointly with Rutgers. U. The intitute will be held at Hotel Hildebrecht, Trenton. Ben Strouse, WWDC Washington, will moderate a symposium on programming.

TvB Starts New Campaign On U.S. College Campuses

WITH television's unlimited future in mind, Television Bureau of Advertising announced it had opened a campaign to stimulate greater interest in the medium on college campuses throughout the nation.

According to Norman (Pete) Cash, new TvB president, his organization "several months ago" queried all major higher educational institutions about their possible use of TvB information material, and after receiving "something like 300 replies," weeded down the list to 200 colleges and universities. In each of these schools, one representative (professor or student) has been picked to receive regularly TvB bulletins and brochures representing a "modified version" of what goes out to regular TvB subscribers, Mr. Cash indicated.

Reason for this service at TvB's expense is to aid in servicing the tv industry's "growing demands for knowledgeable people in advertising, marketing and communications," then TvB President Oliver Treyz said. "With tv now the number one national advertising medium," he went on, "TvB feels that the skills and knowledge needed to keep the economic level climbing will come, in the main, from trained college and university sources."

Added Mr. Cash: "We're not trying to 'sell' TvB. We're trying to sell television."

Mass. UP Group Organized

RICHARD ADAMS of WKOX Framingham, Mass., was elected the first president of the United Press Broadcasters Assn. of Massachusetts at the organizational meeting in Boston.

Other officers of the new organization are Arthur King, WEEI Boston, vice president; Alan B. Wade, UP, secretary; Walter Kearsey, WBRK Pittsfield; Keith Field, WARA Attleboro and William Warren, WCAP Lowell, directors.

Live Theatre Group Asks Help From Broadcasters

SUPPORT and encouragement from the broadcasting industry for the nuturing of a "living theatre" in the U. S. were urged by speakers representing the American National Theatre & Academy at the monthly luncheon meeting in New York of the Radio & Television Executives Society.

Broadway producer Herman Levin offered two suggestions. He asked radio and television networks and stations to consider running a spot announcement campaign, similar to public service efforts, that would call upon the public to support the "living theatre," to which ANTA is dedicated. He also asked television networks to "build their own theatre houses" in New York, so that legitimate plays may have sites to put on performances. He claimed that a lack of theatres, many of which have been taken over for tv presentations, has served to deter the legitimate theatre.

Actor Basil Rathbone called upon the industry for assistance in "breathing new life" into the legitimate theatre, but did not offer any concrete suggestions. He noted that tv has drawn upon theatre talent for writers, actors, producers and directors and said it would be "gratifying" if tv could repay the theatre for its contributions.

The next luncheon meeting of RTES on Nov. 14 will feature a talk by Sen. John W. Bricker (R-Ohio) on investigations in the broadcasting industry.

San Francisco Bay Area Assn. Formed; Paltridge President

FORMATION of the San Francisco Bay Area Independent Broadcasters Assn. has been announced by J. G. Paltridge, general manager of KROW Oakland.

Other officers of the new organization are Irving C. Phillips, general manager of KYA San Francisco, vice president; R. W. Wassenberg, general manager of KSFO San Francisco, secretary, and Wilson K. (Bud) Foster, general manager of KLX Oakland, treasurer.

According to Mr. Paltridge, objectives of the association include engaging in collective bargaining on a multiple employer basis with the aim of "negotiating sound, fair and stable union contracts"; promotion of the general welfare of the broadcasting industry in the bay area and instilling in its membership a high regard for "technical competence, fair dealing and exchange of information . . ."

Air Force Group Seminar Set

THE 9215th U. S. Air Force Reserve Squadron, comprised of reservists actively engaged in communications and other media, will hold a public information seminar on Nov. 1 and 2 at the Hotel Sheraton-McAlpin in New York. Representatives from all media will address the assembly, which will deal separately with radio, television, magazines, newspapers, newsreels, public relations and other public information activities.

Attending the radio-tv sessions will be Richard Pack, vice president of programming, Westinghouse Broadcasting Co.; Walter Kiernan, NBC-TV's *Monitor* communicator; MBS Program Director Harold Wagner, ABC newscaster John Vandercook; MBS' Frank E. McCarthy; Assistant CBS News Director Malcom Johnson; John D. Levien, vice president of Pathe Pictures; CBS Public Affairs Director Irving Gitlin, and WRCA-AM-TV newsman Gabe Pressman.

They Listened and Wept

THAT radio can bring *bad* news as quickly as the telephone was illustrated by a special survey conducted in Cincinnati by Meakin Research Service for Radio Advertising Bureau. According to RAB six out of every 10 Cincinnatians on Sept. 29 heard via radio that their beloved Redlegs had been eliminated from the National League baseball's pennant race.

RAB conducted the survey as part of its series of "Radio Awareness Tests." The study started within minutes after the Brooklyn Dodgers had trounced the Redlegs in a doubleheader. The game ended at 5:27 p.m. Meakin researchers went on their beats at 5:55 p.m., stayed on them till 10:20 p.m., and resumed the following day, 8:45 a.m. to 2 p.m. Slightly over 60% of the sample knew of the Redlegs' bad luck. Of this number, 63.4% heard it via radio, 29.5 from tv, 27.2 from "another person," and 12.9 via newspapers.

Engineers Meet Nov. 15-16

SHIFT in timing from spring to autumn for the annual meeting of the Boston and Connecticut Valley sections of the Institute of Radio Engineers has been announced in compliance with members' wishes to meet "halfway between the IRE national conventions." The next New England Radio-Electronics Meeting will be held Nov. 15-16 at the Hotel Bradford, Boston.

Atlanta AWRT Sets Meeting

ATLANTA, Ga., Chapter of American Women in Radio & Television will sponsor its first regional conference of women in the industry next Jan. 19, 20 and 21 at the Dinkler-Plaza Hotel in Atlanta. National AWRT President Edith Fern Melrose, WXYZ-AM-FM-TV Detroit, Mich., will be keynote speaker at the meeting, which will include workshops on numerous radio and television subjects.

go native

put away budgets and balance sheets and give your audience a refreshing change

Book passage on a musical journey to Hawaii, via the Spectacular Sound of Sesac Library's "H" Section, now available as a separate unit

send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19

announcing the addition of the superlative Hawaiian music of Andy Sannella and His Imperial Hawaiians to the Sesac "H" Section, musical talent that rated cheers of network audiences and major sponsors



Ad Club Honors Taishoff; Van Volkenburg Speaker

Washington meeting draws 325 including representatives of FCC and contingent of out-of-town broadcasters.

THE BUSINESS of broadcasting is a "circular process" with the broadcaster first creating programs and building loyal audiences and the advertiser providing the money that permits superior program service, J. L. Van Volkenburg, president of CBS Television, told the Washington Ad Club last Tuesday.

A special luncheon honoring Sol Taishoff, B•T publisher and editor, and the 25th anniversary of B•T was attended by 325 club members and guests. A score of broadcasters from other cities and members of the FCC took part in the ceremonies as well as others high in Washington's official, advertising and broadcasting life.

David Lawrence, syndicated columnist and publisher and editor of the *United States News & World Report,* paid tribute to Mr. Taishoff, who was with the predecessor *United States Daily* from 1926 until he co-founded Broadcasting Publications Inc. in 1931. Mr. Lawrence described Mr. Taishoff as an executive combining "genius, indefatigable energy and understanding of human nature."

Robert Lewis, Washington Gas Light Co., as president of the organization presented the Ad Club's distinguished service award to Mr. Taishoff.

Mr. Van Volkenburg recalled the early days of broadcasting, citing items and editorial comments in the first issues of BROADCASTING magazine, predecessor to B•T. He reviewed pressing industry problems of the day, comparing them to current issues and commending the publication for its role in keeping the industry informed and guiding industry service.

Describing the basic duties and services provided by networks, Mr. Van Volkenburg traced the devlopment of CBS. He reminded that the CBS-TV operation has 3,000 full-time and 2,500 part-time employes, with the organization maintenance running to



AWARD for Achievement was presented by Robert Lewis (r), Washington Ad Club president, to Sol Taishoff, B•T editor-publisher, at the club luncheon honoring B•T's 25h anniversary. At left is J. L. Van Volkenburg, CBS Television president, principal speaker at the luncheon.

$700,000 a week. Only a healthy business could do the job providing news, public service, religious and entertainment programs of the type now broadcast, he said.

Mack, Mahoney Set to Speak At RAB Advertising Clinic

LARRY MACK, president of Slenderella International, and David J. Mahoney, former head of his own agency and now president of Good Humor Corp., have been added to the roster of speakers scheduled to address 800 guests expected to attend the second annual National Radio Advertising Clinic at New York's Waldorf-Astoria Hotel, Oct. 29-30, sponsored by Radio Advertising Bureau. Other speakers will include top advertising and sales executives of Tetley Tea Co., ReaLemon-Puritan Co., American Airlines, Lever Bros., U. S. Steel, Colgate-Palmolive Co. and other large radio users.

Capt. Eddie Rickenbacker, board chairman, Eastern Air Lines, has been designated principal speaker for the Oct. 30 luncheon. Capt. Rickenbacker is scheduled to deliver an address on the nation's economy.

RAB will again award trophies to the eight firms responsible for the "most creative" radio campaigns of 1956. Selections will be made by a 150-man "blue-ribbon jury" consisting of agency presidents, advertisers and trade paper editors. Last year's winners included American Tobacco, Coca-Cola, Ford Motor, Esso Standard Oil, Nestle and Piel Bros.

Advance estimates indicate that more than 800 broadcasters will be on hand for the Radio Advertising Bureau's New York clinic.

New RETMA Unit Set Up To Compile Marketing Data

NEW marketing data department has been set up by Radio-Electronics-Tv Mfrs. Assn. to collect sales and production material as well as to conduct qualitative marketing surveys, according to James D. Secrest, executive vice president. The unit supplants the statistical department, headed by William F. E. Long, who will direct the new operation.

Ad Council Seeks Boost Of 20% in PS Advertising

AS A FIRST step in a broad program to step up public service advertising in all media by at least 20%, the advertising council is asking for increased support of its campaigns from advertisers and broadcasters.

Material includes a one-minute tv film featuring President Eisenhower and Adlai E. Stevenson and a series of recorded and filmed songs titled "little songs for busy voters."

A special radio-tv committee of council directors, headed by Edwin W. Ebel, vice president of General Foods Corp., announced that 33 network tv advertisers have notified the council they will attempt to increase the use of public service materials included regularly in their programs. The committee also has approached 45 other advertisers, who are still considering the council's request for increased assistance.

TRADE ASSOCIATION PEOPLE

Jerome R. Reeves, program director, WBNS-TV Columbus, Ohio, elected president, Columbus Radio-Tv Executives Club. Other officers elected: **Bert Charles,** general manager of WVKO, first vice president; **Jim Yerian,** promotion director, WBNS, second vice president; **Roberta Nixon,** WVKO office manager, third vice president-secretary, and **Joe Bradshaw,** general manager, WRFD, treasurer.

Theodore S. Repplier, president of The Advertising Council, awarded honorary degree of Doctor of Civil Laws from Pace College, N. Y., during institution's 50th anniversary convocation.

Jean Boutyette, formerly with public relations department of Cunningham & Walsh, New York, to executive staff of American Assn. of Advertising Agencies, N. Y. He will assist in AAAA relations activities.

Sam Newark, president, Newark Electric Co., Chicago, elected director, Chicago chapter, National Electronic Distributors Assn.

TRADE ASSOCIATION SHORTS

North Carolina radio and tv stations served by United Press set up UP Broadcasters Assn. at meeting in Raleigh. UP services 70 stations in the state. Named to steering committee to draft proposed constitution and by-laws: Add Penfield, WBIG Greensboro; Phil Ellis, WPTF Raleigh; Bill Peele, WFMO Fairmont; Tom Cooper, WTOE Spruce Pine and Jerry Elliott, WCBT Roanoke Rapids.

Ninth annual Communion Breakfast of Catholic Apostolate of Radio, Television and Advertising (CARTA) will be held Sunday, Nov. 18, at Waldorf-Astoria Hotel in New York.



STORER SELLS WAGA-AM-TV TO POST

Atlanta stations will go to Washington Post & Times-Herald for $6.5 million if FCC approves Storer's purchase of WMUR-TV Manchester.

IN A BOLD MOVE to clear the way for FCC approval of its $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H., the Storer Broadcasting Co. has signed an agreement to sell its WAGA-AM-TV Atlanta, Ga., to the Washington Post Co. (*Washington Post & Times Herald*).

The price was announced as $6.5 million.

The sale is contingent on the FCC approving Storer's pending application to buy the ch. 9 New Hampshire outlet. Storer's agreement to buy WMUR-TV is contingent on FCC approval of the move of the vhf transmitter nearer Boston, Mass.

Both Storer-owned Atlanta stations are affiliated with CBS. WAGA, which Storer bought in 1939, operates on 590 kc with 5 kw, directional at night. WAGA-TV began operating on ch. 5 in 1949, and is one of the 108 pre-freeze tv stations.

The Washington Post Co. owns WTOP-AM-FM-TV Washington, D. C., and WMBR-AM-FM-TV Jacksonville, Fla.

Sale of one of Storer's television outlets was required under the FCC's multiple ownership rules which forbid any one entity from owning more than seven tv stations, of which only five may be in the vhf band. Storer already owns the limit.

Storer's purchase of the ch. 9 New England station—and its application to move closer to Boston—has aroused opposition by all Boston tv stations. Boston stations have filed objections to this transaction and have asked for a full hearing.

Joining the Boston objectors are tv stations in Portland, Ore., which are opposing the pending purchase of ch. 3 KSLM-TV Salem, Ore., by Storer. In purchasing the yet-to-be-built Oregon station from Glenn E. McCormick, Storer has asked for FCC permission to build the northwest outlet at a site 10 miles out of Portland, Ore. Storer owns and operates ch. 27 KPTV (TV) in Portland, and would presumably give up this station if its request to move KSLM-TV were granted. The purchase price for the Salem station is $27,277.

The Atlanta transaction, negotiated by Howard E. Stark, New York broadcast and newspaper broker, was signed at five minutes before midnight Oct. 15, it was understood. This brought the agreement under the cut-off date established by the FCC last month which permits Storer to request and receive tax relief. The FCC ruled last month that it would issue no further certificates of tax necessity for station sales in which contracts are signed after Oct. 15. Up to then the FCC issued such certifications when requested by the seller of a broadcast property where the sale was necessary to remain within the limitations of the FCC's maximum ownership rules. The Commission said that henceforth the tax exemption (which permits the taxpayer to postpone payment of taxes on the profits received in a station sale) would be granted only if the disposal of a station were required by a change in FCC rules.

Acquisition of the Atlanta stations will give the Washington Post Co. three radio-tv properties. It bought the Jacksonville stations in 1953 for $2.47 million. In both Washington and Jacksonville, the Post stations are CBS-affiliated.

Bought Out CBS

At one time the WTOP properties were owned 55% by the Post and 45% by CBS. The Post bought out CBS in 1954, paying $3.5 million for the network's 45% interest. The Post and CBS bought what is now ch. 9 WTOP-TV from the Bamberger Broadcasting Co. in 1950 for $1.4 million. WMBR-TV operates on ch. 4.

Eugene Meyer is chairman of the Washington Post Co. Philip L. Graham is president of the company, and John S. Hayes is vice president in charge of radio-tv activities.

In the Manchester transaction, WMUR-TV, now owned by former New Hampshire Governor Francis P. Murphy, has asked the FCC to permit it to move its transmitter from Goffstown, N. H., eight miles northwest of Manchester, to Essex County, Mass., 32 miles southeast of Manchester and 16 miles north of Boston. Boston is 48 miles from Manchester.

WMUR-TV also had pending before the FCC a petition asking that the boundary lines of Zone I (where vhf antenna heights are limited to 1,000 ft. above average terrain for maximum power) be shifted so Manchester would fall in Zone II (where maximum power may be transmitted from 2,000 ft. towers). This petition was denied last week (see story, page 95).

In the Salem purchase, Storer has asked the FCC for authority to build the ch. 3 outlet at a point 10 miles outside of Portland. Its present grant calls for construction 4.8 miles northwest of Salem; the application asks for construction at a site 35.8 miles northeast of Salem and 9.75 miles south of Portland. Portland is 44 miles from Salem. Originally Storer sought Commission approval to substitute ch. 3 for ch. 27, now

You'll profit from
BIG TUNE-IN
week after week
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Ziv's New Star-Spangled Rating Winner
SEE PAGES 11, 12, 13

W·S·I·D
GIVING SATURATION COVERAGE OF THE VAST "QUARTER OF A MILLION PLUS" COLORED MARKET IN BALTIMORE!

PRESCRIPTION
Take Vitamin "Dee" For Best Sales Results in Baltimore!



MARY DEE
ONE OF AMERICA'S LEADING FEMALE RADIO PERSONALITIES NOW STARRING ON HER EXCLUSIVE W•S•I•D SHOW,

"MOVING AROUND WITH MARY DEE!"
A REFRESHING HOUR LONG MORNING SHOW THAT WILL SELL YOUR CLIENT'S PRODUCT TO BALTIMORE'S BIG BUYING NEGRO RADIO AUDIENCE!

Now! Monday Thru Friday 10 to 11 AM

W·S·I·D
Baltimore 1, Maryland
FOR FURTHER DETAILS CONTACT YOUR U.B.C. REPRESENTATIVE

Storer Earnings Up

NET EARNINGS after taxes of Storer Broadcasting Co. for the third quarter ending Sept. 30 totaled $1,066,019 compared to the same 1955 period's $1,012,360.72, it was announced last week. This makes earnings per share for the third quarter 43 cents compared to last year's 41 cents.

Nine months' net earnings after taxes amounted to $3,911,464.11 compared to same 1955 period's $2,864,269.18. Per share nine months' earning equalled $1.58 compared to 1955's $1.14.

used by Storer-owned KPTV (TV) Portland, and for a waiver of the rules to permit it to own six vhf outlets. This was subsequently withdrawn.

Storer stations are WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., in addition to the Atlanta and Portland outlets.

In 1953 Storer bought the Birmingham stations from Eloise Hanna for $2.4 million, selling WSAI-AM-FM Cincinnati to remain within the FCC's ownership regulations.

In 1954, Storer paid $8.5 million for the Empire Coil Co., which at the time was KPTV licensee, and ch. 8 WXEL (TV) Cleveland, Ohio (now WJW-TV), and a New Rochelle, N. Y., electronics parts manufacturing plant. In the same year, Storer bought the permit for Miami ch. 27 from E. D. Rivers Sr. for $35,410, and the facilities of ch. 23 WFTL-TV Fort Lauderdale, Fla., from the *Fort Lauderdale News* for $300,000. Ch. 23 was then moved into Miami.

George B. Storer, president of the broadcasting company, is also owner of the *Miami Beach Sun*.

Crowell-Collier Takes Over KFWB Los Angeles Operation

ACTIVE OPERATION of KFWB Los Angeles was assumed Thursday by Crowell-Collier Pub. Co., following the final closing of a $2.5 million transaction between Harry B. Maizlish, former KFWB president, and Paul C. Smith, president and board chairman of Crowell-Collier [B•T, June 4].

Under terms of ownership, Mr. Smith becomes president of KFWB Broadcasting Corp., a newly-established and wholly-owned Crowell-Collier subsidiary. Spokesmen for the publishing firm said this property will not be part of Collier Broadcasting Co., also a subsidiary, that was set up to handle eventual ownership, pending FCC approval, of the Bitner radio-tv station properties for which C-C filed two weeks ago [B•T, Oct. 15]. Active direction of KFWB has been taken over by Robert M. Purcell, who joins Crowell-Collier as vice president and acting manager of the KWFB subsidiary. Mr. Smith said Mr. Maizlish "will be associated with the new company and will undertake additional assignments in the future."

Mr. Purcell, a 15-year broadcasting veteran, also becomes assistant to Mr. Smith on matters relevant to radio and television. William A. H. Birnie, a Crowell-Collier vice president earlier this year was placed in charge of the recording, radio and television division.

Before joining Crowell-Collier, Mr. Purcell headed an independent broadcasting consulting firm, Robert M. Purcell Television Inc., Hollywood, and was operations director of KTTV (TV) Los Angeles. While acting as a consultant, he also had an "assignment" from August 1955 through the middle of July this year as managing director of KEYD-TV Minneapolis (now KMGM-TV).



TRANSFER of WWHG-AM-FM Hornell, N. Y., from W. H. Greenhow Co. to Ra-Tel Broadcasters Inc. is made official at contract signing. L to r (standing) are officers of Ra-Tel, Sy Dresner, general manager-treasurer; Frederick D. Schottland, president, and Alfred Dresner, general counsel-secretary; and seated, officers of the Greenhow Co., Louis G. Buisch, Mrs. Olive G. Buisch, and Miss Mabel Wombough. Purchase price was $50,000.

KGW-TV Portland, Ore., Sets Target Date Dec. 17

TARGET DATE for KGW-TV Portland, Ore., has been set for Dec. 17, with special dedicatory programs scheduled for Dec. 15 and 16, it has been announced by Walter E. Wagstaff, station manager. KGW-TV will operate on ch. 8 with 16 kw and will be an ABC-TV affiliate.

Fedderson Plans to Build

HOLLYWOOD Producer Don Fedderson has signed an architect to draw plans for a single large studio facility in which he can gather all of his current tv activities plus program expansions slated for the next five years. Mr. Fedderson's *The Millionaire* and *Do You Trust Your Wife?*, both on CBS-TV, now require rental space at three different studios and two laboratories.

KONO-TV Starts Building Its New Studios, Offices

CONSTRUCTION has begun on studios and offices for KONO-TV San Antonio, Tex., new ch. 12, 316 kw station which Mission Telecasting Co. has scheduled to go on the air in January of next year.

The $1,200,000 plant is set for completion by Dec. 1. It will be of modernistic design, 16,000 square feet, designed and built by the Austin Co., with transmitting equipment by RCA. The 564-ft. antenna tower will be located between the KONO-TV and KONO (Mission Broadcasting Co.) buildings on Arden Grove in San Antonio.

James M. Brown, vice president and general manager, has announced appointment of Justin Duncan, electronics engineer, as operations manager for KONO-TV. George W. Ing is supervising installation of all transmitting equipment.

Speedy Construction

REPRESENTATIVES of KSIX-TV Corpus Christi, Tex., are claiming something of a record for speedy station construction. Builders started pouring the foundations on Sept. 12 —and the station was on the air Sept. 30, they reported. KSIX-TV is owned by K-SIX Television and is on ch. 10. Vann Kennedy is general manager. The station is affiliated with CBS-TV. Its sales representative is H-R Television.

WGRY Gary, Ind., Begins Construction of New Studios

CONSTRUCTION of new studios in suburban Glen Park has been begun by WGRY Gary, Ind. The new facilities, including two large studios, two complete control rooms and other features, are scheduled to be put into operation Nov. 15, according to George M. Whitney, the station's president-general manager.

Mr. Whitney, who established WGRY in 1950, was a radio engineer in Chicago for 30 years before coming to Gary to open his own stations.

The new Glen Park location is in the recently-completed Jubilee Building at 3669 Broadway. The transmitter will remain at its present location at 26th and Louisiana in Gary. The station broadcasts daily from 6 a.m. to local sunset with a power of 500 w at 1370 kc.

WCHS-TV Charleston Buys Land for New Tower

WCHS-TV Charleston, W. Va., has purchased 42½ acres of hilltop for the site of a new television tower, to be ready for use around March 15 of next year.

John T. Gelder Jr., vice president and general manager of the station, said that the new tower, located 12 miles from the city limits of Charleston in Putnam County, would reach 2,049 ft. above sea level or 999 ft. above the 1,050-ft. elevation of the ridge.

Mil Fenster Promoted at GT; German Succeeds at WOR-TV

ADVANCEMENT of Mil Fenster from film manager of WOR-TV New York to film buying supervisor for all owned and operated tv stations of General Teleradio Inc. was announced last week by Thomas F. O'Neil, president and board chairman for RKO Teleradio Inc.

In his new post, Mr. Fenster will be responsible for obtaining tv films for the five general teleradio-operated stations.

Coincident with Mr. Fenster's promotion, Gordon Gray, executive vice president in charge of WOR-TV, announced that Daniel German will return to the station in the post of film manager. For the past three years, Mr. German has been film director of WHCT (TV) Hartford, and earlier had been film manager of WOR-TV, reporting to Mr. Fenster.

Radio Center Dedicated

WJOB-AM-FM Hammond, Ind., dedicated its new radio center with a grand opening and special broadcast Wednesday, it was announced by R. C. Adair, president. Government, business and professional leaders from surrounding communities attended the opening of the center at 6405 Olcott Ave. Advertising representatives and recording artists also were in attendance.

How to Get a Job

ABILITY and an unexpected chance to prove it landed a job for Paul Mason as news and special events editor at WIST Charlotte, N. C.

Mr. Mason, who was news director at WAIR Winston-Salem until that station recently changed hands, had journeyed to Charlotte to apply for a job at WIST. As he was walking toward his car following an interview with WIST's Bill Vaughn, he heard an ambulance approaching. Though not working on a news beat, he followed the ambulance to a parking lot in the next block, where he learned that a 56-year-old businessman had just jumped from the 17th floor of an adjoining building.

Fishing his WAIR credentials from his pocket, Mr. Mason got information from police officers, put in a call to WIST's Bill Vaughn and gave him the story. Within a few seconds, Charlotte had its first radio flash on the story. Then Mr. Mason returned to WIST studios for a wrap-up within 15 minutes after police got their initial call.

The result? WIST Managing Director Frank Hardin heard the broadcast, was impressed, and today Mr. Mason is working for the station.

Salt Lake City Tv Stations Unite for Promotion of Area

THREE rival Salt Lake City, Utah, television stations will combine forces to promote the Salt Lake City-Ogden-Provo area, according to Arthur S. Anderson, account executive for David W. Evans & Assoc., Salt Lake City agency. The stations are KSL-TV, KTVT (TV) and KUTV (TV).

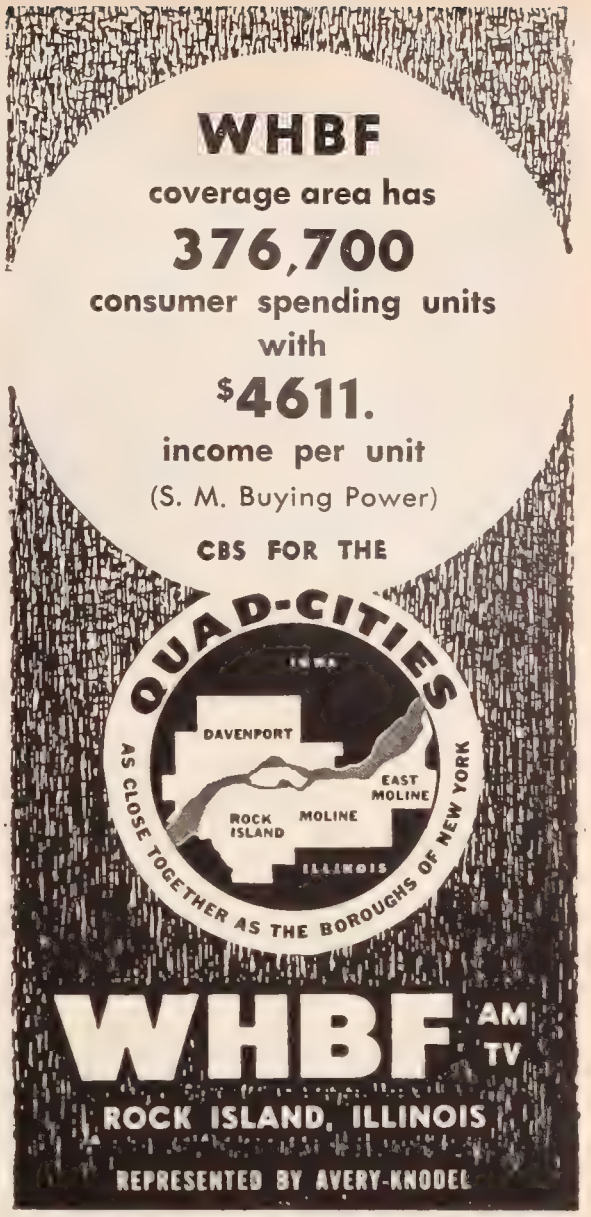
The campaign will include a series of two-color ads in various trade magazines which will call attention to the fact that Salt Lake City-Ogden-Provo is one of the first 40 markets based on population as well as retail sales in several categories.

"While the sale of television time is the ultimate goal, the greatest emphasis is being placed on the importance of the market," said Mr. Anderson.

He added that the strength of the market lies chiefly in the fact that the three television stations (which transmit from a mountain range which is almost equidistant from all three cities) cover a 28-county area containing approximately 750,000 persons.

WKRC to Carry Redlegs

WKRC Cincinnati, Ohio, will carry broadcasts of the Redleg baseball games in 1957 under terms of a three-year contract with the Burger Brewing Co. WKRC originally broadcast the Redleg games from 1941 to 1945 but dropped them when it joined the CBS network.





ON THE DOTTED LINE



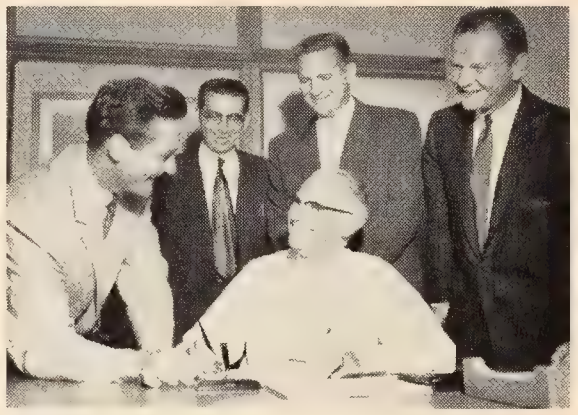
CHRIS FINKBEINER, president of Little Rock Packing Co. (Arkansas Maid meat products), signs the first contract with KOKY Little Rock, Ark., new Negro-programmed station. With him are Howard M. Peters (l), KOKY manager, and John M. McLendon, the station's owner. Mr. Finkbeiner bought a 15-minute, five-days-weekly program *Jobs Today in Little Rock*, which assists Negroes in finding employment in the area.



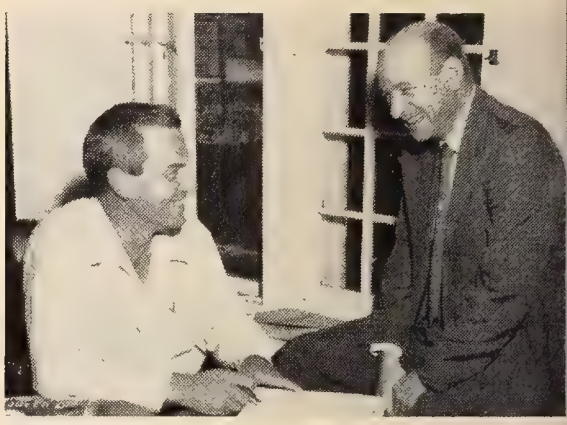
THREE FOOTBALL GAMES is the current Saturday format of KANS Wichita, Kan. Byron Stout Pontiac Motors sponsors Oklahoma U. games; Kansas State games are sponsored by friends of "The Wildcats," Shelley Electric Co., White Star Machinery and Supply Co. and Kansas Gas & Electric Co., and night games of Wichita U. are sponsored by Sedgwick County Central Republican Committee. Signing contracts above are (l to r) George Wechel, vice president of Kansas Gas & Electric Co.; Frank J. Lynch, owner-general manager of KANS; Lloyd Pickrell, chairman of the Republican group, and Byron Stout, president-general manager of the motor company.



LLOYD KING (c), president of King Soopers Inc., Denver supermarket chain, has added 100 spot announcements to his large schedule on KLZ Denver to announce the opening of a new King Soopers store. Congratulating Mr. King at the new store are Warren Crowley (l), KLZ salesman, and Lee Fondren, KLZ general sales manager.



FRED JOLLY (seated), community relations manager of the Caterpillar Tractor Co., Peoria, Ill., signs with WMBD there for the second consecutive year of sponsorship on the station. WMBD will carry the 30-game schedule of the Caterpillar Cats basketball team on an exclusive basis, according to the station. With Mr. Jolly (l to r) are Tom Kelly, WMBD sports director; O. D. Maddox, Caterpillar; Warren Womble, coach, and Hal Sundberg, WMBD.

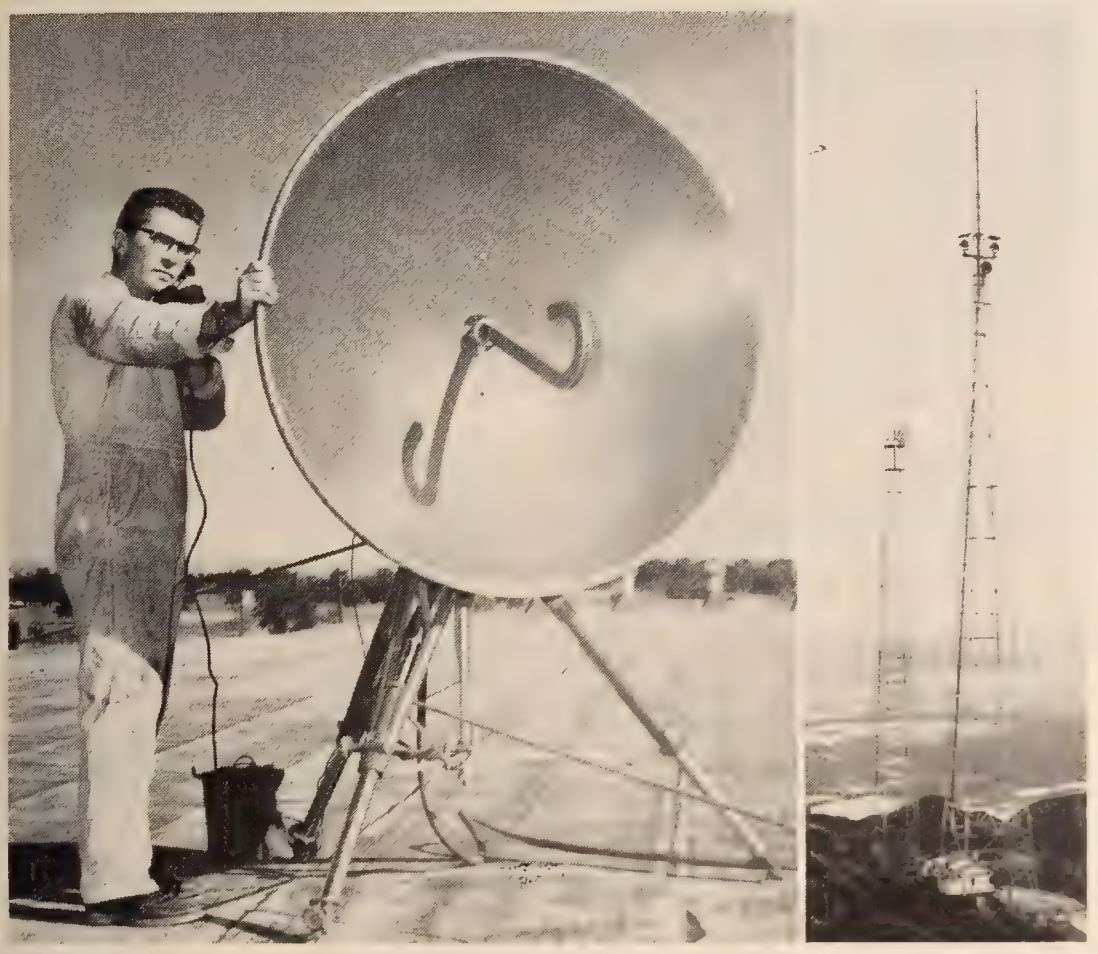


GOLDEN STATE Baking Co., Fresno, Calif., on behalf of Harvest Queen bread, has signed the largest program contract in history of KBIF Fresno, the station reports. The bakery is sponsoring a five minute program, *10 Top Tunes*, eight times daily through Dec. 26. Discussing the contract are Hunter Scott (l), president of the advertising agency bearing his name and representing Golden State, and KBIF Manager Dave Maxwell.



◄ ONE HUNDRED home and away games of the Boston Bruins and Boston Celtics, hockey and basketball teams, will be aired on 22 New England stations under the sponsorship of the Carling Brewing Co., Natick, Mass. At the contract signing are (l to r) seated: Celtics' Coach Arnold (Red) Auerbach; Al Tanger, WHDH commercial manager; Walter A. Brown, Boston Garden; Henry E. Russell, Carling plant general manager; James I. Summers, vice president of Harold Cabot Co. agency, Cal Gardner, Bruins' star player, and standing: Eugene R. MacArthur, Cabot vice president; Fred Cusick and Johnny Most, WHDH sports announcers, and Robert J. Thomas, Carling northeast region advertising director.

Long-Distance Remotes Everyday Occurence for KOVR-TV



MORE than 200 remote telecasts—ranging from 25 miles to as far away as 90 miles—have been produced this year by KOVR-TV Stockton, Calif. The television station recently originated the *California Hayride* program from Marysville, a community 85 miles away from the station's home base at Stockton, and to get that picture out, Chief Engineer Richard (Andy) Anderson's men had to relay it 38 miles west to Berryessa Peak, then "hop" it from that point to KOVR-TV's 4,000-ft. Mt. Diablo transmitter another 52 miles distant. Most manufacturers might say that such distances are more than their portable equipment is designed for, but KOVR-TV, in a typical week, makes as many as nine remotes totaling as many as 21½ hours for sports and other events. In the pictures above Phil Linn (l), KOVR-TV engineer, talks to fellow engineers at mid-point relay site atop the Roseville, Calif., fairgrounds auditorium, where he is checking equipment which will send the signal to KOVR-TV's transmitters on Mt. Diablo.

Mitchell, Pope Named V.P.s at WPIX (TV)

ELECTION of T. E. Mitchell and Leavitt J. Pope as vice presidents of WPIX (TV) New York was announced last week by F. M. Flynn, president of WPIX Inc. Mr. Mitchell becomes vice president and controller of the station and Mr. Pope vice president in charge of operations.

Mr. Mitchell joined WPIX as chief controller in April 1948, two months before the station went on the air. He was elected an officer of the corporation last year, with the title of controller and auditor. Before he came to WPIX, he was a certified public accountant with Price, Waterhouse & Co., New York.

Mr. Pope joined the *New York Daily News*, parent company of the station, in 1947 as an administrative assistant. In 1951, he was named assistant general manager of WPIX and two years later was given the additional title of operations manager.

Both Mr. Mitchel and Mr. Pope will report to Fred M. Thrower, WPIX's vice president and general manager.

Quaal Elected to Board Of WPIX Inc., New York

ELECTION of Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, to the board of directors of WPIX Inc. was announced Tuesday by F. M. Flynn, president of WPIX (TV) New York.

Mr. Flynn, publisher of the *New York News*, which operates WPIX and is a sister newspaper of the *Chicago Tribune* (WGN Inc.), also announced the election of Leavit J. Pope, assistant general operation manager, and T. E. Mitchell, auditor-controller, as vice presidents of WPIX (TV) (see below).

Mr. Quaal was elected a vice president of WGN Inc. last month [B•T, Oct. 1], and his appointment to its board of directors is anticipated at a future board meeting.

WRCA-AM-TV Signs Pact With Large Merchant Group

IN a two-prong effort to give its advertisers a "bonus push" while attracting new local clients, WRCA-AM-TV New York has signed an agreement with the New York State Food Merchants Assn. under which 1,500 independent New York food stores will get night-and-day hitch hikes on the stations' commercial announcements.

Terms of the agreement were worked out at the annual NYSFMA meeting at Lake Kiamesha, N. Y., several weeks ago. Commenting on the plan, which in effect will be a co-op advertising campaign requiring no money on the part of the local merchant, William G. Hildebrand, executive secretary of the association, said, ". . . this campaign exceeds anything ever done to further the interest of the independent merchants. The prestige and cooperation of NBC will put the independent merchants on an equal footing with the biggest food retaining groups." In addition to on-air tie-ins, the local shops will also receive under the stations' Chain Lightning Merchandising Plan, various point-of-purchase aids, such as countercards and posters.

Young Expansion Announced; Reilly Becomes Chicago V.P.

IN EXPANSION moves at Adam Young Inc., and Young Television Corp., station representatives, William J. Reilly has been promoted to vice president in charge of Chicago operations, and branch offices of the companies in Chicago and Los Angeles have been moved to new and larger quarters.



MR. REILLY

Mr. Reilly has been with Adam Young for more than eight years in the Chicago office.

Other staff changes announced were the advancement of J. Taggart Simler from account executive to midwestern sales manager

TV Audiences will

STAND UP AND CHEER!

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Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

of Young Television Corp. and the appointment of William F. Sanford as an account executive in Chicago for Young Television. Mr. Sanford most recently was a salesman for WFAM-TV Lafayette, Ind.

Young's new office in Chicago is in the Prudential Bldg. and at 6331 Hollywood Blvd. in Los Angeles. Plans also are underway for a move of the New York offices to new quarters which will double the amount of space now occupied at 477 Madison Ave.

NBC Promotes O'Keefe

APPOINTMENT of John O'Keefe as publicity director of WRCA-AM-TV New York was announced last week by William N. Davidson, general manager for the stations. Mr. O'Keefe, who joined NBC as a mail boy in 1949 and later served in various publicity positions with the network and WRCA-AM-TV, succeeds Don Bishop, who has been named director of publicity and community services for the NBC owned stations and NBC Spot Sales [B•T, Oct. 15].

STATION SHORTS

WDAS Philadelphia names Robinson, Adleman & Montgomery Inc., to handle station's public relations and promotion program.

KEX Portland reports it has signed agreement with U. of Portland to broadcast all school's home basketball games.

REPRESENTATIVE PEOPLE

Kenneth Goldblatt, formerly with Mutual, WOV New York and WINS New York, named sales manager of New York office, Forjoe & Co.

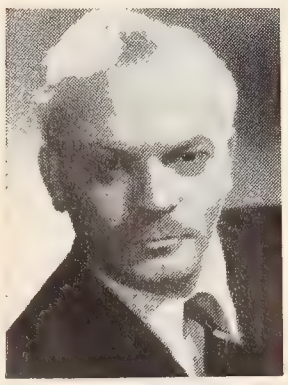
REPRESENTATIVE APPOINTMENTS

WAAB Worcester, Mass., appoints Kettell-Carter, Boston, as sales representatives in New England.

STATION PEOPLE

Ed L. Teer, commercial manager, KAVE-TV Carlsbad, N. M., has been named manager of station.

Zel Levin, account executive, L. C. Fitz-Gerald Inc., Providence, R. I., public relations-advertising agency, named station manager, WWON Woonsocket, R. I., *Woonsocket Call* outlet. Mr. Levin is a former executive editor of the *Call.*



MR. ELBER

Sam Elber, former promotion manager-news director, WPEN Philadelphia, appointed director of advertising and promotion, WERE Cleveland.

Dick Canaday, formerly program director, KIRX Kirksville, Mo., named sales manager and assistant to President A. J. Mosby, KGVO-TV Missoula, Mont.

J. E. Patrick has been named news director, KRUX Phoenix, Ariz. **Richard Gilbert Jr.,** formerly with Bozell & Jacobs, N. Y., joins KRUX as account executive.

Edgar S. Wood, freelance radio-tv reporter, named news director, WTVN (TV) Columbus, Ohio.

Harry Wilbur, formerly sales service manager, Capper Publications, Chicago, appointed sales promotion manager, WBBM that city. **Dick Badenhoop,** formerly with KCKT (TV) Great Bend, Kan., has been named as assistant to sales promotion manager.

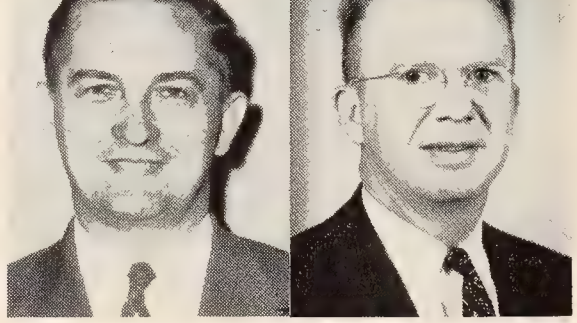
Dick Balzer, traffic manager, WHBF-AM-TV Rock Island, Ill., transfered to stations' sales staff.

Patty Warren and **Charles Grant** have been named account executives, local sales staff of WKDA Nashville, Tenn.

Harvey D. Murphy named to sales staff, WJNO West Palm Beach, Fla.

Jo Hitchcock, continuity director, KPHO Phoenix, Ariz., appointed promotion manager.

William Hoos, engineer, WFBR Baltimore, Md., since 1940, named chief engineer, and **John McVeigh,** former comptroller, elected treasurer and member of WFBR board of directors.



MR. HOOS MR. McVEIGH

Jayne Swain, senior account executive, WQXI Atlanta, to assistant manager, WAKE, same city.

Don E. Draeger, salesman, Donley Medical Supply, Lincoln, Neb., to KHOL-TV Kearney and satellite KHPL-TV Hayes Center, both Neb., as account executive.

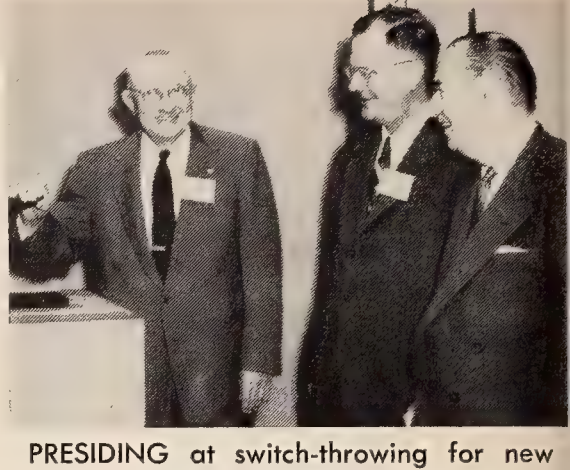
Lee Batch, formerly with KTLA (TV) Los Angeles, to KCSB San Bernardino, as account executive-disc m.c. **Jim Blaine,** formerly chief engineer, KBMI Henderson, Neb., to KCSB in same capacity.

Bob Roth, WINS New York, to WSAV Savannah, Ga., as program director.

Marian Bouk named chief engineer, WRNY Rochester, N. Y.

Frank Stevens, community service director, WWVA Wheeling, W. Va., to WTRF-TV same city, as newscaster-writer.

Wallace L. Hutchinson, who left promotion manager post in Hollywood headquarters of KBIG Catalina, Calif., in January 1935, rejoins station today (Monday) in L. A. as ac-



PRESIDING at switch-throwing for new WRVA-TV plant at Richmond, Va., is C. T. Lucy, veteran broadcaster and station president. Watching are Barron Howard (center), general manager, and Herbert V. Akerberg, CBS station relations vice president.

count executive replacing **Phil Dexheimer,** resigned.

Ron Manders, sales promotion manager, KFI Los Angeles, resigned to join L. I., N. Y., Episcopal church organization and enter N. Y. U.'s Queens College as theology student.

Howard E. (Howie) Williams, W. B. Doner Adv., Baltimore, appointed program manager, WBAL Baltimore.

Hal Shore appointed program director, WBCM Bay City, Mich. **DeVere Logan** to station's continuity department.

Clark Lobb, former continuity director KALL Salt Lake City, advanced to position of station program director. **Ronnie McCoy,** KALL musical director, to additional duties as morning and afternoon disc jockey.

Arthur C. King, director of public affairs and special events, WEEI Boston, also named station news director.

George Rogers, commercial production manager, WKRC-TV Cincinnati, to tv sales rep-



LEW ARNOLD (l) newly-named general manager of KTLA (TV) Los Angeles and Henry Flynn (r) who becomes assistant general manager, confer with Bernard Goodwin, vice president of Paramount Television Productions Inc. station licensee [At DEADLINE, Oct. 8].

resentative for station. **Barry Hersh** succeeds him. **William S. Knapp,** account executive and radio-tv director, Farson, Huff & Northlich, Cincinnati, to WKRC-TV sales staff.

R. H. (Dick) Kelly Jr., sales representative for Evans Products Co., Plymouth, Mich., to sales staff, WSUN-TV St. Petersburg, Fla.

Johnny Green, employed in various capacities for several midwest stations, to news director, KPHO-AM-TV Phoenix, Ariz.

Robert A. Messinger, feature writer for Hyannis, Mass., *Cape Cod Standard-Times* and former managing editor and assistant publisher of South Bay Publishing Co., L. A., to publicity director, WBZ-WBZA Boston, succeeding **Jerold Harris,** resigned.

Robert F. Kliment, employed at Buffalo, N. Y., area stations in various capacities, to WGR Buffalo as salesman.

Arch McDonald, Washington (D. C.) baseball announcer since 1934, resigned from National Brewing Co. post. He currently is doing color for Washington Redskins football games and continues daily sports show over WTOP Washington.

Norman Vincent, Anne Marie Flowers and **Martha Snyder** appointed to publicity-promotion staff, WMBR-AM-TV Jacksonville, Fla.

Jim Adams, formerly with WGSM Huntington, L. I., as copywriter, to WOR-TV New York production staff.

Dave Edwards, announcer, WBUD Trenton, N. J., to WTTM Trenton in similar capacity.

Jim Harriott, formerly with WEAT-TV West Palm Beach, Fla., to announcing staff, WFLA-TV Tampa-St. Petersburg, Fla.

Dick Johnson, formerly with radio stations in Wisconsin and WREX-TV Rockford, Ill., joins announcing staff, WTMJ-AM-TV Milwaukee.

Paul Schuett, announcer, joins KWLK Longview, Wash.

Barbara Cahill, WGAR Cleveland, Ohio, promoted to traffic manager; **Erna Reich** joins WGAR as record librarian.

Charles W. Bahr, graduate of Northwest Radio & Tv School, Portland, Ore., to film department, WMTV (TV) Madison, Wis. Other Northwest graduates joining stations: **Joan Fields** and **Richard Alvari,** to KBTV Denver; **Herschel Mays,** to KRBB (TV) Eldorado, Ark.; **Wallace Lund,** to KMCM McMinnville, Ore.; **Jean Morand,** to KTVR-TV Denver; **Jacklyn Cumber,** to WBAY Green Bay, Wis.; **Dick Strandlof,** to KYOR Blythe, Calif.; **George Fyksen,** to WISN-TV Milwaukee; **Cal Lehman,** to KGRO Gresham, Ore.; **Ray Willes,** to KOCO Salem, Ore.; **Jim Skjelstaf,** to KCRE Crescent City, Calif.; **Norman Norton,** to KTEL Walla Walla, Wash.; **Tom Colvin,** to KREM-TV Spokane, Wash.; **Lowell Hersey** and **Leo Minton,** to KXLK Great Falls, Mont.



TELEVISION station executives look over proofs of the first ads in the Salt Lake City-Ogden-Provo market series. L to r: George C. Hatch, vice president, Utah Broadcasting & Tv Corp. (KUTV [TV]); G. Bennett Larson, president-general manager, KTVT (TV); Jay W. Wright, executive vice president of Radio Service Corp. of Utah (KSL-AM-FM-TV); Lennox D. Murdock, vice president-general manager of KSL-TV, and Brent H. Kirk, general manager of KUTV.

KTTV (TV) Show Lionized

HOLLYWOOD was crawling with MGM lions last fortnight — stuffed, papier mache, and wind-up models— all let loose by KTTV (TV) Los Angeles, which virtually topped movie precedents in a $100,000-exploitation of the premiere Friday night of Colgate-Palmolive Co.'s *Colgate Theatre* on the station. The three-year $15,000-weekly Colgate buy [B•T, Sept. 10] is said to be the big-best single-sponsor purchase in the market. Loew's Inc. has become part-owner of KTTV as part of an agreement for an MGM library of over 700 features.

Mary Dee, entertainer, formerly with WHOD Homestead (Pittsburgh), Pa., to WSID Baltimore, Md., in same capacity.

John McCormick, disc jockey, WJJD Chicago, to WDSU New Orleans, in similar capacity.

Zeke Manners, formerly with KFWB Hollywood, to WINS New York, as d.j.

Bob King, formerly with WRAP Norfolk, Va., to WOOK Washington, as all-night d.j.

Tom Perryman, country music disc jockey, KSIJ Gladewater, Tex., to WSM Nashville, Tenn., in similar capacity.

Bob McKee, Atlanta, Ga., radio personality, to WOKY Milwaukee, Wis.

Edloie Van Camp, music librarian, KGFJ Los Angeles, to KBIG Catalina, Calif., in similar capacity.

Henry P. Johnston, president-managing director, WAPI-WABT (TV) Birmingham, Ala., re-elected vice president, Alabama Div., American Cancer Society.

Leslie C. Johnson, vice president-general manager, WHBF-AM-TV Rock Island, Ill., appointed chairman of new Rock Island Development Committee, comprising business leaders and set up to promote shift of small industry to that city.

A. C. Bernstein, WRSW-AM-FM Warsaw, Ind., elected president for 1957 of local chapter of Kiwanis Club.

Bob Stanton, sports director, WSUN-TV St. Petersburg, Fla., author of one of chapters in new book, *How to Announce for Radio and Television.*

Dan Gingold, staff director, KNXT (TV) Los Angeles, father of boy, Jeffrey Robert, Oct. 1.

Robert Costa, program director, KGMB-TV Honolulu, father of girl, Mazeppa Montague, Oct. 1.

Art Johnson, announcer, WDRC Hartford, Conn., father of girl, Katherine Ann, Oct. 1.

Ablaze with

GLORY AND PRESTIGE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

APPELLATE COURT BACKS McCLATCHY

U.S. Court of Appeals rules that denied applicant is entitled to evidentiary hearing on its protest to modification of rival's Sacramento grant.

AN inkling of the U. S. circuit court's thinking on how long a tv applicant may continue to participate in that role following a final decision was given by the U. S. Court of Appeals in Washington last week when it told the FCC that it has to give McClatchy Broadcasting Co. an evidentiary hearing on its objection to the modification of the permit of ch. 10 KBET-TV Sacramento, Calif.

In a related case, the same court denied McClatchy's appeal for a rehearing on the court's decision last January upholding the FCC's choice of Sacramento Telecasters Inc. for the ch. 10 grant and the denial of McClatchy's application for the same facility.

The Commission's grant for what is now KBET-TV was made in October 1954. This was upheld by the federal appeals court early this year [B•T, Jan. 30]. In December 1954, less than 60 days after the grant, KBET-TV was given permission to move its transmitter site and to decrease its antenna height. McClatchy filed an objection to this modification, which the Commission denied in March 1955 on the ground that McClatchy had no further standing. It was the appeal from this decision which was the subject of last week's court ruling.

McClatchy Charges Fraud

McClatchy's point in objecting to the modification was that both applicants had agreed that they proposed to cover generally the same area. When KBET-TV modified its permit, McClatchy charged that this constituted a fraud and asked for a hearing on KBET-TV's application for a change in site and in antenna height.

If the Commission changed the grant "drastically," the unanimous court decision held, then it should have notified the court. Then the court would have dismissed the appeal and McClatchy would have had standing, the court said. Or, the court said, the Commission should have asked that the appeal be remanded on the basis that it was modifying the grant under appeal.

In a sharply worded slap at the FCC, the court said: "It would obviously be unseemly for the Commission, without the knowledge or permission of the court, to substitute another grant for that which is being judicially examined on appeal, leaving the court with the time-consuming and difficult task of reaching a decision as to the validity of a construction permit which has long ceased to exist."

The court then went on: "We think that modifying some of the basic characteristics of a construction permit is tantamount to the issuance of a new and different permit. To do this without affording the parties to a comparative hearing a chance to protest and be heard amounts to granting a permit for construction which had not been proposed before or during the hearing and which therefore had not been compared with the proposals of other applicants."

The court's decision was written by Circuit Judge Wilbur K. Miller, for himself and Judge Charles Fahy and Walter M. Bastian.

FCC Erred at Rochester, WSAY Tells Appeals Court

CLAIM that the FCC should have ordered share time ch. 10 stations WHEC-TV and WVET-TV Rochester, N. Y., off the air following a July 1955 circuit court decision in the Rochester ch. 12 case has been made before a three-judge panel of the U. S. Court of Appeals in Washington.

The claim was made in behalf of WSAY Rochester, N. Y., protestant against the 1953 grant of the vhf channel to merged applicants WHEC and WVET Rochester. In July 1955 the court ordered the FCC to give WSAY a hearing on its protest. This was done and an initial decision reaffirming the grant was issued by Hearing Examiner Elizabeth C. Smith last August. But WSAY maintains the FCC was required to force the two ch. 10 outlets to cease operation following the 1955 court order. As the law read then, the Commission had no discretion in this matter, but during the 84th Congress this was amended to give the Commission discretionary powers. Since the case was held open during a petition for writ of *certiorari* asking the Supreme Court to review the circuit court's decision, the FCC claims that the amended Sec. 309(c) prevails.

WGBI-TV, KFXM Purchases Among Seven Passed by FCC

THE FCC authorized seven station ownership changes last week—among them the $650,000 purchase of ch. 22 WGBI-TV Scranton, Pa., by WCAU Inc., and the $244,149 purchase of KFXM San Bernardino, Calif., by H. Phillip Dexheimer and associates.

First acquisition by the *Philadelphia Bulletin* (WCAU-AM-FM-TV), the WGBI-TV purchase involved the transfer of control from Mrs. M. E. Megargee and family to the Philadelphia newspaper. The *Bulletin* is acquiring 15 out of 20 shares of voting stock and 10 out of 30 shares of non-voting stock. WGBI-AM-FM were not involved in the sale.

WGBI-TV is affiliated with CBS (as are the WCAU stations) and began operating in June 1953. It is one of four uhf stations operating in the Scranton-Wilkes-Barre area. The others are ch. 28 WBRE-TV Wilkes-Barre, affiliated with NBC; ch. 34 WILK-TV Wilkes-Barre, affiliated with ABC, and ch. 16 WARM-TV Scranton, affiliated with ABC.

Rival *Philadelphia Inquirer* (WFIL-AM-FM-TV) has in recent years acquired WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WNHC-AM-FM-TV New Haven, Conn., and WLBR-TV Lebanon, Pa. (the last being the subject of a protest hearing). WFIL also owns 50% of WHBG Harrisburg, Pa.

New owners of MBS-affiliated KFXM (1 kw on 590 kc) are Mr. Dexheimer, an account executive with KBIG Avalon (Los Angeles), Calif., 22.2%; L. Benton Paschall, one-third owner and general manager, KAFY Bakersfield, Calif., 22.2%; Howard L. Tullis, one-third owner of KAFY and a Hollywood advertising agency owner, 33.4%, and John P. Hearne, attorney and 21% owner of KVEN Ventura, and one-third owner of KAFY, 22.2%.

Among other sales authorizations last week were:

WLAY Muscle Shoals, Ala.—Transfer of control to Michael R. and Flora E. Freeland for $1 plus guarantee of $150,144 indebtedness.

WPFA Pensacola, Fla.—Assignment of license to Jerome William O'Conner for $77,500.

KGHM Brookfield, Mo.—Assignment of license to Ira J. Williams who is purchasing remaining two-thirds interest for $13,594.

KOVO Provo, Utah—Assignment of license to KOVO Inc., principally owned by Ashley L. Robison, 50% owner of KCCC-TV Sacramento, Calif., for $63,000.

KFQD Anchorage, Alaska—Assignment of license to Anchorage Broadcasters Inc., principally owned by F. M. Reed, for $80,000.

FCC Gets Second Complaint On Oil Company Commercials

THE California Committee Opposed to Oil Monopoly served a second complaint with the FCC last week against the Richfield Oil Corp. charging that the company was mixing political propaganda with its advertising commercials on seven California tv outlets. Two weeks ago the Committee attacked Richfield Oil's *Richfield Reporter* on NBC's western network, claiming it was dispensing propaganda against "Proposition Four," a California referendum which would establish a three-man commission to enforce a new oil production conservation act [B•T, Oct. 8].

The latest complaint to the FCC claims that in California Richfield advertising for *Mayor of the Town* tv film series deals with conservation, while in Washington and Oregon the commercials deal with Richfield products. The Committee claimed this was "deception" and constituted use of licensed facilities "for the purpose of deceiving listeners and viewers by bringing political propaganda to them in the guise of entertainment."

Mayor of the Town, a half-hour weekly program featuring Thomas Mitchell, is broadcast over the following stations, according to the Committee's complaint: KERO-TV Bakersfield, KSBW-TV Salinas, KHSL-TV Chico, KGO-TV San Francisco, KFSD-TV San Diego, KTTV (TV) Los Angeles, and KEYT (TV) Santa Barbara.

RCA'S ACE IN HOLE PRAISES PAY-SEE

Zworykin has some good things to say about toll tv in RCA patent, filed in 1950, issued last July.

A PAY tv patent, issued to RCA honorary vice president Vladimir K. Zworykin and assigned to RCA [CLOSED CIRCUIT, Oct. 8], contains some rather glowing references to pay-as-you-see video, although RCA is on record as vehemently opposed to subscription tv—"paid narrowcasting" is Gen. Sarnoff's term for it.

RCA officials had "no comment" to requests for an explanation.

The Zworykin patent for eight claims filed in 1950, bears the U. S. Patent Office No. 2,757,226. It was issued July 31, 1956. Its title is "Secret Television Systems."

In the introductory remarks, presumably supplied by Dr. Zworykin, referring to audience participation in the financing of tv programs it is said:

"In some instances, high quality television programs, whose costs exceed advertising revenues, or whose character would not tolerate the intrusion of advertising, are not available for general television audience consumption. It is clear, for example, that current motion picture productions, which the film studios could not afford to release for general consumption unless the proper revenues were derived therefrom, are at present probably withheld from television audiences because an acceptable system for audience-financing is not available."

The patent speaks of the complexity of other systems for transmitting garbled images to be decoded at the receiver and for which payment is arranged, and the need for a simple system.

Dr. Zworykin also advances the novel idea that several pay tv stations might use one channel for subscription tv on a share-time basis, or a single channel might be assigned each broadcaster for this purpose.

He also holds out the need for collecting audience measurement data as part of the fee collection system.

"Therefore, it is a general object of the invention," the patent goes on, "to provide simplified and improved means and methods for permitting audiences to finance high quality television programs. . . ."

In his description of the techniques and apparatus for the Zworykin fee tv system, provision is made for a coin collection receptacle, as well as for other means of ascertaining billing information. A method whereby the viewer could indicate "excellent, good, fair, unsatisfactory and objectionable" is also described in the patent papers.



"Now KRIZ Phoenix lets you listen as Happyfoot Wine is being made in the old fashioned way!"

Valley Broadcasting Protest Not Filed Late, Says Court

THE now famous "late" FCC filing was not late at all, the U. S. Court of Appeals has ruled. The appeals court returned to the FCC for further hearing the protest by Valley Broadcasting Co. against an am grant at West Point, Ga., to Confederate Radio Co. The protest, received by the FCC after 5 p.m., Nov. 21, 1955, last day for exceptions to the grant—was ruled by the Commission to be "untimely filed." The FCC ordered the date of receipt changed from Nov. 21 to Nov. 22, the day after deadline.

His plea for reconsideration turned down by the Commission, attorney Richard Rowell, subject of the FCC ruling, appealed to the court [B•T, Sept. 24]. He argued that he was in the FCC Secretary's office before 5 p.m., but because he had to rearrange papers, he didn't actually hand the protest to FCC personnel until about 5:20. This, Mr. Rowell contended, should not be regarded as a late filing.

In agreeing, the appeals court said, "Zeal for orderly procedures hardly calls for such Cinderella-like treatment of a protest when the filing party is in the filing office before closing time to present the necessary documents." Denial of the right to a hearing in such circumstances "cannot be allowed to stand on such arbitrary grounds," the court concluded.

Loew's Protest Thrown Out

PROTEST by Loew's Inc. (WMGM New York) against FCC assignment of the call letters KMGM-TV to United Tv Inc. for its ch. 9 tv station in Minneapolis, Minn., has been rejected by the FCC. Loew's had contended that the "MGM" trademark was theirs and that use of the Minneapolis call letters was unauthorized.

The FCC said that the issuance of call letters is not an action subject to protest under Commission rules. The FCC said its function was limited to determining that call-letter assignments won't cause confusion with stations located in the same general area. This, the FCC pointed out, does not preclude Loew's from asserting under private law any rights it may have to the MGM symbol.

Unhappy WGMS Stockholder Takes Sale to Appeals Court

THE disputed sale of good music stations WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. last July was taken to the U. S. Court of Appeals in Washington last week. Minority stockholder (16⅔%) Lawrence M. C. Smith not only appealed from the FCC's grant of the transfer, but also claimed the Commission has not rescinded the order after accepting his protest. He also asked that a stay order be issued.

Mr. Smith protested the grant and was given oral argument before the FCC early this month [B•T, Oct. 8]. Mr. Smith protested that the station was sold to the O'Neil interests over his objections, that Nathan Strauss, WMCA New York, had made a better offer, and to a five year management contract with former 42 2/3% owner M. Robert Rogers and wife.

RKO Teleradio, which took over ownership of the WGMS station after the Commission's approval, has made WGMS its Washington origination outlet for MBS; the good music policy has been continued on WGMS-FM. When the FCC accepted Mr. Smith's protest, it stayed the transfer authorization. Since this already had been consummated, the Commission gave the parties to Oct. 12 to reassign stations. This was later continued to Nov. 15. Mr. Smith owns good music station WFLN (FM) Philadelphia.

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MILESTONES

for November

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the November package commemorates a special event of national importance.

"THE POLISH GENIUS"
Ignace Jan Paderewski
Born: November 6, 1860

"OUR VICTORIOUS VETERAN"
(Vet's Day, 1918-1956)
November 11, 1956

"OUR DAILY BREAD"
Thanksgiving Day
November 22, 1956

"THE MISSISSIPPI YANKEE"
Mark Twain
Born: November 30, 1835

"Milestones" is available for commercial sponsorship—see your local stations for details.

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Harriscope Wins Grant For Casper, Wyo., Ch. 2

HARRISCOPE Inc., Beverly Hills, Calif., tv film production-distribution firm, last week was granted a new tv station to operate on ch. 2 Casper, Wyo. Harriscope is comprised of Burt I. Harris, 40%, Irving B. Harris, 40%, and Don Paul Nathanson, 20%.

Irving Harris is a cousin of Burt Harris. He was a vice president and currently is director of the Toni division of Gillette Co. Mr. Nathanson, former advertising director of Toni, is president of North Adv., Chicago.

The firm plans 208 w visual power with antenna height of 270 ft. below average terrain. Construction costs are estimated at $80,000 and first year operation costs at $120,000.

WTRI (TV) Asks High Court Reversal in Vail Mills Case

THE U. S. Supreme Court has been asked to reverse a lower court decision which held that the FCC acted properly in allocating ch. 10 to Vail Mills, N. Y. (Albany-Schenectady-Troy area), last November even though it was then considering a general allocation proceeding.

In a petition for a writ of *certiorari,* filed by ch. 35 WTRI (TV) Albany, N. Y., the Commission was accused of (1) permitting CBS to intervene in the case without its suggestions being submitted to cross examination; (2) granting the rule-making proposal of one party while postponing consideration of a mutually-exclusive rule-making proposal by a second party, and (3) violating Sec. 4 of the Administrative Procedure Act.

Last July, the U. S. Court of Appeals, Washington, by an 8 to 2 vote, upheld the FCC's right to allocate ch. 10 to Vail Mills. The allocation had been requested by ch. 41 WCDA (TV) Albany, owned by CBS commentator Lowell Thomas and associates. Following the allocation, WCDA filed an application for this vhf facility, but this was held in the pending file until last month, when the appeals court vacated its stay order. The FCC accepted the application but stated it would take no action until the outcome of a now pending FCC proposal to remove ch. 10 from Vail Mills or by 30 days' notice. Joining WTRI in the attack on the Vail Mills allocation in the lower court was ch. 19 WMGT (TV) Pittsfield, Mass.

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PROUDLY HAILS
Ziv's New Star-Spangled Rating Winner
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
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11, 12, 13

Five New Am Stations Approved by Commission

THE FCC approved five new am stations last week. They were:

Jasper, Ala.—Walker County Bcstg. Co., 1240 kc, 250 w, unlimited. Hudson C. Millar Jr., owner-manager, WKUL Cullman, Ala., is sole owner of the new facility.

Brooksville, Fla.—Hernando Bcstg. Co., 1450 kc, 250 w, unlimited. Elmo B. Kitts, 90% owner, also owns WPRY Perry, Fla., and WDCF Dade City, Fla.

Commerce, Ga.—Albert S. Hardy *(Commerce* [Ga.] *News* owner), 1270 kc, 1 kw daytime.

Corinth, Miss.—Triangle Bcstg. Co., 1330 kc, 500 w, daytime. Luther C. Moore, haberdasher; W. E. Gray, dry cleaner; Charles W. Bolton, school teacher, and E. H. Huntley, employe of WBIP Booneville, Miss., are equal partners.

Dyersburg, Tenn. — Southern General Bcstg. Co., 1330 kc, 500 w, daytime. Sole owner Hamilton Parks is an insurance agent and farmer.

FCC to Take Another Look At WWBZ Race Results Case

ON its own motion, the FCC has rescinded its revocation order against WWBZ Vineland, N. J., and remanded the case to the hearing examiner in order that the station may introduce further evidence on its behalf. WWBZ's license was revoked last November [B•T, Dec. 5, 1955] because of its horse-race broadcasts which, the FCC found, aided illegal gambling interests.

WWBZ has steadfastly maintained that its programming is and has been in the public interest and asked, among other things, to be allowed to introduce further evidence which the station said will rebut the charges. The FCC instructed the examiner to issue a supplemental initial decision on the reopened case. The vote was 5-2, Comrs. Doerfer and Craven dissenting and voting to renew the station's license [CLOSED CIRCUIT, Oct. 8].

Tv Test Signal Mulled

FCC has announced it is considering adopting a standard test signal for tv stations and authorized the use of test signals by tv outlets during program time without specific authority as a means of acquiring data for use in comments when the proposed rule-making is issued. The Commission warned however that the test signals should not interfere with sync pulses or degrade picture quality. This special blanket authority extends to Jan. 15, 1957, and stations using this authority were asked to notify the Commission.

Navy Creates Advisory Board For Broadcasting, Telecasting

CREATION of a broadcasting-telecasting advisory board selected from industry executives was announced last week by Vice Admiral J. L. Holloway, chief of Naval Personnel, Dept. of the Navy.

Primary function of the board will be to advise the Bureau of Naval Personnel on its public service and recruiting policies and to pass professional judgment on ideas, campaigns, and program plans initiated by various branches of the bureau relating to broadcasting and telecasting.

John S. Hayes, president of the *Washington Post's* Broadcast Division (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) has been appointed chairman of the 11-man board, which includes Niles Trammell, president of Biscayne Broadcasting Co., (WCKR-AM-FM and WCKT [TV] Miami); Elliott M. Sanger, executive vice president of WQXR New York; Robert E. Dunville, president of Crosley Broadcasting Co. (WLW and WLWT [TV], both Cincinnati; WLWD Dayton and WLWC Columbus, all Ohio, and WLWA [TV] Atlanta, Ga.), Cincinnati; Donald W. Thornburgh, president, WCAU Philadelphia; Todd Storz, president, Mid-Continent Broadcasting Co. (WDGY Minneapolis-St. Paul, KOWH Omaha, WHB Kansas City, WTIX New Orleans, and WQAM Miami); G. Bennett Larson, president (KDYL and KTVT [TV], both Salt Lake City); Phil Lasky, vice president of Westinghouse Broadcasting Co. (KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, Ore., and KPIX [TV] San Francisco. WBC also applicant for WIND-AM-TV Chicago, subject to FCC approval); Harry Novik, president, WLIB New York; Jack W. Harris, vice president, Houston Post Co., Radio-Television Div. (KPRC-AM-TV), and William Grant, president, KOA Denver.

FCC Seeks to Hold Up Order

THE FCC has asked the U. S. Court of Appeals in Washington to hold up issuance of its order remanding the Shreveport, La., ch. 12 case for 30 days while it ponders the advisability of appealing this decision to the Supreme Court. The circuit court told the FCC [B•T, Oct. 8] to reopen the Shreveport vhf hearing because of the death of Don George, a principal stockholder in the winning Shreveport Television Co. (KSLA-TV). Mr. George died last June. The FCC final decision was issued in May 1955 and this was appealed by loser KCIJ in December of that year. KRMD Shreveport was the other unsuccessful applicant for the ch. 12 facility.

KDAY to Seek Full Time

KDAY Santa Monica, Calif., daytimer, which earlier this month received FCC authority to boost its power to 50 kw, will shortly request for full-time operation on its 1580 kc, it was announced last week.

MULTIPLE ALLOCATION SHIFTS ORDERED BY FCC

Commission also gets half-dozen rule-making requests including one covering San Francisco and Stockton.

CHANGE in the tv table of assignments was ordered by the FCC last week when the Commission finalized rule-making to assign ch. 45 New Castle, Pa., to Youngstown, Ohio-New Castle, Pa., as a hyphenated area. The change will become effective Nov. 21.

In the same order, the FCC rejected a proposal by ch. 73 WXTV (TV) Youngstown to substitute ch. 33 for its allocation, replacing ch. 47 Pittsburgh with ch. 22. A petition by ch. 45 WKST-TV New Castle asking issuance of a show-cause order to specify operation on that channel in Youngstown was denied by the Commission. Comr. Robert T. Bartley voted to assign ch. 33 to Youngstown also; Comr. T. A. M. Craven abstained.

In other allocations shifts, the FCC deleted ch. 6 from Nashaquitsa, Mass., and assigned it to New Bedford, Mass., effective Nov. 14. Only last July the Commission, in a rule-making order, assigned the channel to Nashaquitsa.

Other allocation changes ordered by the FCC, and also effective Nov. 14:

(1) Assigned ch. 26 to Shinglehouse, Pa., ch. 37 to Clymer, N. Y., and substituted ch. 62 for ch. 37 at Meadville, Pa.; (2) assigned ch. 8 to Missoula, Mont., substituting ch. 9 for ch. 8 in Kalispell, Mont., and ch. 23 for ch. 9 in Sandpoint, Idaho. The FCC denied a petition to make educational ch. 11 Missoula available for commercial use and reserve ch. 21 there for education.

The FCC asked for comments by Nov. 15 to a proposal to delete ch. 36 from St. Louis, Mo., and assign it to Springfield, Ill. (the original request envisioned adding ch. 39 to Springfield), delete ch. 2 from Springfield and reassign it to St. Louis. To accomplish the assignment of ch. 36 to Springfield, ch. 49 would have to be substituted for ch. 29 in Jacksonville, Ill., and ch. 68 would have to be assigned to the Davenport-Rock Island-Moline area instead of ch. 36.

In three cases, new requests for rule-making were included in already pending cases, the Commission rejecting requests for separate consideration. These were:

(1) A request (by Loyola U.) to delete ch. 6 from New Orleans was included with outstanding rule-making which would make Mobile, Ala., all commercial vhf by giving it ch. 4 from New Orleans in exchange for ch. 42 (now educational in Mobile, but would be commercial in New Orleans), making ch. 48 Mobile educational.

(2) Several requests to assign ch. 7 to Louisville, Ky., by deleting it from Evansville, Ind., were included in rule-making which would make Evansville all commercial uhf by making ch. 7 educational, removing the present educational reservation from ch. 56 there.

(3) A request to delete ch. 3 from Madison, Wis., assigning it to Rockford, Ill., and changing ch. 54 Fond du Lac, Wis., to ch. 68 was included in rule-making which would make Madison all uhf commercial by changing the educational assignment from ch. 21 to ch. 3.

The FCC asked for comments by Nov. 21 on a proposal by ch. 40 WCNS (TV) Baton Rouge, La., to switch ch. 18 from Jackson, La., and assign it to Baton Rouge.

A boundary-line change request involving Zones I and II was denied by the Commission. The petitioner, WMUR-TV Manchester, N. H., asked for rule-making to move the boundary line between those zones in order to place a greater portion of New Hampshire and Vermont in Zone II. The Commission said (Comr. John C. Doerfer abstaining) that boundary-line changes will be contemplated only when it is demonstrated that they (the lines) were drawn in error or were unreasonable; that no valid basis had been shown for disturbing the present demarcation between Zones I and II in New Hampshire and Vermont.

The following new rule-making requests have been filed with the FCC:

San Francisco, Stockton, Calif.—Add ch. 13 to San Francisco, substituting ch. 6 for ch. 13 at Stockton. Requested by ch. 32 KSAN-TV San Francisco.

Denton, Tex.—Change reserved educational ch. 2 Denton to commercial. Requested by KDNT-AM-FM Denton.

Pendleton, Walla Walla, Wash.—Delete ch. 5 from Walla Walla and assign it to Pendleton. Requested by KUMA Pendleton.

Vancover, Wash.—Assign ch. 2 to Vancouver in lieu of ch. 21 Requested by ch. 21 KVAN-TV Vancouver.

Ann Arbor, Flint, Mich.—Delete ch. 12 Flint and assign it to Ann Arbor. Requested by ch. 20 WPAG-TV Ann Arbor.

Corpus Christi, Tex.—One proposal and three alternatives were suggested by ch. 22 KVDO-TV Corpus Christi. The proposal: delete one or both Corpus Christi vhf assignments; the alternatives: (1) assign ch. 3 to Corpus Christi, deleting ch. 13 from Laredo, Tex.; (2) assign ch. 2 or ch. 13 to Corpus Christi (this would entail deleting Laredo's ch. 13), or (3) delete ch. 13 from Laredo, assign it to Kingsville, Tex., and authorize KVDO-TV to operate ch. 13 Kingsville as a satellite.

Court Denies Florida Tv Stay

REQUEST for a stay against the FCC's August grant of Jacksonville, Fla., ch. 12 to Florida-Georgia Tv Co. has been denied by a three-judge panel of the federal appeals court in Washington. The stay had been asked by ch. 36 WJHP-TV Jacksonville [B•T, Oct. 8]. WJHP has appealed the Commission refusal to condition the ch. 12 grant to prohibit construction pending the outcome of a petition to deintermix Jacksonville. WPDQ Jacksonville, unsuccessful applicant for the vhf grant, filed a petition with the FCC three weeks ago to reconsider the grant.



The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

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RECEIVER

- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter.. 1.0 uv
  Field Strength at 54 MC..... 1.6 uv/m
  Field Strength at 240 MC..... 6.5 uv/m
- Max. input using external pad supplied.. 10.0 V
  Field Strength at 54 MC..... 16.0 V/M
  Field Strength at 240 MC..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS

- 117 volt a-c, 50-400 cycle..... 60 watts—or
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For further information write Dept. P-1

Comments Sought by FCC On Major Revision of Rules

FIRST major revision of Part I of the FCC's Rules dealing with practices and procedures has been issued as a proposed rule-making. The Commission asked for comments by Nov. 15.

The proposed revision separates Part I into general sections and specific service sections—for broadcasting, common carrier, safety and special service, etc. It contains changes dictated by recent legislation, court decisions, commission organization, including the 1952 McFarland Act regulations, the 1951 Commission reorganization into bureaus.

The Part I revision culminates more than a year's work by a committee of 15 FCC staff members, headed by Associate General Counsel J. Smith Henley. The work was coordinated with the Federal Communications Bar Assn.

Wrestling Alliance Agrees Not to Hamper Tv Activities

THE National Wrestling Alliance, booking agency for professional wrestlers, has agreed to cease discriminating against any wrestler, booker or promoter who participates in tv studio exhibitions.

This was one of the provisions of a consent order submitted simultaneously with a Justice Dept. complaint in federal court in Des Moines, Iowa.

The government civil antitrust action against the Alliance charged NWA with maintaining a monopoly in professional wrestling. Among other charges were items regarding territorial exclusivity for bookers, blacklisting of wrestlers who accepted engagements from non-NWA members and the charge that NWA discouraged wrestlers from appearing in "studio exhibitions" for tv.

Beachview Request Denied

REQUEST for reconsideration of FCC's May 29 grant of ch. 10 Portsmouth, Va., to WAVY there, has been rejected by the Commission [CLOSED CIRCUIT, Oct. 8]. The reconsideration request was filed by Beachview Broadcasting Corp., competing applicant for the Portsmouth channel, which claimed it should have been awarded the grant. The FCC found that Beachview has raised no arguments that had not been previously considered and rejected by the Commission. The FCC awarded the grant to WAVY by a five to two vote, Chairman McConnaughey and Comr. Webster voting for Beachview [B•T, June 4].

On RFE Inspection Tour

TWO executives from the Westinghouse Broadcasting Co. along with other media executives are currently on an inspection tour of Radio Free Europe facilities in Germany, marking the first of similar visits of RFE installations by broadcasters this year and next as guests of the Crusade for Freedom. The WBC officials making the tour are Frank A. Tooke, general manager of WBZ-TV Boston and Robert H. Teter, executive assistant to the president.

20 Additional Outlets Buy New Lawrence Welk Package

TOTAL of 20 more stations have been signed by Standard Radio Transcription Services Inc., Chicago, for its new Lawrence Welk library package, according to Milton M. Blink, SRTS president. Stations buying the package between Oct. 2 and Oct. 12, were:

WVAN Altoona, Pa.; WCAX Burlington, Vt.; WMT Cedar Rapids, Iowa; KNOX Grand Forks and KSJB Jamestown, both N. D.; KMBC Kansas City; KLOG Kelso, Wash.; WFOX Milwaukee; WHMP Northhampton, Mass.; KBIM Roswell, N. M.; KGAE Salem, Ore.; KCSB San Bernardino, Calif.; KTBB Tyler, Tex.; WGAF Valdosta, Ga.; KANS Wichita, Kan.; WNAX Yankton, S. D.; KYUM Yuma, Ariz.; WNOW York, Pa.; CJCH Halifax, N. S., Canada; CJQC Quebec West, Que.

Brisson Plans Tv Try-Out

PURCHASE by Producer Frederick Brisson of Helen Howe's *Circle of the Day,* a Literary Guild book selection telling of a woman's "liberation" on her 10th wedding anniversary, was announced last week. Mr. Brisson, who several years ago made the unprecedented move of "trying out" a property on tv before converting it into a feature film, will repeat the procedure, by placing Mrs. Howe's book on CBS-TV's *Playhouse 90* early next year before casting about for a film studio.

RCA Reports Program Sales

RCA Recorded Program Services, New York, last week reported sales of *Town and Country Time* in six markets; *The World Around Us* in four markets and *The Sam Snead Show* and *Foy Willing & the Riders of the Purple Sage* in three markets each. Three markets will telecast *The World Around Us* in color, as will one market for *Foy Willing.*

Nadeau Joins RCA Division

JACK NADEAU, former WCCO Minneapolis program director, has joined RCA Recorded Program Services, Chicago, it has been announced by A. B. Sambrook, manager of the RCA division. He succeeds Hugh Grauel, who was named head of the newly-created northeast territory. Mr. Nadeau will report to central division manager William F. Reilly.

PLAYBACK

Quotes worth repeating

TAKING THE PLUNGE

Ralph Renick, news director, WTVJ (TV) Miami, addressing the Georgia Professional Chapter, Sigma Delta Chi, in Atlanta Oct. 2:

TV has long been dealing in the fringe area of local news and it is going to take some guts and know-how, some willingness for tv stations to plunge into the center of the local news picture—the eye of the storm. To air constructive stories about segregation, inefficiency at the city hall, about the crooked cop, about incompetent teachers, the miserable traffic situation caused by disproportionate share of state gasoline tax money being doled out to the rural areas at the expense of the major cities. . . .

Why can't television pin-point these major problems? Show those inadequacies and do it in a constructive way. Show possible courses of action.

To be sure, it's fun to boot the mayor in the pants at every opportunity. Some newsmen in all media have derived sadistic pleasure out of that. Many times the mayor deserves that boot, but I think it's more advantageous to the community for tv to bring the mayor into the act and constructively shove him along the path of progress with thousands of viewers observing the push being applied. . . .

[Referring to a debate with two Miami newspaper men] . . . the only real criticism they could establish against tv was the medium's lack of something comparable to a newspaper's editorial page. This is certainly a valid criticism and presents another challenge to the local station. But editorializing is an adjunct to responsible reporting. Let television get its news reporting in order first—editorializing will come as a matter of course.

TV'S POLITICAL IMPACT

Editorial in the Washington Post & Times Herald *Oct. 11:*

IT would have been difficult to watch President Eisenhower's televised appearance in Pittsburgh Wednesday night [Oct. 10] and not be impressed with the confidence, vitality and rectitude which he exuded. Adlai Stevenson's speech in Seattle may have been more thoughtful in its discussion of the problems atomic energy imposes on America and the world; but because Mr. Stevenson's Seattle appearance was not televised nationally the appeals of the two candidates could not be compared. It is worth noting again, however, that Mr. Eisenhower's warm personality radiates both to the crowds he draws and to the television audiences, whereas Mr. Stevenson's rather damp tv performances so far have failed to kindle much of a spark. This distinction is by no means a measure of the candidates or of what they stand for, but it does illustrate what is perhaps the major impact of television on the presidential campaign.

RADIO, TV OUTPUT INCREASES IN AUGUST

RETMA releases statistics on set manufacture for eight months.

FACTORY output of radio and tv sets increased in August in comparison with July, according to Radio-Electronics-Tv Mfrs. Assn. Radio production totaled 990,845 sets for August, compared to 566,697 in July and 947,634 in August 1955. Tv output totaled 612,927 sets in August, 336,931 in July and 647,903 in August 1955.

Eight-month radio production totaled 8,216,707 sets compared to 8,707,477 in the same 1955 period. Tv output totaled 4,365,060 sets, compared to 4,820,991 in the first eight months of 1955. Of August tv sets, 90,419 had uhf tuning and 43 had fm-band tuning circuits.

Following are radio and tv set production in August and first eight months of 1956:

	Television	Auto Radio	Total Radio
January 1956	558,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 weeks)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
August	612,927	198,087	990,845
Total	4,365,060	2,710,303	8,216,707

Both radio and tv set sales to consumers increased in August over July. Radio sales totaled 681,899 sets, compared to 576,453 in July and 456,625 in August 1955. Tv set sales totaled 566,158 in August, compared to 405,310 in July and 586,577 in August 1955.

Eight-month radio sales through retail outlets (excluding auto sets) totaled 4,694,454, compared to 3,189,608 in the same 1955 period. Eight-month tv sales totaled 3,839,718 sets, compared to 4,171,139 in the same 1955 period. RETMA reported that 2,710,303 auto radios were produced in the first eight months of the year, practically all of them being sold direct to auto manufacturers and therefore not included in retail radio sales data.

Eight-month tv set shipments to dealers totaled 3,761,116 units, compared to 4,155,541 sets shipped in the same 1955 period. Following are cumulative tv set shipments to dealers by states during the first eight months of 1956:

State	Total	State	Total
Alabama	61,487	New Hampshire	12,999
Arizona	26,098	New Jersey	126,918
Arkansas	40,222	New Mexico	13,425
California	374,299	New York	413,050
Colorado	3,794	North Carolina	82,370
Connecticut	57,212	North Dakota	10,795
Delaware	9,872	Ohio	210,656
Dist. of Columbia	33,341	Oklahoma	50,806
Florida	122,265	Oregon	41,725
Georgia	84,834	Pennsylvania	249,945
Idaho	14,495	Rhode Island	18,402
Illinois	202,322	South Carolina	37,101
Indiana	93,453	South Dakota	12,587
Iowa	41,078	Tennessee	67,295
Kansas	42,155	Texas	210,766
Kentucky	61,191	Utah	14,176
Louisiana	74,492	Vermont	9,771
Maine	22,248	Virginia	70,563
Maryland	51,164	Washington	58,835
Massachusets	110,558	West Virginia	41,675
Michigan	147,417	Wisconsin	68,332
Minnesota	52,486	Wyoming	4,132
Mississippi	36,587	U. S. TOTAL	3,751,110
Missouri	86,413	Alaska	2,129
Montana	11,597	Hawaii	7,877
Nebraska	31,435	GRAND TOTAL	3,761,116
Nevada	6,810		

Tracy to Succeed Hopkins In RCA Radio, Tv Equipment

EDWIN C. TRACY, sales manager for broadcast equipment at RCA, last week was named manager of RCA's Broadcast & Television Equipment Dept. at Camden, N. J., succeeding A. R. Hopkins, who has been appointed to the newly-created post of manager of RCA's Commercial Electronic Marketing Dept. [AT DEADLINE, Oct. 15].

Mr. Tracy will supervise all activities relating to the development, engineering, marketing and sales of RCA transmitting and studio equipment to radio and tv color and black-and-white stations, as well as closed circuit facilities.

Mr. Tracy joined RCA Service Co. as a tv engineer in 1939, and after the outbreak of World War II, was assigned to numerous field projects involving military electronics. In 1945 he transferred to RCA Broadcast Equipment as a field sales engineer, becoming field sales manager in 1950. He became sales manager three years later.

Hotpoint Predicts Future Of Television Set Sales

APPROXIMATELY 5.2 million monochrome and four million color sets will be sold in 1961 and the annual figures will rise by 1966 to a going rate of 11 million units, including 8.5 million color models, it was predicted by the Hotpoint Co. in its annual 10-year industry forecast last week.

The report placed 1956 estimates at 7.2 million units, of which 175,000 will be color. It predicted the addition of over 170 million appliances to the market in the next 10 years.

Hotpoint currently markets black-and-white receivers made by its parent General Electric Co., with emphasis on portable models, and plans to enter the color field early next year.

Increase in Color Sales Cited by Sarnoff in Phila.

INCREASE in sales of color television sets in the Philadelphia area and in other major cities in recent weeks means that color tv is "running well ahead of earlier expectations," Brig. Gen. David Sarnoff, RCA board chairman, declared last week.

Gen. Sarnoff offered this commentary during a talk he made at a ceremony held in Gimbel's Dept. Store in Philadelphia, at which he received a scroll presented on behalf of more than 200 dealers in greater Philadelphia, who participated in a "General Sarnoff color television week". During the first week in October RCA Victor dealers in the Philadelphia area accepted delivery on 1,107 RCA Victor color sets.

The scroll was presented to Gen. Sarnoff by T. F. Joyce, president of Raymond Rosen & Co., RCA Victor distributor in greater Philadelphia. The occasion also marked the opening at Gimbel's in Philadelphia of a new traveling RCA exposition, which features color tv and the latest RCA developments in electronics.

Gen. Sarnoff reported that from the first week in September through the second week of October, the rate of sales of color sets to dealers has tripled. He noted that RCA is in "short supply" of its three lower-priced models, which are priced at $495, $550 and $595.

Mr. Joyce pointed out that even more significant to Raymond Rosen & Co. than its shipment to dealers in one week of more than 1,100 RCA Victor color sets is that the company's billings in October will be "close to $2 million in retail prices." He added that the value of the color receiver sales exceeds that of black-and-white sets in the Philadelphia market and said his company "looks forward with confidence to selling more than 50.000 RCA Victor color television receivers in 1957."

Stanton, Lawrence New Rand Corp. Trustees

DR. FRANK STANTON, president of CBS Inc., and Prof. Ernest O. Lawrence, director of the radiation laboratory of the U. of California and inventor of the Lawrence chromatic color tube, last week were elected trustees of the Rand Corp., Santa Monica, Calif., a non-profit, organization engaged in research for the U. S. Air Force and the Atomic Energy Commission.

Dr. Stanton, who joined CBS in 1935 as a member of the network's research staff for audience measurement, is a fellow in the American Assn. for the Advancement of Science and the American Psychological Assn., and chairman of the Ford Foundation-sponsored center for Advanced Study in the Behavioral Sciences.

Prof. Lawrence, winner of the 1939 Nobel Prize in physics, has been honored for his research on the structure of the atom by many leading universities and scientific organizations in the U. S. and abroad. He has worked with the Atomic Energy Commission and the Office of Scientific Research and Development, being particularly active in the application of physics to biology and medicine.

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Ziv's New Star-Spangled Rating Winner
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11, 12, 13

MANUFACTURING PEOPLE

Frank Newman, advertising and promotion manager, DuMont Labs, Clifton, N. J., to merchandising manager, Arrow Metal Products Corp., Haskell, N. J.

Joseph H. Loughlin, supervisor of product engineering, Sylvania Electric Products' Divisional Plant, Seneca Falls, N. Y., to newly-created position of division coordinator of product engineering, Sylvania's Television Picture Tube Div. **Raymond D. Griffiths,** former field sales manager, Electronic Systems Div., Sylvania Electric Products, returned to Sylvania as technical liaison manager of Waltham, Mass., labs. He left Sylvania last year to join National Co., Malden, Mass., as director of government contracts. **Richard M. Klein,** with Sylvania Electric Products Inc., N. Y., for 10 years, appointed product engineering manager Sylvania's Electronic Product Sales Dept.

E. Finley Carter, associate director of Stanford Research Institute, Menlo Park, Calif., appointed director.

Donald Koijane, Air Force electronic engineering officer, Rome Air Development Center, Griffiss AFB, Rome, N. Y., to Prodelin Inc., Kearny, N. J., (antenna systems, towers and transmission lines), as company's technical service engineer.

MANUFACTURING SHORTS

Gates Radio Co., Quincy, Ill., announces purchase of new model BC-50B 50 kw broadcast transmitter by XET (TV) Monterrey, Mexico.

RCA Broadcast & Equipment Dept., Camden, N. J. announces development of auditorium-sized compatible color tv system, capable of producing images up to 4½ x 6 ft., for 500-man audience.

Atlas Sound Corp., Brooklyn, N. Y., has issued Bulletin 756 describing applications of three new broadcast equipment items—microphone foot switch and two microphone stands.

General Precision Laboratories Inc., (broadcast electronics equipment), Pleasantville, N. Y., reports construction started on firm's new engineering building.

Magnetic Shield Div., Perfection Mica Co., Chicago, introducing non-sensitive, non-retentive containers designed to preserve tapes indefinitely.

Mid-Continent Distributing Co., Sioux Falls, S. D., has been franchised as distributor in Sioux Falls area of high-fidelity and tv equipment for Sylvania Electric Products Inc., N. Y.

Admiral Corp. announces $5-$10 price increase on line of television bases, attributable to higher labor and material costs.

Bell & Howell Co., Chicago, announces new TDC electric changer for converting manual projectors into automatic models. Firm claims changer is first completely integrated unit and permits operator to change slides by pressing button. Changer retails for $33.50. Together with Headliner 303 projector, price is $83 with case, changer and federal excise tax included.

RCA Service Co., Camden, N. J., announces publication of illustrated reference book designed as a quick reference book for technicians servicing new RCA Victor 700 series color tv receivers. Titled "The 700 Series Color Tv Receivers," book contains 148 photographs and diagrams. Book details set-up procedure and methods enabling servicemen "to analyze, localize and easily correct any malfunction that may occur" in color tv sets. Copies are given free to each serviceman attending color tv workshops and clinics sponsored by RCA throughout nation. Additional copies may be obtained from Commercial Service, RCA Service Co., Camden 8, N. J., or from local RCA distributor.

Fretco Inc., Pittsburgh, Pa., announces new battery-powered diode and transistor tester which measures and tests characteristics of diodes, PNP and NPN transistors. Described as "economically low priced," the tester comes complete with test leads.

RCA reports shipment of 12-kw transmitter to WHYY (TV) Philadelphia (ch. 35), non-commercial educational station.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

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Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

Hill & Knowlton Inc. Opens Headquarters in The Hague

HILL & KNOWLTON Inc., New York, which lays claim to being the world's largest public relations firm following absorption last year of Robinson-Hannagan Assoc., has announced a first link in a proposed international public relations "network" by opening the headquarters of Hill & Knowlton International N. V. in The Hague, Holland.

Hill & Knowlton services a host of "blue-chip" clients such as Avco Mfg. Co., Procter & Gamble, and Studebaker-Packard Corp., which recently joined forces with Curtis-Wright Corp., and the Daimler-Benz (Mercedes-Benz) Autowerke of Stuttgart.

Along with headquarters in The Hague, H & K International will maintain offices in Dusseldorf, Germany, and Sydney, Australia. Public relations firms associated with H & K will be in Brussels, The Hague, London, Toronto, Wellington (New Zealand), Stockholm and Paris. J. Carlisle MacDonald, former public relations director of U. S. Steel, will be H & K's senior European consultant and will headquarter in Paris. General manager of the new international division will be Loet A. Velmans, H & K's former Dutch representative. Edward W. Barrett, former assistant secretary of state and head of Barrett & Assoc. (also a H & K branch) and now dean of Columbia U's graduate journalism school, will serve on the board.

Frank Burke, 61, Dies

REQUIEM mass was held Thursday in Pleasantville, N. Y., for Frank Burke, 61, editor and vice president of *Radio Television Daily,* who died of cancer last Monday at the Hospital for Joint Diseases in New York.



MR. BURKE

Before becoming editor in 1943, Mr. Burke had been active in various capacities affecting radio-tv and allied fields. After a start as a newspaperman in the midwest, Mr. Burke entered the field of public relations, serving with RKO, MCA, later as personal manager for the comedy team of Olsen & Johnson and Don McNeill, and as head of the Paul Whiteman office.

Surviving are his widow, Clara, a daughter, Mary Louise, two sisters and a brother.

Dobin Heads Bar Committee

PAUL DOBIN, associated with the Washington law firm of Cohn & Marks and former chief of the FCC Broadcast Bureau's Rules & Standards Div., has been named chairman of the communications committee, administrative law section of the American Bar Assn. He succeeds Washington attorney George S. Smith, Segal, Smith & Hennessey.

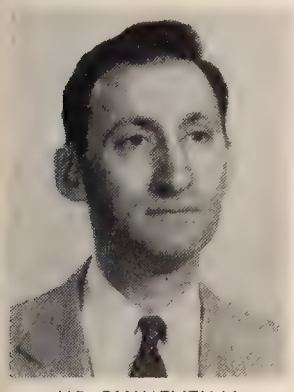
CS&I Names Nelson V.P.

GEORGE NELSON, veteran New York publicist and former metropolitan newspaperman, has joined Cleary, Strauss & Irwin as vice president in charge of eastern operations. He will headquarter at the public relations firm's New York office, 550 Fifth Ave. Mr. Nelson is former news editor for the Office of War Information and Voice of America. He also was associated with United Artists and later handled publicity activities for such tv programs as *Medic, Frontier,* and *Playwrights '56.*

PROFESSIONAL SERVICE PEOPLE

G. Paul Crowder, former part owner, WCOR Lebanon, Tenn., joins Paul H. Chapman Co., Atlanta, Ga., station brokers.

Dan S. Blumenthal, with David O. Alber & Assoc., N. Y., since 1952, has been elected vice president, Mr. Blumenthal will supervise the public relations firm's industrial division.



MR. BLUMENTHAL

Leon Kafka, formarly with pubicity firm of George Schreier Assoc., N. Y., has joined the staff of Brandt Public Relations, same city.

Elizabeth P. Taber, advertising and public relations executive, has announced establishment of new office, "Opportunity Unlimited", at 21 W. 45th St., N. Y. Office specializes in placement of advertising, public relations and publishing personnel.

John W. McGuire, sales manager, syndicate film div., Motion Pictures for Television Inc. (MPTV), to marketing vice president, George W. Fotis & Assoc., N. Y., management consultant firm.

PROFESSIONAL SERVICES SHORTS

WDAS Philadelphia, Pa., appoints Robinson, Adelman & Montgomery Inc., same city, for public relations and promotion.

KDAL-AM-TV Duluth, Minn., appoints Phil Dean Assoc., N. Y., to handle public relations.

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EDUCATION

Broadcasters' Drive to Aid North Carolina U. Division

CAMPAIGN to raise funds among broadcasters and others for the U. of North Carolina's Div. of Communications has been voted by the Broadcasters Foundation of N. C. Inc., comprising state broadcasters.

Harold Essex, WSJS-AM-TV Winston-Salem, foundation president, said plans for the drive will be drawn up at the Nov. 1 meeting of N. C. Assn. of Broadcasters at Sedgefield Inn., Greensboro. Other foundation directors are Richard H. Mason, WPTF Raleigh; J. Frank Jarman, WDNC Durham; John Bone, WNAO-TV Raleigh; William Page, WLES Kinston; Earl J. Gluck, WSOC Charlotte; Edmund H. Smith Jr., WIRC Hickory; Robert M. Wallace, WHOS Shelby; Cecil B. Hoskins, WWNC Asheville, and Earl Wynn, director of the UNC Communication Center.

ETRC Puts Into Operation 'Extended Services' Plan

UNDER a new "Extended Services" plan, resources of national educational television are being made available to wider audiences, it was announced last week by the Educational Television & Radio Center, Ann Arbor, Mich.

The center regularly services the 24 noncommercial educational television stations now in existence.

Now, according to George L. Hall, director of development for the center, its programs are being offered to educational groups for sponsorship over commercial outlets. The programs are offered on a non-commercial basis, he added, with no advertising permitted.

S. F. State Gets Grant

SAN FRANCISCO State College's tv teaching project and its extension into the field of science has received a grant of $192,000 from the Fund for Advancement of Education, Dr. J. Paul Leonard, college president, has announced. The grant brings funds given for this purpose to $317,000. The college is conducting a research program to determine if tv can be used to supplement regular classroom lectures in selected subjects.

EDUCATION PEOPLE

Dr. Harry Heath, Iowa State College, Ames, Iowa, appointed chairman of National Council on Radio & Television Journalism. **Donald E. Brown,** news director of WILL Champaign, Ill., to executive secretary.

Michael J. Ambrosino, former radio-tv supervisor, U. of Connecticut's Communications Div., to newly created position of assistant operations director, WGBH-TV Boston, ch. 2 educational station.

Martin J. Maloney, associate professor of radio-television at Northwestern U., signed for new 13-week series, *Understanding Semantics,* on WTTW (TV) Chicago, noncommercial educational station.

AWARDS

Brand Names Contest Opened

OPENING of competition for the 1956 retailer-of-the-year award, the ninth such contest, has been announced by Henry E. Abt, president of Brand Names Foundations. The award will be presented to the outstanding U. S. retailer at the Annual Brand Names Day Dinner, May 3, 1957, following screening by a panel of 24 judges, comprised of last year's first place winners in the various retailer categories.

Standard entry forms may be ordered from the Foundation at 437 Fifth Ave., New York, and entries, attached to sample tear sheet advertisements, radio jingles, television mats, must be received by BNF by Jan. 14.

AWARD SHORTS

Allen Wannamaker, vice president-general manager, WBIG Greensboro, N. C., presented with miniature statuette for service to state's 12 Boy Scout Councils.

KYW-TV Cleveland, for *Juvenile Justice* series, received Cleveland Police Dept. safety award and Freedom Foundation George Washington Medal.

KABC-TV Los Angeles cited for seven years of community service in resolution adopted by Los Angeles City Council.

Anne Hayes, director of women's activities, KCMO-AM-FM-TV Kansas City, Mo., awarded citation from President's Commit-



tee on Employment of the Physically Handicapped for her efforts in promoting employment of physically handicapped.

WJAR-TV Providence, R. I., awarded Golden Anniversary Medallion of Boys Club of America for station's programs in behalf of Boys Clubs in station's area.

KFAL Fulton, Mo., awarded citation by Fulton City Council for publicizing issues affecting proposed extension of municipal power plant facilities. The extension was voted favorably in special bond issue election Sept. 25.

Warren Hull, m.c., and **Walt Framer,** producer, *Strike It Rich,* presented citation for helping physically handicapped obtain employment. Citation was presented by Thomas D'Arcy Brophy, Kenyon & Eckhardt board chairman, who represented President's committee in behalf of "Employ the Physically Handicapped Week."

John H. Battison, general manager, KAVE-AM-TV Carlsbad, N. M., honored by Gov. John H. Simms with appointment as colonel, *aide-de-camp,* on governor's staff.

Nikola Tesla, inventor in electronics and other fields, honored posthumously by American Institute of Electrical Engineers, during fall general meeting, Chicago. **Dr. Frederick E. Terman,** dean of engineering, Stanford U., also honored with institute's first Member-for-Life medal. **Dr. Charles F. Kettering,** inventor, was presented with first Kettering Award, to be presented annually to outstanding engineer in one of several engineering fields.

Patty Cavin, newscaster, WRC Washington, D. C., presented with citation from Army Times Publishing Co. by Asst. Secretary of Navy Albert Pratt, in recognition of her *Salute* series of programs, reporting on military manpower in all branches of the Armed Forces.

William Winter, ABC news commentator, former broadcaster for O.W.I. during World War II, decorated at ceremony in Manila with Philippine Order of Legion of Merit by President Ramon Magsaysay. Mr. Winter's citation was for aid to guerilla movement headed by Mr. Magsaysay during Japanese occupation in World War II.

Clarence Worden, public affairs director, WCBS-TV New York, presented with special citation from New York U.'s president, Henry T. Heald, recognizing station's "distinguished service to education through public service television programming." In past four years, five programs have been produced by NYU in cooperation with WCBS-TV.

Walt Disney's Disneyland program on "Antarctica—Past & Present" (ABC-TV, Sept. 12, 7:30-8:30 p.m. EDT), cited by Chief of Naval Operations Adm. Arleigh Burke, for ". . . excellent portrayal of Antarctica and the part the U. S. Navy is playing in solving the mysteries of this extremely important area . . ."

CBC Head Comes Out For Video Competition

Dunton tells Royal Commission that major communities now are ready for competitive station operation, but specifies that CBC should have one station in all two-station cities.

MAJOR Canadian cities now are ready for competitive television station operation, A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. told the Royal Commission on Broadcasting at Ottawa a fortnight ago. Dunton told the commission that privately-owned tv stations would have to meet certain program requirements including a substantial Canadian content and that one of two stations in a city should be a CBC station.

Commission chairman R. M. Fowler disagreed with Mr. Dunton's latter view. He remarked that "the viewer doesn't care whether it's CBC or private." The point was that the people wanted a choice of tv stations, he added.

Mr. Dunton said that it would be better to have a CBC station in each viewing area, so as to enable the CBC better to get its national service programs to the country. He suggested that second stations would be economically feasible now at Vancouver, Edmonton, Calgary, Regina, Winnipeg, Toronto and some other cities in southern Ontario, and Montreal.

The CBC chairman suggested that in rich tv territory such as Toronto, where CBC now has the only station, the second station could also be owned by the CBC and rented out to private operators, or it could be owned by a non-profit community organization that would plow back profits into production of live Canadian programs.

Program Control Rights

Mr. Dunton indicated that the CBC board of governors would not object to some other regulatory body making general regulations, but felt that CBC should have control over networks to distribute its national programs.

J. A. Ouimet, CBC general manager, told the commission that the CBC hopes tv coverage will be extended to another 10 per cent of the population with a reasonable expenditure. This would give coverage to 90 per cent of the population. About $11,000,000 would be required to bring this extra 10 per cent of the population within tv coverage. Regarding color tv, Mr. Ouimet said Canada cannot lag behind the United States once color tv gets well underway south of the border. He felt this would be before year-end. Once CBC gets finances, it would take about six months before CBC could transmit color network shows from the United States, and between one and two years before CBC could produce and transmit its own color programs.

The Canadian Labor Congress earlier recommended to the Royal Commission on Broadcasting that the Canadian Broadcasting Corp. take over some of the profitable independent radio and television stations in order to boost CBC financing.

The labor brief also proposed that CBC establish two Canadian tv networks on the grounds that private broadcasters cannot finance a national tv network. Only the Canadian federal treasury can do this, the Oct. 2 labor brief intimated. It suggested annual parliamentary grants to the CBC of up to $120,000,000, with an immediate start of a $60,000,000 grant for tv development. The Labor Congress stated that even if private broadcasters could finance a national tv network, it would oppose the idea, on the grounds that private stations would draw heavily on United States programs.

The Canadian Assn. of Radio and Television Broadcasters filed a supplementary brief with the Royal Commission, refuting some of the statements made in the first Canadian Congress of Labor brief presented last spring. The CARTB brief stated that "we find the CCL and affiliated briefs supporting it to be merely forthright advocacies of complete nationalization, unsupported by argument, unrepresentative of the views of membership, inconsiderate of the public interest while promoting union interests. They misrepresent the legitimate requests of private broadcasters, make false charges of monopoly control by private interests while urging government monopoly in union interests. Their criterion has been 'what is good for the union leaders?' rather than 'what is best for the Canadian public?' "

Appendices to this CARTB supplementary brief included surveys made by Gruneau Research Ltd., Toronto, in July "to obtain opinions and attitudes of labor union members to radio and television broadcasting, with particular reference to CBC stations and privately-owned stations; and to ascertain the awareness and knowledge of union members of the Canadian Labor Congress brief to the Royal Commission on Broadcasting". This survey showed that 86.4% of the union membership in the city of Hamilton, Ont., where the survey was taken, did not know that the CLC was making a presentation to the Royal Commission.

Britain's ITA Praised

"THERE can be no doubt about the answer. Independent television has won the approval of public and advertisers."

So says the London *Sunday Dispatch* in a recent front-page editorial in praise of International Television Authority (ITA), Great Britain's commercial tv, on its first anniversary.

"The former critics of ITA—at any rate those of them who are amenable to facts—acknowledge that it has justified the hopes and expectations entertained of it, while its immovable opponents are at least forced to admit that it has bucked-up the BBC," the editorial continues, adding that "there is no greater stimulus to improvement than a rival in the field."

Normandie Productions Ltd. Names Canadian Directors

NORMANDIE PRODUCTIONS Ltd., Toronto, Ont., Canadian affiliate of Television Programs of America, New York, has announced names of its first Canadian directors. They are E. A. Weir, until his retirement commercial manager of the Canadian Broadcasting Corp., Toronto; J. D. Mingay, vice president of McCurdy Radio Industries Ltd., Toronto, and Donald H. McTaggart, Toronto lawyer. Appointments were announced by Vincent Melzac, president of Normandie Productions and vice president of TPA for international affairs.

Normandie Productions is currently filming near Toronto the first Canadian commercial tv film series, 39 episodes of the *Last of the Mohicans*, based on the famous James Fenimore Cooper novel. Lon Chaney and John Hart, Hollywood actors, star in the film, which has a Canadian supporting cast. World rights and sales are jointly held by Normandie Productions and CBC, and sales are to be made in the United States by TPA. The film series has already been sold to British Independent Television Productions for telecasting on commercial stations in Great Britain.



MR. MINGAY



MR. WEIR

TPA and Normandie Productions estimate the series will cost in excess of $1 million. Exterior film shooting is being done on a 120 acre estate east of Toronto, where there are numerous stands of heavy pine, while studios shots are being made at Audio Pictures, Toronto.

Expansion Program Urged At NABET Canadian Meet

AN EXPANSION program including building of bigger strike funds was urged at the triennial convention of the National Association of Broadcast Employes & Technicians (NABET) at the King Edward Hotel, Toronto, Ont., a fortnight ago. The 80 delegates, representing 5,000 radio and television employes in Canada and the United States, also urged jurisdictional arrangements be worked out with other unions representing workers in these fields.

NABET's convention went on record with a warning to NBC, ABC and the Canadian Broadcasting Corp. that it would call a strike if necessary to protect its members from unemployment brought about by automation. Delegates directed their wrath against "slave" cameras and remote controlled transmitters which permit one technician to take over a number of jobs.

"We're not standing in the way of progress but steps have to be taken to cushion the changes that are coming through some form of reduced hours and a more equitable share of the savings resulting from automation," the NABET convention statement added.

Another resolution calls on all NABET members to resist any attempts to feed programs to stations where employes are on strike. Other motions called for the promotion of more live radio and tv broadcasts, increased participation in political action and the setting up of a committee to investigate the effects of automation. Merger arrangements were made with the Canadian Association of Radio Artists.

George W. Smith, Chicago, was elected international president for a three year term, with Eugene Klumpp as international vice president.

New Regulations Established For Broadcasting in Colombia

RADIO-TV audiences in Colombia will not see or hear (a) broadcast accounts of earthquakes, (b) interviews, (c) soap operas or serials, (d) bloodshed—unless they are "officially approved by the Colombian government. So reported United Press in news accounts of a new set of regulations issued by the government through Radiodifusora Nacional de Colombia as applied to all radio and tv programs.

Among the taboos: to devote more than 20% of a given program's duration to commercials, to hire more than 20% non-Colombian actors or actresses appearing on dramatic shows, to play less than 25% popular Colombian music, and to air jokes, puns or *double-entendres* that might offend the "dignity of civil, military or church officials." No reports of earthquakes, the report goes on, can be broadcast "unless they are official." No personalities, "either native or foreign," may be interviewed without official government sanction. No reports of "bloody or sexual crimes" may be aired. Soap operas and like material must be screened and approved before being broadcast. Positive note: stations "must" air weekly programs designed to spread knowledge of Colombian history and geography.

Scottish Television Names Purdy Executive Producer

RAI PURDY, Toronto radio producer and for the past six years with CBS at New York as a television producer, is to be executive producer of Scottish Television Ltd., Glasgow. Board chairman of Scottish Television is Roy Thomson, former owner of CKGB Timmins, Ont., CFCH North Bay, Ont., and CJKL Kirkland Lake, Ont., and partner in CHEX-AM-TV Peterborough, Ont., and CKWS-AM-TV Kingston, Ont.

Jack Davidson, managing director of the Thomson Canadian radio and tv interests, has been in Glasgow with Mr. Purdy and Bert Cobb, chief engineer of CKWS-TV, setting up arrangements to start the Scottish Television Ltd. One of the largest theatres in Great Britain has been purchased by the Thomson group for conversion into the main tv studio at Glasgow. Productions of Scottish character will be produced for the Independent Television Authority there and fed to ITA stations at London, Manchester, Birmingham and York. Programming is to start in September 1957.

RCA, NBC Have Interest In Welsh Tv Applicant

RCA and NBC may have a role in programming British commercial television if an applicant in which they have a minority interest is approved.

They have a 20% interest in a Welsh company that has applied to Britain's Independent Television Authority for a license to supply the programming and sell time for a commercial station in Cardiff, Wales. Some fourteen other applications have been received by ITA and a decision may be forthcoming by the end of the month.

RCA has acquired 15% and NBC 5% of Welsh & Western tv stations, with various British and Welsh interests holding the remaining shares in company. If the bid by the groups is successful, RCA is expected to provide technical assistance and NBC supply part of the programming.

Davies Seeks Wales Tv

SENATOR W. Rupert Davies, majority-owner of CKWS-AM-TV Kingston, Ont., and CHEX-AM-TV Peterborough, Ont., has applied for a commercial television contract for Wales under the British Independent Television Authority. His partner in the CKWS-AM-TV operations, Roy Thompson, Canadian chain station and newspaper operator, has the ITA contract for Scotland [B•T. June 25]. The Welsh ITA transmitter will be located near Cardiff.

CFPL-TV Goes on Top Power

CFPL-TV London, Ont., on Oct. 8 began telecasting with 325 kw video and 195 kw audio on ch. 10. Power was stepped up from 117 kw video and 59.6 kw audio. Antenna remains at 576 feet. This makes CFPL-TV the second Canadian station to use maximum power allowed; the other is CKLW Windsor-Detroit.

SHEER ENTERTAINMENT

yet vitally important to every citizen!

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Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

WBIR-TV NEWSPAPER PLUGS

AS one means of promoting its tv shows at minimum cost, WBIR-TV Knoxville, Tenn., is authoring a tv column, "Tv Topics," which is published in newspapers within the station's coverage area. WBIR-TV points out that it is able to plug about 14 of its weekly shows for approximately $5 in the weekly papers and $8 in the dailies, and thereby obtain publicity which would cost much more as paid advertising. When WBIR-TV sells a local show, the entire column is devoted to that show and its sponsors, gaining publicity for all concerned—station, program and sponsor.

KSTP-TV 'STAR' CONTEST

KSTP-TV St. Paul has launched new "Speak to the Stars" contest on its *Treasure Chest* program, aired Monday-Friday. Viewers are invited to send the station a postcard indicating which NBC-TV star he or she would like to speak with and two questions to be asked of the star. Five winners were chosen and each has the opportunity to talk long distance to the star of his choice Oct. 29. Contest closed Oct. 17.

ROVING REPORTER TO RETURN

DOROTHY FULDHEIM, news analyst for WEWS (TV) Cleveland, is to return this month from a 13,000-mile news gathering venture, which has taken her to such world news centers as Cairo, Cyprus, Paris and London. Miss Fuldheim is being accompanied by Don Perris of the WEWS news and special events department, who is assisting in photographic coverage. News reports and films are flown to Cleveland for programing to WEWS viewers.

CKAC GOES AFTER AUDIENCE

CKAC Montreal, Que., keeps in touch with its listeners even when they go away for holidays. This past summer CKAC arranged with WGAN Portland, Me., to carry a daily five-minute French-language newscast, sponsored by CKAC, to keep Montreal French-speaking Canadians vacationing in the Portland area in touch with home news. Arrangements are now being made by Phil Lalonde, manager of CKAC, to do the same this winter in Miami, Fla., with a local station there.

WHLI EMERGENCY BROADCASTS

FOR the ninth straight year, WHLI Hempstead, N. Y., has made arrangements with more than 300 public, private and parochial schools in Long Island, as well as about 30 industrial plants, to broadcast public service emergency announcements during the winter months. The announcements will concern the closing of schools during inclement weather and latest weather reports and traffic conditions, and will be featured on WHLI's *Commuters Time* program (Mon.-Fri., 7-9 a.m.).

WIBW-TV WEATHER PROMOTION

AS a tie-in with its sponsorship of 10:40 p.m. weather reports on WIBW-TV Topeka, Kan., McEntire Brothers Inc. of that city, makers of Sylcon sleeping products, is sending to its dealers a "rain predictor," a blotter-sized card containing a chemically-treated insert that is blue in fair weather and turns red when rain is imminent. Called "Yikitty-Yak's Rain Predictor"—calling attention to the cartoon character on the WIBW-TV weather program—the card points out "The weather changes—but you can always rest luxuriantly on Sylcon sleep products." The cards, for distribution to prospective Sylcon buyers, tie in dealer, product and WIBW-TV.

FAVORS FOR 4-A'S

NEWSREEL movies of all activities during the 4-A western region convention at Coronado, Calif., were filmed by KFMB-TV San Diego and shown to the agency group Oct. 9. It was the second year KFMB-TV staged the promotion. KFSD-TV San Diego provided free the services of a hotel secretary to all conventioneers who wished to dictate letters or memos before returning to their offices while XETV (TV) Tijuana sent its "Cover Girl" movie hostess to the Oct. 8 banquet to pin carnations on all male lapels. KBIG Avalon, Calif., originated its daily Stu Wilson record show from front lawn of the hotel using its Volkswagon mobile studio.

KFEQ MARKET STORY

TO satisfy timebuyer demands for fuller market information, Simmons Assoc., New York, which began servicing KFEQ St. Joseph, Mo., as station representatives Oct. 1, has issued what the station's new management "confidently believes . . . to be . . . one of the most complete sets of information put in the hands of the buying trade." The market data, broken down into programming logs, descriptions of each program, a "farm fact-sheet" and a "station profile," is currently being mailed to timebuyers throughout the U. S.

WOL ADOPTS GOOD MUSIC

TEN sponsors have been signed for a new WOL-AM-FM Washington program titled *Good Music Time*. Paul Hume, *Washington Post* music critic, will start 21 hours of weekly music including orchestra, choral, operatic and folk selections. Henry Rau, WOL president, said the station is endeavoring to satisfy "the thirst for good music on the air in the Washington area" following a change in competitive programming. The program will be heard daily, 9 p.m.-midnight.

WHAS' 'CAMPAIGN TRAIL'

ACTIVITIES of the four Kentucky senatorial hopefuls are being covered by WHAS Louisville in a Monday-Friday 15-minute program titled *Campaign Trail*. The station is utilizing four additional newsmen, a total of nine, to keep on top of political developments via phone recordings, live commentaries and electronic transcriptions from wherever the candidates happen to be. The station is also covering the Indiana political picture, too, since about 23 of that state's counties are in the WHAS primary area. *Campaign Trail* began Oct. 1 and will continue right up to election day, Nov. 6.

'LUCKY BREAK' IN DALLAS

KNOWING your own voice pays off in Dallas, Tex. WFAA Dallas has started a "Lucky Break Contest," which provides listeners an opportunity to record their voices and later identify them over the air for cash prizes. The first winner of the contest was Mrs. S. F. Rifenburg, who received a check for $100 for identifying her voice.

MOORE-PATTERSON ON NBC-TV

SIMULCAST of the Archie Moore-Floyd Patterson 15-round heavyweight championship bout Nov. 30 at Chicago (Ill.) Stadium will be broadcast by NBC-TV and NBC Radio beginning at 10 p.m. EST.

ANDREWS, WERDEL ON CBS-TV

CBS-TV Public Affairs Dept., continuing its policy of granting free time to minority parties, was scheduled last Saturday to carry the acceptance speeches of T. Coleman Andrews and Thomas H. Werdel, presidential and vice presidential candidates of the National Committee for Andrews and Werdel (or State's Rights Party). Nominations were made Oct. 15 in Richmond, Va., and filmed speeches were aired at 5:30-6 p.m.



KOA FINGERS FORGERS

DENVER BUSINESSMEN's gain is the check forgers' loss, now that KOA Denver is conducting a regular tracer service. The station alerts Denver weekdays at 1:05 p.m. on stolen or forged checks reported to the office of the city district attorney. Complete descriptions and numbers of stolen checks are given, along with the time and location of the burglary. Local businessmen are asked to call the D.A.'s office if someone attempts cashing a check like one described on the air. That local merchants are pleased is attested by Cal P. Pond, manager of the Denver Retail Merchants' Assn. who said in his column in the *Denver Post,* "KOA is to be complimented on adding it (the D. A.'s check report) to their programming."

BARTELL'S SMILING NEWS

SOME TEN MILLION faces are calculated to wear smiles as a result of the Bartell radio-tv stations' Optimistic Week promotion. All stations will open newscasts the week of Nov. 11 with:

"This is National Optimist Week, and WAKE, Atlanta's happy station, opens this newscast on a note of optimism."

From this point on, each will go into a light or optimistic news item. Stations in the Bartell group are WAPL Appleton, WMTV Madison, WOKY Milwaukee, all Wisconsin, as well as WAKE, KRUX Phoenix, Ariz., and KCBQ San Diego, Calif.

SHOW MUST GO ON

RADIO'S adaptability as a news medium was demonstrated during an interview conducted with Rep. Adam Clayton Powell (D, N. Y.) speaking from a telephone booth at the Newark Airport. Rep. Powell was scheduled to appear on WLIB New York's *The Editors Speak* program on Oct. 13 (Sat., 11:30-12 noon EDT), but on Oct. 11 the Congressman issued his statement in support of President Eisenhower and he subsequently was asked to make several trips outside of New York in connection with his new political stand. WLIB made arrangements with Rep. Powell to meet him at Newark airport on Oct. 12, installed him in a telephone hooked up with the station's switchboard and recorded the half-hour *Editor Speaks* show. Rep. Powell caught a plane at the airport, and WLIB carried the program the next day, as scheduled.

PENNIES FROM WGN-TV

QUESTION-and-answer quiz game, titled *The 50,000 Penny Jackpot,* is new addition to weekly program schedule of WGN-TV Chicago under sponsorship of Cadillac Heating of Chicago (Sun., 2:30 p.m.). Children up to and including 14 years of age may win 50,000 pennies ($500) by correctly answering a series of 10 questions. First correct answer is worth 100 pennies and succeeding questions offer opportunity for contestant to build sums in succeeding weekly appearances. Questions are selected on basis of youngster's age by representatives of Chicago Board of Education, Catholic School Board and Board of Christian Education. Feature of program is that contestant enters "rocket ship" after first two questions. If he or she answers seven correctly, they return following week for eighth and ninth questions (good for 12,500 and 25,000 pennies) and again for jackpot, providing they obtain parents' permission, a requisite for entering contest.

THIS JUNKET ADMITTEDLY WAS FOR LAUGHS

A SPECIAL "campaign train" sponsored by KDKA Pittsburgh and touting "Carman Monoxide" for President travelled a tri-state area a fortnight ago with 750 paying supporters aboard.

What started out as an on-the-air gag to fill time for vacationing members of KDKA Radio's Cordic and Co., disc jockey outfit, gained solid substance, judging by the throngs that visited the train at its various stops. Previous to the whistle-stopping jaunt, KDKA gave all-day salutes to the seven towns on the tour.

On the day of the tour, Monoxide (Bob Trow) and his chief supporters, Rege Cordic, campaign manager; Baldwin McMoney (Sterling Yates), treasurer; and Col. Beauregard J. Cornpone (Karl Hardman), Southern supporter, spent most of the day on a gondola attached to the rear of the train. This was Carman's "platform."



CARMAN MONOXIDE campaign train pulls into West Newton, Pa., first stop on the 300-mile whistle-stopping junket.

WVNA KEEPS UP WITH TIME

A "timely" promotion is being used by WVNA Tuscumbia, Ala., to keep motorists informed of the station's services and location on the dial. WVNA, an independent daytimer, is employing an electric clock-sign on U. S. Highway 72 to continually remind passing motorists that WVNA is "1590 on your dial" and "the station of the day." The sign gives the time in electric light numbers, which change every minute. The signboard is five-colored and is effectively pointed up at night by alternating incandescent and ultraviolet light.

NEW SHOW SLATED FOR NBC-TV

NBC-TV will introduce a live audience participation show, *The Price Is Right* (Monday-Friday, 10:30-11 a.m. EST), starting in late November. The new series is a Goodson-Todman production and will replace *NBC Bandstand* in that period.

NBC SPOT SALES PROMOTION

"SOMETHING EXTRA" in way of community service is the theme of NBC Spot Sales' latest presentation—a collection of double-truck magazine advertisements telling how the stations represented by NBC Spot Sales best served their community by "leadership" in color, sales and public service programming. The comprehensive presentation is labeled: "When It's Leadership That Counts . . ."

A
PATRIOTIC STORY
that has never been told!
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Ziv's New Star-Spangled Rating Winner
SEE PAGES
11, 12, 13

Station Authorizations, Applications

(As Compiled by B • T)

October 10 through October 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 17

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,936	3,071	159	320	131
Fm	522	545	36	12	1

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Oct. 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	333	315	648[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,027	337	802	562	1,365[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,089	337	837	589	1,427[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 695 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Missoula, Mont.—Application of **Western Montana Assoc.** for new tv dismissed at request of attorney. Announced Oct. 17.

Denton, Tex.—Application of **Harwell V. Shepard** seeking new tv returned (not acceptable for filing until ch. 2 should be assigned to Denton). Announced Oct. 16.

Arlington, Va.—Northern Virginia Broadcasters Inc. granted uhf ch. 20 (506-512 mc); ERP 676 kw vis., 339 kw aur.; ant. height above average terrain 550 ft., above ground 439 ft. Estimated construction cost $333,875, first year operating cost $60,000, revenue $75,000. P. O. address 5232 Lee Hwy., Arlington. Studio location 5232 Lee Hwy. Trans. location 5232 Lee Hwy. Geographic coordinates 38° 53′ 46″ N. Lat., 77° 08′ 03″ W. Long. Trans. and ant. RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer Russell P. May, Washington. Northern Virginia Broadcasters Inc. is licensee of **WARL-AM-FM Arlington.** Announced Oct. 10.

APPLICATIONS

Honolulu, Hawaii—Kaiser Hawaiian Village Television Inc., vhf ch. 13 (210-216 mc); ERP 12.97 kw vis., 7.78 kw aur.; ant. height above average terrain 121 ft. above ground 364 ft. Estimated construction cost $133,653, first year operating cost $116,000, revenue $125,000. P. O. address % William Marks, 1924 Broadway, Oakland 12, Calif. Studio and trans. location 2005 Kalia Rd., Honolulu. Geographic coordinates 21° 17′ 5.8″ N. Lat., 157° 50′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Haley, Doty & Wollenberg. Consulting engineer Frank Fitch. Principals include **Henry J. Kaiser**, industrialist, president-75%, and **Hal Lewis**, executive vice president-25%. Mr. Lewis is owner of Hal Lewis Assoc., Honolulu (radio advertising) and disc jockey, **KGU Honolulu.** Mr. Kaiser and Mr. Lewis each owns 50% in applicant for Honolulu am. Filed Oct. 11.

APPLICATION AMENDED

Augusta, Me.—Application of **Pine Tree Telecasting Corp.** for new tv amended to correct studio location to "to be determined, Augusta." Filed Oct. 16.

Existing Tv Stations . . .

ACTIONS BY FCC

WCBC-TV Anderson, Ind.—Application returned to attorney, letter 10-10-56 (not acceptable for filing until effective date of order allocating ch. 26 to Anderson). Announced Oct. 16.

KMGM-TV Minneapolis, Minn.—By memorandum opinion and order FCC dismissed protest and denied petition for reconsideration and other relief filed by **Loew's Inc.**, licensee of am station **WMGM New York**, directed against Commission's Aug. 16 assignment of call letters KMGM-TV to United Television Inc. for its tv station (ch. 9) in Minneapolis. Announced Oct. 10.

APPLICATIONS

WSFA-TV Montgomery, Ala.—Application seeking license to cover cp amended to change name from WKY Radiophone Co. to WKY Television System Inc. Filed Oct. 15.

KGO-TV San Francisco, Calif.—Application seeking license to cover cp amended also to cover facilities specified in cp. Filed Oct. 15.

WTVT (TV) Tampa, Fla.—Application for license to cover cp amended to change name from Tampa Television Co. to WKY Television System Inc. Filed Oct. 15.

WSBT-TV South Bend, Ind.—Seeks cp to make changes in existing tv to change ERP to 217 kw vis., 128 kw aur., and make equipment changes. Filed Oct. 11.

KRIS-TV Corpus Christi, Tex.—Seeks mod. of cp to change aur. ERP to 26.9 kw, change type trans. and change studio location to 613-23 Upper North Broadway, Corpus Christi. Filed Oct. 17.

APPLICATION AMENDED

KWWL-TV Waterloo, Iowa—Application seeking license to cover cp amended to change studio location to 1.2 mi. E. of city limits on north side of U.S. Hwy. 20 near Waterloo, and request waiver of Sec. 3.613 of FCC Rules. Filed Oct. 17.

APPLICATION RESUBMITTED

WCBC-TV Anderson, Ind.—Great Commission Schools Inc. resubmits application proposing ch. 26 (542-548 mcs). Filed Oct. 17.

Allocations . . .

ACTIONS BY FCC

Nashaquitsa, New Bedford, Mass.—FCC, by memorandum opinion and order, deleted ch. 6-plus from Nashaquitsa, and assigned it to New Bedford, effective Nov. 14, in order to make more effective use of channel in providing service to southern Massachusetts. (Rules which originally prohibited assignment of this channel to New Bedford because of minimum spacing requirements have since been amended to permit assignment of channels which do not meet city-to-city spacings but which can be employed so that minimum trans. spacings would be made and required minimum signal could be placed over community to be served.) Petitions by *Vineyard Gazette*, Martha's Vineyard, Mass.; Blacksmith Valley Assn., Nashaquitsa; Southern Connecticut and Long Island Television Co., Bridgeport, Conn., for reconsideration of Commission's report and order assigning ch. 6 to Nashaquitsa were denied. Announced Oct. 11.

St. Louis, Mo.; Springfield, Ill.; Jacksonville Ill.; Davenport-Rock Island-Moline, Ill.—FCC by notice of further proposed rule-making, invites comments by Nov. 15 to proposal to delete ch. 36 from St. Louis, and assign it to Springfield, instead of adding ch. 39 to Springfield as proposed in Docket 11747. Signal Hill Telecasting Corp. operates station KTVI (TV) on ch. 36 in St. Louis and, as result, there are many receivers in hands of public in area between St. Louis and Springfield which are capable of receiving this channel. To accomplish assignment of ch. 36 in Springfield, ch. 49-plus would be substituted for ch. 29 in Jacksonville, Ill., and ch. 36-plus in Davenport-Rock Island-Moline area would be replaced by ch. 68; in utilizing ch. 36 in Springfield trans. would have to be located so as to meet minimum spacing and coverage requirements. Announced Oct. 11.

Missoula, Mont.; Kalispell, Mont.; Sandpoint Idaho—FCC, by report and order, finalized rule-making in Docket 11794 and amended tv table of assignments, effective Nov. 14, by assigning ch. 8 to Missoula (in addition to its present channels *11 [educational] 13 and 21), substituting ch. 9 for ch. 8 in Kalispell, and substituting ch. 23 for ch. 9 in Sandpoint, Idaho. In so doing the Commission rejected suggestion by Mosby Inc., to make ch. 11 available for commercial use in Missoula and reserve ch. 21 for education. Announced Oct. 11.

Shinglehouse, Pa.; Meadville, Pa.; Clymer N. Y.; Frederick, Md.—FCC, by report and order finalized rule-making in Docket 11499 and amended tv table of assignments, effective Nov. 14, by assigning ch. 26-plus to Shinglehouse, ch. 37 to Clymer, and substituting ch. 62-plus fo

CAROLINAS

Fulltime Independent
$32,000.00

Located in an excellent market this new facility has an opportunity for real growth. $20,000.00 down, balance over three years.

Daytime Independent
$40,000.00

Profitable daytimer in single station market. New equipment, land and building included. $15,000.00 down, balance on liberal terms.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

ch. 37 in Meadville, with change in offset carrier requirement of ch. 62 in Frederick, Md., from plus to even; denied conflicting proposals of Lycoming Bcstg. Co., Williamsport, Pa., Helm Coal Co., York, Pa., Patriot-News Co., Harrisburg, Pa., and Susquehanna Bcstg. Co., York. Commissioner Craven abstained from voting. Announced Oct. 11.

Bryan-College Station, Tex.—FCC by memorandum opinion and order, denied petitions and requests filed by Joint Council on Educational Television, Texas Commission for Educational Television, Texas Agricultural & Mechanical College System and Coastal Bend Television Co. for reconsideration of Report & Order of July 19 amending tv table of assignments to substitute Channel *48 for Channel 3 as noncommercial educational reservation at College Station, Texas, and assigning ch. 3 to Bryan-College Station for commercial use. Commissioner Hyde abstained from voting; Commissioner Mack absent. Announced Oct. 11.

PETITIONS

KSAN-TV San Francisco, Calif.—Requests addition of ch. 13 at San Francisco, substitution of ch. 6 for ch. 13 at Stockton, Calif., substitution of educational ch. *19 for educational ch. *6 at Sacramento, Calif., and issuance of show cause order to petitioner to modify its outstanding authorization to specify operation at San Francisco on ch. 13 in lieu of ch. 32. Filed Oct. 12.

Pendleton, Ore.—Pendleton Bcstrs. requests deletion of ch. 5 at Walla Walla, Wash., and reassignment to Pendleton. Filed Oct. 12.

Denton, Tex.—Harwell V. Shepard requests changes in classification of ch. 2 in Denton, Tex., from educational to commercial, and ch. 17 in Denton from commercial to educational. Filed Oct. 12.

Aguadilla, P.R.—Hector Reichard requests deletion of ch. 13 from Arecibo, P.R. and reassignment to Aguadilla. Filed Oct. 12.

Translators . . .

ACTIONS BY FCC

Center, Colo.—Eugene Strausser granted ch. 80 (866-872 mcs) to rebroadcast ch. 5 **KCSJ-TV Pueblo, Colo.** Trans. output 10 w. ERP to community 80 w. Estimated population to be served 7,500. P. O. address Box 125, Center. Estimated construction cost $3,965, first year operating cost $1,544. Announced Oct. 4.

Cortez, Colo.—T. V. Inc. granted ch. 70 to rebroadcast ch. 4 KOB-TV Albuquerque, N. M. Trans. output 10 w. ERP to community 40 w. Estimated population to be served 15,000. P. O. address Box 12, Cortez, Colo. Estimated construction cost $6,000, first year operating cost $300. Announced Oct. 17.

Doylesville, Colo.—L. H. Faast d/b as Faast T. V. granted ch. 70 (806-812 mcs) to rebroadcast ch. 5 **KCSJ-TV Pueblo, Colo.** Trans. output 10 w, ERP to community 360 w. Estimated population to be served 200. P. O. address 2009 S. Corona, Colorado Springs, Colo. Estimated construction cost $4,825, first year operating cost $100. Announced Oct. 4.

Weed Heights, Nev.—Application of **The Anaconda Co.** seeking new tv broadcast translator station returned by letter 10-10-56 (conflicting dates). Announced Oct. 15.

Truth or Consequences, N. M.—City of Truth or Consequences granted ch. 70 to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** Trans. output power 10 w, ERP to community 80 w. Estimated population to be served 6,000. P. O. address 605 Sims St., Truth or Consequences. Estimated construction cost $6,450. Announced Oct. 4.

Ellensburg, Wash.—Kittitas Valley T. V. Assn. Inc. granted ch. 71 to rebroadcast ch. 29 KIMA-TV Yakima, Wash. Trans. output 10 w. ERP to community 427 w. Estimated population to be served 17,700. P. O. address 208 South Ruby St., Ellensburg, Wash. Estimated construction cost $7,600, first year operating cost $500. Announced Oct. 4.

APPLICATIONS

Salida, Colo.—N. E. Vance seeks ch. 73 (824-830 mcs) to rebroadcast ch. 4 **KOA-TV Denver.** Trans. output 10 w, ERP to community 71.2 w. Estimated population to be served 7,000. P. O. address Box 387, Salida. Estimated construction cost $16,705, first year operating cost $15,000. Filed Oct. 12.

West Lebanon, N. H.—Nelson A. Crawford seeks ch. 70 (806-812 mcs) to rebroadcast ch. 6 **WRGB (TV) Schenectady, N. Y.** Trans. output 10 w, ERP to community 90 w. Estimated population to be served 15,909. P. O. address 7 Main St., West Lebanon. Estimated construction cost $6,666, first year operating cost $5,000. Filed Oct. 11.

New Am Stations . . .

ACTIONS BY FCC

Clarksville, Ark.—Peach County Radio granted 1360 kc, 500 w D. P. O. address P. O. Box 489, Clarksville. Estimated construction cost $17,588.46, first year operating cost $24,000, revenue $30,000. Principals are equal partners **Pat S. Goolsby,** farming interests, former general manager of **KENA Mena, Ark.;** and **Chester Wilkerson,** merchandise interests. Announced Oct. 10.

Riverside, Calif.—Ray Lapica granted 1570 kc, 1 kw DA-D. P. O. address 207 S. Hamel Dr., Beverly Hills, Calif. Estimated construction cost $31,207.27, first year operating cost $45,000, revenue $60,000. Mr. Lapica is sales, news and research director of **KBLA Burbank, Calif.** Announced Oct. 10.

Colorado Springs, Colo.—Taylor Bcstg. Co. (KBIM Roswell, N. M.) granted 1460 kc, 1 kw D. P. O. address Box 525, Roswell, N. M. Estimated construction cost $34,000, first year operating cost $70,000, revenue $94,640. Principals include President-Treasurer **W. C. Taylor** (50%); Vice President **Gene Reischman** (20%); Secretary **Homer Glover** (10%); **J. Raymond Harris** (10%), and **J. Kenneth Smith** (10%). Announced Oct. 10.

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co. granted 1490 kc, 100 w unl. P. O. address 68 Minnehaha Ave., Manitou Springs, Colo. Grantee is operator of KCMS-FM there, Class A outlet. President of firm is C. M. Edmonds. Announced Oct. 10.

Pocatello, Idaho—J. Ronald Bayton granted 1290 kc, 1 kw D. P. O. address Box 356, Pullman, Wash. Estimated construction cost $16,073.80, first year operating cost $32,380, first year revenue $36,000. Mr. Bayton is 50% owner and manager of **KOFE Pullman.** Announced Oct. 10.

Omaha, Neb.—Central Plains Bcstg. Co. granted 1420 kc, 500 w DA-D. P. O. address 2502 Garden Rd., Omaha. Estimated construction cost $35,079.76, first year operating cost $65,000, revenue $100,000. Principals include Pres. **Harold A. Soderlund** (65%), former gen. sales mgr. 1% stockholder of **KFAB Omaha;** Vice Pres. **Alfred H. Adams** (10%), insurance interests; Secy-Treas. **David D. Berber** (20%), attorney, and **Chiles-Schutz Co.** (5%), investment banking. Announced Oct. 10.

Abingdon, Va.—Burley Bcstg. Co. granted 1230 kc, 250 w. unl. P. O. address Box 218, Richlands, Va. Estimated construction cost $19,904, first year operating cost $20,000, revenue $30,000. Principals are equal partners **Nelson T. Barker,** fuel and automobile interests, and **Lindy M. Seamon,** general manager and chief engineer of **WRIC Richlands.** Announced Oct. 10.

APPLICATIONS

Weed, Calif.—C. E. Wilson and P. D. Jackson d/b as Independent Bcstrs., 800 kc, 1 kw D. P. O. address % Mr. Wilson, Box 1109, Medford, Ore. Estimated construction cost $28,588, first year operating cost $42,000, revenue $50,000. Principals are equal partners in **KPUY Puyallup, Wash.; KBOY Medford, Ore.,** and **KLAD Klamath Falls, Ore.** Filed Oct. 11.

Grand Junction, Colo.—Mountain States Bcstg. Corp. 620 kc, 10 kw D. P. O. address % **E. Anson Thomas,** 1102 Elm Ave., Grand Junction, Colo. Estimated construction cost $50,609, first year operating cost $75,294, revenue $84,000. Mr. Thomas, former manager, **KFXJ Grand Junction,** is president-51% owner of applicant. Filed Oct. 17.

Normandy Suburb, Jacksonville, Fla.—Ralph D. Epperson 690 kc, 10 kw D. P. O. address % WPAQ Radio, Mount Airy, N. C. Estimated construction cost $45,514, first year operating cost $70,000, revenue $100,000. Mr. Epperson is owner, **WPAQ Mt. Airy, N. C.** Filed Oct. 17.

Dixon, Ill.—Russell G. Salter, 1460 kc, 500 w D. P. O. address Box 408, LaGrange, Ill. Estimated construction cost $15,690, first year operating cost $42,000, revenue $50,000. Mr. Salter is pres.-50% owner, **WBEL Beloit, Wis.;** vice pres.-50% owner, **WTAQ LaGrange, Ill.;** ⅓ owner, **WCHF Chippewa Falls, Wis.,** and owner, Ole Tyme Jamboree Inc., Chicago record-music publisher. Filed Oct. 12.

Galesburg, Ill.—Knox County Bcstg. Co., 1590 kc, 5 kw. P. O. address 1319 Fifth Ave., Moline, Ill. Estimated construction cost $44,815, first year operating cost $63,600, revenue $78,000. **G. LaVerne Flambo,** 100% owner, is owner of **WQUA Moline, Ill.,** and heads theatrical presentations firm. Filed Oct. 11.

Rayville, La.—Charles L. Planchard and H. E. Ratcliff d/b as Richland Bcstg. Co., 990 kc, 250 w D, remote control trans. P. O. address 8054 Jefferson Highway, Baton Rouge, La. Estimated construction cost approx. $12,331, first year operating cost $12,381, revenue $24,000. Mr. Planchard is 16% owner-former general manager, **KNOC Natchitoches, La.** Filed Oct. 15.

Kirkwood, Mo.—Robert D. Rapp, Martha M. Rapp and James R. Roberts d/b as Kirkwood Bcstg. Co. 1460 kc, 5 kw DA-D. P. O. address Box 270, Farmington, Mo. Estimated construction cost $17,500, first year operating cost $40,000, revenue $50,000. Mr. Roberts, 50%, is owner, **KPEG Portland, Ore. Robert and Martha Rapp,** 50%, hold cp for new am in Spokane, Wash. **C. W.** and **Jane Roberts,** parents of Mr. Roberts and Mrs. Rapp, own **KREI Farmington, KCHI Chillicothe, Mo., KBIA Columbia, Mo., KCRB Chanute, Kan.,** and **WINI Murphysboro, Ill.** Filed Oct. 17.

Grants Pass, Ore.—James O. Wilson Jr. and Jim T. Jackson d/b as Grants Pass Bcstg. Co., 1270 kc, 1 kw D. P. O. address 2332 Orchard St., Klamath Falls, Ore. Estimated construction cost $10,100, first year operating cost $25,000, revenue $36,000. Mr. Wilson is salesman-announcer, **KLAD Klamath Falls, Ore.** Mr. Jackson is KLAD salesman. Mr. Wilson and Mr. Jackson also have am applications pending for Redding, Calif., and Eureka, Calif. **C. E. Wilson,** brother of Mr. Wilson, and **P. D. Jackson,** brother of Mr. Jackson, own KLAD, **KBOY Medford, Ore.; KPUY Puyallup, Wash.,** and are applicants for am in Weed, Calif. Filed Oct. 11.

Manning, S. C.—Clarendon County Bcstg. Co., 1410 kc, 1 kw D, remote control trans. P. O. address % **J. M. Soles Jr.,** Tabor City, N. C. Estimated construction cost $14,001, first year operating cost $28,000, revenue $40,000. Principals include Mr. Soles, ⅓; **Isadore Kramer,** ⅓, and **Troy McPherson,** ⅓. Mr. Soles is 20% owner, **WTAB Tabor City, N. C.;** Mr. Kramer, 10%, WTAB, and Mr. McPherson 20%, owner-gen. mgr., WTAB. Filed Oct. 11.

Brownsville, Tenn.—Florence Bcstg. Co., 1150 kc, 1 kw D. P. O. address % **Joe T. Van Sandt,** Box 137, Florence, Ala. Estimated construction cost $12,200, first year operating cost $30,000, revenue $36,000. Principals include Mr. Van Sandt, ⅔, and **Anthony J. Smith,** ⅓. Florence Bcstg. owns **WJOI Florence** and **WORM Savannah, Tenn.** Filed Oct. 11.

Millington, Tenn.—Earl W. Daly and Rebecca B. Phillips d/b as Millington Bcstg. Co., 1220 kc, 250 w D, remote control trans. P. O. address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $11,055, first year operating cost $42,000, revenue $48,000. Mr. Daly is owner, **KTML Marked Tree, Ark. Sam C. Phillips,** husband of Mrs. Phillips, is ⅓ owner, **WHER Memphis, Tenn.** Filed Oct. 15.

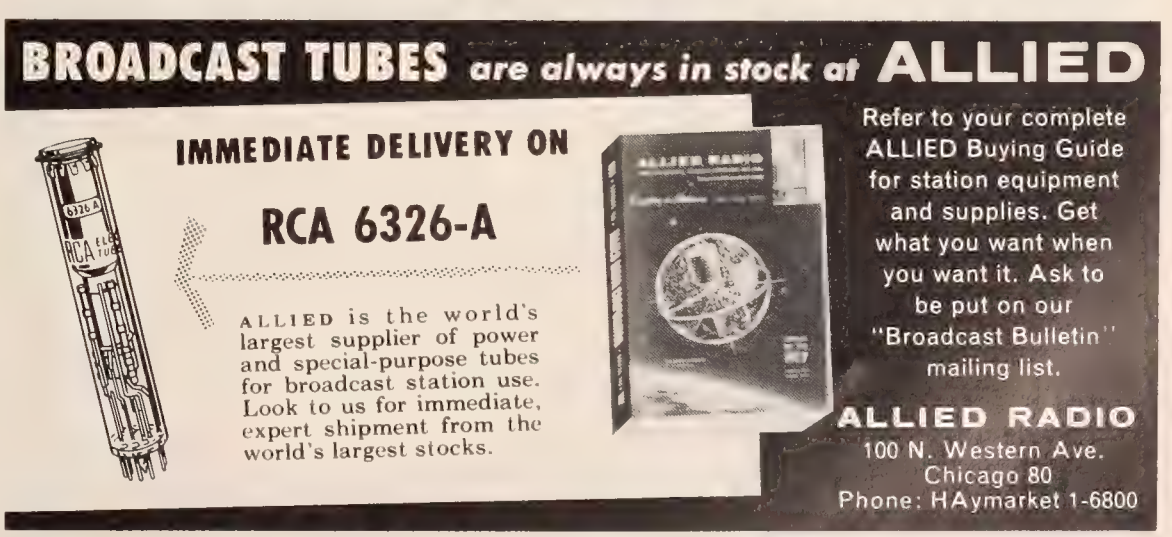
Livingston, Tex.—Emmett H. Whitehead and Tommie Cole Stripling d/b as Polk County's Bcstg. Service, 1220 kc, 250 w D, remote control trans. P. O. address % Mr. Whitehead, Rusk, Tex. Estimated construction cost $12,530, first year operating cost $21,000, revenue $30,000. Mr. Whitehead owns **KTLU Rusk, Tex.** Filed Oct. 11.

Manassas, Va.—Harold H. Hersch and Edward L. Weaver d/b Prince William Bcstg. Co., 1460 kc, 500 w D, remote control trans. P. O. address 202 W. Church St., Manassas. Estimated construction cost $20,250, first year operating cost $36,000, revenue $46,000. Mr. Hersch is attorney. Mr. Weaver is attorney and industrial broker. Filed Oct. 11.

Existing Am Stations . . .

ACTIONS BY FCC

KDAY Santa Monica, Calif.—Granted increase power from 10 kw to 50 kw with DA-D, continuing D operation on 1580 kc, engineering conditions including acceptance of any interference caused by subsequent grant of application to change



trans. site and ant. system of **KWOW Pomona, Calif.** Announced Oct. 10.

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp (which authorized change ant.-trans. location) to change type trans. returned (necessary to file Section I). Announced Oct. 11.

WHAM Rochester, N. Y.—Granted application to transmit play-by-play football games from Rochester to **CFPL London, Ont., Canada,** for period ending Jan. 2, 1957. Announced Oct. 10.

WCHF Chippewa Falls, Wis.—Granted change of operation (D) on 1150 kc from 1 kw to 5 kw, remote control trans. Announced Oct. 10.

KSEW Sitka, Alaska—Granted mod. of license to change from specified hours to unl. Announced Oct. 10.

APPLICATIONS

WCAS Gadsden, Ala.—Seeks cp to increase power from 1 kw to 5 kw; install DA-D and new trans. Filed Oct. 15.

WGTO Haines City, Fla.—Application seeking cp to increase power from 10 kw to 50 kw and install new trans. amended to change power to 10-50 kw, Canadian restricted, D, and make changes in DA pattern. Filed Oct. 11.

Tampa, Fla.—Application of **Nathaniel J. Klein** seeking new am on 1010 kc, 10 kw, DA-D, amended to change name of applicant to **Nathaniel J. Klein and Clarence W. Moore, d/b as Klein & Moore.** Filed Oct. 11.

WAAF Chicago, Ill.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 17.

WMTV East St. Louis, Ill.—Seeks cp to make changes in ant. and ground system (remove side-mounted fm ant.). Filed Oct. 17.

KXGI Fort Madison, Iowa—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 17.

WPRT Prestonburg, Ky.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 12.

KANV Shreveport, La.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 16.

WPLM Plymouth, Mass.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Filed Oct. 15.

WAMM Flint, Mich.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 15.

WION Ionia, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 16.

WNIL Niles, Mich.—Seeks mod. of cp (which authorized new am) to change name of permittee to **Lawrence J. Plym d/b as Niles Bcstg. Co.** Filed Oct. 15.

KTOB Malden, Mo.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 16.

WPAC Patchogue, N. Y.—Seeks mod. of cp (which authorized increase power, install new trans., change trans. location and install DA) to change type trans. Filed Oct. 15.

KBEV Portland, Ore.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Filed Oct. 17.

KSEL Lubbock, Tex.—Seeks cp to mount fm ant. on SW tower. Filed Oct. 12.

KPEG Spokane, Wash.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location from 1.25 mi. from SE corner of Spokane, E. Spokane, to Crestline St. & Palouse Hwy., Spokane; change type trans., specify studio location and operate trans. by remote control. Filed Oct. 11.

APPLICATIONS AMENDED

Carmel, Calif.—Application of **Albert R. Pearl** and **Paul F. Hanson d/b as Seaside Electronic Assoc.** seeking cp for new am on 1410 kc, 500 w D, amended to operate trans. by remote control from studio location. Filed Oct. 17.

KGIL San Fernando, Calif.—Application seeking cp to increase D power from 1 kw to 5 kw, make changes in DA-D system (from DA-1 to DA-2) and install new transmitter, amended to change name to Pierce Brooks Bcstg. Corp. Filed Oct. 17.

APPLICATION RESUBMITTED

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp (which authorized change in ant.-trans. location) to change type trans. resubmitted. Filed Oct. 16.

New Fm Stations . . .

ACTION BY FCC

Cedar Hill, Tex.—**C & F Musicasting Co.** granted 107.9 mc, 88 kw unl. P. O. address 2820 N. 16th St., Phoenix, Ariz. Estimated construction cost $1,500, first year operating cost $24,000, revenue $35,000. Principals are equal owners **Bass V. Cole, Milton H. Frostrom** and **Amos G. Miller.** Announced Oct. 10.

APPLICATIONS

Los Angeles, Calif.—Echo Park Evangelistic Assn., 103.5 mcs, ch. 278, ERP 12.7 kw, unl. P. O. address 1100 Glendale Blvd., Los Angeles 26. Estimated construction cost $6,050, first year operating cost $3,000, revenue $1,000. Applicant owns **KFSG Los Angeles,** non-commercial station. Filed Oct. 11.

Red Bank, N. J.—Frank H. Accorsi 104.3 mcs., ch. 282, ERP 1.8 kw unl. Ant. height above average terrain 103.2 ft. P. O. address 157 Broad St., Red Bank. Estimated construction cost $1,500, first year operating cost $36,400, revenue $41,600. Mr. Accorsi is ⅓ partner, Aircast Productions, Red Bank. Filed Oct. 16.

Existing Fm Stations . . .

ACTION BY FCC

KSCU (FM) Santa Clara, Calif.—Application seeking cp for replacement of expired permit returned (improperly dated). Announced Oct. 16.

APPLICATIONS

WLSU (FM) Baton Rouge, La.—Seeks cp to make changes in licensed station, to change ant. system. Filed Oct. 12.

WDJB-FM Roanoke, Va.—Seeks cp to make changes in licensed station to change ERP to 14.35 kw, ant. height above average terrain to 1,937 ft., trans. location to Poor Mt. 15 mi. SW of Roanoke, studio location to 201 W. Campbell Ave., Roanoke, and change ant. system. Filed Oct. 11.

Ownership Changes . . .

ACTIONS BY FCC

WFHK Pell City, Ala.—Granted assignment of license through sale of 50% interest by **William David Frink** to St. Clair Bcstg. System for $15,000. St. Clair ownership includes **John H. Haynes** (25.33%), **Fred Lamar Kelley** (25.33%) and **Glinn Pruitt** (15.33%), partners with Mr. Frink in WFHK ownership, and **Fate L. Gossett** (22%) and **Fred C. Barber** (12%). Announced Oct. 10.

WROD Daytona Beach, Fla.—Granted transfer of control of licensee corporation from **Edgar J. Sperry** and **Josephine T. Sperry** to **James F. McDonough** and **John E. Murphy** for $125,000. Transfer involves 100%. Mr. McDonough, chief engineer at **WDXN Clarksville, Tenn.,** and Mr. Murphy, sales manager at **WDXI Jackson, Tenn.,** will be equal owners. Announced Oct. 10.

WHBN Harrodsburg, Ky.—Granted assignmen of license from **C. H. Hulse, Charles R. Shuffet** and **Frank Orwin** to **Fort Harron Bcstg. Cor (I. G. Spencer,** pres.) for $45,000. Announce Oct. 10.

WANE-WINT (TV) Fort Wayne, WISH-AM-T Indianapolis, Ind.—Granted transfer of contro from Universal Bcstg. Co. (**C. Bruce McConne** and 11 others) to Indiana Bcstg. Corp. (**J. H** Whitney & Co. subsidiary) for $10,000,000. Mc Connell interests also control **WHBU Anderso Ind.,** not involved in Whitney transaction. J. H Whitney & Co., New York investment firm als owns 90% of both **KOTV (TV) Tulsa, Okla.,** an **KGUL-TV Galveston, Tex.** Announced Oct. 1

WMT-TV Cedar Rapids, Iowa—Granted relin quishment of positive control of permittee corpo ration by American Bcstg. Stations Inc. throug sale of 2% of stock for about $4,500 to **William B Dolph,** president and 29% owner. American i 51% owner. Mr. Dolph has partnership interes in **KJBS San Francisco, Calif.** and **KGIL Lo Angeles.** Announced Oct. 16.

KWBW Hutchinson, Kan.—Granted assignmen of license to **Nation's Center Bcstg. Co.** for $141, 579. Grant is to delete partnership of **Bes Wyse Rickard** and **George M. Marsh.** Mr. Mars is selling his 5% and dropping out of organizatio Bess Wyse Rickard is reducing her holdings fro 95% to 52.5%. New stockholder will be **Fred I Conger** (48%), general manager of station. An nounced Oct. 10.

WORC Worcester, Mass.—Granted transfer o negative control (50%) from **Harold** and **Mirian Kaye** to **A. Abbott Coblentz** and **Bernard Kotee** for $20,000. Announced Oct. 10.

WSOO Sault Ste. Marie, Mich.—Granted ac quisition of positive control by **Ann O. Prat** through purchase of 66.4% from **Otto B. Mc Naughton** and **Sherwin Overholt,** executors o estate of **Vernon W. Aikins,** deceased, for $17,60 Miss Pratt is 33.3% owner of **WESK Escanab Mich.** Announced Oct. 10.

WCPC Houston, Miss.—Granted assignment o license to **Robin H. Mathis, Ralph C. Mathis, Ra W. Mathis** and **John B. Skelton Jr.** d/b as WCP Bcstg. Co. through sale by James H. Atkinson o 25% interest for $4,500. Messrs. Mathis will eac hold 33.25% and Mr. Skelton 6.4%. Latter is ap plicant for new am at Magee, Miss. Announce Oct. 16.

KCLV Clovis, N. M.—Granted acquisition o control by **Odis L. Echols,** 25.3% owner of statio through purchase of 25.3% from **Horace Echol** and **Coy Echols** for $5,631. Announced Oct. 10.

WOOW New Bern, N. C.—Granted assignmen of license to Radio New Bern for $38,500. Prin cipals are equal partners **Paul E. Reid,** 25% owner of **WBHB Fitzgerald, Ga.; H. M. Roberts** commercial manager at WBHB and **Otto Griner** former owner of WBHB. Announced Oct. 10.

WSTP-AM-FM Salisbury, N. C.—Granted as signment of license to WSTP Inc. for $83,000 Principals are **Thomas D. Harrell Jr.** (50%), sale manager at **WFNC Fayetteville, N. C.; Mary Lan ingham Harrell** (10%); **Theodore Ward Austi** (30%), program manager at **WGEM Quincy, Ill.** and **Margaret Thornton Austin.** Announce Oct. 10.

KRNR Roseburg, Ore.—Granted assignment o license to **James E. Doyle** for $90,000. Mr. Doyl is former 66% owner of **KVWC Vernon, Tex.,** an is applicant for new am at Quincy, Calif. An nounced Oct. 10.

WPFM-FM Providence, R. I.—Granted acquisi tion of positive control by **Karl S. Kritz** throug sale by **Philip Marcus** and **Donald Silverman** o 66⅔% interest for $4,227. Announced Oct. 10.

WSIX-AM-TV Nashville, Tenn.—Granted ac quisition of positive control of licensee corpora tion by **Louis R. Draughon** through purchase o 33.3% from **W. H. Criswell** for $250,000. M Draughon is present 33.3% owner. Mr. Criswe is leaving station. Remaining 33.3% will continu to be held by **S. D. Sanford Jr.** Announce Oct. 10.

KTKN Ketchikan, Alaska—Granted assignmen of license to **Robert C. Mehan** for $40,000. M Mehan is station manager of KTKN and is forme 20% owner of **KCID Caldwell, Idaho.** Announce Oct. 10.

APPLICATIONS RESUBMITTED

WATM Atmore, Ala.—Application seeking as signment of license to **Southland Bcstg. Co.** re submitted. Filed Oct. 12.

KSPA Santa Paula, Calif.—Application seekin assignment of license to **Frank** and **Christ Palmer James** resubmitted. Filed Oct. 12.

APPLICATIONS

WALA Mobile, Ala.—Seeks assignment of l cense to **Pape Television Co.** (WALA-TV Mobile Corporate change. Filed Oct. 17.

KDON Salinas, Calif.—Seeks assignment of l cense to **KDON Inc.** for $116,446. KDON Inc. owned 50% by **Clark E.** and **Irene H. Fee** (jewelr interest) and **Glen M.** and **Helene N. Stadle** (98% owners, **KEED Springfield, Ore.**). File Oct. 11.

WKEN Dover, Del.—Seeks assignment of from **Chesapeake Bcstg. Corp.** to **WKEN In** Corporate change. No change in control. File Oct. 11.

Continues on page 11

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Energetic salesman. Good base salary, plus car allowance and commission. Permanent with opportunity to double in tv if desired. KAVE, Carlsbad, N. M.

Radio salesman. Expanding sales staff. Prefer man familiar to southwest. Must have excellent radio selling record. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, Radio Station KTSM, El Paso, Texas.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Wanted: Salesman-announcer with first class ticket. Immediate opening in single station market in California. Call Lennox 3-0334 in Oroville.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Midwest independent wants announcer age 25 to 40 who knows music thoroughly and has several years of solid commercial experience for staff announcing position with part-time duties as music librarian. State age, education, experience in detail. Personal interview required. Box 134C, B•T.

Illinois kilowatt offers fine opportunity to experienced announcer who can handle varied assignments including news gathering and writing. Liberal bonus, sick leave, pension plan with well established independent in fast growing community. List age, training, experience, references. Personal interview necessary. Box 135C, B•T.

Morning man, real fast and funny, who can use gimmicks, show-stoppers etc. on heavily commercial show. Small 1-station New England city near big city. "Character" preferred. Send tape, salary, etc. Box 188C, B•T.

KAVE, Carlsbad, N. M., needs good specialty announcer-disc jockey. Unlimited future, opportunity to double in tv.

Need news and board man. Send complete details in first letter to Tom Anderson, Station WGEZ, Beloit, Wisconsin.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, etc. Program Director, WLPO, LaSalle, Illinois.

Experienced announcer-salesman, by established 250 watt network station. WSIR, Winter Haven, Florida.

TOP DISC JOCKEYS NEEDED

at

McLENDON Stations

There are openings for really *good* disc jockeys at three of the McLendon Stations:

KLIF, Dallas . . . KTSA, San Antonio . . . and KELP, El Paso

Each station by far number one in its city in ratings. Save your tape if you are mediocre but, if you have real talent, air mail an audition and background to:

GORDON McLENDON

2104 Jackson Street **Dallas, Texas**

RADIO

Help Wanted—(Cont'd)

Announcers

Help wanted: Trying to locate Bert Claudy, announcer with first class ticket. Last known whereabouts in 1950 at WRCO, Richland Center, Wisconsin. Write, wire or phone collect: Shulom Kurtz, 1022 Midland Savings Building, Denver 2, Colorado, TAbor 5-0080.

Technical

Top wages for first phone engineer. Directional station in Great Lakes area with no future remote plans. Box 208C, B•T.

First class engineer with car for midwest kilowatt directional, transmitter duties, some remotes. Box 219C, B•T.

Here is a fine opportunity in a good city with an excellent climate, good schools, fishing, swimming, for a chief engineer with announcing ability. Pay will depend entirely on what you can do. Equipment includes usual broadcast equipment, ampex recorders, Raytheon transmitter. Two element directional. Equipment in excellent condition. Send all information including tape with first letter. Jim Bradner, KGBC, Galveston, Texas.

Engineer for 5kw directional. Living quarters, if desired, furnished for single man. Contact Chief Engineer, KNOX-AM-TV, Grand Forks, North Dakota.

Transmitter-control room engineer needed immediately. No announcing. Start $70.00. Progressive advancement. Contact Warren Chase, WDEV, Waterbury, Vermont.

First class engineer for daytime kilowatt. Announcing experience helpful but not required. Send application, salary requirements, etc. Chief Engineer, WLPO, LaSalle, Illinois.

Chief engineer-announcer, emphasis on engineering. Gates equipment. State qualifications and salary requirements. Good pay for good combo man. Call or write WLSD, W. H. Wren, Manager, Big Stone Gap, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Combo: Chief engineer—newsman or DJ. New Gates equipment, good opportunity. Send resume, tape and picture, WWBC, 306 Phoenix Building, Bay City, Michigan.

Programming-Production, Others

KOKY, Little Rock, Arkansas. New negro station. Immediate opening white program director—assistant manager to supervise personnel, traffic, write copy. Good beginning salary—excellent chance for advancement. Send complete resume and photograph to Howard Peters, Box 1956, Little Rock, Ark.

Newsman. Must have experience in local reporting and editing and have authoritative delivery. Send resume of experience, news tape with commercials, starting salary expected, small photo. WAKR, WAKR-TV, 853 Copley Road, Akron 20, Ohio.

Newsman for top news and music station in large, rich market. Bright, clear, creative. Gather and present own news. Write letter to Gerald A. Bartell, Box 168, Madison 1, Wisconsin.

Ohio radio and television stations are in need of qualified personnel. If you would like to work in Ohio, please contact C. S. Dargusch, Jr., Ohio Association of Radio and Television Broadcasters, 33 North High Street, Columbus 15, Ohio.

Situations Wanted

Managerial

Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability, substantiated, on your desk—your request. Now employed. Confidential. Box 222C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operations. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one more move as I have never been a "floater". Box 233C, B•T.

If you need a station manager that has a proven record of success in every field of radio, here is your man. I can give your station that boost to make it the top station in your market. My proven programming, sales ideas, station promotion and all around radio know-how is what every station owner is looking for in a manager. Including the fact that I am predominately a salesman. Interested mainly in southeast. If you are not satisfied with your radio operation, send for further details to Box 235C, B•T. All replies confidential.

Manager. Will also purchase interest in station. Well known in industry as mature, hard-hitting sales minded operator in tough western markets. Box 247C, B•T.

Announcers

Experienced announcer wishes to relocate in northeast. DJ, news, tape, good references. Formally program director of 1kw station in south. Box 176C, B•T.

I'm nothing sensational but . . . I'm capable; energetic, announcer copywriter, desiring position in smaller timer. Plenty of punch and sparkling personality. Will send resume and photo upon request. Box 201C, B•T.

Relaxed, mature, humorous DJ. First class phone, 26, married, school background. Strong on commercials, short on experience. Box 216C, B•T.

Veteran with one year experience wishes to relocate in the northeast. Box 217C, B•T.

Experienced announcer. Married—knows music. Excellent newscaster, good DJ. One year at present station. Desires to relocate. Box 221C, B•T.

2 years experience radio-tv—23—draft exempt—college grad—single—presently employed by top station in top market. Strong news, commercials, sports—ambitious, reliable—desire midwest location but will consider all replies. Prefer personal interview. Box 228C, B•T.

Experienced sportscaster desires change. Permanent for right spot. Family, references. Box 231C, B•T.

Helluva good announcer. News-sports-music. Solid experience, 27, family, reliable, employed, permanent. Box 232C, B•T.

Experience, polished staff announcer (emphasis on news) presently employed, desires to relocate in larger market preferably in east or midwest. Over two years announcing experience, backed by college degree, radio school, plus ten years radio and stage acting experience. Box 257C, B•T.

Announcer, pop disc jockey desires relocate, last employed two years southern metropolitan city where evening show enjoys top rating. Salary $100. Box 240C, B•T.

Top announcer. First phone. 12 years experience. Presently employed. Wants to relocate in northeast. Box 241C, B•T.

Experienced announcer—mature, reliable. Radio and tv. Strong on news, commercials. Highest recommendations. Seeking good market. Preferably northeast. Box 242C, B•T.

Platter spinner; sportscasting; newsman. Veteran; single; school experience. Tape on request. Box 243C, B•T.

Sportscaster—now with large eastern network tv-radio station in top ten market, wants sports minded location with play-by-play opportunities. College, vet. Top industry-sports references. Box 250C, B•T.

Staff announcer, personality. Strong on news and commercials. Will travel. Tape available. Will audition in person in midwest. Draft exempt. Box 253C, B•T.

Hillbilly DJ, 1 year experience—employed now at 5000 watt station—desire relocation—22—married-hard worker—reliable—good references—available December 1, 1956. Box 254C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, salesman, copywriter, mature network type voice, sell station on street, write hard sell copy. Available immediately. Write, wire Jay Benjamin, 2001 Chenevert, Houston, Texas.

Deejay, sells, appeals, entertains. News. Married. Conscientious. Roy Pall Boesch, WESB, Bradford, Pennsylvania.

Technical

Chief engineer, 20 years experience. 5kw, am, directional arrays, 10kw, fm. Box 244C, B•T.

Ambitious young man with 2nd class license who wants to work and progress. 2 years technical school and 2 years tv service. Ray Bour, 5636 N. Ashland, Chicago, Illinois.

First phone diplomas from two radio schools. Attended Port Author College. Married, two children. Age 31. Want permanent job. Some experience as hillbilly DJ. Three years experience. Write Box 168, Marble Hill, Missouri, or call BE 8-2930 or BE 8-2330. L. H. Estes.

Programming-Production, Others

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Program director . . . thorough background all phases . . . seeks permanent position . . . coast preferred . . . available now. Box 207C, B•T.

Program or sports director or both, am 30, married, college grad. In radio 6 years as announcer, sportscaster (play-by-play), program director and manager. Currently PD. Desire permanency. Box 237C, B•T.

TELEVISION

Help Wanted

Salesmen

Midwestern vhf full power NBC station, 200,000 set market has opening for aggressive salesman interested in growing responsibilities. Send details and picture to Box 226C, B•T.

NBC full-power station in central U.S. has immediate opening in sales for a man qualified to handle national and network sales. Opportunity unlimited as to salary and future. Important position. Send complete details to Box 238C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen!! We are not in the largest market in the country but we operate as though we were, and on a most rewarding level. If you're tired of knocking heads against walls, look into this very progressive station with a good future. We need two sincere, knowing salesmen. Or if you've just finished college and show signs of promise, we will train you. By all means if you are willing to work hard and see your personal labors bring results, look into this opportunity with a fine three station company. Full details and income requirements, pic if possible, first letter. Box 249C, B•T.

We have an opening in television sales for an experienced advertising-minded and trained man. Local advertisers need counseling and guidance on ways and methods of using tv. Station provides a complete advertising service, which includes writers, artist and photography. Send complete details with photo. Salary and commission arrangement. Good opportunity. WTHI-TV, Terre Haute, Indiana.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WTVO, Rockford, Illinois.

Technical

Transmitter supervisor, maximum power network vhf Pacific northwest, must be good planner sharp on maintenance. Box 177C, B•T.

Technician—strong on maintenance, studio or transmitter. Days: Monday through Friday. Box 215C, B•T.

Wanted: One transmitter engineer. One studio engineer. Two cameramen, needed for extended program schedule. Write or wire—Tri-State Television, Inc., 2000 Lincoln Tower, Fort Wayne 2, Indiana.

Programming-Production, Others

News editor needed for full-power NBC station. Central United States. Experienced. Supervise department. Outstanding opportunity in good market. Write Box 237C, B•T.

Director and cameraman wanted for major vhf in southwestern area. Apply to Box 252C, B•T.

Cameraman with first class ticket wanted. Must be available for personal interview. Write first, PD Doug Sherwin, KGLO-TV, Mason City, Iowa.

Experienced continuity writer, farm background preferred. Forward copy samples and complete resume with salary requirements to Larry Robinson, KGLO-TV, Mason City, Iowa.

ANNOUNCERS WANTED!

Yes, announcers are wanted—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school *specializing* in FCC license training can prepare you *quickly* and *easily* to pass that all-important FCC examination.

Correspondence or Resident classes

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

FREE PLACEMENT SERVICE

GRANTHAM SCHOOL OF ELECTRONICS

Desk W-2A — 821 19th St., N.W., Washington 6, D. C.
OR
Desk H-2A — 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

TELEVISION

Situations Wanted

Managerial

Tv-radio manager . . . sales manager . . . trouble shooter. Mature, hard-hitting, sales and promotional minded working operator. Qualified to assume multiple responsibilities, lowering costs, increasing net. Tops in employee relations, film buying, national contacts. Box 248C, B•T.

Technical

Engineer, 1st phone, 4 years broadcast experience. Desire tv studio work, prefer southeast. Box 245C, B•T.

Programming-Production, Others

Television program manager available immediately. Eight years vhf experience. Box 127C, B•T.

Film director-editor. 7 years commercial tv experience. Will accept network affiliated stations only. Available on 2 weeks notice. Box 223C, B•T.

Call all stations! Be on lookout for experienced director! Description: Capable, ambitious, talented. Further clues Box 230C, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 234C, B•T.

Mid-south daytimer, $75,000 with $20,000 down and balance spread over 5 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

South Florida, agricultural area, within an hour of fishing spots and beaches. Station priced $35,000. Some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Broadcast station. College city. Large non-sectarian college plus private military academy. Enrollment exceeds 2,500 City population 15,000. Single station market. Ralph Erwin, Broker.

WE NEED YOU

Middle west 50,000 watt radio station with full power VHF sister TV station has opening for a capable air personality. If you have been successful in handling ad libbed music shows, selling on the air and have a good appearance with a pleasing personality there is an excellent opportunity for you in this position. If you drink to excess and are not dependable do not apply.

Send picture, audition tape or disc and personal history to

Box 251C, B•T

FOR SALE—(Cont'd)

Stations

Vhf television. I have select television property available. Vhf only. Inquiries invited from principals only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Texas county seat. City more than 12,000 people. Mild-climate area. Daytimer. Single station market. Ralph Erwin, Broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Microwave system—RCA 0.1 watt complete, handles color and audio, good condition. Write 118C, B•T.

For sale: Three Gates sampling loops M-3283, like new. New price $95.00 each. Our price $65.00 each. Contact WDEV, Waterbury, Vermont.

Will sell or trade Federal Telephone fm radio transmitter—3kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WETO, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

Truscon type D-30 self-supporting tower, height 150 feet, weight 17,000 pounds, has maximum height of 492 feet. Used 1946-1951 with three bay RCA turnstile. Make us an offer. WOPI, Inc., Bristol, Tenn. Immediate delivery.

For sale: Raytheon #291-A-BBA HV plate transformer 2750V @ 1.25A, primary 210-220-230V. Never used since rewound. $225. F.O.B., WRCS, Ahoskie, N. C.

RCA BTA-1L 1kw transmitter complete one set tubes, crystal 1480kc wired for remote control operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Both excellent condition currently in operation WLOK, Memphis. 5kw power increase necessitates sale. Priced as package both for $4,000, or separately, transmitter $3,150 and remote $1,050. Cash sale. Write Stanley Ray, OK Group, 505 Baronne Street, New Orleans, La.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Magnecord PT6BAHN (binaural-mfrs. new equipment warranty) $614.50. Presto recording equipment—used—good condition. 2—88A amplifiers, 50 watts, each $75.00. 2 8N turntables mounted in 12A table, equipped with 1-C cutters, both $500. 1—K-10 recorder—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U.S. Recording Co., 1121 Vermont Avenue, N.W., Washington 5, D. C.

Transmitter, 500 watt, RCA type 500-B; complete set of spare tubes, spare condensers and transformer. Excellent for standby or Conelrad. First reasonable offer takes it. Telecom, 82 Lower Main Street, Matawan, New Jersey.

Two tower radios 310 feet, guyed, manufactured by Blaw-Knox and Lingo, good condition with lighting and coaxial cable, 5 radar speed meters, portable, electromatic, good condition. If interested contact Mr. R. J. Lafoon, State Division of Purchase and Printing, Box 1199, Richmond, Virginia.

WANTED TO BUY

Stations

Radio station wanted in small midwestern town. Brokers welcome. Replies confidential. Box 225C, B•T.

Alert, young radio-tv executives, seek single multiple properties. Network station experience. Good market. Box 239C, B•T.

WANTED TO BUY—(Cont'd)

Equipment

Wanted: 2—Western Electric 23 or similar consoles. 250 watt transmitter. All may be in poor condition. Box 220C, B•T.

Wanted 3 or 5kw fm transmitter, also station monitors. Write complete description. Box 256C, B•T.

Wanted 7D 21 tubes, new used two (2) channel console, KCFM, 532 DeBaliviere Blvd. (12), St. Louis, Missouri.

Wanted: Acetate disc recorder in good condition. Also two used remote amplifiers. Jim Miller, WMOO, Milford, Mass.

Wanted: Used 3 or 6-bay antenna for Channel 3, 5 to 50 kw; used 6 or more bay antenna for Channel 12, 5 to 50 kw, Hector Balcazar, Apartado 1762, Mexico, D. F.

BUSINESS OPPORTUNITIES

Radio and tv sales and service, N.C. Calif. Handles all leading makes. Important franchises held. Population increasingly rapidly. Excellent buy. Dept. 23732, Chas. Ford & Assoc., Inc., 6425 Hollywood Blvd., Los Angeles, Calif.

Radio and tv repair, So. E. Florida. Handles radio and tv repairs; also cameras and record players. Excellent location in expanding community. Good profits and potential. Dept. 8063, Chas. Ford & Assoc., Inc., 6425 Hollywood Blvd., Los Angeles, Calif.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-traveling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to

Box 753A, B•T

Announcers

ANNOUNCER

Staff announcer who will also do football and basketball play-by-play on 2 man sports staff for NBC Radio-Television station in deep South. Great opportunity. Send letter, tape and photo and we'll telephone you for interview. Box 139C, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

IMMEDIATE OPENING

News Director—Top flight local newsman who knows what makes news in a smaller but very active market. Aggressive hard worker for station which believes in local news.

Farm Director—To administer outstanding Farm Program. Unique farm program format allows us to consider man either with successful farm program background or man with light farm experience but sincere interest. However, must have staff experience.

DJ—Down to earth DJ with something to say. No screwball approach. Sincerity and friendliness builds audience here.

All openings created when men were moved up into metropolitan jobs with our best wishes and good will. These were fine men. Can you replace one of them? Send full resume and photo to Box 227C, B•T

Situations Wanted

Announcers

AVAILABLE
DYNAMIC
ROCK AND ROLL DJ
INTERVIEW . . . TAPE
BOX 218C, B•T

FOR SALE

Equipment

TV ANTENNA

For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of 3⅛ inch transmission line type MI-19113-B1. Available immediately. Call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

FOR SALE

2 Federal FTL 27 B microwave systems—complete with 10 ft. Parabolic antennas.

Make an offer

600 Channel 8 Yogi Antennas with Transformers. Will sell complete lot of 600 or in lots of 100. Attractive Price.

Address inquiries to
Chief Engineer
WOOD-TV
Grand Rapids, Michigan

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Continues from page 106

WIND-AM-TV Chicago, Ill.—Seeks assignment of am license and tv cp to **Westinghouse Bcstg. Co.** for $5.3 million. Westinghouse owns **KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, KYW-AM-FM-TV Cleveland, WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, Ore.,** and **KPIX (TV) San Francisco.** Filed Oct. 11.

WFBM-AM-TV Indianapolis, Ind.; WFDF Flint, Mich.; WOOD-AM-TV Grand Rapids, Mich., and **WTCN-AM-TV Minneapolis, Minn.**—Seeks voluntary transfer of control from **Consolidated Television & Radio Broadcasters (H. M. Bitner** and family) to **Collier Bcstg. Co.,** subsidiary of Crowell-Collier Pub. Co., for approximately $16 million. Crowell-Collier acquisition of **KFWB Los Angeles, Calif.** (approved by FCC), expected to be completed this month. Filed Oct. 12.

KCLO Leavenworth, Kan.—Seeks assignment of license to **George Basil Anderson** and **Florence L. Anderson,** partnership d/b as **Leavenworth Bcstg. Co.,** for $46,500. Mr. Anderson owns **KLIR Denver, KJRG Newton, Kan.,** and **KJSK Columbus, Neb.** Filed Oct. 17.

WLOC Munfordville, Ky.—Seeks transfer of control through sale of stock to local citizens. Filed Oct. 9.

WGHN Grand Haven, Mich.—Seeks acquisition of positive control by **Hilbert F. Wulf** through purchase of 15% stock from **Joseph F. Deeb.** Mr. Wulf, present 40% owner, will own 55%. Filed Oct. 9.

KBUN Bemidji, Minn.—Seeks assignment of license from **Butler Bcstg. Co.** to **Paul Bunyan Bcstg. Co.** for $65,000. **J. W. Potter Co.** and Potter interests (*Rock Island, Ill. Argus*), owners of Paul Bunyan Bcstg., own controlling interest, **WHBF-AM-FM-TV Rock Island, Ill.** Filed Oct. 11.

WGAT Utica, N. Y.—Seeks assignment of license from **J. Eric Williams** d/b as **Central Bcstg. Co.,** New Hartford, N. Y., to **Star Bcstg. Co.** for $85,000. Star is licensee of **WGVA Geneva, N. Y.,** and owner, **WBBF-AM-TV Rochester, N. Y.** Filed Oct. 12.

WYSR Franklin, Va.—Seeks assignment of cp from **S. L. Goodman** to **WYSR Inc.,** of which Mr. Goodman is sole owner. Filed Oct. 17.

WFRV-TV Green Bay, Wis.—Seeks transfer of control of **Neenah-Menasha Bcstg. Co.** (parent corporation of licensee) from **Clayton Ewing, S. N. Pickard, F. J. Lenfesty** and **George E. Bills** to **Clayton Ewing, S. N. Pickard** and **George E. Bills** as voting trustees. Corporate change. Filed Oct. 16.

WNAM Neenah, Wis.—Seeks transfer of control from **Clayton Ewing, S. N. Pickard, F. J. Lenfesty** and **George E. Bills** to **Clayton Ewing, S. N. Pickard** and **George E. Bills** as voting trustees. Corporate change. Filed Oct. 16.

WPLY Plymouth, Wis.—Seeks acquisition of negative control by **Milton Maltz** and **Robert Wright** through acquisition of 5% subscription stock from **Samuel Rieder.** Mr. Maltz and Mr. Wright will each own 50%. Filed Oct. 11.

WPRE Prairie du Chien, Wis.—Seeks transfer of control from **Thomas Gallagher** and **Edwin Erdman** to **W. C. Schlaugat Jr.** for $5,000. Mr. Schlaugat is sec.-treas. and gen. mgr. of WPRE. Filed Oct. 11.

KVOC Casper, Wyo.—Seeks assignment of license to **William F. Shutts** and **Duane W. Simons** d/b as **KVOC Bcstg. Co.** through sale of 52% interest held by **Hanway-Perry** group for $45,000. Mr. Shutts and Mr. Simons are present 48% owners. Filed Oct. 12.

Hearing Cases . . .

FINAL DECISIONS

KYAT (TV) Yuma, Ariz.—FCC announced its memorandum opinion and order of Oct. 11 which granted motion to strike untimely-filed exceptions of protestant Valley Telecasting Co. (KIVA [TV] ch. 11, Yuma, Ariz.) and gave notice that initial decision of Aug. 6 confirming FCC's Jan. 25 grant of cp to Wrather-Alvarez Bcstg. Inc., for new tv (KYAT [TV]) to operate on ch. 13 in Yuma, became effective Sept. 17. Commissioner Hyde issued dissenting opinion. Announced Oct. 12.

Colorado Springs, Manitou Springs, Colo.—FCC by order of Oct. 10, made effective immediately initial decision and granted applications of Taylor Bcstg. Co. for new am to operate on 1460 kc, 1 kw D, in Colorado Springs and Garden of the Gods Bcstg. Co. for new am on 1490 kc, 100 w unl., in Manitou Springs. Announced Oct. 10.

WEBB Dundalk, Md.—FCC by order of Oct. 10, made effective immediately initial decision, as mod., and affirmed FCC's April 11 grant to 1360 Bcstg. Co. to increase D power of station WEBB from 1 to 5 kw, change DA system and change station location from Dundalk to Baltimore, Md., continuing operation on 1360 kc DA-D, and rescinded postponement of effective date of such grant. Announced Oct. 10.

INITIAL DECISION

Howell, Mich.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of M. H. Wirth, d/b as Livingston Bcstg. Co. for new am to operate on 1350

WANTED TO BUY

Equipment

FM TRANSMITTER
3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

A REAL OPPORTUNITY NOW

New York—Chicago—Norfolk—Wilmington—Plattsburgh

Indianapolis—Georgetown—And another major market

Unlimited possibilities for advancement in major markets with a rapid growing radio-TV chain continuously expanding by purchasing, building new facilities and increasing power.

- **Assistant Managers who can advance to the top**
- **Sales Manager & Salesmen with proven experience**
- **Announcers—Top-flight personalities**
- **Combination Engineer-Announcers**
- **Engineers—With or without experience**

Send resume to Tim Crow, Rollins Broadcasting-Telecasting, Inc., Wilmington, Delaware

kc, 500 w D, in Howell. Announced Oct. 15.

OTHER ACTIONS

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—By order of Oct. 10, and on its own motion, FCC extended from Oct. 12 to Nov. 12 time for license and cp of WGMS Bethesda and WGMS-FM Washington, to be restored by RKO Teleradio Pictures Inc., to The Good Music Station Inc., pursuant to FCC order released Sept. 13 in staying July 18 assignment grant pending determination of protest by Lawrence M. C. Smith. Announced Oct. 11.

Laurel, Pachuta, Miss.—FCC by memorandum opinion and order of Oct. 10, (1) granted petition of Laurel Television Co., Laurel, to delete issue regarding possibility of its ant. creating menace to aerial navigation; (2) denied its appeal from examiner's ruling refusing to accept amendment to its programming proposals, and (3) denied its petition to enlarge issues to determine financial qualifications of Mississippi Bcstg. Co. (WCOC-TV), Pachuta. Both applications for ch. 7 are in comparative hearing. Announced Oct. 10.

Providence, R. I.—FCC by order of Oct. 10, denied motion by Ch. 16 of Rhode Island Inc. (WNET [TV] ch. 16), Providence, protestant, requesting deferral of further proceedings on applications of Cherry & Webb Bcstg. Co. for tv to operate on ch. 12 in Providence and for special temporary authority for WPRO-TV Providence, pending judicial determination of questions raised in its appeal in Court of Appeals or until court renders its decision in Federal Bcstg. System Inc. v. FCC. Commissioner Craven abstained from voting. Announced Oct. 10.

Routine Roundup . . .

October 10 Decisions

RENEWAL OF LICENSE

KPST Preston, Idaho; KCYL Lampasas, Tex.; KKOG Ogden, Utah; KHFM (FM) (and SCA) **Albuquerque, N. M.; KJLT North Platte, Neb.; KABQ Albuquerque.**

October 11 Decisions

USE OF TELEVISION TEST SIGNALS

1. FCC has under consideration institution of rule-making proceeding for purpose of adopting standard test signal to be transmitted by television broadcast stations.

2. Commission believes that it would be helpful in meantime if television stations are authorized, without further specific authority, to transmit test signals during programming. Such test transmissions can be used for purpose of developing and testing feasibility of method employed and will be of assistance in preparation of comments and data in such rule-making proceedings as may be instituted. Station licensees are cautioned, however, that specifications of any test signal which may be adopted will be determined after rule-making and equipment which may be used under this test authorization may be rendered obsolete as result of the final specifications adopted.

3. Transmission of test signals during program time pursuant to this notice shall not interfere with synchronization nor degrade quality of picture reception. Minor departures from signal specifications prescribed by rules are permitted.

4. Television broadcast stations are authorized to conduct test transmissions in accordance with foregoing for period ending Jan. 15, 1957. Stations originating test signals under this experimental authorization are requested to notify the Commission. Adopted Oct. 10. Announced Oct. 11.

PROPOSED REVISION OF PRACTICE AND PROCEDURE RULES

FCC invites comments by Nov. 15 to rule-making proposal to revise completely its practice and procedure rules (Part 1) in accordance with current concepts determined by public interest, administrative expediency, recent legislation and court decisions. Proposed redraft was preceded by conferences with and comments from Federal Communications Bar Assn.

Part 1 would be broken down into rules which apply to all services generally and those which are applicable to single services only.

Thus, Subparts A, B, and C would deal, in that order, with general rules, hearing and decision practice and procedure, and rule-making practice and procedure.

Subpart D would concern broadcast practice and procedure exclusively.

Subpart E would pertain to common carrier practice and procedure.

Subpart F would embrace safety and special radio services practice and procedure.

Because of its bulk, mimeographed copies of proposed rule-making will not be distributed by Commission, but reference copies may be inspected at the Commission's Washington office. It will appear in early issue of *Federal Register*, date of which will be announced as soon as can be determined. (Commissioner Mack absent.) Announced Oct. 11.

October 11 Applications

ACCEPTED FOR FILING

Modification of Cp

KHOT Madera, Calif.—Seeks mod. of cp (as mod. which authorized new am) to extend completion date from 11-1-56 to 12-15-56.

KECC Pittsburg, Calif.—Seeks mod. of cp (as mod. which authorized increase power, install new trans. and change to DA-2) for extension of completion date.

WKYT (TV) Owensboro, Ky.—Seeks mod. of cp to extend completion date to 5-15-57.

WBOC-TV Salisbury, Md.—Seeks mod. of cp to extend completion date to 4-1-57.

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp to extend completion date to 3-10-57.

KOSA-TV Odessa, Tex.—Seeks mod. of cp to extend completion date to 5-16-57.

WPRA Mayaguez, P. R.—Seeks mod. of cp (which authorized changes in ground system) to extend completion date.

KSHO-TV Las Vegas, Nev.—Seeks mod. of cp to extend completion date to 4-1-57.

WTOV-TV Norfolk, Va.—Seeks mod. of cp to extend completion date.

WHYN-TV Springfield, Mass.—Seeks mod. of cp to extend completion date to 5-3-57.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp to extend completion date to 5-9-17.

License to Cover Cp

KUMA Pendleton, Ore.—Seeks license to cover cp which authorized change frequency, increase power, change hours, install new trans. and DA.

WPUV Pulaski, Va.—Seeks license to cover cp which authorized change power from 5 kw, 500 w (Canadian Restricted) to 5 kw, 1 kw D (Canadian Restricted hours after sunrise and before sunset).

Bishop, Calif.—James R. Oliver seeks license to cover cp which authorized new tv translator station.

RENEWAL OF LICENSE

KPOP Los Angeles, Calif.; KDON Salinas, Calif.; KFMU (FM) Glendale, Calif.; KWOW Pomona, Calif.; KSTN Stockton, Calif.

RENEWAL OF SCA

KFMU (FM) Glendale, Calif.

REMOTE CONTROL

KAGT Anacortes, Wash.; WAGA Atlanta, Ga.

October 12 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

KAKJ (TV) Reno, Nev.—Granted petition by Broadcast Bureau for extension of time to Oct. 19 to file response to petition by Nevada Telecasting Corp. in proceeding involving revocation of cp for its station KAKJ (TV) (ch. 4), Reno, which petition requested waiver of rule and permission to transfer control of KAKJ, reconsideration of show cause order and grant without hearing. and immediate grant of assignment of cp. Action Oct. 9.

Jacksonville, Fla.—Granted petition by Florida-Georgia Television Co., for extension of time to Oct. 22 to file opposition to Jacksonville Bcstg. Corp.'s petition for rehearing, reconsideration and reopening of the record, etc., in Jacksonville (ch. 12) proceeding. Action Oct. 9.

Lakeland, Fla.—Granted petition by Broadcast Bureau for extension of time to Oct. 10 to file response to petition by Polk Radio Inc., Lakeland, to enlarge issues in am proceeding. Action Oct. 9.

By Chief Hearing Examiner James D. Cunningham

WKXY Sarasota, Fla.—With consent of all parties, ordered that Hearing Examiner Herbert Sharfman in association with Hearing Examiner James D. Cunningham will prepare initial decision in proceeding on application of Sarasota Bcstg. Co. for mod. of cp of station WKXY Sarasota, Fla. Action Oct. 9.

Rockford, Ill.—Scheduled hearing on Dec. 11 on application of Town & Country Radio Inc., for new am in Rockford. Action Oct. 8.

Plainview Station, Tex.—Scheduled hearing on Dec. 11 on applications of Plainview Radio, Plainview, and Star of the Plains Bcstg. Co., Slaton, for cps for new ams. Action Oct. 8.

By Hearing Examiner Herbert Sharfman

Anadarko, Okla.—Issued statement and order following prehearing conference on Oct. 3 on application of Indian City Bcstg. Co. for cp for new am station in Anadarko, setting dates of Oct. 19 for applicant to furnish proposed exhibits, Oct. 31 for start of evidentiary hearing, Oct. 26 for Broadcast Bureau to notify applicant of desire to cross-examine its engineer, and Oct. 23 for applicant to advise of plans to call other witnesses. Action Oct. 9.

Milford, Conn.—By memorandum opinion and order, denied motion by James W. Miller for leave to amend application and rejected proposed amendment to his am application for new station in Milford, which is in consolidated hearing. Action Oct. 9.

By Hearing Examiner James D. Cunningham

WWBZ Vineland, N. J.—Ordered further hearing on Dec. 17 on application of Community Bcstg. Service Inc., for renewal of license of WWBZ. Action Oct. 10.

By Hearing Examiner Jay A. Kyle

Prairie du Chien, Wis.—Ordered prehearing conference on Oct. 12 on application of Prairie Bcstg. Co. (WPRE), Prairie du Chien. Action Oct. 9.

By Hearing Examiner Hugh B. Hutchison

Mayaguez, P. R.—Issued statement and order governing course of procedure of Mayaguez tv ch. 3 proceeding, with taking of testimony to start Oct. 29. By order, denied petition by Sucesion Luis-Pirallo Castellanos requesting that hearing be held in Mayaguez. Action Oct. 9.

By Hearing Examiner Herbert Sharfman

Howell, Mich.—Corrected record in proceeding on am application of Livingston Bcstg. Co., Howell, as suggested by applicant. Action Oct. 11.

GENERAL ACTIONS

Seattle, Wash.—By Order of Oct. 8, FCC made editorial changes in Sect. 7.306(b) of its rules to correct that portion of frequency table dealing with Seattle, Wash., area by listing, in fourth column, frequency 2430 kc instead of incorrect frequency 2432 kc, effective Oct. 15.

October 12 Applications

ACCEPTED FOR FILING

Modification of Cp

WMBR-FM Jacksonville, Fla.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KOAT-TV Albuquerque, N. M.—Seeks mod. of cp (as mod. which authorized new tv) to extend completion date to 4-1-57.

WBIR-TV Knoxville, Tenn.—Seeks mod. of cp (as mod. which authorized new tv) to extend completion date to 5-1-57.

License to Cover Cp

WNPT Tuscaloosa, Ala.—Seeks license to cover cp which authorized increase D power and install new trans. for D operation.

KOKY Little Rock, Ark.—Seeks license to cover cp which authorized new am and specify studio location and operate trans. by remote control.

KLEC Jonesville, La.—Seeks license to cover cp which authorized new am.

WBOC Salisbury, Md.—Seeks license to cover cp which authorized increase D power, install new trans. and change from DA-N to DA-2.

WCRB-FM Waltham, Mass.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

WCTC-FM New Brunswick, N. J.—Seeks license to cover cp which authorized changes in licensed station.

WLSU (FM) Baton Rouge, La.—Seeks license to cover cp to make changes in licensed educational station, change ant. system.

KFRE-TV Fresno, Calif.—Seeks license to cover cp (as mod. which authorized new tv).

Renewal of License

KRE-FM Berkeley, Calif.; KRED (FM) Eureka, Calif.; KMYC-FM Marysville, Calif.; KWIZ-FM Santa Ana, Calif.

SCA

KELE (FM) Phoenix, Ariz.

October 15 Applications

ACCEPTED FOR FILING

Modification of Cp

WPAC Patchogue, N. Y.—Seeks mod. of cp (which authorized increase power, install new trans., change trans. location and install directional ant.) for extension of completion date.

KREX-TV Grand Junction, Colo.—Seeks mod. of cp to extend completion date to 12-1-56.

WGBI-TV Scranton, Pa.—Seeks mod. of cp to extend completion date to 5-1-57.

License to Cover Cp

KGRO Gresham, Ore.—Seeks license to cover cp which authorized new am.

License to Cover Cp Resubmitted

WJSB Crestview, Fla.—Seeks license to cover cp which authorized change frequency, increase power, change hours of operation, install new trans., increase ant. height, change applicant name and change type trans.

RENEWAL OF LICENSE

KGST Fresno, Calif.; KCMJ Palm Springs, Calif.

RENEWAL OF LICENSE RETURNED

KCOY Santa Maria, Calif. (wrong dates).

October 16 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 12

WSFA-TV Montgomery, Ala.—Granted license for tv (ch. 12); specify studio location.

KWWL-TV Waterloo, Iowa—Granted cp to replace expired cp which authorized new tv.

WEAU-TV Eau Claire, Wis.—Granted cp to change ERP to 310 kw vis., 155 kw aur., install new ant. system and make other equipment changes, ant. 893 ft.

WINT Waterloo, Ind.—Granted mod. of cp to change ERP to 302 kw DA vis., 162 kw DA aur., change type ant. and make other equipment changes, ant. 861 ft.

KSTF Scottsbluff, Neb.—Granted mod. of cp

to change trans. and studio location; change ERP to 11.2 kw vis., 5.62 kw aur., make ant. and other equipment changes, ant. height 240 ft.

Following were granted extensions of completion dates as shown: **WNBE-TV New Bern, N. C.**, to 4-9-57; **WHYN-TV Springfield, Mass.**, to 5-3-57; **WTHS-TV Miami, Fla.**, to 5-11-57; **WBUF (TV) Buffalo, N. Y.**, to 5-9-57; **WBOC-TV Salisbury, Md.**, to 4-1-57; **KTVI (TV) St. Louis, Mo.**, to 5-9-57; **WESH-TV Daytona Beach, Fla.**, to 4-27-57; **KECC Pittsburg, Calif.**, to 1-2-57, conditions.

Following were granted authority to operate trans. by remote control: **WYVE Wytheville, Va.**; **WDBJ Roanoke, Va.**; **KUEN Wenatchee, Wash.**

Action of October 11

WCBC-TV Anderson, Ind.—Granted extension of completion date to 4-16-57.

Actions of October 10

KTIV (TV) Sioux City, Iowa—Granted license for tv (ch. 4).

WSBT-TV South Bend, Ind.—Granted license for tv (ch. 34).

KYTV (TV) Springfield, Mo.—Granted license for tv (ch. 3).

KRBC-TV Abilene, Tex.—Granted license for tv (ch. 9) ERP 27.5 kw vis., 13.8 kw aur.

WNCT (TV) Greenville, N. C.—Granted license for tv (ch. 9).

WDXI-TV Jackson, Tenn.—Granted license for tv (ch. 7) and change description of trans. location.

WSAU-TV Wausau, Wis.—Granted license for tv (ch. 7) ERP 100 kw vis., 60.3 kw aur.

KOTV (TV) Tulsa, Okla.—Granted license covering changes in tv (ch. 6).

KRCA (TV) Los Angeles, Calif.—Granted license covering changes in facilities of tv (ch. 4); ERP 42.7 kw vis., 21.4 kw aur.

WJAR-TV Providence, R. I.—Granted license covering changes in facilities of tv (ch. 10); ERP 316 kw vis., 158 kw aur.

KCTE-TV St. Paul, Minn.—Granted mod. of cp to change ERP to 100 kw vis., 50 kw aur., install new trans. and make other equipment changes, ant. 620 ft.

WPAG-TV Ann Arbor, Mich.—Granted extension of completion date to 3-10-57.

KAGT Anacortes, Wash.—Granted authority to operate trans. by remote control.

Actions of October 9

WAGM-TV Presque Isle, Me.—Granted STA to operate commercially on ch. 8 for period ending Nov. 10.

KFSA-FM Fort Smith, Ark.—Granted assignment of license to Fort Smith Bcstg. Co.

Following were granted licenses for am stations: **KOLY Mobridge, S. D.**; **KMRS Morris, Minn.**; **WBRG Lynchburg, Va.**; **KLLA Leesville, La.**; **WTRA Latrobe, Pa.**; **KPOK Scottsdale, Ariz.**, condition; **WEND Baton Rouge, La.**, condition.

WHIS Bluefield, W. Va.—Granted license covering installation of new trans., decrease N power to 500 w, change from DA-N to non-DA.

WTUX Wilmington, Del.—Granted license covering increase in power.

WOKW Sturgeon Bay, Wis.—Granted license covering change facilities and install new trans.; condition.

WOBS Jacksonville, Fla.—Granted license covering increase power; install new trans.

KSWS-TV Roswell, N. M.—Granted mod. of cp to change ERP to 182 kw aur., install new trans., and make other equipment changes, ant. 1,790 ft.

KYNG Coos Bay, Ore.—Granted mod. of cp to make changes in ant. system (increase height) and specify studio location and remote control point.

Following were granted extensions of completion dates as shown: **WPRA Mayaguez, P. R.**, to 1-8-57, condition; **WNAO-TV Raleigh, N. C.**, to 2-1-57; **WTVK (TV) Knoxville, Tenn.**, to 4-19-57; **KAVE-TV Carlsbad, N. M.**, to 2-24-57; **WXYZ-TV Detroit, Mich.** (Main Trans. & Ant.), to 5-1-57; **WXHR Cambridge, Mass.**, to 11-15.

WAGA Miami Beach, Fla.—Granted authority to operate auxiliary trans. by remote control while using non-DA.

Actions of October 8

Following were granted licenses for am stations: **WBLU Salem, Va.**; **WCYN Cynthiana, Ky.**; **WFIS Fountain Inn, S. C.**

KFMB San Diego, Calif.—Granted license covering change from DA-1 to DA-N.

WARK Hagerstown, Md.—Granted license covering installation of new ant. and increase height.

WVOK Birmingham, Ala.—Granted license covering erection of new SW tower of DA array, increase in height of tower to support proposed tv ant. and side-mount fm ant. at top of tower; condition.

KFTM Fort Morgan, Colo.—Granted license covering change in facilities; condition.

KBNZ La Junta, Colo.—Granted cp to change ant.-trans. location.

WAGM-TV Presque Isle, Me.—Granted mod. of cp to change ERP to 58.9 kw vis., 30 kw aur., install new trans. and DA system and make other equipment changes.

KRCK Ridgecrest, Calif.—Granted mod. of cp to change type trans., specify studio location as 350 West Ridgecrest Blvd., Ridgecrest, Calif., and operate trans. by remote control.

WGHF Newtown, Conn.—Granted mod. of cp of fm station to change ant. to 500 ft.; station location to Brookfield, Conn.; change trans. location and studio location and change ant. system.

October 16 Applications

ACCEPTED FOR FILING

Modification of Cp

WRMF Indialantic-Melbourne, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAGT Anacortes, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WOPT (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 4-16-57.

WRAY-TV Princeton, Ind.—Seeks mod. of cp (which authorized replacement of expired cp for new tv) to extend completion date to 4-16-57.

WCKG (TV) New Orleans, La.—Seeks mod. of cp (which authorized new tv) to extend completion date to 2-15-57.

WCAN-TV Milwaukee, Wis.—Seeks mod. of cp (as mod. which authorized new tv) to extend completion date to April 1957.

License to Cover Cp

KWYN Wynne, Ark.—Seeks license to cover cp which authorized new am.

KXLA Pasadena, Calif.—Seeks license to cover cp which authorized trans. move and change type of trans.

WALY Herkimer, N. Y.—Seeks license to cover cp which authorized new am.

WHYY Philadelphia, Pa.—Seeks license to cover cp which authorized changes in licensed educational station, specify studio location as 1622 Chestnut St., Phila.

RENEWAL OF LICENSES

KBIG Santa Catalina Island, KBIS Bakersfield, Calif.; KCHJ Delano, Calif.; KFI Los Angeles, Calif.; KCBQ San Diego, Calif.; KMJ-FM Fresno, Calif.; KNOB (FM) Long Beach, Calif.; KBEE-FM Modesto, Calif.; KEDO (FM) Ontario, Calif.

RENEWAL OF LICENSE RETURNED

KSJO-FM San Jose, Calif. (improperly filed).

October 17 Decisions

ACTIONS ON MOTIONS

By Chairman George C. McConnaughey

Wrather-Alvarez Broadcasting, Inc., San Diego, Calif.—Granted motion to correct in various respects transcript of oral argument held re application of American Broadcasting-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to television station XETV (TV) Tijuana, Mexico. Action Sept. 13.

By Commissioner John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to Nov. 1, to file response to "Petition to Enlarge Issues" in ch. 3 proceeding, Mayaguez, P. R., filed by Department of Education of Puerto Rico on Oct. 1. Action Oct. 16.

Polk Radio Inc., Lakeland, Fla.—Granted petition for extension of time to Oct. 15, to file reply to "Opposition To Petition To Enlarge Issues" in proceeding re its am application, filed by other parties Duane F. McConnell and E. D. Covington Jr., Winter Haven and Winter Garden, Fla. Action Oct. 16.

By Chief Hearing Examiner James D. Cunningham

North Platte, Neb.—On Chief Hearing Examiner's own motion, ordered that his order of Sept. 20, denying petition of Meredith WOW Inc. (WOW), Omaha, Neb., to intervene in proceeding re am application of Radio Station KODY, North Platte, is reconsidered and set aside; further ordered that petition is granted and petitioner is made party to proceeding in capacity of intervenor. Action Oct. 16.

Redland Broadcasting Co., Homestead, Fla.—Granted petition for dismissal without prejudice its am application. Action Oct. 16.

By Hearing Examiner Annie Neal Huntting

Beaumont, Tex.—Issued statement concerning hearing conference and order in ch. 6 proceeding, Beaumont; ordered that transcript of hearing conference is corrected in various respects and ordered that agreements and requirements requested in transcript shall govern course of proceeding to extent indicated therein. Action Oct. 15.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind.—Ordered that prehearing conference will be held Oct. 18 re am applications of J. E. Willis, Lafayette, Ind. and Crawfordsville Bcstrs. Inc., Crawfordsville. Action Oct. 15.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—On oral request of counsel for Channel 16 of R. I. Inc., Providence, and without objection by counsel for other parties in proceeding re application of Cherry & Webb Broadcasting Co., Providence, for cp for tv station and for special temporary authorization (ch. 12), ordered that time for filing reply proposed findings of fact and conclusions is further extended from Oct. 16 to Oct. 19. Action Oct. 15.

By Hearing Examiner H. Gifford Irion

Fitzgerald, Ga.—On informal request of counsel for South Georgia Broadcasting Co., Fitzgerald, ordered that prehearing conference scheduled for Oct. 15 is continued indefinitely, in proceeding re its am application and that of Ben Hill Broadcasting Corp. (WBHB), Fitzgerald. Action Oct. 12.

WCBC-TV—FCC waived Sect. 3.607 (a) of rules and accepted for filing application of Great Commission Schools Inc. to change operation from ch. *61 to ch. 26. Commissioner Mack abstained from voting. Action Oct. 17.

October 17 Applications

ACCEPTED FOR FILING

License to Cover Cp

WGSV Guntersville, Ala.—Seeks license to cover cp which authorized change ant.-trans. location and operate trans. by remote control.

RENEWAL OF LICENSES

KTIP Porterville, Calif.; KSBW Salinas, Calif.; KXRX San Jose, Calif.; KVEC San Luis Obispo, Calif.; KSRO Santa Rosa, Calif.

UPCOMING

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 25-26: NARTB Region 3 conference, Dinkler-Tutweiler, Birmingham, Ala.

Oct. 26: Canadian Bcstg. Corp. Board of Governors, Rm. 262, The Senate, Ottawa, Ont., meeting to hear station applications.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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We Join the Audit Bureau

IN THE world of the printed word, October is ABC month. Many leading publications display the symbol connoting membership in the Audit Bureau of Circulations and run editorials citing the significance of this membership to the buyers of advertising.

In this issue we display the ABC insigne for the first time. Alone among publications in our field, we have been admitted to membership in this non-profit association of 3,740 advertisers, advertising agencies and publications. It was not entirely by coincidence that this membership came as we began our 26th year.

The main objective of the Audit Bureau is to supply advertisers with accurate, verified information about the net paid circulation of all publisher members. Before we were voted into membership, a rigorous audit was made. We found we had to revise our circulation record-keeping. We lost some circulation in the process, because of the rigid rules of the Bureau. But we are confident that this loss will be retrieved and increased, because of demonstrated reader acceptance and our zeal to cover all the news in our field.

Simultaneously, we have also been accepted for membership in Associated Business Publications. Membership in the Audit Bureau is a condition precedent to membership in ABP, because both deal with paid circulation, as opposed to free-controlled, giveaways or a mish-mash of both.

Network in Transition

A CONFLICT in operating philosophies was at the center of last week's executive shakeup at ABC, and, as always in such cases, the boss had to win.

With the majority of directors behind him, Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, was plainly the boss. When the dispute between him and Robert E. Kintner became irreconcilable, Mr. Kintner had to go.

It would understate the qualities of both men to say that this was a simple struggle for power. Opposing concepts of management were at stake. That the clash should pass the point at which compromise was possible can be attributed only to the fact that both are strong-willed men who are willing to back their convictions.

So, at least temporarily, Mr. Kintner retires from broadcasting management after a relatively short but spectacular career. We are sure that if he chooses to remain in broadcasting he will have no trouble doing so. And indeed broadcasting will be the better if he follows that course.

Mr. Goldenson now assumes the most challenging assignment in networking. Despite the enfeebling handicap of a late start in a time of inadequate distribution of stations, ABC-TV has become a significant force in network television. ABC Radio is doing better than holding its own in the somewhat uncertain world of radio networking.

Mr. Goldenson's concept of running ABC obviously will be to build a strong executive staff and reinforce it with capital investment. As a first step in that direction he has brought Oliver Treyz back to the network as head of television after a highly successful 22-month tenure as president of Television Bureau of Advertising.

Mr. Treyz has demonstrated an extraordinary talent for salesmanship at TvB. That talent will be particularly useful at this point of ABC's history.

Meanwhile, the 230 members of TvB may be assured that their organization will not be damaged by the loss of Mr. Treyz. In less than two years Mr. Treyz brought together an unusually capable staff. The present executive lineup of TvB under the direction of Norman (Pete) Cash, as the new president, is fully capable of carrying on the bureau's work. Nor are Mr. Treyz's services entirely lost to TvB; he will become ABC's representative on the bureau's board.

Mr. Goldenson proposes to remain as the operating head of the network only long enough to find his successor and beef up the executive echelon. How long that takes will to a large extent depend upon his success in improving ABC's competitive position.

We imagine Mr. Goldenson will be able expeditiously to retire himself from active management of ABC and then return, as he desires, to full time operation of the parent company. He has proved himself to be an exceptionally skillful executive in his years with AB-PT and before that with the predecessor United Paramount Theatres. It would surprise us if he failed to give CBS and NBC a real fight.



Drawn for BROADCASTING • TELECASTING by G. C. Troop

"The preceding remarks were not necessarily the opinions of this station, the sponsor or the senator himself!"

Larceny in the First Degree

LAST week we said here we had no interest in partisan politics except to the extent to which they affect the freedom and well-being of broadcasting. We took a swing at GOP Gov. Langlie of Washington who raised ethical questions about the minority stock ownership in KIRO Seattle of his Democratic opponent, Sen. Magnuson. We said Gov. Langlie took that low road. There is nothing sinister in that situation, and, if there were, a good percentage of public office holders would have to quit.

This week the shoe is on the other partisan foot. The Stevenson-Kefauver Campaign Committee is using the rawest kind of deception in attempting to steal time by going directly to the disc jockeys. In so doing it places unsuspecting stations in the position of violating the political section (315) of the law governing equal time.

Disc jockeys were sent personally-addressed form letters, along with seven announcements promoting "Dollars for Democrats Day". The scripts obviously were written by some one familar with station management and the idiosyncrasies of disc jockeys. It is an attempt at larceny in the first degree. (The letter bore the signature of "Joseph Edward Smith", as honorary chairman of Dollars for Democrats.)

We doubt whether the Democratic powers that be would have condoned this subterfuge had they known about it. If, per chance, any of them did, they deserve the condemnation of stations.

That "Dollars for Democrats Day" was held last Monday. We have no way of knowing how many stations fell for this unprincipled ruse.

Sixteen days remain before the elections. Station ownership and management should be on the alert for other tricks.

'To Broadcasting • Telecasting'

[*The editorial below is reprinted from the* Washington Post & Times Herald *of Oct. 18*]

"IT IS a privilege to join the communications industry in congratulating *Broadcasting•Telecasting* on its 25th anniversary, celebrated this week. This distinguished publication, which is headquartered in Washington, makes a solid contribution to the improvement of broadcasting. It maintains a healthy, critical attitude toward the practices of broadcasting enterprises at the same time that it maintains a sturdy defense of the freedom and independence of broadcasters. Its commercial success is the more gratifying in that it has so eminently deserved success."



PAUL'S PUPPETS PROVES A POINT

. . . . the finest institutions in Maryland, when planning continuous sponsorship of outstanding programs, select WBAL-TV Channel 11.

* **HUTZLER BROTHERS CO.,** an outstanding Maryland institution, has presented "Paul's Puppets" on Channel 11 continuously since 1948.

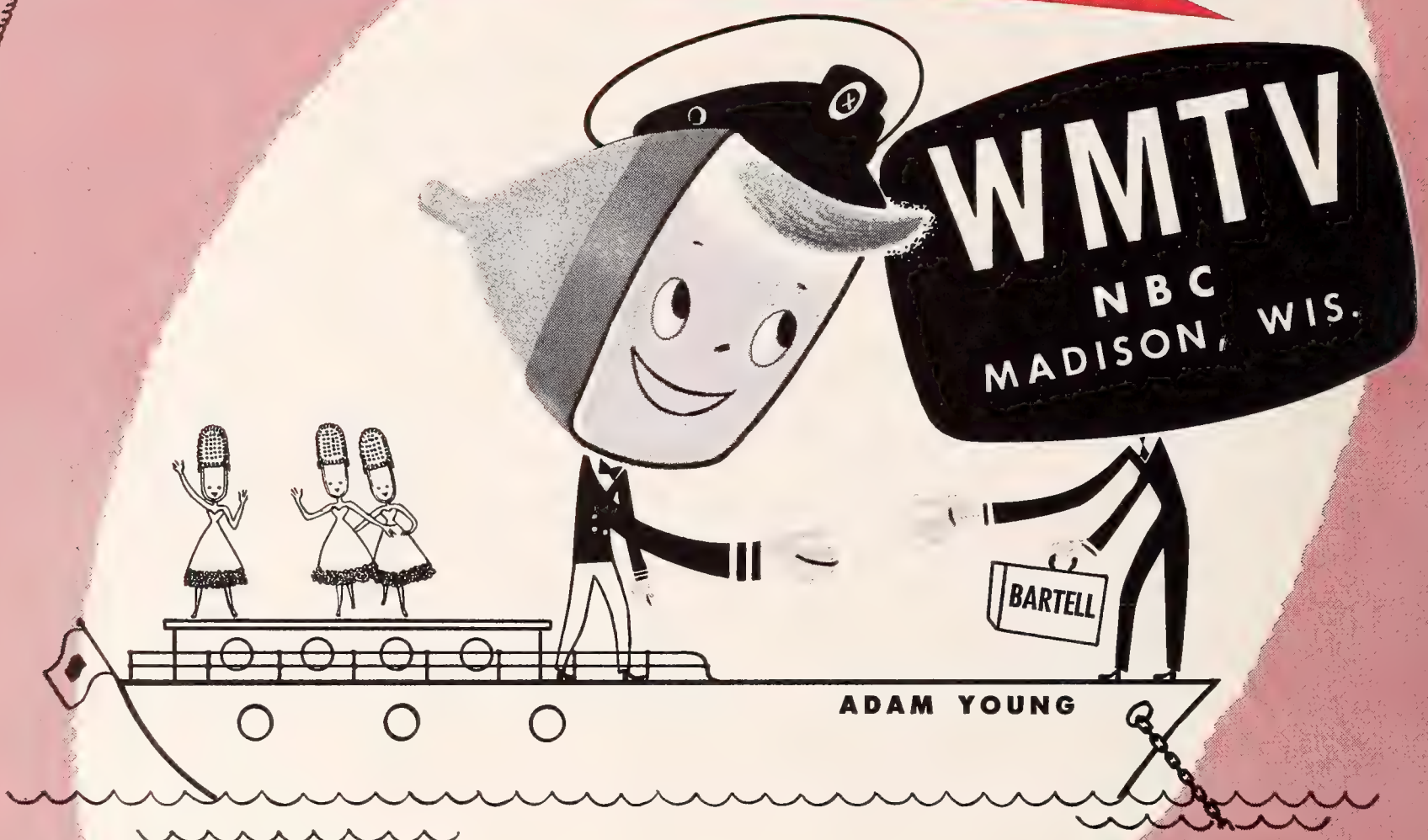
TUESDAY and THURSDAY 6:00 P. M.

For the past eight years, children of Maryland—children of all ages—have been enchanted by the program, "Paul's Puppets," created by Bernard and Edith Paul. Audiences have been delighted by the world of fantasy produced by these heartwarming little puppets. "Paul's Puppets" is a vivid, imaginative program, presented with graceful charm and sensitivity. This is a program Hutzler's is happy to sponsor, and WBAL-TV is proud to feature.

WBAL-TV CHANNEL 11 BALTIMORE NBC

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Welcome Aboard!



★ Adam Young, Inc. has successfully represented three outstanding Bartell radio stations.

KCBQ
* No. 1 All Day in San Diego

KRUX
* No. 1 8:30 A.M. to 6:00 P.M. in Phoenix

WAKE
* Headed For No. 1 in Atlanta

BECAUSE OF THIS SUCCESS, THE BARTELL ORGANIZATION HAS NAMED YOUNG TELEVISION CORP. ITS REPRESENTATIVE FOR WMTV, MADISON, WIS.

*HOOPE

YOUNG TELEVISION CORP.

TELEVISION STATION REPRESENTATION

HOME OFFICE: 477 Madison Avenue, New York 22, New York

New York • Chicago • St. Louis • San Francisco • Los Angeles • Boston

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION OCTOBER 29, 1956 35¢ PER COPY

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No Pay, No Show: CBS-TV cancels Democratic film when payment not made PAGE 62

Clear Channel Case: FCC reported ready to resolve 10-year-old issue PAGE 66

WDGY
Minneapolis-St. Paul

in first place, per all-day er average! Spectacular th per latest Nielsen, and atest Pulse. Talk to JOHN IR or WDGY GM Steve nski.

KOWH
Omaha

in its sixth year of first dominance. Latest Hooper 7%. First on latest Pulse latest Trendex, in all time ds. Contact ADAM YOUNG or KOWH General Mana- Virgil Sharpe.

WHB
Kansas City

per Hooper, first per Area sen, first per Area Pulse, per Metro Pulse. 85% re- al rate among top 40 adver- s proves vitality. See JOHN IR or WHB GM George W. strong.

WTIX
New Orleans

rocketing, still in first e; with increasing margins he time, per latest Hooper. wait 'til you see that new- Pulse. Ask ADAM YOUNG . or WTIX GM Fred Ber- son.

WQAM
Miami

bringing Storz music, news, s, excitement to all of South- Florida, with 5,000 watts on kc. WQAM is already a fine mi buy, as JOHN BLAIR or Jack Sandler will demon- te.



The Storz Stations *Today's radio for today's selling*

Storz, President

SIOUX CITY, IOWA

AUGUST '56 PULSE PROVES:

79% more audience* for KVTV

KVTV Top 25 Shows

KVTV 41 of Top 42 Shows

KVTV Top 20 Net Shows

KVTV Top 11 Synd. Shows

KVTV Top 39 Local Shows

KVTV 88% Greater Avg Class A Rating (6:30 P.M. to 10:30)

dominant

7 days a week

day and night

*August '56 Pulse proves 79% greater share of audience for KVTV during all time periods when KVTV and the competition are on the air.

KVTV Channel 9

A Cowles station. Under the same management as WNAX-570 Yankton, South Dakota. Don D. Sullivan, General Manager.



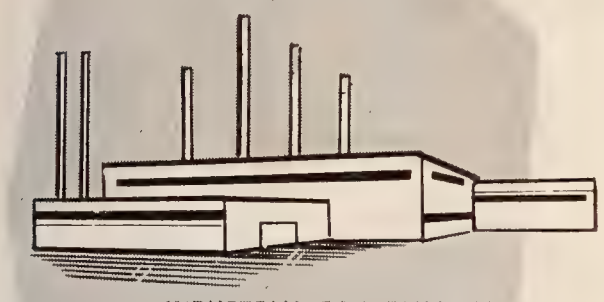
CHEMICAL AND RESEARCH FACILITY EXPANSION



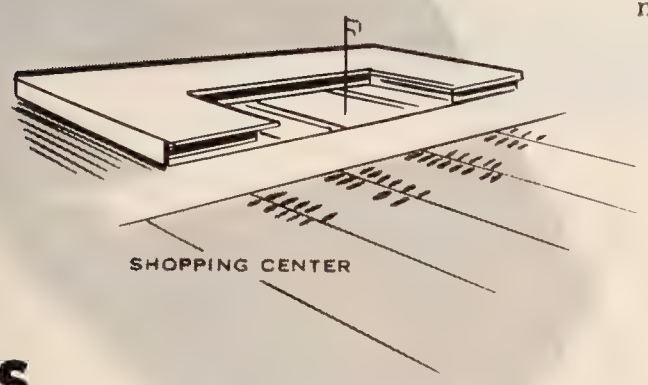
CONSTRUCTION



EDUCATIONAL EXPANSION



INDUSTRIAL CONSTRUCTION



SHOPPING CENTER

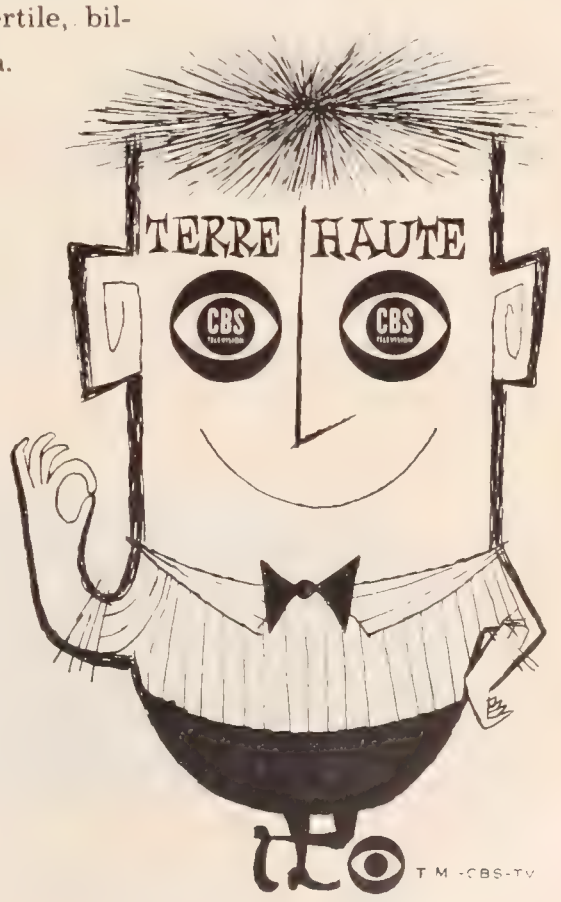
$110,000,000

make 1956 and 1957 "Boom" years in the

TERRE HAUTE

Market

Construction and expansion investments include: Allis-Chalmers, $10,000,000 addition to mammoth present plant; Indiana and Michigan Electric Co., $58,000,000 new plant; American Brass Co., $25,000,000, new brass plant; Commercial Solvents, Stran Steel, Charles Pfizer Co., Bemis Bag Co. and others are investing many more millions in this important Midwest market. Expansion of educational institutions, a new multi-million dollar shopping center, and enormous private construction have made Terre Haute the "Boom" market of this rich and fertile, billion-dollar area.



CBS
NBC
ABC

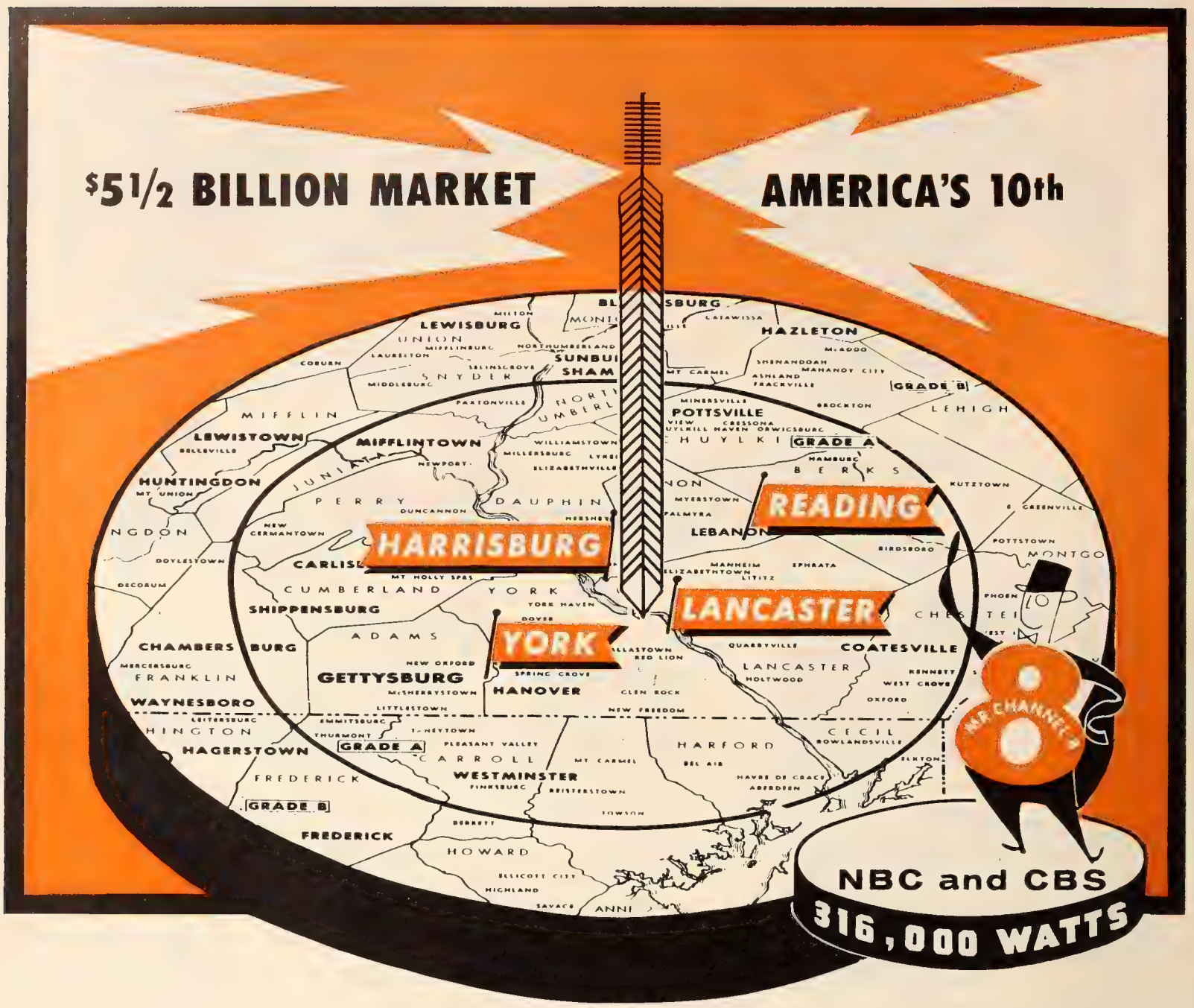
Complete television coverage of this "Booming" area is supplied by

WTHI-TV channel 10 CBS TELEVISION

TERRE HAUTE, INDIANA

THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



One of America's *important* TV areas—3½ million people with $5½ billion to spend every year. The Channel 8 Multi-City Market is so important in its producing power that it is influencing completely new concepts in markets. Men responsible for the advertising and marketing of many of America's most famous products are alert to these new concepts and are effectively using the WGAL-TV multi-city coverage and its unique prosperity to move goods at low cost.

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

NO SALE • Crosley Broadcasting again has hung out "not for sale" sign on its four tv stations and WLW Cincinnati, after overtures from two substantial groups—one of them Time Inc. Other reportedly was syndicate involving present station-owners plus banking group. Time Inc. officials conferred with James D. Shouse, chairman of Crosley division of Avco, along with syndicate, and were told Avco's executive committee exhibited no present interest. Discussions didn't get down to price, but talk in neighborhood of $25 million apparently didn't interest Avco.

B•T

IF TIME Inc. had made deal it would have entailed spin-off of at least two tv stations, since Luce concern now has KLZ-AM-TV Denver (100%); KDYL and KTVT (TV) Salt Lake City (80%), and KOB-AM-TV Albuquerque (50%). Crosley properties are 50 kw clear channel WLW; and vhf tv's ch. 5 WLWT Cincinnati; ch. 2 WLWD Dayton; ch. 4 WLWC Columbus, and ch. 11 WLWA Atlanta.

B•T

SALE MADE • Application due to be filed soon asking FCC to approve sale of ABC-affiliated WLAP Lexington, Ky., by Gilmore Nunn to group comprising Frederick Gregg, Young & Rubicam account executive; Harry Feingold, Kansas City appliance distributor, and Charles Wright, General Dynamics accounting executive. Price reported to be $346,000 for all issued and outstanding stock; $50,000 down and balance over five year period. Sale includes two-year-old construction permit for ch. 27. WLAP operates on 630 kc with 5 kw day, 1 kw night, is represented by John E. Pearson Co.

B•T

IT HASN'T been discussed much in open meetings during NARTB's autumn series that ended Friday, but broadcasters all over country have voiced approval in closed sessions of plan to change name of trade association back to NAB. Back of unofficial sentiment is conviction that both aural and visual service should be included when term "broadcasting" is used. Besides, there has been minimum internal contention between radio and tv delegates.

B•T

P. I. PITCH • Remington Rand portable typewriters, through Barnett & Bennett, New York, has asked stations for per inquiry deals for its "brand new typewriters guaranteed and delivered by the Remington Rand Co. in a factory sealed carton." Remington is national advertiser. If P. I. "can't be arranged," letter said, "can you give us some extra time to help us make up the amount we need?" Advertiser wants to "buy time across the board, issue a T.F. [till forbid] order, providing inquiries do not cost more than $2.50 . . ." Commercials would plug sale of typewriters on partial payment, dollar a week basis.

B•T

LAST quarter of WGN-AM-TV Chicago expected to be biggest in history despite elimination of many programs under new "quality" policy inaugurated by Ward L. Quaal, who took over as vice president and general manager on Sept. 1. Ratings in both radio and television are on upgrade, too, it's reported.

B•T

AGENCY COMPENSATION • Inherent in thinking of Assn. of National Advertisers board that agency compensation issue will resolve itself in gradual evolution is feeling honest agency-client negotiations can be achieved by sounder advertising management within company and raising of advertising manager to top corporation management level in dealing with agencies. Impression was current at ANA meet (story page 31) that Marion Harper Jr., president of McCann-Erickson, was really making not-so-veiled pitch for bigger agency commission than traditional 15%. He noted that principle of "percentage share of assigned result" has proved successful for other forms of creative responsibilty.

B•T

FREQUENT cry on high tv costs, raised again during Assn. of National Advertisers convention in Chicago last week, is falling on deaf ears in case of some advertisers. As example, Aluminum Co. of America (Alcoa Tv Playhouse, *alternate Sundays, NBC-TV) is reported very satisfied with tv and feels costs stack up well on cost-per-thousand basis (as exemplified with dealer tie-in results with screening product on Dave Garroway* Today *campaign). Feeling of at least one of its advertising executives is that tv is not expensive in relation to results and overall budget, and that many cost gripes come from advertisers who aren't in and wouldn't use tv anyway.*

B•T

COOMBS LEAVES KARM • Clyde F. Coombs, vice president-general manager of KARM Fresno, has sold his 50% interest in station (subject to usual FCC approval) to George R. Harm, son of Mrs. Hattie Harm, who owns other half of station. Purchase price understood in neighborhood of $50,000 but also involved purchase of Mr. Coomb's contract. Del Gor. on program staff of KJEO-TV Fresno, joins station as manager, and presumably George Harm will become executive head upon FCC approval. Mrs. Harm has announced station will continue its fight for ch. 12 in Fresno, on which KFRE-TV operates.

B•T

THOUGH it won't admit as much publicly, Big Ten is proclaiming its "complete independence" from networks on sports coverage. Basis is emergence of Sports Network Inc., which will feed conference's basketball coverage to 36 midwest tv stations starting Dec. 7 [At Deadline, *Oct. 22*]. *Big Ten is known to feel that special line coverage arranged by Sports Network is "revolutionary" in concept and may provide answer, not only for itself but other conferences and perhaps all sports, to network difficulties involving station clearances, fees, etc. Under plan, it's understood, Sports Network sells sponsor (like Standard Oil of Indiana) on half-game sponsorship and offers other half to local stations for co-op sale.*

B•T

NOW IT CAN BE TOLD • Weeks before Sylvester L. (Pat) Weaver resigned NBC presidency last month, he was called to Washington and offered top post in USIA (Voice of America) operation under Director Theodore C. Streibert. Mr. Weaver, it is understood, rejected offer but reportedly did not close door to some voluntary governmental activity at later date.

B•T

HOUSE Antitrust Subcommittee's report on its investigation of alleged tv network monopoly won't be issued till latter December, it's indicated. Although Chairman Emanuel Cellar (D-N.Y.) was not hesitant about expressing his views of some network practices during hearings, sources near him indicate he won't arrive at any conclusions until record is collated and studied by himself, other members and staff. Whether there will be interim report prior to elections is still unknown.

B•T

NEAR ACCORD • "Substantial agreement" has been reached between Mexico and United States on bilateral agreement on NARBA radio-broadcast allocations with prospects that formal documents will be signed momentarily. FCC Comr. Rosel H. Hyde has been in Mexico City for past fortnight at invitation of Mexican government and it's reported that terms are in accordance with agreement evolved in Washington last July, on which Mexico at that time failed to agree. It's understood U. S. has waived right to use 1220 kc beyond domestic service now on that channel.

B•T

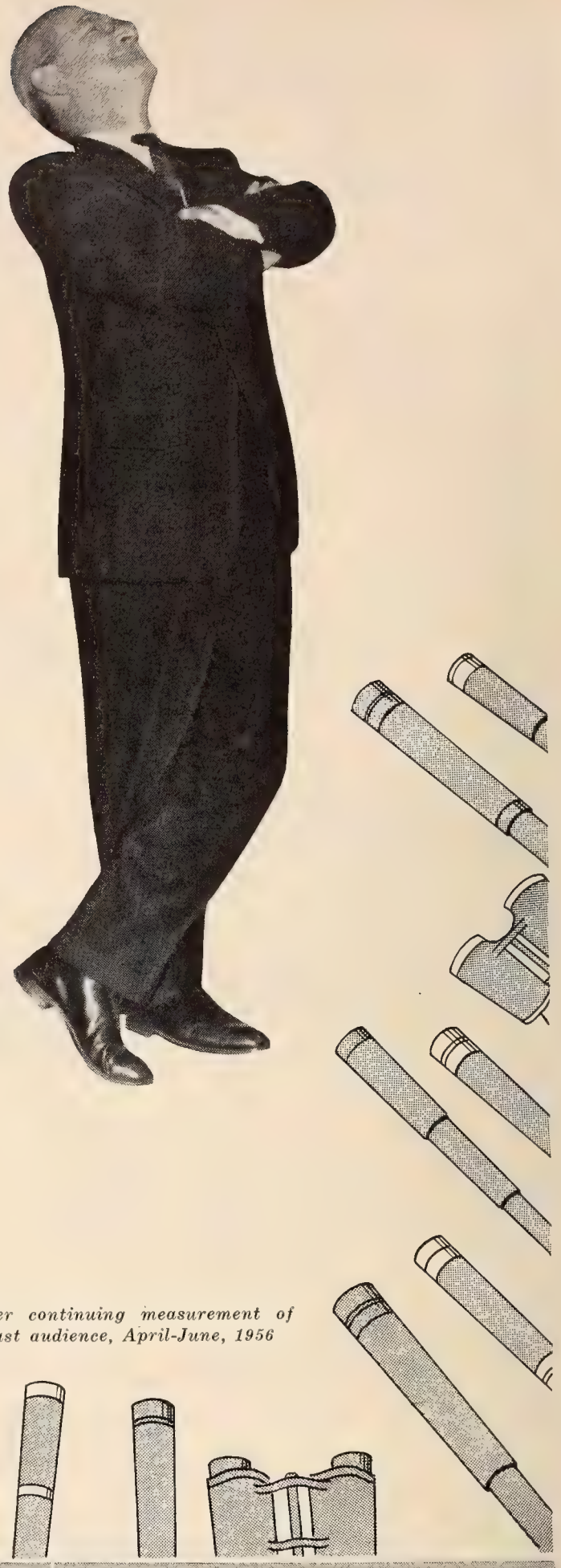
ASSN. of Maximum Service Telecasters (AMST), organized last August to protect interest of tv stations utilizing full facilities, both vhf and uhf, last Tuesday named four man committee to select executive director who would headquarter in Washington. Committee members are Jack Harris, KPRC-TV Houston, president; Harold Gross, WJIM-TV Lansing, secretary-treasurer; John S. Hayes, WTOP-TV Washington, executive committee, and Harold C. Stuart, KVOO-TV Tulsa, director. Understood four prospects are under consideration with decision expected in 30 days.

10 New Orleans radio stations look up to WTIX

(They have to. WTIX leads them all, by a big margin in all-day share-of-audience)

Among New Orleans' 11 radio stations, WTIX has been a commanding first for some time now, and with each passing day grows upward and onward. Of 220 weekly quarter hours, 170 (new high) belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower!*

Another look at new data shows WTIX with *double* the audience of the nearest network competitor! 'Nuff said. It's Storz Stations news, music, ideas at work. Put **Adam Young** to work, or look up WTIX General Manager, **Fred Berthelson.**



the new WTIX
New Orleans 16, La.

** Hooper continuing measurement of broadcast audience, April-June, 1956*

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | Represented by Adam Young Inc.

at deadline

Cancelled Demo Program Was 'Mistake', Schuebel Says

CANCELLATION of the Stevenson-Kefauver film on CBS-TV last Thursday (see story page 62) was due to a "mistake," Reggie Schuebel, Norman, Craig & Kummel vice president and handling broadcast media on Democratic account, said Friday. The program will be rescheduled on network Monday night, she stated.

Miss Schuebel emphasized that all scheduled programs through windup of campaign will be carried, and that money was available to pay for them. Regarding the cancellation of two NBC-TV programs Saturday and today (Mon.), she said network had requested their cancellation because of programming production difficulties.

It was understood NBC's position was that, anticipating some uncertainty as to possible revision of schedule of Democratic broadcasts, network officials decided regular programs affected—spectacular on Saturday night, *Stanley* on Monday—had to be put into rehearsal at their full lengths rather than at shortened lengths which would have prevailed if political telecasts went on as originally scheduled. NBC authorities were understood then to have contacted NC&K and obtained permission to drop those two five-minute periods.

S & B Personnel Shift To Bryan Houston Staff

JOSEPH SCHEIDELER, president; Richard A. Stevens, general manager; William J. McKenna Jr., vice president and creative director; Norton B. Leo, vice president, and Alfred A. Steckman, all of Scheideler & Beck Inc., New York, have joined Bryan Houston Inc., William R. Hillenbrand, president of Bryan Houston, announced late Friday. S & B last fortnight was reported negotiating agreements with New York agencies [CLOSED CIRCUIT, Oct. 22].

Four S & B accounts, Heublin Inc., C. F. Mueller Co., Whitehall Pharmacal Co. and *Newsweek,* although also looking over other agencies, are reportedly strongly considering Bryan Houston.

A fifth account, McIlhenny Co., Avery Island, La. (Tabasco), understood to be considering a non-New York agency.

Sylvania Sales, Earnings Reported at Record Highs

SALES AND EARNINGS of Sylvania Electric Products Inc., N. Y., for both third quarter and first nine months of 1956 exceeded those for any comparable period in company's history, according to Don G. Mitchell, chairman and president.

Mr. Mitchell placed net sales for nine months at $232,691,245 as compared with $216,242,559 for corresponding period last year and third quarter sales at $77,574,569, as against $77,529,210 in 1955 quarter. Net income for nine-month period, Mr. Mitchell said, totaled $10,958,617, 15% over previous record of $9,556,210 in last year's period, and third quarter net income amounted to $3,635,102, as compared with $3,468,191 last year.

EQUAL AD LIBS

ED MURROW'S *Person to Person* on CBS-TV last Friday night was to schedule appearance of actress and radio-tv personality Jinx Falkenburg to answer actress Shelley Winters, who on Oct. 19 program ad libbed in favor of Democratic Party: ". . . I'm going to say right now that I hope the party that was governed by the will of Franklin D. Roosevelt gets returned to office in November." Mr. Murrow then indicated somebody would be granted equal time on program. Miss Falkenburg was to be given "under five minutes" on show, which also was to lose five minutes preempted for talk sponsored by Democratic National Committee. Regular visits to two homes of prominent people were scheduled.

Calvin, Kelley Promoted In Appointments at TvB

IN FIRST appointments made since assuming presidency of Television Bureau of Advertising after resignation of Oliver Treyz, now ABC-TV chief, Norman E. (Pete) Cash Friday named William B. Colvin to post of director of station relations at TvB, and Jack Kelley to sales department.

Mr. Colvin, formerly Mr. Cash's assistant, joined bureau in September 1955 as member of sales promotion department, later moved up as assistant to vice president in charge of client relations (Mr. Cash). Before association with TvB, Mr. Colvin was with creative advertising department at electronics div., Avco Mfg. Corp., and is former director of client services, WLWA (TV) Atlanta, and sales director, WLW Cincinnati. Mr. Kelley was added to bureau's staff several months ago.

WGMS Must Be Returned In Seven Days, Says Court

FEDERAL court in Washington Friday gave FCC seven days to have WGMS-AM-FM Washington returned to original owners. Court also said FCC could work out any other action provided it took place within same time limit and in compliance with Sec. 309(c) (protest provision of Communications Act). Action came day after WGMS minority stockholder (Lawrence M. C. Smith) asked court for temporary relief. Commission granted $400,000 sale of WGMS stations to RKO Teleradio Pictures Inc. last July and this was consummated shortly thereafter. WGMS now MBS outlet in Washington, with WGMS-FM continuing good music operation both had been noted for before transfer. Mr. Smith filed protest (he's owner of good music WFLN [FM] Philadelphia) on ground Nathan Strauss, WMCA New York, had made better offer for Washington outlets than did RKO. Commission accepted protest, gave principals until Oct. 12 to reassign stations. This was later extended to Nov. 15. Oral argument on protest was held Oct. 1, and FCC could issue final decision within seven-day limit set by court.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

EYE-CATCHER • Maybelline Co. (eye aids), Chicago, buying saturation of 20-, 60-, 90-second tv spots in about 100 markets for 13 weeks, marking return to spot tv after dropping over year ago when it purchased participations on NBC-TV *Sunday Spectacular.* Spot buys represent about $350,000 expenditure. Maybelline also signed for CBS-TV's Inaugural Ball telecast Jan. 21 (11:15-12 midnight EST) with outlay in excess of $80,000. Individual spots being negotiated in movie and other participation carriers. Agency: Gordon Best, Chicago.

$2 MILLION BUY • Corn Products Refining Co.'s purchase of additional participations in *It Could Be You* (Mon.-Fri., 12:30-1 p.m.) and *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m.), both NBC-TV, for 52 weeks and amounting to nearly $2 million in gross billings, announced Friday. Starting dates are Dec. 5 and Dec. 14. C. L. Miller Co. is agency for Corn Products (Mazola oil, Karo syrup and Niagara and Linit starches).

PALL MALL IN 43 • American Cigar & Cigarette Co. (Pall Mall cigarettes), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., placing radio spot schedule in 43 markets, starting Nov. 5 for eight weeks.

BUILDING, BUYING • Flav-R-Straws Inc., Mt. Vernon, N. Y., adding tv spots in markets all through South for four to six weeks, following its distribution expansion. Dowd, Redfield & Johnstone, N. Y., is agency.

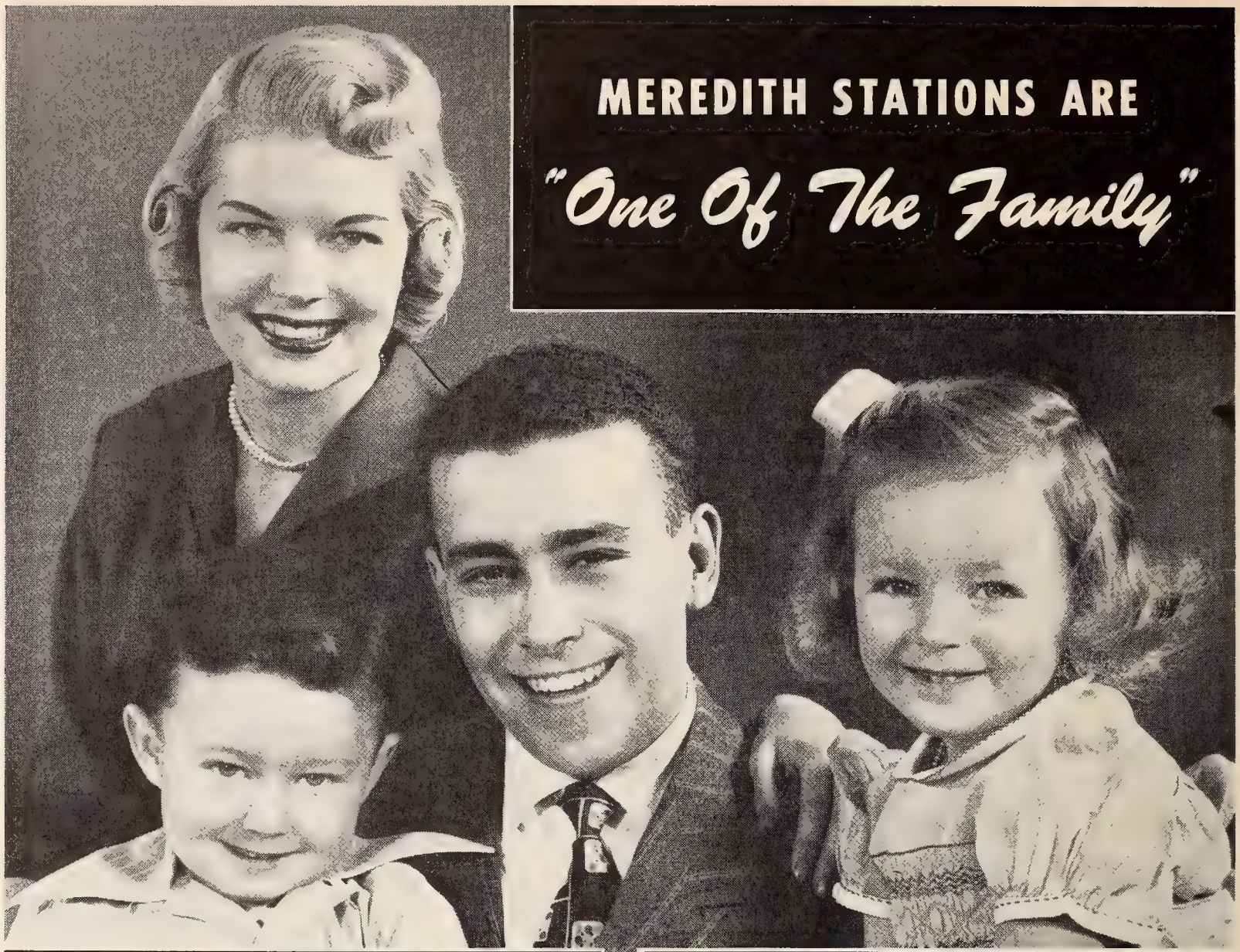
PM RETURNS • Marking return of Philip Morris to program sponsorship, cigarette firm Friday signed for 13 week co-sponsorship of 20th Century-Fox movies on KTTV (TV) Los Angeles, starting Nov. 7 in Sunday 7 p.m. period. Agency: N. W. Ayer & Son, N. Y. Philip Morris has used tv spot since dropping CBS-TV *I Love Lucy.* Other co-sponsor of package of 52 films acquired by KTTV from NTA is Savon Drug Stores through Doyle Dane Bernbach. L. A.

'DIGEST' REPEATS • For third successive year, *Reader's Digest,* through Schwab & Beatty, N. Y., will use radio spot campaign to promote magazine. Schedule is being prepared by agency to start early in January for one week only on each station in more than 10 markets.

HEPATICA SPOTS • Bristol-Myers Co. (Sal Hepatica), N. Y., placing radio spot announcement schedule starting Nov. 5 in 10 markets in West, South and Southwest for eight weeks. Young & Rubicam, N. Y., is agency.

RADIO, TOO • Oldsmobile Div. of General Motors Corp., already sponsoring 29th annual Academy Awards ("Oscars") on NBC-TV, also will back coverage on NBC Radio. Event is slated for broadcast March 27, 10:30 p. m.-12:15 a.m. EST. Agency: D. P. Brother & Co., Detroit.

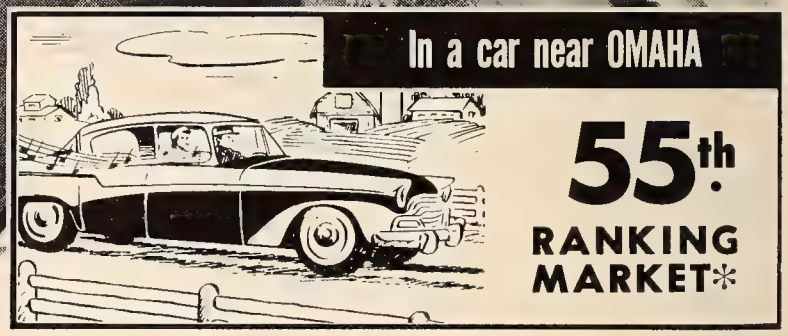
MEREDITH STATIONS ARE "One Of The Family"





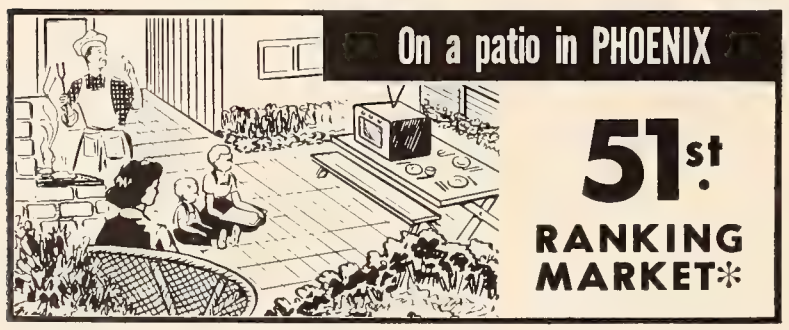
In a game room in KANSAS CITY

15th. RANKING MARKET*



In a car near OMAHA

55th. RANKING MARKET*



On a patio in PHOENIX

51st. RANKING MARKET*



In a kitchen in SYRACUSE

57th. RANKING MARKET*

*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

at deadline

Time Buying Topics, Speakers Slated for RTES Seminars

NUMBER of top agency executives are listed on speakers' schedule for this season's time-buying and selling seminar, which starts Nov. 13 and runs through March 19, 1957, Radio & Television Executives Society, New York, announced Friday.

Dates, topics and speakers at luncheon meetings to be held at Hotel Lexington: Nov. 13, Rating Services, Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Adv.; Nov. 20, Coverage, John Churchill, assistant to president, A. C. Nielsen Co., and Julia Brown, associate media director, Compton Adv.; Nov. 27, Re-emergence of Radio, Kevin Sweeney, Radio Advertising Bureau's president; Dec. 4, Procedures of Buying, Walter Bowe, broadcast buyer, Sullivan, Stauffer, Colwell & Bayles; Dec. 11, How to Use Ratings, Jane Podester, McCann-Erickson.

Dec. 18, Rating Hypos—True or False?, speaker to be announced; Jan. 8, Working with Station Representatives and Managers, Ruth Jones, broadcast media supervisor, J. Walter Thompson; Jan. 15, Network and/or Spot, George Abrams, vice president, Revlon Inc.; Jan. 22, Qualitative Aspects of Time Purchases, Arthur Pardoll, director of broadcast media, Foote, Cone & Belding; Jan. 29, Know Your Account, Arthur Porter, vice president and director of media, J. Walter Thompson; Feb. 5, Media Comparisons, Sam Frey, advertising media director, Colgate-Palmolive; Feb. 19, Saturation—What Is It?, Hope Martinez, broadcast buyer, BBDO, and Lawrence L. Mack, president, Slenderella Inc.

Feb. 26, Media Planning, H. H. Dobberteen, vice president and director of media, Bryan Houston; March 5, Yardstick for Advertising Effectiveness, speaker to be announced; Nov. 12, New Trends in Rate Cards, Ben Margolis, business manager, CBS Television Spot Sales, and Ann Janowicz, broadcast buyer, Ogilvy, Benson & Mather, and March 19, Media as a Career, with scheduled speaker still to be announced.

Birmingham Meet Ends, Wraps up Fall Schedule

NARTB Region 3 delegates, winding up meeting in Birmingham, Ala., Friday, adopted resolution endorsing new FCC rule providing relief from old requirements covering mechanical reproduction announcements (see story page 89). Group also adopted other resolutions as follows:

Congratulated Sol Taishoff and B•T for 25 years of service to industry and American plan of private broadcasting; endorsed NARTB's expanded public relations program; approved proposals to extend station license period to five years; asked guarantees for per program rights in music licenses; proposed that rating services list on their reports when programs attempt to buy audiences; thanked Comr. John C. Doerfer for his discussion of antitrust problems and tv allocation issues; thanked RCA for coffee club and reception; commended NARTB staff.

SIGNALS CHECK

DISCRETION was better part of valor for athletic directors of Oklahoma A&M and Kansas U. over weekend. Scheduled for football contest Saturday in Stillwater, Okla., teams felt most of area fans would be watching Oklahoma U.-Notre Dame game via tv. Taking path of least resistance, game was set up to Friday afternoon to avoid tv conflict, said to be first time two major colleges have changed date of football game because of television.

Holt, Robinson Purchase WSFA Radio for $175,000

SALE of NBC-affiliated WSFA Montgomery, Ala., by WKY-AM-TV Oklahoma City interests to Charles W. Holt and Robert N. Robinson for $175,000 announced Friday. Station, 1440 kc with 5 kw day, 1 kw night, was bought, with ch. 12 WSFA-TV, by Oklahoma Publishing Co. (*Oklahoma City Daily Oklahoman* and *Times*) last year for $568,598. WSFA-TV not involved in transaction. Buyers own WHSY Hattiesburg and WHNY McComb, Miss., and WHXY Bogalusa, La.

In addition to WKY stations and WSFA-TV, Oklahoma Publishing also owns WTVT (TV) Tampa, Fla., which it bought last July for $3.5 million.

Also announced Friday was $42,000 purchase of independent daytimer WABV Abbeville, S. C. (1590 kc with 1 kw) by J. A. Gallimore. Mr. Gallimore, who bought WABV from Mildred Allen and Edithe Mooneyham, already owns WSSC Sumter, WSNW Seneca, WBAW Barnewel, all S. C., and WLFA Lafayette, Ga.

Broker on transactions was Blackburn-Hamilton Co.

WAAB to NBC Lineup

WAAB Worcester, Mass., becomes NBC Radio affiliate Nov. 10, Harry Bannister, NBC vice president in charge of station relations, and Bernard Waterman, WAAB's president and general manager, are announcing today (Mon.). Station, operating on 1440 kc with 5 kw, is owned by Waterman Broadcasting Corp. Move seen as supplementing NBC's affiliation with WNAC Boston, which also carries MBS and Yankee network shows. WAAB in effect replaces WBZA Springfield, Mass., which together with WBZ Boston formerly served as NBC Radio affiliate in Boston area.

Heads Radio-Tv Gallery

APPOINTMENT of Robert C. Hough as superintendent of Senate Radio-Tv Gallery, effective Jan. 1, 1957, announced Friday by Joseph F. McCaffrey, chairman of executive committee, Radio-Tv Correspondents Assn. He succeeds D. Harold McGrath, who is retiring.

Con. J. D'Andrea and Mrs. Marion L. Ball were appointed first and second assistant superintendents, respectively.

PEOPLE

CHARLES F. FLEISCHMANN elected a vice president of Young & Rubicam. Mr. Fleischmann will be an account supervisor at agency's Chicago office.

BEN DUFFY, president of BBDO, N. Y., became grandfather for first time Oct. 25 when his daughter, Mrs. Arthur L. Hawkins (former Miriam Duffy), gave birth to boy at St. Agnes' Hospital, White Plains, N. Y.

JANICE D. ROWSON, former M-G-M and Rogers & Cowan publicist, to John Corcoran Personnel Service, N. Y., as head of publicity and public relations placement.

PERRY ALLEN, former KNEB Scottsbluff, Neb., program director and more recently KTLN Denver disc jockey, named program director of KTLN.

DICK LYNCH, assistant director of public relations for Ice Capades Inc. for two years and formerly assistant director of promotion at CBS Radio Hollywood, to KTLA (TV) Los Angeles as assistant sales promotion manager.

TED JOYKE, formerly with W. H. Hunt Assoc., L. A., to Goodman Adv. there as account executive.

JAMES R. OSBORN, formerly with WMBV-TV Green Bay, Wis., to WXIX (TV) Milwaukee as account executive.

BILL WILSON, formerly account executive at ABC Radio Central Div., to WBBM Chicago in similar capacity.

Mid-Illinois Seeks Pekin Uhf

APPLICATION for ch. 69 Pekin, Ill., filed with FCC Friday by Mid-Illinois Tv Co. Mid-Illinois is comprised of newspaper publisher-broadcaster F. F. McNaughton and family and James M. Unland, insurance interests. Group proposes 19.9 kw radiated power with antenna 384 ft. above average terrain. Costs: $84,736 for construction; $64,250 for first year operation.

F. F. McNaughton is publisher of *Pekin Daily Times.* His son, William, is assistant publisher of Pekin newspaper and holds 10% interest in *Effingham* (Ill.) *Daily News.* Mr. McNaughton, his wife Cecille and sons William, Joseph and John own WRMN Elgin, Ill.; KXGI Fort Madison, Iowa; cp for KDHS (TV) Aberdeen, S. D., and WCRA Effingham, Ill.

CBS-TV EMP Adds Stations

ADDITION of KICA-TV Clovis, N. M., and KGEZ-TV Kalispell, Mon., as CBS-TV interconnected affiliates under Extended Market Plan announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KICA-TV (ch. 12), which is owned and operated by KICA Inc., starts affiliation on Nov. 15. KGEZ-TV (ch. 8), which will join network on or about March 1, 1957, is owned and operated by KGEZ-TV Inc.

Research Committee Meets

NARTB radio research committee scheduled to meet Thursday at New York's Waldorf-Astoria Hotel. Committee headed by E. K. Hartenbower, KCMO Kansas City, Mo., and includes George Clinton, WPAR Parkersburg, W. Va.; Simon Goldman, WJTN Jamestown, N. Y.; R. C. Reynolds, KMPC Los Angeles, Calif.; Harper Carraine, CBS; James Cornell, NBC; Don Durgin, ABC, and Richard Puff, MBS.

the week in brief

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Special investigation of agency compensation is designed to give ANA members facts on which to make own decisions to keep or scrap traditional 15% system *31*
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Celler Committee reveals details of 105 affiliation agreements between NBC-TV and its outlets; other 105 contracts submitted by network not yet classified *74*

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Charges of tv network monopoly are easy to make, hard to prove, FCC Comr. Doerfer tells NARTB Region 3 meeting; notes most complaints come from "outs" against "ins" with few from public *90*

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IN REVIEW

WASHINGTON SQUARE

DROPPING all such extraneous nonsense as a plot line, Ray Bolger's new tv series gives him some good music, some comedy and, most important, plenty of opportunity to dance and plenty of room to dance in. That the opening telecast on Oct. 21 also included Bert Lahr in one of his most ridiculous burlesque routines, some singing by The Three Flames, Rusty Draper, Daniza Ilitsch and Elaine Stritch (who also handled some comedy lines very nicely), and an amusing dialogue with a bespectacled turtle who spoke with the voice of Arnold Stang, was all to the good. But what really mattered was that Ray sang and danced for a good part of the hour and that he repeated "The Old Soft Shoe" routine that stopped the show as successfully on tv as it used to do on the Broadway stage. At the end of the show, Ray had a word of thanks to his sponsor, Helene Curtis, and so do we for bringing him to us for an hour every other Sunday.

Production costs: Approximately $65,000.
Sponsored by Helene Curtis Industries through Earle Ludigin & Co., on NBC-TV, every other Sunday, 4-5 p.m. EST.
Starring: Ray Bolger, Elaine Stritch; supporting cast: Daniza Ilitsch, Arnold A. Turtle (courtesy, Bill and Cora Baird); guests, Oct. 21, Bert Lahr, Rusty Draper, The Three Flames, The Martins.
Producer: William A. Bacher; director: Greg Garrison; writers: Mac Benoff, Al Schwartz, Buddy Arnold; music director: Charles Sanford; choral director: Hugh Martin, assisted by Timothy Grey; choreographer: Danny Daniels.

ADVENTURES OF HIRAM HOLLIDAY

WALLY COX is back and it's good to have the little codger in our living rooms again. The erstwhile Mr. Peepers hasn't changed a peep (haw!). His triumphs over the villains of the world continue in this new series based on the stories of Paul Gallico.

In this characterization (if it can be called such), Mr. Cox plays a quiet, retiring newspaper proofreader who rises to deeds of derring-do at the proper moments. Be it fencing, jousting, fisticuffs or archery, Hiram comes through triumphant. In the course of these improbable adventures he also wins feminine hearts—but like a good, old western hero, he leaves them happy and full of gratitude as he rides off toward the setting sun (or in this case, munching on his daily ration of vitamins).

The incident we saw had Hiram in a Graustarkian kingdom impersonating the king (whom he resembled remarkably), to the confounding of the king's enemies and the gratefulness of the queen. Highpoint was Mr. Cox's talent with a broadsword, which he wielded mightily in ye olde dungeon torture chamber against a would-be assassin armed with a mace.

Remind you of "The Secret Life of Walter Mitty?" It should, because that's what it is.

Production Costs: Approximately $37,000.
Sponsored by General Foods through Young & Rubicam, on NBC-TV Wed., 8-8:30 p.m. EST.
Producer- writer- director: Phil Rapp; filmed by California National Productions Inc.

THE FORD SHOW

FORD's the star (Tennessee Ernie Ford, that is) and Ford's the sponsor (Ford Motor Co.) and it adds up to a nice half-hour of cornfed humor and homespun harmony, with Ernie beautifully backed by the Voices of Walter Schumann, choral group of eight girls and 12 men. Sample of humor: Ernie to stooge: "Don't be afraid of girls; they're just soft boys." The program also has guest stars. On Oct. 18 the G. S. was Zsa Zsa Gabor, who played straight man to Ernie with a Hungarian accent and looked gorgeous and expensive throughout the five-minute bit.

Off-the-cuff verdict: Easy-to-take entertainment but nothing to keep you from watching *Playhouse 90* if its show sounds interesting.

Production costs: Approximately $35,000.
Sponsored by Ford Motor Co. through J. Walter Thompson on NBC-TV, Thurs., 9:30-10 p.m. EST.
Star: Tennessee Ernie Ford, with the Voices of Walter Schumann and guest stars.
Executive producer: Cal Kuhl; producer-director: Alan (Bud) Yorkin; music director: Walter Schumann; conductor: Harry Geller; production assistant: Gerene McClure; writers: Bill Manhoff, James Allardice, Tom Adair.

THE 77TH BENGAL LANCERS

THIS new film series, to quote an NBC press release, is "based on the turn-of-the-century adventures of a fictional regiment of Bengal Lancers, the most colorful light cavalry of all time." Maybe so, but the opening installment, on NBC-TV Oct. 21, was just another riding, shooting melodrama in fancy dress.

Beloved Capt. Neil Cheney is retiring and to succeed him comes a young whippersnapper, Lt. Michael Storm, much to the disgust of Lt. Michael Rhodes, sober aide to Capt. Cheney. The regimental ball is in full swing when a scout rushes in with news that the ammunition train has been ambushed by Faiz Ullah and his Afridi tribesmen. Capt. Cheney, disregarding the pleas of his beautiful wife, gets permission from the stern old colonel to lead his troops for the last time. A rash charge leads to the death of the captain and his men. The two young lieutenants, disguised as natives, kill Faiz and blow up the ammunition, to regain control of the Khyber Pass for the Lancers, then go back to camp and report that Capt. Cheney had died as a hero leading their mission. The installment ends on the parade ground with the beautiful widow receiving the DSO posthumously awarded by Queen Victoria to the brave captain.

In color, the pomp and panoply might make up for the hackneyed plot. Unfortunately, *The 77th Bengal Lancers* is presented in black-and-white.

Production costs: Approximately $35.000.



Costume by Clare Potter

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If you have not yet inquired about obtaining the M-G-M library for your station, now is the time to do so.

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President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Sponsored by Jell-O Div., General Foods Corp., through Young & Rubicam on NBC-TV, Sun., 7-7:30 p.m. EST.

Stars: Phil Carey, Warren Stevens, Patrick Whyte. Featured on the premiere program were Patric Knowles, Jean Byron, Mel Welles and Joanna Barnes.

Producer: Herbert B. Leonard; associate producer: Douglas Heyes; director of photography: Fred Jackman Jr.; film editor: Joseph Silver; art director: John T. McCormack.

OH! SUSANNA

MARGIE is back. On another network, and masquerading under the name of Susanna, but it's the same Margie. And remembering the success of the first show, there's no reason to think that this new series won't fare as well.

This time Gale Storm plays the role of a ship's social director—and constant thorn in the side of the captain (played by Roy Roberts, not Charles Farrell). Zasu Pitts is in the act as Susanna's befuddled shipmate.

Aside from the merits or demerits of the show itself, CBS-TV is open to question for the wisdom of running two programs of such similar format as *Suzanna* and *Hey, Jeannie* in tandem. Both are lightweight comedies, both star women, and together they face the considerably heavier weight Sid Caesar hour on NBC-TV. Still, this type of show (*I Love Lucy, December Bride*) has won before. They have the advantage of following the revived Jackie Gleason show, itself in battle with Perry Como. In large part, the fate of the last two will depend on the success of the first.

Production costs: $40,000.

Sponsored by The Nestle Co. through Bryan Houston Inc., N. Y., on CBS-TV Sat. 9-9:30 p.m. EST.

Executive producer: Hal Roach Jr., producer: Alex Gottlieb; directors: Charles Barton, William Seiter, John Rich; music: Leon Klatzkin.

LAWRENCE WELK'S TOP TUNES AND NEW TALENT

WITH EMPHASIS on young appeal and new talent, Lawrence Welk seems to have watered down his smooth Saturday success (*Lawrence Welk Show,* ABC-TV 9-10 p.m.) in the new Monday evening entry, *Lawrence Welk's Top Tunes and New Talent,* if the Oct. 8 opener is typical of the series.

Offered are such juvenile passions as "A Sweet Old-Fashioned Girl—Scooby Doo," and "From the Candy Store to the Chapel on the Hill," performed by semi-pro youngsters with wide, white smiles and "rhythm." Occasionally the maestro includes a violin treatment of tunes like "When the Lilacs Bloom Again," or something by the Champagne Lady to keep post-teenagers happy.

High spots in the Monday hour are the Dodge and Plymouth commercials, which are produced with drama and finish.

Production Costs: Approximately $26,000.

Sponsored by Dodge and Plymouth Divs. of Chrysler Corp., through Grant Adv., on ABC-TV, Mondays, 9:30-10:30 p.m. EST.

Show under supervision of Lawrence Welk; producer: Edward Sobel; executive producer: Sam J. Lutz; director: James Hobson; musical director: George Cates.

Regular cast: Mr. Welk and his Champagne Music Makers—including singers Alice Lon, Jim Roberts, Larry Dean, Lennon Sisters, accordionist Myron Floren, pianist-vocalist Larry Hooper, guitarist Buddy Merrill, trumpeter-comedy vocalist Rocky Rockwell, saxophonist-singer Dick Dale and others.

CIRCUS TIME

ANY ADULT who feels the Big Top may be folding its collective tent as an American institution would do well to wander in on ABC-TV's *Circus Time* before drawing any conclusions

In this full-hour program broadly (and blithely) geared for kids and grownups alike, ABC-TV combines elements of the night club and stage with the expected standard fare of the circus. The result is a fast-moving variety revue complete with tumblers, jugglers, ventriloquism, magic, comedy, beauty and terpsichorean artistry. Through all the welter of talent Paul Winchell manages to maintain a sprightly pace, even when he and Jerry Mahoney are helping out with the commercials.

Production costs: Approximately $20,000.

Sponsored by American Metal Specialties Corp. through Lavenson Bureau of Adv.; Remco Industries through Webb Assoc., and Hartz Mountain Products through George H. Hartman Co., on ABC-TV, Thurs., 8-9 p.m. EST.

Stars: Paul Winchell and Jerry Mahoney as emcees; with guest entertainers.

Producer: Martin Stone; associate producer: Leon Newman; assistant to the producer: Murray Benson; director: James Walsh; music by Ralph Hermann and orchestra.

SEEN AND HEARD

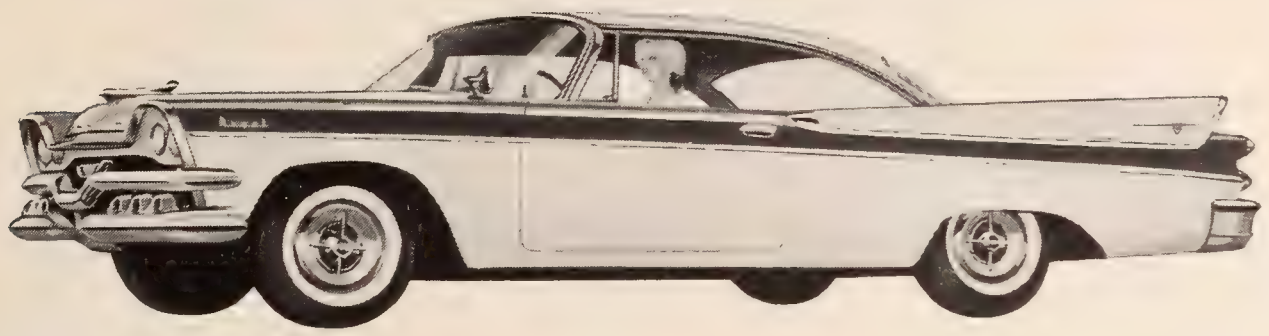
Idea of *First Meeting,* which was given a "trial telecast" by NBC-TV on Oct. 21, is to find a celebrity who wants to meet another celebrity and get the two together in front of a tv camera for their first meeting. So here was Gen. Omar Bradley, who wanted to meet Beatrice Lillie and did, and then, that limping episode thankfully concluded, here was Bea Lillie who wanted to meet Carl Sandburg, who monopolized the rest of the half-hour forcefully, albeit pleasantly. Because its format forced three interesting people to waste their and the audience's time in awkward chitchat, one hopes that the *First Meeting* was also the last.

In re-creating the last mortal hours of the great Spanish toreador, Manolette, by means of a coherent series of still pictures (given a third dimension by sound effects and a near-poetic reading by ex-bullfighter and author Barnaby Conrad), *Omnibus* proved again that tv is one of the most fluid of all art forms. To Mr. Conrad and the *Omnibus* staff: the ears of the tv critic who insists that tv is only good so long as it's live or on film.



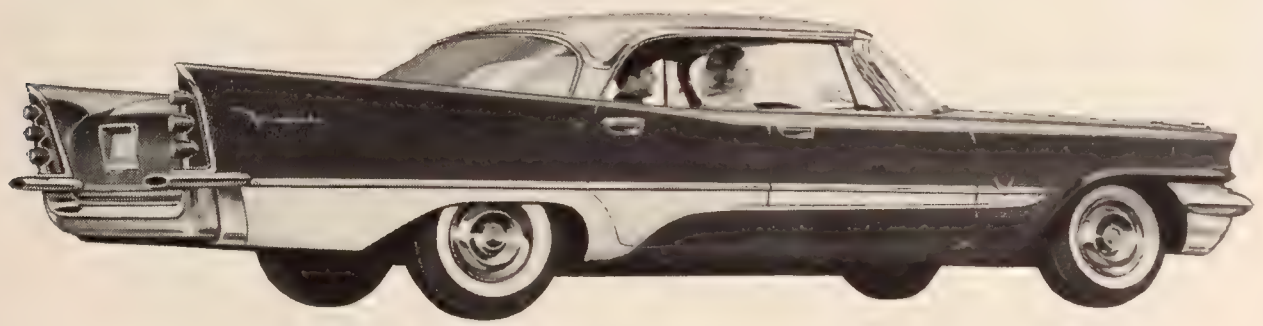
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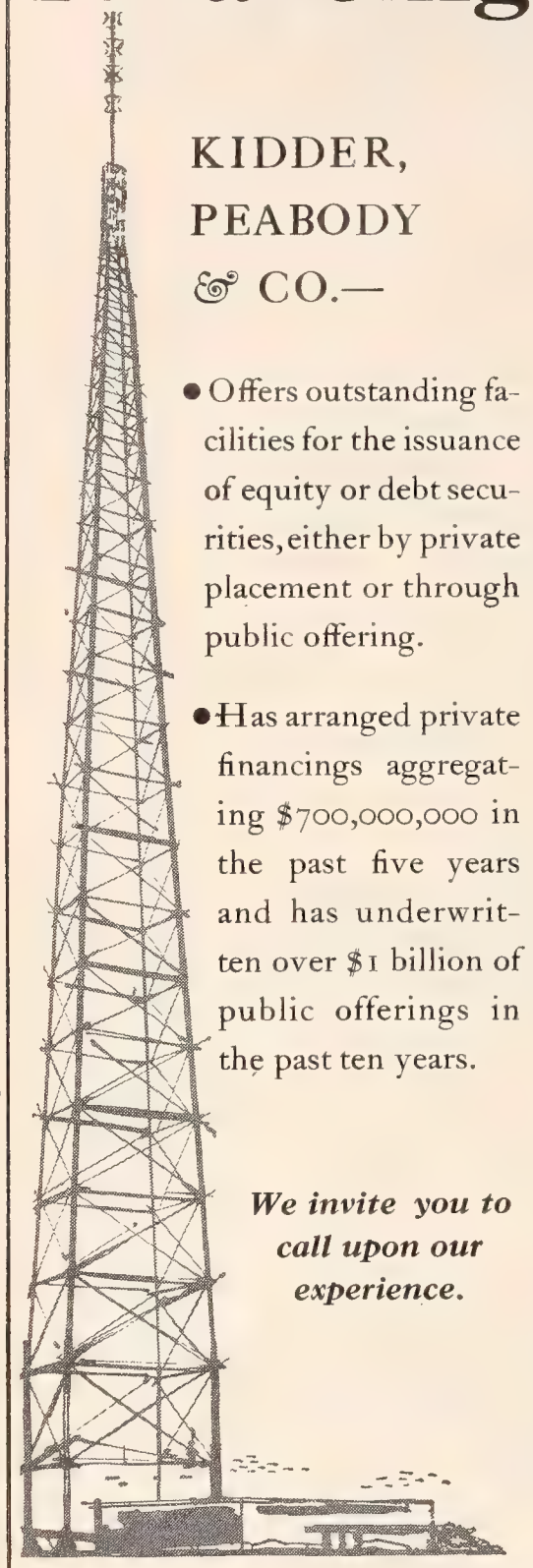


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25th Anniversary Greetings

EDITOR:

I have just looked over the Oct. 15th issue of your always interesting magazine. I want to congratulate you upon this excellent anniversary issue as well as upon your completion of 25 years as the reporter-spokesman for the broadcasting industry. You have developed not only a successful publication covering the dynamic field of radio-television but also one which is in every sense a real part of this fabulous industry. . . .

Sen. Warren G. Magnuson (D-Wash.)
United States Senate
Washington, D. C.

P. S.: Needless to say, I deeply appreciate your kind and discerning editorial with respect to the unfair attack my opponent has made upon me.

[EDITOR'S NOTE: Sen. Magnuson's postscript refers to the editorial "Below the Belt" (B•T, Oct. 15) which commented on the criticism of him by his Republican opponent for election as senator for serving as chairman of the Senate Commerce Committee while holding stock (less than 4%) in KIRO Seattle.]

EDITOR:

Words can hardly express the thrill I got out of reliving the last quarter century of radio and television in the 25th anniversary issue of B•T. It seems incredible that so much could have happened and that it all went by so fast. It is only at a time like this that your personal contribution to the growth and maturity of radio and television can be appreciated. I am certainly going to keep this anniversary issue close at hand. May your next 25 years be as worthy and fruitful as your first quarter century.

Ben Duffy, Pres.
BBDO, New York

EDITOR:

I believe I speak for the small 250's—the Lord sure must have loved us a lot because he sure made a lot of us—when I say congratulations and best wishes for the future.

Speaking for myself—and I believe countless hundreds of others will agree—arrival of B•T really means the beginning of the week. It has and will continue to be looked forward to.

Julian Haas, Owner & Mgr.
KAGH Crossett, Ark.

EDITOR:

. . . You and your capable staff are to be congratulated on the exceptionally fine job you have done over the years. . . .

Albert R. Beatty, Asst. V. P.
Assn. of American Railroads
Washington, D. C.

EDITOR:

. . . You are deserving of the hearty handshake of every member of our fraternity—and not just because you have completed 25 successful years in business, but because of the unselfish devotion with which you have promoted the best interest of radio for the past quarter of a century.

Yours has always been, and still is, far more than simply a trade journal. Rather it has been the most influential voice to be raised in behalf of those broadcasters who have consistently adhered to the principles of operation "in the public interest."

F. C. Sowell, V. P.
WLAC Nashville, Tenn.

EDITOR:

Congratulations, Sol, on that splendid 25th anniversary issue. It's a wonderful milestone in the history of B•T, and in the career of its founder and chief. Best wishes from all of us at NBC, and from me personally, as you head into a new quarter century of service to our industry.

Robert W. Sarnoff, Pres.
National Broadcasting Co.
New York

EDITOR:

I liked the anniversary issue very much. I was especially impressed with the Duane Jones and the Amos 'n' Andy and other early radio days articles. And your letter from the editor-publisher was just a masterpiece.

Ray Jones
Media Coordinator, Spot Broadcasting
Young & Rubicam, New York

EDITOR:

During the 25 years of B•T's existence it has not only faithfully reflected the progress and problems of radio and television, but it has formed an integral part of the industry itself. That this has been so is due in large measure to the impact of your own experience, wisdom and personality. . .

Sydney M. Kaye, Chmn. of the Board
Broadcast Music Inc., New York

EDITOR:

It was not until I returned to the office yesterday after five weeks in Europe and I saw that great big Oct. 15th issue that I realized that this was the silver anniversary. So last night I had myself a time and went through it page by page. . . .

Frank White, Board Chmn.
McCann-Erickson International
New York

EDITOR:

. . . I think of so many things for which you deserve credit over the past quarter-century . . . your many friends are high on the asset side; the success of B•T pinpoints your editorial and reportorial prowess, and your driving force as an enthusiastic and indefatigable worker characterizes you as an editor. . . .

Orrin E. Dunlap Jr., V. P.
RCA, New York

EDITOR:

. . . Congratulations to you and your staff from all of us here at IRE. . . .

George W. Bailey, Exec. Sec.
Institute of Radio Engineers
New York

EDITOR:

. . . How well I remember the first issue of BROADCASTING • TELECASTING, then just BROADCASTING; how well I remember your enthusiasm and your sincere belief for the need of a good radio publication. . . . Many late comers take you and B•T for granted

YOUR Q FOR COLOR



WNBQ, NBC Television in Chicago and the nation's *leadership* station in COLOR telecasting, now introduces a stronger-than-ever program line-up—all in COLOR—for its popular 10 to 10:30 p.m. period. Major programming change in the half-hour brings in the brilliant NBC network newscaster Morgan Beatty, followed by Norm Barry's "Let's Look at Sports."

Beatty and Barry, together with Clint Youle, America's top weatherman, and Dorsey Connors, Chicagoland's favorite household-hint expert, form the new all COLOR "Four-Star Final" line-up on WNBQ.

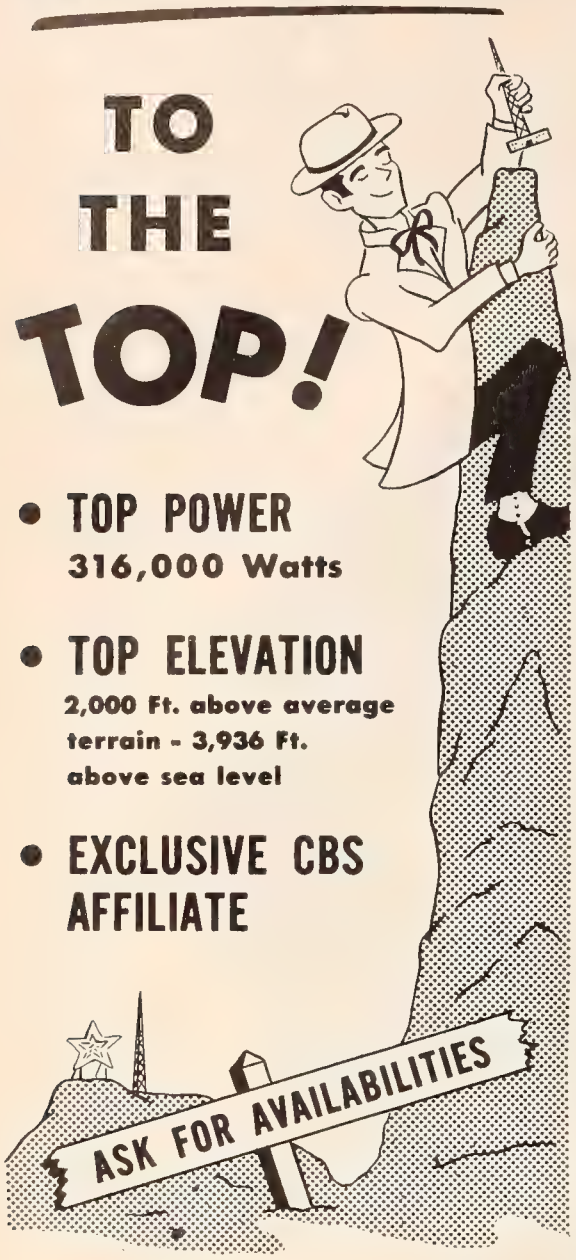
This "Royal Family of Chicago TV" is already selling in COLOR and black-and-white for such blue-chip sponsors as Armour & Co., DuPont, Sante Fe Railroad and Slenderella. Program sponsorships and prime station breaks in "Four Star Final" can do a four-star selling job for *you,* too. Take *your* selling cue from "Q"—WNBQ—today!

10:00 p.m.—Clint Youle with the Weather Roundup
10:10 p.m.—Morgan Beatty with News Commentary
10:20 p.m.—Norm Barry with Sports News and Scores
10:25 p.m.—Dorsey Connors with Household Ideas

WNBQ NBC Television leadership station in Chicago

SOLD BY NBC SPOT SALES

We've Moved



For 32 years, WDBJ has been the favorite name in Radio in Western Virginia. Now — it's TOP HEIGHT — TOP POWER for WDBJ-TV— with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

WDBJ-TV is now at maximum power and height — backed by a power-packed viewer promotion program throughout the coverage area!

Ask Peters, Griffin, Woodward!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

when actually they owe you a vote of thanks for making it possible for them to be broadcasters and telecasters. . . .

Ted Hills, Manager
KXYZ Houston, Tex.

EDITOR:

. . . All the platitudes in the world can't adequately express the meaning of B•T to the industry. Suffice it to say that I often wonder whether the industry could exist without it. . . .

Ted Bergmann, V. P.
McCann-Erickson Inc., New York

EDITOR:

The other night I spent over two hours reading and enjoying your wonderful 25th anniversary edition, and I plan to spend some more time going through it.

My congratulations to you and your fine publication. . . .

James M. Moroney Jr., Treas.
Dallas Morning News
(WFAA-AM-TV)
Dallas, Tex.

EDITOR:

. . . We all value the friendship you offer us and admire the integrity and courage with which you have built what is in effect a public service to the industry and to the public, not merely a trade journal for profit. . . .

Samuel R. Rosenbaum, Trustee
Music Performance Trust Funds
of the Recording Industries
New York

EDITOR:

. . . Congratulations on the most comprehensive, complete issue of a trade paper I have ever seen—your 25th anniversary issue . . . I think the one item that impressed me more than any other is your "Letter from the Editor-Publisher." It was in every way just like you, which is another way of saying it couldn't be better.

Glenn Snyder, Manager
WLS Chicago, Ill.

EDITOR:

A wonderful recap of 25 years. Great work. Certainly a milestone in the industry's history. I love the new cover too. It looks modern as the up-to-the-minute news in B•T.

Jerome Feninger, Vice Pres.
Cunningham & Walsh

EDITOR:

. . . It seems as if every significant event in the business during the past 25 years had its identification with Sol Taishoff. Your contribution as a fellow pioneer shall always grace the forefront. . . .

John E. Fetzer, Pres.
WKZO-AM-TV Kalamazoo, Mich.

EDITOR:

. . . We are all proud to know you and to be associated in communications with you. . . .

Ken Heberton, V. P.
Western Union Telegraph Co.
Washington, D. C.

EDITOR:

It's great to be able to congratulate you and your associates upon the silver anniversary of B•T. I well remember how 25 years ago you discussed the goals which the then infant magazine might achieve. I shall always be inspired by the way you have reached your objectives. . . .

Eugene S. Thomas, Gen. Mgr.
KETV Omaha, Neb.

EDITOR:

. . . Such things are not easily come by. Nice going. . . .

A. L. Budlong, Sec. & Gen. Mgr.
American Radio Relay League
West Hartford, Conn.

EDITOR:

. . . You have rendered a magnificent service to radio and television for which you are entitled to all the success and blessings you have enjoyed. . . .

George M. Burbach, Gen. Mgr.
KSD-AM-TV St. Louis, Mo.

EDITOR:

. . . You have made gigantic footsteps on the sands of broadcast time. You have been steadfast to the principles which have made the American system of broadcasting the finest in the world. . . .

William S. Hedges, V. P.
NBC, New York

EDITOR:

. . . I am looking at a copy of B•T and I must say it represents a considerable monument to a useful life and certainly you can take much pride in it. . . .

Victor A. Sholis, V. P. & Dir.
WHAS Louisville, Ky.

EDITOR:

. . . Your magazine has certainly come a long way and it is indeed the bible of the industry. . . .

W. Patrick Donnelly, S.J.
President, Loyola U.
New Orleans, La.

EDITOR:

. . . You have and are continuing to render a truly important service to our industry—far more important than most of the people in it realize. Because you have tried so hard to do more than just put out an excellent magazine, you have been tremendously successful. . . .

Lester W. Lindow, V. P. & Gen. Mgr.
WFDF Flint, Mich.

EDITOR:

. . . You have rightfully earned an envied reputation of reporting fully and faithfully all the news developments that have made up the success story of broadcasting. . . .

Hollis M. Seavey, Director
Clear Channel Broadcasting Service
Washington, D. C.

EDITOR:

I enjoyed reading your 25th anniversary issue. Was very happy to see that it did not follow most anniversary issues, but left the reader with something tangible. . . .

Lee Rich, Vice Pres.
Benton & Bowles, New York

MONDAY THRU FRIDAY

MONDAY THRU SATURDAY

SEVEN DAYS A WEEK

WPEN IS SECOND IN PHILADELPHIA*

*Pulse: July-Aug. '56

REPRESENTED NATIONALLY BY GILL-PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

MACON

is in a

BUYING MOOD!



why only knock at the door...



when you can be invited in

Cash registers are ringing all over Middle Georgia! $388 million in retail sales last year. Population doubled in last decade. Macon itself — heart of Middle Georgia — is growing faster than all but 3 of the nation's top 25 markets.

Atlanta gives only fringe coverage of this boom area. Only 2 stations take you inside, offer your products the *whole*, rich market . . . WMAZ and WMAZ-TV.

To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5

WMAZ-TV
Channel 13 — CBS-ABC-NBC

Represented Nationally by
AVERY-KNODEL
INCORPORATED

EDITOR:

I tip my hat and send you warmest congratulations. . . . You have won the respect, confidence and admiration of the people of our industry and you have every right to be proud of the reputation you have earned. . . .

W. D. (Dub) Rogers, Pres.
KDUB-AM-TV Lubbock, Tex.

EDITOR:

Congratulations and best wishes on your anniversary.

James Gerity Jr., Pres.
WABJ Adrian, Mich.

EDITOR:

Congratulations on 25 years of objective reporting for an industry sometimes subjective in its aims and accomplishments; on 25 years of deciding independently what made for the greatest good of the broadcasting and listening public, then fairly reporting your decisions and arguments. . . .

Eugene D. Hill, Gen. Mgr.
WGTO Haines City, Fla.

EDITOR:

I was truly thrilled when I read the Oct. 15 issue. I re-lived every minute of the 25 years and couldn't help but feel proud of the job you and the magazine have done for the industry. Your letter on page 15 in itself was a warming piece and I can't envision any of the old timers reading it without a lump in his throat. . . .

Philip G. Lasky, Gen. Mgr.
KPIX (TV) San Francisco, Calif.

EDITOR:

. . . Both you and your book seem to improve with age. . . .

George Whitney, V. P. & Gen. Mgr.
KFMB-AM-TV San Diego, Calif.

EDITOR:

The 25th anniversary issue is a magnificent chronicle of a quarter of a century of our great industry. Beyond that, it is a richly deserved tribute. I can think of no one who has done more for the industry and its people. . . .

John F. Box Jr., Exec. V. P.
KRUX Phoenix, Ariz.

EDITOR:

Congratulations on the anniversary issue. I especially enjoyed the reissue of past 25 years. Some I had forgotten; others made me realize how fast we move forward. . . .

P. A. Sugg, Exec. V. P.
WTVT (TV) Tampa, Fla.

EDITOR:

. . . Keep up the good work. . . .

Miss Frances
Ding Dong School

[B•T wishes to thank its many friends who took time and trouble to send congratulations on our 25th anniversary. We regret that space prevents our publishing them all.]

Morale Booster

EDITOR:

. . . You might like to know that your article ["A Prestige Department Store Discovers Radio"] has helped our advertising department in their self-education program and did indeed boost the morale of the entire section. We very much appreciate your cordial cooperation.

Mrs. Julia Lee
Director of Public Relations
Woodward & Lothrop
Washington, D. C.

WNEM-TV Not NTA

EDITOR:

In the Sept. 17 B•T you published an article concerning the proposed NTA film network. In this article on page 58 your magazine stated that WNEM-TV had signed up with the NTA film network. This statement is untrue; you must have received misinformation from NTA.

I would appreciate very much knowing exactly how you happened to list WNEM-TV in this article.

O. W. Myers, Vice Pres. & Gen. Mgr.
WNEM-TV Bay City, Mich.

[EDITOR'S NOTE: NTA, which supplied B•T with the list of affiliates of its film network, says that WNEM-TV was included through a clerical error, which NTA regrets.]

Inspiration, Please

EDITOR:

What a terrific response local radio gets with a truly "exciting" idea such as Kenyon & Eckhardt's "Pepsi, please" promotion [B•T, Aug. 20] now on WMRI. An average of 800 telephone calls per day (plus a like number of busy signals as counted by Northwestern Bell) as listeners jam the lines to identify their recorded voices saying, "Pepsi, please" and win prizes!

This idea should be an inspiration to all of the radio men who are crying the blues and wondering where their audience went. In most cases, it's right there waiting for something unusual . . . "exciting" like "Pepsi, please".

Ken Kilmer, Gen. Mgr.
WMRI Marion, Ind.

Mr. Nelskog's Station Interests

EDITOR:

It was called to my attention that in your FCC roundup, it showed me as being the former owner of KUTI and KORD. It should have read "Walter N. Nelskog seeking 50% ownership of KYNG Coos Bay, Oregon. Mr. Nelskog's other interests include 50% ownership of KUTI Yakima, Wash., and 16⅔% in KORD Pasco, Wash."

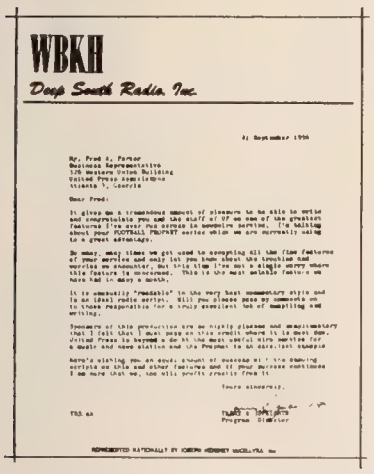
The mistake has caused me some embarrassment.

Walter N. Nelskog, Pres.
KUTI Yakima, Wash.

[EDITOR'S NOTE: B•T fell victim to an ambiguity in the KYNG application form and erroneously took the "1956" in connection with Mr. Nelskog's interests in KUTI and KORD as a termination date rather to indicate that those interests are continuing, as is the fact. We regret that our misreading has proved embarrassing to Mr. Nelskog.]



this prophet is making a profit



WBKH
Deep South Radio, Inc.

Mr. Fred L. Farmer
Business Representative
175 Western Union Building
United Press Associations
Atlanta 3, Georgia

Dear Fred:

It gives me a tremendous amount of pleasure to be able to write and congratulate you and the staff of UP on one of the greatest features I've ever run across in wonderful service. I'm talking about your FOOTBALL PROPHET series which we are currently using to a great advantage.

So many, many times we get used to accepting all the fine features of your service and only let you know about the troubles and worries we encounter, but this time I've got a slight worry where this feature is concerned. This is the most salable feature we have had to deal with in many a month.

It is amazingly "readable" in the very best commentary style and is an ideal radio script. Will you please pass my comments on to those responsible for a truly excellent job of compiling and writing.

Sponsors of this production are so highly pleased and complimentary that I felt that I must pass on this credit where it is most due. United Press is beyond a doubt the most valuable service for a quality and news station and the Prophet is an excellent example.

Here's wishing you an equal amount of success as it is showing scripts as this and other features and if your service continues I am sure that we, too will profit greatly from it.

Yours sincerely,

Program Director

REPRESENTED NATIONALLY BY JOSEPH HERSHEY MCGILLVRA Inc.

"One of the greatest features I've ever run across . . . the most salable in many a month . . . sponsors are highly pleased and complimentary . . . "

So writes Terry R. Speight, program director of WBKH, Hattiesburg, Miss., concerning the United Press radio and TV news wire feature, "Football Prophet."

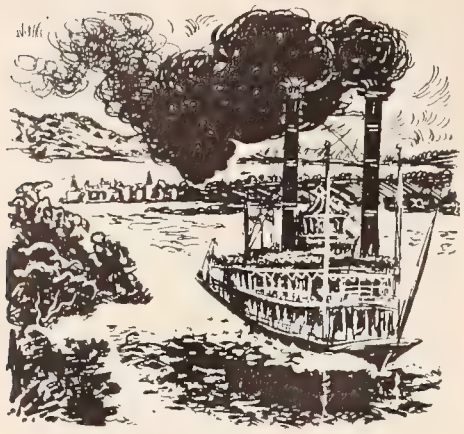
Now in its 10th year, this weekly show forecasts the outcomes of college football games across the country. Thirteen U. P. sports experts, spotting from key points, make the predictions. They have turned out right on four out of five.

In consequence, "Football Prophet" ranks high among U. P.'s many and popular seasonal programs. A recent survey reveals a 72 per cent sponsorship.

WBKH's endorsement is more evidence that this prophet—for broadcasters everywhere—is making a profit.

United Press News Produces

UNITED PRESS ASSOCIATIONS 220 EAST 42ND STREET NEW YORK

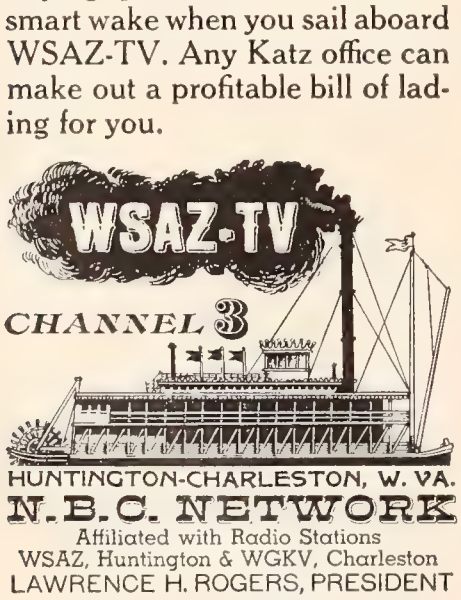


STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where— say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

our respects

to FREDERICK GEORGE HARM



WHEN Plough broadcasting interests bought WJJD Chicago from Field Enterprises Inc., in September 1953, Fred Harm was retained as general manager of the 50 kw, share-time daytimer, on the basis of his demonstrated sales ability, his long association with and knowledge of the station and his fervent belief in the future of independent radio operation in a tv-studded major metropolitan market.

The marks of a successful operation weren't immediate for Mr. Harm and a station which admittedly needed bolstering. In the past few months, however, WJJD has broken the Chicago listener and sales barrier, thanks to the teamwork efforts of Mr. Harm and Harold R. Krelstein, president of Plough radio properties and president-general manager of WMPS Memphis.

The basis of this success in Chicago (and elsewhere) is a relatively revolutionary "precision-timing" program format, which first delivered its big audience punch in Memphis last year and is now being utilized at Plough stations in Boston (WCOP) and Baltimore (WCAO). According to recent Hooper Radio Audience indices, WJJD since June 10 has jumped from ninth to third in Chicago in the 12 noon-6 p.m. segment. It has moved up from eighth to fourth position in the pre-noon hours.

This resurgence comes as no surprise to Frederick Harm, who has been selling radio for 26 years, 20 of them with WJJD. Even now, in his executive capacity, he still believes a manager's strength lies in his ability to sell.

A native of Chicago (born June 11, 1911), Frederick George Harm seemed more sports-minded than sales-minded in his school days at Lane Tech High, where he won numerous ice-skating awards and otherwise excelled in athletics. He attended Northwestern U., where he specialized in advertising.

Mr. Harm got his first job in the advertising department of Grigsby-Grunow (manufacturer of Majestic radio sets), handling copy and other chores. He joined now-defunct WIBO Chicago and moved to WCFL as time salesman in 1931, remaining for two years. The Kremola Co., a Chicago cosmetic firm, offered him the post of advertising manager, which he accepted in 1933, concentrating heavily on radio. Mr. Harm wrote continuity and produced and announced *Curtain Time* on WMAQ for Kremola (which, ironically, was purchased later by Plough Inc., manufacturers of St. Joseph's aspirin and other proprietary products).

In 1936, Mr. Harm joined WJJD as a salesman, then owned by Ralph Atlass before the Atlass interests disposed of it to meet FCC duopoly regulations occasioned by ownership of WIND. (WJJD sale to Field Enterprises was approved in July 1944.) Mr. Harm became commercial manager in 1944 and was appointed general manager in 1951.

WJJD is reluctant to reveal sales figures, but its billings have risen, with a breakdown that shows an increase of 50% in national spot business over a year ago. Additionally, the 50 kw daytime-only station (which shares time on 1160 kc with KSL Salt Lake City) has announced a new rate card (No. 27) effective Nov. 1, calling for increases.

Mr. Harm is firm in his convictions about the aural medium. He says:

"Independent radio today is stronger than ever. The threat of television replacing radio—if indeed there ever was such a threat—just doesn't exist. Proof of the pudding lies in the fact that successful radio stations which have programmed with the public interest and listener appeal in mind can't supply advertisers' demand for availabilities." In ratings, Hooper gave WJJD a 16.8 (12 noon-6 p.m.) and 8.0 (7 a.m.-12 noon) for August-September in terms of share of radio audience—and the station claims respective boosts of 630% and 300% in those periods since last June 10.

Mr. Harm belongs to the Radio & Television Executives Society of New York and Broadcast Adv. Club of Chicago and serves on Mayor Richard J. Daley's Chicago Citizens Committee. His interest in law enforcement activities is reflected in some measure on WJJD programming.

He married the former Gertrude Cora on Oct. 28, 1933. They have two children, Duane, 17, all-state quarterback in 1955 at Glenbrook High School (in Northbrook, Ill., a Chicago suburb where the Harms reside) and now a student at the U. of Wisconsin, and Demares, 12. Mr. Harm's hobbies are golf, boating and skiing.

Mark of Integrity

...in reporting circulation facts

We display the Audit Bureau of Circulations* symbol with pride! It's our mark of circulation integrity!

The seasoned marketing man finds trustworthy data vital in his work of advertising media evaluation. And *reliable net paid circulation figures* are among the most valuable facts he uses in selecting printed media for his advertising campaigns.

Once every advertiser guessed about circulation accuracy and gambled on advertising results; today he need not question the wealth of data in any A.B.C. audit report, for it contains only *verified* answers to his most searching circulation queries.

* * *

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. **To be sure of what your print media dollar buys—look for the A.B.C. symbol.**

When a media director or advertiser asks us, "How much paid circulation? What do your readers pay? Where does your circulation go? How do you get circulation—your audience for my advertising?", we need only show him our latest A.B.C. audit report. There he finds factual answers that annually pass the test of a trained A.B.C. circulation auditor's scrutiny.

And any buyer of space can decide for himself, with confidence, the value of our circulation audience. Our A.B.C. membership means circulation reported in accordance with recognized, impartial standards, established by buyers and sellers of space working together in A.B.C.

Publishers who meet the Bureau's high standards know the A.B.C. symbol as a mark of circulation integrity. The value-wise advertiser, too, has learned that *the A.B.C. symbol is his dependable guide to the audited facts* about net paid circulation that protect his advertising investments.

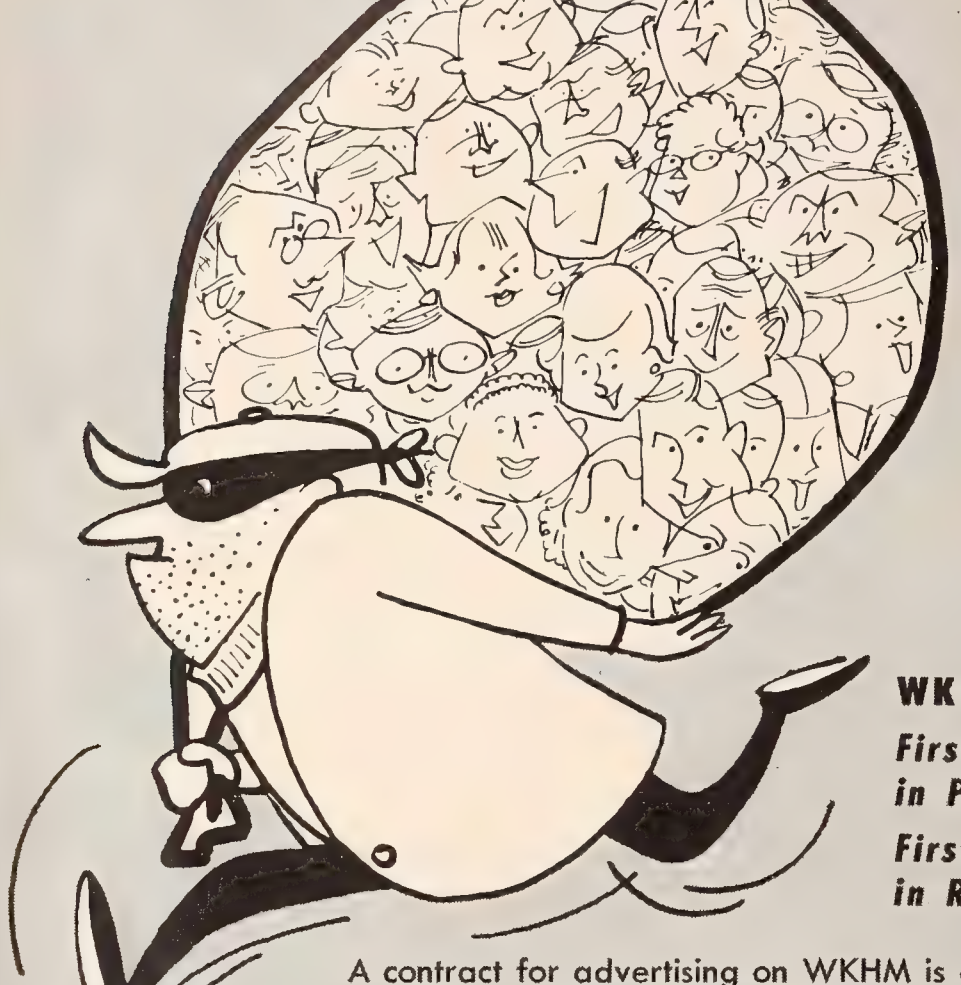
BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MEASURE OF SERVICE...MARK OF INTEGRITY

Your License to Steal!

YOU CAN ACTUALLY RUN AWAY WITH THE JACKSON MARKET!



WKHM...
First in Power!
First in Ratings!

A contract for advertising on WKHM is as if you'd been given a license to steal! Every spot helps you steal into the hearts and heads of thousands of listeners and carry away their loyalty to your product or service. Small wonder so many listeners prefer WKHM. It serves up the three most wanted features in radio today . . . news, music and sports!

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit | **WKMF** Flint, Mich. | **WKHM** Jackson, Mich. | **WSAM** Saginaw, Mich.

Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKHM JACKSON, MICHIGAN

Represented by HEADLEY-REED

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

The Community Stations

KNORR Broadcasting Corp. Affiliate



E. J. OWENS

on all accounts

E. J. (EDDIE) OWENS, vice president of the Kudner Agency Inc., New York, has an obvious affinity for the Goodyear Tire & Rubber Co., Akron, Ohio. Last June 30, he completed 40 years of association on the Goodyear account, believed to be a record for continuity in the advertising business.

Mr. Owens' initial activity on the Goodyear account began July 1, 1916, when he joined Erwin, Wasey & Co. in Chicago. He became the account executive in 1921. In 1929, Mr. Owens transferred (with the Goodyear account) to the agency's New York office, and in 1935, when Arthur Kudner, then president of Erwin, Wasey & Co., left to form his own agency, Mr. Owens joined the new group as vice president, continuing as account executive on Goodyear.

A native of Chicago (born June 29, 1891), Mr. Owens was employed by Marshall Field & Co. and the Northwestern Railroad before entering advertising. He worked for the John Lee Mahin agency and Taylor Critchfield, both in Chicago, before joining Erwin, Wasey in 1916.

Many striking changes have occurred in advertising over the past 40-odd years, according to Mr. Owens. In early days, he points out, the most important task of the agency was to solicit ads and obtain enough to fill the space for which the agency had contracted.

With the emergence of radio and subsequently television, the Goodyear account, under Mr. Owens' supervision, took advantages of the newer media.

Mr. Owens has been married to the former Agnes Harding of Chicago for 37 years. They live in Manhattan and Mr. Owens is an ardent sports fan, particularly interested in baseball. He roots with equal fervor for the New York Yankees and the Giants. A regular weekend visitor to the Polo Grounds and Yankee Stadium, Mr. Owens spends at least part of his annual vacation in Arizona during the Giants spring training.

He belongs to the Recess Club in Detroit, the Detroit Athletic Club, the Akron City Club and the Portage Country Club in the latter city.

IMPACT

OF A 21-GUN SALUTE!



FOR THE TV STATIONS AND SPONSORS WHO
WANT THE NO. 1 SHOW IN THEIR MARKETS...

⚓ TV's NEW STAR-SPANGLED

RATING-WINNE

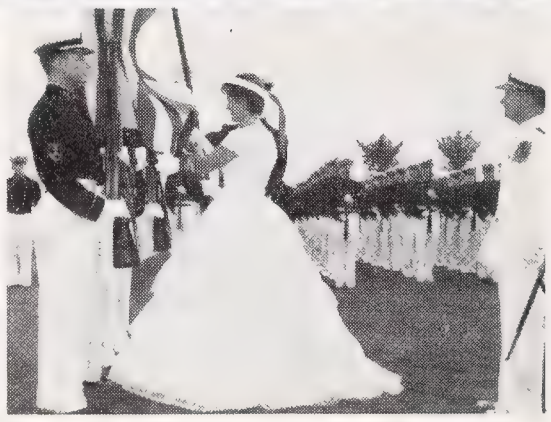
"MEN

Anna

THRILLING TALES
OF MEN AND ADVENTURE!

PRODUCED WITH THE FULL COOPERATION OF THE DEPARTMENT OF DEFENSE AND T







BIG AND LAVISH . . . WITH SEQUENCE AFTER SEQUENCE

FEATURING OUR HOLLYWOOD STARS

FILMED AT ANNAPOLIS! In the classrooms, on the playing fields, aboard the battle fleet . . . wherever Men of Annapolis go into action!

AT YOUR COMMAND . . .

SPINE-TINGLING SHOWMANSHIP!

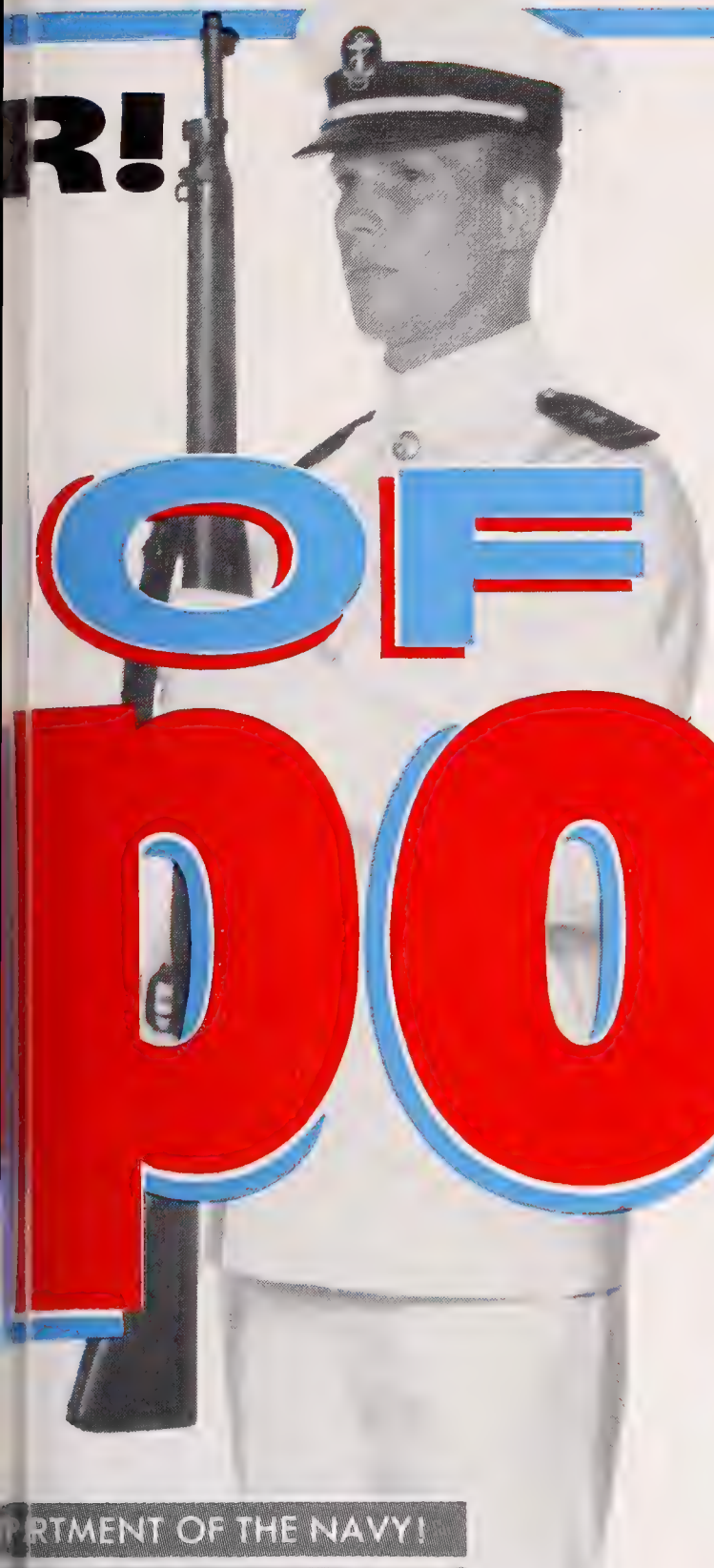
Every week your viewers will thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U. S. Midshipmen.

YOU'LL BE THE PROUD SPONSOR O

THE NO. 1 SHOW IN YOUR MARK

Your product will be seen in a program p ple will take pride in watching, in talk about, in recommending.

R!

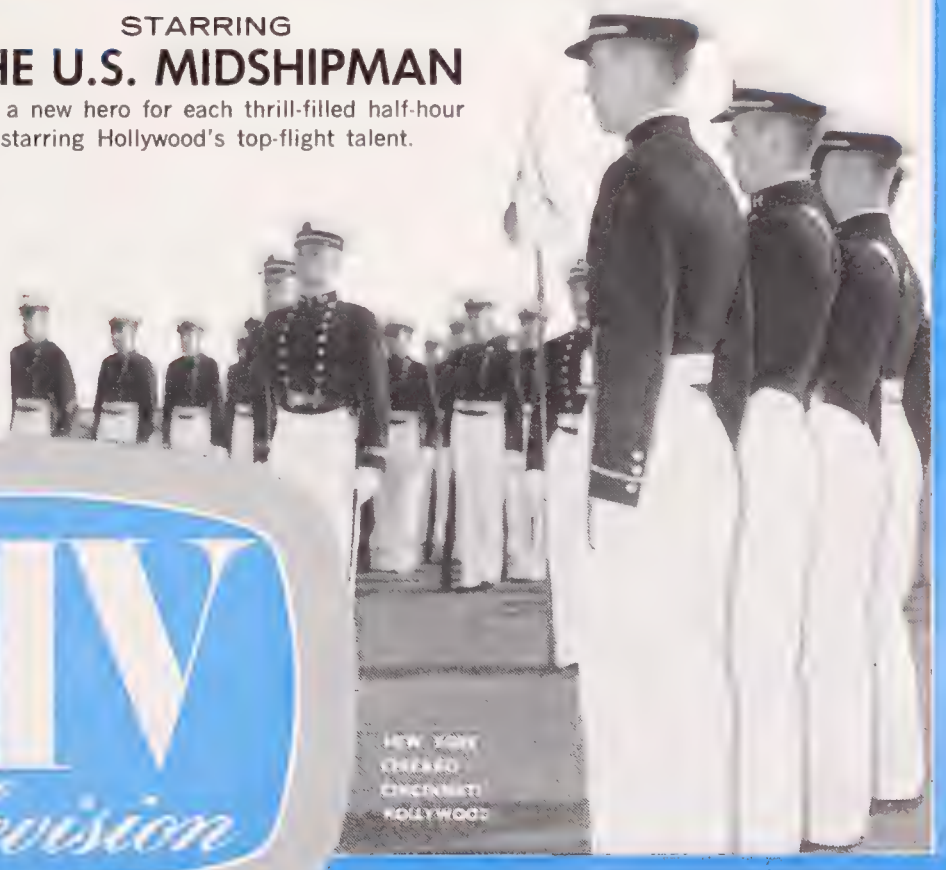


⚓ COMPELLING
AS THE CALL TO COLORS!
⚓ GLORIOUS
AS OUR COUNTRY'S HISTORY!

OF "polis"

⚓ SURGING WITH
EXCITEMENT, SENTIMENT AND HEROISM!
AND THE SALES IMPACT OF A 21-GUN SALUTE!

STARRING
THE U.S. MIDSHIPMAN
with a new hero for each thrill-filled half-hour
starring Hollywood's top-flight talent.



RTMENT OF THE NAVY!



e YOU are the proud
appy sponsor when
ommunity hails
N OF ANNAPOLIS"
or phone us today
early audition date.

ZIV Television

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD

CAPITAL BOOM . . . . . IN HOME FURNISHINGS!



Things are busier than ever in the Capital these days. Home furnishings (appliances, furniture, radios and television sets) are selling at an extraordinary rate — a rate never before equalled in Washington history.

Sales of home furnishings in the Capital last year reached an all-time high—*just short of 100 million dollars.* This figure represents a rise of 40% in just five years, a rate of growth greater than the *total annual home furnishings sales* of Jacksonville, Richmond or Salt Lake City!

Advertisers are paralleling this big buying pattern with greater and greater investments in the Capital's most effective media—WRC and WRC-TV, Washington's *Leadership* Stations. During the first half of this year, advertisers of home furnishings increased billings on these stations by *83.4% over those for the first half of 1954!*

Like these advertisers, you'll move your product into more and more homes when *you* go with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING
TELECASTING

Vol. 51, No. 18 **OCTOBER 29, 1956**

15% FEE SYSTEM: TO BE OR NOT TO BE?

- **That is the question which advertisers may answer from forthcoming ANA study of agencies**
- **Approval for project given at 47th annual meeting of association last week in Chicago**

THE Assn. of National Advertisers last week launched a special study aimed at providing information on which individual advertisers can make up their minds whether to continue or quit the present 15% commission system of agency compensation.

The study will investigate the functions and practices of advertising agencies in today's advertising world. It was approved by the ANA board of directors as a climax to the three-day 47th annual meeting of the association last week in Chicago.

The convention also was highlighted by discussions of radio and television (including color) and other media. General theme was the growing demands on today's advertising. Approximately 500 ANA member representatives attended the meeting at the Drake Hotel Oct. 22-24.

Delegates heard predictions that advertisers will spend $150 million annually in network color by 1957 on the basis of present network momentum; assurances that aural broadcasting, especially network radio, is very much alive as a low-cost advertising medium, and recommendations that advertising assume a more important role in top management.

Agency compensation came to the fore Wednesday morning with a report by ANA's special study committee under John McLaughlin, sales and advertising director, Kraft Foods Co. Stressing that neither ANA nor the committee could champion any single system or formula for compensation —obviously because of possible antitrust action—Mr. McLaughlin's group recommended a "completely objective, independent, comprehensive, authoritative, up-to-date source of information . . . a study based on sound research, which would present facts on advertising agencies . . . without prejudice . . . in an unbiased way."

The study will be undertaken by Prof. Albert Frey, marketing professor, Tuck School of Business Administration at Dartmouth College, at an estimated cost of $30,000-$40,000. ANA expects to present a preliminary report at its 1957 spring meeting and a final one next fall, Mr. McLaughlin said.

The committee and ANA officially has been on record for a review of agency-client relations generally and with the contention that compensation is "the prime responsibility of the advertiser," not media. This has been the ANA's board sentiment since it appointed the special 11-man committee last May and has been made plain in other ANA sessions as well as before the American Assn. of Advertising Agencies [B•T, June 4, 18; May 14, 21; Aug. 27].

At its spring convention last March advertisers generally anticipated a continuation of a variation of the 15% fee method and indicated that agencies could expect to continue receiving the commission from media, although advertisers would not desire to be precluded from dealing with media directly at net rates and would pay additional compensation for special services [B•T, March 19]. AAAA members and media generally have favored the 15% fee norm.

Paul West, re-elected president of ANA, told B•T Wednesday that agency reaction to the committee's findings and study project was "very good" and felt no basic battle is involved. Over 100 agency representatives were guests of ANA at its annual banquet Tuesday evening and many also sat in on the agency compensation session Wednesday morning, along with media personnel. Marion Harper Jr., president of McCann-Erickson, gave an agency man's views on commissions.

In his talk Mr. McLaughlin said his committee found "dissatisfaction" had been "smouldering under the surface" for a long time before the Justice Dept. brought it out into the open.

(Under terms of a consent decree, the AAAA has agreed not to insist on adherence to the 15% commission principle as a condition of AAAA membership.)

Advertisers are seeking answers to a number of questions. Among them: "Should the commission on packaged shows be the same as on agency dated shows?" and "Are television costs getting out of line?" Another: "If the advertiser buys a merchandising service, to which purchase and use of the service the agency contributes nothing, are others allowing it to be commissionable?" Top management is seeking the answers from advertising managers and "demanding better management of the advertising function," Mr. McLaughlin emphasized. Among other areas in which the ANA study will penetrate is one on nature of services available from agencies.

Mr. McLaughlin expressed confidence that results of the project "will prove to be one of the most important contributions to the advertising industry ever made" because it will "define the function of the modern advertising agency in today's marketing process," the extent to which it confines its responsibilities to creation of advertising, to which it contributes to the entire marketing operation and to the degree it becomes involved in research, merchandising, pricing, etc. The study also will show different agency practices in serving clients and ways agencies are paid, with respect to services other than time and space.

With such a study, he explained, advertisers will be better able to "solve the problem with their advertising agencies of establishing the most productive relationship."

At a news conference later Mr. Mc-

TWO VIEWS ON THE COMMISSION PROBLEM



McLAUGHLIN: Recommends "study based on sound research . . . without prejudice . . . in an unbiased way."



HARPER: Says that "No one has yet found a method more applicable . . . than standard commission structure . . ."



HOW WORDS FORM AN IMAGE

NBC Radio's new "Imagery Transfer" technique, wherein the network says its vocal commercials can trigger memories of other, more costly ads—television and magazines, for example—was described at the ANA convention by Matthew J. Culligan, vice president in charge of the NBC Radio Network. Here is the condensed text of the remarks made by Mr. Culligan.

YOU SEE before you a man who does not believe that one picture is worth a thousand words. For example:

Woman's scream
Male voice saying "your money or your life"
Female voice saying "I'm Marilyn Monroe . . . KISS ME"
Male voice saying "congratulations . . . it's a boy"
Sound of automobile tires under emergency braking

Pictures could add little to the response of most people to those sounds. They conjure up an image as only words and sounds can.

There are sounds, including words, which convert latent memory pictures into top-of-the-mind responses. Were I to know, and be able to mention to each of you individually, the name of your best friend . . . your pleasant response would be immediate. You wouldn't necessarily remember all the reasons why he is your best friend . . . just the sound of his name would trigger your emotional, pleasant response.

We believe a similar result can be achieved in relation to your brands through understanding and use of imagery transfer in your national advertising.

If your company has been in business a reasonable length of time, and has produced good products, advertised them well in print and demonstration television, and achieved good retail display exposure, it is inevitable that latent memory images will have been created in the minds of millions of consumers. In effect, you have stored up in millions of human memories a wealth of potential energy. It doesn't serve you until it is converted somehow into kinetic, action-producing activity, i.e., the buying of your product.

It is to this "somehow" that we of the NBC Radio Network have addressed considerable time and treasure. We have become convinced that the science which can serve us best in this connection is General Semantics, and our network has joined the New York Society for General Semantics.

The men who have pioneered this new discipline of the mind are now conferring with us to establish ways and means of study and research to first make us understand ourselves, then make us understand others, then build the sound and sight bridges over which will travel thoughts of utmost clarity and maximum efficiency. It may take years for us to achieve demonstrable results via this approach, but the potential rewards to be gained are worth almost any price in time and treasure.

Let us examine imagery transfer in advertising.

The chairman of the board of a Chicago advertising agency, one of the creative greats of our business, wrote me some days ago about imagery transfer, sending me a copy of a recent speech of his. In this speech, he pointed out that the human mind and memory nerve had not substantially improved over the past 20 years. However, the amount of product information advertising men want the public to remember has more than doubled.

We know that the human memory can store an incredible number of images, including advertising images. For an advertiser, these images have tremendous potential energy in actual sales. The problem is to convert this potential energy to kinetic, usable buying action.

It is my proposition that radio, because of certain exclusive inherent properties, is literally the perfect instrument of imagery transfer from the memory to the "top-of-the-mind" during the critical hours and minutes prior to the act of buying.

First, radio is the best "point of use" advertising medium. By that I mean it delivers advertising messages to the public during the *use* of products.

The housewife uses drugs, cosmetics, food and household cleansing products *while she is listening to radio.* She can't read newspapers, she can't watch television, she can't see billboards. You can conjure up your product image at the very moment she is using your product, or the product of your competitor.

The man in his workshop, or the man mowing the lawn, or repairing his boat, or washing his car, can listen to radio at the same time. He cannot read magazines, or watch television or see billboards. Here again, you can transfer product images from his memory to the top of his mind at the very time he is working with or using the products of your competitors.

With millions driving on weekends, or to work, or to shopping centers, only radio and billboards can affect imagery transfer from memory to the top-of-the-mind. When you add to this the almost incredible cost efficiency of radio, you have the ideal imagery transfer instrument.

Cost efficiency will become even more important in coming months and years as print and television rates increase, as increase they inevitably will. During my five years in the magazine industry, consumer and trade, I personally witnessed the great increase in rates from 1945 through 1950. I understand they have increased at least as much from 1950 to present. This has forced some advertisers to decrease in frequency in major consumer magazines.

If this price trend continues, and there is evidence it will, a very apparent danger emerges. The print advertising will still be very effective in registering product and copy images in the memories of the public, but the conversion of these memory images to top-of-the-mind buying impulses may falter because of lack of frequency and the fierce competition of other advertising.

Radio could well bridge the gaps between print ads and trigger the conversion of print advertising images from the memory to buying impulses.

During my four years in television I observed the gradual but rapid breakdown of continuity and frequency in television advertising. First, the hour per week advertisers converted to either two hours per month, or half hours per week. Then the half-hour advertisers went from four out of four shows per month to three out of four, then to two out of four, and this season, we had several cases wherein advertisers have decreased their television sponsorship to one half hour show per month.

This, in my opinion, is still good advertising, for the product images created by sight, sound, demonstration, and increasingly, color, must continue to be enormously effective. The danger is that these images may not be readily transferred to top-of-the-mind consciousness at the critical time, i.e., the hours and minutes immediately before buying.

See how beautifully radio fits into the pattern of the future? If an advertiser has two half-hour shows per month on television, he can bridge the gaps and convert the product images developed by television to buying impulses on a daily basis through imagery transfer via radio.

Laughlin stressed that an advertiser must first establish his needs before "value and price can be assessed" in business-like negotiations. He said one major agency executive told him that "if the Frey report does what you say it will do, it will be one of the great contributions to us." It was explained the study would be as "universal" as possible and take cognizance of all size advertisers. "The old concept of small and large advertisers is diminishing in terms of growth and change," Mr. West observed.

Edwin W. Ebel, vice president for advertising and consumer relations, General Foods Corp., who stepped down as ANA board chairman, asserted that "if we created the impression that there will be horse-trading (as a result of the government's consent decree) on Madison Ave., that was not true." In response to questions, he talked of "deals in terms of honest business negotiation rather than horse-trading" and warned "we must be careful to approach client-agency relations and compensation in a way that will preserve the climate of creativity."

Harper's Views Expressed

Mr. Harper's views on agency compensation were these:

(1) The large agency provides a unique service in managing a "variable creative workload" and providing skilled creative people "within the standard compensation," and otherwise assumes responsibility of maintaining, developing and financing a pool of creative manpower "in terms of the creative quality sought . . . not in terms of the ability of the advertiser to pay."

(2) Internal economics of the agency business "are in appropriate proportion to the risk taken under present compensation practices, but rising costs are changing this proportion.

(3) "Contrary to the dire predictions of the '30s, the 'inflexible form' in the method of agency compensation has become an integral part of an expanded media service to the public and a vital and dynamic business economy. In short, it works.

(4) "The conventional commission arrangement, however, is not related to any meaningful breakdown of the hundreds of services in hundreds of media and hundreds of varying space and time rates per unit of audience, but is only related to the advertiser's total outlay. The agency, in its own professional judgment, determines the amount and cost of the labor and service to be applied to message and media. It determines the proportion of emphasis, the order of priority and relevance to the total sales development goal, for which it takes responsibility in the terms of cessation of compensation upon notice.

(5) "Total advertising agency compensation 20 years from now will be largely the result of a continuation of individual negotiations relating the needs of the client to the creative sales development services of the advertising agency.

(6) ". . . No one has yet found a method more applicable to the needs of business than the standard commission structure . . . The main direction of the ultimate solution will rest in . . . the standard method now tying compensation to the value of results obtained by the sales development service . . . A governing principle in seeking an optimum system of compensation (is that of) percentage share of the assigned result . . ."

(7) Agency compensation is an infinitestimal part of an opportunity for striving to reduce distribution costs to remain competitive, with increased competition for worldwide markets confronting the marketing function.

Mr. Harper felt the advertising profession "generally would advance the cause of business further, faster, if it would devote its energies to the main target—more productive advertising." He suggested that sales development is the basic purpose of the "modern, complete advertising agency" and that agencies analyze, prove and experiment in this area. Mr. Harper questioned whether, as a central issue, agencies can stay within the 15% structure "and yet deliver the range of services that brings maximum returns in sales development." He felt any considerations in revising the commission system should be based not on rising costs "but on their appropriateness to the agency function and advertiser-agency relationship.

"Any alternative compensation systems must stand the tests of whether they stimulate quality competition, provide adequate incentives for creativity, reward calculated risks, hold administrators responsible for results, protect objectivity and independent viewpoints, identify creative men with entire goals of the business and not simply its parts."

Members of the ANA special study committee, headed by Mr. McLaughlin, are C. J. Coward, General Electric Co.; Don Frost, Bristol-Myers; Ed Gerbick, Johnson & Johnson; J. Ward Maurer, Wildroot Co.; George Mosley, Seagram Distillers; Ed Rothman, Ford Motor Co.; Henry Schachte, Lever Bros.; Bill Smith, Thomas J. Lipton; Paul Willis, Carnation Co., and Ralph Winslow, Koppers Co.

Aside from Mr. West, who was re-elected ANA president, other officers named were Mr. Mosley, ANA board chairman, succeeding Mr. Ebel of General Foods, and Ralph Winslow, Koppers Co., as vice chairman. Re-elected directors were Ben H. Wells, Seven-Up Co., and George Abrams, Revlon Products. Four new directors are Ray Weber, Swift & Co.; Albert R. Stevens, American Tobacco Co.; George Frost, Cannon Mills, and Ralston H. Coffin, RCA.

Duckwall's Theory Of Media Buying

At earlier ANA sessions Gene Duckwall, vice president and media research director, Foote, Cone & Belding, Los Angeles, noted that the problem of investing advertising dollars has become more complex in recent years because of the growth of tv as a major medium and "many more magazines, broadcasting stations and other media." He introduced a new "intrusive-directory" concept for media. Tv and radio were described as "intrusive" media while publication advertising is primarily "directory" and newspapers a combination of both, involving passive and active attitudes by consumers.

"High interest products can be advertised most effectively in directory media and low interest in intrusive media," Mr. Duckwall contended, though he stressed this should not be construed as a preference for one type of medium exclusively. He also explained terms of "first" and "second" money relating to investments for low interest and low cost products and high interest and infrequently bought items.

In certain instances, like advertising refrigerators, he said, it's best to spend "first money" on directory media and, if the budget permits, "second money" on intrusive media.

Mr. Duckwall cited Purex as an example where "first money" should be invested in intrusive media. Purex is currently putting all its advertising funds "in the clearest type of intrusive media—television," Mr. Duckwall said, adding: "I think they are correct in doing so, primarily because the soap and cleanser field represents the best example of low interest product which does not merit or receive readership as compared to other products." He said a number of advertisers actually have applied these principles.

TV GETS ATTENTION OF ANA DELEGATES

Pinkham tells Chicago convention that video medium has grown 'as though it had a pituitary disorder' and predicts advertisers will invest $600 million in network color television by 1960.

TELEVISION—both color and black and white—proved an attention-getter for ANA delegates at their 47th annual convention in Chicago last week, thanks to a "progress and prognosis" report and live closed-circuit presentation by NBC-TV.

Advertisers will invest $150 million annually in network color by 1957 and $600 million by 1960 if the two networks (NBC-TV and CBS-TV) "sustain their present momentum," Richard A. R. Pinkham, vice president in charge of NBC-TV network programs, told ANA representatives Tuesday.

He noted television has grown overall "as though it had a pituitary disorder" and noted that "more people are watching television over more stations more hours of every day of the week than ever before." He decried the contention that tv's novelty has worn off or ever will, because intra-network competition will mean new programs and new concepts and personalities.

Noting tv's emergence last year as the No. 1 national advertising medium in billing and increased circulation, Mr. Pinkham reported the average evening tv program now reaches 7.6 million homes for "near satu-

Continues on page 36

RADIO, AS ARTISTS SEE IT

AN IMPRESSIONISTIC painting of a radio set as seen from behind—its insides —won first prize in the competition conducted by Radio Advertising Bureau to develop for radio an "art" that would portray the medium and its effect on the people.

This and two other winners, along with 17 other works commissioned by RAB, are being displayed for the first time today (Mon.) and tomorrow during RAB's second annual National Radio Advertising Clinic at the Waldorf-Astoria in New York (story, page 92). The three prize winners are being announced at the opening session of NRAC this morning (for these and other entries, see reproductions at right).

RAB commissioned 20 young American artists some months ago to submit their impressions of radio. Subject and form was left entirely to the artists.

In a catalog reproducing the 20 entries, RAB President Kevin B. Sweeney explains:

"Radio broadcasting became an important shaper of American life when it was only 10 years old.

"Today, 25 years later, it is one of the strongest influences on the daily lives of tens of millions of Americans.

"We felt that such an important part of American life and business should have an 'art,' that radio and its effect on people should be interpreted pictorially for today and preserved for tomorrow . . ."

Judges of the entries were art critic Frank O'Hara, Prof. Raymond Dowden of Cooper Union Art School, and William Atkin, editor of art and architectural books for the Rheinhold Pub. Corp.

Jackson Wolfgang Beck, designer and artist, directed the project for RAB.

All 20 works are to be offered for sale to radio and advertising executives following the exhibit during the NRAC sessions. Prices range from $125 to $225 each. Each of the three winners is being offered at the top price.

In addition to the winners and other works shown on these pages, one titled "Kilowatts," by Barrie C. McDowell, was given honorable mention.

Other entries, not shown here, were "Viva Voce," a work in ceramics by Robert L. Adams; "Central Source," by Macdonald Stewart; "Portable Living," by Henry Markowitz; "Listeners on Wheels," by Edward R. Rager Jr.; "In the Beginning," by Vito Giallo; "Superheterodyne," by Erle Yahn; "Convention," by Robert Weaver; "Music Man," by Cliff Condak; "Rock and Roll," by Andrew Warhol,



FIRST PRIZE: The Oracle, by Ernest R. Smith, gives an impressionistic rear view of the insides of a radio set. The 32-year-old artist was born in Los Angeles. He was an award winner in an exhibition at New York City Center in 1955.



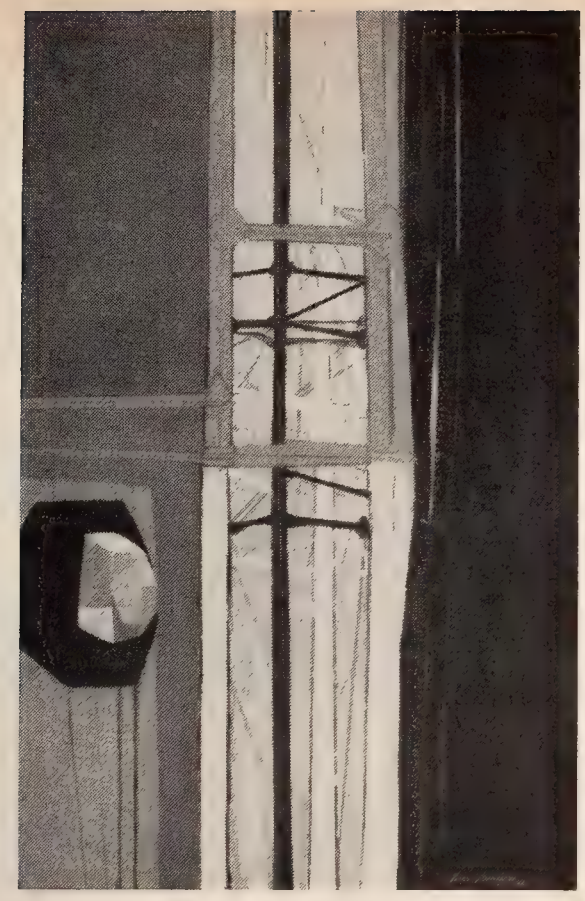
ENTRY: Particle Transmission, by Roy Kuhlman, has a background of concrete. Before the cement had dried, Mr. Kuhlman painted it and inserted the radio parts which form the pattern evident here.



ENTRY: Live Mikes, by Vincent Di Giacor metal projections from the canvas, with wi



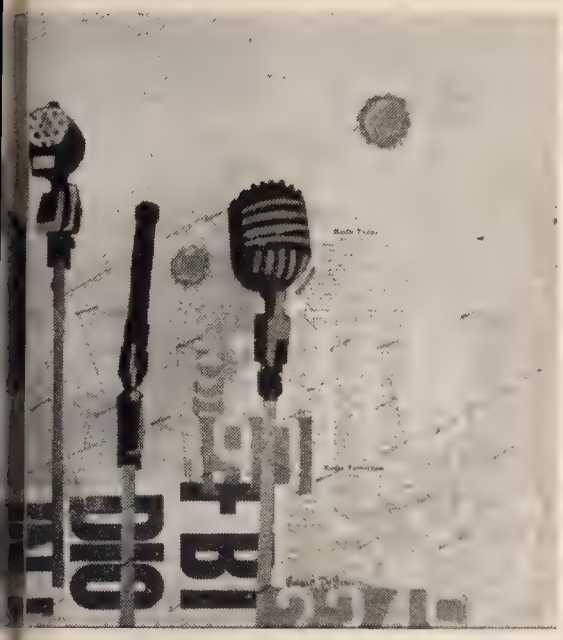
ENTRY: The interview, by Robert Andrew Parker, typifies one of radio's basic news and information functions. It is a water color on paper.



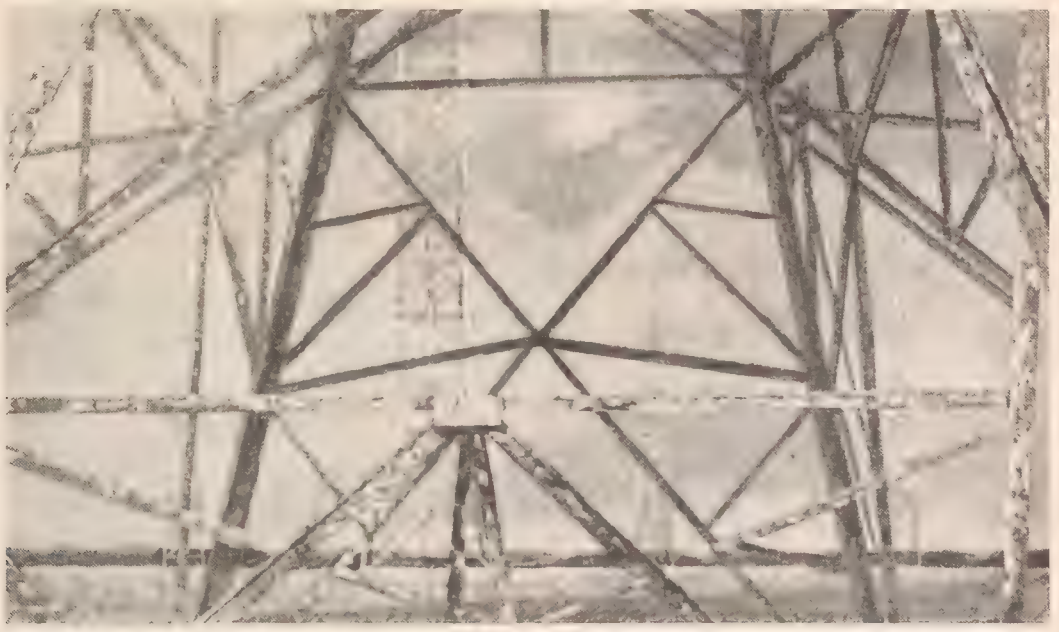
SECOND PRIZE: Tower, by Arno Sternglass, is an abstract painting of microphone and tower. The artist, 30, was born in Berlin.



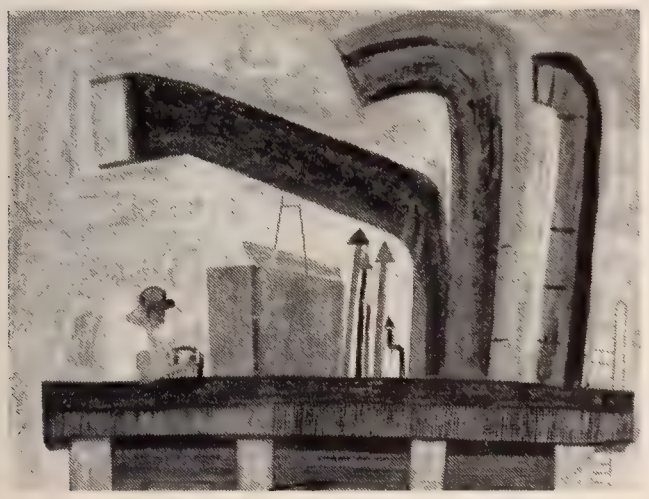
THIRD PRIZE: Maestro, by Sheldon Cotler, depicts a conductor leading an orchestra in what is obviously a studio. Mr. Cotler was born in New York 23 years ago, traveled abroad, is now painting in New York.



pin and wire collage, with small
ading them together.



ENTRY: Sky Patterns, by John Wheat, looks out through the lower structure of one radio tower upon the silhouettes of others rising up ahead and at both sides.



ENTRY: Rooftop Listener, by Robert F. Sullivan, is a water color demonstrating the reach of radio. It shows a workman taking his momentary ease on a rooftop, dialing for a favorite program.

ENTRY: Combination Man, by Winslow Williams, is done in highly photographic style. It portrays one of the mainstays of radio, the board operator-announcer.



Continues from page 33

ration"—or one out of every six homes. He claimed, however, that "the most dramatic growth in tv viewing has occurred during the daylight hours," and "more homes are presently watching television in the morning than watched the average nighttime program during the whole year of 1953." Mr. Pinkham reported 40% of all homes watch television regularly prior to 9 a.m., 70% prior to noon and nine out of every ten homes regularly use their sets in the afternoon.

"Here is where the savvy advertiser is



CLOSING day of Assn. of National Advertisers' 47th annual convention in Chicago brought together two ANA officers and featured luncheon speaker. L to r: Paul B. West, re-elected ANA president; William C. Stolk, president of American Can Co., who spoke on "Capitalism—USA", and George E. Mosley, vice president-advertising for Seagram Distillers Co. and new ANA chairman.

really making his television dollar work for him," he told ANA delegates. "With Class C rates and relatively low program costs, it is possible for even the more modest advertisers to afford daytime exposure two or three times a week and reach a cumulative audience equivalent to and frequently greater than the expensive nighttime attractions and at a significantly lower cost per thousand."

While network and spot tv have shown "incredible growth," Mr. Pinkham pointed out, television "will also become more expensive," based on time cost boosts geared to circulation. He felt, however, that cost-per-thousand will stay in line and that anticipated cost increases won't be significant compared to those in other media.

Discussing high talent costs, Mr. Pinkham noted that "all three networks are permitting one pelvic artist to get away because he was asking an exorbitant price just because he had a friend who was a hound dog." But the problem of talent is being brought under control, Mr. Pinkham claimed, by development of new stars, writers, and directors.

Turning to color, Mr. Pinkham insisted that, "the usually reliable *Wall Street Journal* and *Time Magazine*, to the contrary," color is very much upon us (see story, page 84). By the end of the year, consumers will be able to choose from 40 different models (many under $500) turned out by ten manufacturers.

"Set sales are beginning to boom," Mr. Pinkham claimed, citing set sale increases in New York and Philadelphia the past month and attributing it to increased color program fare, particularly by NBC, which is boosting its nighttime schedule 500%. He also noted color conversion by WTMJ-TV Milwaukee this week and by WNBQ (TV) Chicago last April.

As an indication of color tv's selling power, Mr. Pinkham cited findings of the recent joint NBC-BBDO "Colortown" study on growth and impact of the medium [B•T, Oct. 15].

"Color tv is already beginning to supplant black and white and the roster of companies supporting color tv is a roster of industrial leadership," Mr. Pinkham asserted. "These are the sponsors who are fighting the fiercest competitive battles, who are looking for the extras that spell leadership."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Oct. 31 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 7, 21, 28).

Nov. 1 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 3 (9-11 p.m.) *Ford Star Jubilee,* "The Wizard of Oz," Ford Motor Co. through J. Walter Thompson.

Nov. 4 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 11, 18, 25).

Nov. 9 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 16, 23).

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Oct. 29-31 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 2, 5-9, 12-16, 19-23, 26-30).

Oct. 29 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 5, 19, 26).

Oct. 30 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 6, 13, 20, 27).

Oct. 30 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 6, 13, 20, 27).

Oct. 31 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Nov. 7, 14, 28).

Nov. 1 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 8, 15, 22, 29).

Nov. 2 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 9, 16, 30).

Nov. 2 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Nov. 30).

Nov. 3 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 10, 17, 24).

Nov. 4 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

Nov. 11 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]

Cities Service Tries TNT

THEATRE Network Television Inc., New York, Thursday night staged a closed-circuit tv nine-city hook-up for the Cities Service Co. in order to introduce 5,000 dealers to three new gasoline brands. Connected by TNT were dinner meetings in New York, Boston, Providence, Newark, Philadelphia, Baltimore, Washington, D. C., Richmond and Norfolk, all of which got underway at 8:30 p.m.

Six of the nine cities were hooked together by a two-way system that permitted Cities Service executives, headed by president Burl S. Watson, to conduct a question-and-answer period. Following the business part of the meeting, Cities Service staged a special entertainment show, featuring Jack Lescoulie, Jonathan Winters and Paul LaValle and the Cities Service "Band of America."

19% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 19% more at filling stations than Grade B area families of any other Richmond market TV station

	Amount Spent on Gas, Oil, Lubricants by Grade B Area Families	Percentage
WXEX-TV	$73,806,000	100%
Station B	$59,529,000	80.7%
Station C	$59,812,000	81%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

For busy two-headed time buyers who buy in four station markets



***33** ARB of the top 50 shows

***34** Telepulse of the top 50 shows

KLZ-TV outrates, outsells 'em all in DENVER

- * Highest number of syndicated half hours sold. 13 of top 15 in both surveys are seen on KLZ-TV.
- * Highest rated local news, weather, sports and children's shows.
- * Highest rated nighttime network shows.
- * Highest rated daytime network shows.

Sharpen up your schedules with a potent spot buy on KLZ-TV. Wire your KATZ man or call Jack Tipton, General Sales Manager, KLZ-TV.

Denver's highest powered TV station.
Represented nationally by the KATZ Agency.

CBS IN DENVER
KLZ TELEVISION
Channel 7
CBS TELEVISION

THE P.I. BOYS DON THEIR SANTA GARB

Approach of holiday season brings increased requests to stations for time promoting everything from hypnosis courses to children's toys.

SIGNS of Christmas are appearing early around radio and tv stations as the influx of per inquiry offers starts to swell.

The current crop of P. I. deals indicates that the toy business will be booming this yearend. At least one industry figure believes the most active P. I. offer of all will be a game with a commercial twist—Who's Got the Rate Card?

Approach of the holiday season has brought a stack of P. I. mail to B•T, forwarded by broadcasters who recall promised miracles of past holiday seasons along with such unpromised complications as assorted litigation, audience protests and federal involvements.

The P. I. business of recent weeks includes dolls, balloon, toys, cuckoo clocks and rubber games. Then there are such year-round rate-card evaders as vitamins, magazines, meat tenderizers, correspondence school courses and a recording that promises to teach hypnotism in 15 minutes.

A toy offer submitted by Samuel Gerber Adv., Boston, covers "10 king-size Mickey Mouse Club balloon-like toys for $1 ppd." Samuel M. Gerber, president, opens his letter, "You undoubtedly have had experience with balloon offers before. This is another, which I feel, has more to offer—not only in quantity and value, but a legitimate tie-in with Walt Disney characters. . . . .I would appreciate your considering this on a P. I. or protected guaranteed basis. We can pay 50¢ on each dollar sale. Promotion from November to Dec. 15. Ideal for Christmas!"

Promises of Profits

Mr. Gerber adds, "I personally am responsible for this creation; my entire background as an advertising agency will stand the closest credit and character check you can make. I've had my own agency for 10 years and can show a clean bill of health in all my agency activities." The 50% profit on each sale is "less agency commission." The agency suggests a daily count of orders received be forwarded to it.

Pittman Co., Portersville, Calif., ". . . can't find words to properly express the extraordinary importance of this bombshell that will blast your way to real big money!" The offer covers "unique clocks that have been nationally advertised for $9.95 with cuckoo, $5.50 without, with prices now smashed to $3.95 and $2.95 including delivery charges by surface mail. . . . except the 15¢ packet fee."

These "genuine Black Forest clocks" provide $1 profit on each sale "or you may add another $1 to this making you $2 profit and still be extremable (sic) low." The offer is signed by James W. Pittman, manager.

Kleicar Corp., Chelsea, Mich., has a Rub-R-Art game that sells for $1. "It has appeared on the Arlene Francis *Home Show,* in *Parents* magazine and elsewhere," writes Henry B. Wilcox, of Kleicar, adding, "We can pay a full 30¢ on either a per inquiry or a per order basis; prompt same-day shipping guaranteed. . . . We can pay weekly, monthly, or you may deduct your commission from cash received."

Enclosing suggested air copy, Mr. Wilcox add a postscript, "You may edit copy as you see fit." The copy has an opening announcement cue into music, middle announcement of about 200 words and closing copy.

Sunway Vitamin Co., Chicago, which Marcus Bernstein, president, says "have been successfully selling their product solely over radio for the last 18 years on a satisfaction guaranteed or money refunded basis," has a $2 vitamin offer that will "pay your station $1.36 per order." With each order, Mr. Bernstein writes stations, "the Sunway people send—absolutely free—a handsome extra large heavily silver-plated serving spoon. . . ." Finally, station managers are offered a spoon and bottle of vitamins for personal use.

Maher's Offer

Maher Publications, Chicago, offers "40% of every dollar that comes in" for *Country & Western Jamboree,* 10 issues for $2 "plus autographed photos of four favorite recording stars." It also offers *Down Beat,* 12 issues for $3, plus a special issue of an extended play record ($1.98 value). The offer is made by Charles Suber, publisher.

Three Vee Co., New York, has 3V Papaya instant meat tenderizer that lets the station "retain 50% on every $1 mail order for your selling efforts," according to an offer signed by Charles E. Eckel, general manager. He writes, "New York stations WCBS' Galen Drake, WMGM's Carlton Fredericks, WOR's Martha Dean and John Gambling and others have done a good job for us on this item."

Advertising Co. of America for its American School pays $2 less 15% per inquiry. "In addition, if enrollments are obtained at a cost of less than $10, the school pays the difference. That is, the school pays an additional $2 for each enrollment obtained for $8, an additional $3 for each enrollment obtained for $7, etc. Audits are made 90 days from the date leads are received." Frank K. Levin, director, adds, "Good results have been obtained at nearly every broadcasting time. We shall be glad to hear from you. This could be a good thing all around."

Comes the Hypnotic Approach

Kenneth Shaker Advertising Co., Hollywood, some weeks ago invited stations to increase their revenue $500 to $1,000 a week. "It's as easy as being hypnotized . . . but I'm not in a state of hypnosis when I tell you that we are breaking all mail order records with our hypnotic kit that sells for $5. . . . and I mean really sells," writes Kenneth Shaker, president. He includes a facsimile of a big display ad that ran in the *New York Mirror,* without mentioning whether this newspaper space was on a card or per inquiry basis.

The payment plan for broadcasters is described as follows: "And what's so delightful to the station managers is that we pay a healthy $2 commission on each and every order that our tested five-minute E.T. brings on your station! . . . We'll then shoot you the tested five-minute E.T. that has the selling punch of that *New York Mirror* ad!"

BYMART-TINTAIR SPLURGES IN TV

BYMART-TINTAIR Inc., New York, is planning its biggest use of television since the time (1950-51) when it spent close to $4 million (via *Somerset Maugham Theatre* on both CBS-TV and NBC-TV) in its effort to make Tintair (dye) an overnight household word. Starting "within 30 days," Bymart-Tintair, which is looking for tv station availabilities for a spot campaign as well, hopes to be sponsoring a syndicated tv film program in at least 90 markets to introduce its newest product, identified thus far only as a shampoo.

Product Services Inc., its agency, currently is screening a number of film properties, and reportedly is seeking a program that would appeal particularly to the female viewers.

Agency spokesmen indicated that the client has sets aside a $1 million appropriation for the tv film program alone with an additional $800,000-plus set aside for the tv spot announcement campaign breaking about the first of the year also in 90 markets and for 39 weeks.

G&R Adds Two Partners

WILLIAM S. KINNEY Jr., a copywriter, and Henry R. Hallowell Jr., of the contract department, have been named partners in Gray & Rogers, Philadelphia advertising and public relations agency, enlarging the firm's ownership group to 14. Their appointment becomes effective Jan. 1 of next year.

Before joining Gray & Rogers in 1947, Mr. Kinney worked for Donahue & Coe agency, New York, the *New York Journal American,* and H. M. Klingensmith Co., Canton, Ohio, agency.



MR. KINNEY



MR. HALLOWELL

Mr. Hallowell joined Gray & Rogers in 1951. Before that he was with Neal D. Ivey Co., a Philadelphia agency no longer in business.

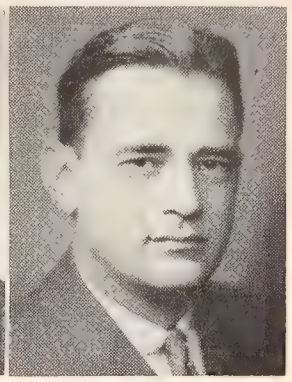
RUTHRAUFF & RYAN ELECTS BEIRN PRES.

F. KENNETH BEIRN, executive vice president of Ruthrauff & Ryan, New York, was elected president of the agency last week, succeeding Robert M. Watson, who moved up to vice-chairman of the board.

Simultaneous with Mr. Beirn's election, the agency announced the completion of a two-year administrative streamlining program "completely in tune with modern progressive management practices."



MR. BEIRN



MR. WATSON

Mr. Beirn joined Ruthrauff & Ryan about a year ago and before that served as president of Biow-Beirn-Toigo Inc. From the time he joined R&R, he has headed the agency's creative services activities. Before joining Biow, Mr. Beirn headed the New York office of Dancer-Fitzgerald-Sample. Before that he was with Grant Adv. and Pedlar-Ryan.

BEER IN PHILADELPHIA TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Schlitz (J. Walter Thompson)	1	1	4	100
2.	Pabst (Leo Burnett)	2	1	5	87
3.	Miller (Mathisson)	(P)	1	2	8

PHILADELPHIA INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Ballantine (William Esty)	—	3	17½	255
2.	Schmidt (Al Paul Lefton)	—	3	15½	210
3.	Esslinger (J. Cunningham Cox)	—	1	10	189
4.	Pabst (Leo Burnett)	2	1	5	103
5.	Piel's (Young & Rubicam)	—	1	10	100
6.	Schlitz (J. Walter Thompson)	1	1	4	83
7.	Ortlieb (Samuel Taubman)	—	3	4½	80
8.	Stegmaier (McCann-Erickson)	—	1	5	35
9.	Miller (Mathisson)	(P)	1	2	7

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Census Heads May Drop Radio Ownership Query

RADIO set saturation in U. S. households has reached such a high point that it has been suggested the set ownership question be dropped from the Census Bureau's questionnaire for the 1960 nationwide census.

A. W. von Struve, public information officer of the Census Bureau, said this suggestion has been made to the American Statistical Assn.'s Census Advisory Committee, which advises the Census Bureau on the decennial census.

But the Census Bureau has made no decision on the radio set question, Mr. von Struve said, and the matter is still "wide open." He indicated that if leaders in the broadcasting industry are interested in retaining the radio set ownership query in the 1960 questionnaire, they should make their positions known to the Director of the Census. The final version of the 1960 questionnaire on population and housing will be completed next year.

There is no question that a similar question on tv set ownership will be asked in the 1960 census, Mr. von Struve said.

He explained that a proposed question to determine which households had am and fm radio sets was dropped from the 1950 census questionnaire on grounds people were not familiar enough with the differences in am and fm to give accurate information. In the past, the Census Bureau has dropped such questions as one concerning literacy on grounds there are few people nowadays who cannot read.

Mr. von Struve said the Census Bureau will welcome any suggestions regarding questions to be asked about radio set ownership—such as whether households have two or more sets—as a possible replacement for the question on whether there is a radio in the home.

The Census Bureau has made a special survey on multiple radio ownership, but the regular decennial census has not sought figures on multiple radio sets in the home, Mr. von Struve said.

NARTB represents the broadcast industry on the Council of Population and Housing Census Users, comprising users of census information and statistics from the various fields. This group makes suggestions to the Census Bureau on the questions to be asked in the census taken every 10 years.

Two Appointments by NL&B

APPOINTMENTS of Leonard Kent and Albert A. Klatt as vice president and director of its research and copy departments, respectively, have been announced by Needham, Louis & Brorby Inc., Chicago. Mr. Kent has been in charge of research since the resignation of Steuart H. Britt, and Mr. Klatt has been acting head of copy since the resignation of Curtis Berrien.

Thermo-Chef Names A&E

MICRO-MOISTURE Controls, for Thermo-Chef, has appointed Ashe & Englemore Adv., New York, to handle its advertising. Plans have been made to use participations on NBC-TV's *Today* and *Tonight* shows for approximately 60 markets. Campaign, starting Nov. 12, will run until the end of the month.



Don't wait 'till the front seats are gone... 1,000,000 people by 1961

You have heard it said that the South is America's last economic frontier. A region where great new consumer franchises can be built.

This is true. But as ever happens, late-comers seeking the promised land more often find that the frontier has vanished. Others are solidly entrenched at lesser cost and greater profit.

Already this picture takes shape in Atlanta. Population of the Metropolitan Area is now reliably put at 869,014. In less than five years it will surpass a million.

In 1961 what will be *your* competitive position in Atlanta? *What is it now?*

WSB Radio and WSB-TV invite you to share the rewards of this great and growing market's present and future. Put in your ground-floor claim on the South's largest radio and television audiences today.

• • • • •

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. NBC affiliate. Representatives are Edw. Petry & Co.

Leadership is traditional . . .



wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in August 1956

1.	Westinghouse	$3,722,013
2.	Procter & Gamble	3,381,682
3.	General Motors	2,360,728
4.	Philco Corp.	2,271,418
5.	Sunbeam Corp.	1,493,638
6.	Colgate-Palmolive	1,485,490
7.	RCA	1,460,988
8.	American Home Prods.	1,260,927
9.	Gillette Co.	1,191,214
10.	General Foods	1,100,374

CONVENTIONS UPSET TOP 10 ADVERTISERS DURING AUGUST

POLITICAL convention sponsorship was responsible for a radical change in the makeup and ranking of the top 10 tv network advertisers for August of this year, according to a tabulation based on Publishers Information Bureau's computation of tv network gross billings.

Westinghouse Electric, with more than $3.7 million (sponsored conventions on CBS-TV), topped the listing. Procter & Gamble bought more than $3.3 million of network television time (gross), spending about a half million dollars more than in August of 1955.

The unusual totals for the top 10 advertisers, swelled by political convention timebuys, resulted in every one of the 10 spending more than $1.1 million. Four had an outlay of more than $2 million; seven of more than $1.4 million, with the other three well over $1 million. All the national advertisers which sponsored convention coverage on any one of the three tv networks appeared on the list. In addition to Westinghouse: General Motors (Oldsmobile Div. on NBC-TV); RCA (on NBC-TV); Sunbeam Corp. (on NBC-TV), and Philco Corp. (on ABC-TV).

It took big spending on the part of "regular" national advertisers to break into the list last August. P & G, Colgate-Palmolive, American Home Products, Gillette and General Foods all showed enough strength to appear in the listings. As a yardstick of the accelerated spending by convention sponsors: Philco in August of 1955 spent $168,035 in network tv, General Motors failed to make the top 10 grade that month, and Sunbeam bought only a little more than $165,000 of tv network time.

Network tv's gross billings in August this year were up some $12.3 million above the gross for that month a year ago. The January - through - August period showed billings about $57.4 million higher this year compared to last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR AUGUST AND JAN.-AUG. 1956, COMPARED TO 1955

	August 1956	Jan.-Aug. 1956	August 1955	Jan.-Aug. 1955
Agriculture & Farming	$ 59,126	$ 449,345	$	$ 39,690
Apparel, Footwear & Access.	279,048	1,974,053	194,028	2,154,709
Automotive, Auto Access. & Equip.	4,685,287	39,480,522	3,357,599	28,167,944
Aviation, Aviation Equip. Access.	....	....	17,055	76,395
Beer, Wine & Liquors	656,743	4,717,136	618,319	4,924,144
Building Materials & Supplies	117,550	2,175,782	51,420	724,255
Confectionery & Soft Drinks	377,325	5,984,974	122,468	4,700,753
Consumer Services	238,176	1,532,080	40,773	793,569
Drugs & Remedies	2,774,283	24,467,602	1,804,937	14,115,452
Entertainment	36,963	36,963	....	....
Food & Food Products	6,471,508	57,345,011	5,824,156	52,119,864
Gasoline, Lubricants & Other Fuels	323,283	2,787,156	399,057	3,095,294
Horticulture	2,784	211,185	....	109,669
Household Equipment & Supplies	6,380,014	23,653,144	2,378,548	20,049,290
Household Furnishings	111,630	2,050,796	28,690	1,660,190
Industrial Materials	742,849	6,507,739	363,505	4,427,404
Insurance	271,576	2,852,676	26,600	1,072,490
Jewelry, Optical Goods & Cameras	350,366	3,711,392	211,818	2,930,424
Office Equipment, Stationery & Writing Supplies	323,458	2,759,160	415,631	3,790,302
Political	3,140	8,435	....	....
Publishing & Media	299,533	1,024,306	68,396	486,742
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	4,176,259	8,567,226	422,892	5,581,053
Retail Stores & Direct by Mail	....	....	....	10,392
Smoking Materials	2,832,602	26,671,326	3,202,819	27,337,947
Soaps, Cleaners & Polishes	4,701,204	39,630,839	3,848,724	28,664,047
Sporting Goods & Toys	21,211	393,298	....	45,927
Toiletries & Toilet Goods	6,330,461	53,686,494	6,856,377	48,302,363
Travel, Hotels & Resorts	43,170	383,550	40,350	340,500
Miscellaneous	78,426	1,883,611	50,786	1,796,687
TOTALS	$42,687,975	$314,945,801	$30,344,948	$257,517,496

Source: Publisher's Information Bureau

LEADING ADVERTISERS BY PRODUCT GROUPS DURING AUGUST, 1956

Ralston Purina Co.	$ 43,776
Best Foods, Inc.	89,272
General Motors Corp.	2,314,051
Joseph Schlitz Brewing	204,060
Johns-Manville Corp.	58,314
Coca-Cola Co.	152,462
American Tel. & Tel.	238,176
American Home Prods.	1,170,722
Paramount Pictures Corp.	36,963
General Foods Corp.	1,100,374
Gulf Oil Corp.	216,180
Stern's Nurseries Inc.	2,784
Westinghouse Electric Corp.	3,722,013
Armstrong Cork Co.	82,725
Aluminum Co. of America	173,650
Prudential Insurance Co. of America	223,500
Eastman Kodak Co.	128,156
Gillette Co.	99,855
New York State Democratic Committee	3,140
Time Inc.	261,907
Philco Corp.	2,258,181
R. J. Reynolds Tob. Co.	779,243
Procter & Gamble Co.	3,089,479
Mattel, Inc.	21,211
Colgate-Palmolive Co.	1,164,384
Pan-Am. World Airways	43,170
Armour & Co.	52,973

KGW-TV

ABC-TV CHANNEL 8

PORTLAND, OREGON

Associated with KING Broadcasting Company, KING & KING-TV, Seattle

announces the appointment of

BLAIR-TV

as exclusive national representative

on-the-air date, December 17, 1956 · Video power 316,000 watts

PIONEER BROADCASTING COMPANY

Walter Wagstaff, *Manager, KGW-TV* John Pindell, *Sales Manager, KGW-TV*

Strengthen your Portland schedule NOW. Check KGW-TV availabilities with your nearest Blair-TV office:

NEW YORK	ST. LOUIS
CHICAGO	DALLAS
BOSTON	LOS ANGELES
DETROIT	SAN FRANCISCO
JACKSONVILLE	SEATTLE



MAKING final plans for The Hidden Treasure Show are (l to r) Messrs. Corbly, Clemons, Esau, Burke and Gericke. The show will be sponsored by the DAV.

DISABLED AMERICAN VETS WILL SPONSOR QUIZ SHOW

All home viewers will be eligible for money prizes on hour-long, once-monthly program by paying one dollar entrance fee. William Tell Productions to produce new series.

A NEW, hour-long, monthly quiz show in which all home viewers may compete for some $55,000 in prizes will start in February with Disabled American Veterans as sponsor, William Tell Productions, producer of the program, announced last week. Each program will be a complete contest, and any viewer may enter upon payment of a $1 entrance fee. The idea was granted clearance some months ago by the U. S. Post Office Dept., William Tell officials reported.

They said the program will be self-liquidating, through the requirement of the dollar entrance fee. The entrance fees will go to the DAV.

Originated by William Tell Productions President William T. Clemons and called *The Hidden Treasure Show,* the series is patterned after newspaper contests in which entrants determine the missing words to complete a series of sentences. In *Hidden Treasure,* the sentences will be known as "Songrams" and viewers will be given visual clues through the presentation of musical production numbers. A total of $55,000 in cash prizes will be awarded on the first show and the awards may subsequently go higher, spokesmen reported.

The program will be produced on film and officials said it will start simultaneously in a number of major cities. John Esau, one of the William Tell Productions vice presidents who worked out the sponsorship details with DAV last week, said more than 20 million entry blanks will be distributed prior to each telecast.

"The distribution," he said, "will be accomplished through large-space newspaper and magazine advertising which will commence two weeks prior to the showing of each *Hidden Treasure* show. Entry blanks also will be distributed through DAV chapters as well as by television stations in all areas where the program will be seen. These areas will include New York, Philadelphia, Detroit, Chicago, Cincinnati, Los Angeles, Washington, Baltimore, and Boston."

WTP Vice President Karl Gericke, who also took part in the DAV negotiations, said: "The production will be tops in quality and entertainment. We are engaging leading television, musical comedy and recording stars, the best of choreographers and the finest technical crew."

A total of 820 cash prizes will be awarded on the first show, according to WTP President Clemons, who said first prize will be $25,000; second prize $5,000, with eight $1,000 prizes and 810 additional awards totaling $17,000. "On subsequent programs," he added, "the prizes will be increased and, depending on viewer interest, $1 million could be given away on a single show."

Joseph Burke, national commander, and Vivian D. Corbly, national adjutant, represented DAV in the negotiations with Messrs. Clemons, Esau, and Gericke. DAV will use the program, according to officials, as an educational medium to acquaint the public with the needs of America's disabled veterans and with what DAV is doing to meet those needs. Said Comdr. Burke: "*The Hidden Treasure Show* will give us the opportunity to tell the DAV story on television and thus we will be able to reach many more disabled veterans who need help and guidance in their problems."

So. Calif. Tv Network Sold For Special Christmas Show

A LOS ANGELES regional advertiser which has built its business in two years to an estimated $8 million using chiefly tv is spending $100,000 Nov. 10 on a one-hour Christmas show, saturating all Southern California tv channels simultaneously for what is claimed to be the first time.

Riviera Convertible Sofa Bed Co., through George Patton Adv., Hollywood, has signed all seven Los Angeles tv stations, both San Diego outlets, both Bakersfield stations and KEYT (TV) Santa Barbara as a regional network for the program to be aired 11 p.m. to midnight to kick off the Christmas season. To be originated by KNXT (TV), Los Angeles, program will feature Art Linkletter, Hildegarde and others with David Rose orchestra. Large portion of commercials will be devoted to Community Chest. Riviera is using heavy spot tv and newspaper campaign to promote program.

Johnson & Lewis Advertising To Open Los Angeles Branch

JOHNSON & Lewis Advertising, San Francisco, will open a branch office in Los Angeles Thursday with Account Executive Fred Parke moving from San Francisco to become vice president and manager of the new office.

Robert Anderson has severed his partnership with Goodman-Anderson Advertising, Los Angeles, to become a vice president in the new branch of Johnson & Lewis. Among the accounts he takes with him is Nic-L-Silver Battery Co., Santa Ana, Calif., radio-tv advertiser. Mr. Parke said the new Los Angeles office primarily will service the Bank of America account in Southern California. The bank uses radio-tv.

Goodman-Anderson Advertising effective Thursday becomes Goodman Advertising, according to President Mort Goodman. Claire Koren continues as media director and time buyer.

C-P Co. Rearranges Agency Affiliations

COLGATE-PALMOLIVE Co., New York, last week rearranged its agency affiliations for some of its products.

Vel powder and liquid products, with an approximate $4.5 million advertising budget, goes to Lennen & Newell, New York, while its Aerated Shave Cream, Palmolive Rapid Shave, with an approximate $1.5 million budget, moves to Ted Bates & Co., New York, effective Jan. 1. Both Vel and Palmolive Rapid were formerly serviced by William Esty Co.

The company also named Norman Craig & Kummel, New York, to handle its Veto Deodorant account [B•T, Oct. 15], which has an advertising budget of nearly $1.5 million. Bryan Houston Inc., New York, had been the agency.

As a result of the shift, William Esty will no longer be handling any of the Colgate business.

The "blue chips" are buying FRONTIER

Sunshine Biscuits, Lever Brothers, Carter Products and other major national spot advertisers now sponsor FRONTIER in more than 70 markets. Produced by TV's incomparable Worthington Miner, FRONTIER (against Jack Benny) averaged a 22.9* on network television with a neatly balanced audience of 1.01 men, .98 women, and 1.04 children — 36% higher than the day-night average for all programs!** Take your cue from the nation's leading advertisers— inquire now about FRONTIER's 30 award-winning half-hour film programs for your market.

*Nielsen Television Index, Oct. '55–Apr. '56 **ARB Viewers per set*

NBC Television Films

Programs for All Stations – All Sponsors



DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

663 Fifth Ave. in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.



LUTHERANS FIND PAID-FOR TIME BEST ON RADIO

RADIO is a million dollar-plus ally of the Lutheran Laymen's League—$1.3 million to be precise.

For the past 24 years, the League has been implementing a policy of buying and selling on radio—buying time and selling religion to the peoples of the U. S. and 65 foreign countries. Its faith in the medium can best be underlined by its 1956-57 radio budget, which has been set at the record high of $1.3 million.

The League is now sponsoring the 24-year-old *The Lutheran Hour* (Sun., 1:30-2 p.m. EDT) on almost 600 Mutual stations and 60-odd NBC outlets, and rebroadcast in 65 overseas countries. Abroad the program is carried on all continents in 56 languages, with the League buying time on such commercial outlets as Radio Luxemburg, Radio Tangiers, and Radio Goa. In addition some 165 stations in the U. S. carry the program free, raising to about 1400 the total number of outlets carrying *The Lutheran Hour*.



DR. HOFFMAN

Dr. Oswald C. J. Hoffmann, public relations director for the Lutheran Church —Missouri Synod and principal speaker on *The Lutheran Hour*, last week detailed the history of the League as a commercial radio sponsor and explained the reasoning behind its activity in radio. At the outset, Dr. Hoffmann commented on the attitude of the National Council of the Churches of Christ in the U. S. A., which recently has called upon the NARTB and radio-tv stations to make "substantial provisions" for the broadcasting of religious programs free as a public service [B•T, Sept. 3]. Dr. Hoffmann says:

"Our experience in radio leads us to believe that the only effective presentation in the medium is to buy time. In order to obtain favorable time and thereby attain the required frequency to make messages meaningful, we feel it is best accomplished through paid time.

"Mind you, we are not opposed to free time for religious broadcasts. On the other hand, we feel broadcasters have the right to sell time. If an arrangement can be worked out to the satisfaction of the broadcasters and the religious body, I can see nothing wrong. I also feel that religious groups should not be denied the opportunity of buying time on radio, as has happened on some occasions, provided that the program to be presented does not smack of 'religious hucksterism.' "

Dr. Hoffmann reported that the Lutheran's Laymen League had difficulty obtaining radio facilities back in 1933 when *The Lutheran Hour* was launched on a small lineup of midwestern stations. He paid tribute to Mutual, which has carried the program since 1935, for arranging radio network coverage. He observed that the League was one of Mutual's first advertisers and the network saluted the League for its confidence in the new network on the occasion of MBS' 20th anniversary celebration last year.

The value that members of the Lutheran Church—Missouri Synod attach to the program is apparent by the method used to underwrite the $1.3 million expenditure for the upcoming year. Dr. Hoffman pointed out that up until 10 years ago costs were defrayed entirely through on-the-air solicitation. Then, members of the Lutheran's Laymen League decided to include costs of the program as part of local church budgets. In ever increasing numbers, churches have adopted this procedure and for this coming year, the budgets from the churches increased 26% over 1955, Dr. Hoffmann said. Though contributions still come in from listeners (though they are not directly solicited) Dr. Hoffmann estimates that less than 10% of the cost of the program will be underwritten by these funds.

Dr. Hoffmann reported that the $1.3 million budget will be sliced this way: $800,000 for time charges, $250,000 for production and another $250,000 for advertising and promotion.

National Publication Talked by 'NY Times'

Possibility contained in report by Daniel on paper's facsimile operations in San Francisco during Republican convention.

POSSIBILITY of publishing *The New York Times* as "a national newspaper" is raised in a report to *The Times'* management regarding a facsimile edition of the newspaper published in San Francisco during the Republican convention [B•T, Aug. 6].

The report, written by E. Clifton Daniel, Jr., coordinator of the facsimile operation, expressed the view that "1960 would seem a reasonable target date" for beginning publication of a national newspaper in various cities simultaneously. Mr. Daniel stressed in an interview with B•T that the report embodies his observations and recommendations to the newspaper's management and is not to be construed as reflecting the management's views.

The report termed the San Francisco experiment "successful" on the whole, though some technical improvements are indicated. Mr. Daniel observed there is "undoubtedly an appetite for more news on the West Coast and in other regions," adding "that appetite is not being satisfied by local newspapers, news magazines, radio and tv." He said many readers of the facsimile edition complained they could not get enough news from the San Francisco papers, and asked whether *The Times* could not publish every day on the West Coast.

The possibility of advertising in a national newspaper was touched upon in the report. Mr. Daniel noted that the I. Magnin store in San Francisco and Universal-International Studios in Hollywood expressed interest in the paper as an advertising medium. He pointed out that *The Wall Street Journal*, which is published simultaneously in five cities, appears daily in San Francisco "with a rich display of ads."

Mr. Daniel suggested that a national newspaper might employ one or all of several methods of production and delivery, such as photofacsimile transmission, automatic teletypesetting and high-speed delivery from New York by jet aircraft, "which probably will be in general use by domestic air-lines in 1960." He added that although it might be impossible to deliver a newspaper as large as *The New York Times* in vast quantities by any of these methods, consideration should be given to publishing a condensed version of the paper for wide distribution.

"The San Francisco experience," the report said, "suggests that an initial circulation increase of 100,000 might readily be obtained if the papers could be produced and delivered. That estimate, however, is pure guesswork, and should be the subject of exhaustive study, along with the questions of cost, advertising, production, distribution and editorial content."

The cost of producing the facsimile newspaper for five days in San Francisco was ap-

WAFB-TV, WBNS-TV Win In 'Millionaire' Promotion

WAFB-TV Baton Rouge, La. and WBNS-TV Columbus, Ohio, have been awarded $1,000 each in recognition of their summer promotion for the CBS-TV series *The Millionaire* by the sponsor, Colgate-Palmolive Co., New York, through its agency, Ted Bates & Co., same city. Another 10 stations received honor awards of $100 each.

Grace McElveen, WAAB-TV, and Barbara Haddox, WBNS-TV, were the individuals who earned the awards for the stations. Miss Haddox presented the money to the WBNS-TV Scholarship fund.

The $100 honor awards went to the following: James A. Buck, WISH-TV Indianapolis; Jack Ansell Jr., KNOE-TV Monroe, La.; Robert G. Patt, WCBS-TV New York; Don Kirkpatrick, KOSA-TV Odessa, Tex.; Chuck Olson, WREX-TV Rockford, Ill.; Doug Holcomb, WGBI (TV) Scranton, Pa.; Bill McClinton, WSTV (TV) Steubenville, Ohio; Robert Peel, WHEN-TV Syracuse, N. Y.; Pat Griffith, WTHI-TV Terre Haute, Ind., and Robert M. Adams, WTOP-TV Washington.



NOTHING NEW IN RADIO?
TAKE A LOOK AT MILWAUKEE!

MAESTROS AND MUSICANA is the most exciting development in radio in a decade. It has prompted audiences, advertisers and broadcasters everywhere to sit up and listen like never before.

The MAESTROS are five of Milwaukee's most talented and popular air personalities. Their special talents—their understanding and treatment of MUSICANA—have earned them a special title.

For MUSICANA is something special. It is as different a kind of music as Milwaukee has heard since the zither found its last resting place in the public museum. It is not Rock and Roll, repetitious Top Ten, Western, Polka or Longhair!

It is a carefully calculated blending of familiar instrumentals by the better bands and the popular, best-selling vocals of the top artists. It is the music which surveys, record sales and concerts throughout the country have demonstrated time and again is preferred by more people more often than any other.

When much of radio has deteriorated to the loose, trite and repetitious, WISN has established a programming concept rooted in freshness, timeliness, individuality and highly professional production. The result is a brand of radio as exclusive in Milwaukee as Lou Perini's Braves.

Reach the most people who do the most buying at the lowest cost per 1000 in Milwaukee! Reach them with MAESTROS AND MUSICANA on WISN.

DIAL 1150

WISN-RADIO

Edward Petry & Co., Inc.

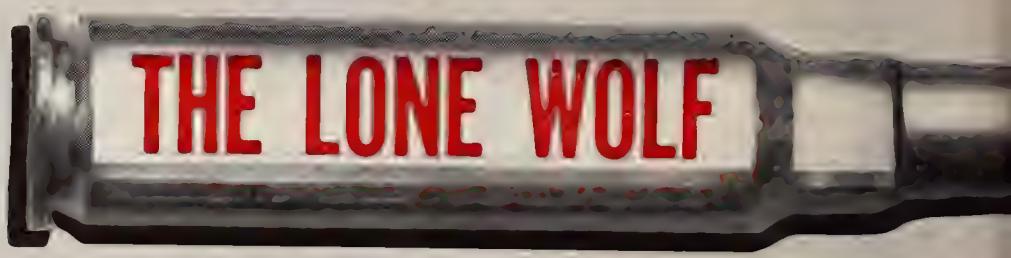
MILWAUKEE'S FIRST STATION

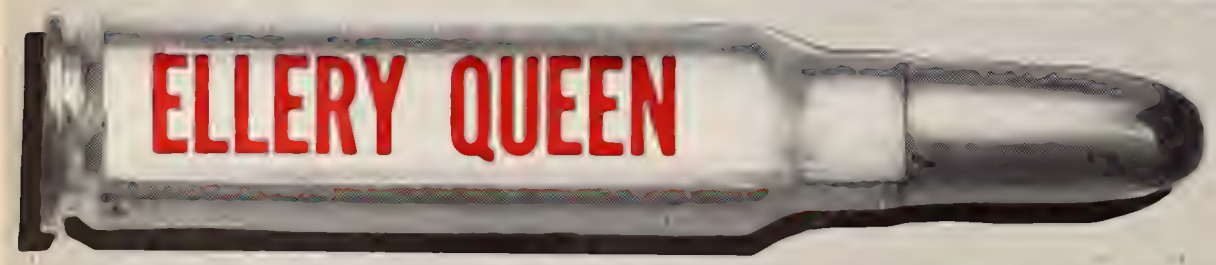
BUILD YOUR OWN

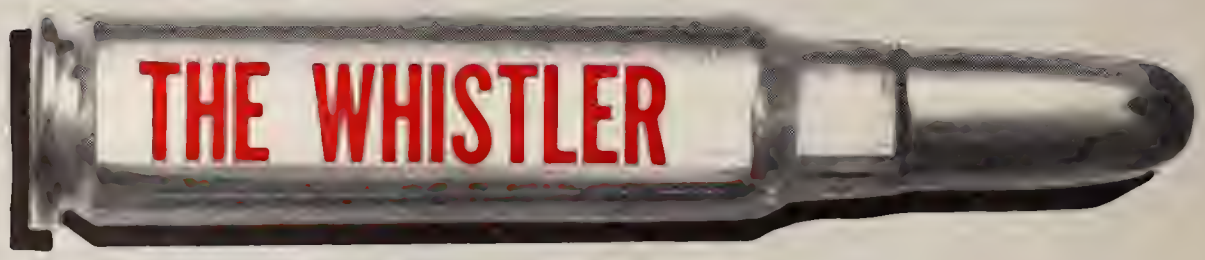
With These 52 Thrilling













SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

711 FIFTH AVENUE, NEW YORK, N. Y.

MYSTERY THEATRE

First Run Feature Films

HOLLYWOOD MYSTERY PARADE



Give 'em what they want! Mysteries are best sellers in books and magazines . . . big box office in motion pictures and on Broadway . . . and tops on TV! This unique package offers you not just ordinary mysteries, but includes the most famous of all fictional sleuths . . . portrayed by top Hollywood stars . . . *IN FEATURE LENGTH FILMS!*

You can't beat this great combination for capturing top TV ratings and more satisfied sponsors. Availabilities will be snapped up fast . . . don't waste a minute!

PHONE TODAY . . . BE ON THE AIR TOMORROW!

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

proximately $75,000. Circulation ranged from 16,000 to 19,000 daily, with the first day's newspaper totaling eight pages and the others 10 pages. No advertising was carried.

Mr. Daniel reported that a few of the problems of using facsimile in publishing a large daily newspaper were the time element, in that considerable handling is involved in the operation, even though transmission is speedy; suitable printing and engraving plants are difficult to obtain; the cost of transmission, and of facsimile equipment.

Among the news media that manifested "considerable interest" in the facsimile operation, Mr. Daniel said, were *Time, The Wall Street Journal,* and Fairchild Publications.

The actual operation in San Francisco was summarized as follows: *The Times* newsmen transmitted thir stories by conventional methods to New York, where they were edited and pages were made up for the facsimile edition. Proofs were rushed to The Times Facsimile Corp.'s plant in New York, where they were taped on the transmitter drum, two at a time. Two transmitters in New York and two recorders in San Francisco were used in alternation.

Using the microwave relay system of AT&T, it took about one hour to transmit the required number of pages. The pages of the facsimile edition were received in San Francisco in the form of film negatives the size of newspaper pages. The film negatives were sent to photoengravers who initially made photo-negatives and then zinc etchings. Matrices were made from the engravings and curved plates were made from the mats for use on a rotary press.

LATEST RATINGS

TOP TV SHOWS (2 WEEKS ENDING SEPT. 22)

NIELSEN

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	17,304
2.	$64,000 Question	Revelon	BBDO	CBS	172	Tues., 10-10:30	15,419
3.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	176	Wed., 7:30-8:30	13,911
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
4.	Perry Como Show	Gold Seal	Campbell-Mithun	NBC	127	Sat., 8-9	13,195
		Kimberly-Clarke	Foote, Cone & Belding				
		Noxsema	Sullivan, Stauffer, Colwell & Bayles				
		Sunbeam	Perrin-Paus				
		RCA	Kenyon & Eckhardt				
		S&H Green Stamps	Sullivan, Stauffer, Colwell & Bayles				
5.	Producers' Showcase	RCA & Whirlpool	Kenyon & Eckhardt	NBC	99	Mon., 8-9:30	12,743
		Buick	Kudner				
6.	Robert Montgomery Presents	S. C. Johnson	Needham, Louis & Brorby	NBC	101	Mon., 9:30-10:30	12,630
		Schick	Warwick & Legler				
7.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	179	Wed., 9:30-10	12,516
8.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	146	Sat., 10-10:30	12,366
9.	Climax	Chrysler Corp.	McCann-Erickson	CBS	174	Thurs., 8:30-9:30	12,026
10.	Private Secretary	American Tobacco Co.	BBDO	CBS	174	Sun., 7:30-8	11,499

Rank	‡ Average Audience Tv Homes Reached (000)
1.	Ed Sulivan Show 14,326
2.	$64,000 Question 14,251
3.	I've Got A Secret 11,649
4.	Gunsmoke 11,423
5.	Disneyland 10,368
6.	Ford Theatre 10,179
7.	Robert Montgomery Presents 10,066
8.	G E Theatre 10,028
9.	$64,000 Challenge 9,877
10.	What's My Line 9,840

	* Total Audience % Tv Homes Reached
1.	Ed Sullivan Show 47.3
2.	$64,000 Question 41.7
3.	Disneyland 37.8
4.	Perry Como Show 36.6
5.	Producers Showcase 35.7
6.	Robert Montgomery Presents 35.5
7.	I've Got A Secret 34.5
8.	Gunsmoke 34.3
9.	Climax 32.9
10.	Lawrence Welk Show 31.7

	* Average Audience % Tv Homes Reached
1.	Ed Sullivan Show 39.1
2.	$64,000 Question 38.5
3.	I've Got A Secret 32.1
4.	Gunsmoke 31.7
5.	What's My Line 29.1
6.	Robert Montgomery Presents 28.3
7.	Disneyland 28.2
8.	Ford Theatre 28.0
9.	G E Theatre 27.7
10.	$64,000 Challenge 27.7

[Details on programs in preceding three tables, but not listed in top table]

Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10
G E Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30
$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	113	Sun., 10-10:30
	Revelon	C. J. LaRoche			
What's My Line	Jules Montenier	Earle Ludgin	CBS	87	Sun., 10:30-11
	Remington Rand	Young & Rubicam			
Lawrence Welk Show	Dodge Div. of Chrysler	Grant Adv.	ABC	195	Sat., 9-10

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

Biggest Bulova Drive Begins

BULOVA Watch Co., Flushing, N. Y., last week launched what it said would be the biggest advertising campaign in its history as it lined up 274 tv stations to carry spot announcements for its new "First Lady" 23-jewel, 18 karat gold women's watches. Originally "sneak-previewed" on Oct. 20's *Jackie Gleason Show* (CBS-TV, Saturdays, 8-9 p.m. EST), the campaign last week moved into spot announcements on a national and dealer co-op basis on both radio-tv. To be seen for the duration of the campaign on the Gleason show, it's been estimated by Bulova officials that over 30 million viewers will be reached daily by spot tv, while 42 million (in 173 markets) will see the ads on the Gleason programs.

Pontiac CBS Buy Confirmed

PONTIAC Motor Div. of General Motors Corp., last week confirmed earlier reports [B•T, Sept. 10] that it would purchase time in four CBS Radio programs to introduce its 1957 model cars. CBS Radio Sales Vice President John Karol announced that the auto-maker, effective Nov. 7, would buy participations in the *Galen Drake Show, Mitch Miller Show, Robert Q. Lewis Show* and the *Amos 'n' Andy* program. Agency: MacManus, John & Adams Inc., Bloomfield Hills, Mich.

North American Philips Signs To Sponsor Olympics on Radio

IN ITS first use of network radio, North American Philips Co. (Norelco shavers and other products), N. Y., has signed to sponsor a special 17-day series of 1956 Olympic game broadcasts from Australia on NBC Radio, starting Nov. 22 and ending Dec. 8. The agency is C. J. La Roche Co., New York.

The transaction was jointly announced last week by P. C. Weinseimer Jr., vice president of North American Philips and William K. McDaniel, vice president, NBC Radio Network Sales. The series, called *Olympics '56,* will consist of 47 five-minute programs and will feature on-the-spot coverage of the competitive events, as well as interviews with Olympic officials and participants. Among the newsmen who will be covering the Olympics events for NBC Radio are Bill Henry, Jesse Abramson, Jim Simpson and Lindsey Nelson.

CBS Radio has announced plans to cover the Olympics from Nov. 24 to Dec. 8 but has not lined up a sponsor or formulated a specific broadcast schedule. Mutual and ABC Radio spokesmen reported they have not finalized their coverage plans.

The Australian Olympics committee is in the process of providing filmed coverage of the games to stations on a syndicated basis. Restrictions imposed by the committee have blocked plans thus far for network and station coverage.

Another Woman Is Late

WITH last week's postponement, the second in two months, for its *Most Beautiful Girl in The World* quiz game, Revlon Products Inc. seems to have come up in effect with a teaser campaign.

Originally scheduled for premiere showing in September, Revlon found that *Most Beautiful Girl* wasn't quite ready for its coming-out party, and filled its committed Monday, 9-9:30 p.m. time slot with re-runs of *Medic.* At the time, Revlon and NBC announced the show would get under way Oct. 22. The latest snarl occurred when Revlon realized that its Nov. 5 program probably would be pre-empted by last minute campaign oratory and, according to Advertising Manager Bill Mandell, "It wouldn't look good if we started off with two weeks, only to be off for the two weeks following." (*Producers' Showcase's* "Jack and the Beanstalk" is scheduled Nov. 12.) *Most Beautiful Girl* may now debut Nov. 19.

Score Another Round for WAFB-TV Promotion!



WAFB-TV, Baton Rouge Wins "Millionare" Contest

Of four national television promotion contests conducted in the last 18 months, WAFB-TV has won first place in three of them. (And we think we'd have won the other one, if our Promotion Director, Grace McElveen, hadn't been on a cruise she won in the second contest, when the third contest came up.) Look at this recent record:

1. **First place winner in "Lucy Show" competition with a double first prize for special merchandising job.**
2. **First place in Screen Gems, Inc. contest on program promotion.**
3. **Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."**
4. **WAFB-TV's only entry won second place in 1956 Billboard promotion contest for "network programs."**

AND NOW

5. **Colgate-Palmolive Company conducted a nation-wide contest among CBS television stations to stimulate interest in "The Millionaire." Once again WAFB-TV's unique superiority in merchandising won first place. Such extra support pays off in extra ratings on WAFB-TV (see below).**

All this, and Ratings, too!



WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for Station B.

WAFB-TV

Affiliated with WAFB-AM-FM
CBS-ABC 200,000 Watts
Reps: Blair Television Associates

"First in TV in Baton Rouge"



. . . there's really BIG NEWS in Baltimore radio!

CBS goes WCBM!

. . . it's *welcome news* to advertisers now on WCBM.

. . . it's *important news* to all advertisers planning a radio schedule in the burgeoning Baltimore market!

. . . now, with programming from the Columbia Broadcasting System, WCBM is an even better "buy" in Baltimore!

. . . the latest surveys* prove our point. Get the facts today . . . direct or from our representatives!

*1st or 2nd in 146 out of 212 ½-hour rating periods 1st—104 times, 2nd—42 times

WCBM

CBS RADIO AFFILIATE
10,000 WATTS ON 680 K. C.
BALTIMORE 13, MD.

Exclusive National Representatives THE BOLLING COMPANY, INC.

ABC Reports $2.6 Million 'Breakfast Club' Billings

APPROXIMATELY $2.6 million in gross total billings has been committed to ABC Radio's segmented *Breakfast Club* (Monday-Friday, 9-10 a.m), it was noted last week as additional new and renewed business was placed on the books.

Latest sponsor was Frito Co. (Fritos), Dallas, which signed for three participations weekly for 13 weeks, starting next February. Agency: Tracy-Locke, Dallas. Also newly-signed to the program and announced last week by George Comtois, ABC Radio's national sales manager: Beltone Hearing Aid Co., Chicago, through Olian & Bronner, same city, for unspecified number of segments starting Dec. 6; Dromedary Co. (Div. of National Biscuit Co.), through Lennen & Newell, New York, varying segments starting Nov. 1 in behalf of Dromedary dates and specialties; Duffy-Mott Co. (Sunsweet prune juice and cooked prunes), via Young & Rubicam, New York, for two segments weekly beginning Jan. 1, and Chas. Pfizer & Co. (for its agricultural division's products), New York, through Leo Burnett Co., Chicago, for a segment daily beginning Nov. 12.

Renewals on *Breakfast Club:* Bristol-Myers Co., New York, through Young & Rubicam, New York, three segments weekly starting Nov. 5, for Sal Hepatica, and three segments weekly starting today (Monday) for Bufferin; John Morrell & Co., Chicago (Red Heart dog food), via Campbell-Mithun, same city, one segment daily, beginning today (Monday).

In other morning program buys, Dromedary picked up segments in *My True Story* (Monday-Friday, 10-10:30 a.m.) and Magic Matching Thread Co., Bridgeport, Conn., which bought a segment weekly on the program, through Curtis Adv., New York, effective Oct. 19, is using network radio for the first time. According to Mr. Comtois, the new and renewed business covers more than 300 segments in the network's morning programming block.

Chicago Dairy to Use Radio For Its 100th Anniversary

SIDNEY WANZER & SONS, Chicago dairy, which has been a traditional print advertiser for years, will utilize radio for the first time in its history early next year to point up its 100th anniversary.

The company plans a saturation announcement campaign on three local stations as part of an estimated $125,000 advertising program starting about the second week of January, it was reported. Approximately 40 spots will be aired weekly for the first 13 weeks.

Wanzer currently sponsors a segment of Clint Youle's weather program nightly on WNBQ (TV) Chicago, its only tv property, and was reported to have turned to radio to obtain more advertising frequency. Commercials will include jingles and by-products (milk, etc.) pitches tied in with the anniversary theme. Agency is George H. Hartman Co., Chicago.



People watch programs, not towers. *Without* the new tower the last Pulse showed that 15 of the top 15 once-a-week shows are on WMT-TV, 10 of the top 10 multi-weekly shows are on WMT-TV. The 25-county Area Pulse showed WMT-TV first in share of audience, with 418 out of a possible 461 quarter-hour firsts. Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each. *With* the new tower it will be easier than ever to watch WMT-TV's programs.

WMT-TV • CBS for Eastern Iowa • Mail address: Cedar Rapids • National representatives: The Katz Agency

** Target date: December*

Motorola Realigns Ad Dept.

REALIGMENT of the advertising department at Motorola Inc., Chicago, was announced last week, with the appointment of Bob Van Brundt, former national sales manager, as manager of television advertising and sales promotion, and Peter H. Whelen, present sales promotion manager, as manager of radio advertising and sales promotion. Appointments were announced by Harold J. McCormick, Motorola advertising and sales promotion director, as a move toward a "greater degree of specialization by products." Both Messrs. Van Brundt and Whelen will be responsible for national advertising and other activities and report to Mr. McCormick and radio tv sales managers. George Mahoney becomes manager of advertising services.

Newman Firm Joins Ad Fried

THE Louise Newman Adv. Agency, Oakland, Calif., has merged with Ad Fried & Assoc., also Oakland, according to Ad Fried, president of the enlarged firm which retains his name. Mrs. Newman, before opening her own agency, had been assistant promotion manager of King Feature Syndicate, New York, business management consultant and director of advertising for several industrial firms. The merger marks the beginning of a planned expansion of the 15-year-old Fried organization.

NETWORK NEW BUSINESS

Oldsmobile Dealers signed for one-shot *1957 Rocket Revue* on ABC-TV (Nov. 8, 8:30-9 p.m. EST) promoting new Oldsmobile models. John Daly will host and Bill Hayes will be "singing master of ceremonies." Agency: D. P. Brother, N. Y. and Detroit.

Chrysler Corp., Detroit, to sponsor annual Thanksgiving Day Parade of J. L. Hudson Co., Detroit, over ABC-TV, Nov. 22 (10:15-11 a.m. EST). Agency: McCann-Erickson, N. Y.

SPOT RENEWAL

John H. Breck Inc. (hair preparations), Springfield, Mass., through H. B. Humphrey, Alley & Richards, N. Y., renews participations in NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) for 52 weeks, effective Nov. 2.

AGENCY APPOINTMENT

Dole-Hawaiian Pineapple Co., Honolulu, appoints Foote, Cone & Belding, S. F., for its new products division. FC&B will launch radio-tv spot drive shortly to introduce line of frozen fruit juice concentrates.

Madera Bonded Wine & Liquor Co. (Mt. Zion wine), Baltimore, appoints Applestein, Levingstein & Golnick Adv., same city. **National Health Aids,** Baltimore, also to AL&G.

Briffs Mfg. Co. (plumbing fixtures), Detroit, renames MacManus, John & Adams, Bloomfield Hills, Mich., effective Jan. 1, 1957.

J. Strickland & Co., Memphis, Tenn., appoints Noble-Dury & Assoc., Nashville agency, for Royal Crown hair dressing and cosmetics.

Yuk-a-Puk Farms Inc., N. Y., appoints M. M. Fisher Assoc., Chicago, to handle advertising. Company is owned by Morey Amsterdam, radio-tv-night club entertainer.

A&A PEOPLE

Marshall C. Lewis, account executive at Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, elected vice president and transferred to agency's N. Y. office.

Charles A. Conrad, account executive and assistant to president, Ruthrauff & Ryan Inc. N. Y., to Dancer-Fitzgerald-Sample Inc., same city, as account executive.

Charles H. Weissner Jr., account executive, J. Walter Thompson Co., N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in similar capacity.

Robert R. Glenn, N. W. Ayer, Detroit, and **Charles E. Spungin** to R. Jack Scott Inc., Chicago, as account executives.

Mort Reiner and **Leo La Montagne,** on staff of Product Services Inc., N. Y., promoted to timebuyers.

Anthony Rocco, former local sales manager, WGR Buffalo, to Barber & Drullard Inc., Buffalo agent, as head of new radio-tv department.

Richard P. Prezebel, formerly art director at Potts, Woodbury Inc., Kansas City, Mo., to Compton Adv., Chicago, in similar capacity.

Alan Hahn promoted to radio-tv copy director, Joseph Katz Co., N. Y.

Robert A. Berman, tv director at R. Jack Scott Inc., Chicago, to Olian & Bronner Inc., same city, in similar capacity.

Ronald Schwartz to George Burtt Adv., Hollywood.

George J. Hoag, formerly with Procter & Gamble, appointed merchandising director at Wherry, Baker & Tilden, Chicago.

Jonathan Yost, west coast director, radio-television, Doyle Dane Bernbach, to Ted Bates, Hollywood, as television producer.

Sylvia Dowling, tv copy supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., appointed senior copywriter, Benton & Bowles, N. Y.

Arthur A. Simon, formerly in marketing services division of Dun & Bradstreet Inc., named market research director at Tatham-Laird Inc., Chicago.

Edward Simon, formerly with Kenyon & Eckhardt, N. Y., to Bryan Houston, N. Y., in research department.

Thomas L. Hughes Jr., M. H. Hackett Co., N. Y., senior copy writer, to Paris & Peart Inc., same city, as associate copy director.

Ruth Reynolds, H. W. Kastor & Sons, Chicago, to copy staff, North Adv. Inc., same city.

WCDA-B • ALBANY
WAAM • BALTIMORE
WBEN-TV • BUFFALO
WJRT • FLINT
WFMY-TV • GREENSBORO
WTPA • HARRISBURG
WDAF-TV • KANSAS CITY
WHAS-TV • LOUISVILLE
WTMJ-TV • MILWAUKEE
WMTW • MT. WASHINGTON
WRVA-TV • RICHMOND
WSYR-TV • SYRACUSE

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
Chicago
San Francisco
Atlanta

Look at these results: WBZ-TV TRIPLES RATINGS OVER PREVIOUS MONTH WITH WARNER FEATURES & POPEYES!

WBZ/4TV

1170 SOLDIERS FIELD ROAD, BOSTON 34, MASSACHUSETTS • ALGONQUIN 4-1212

October 17, 1956

Mr. Bob Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, N. Y.

Dear Bob:

This is the kind of letter I really enjoy writing. Our new "Boston Movietime" program featuring those wonderful Popeye cartoons and "First Time on TV" Warner Bros. features more than tripled our ratings in September over those of August. The ARB average in the Monday-Friday period (4:45-6:45 PM) leaped from a 4.3 up to 13.7!

What's more, the very first time out, "Boston Movietime" beat "Mickey Mouse Club" which runs against us for an hour in this period. Last month we pulled a 4.5 against a 15.7 for the hour. But look what happened with "Boston Movietime" — we got a 14.5 to the opposition's 12.6.

Yes, Popeye and Warner Bros. features have changed the viewing habit here in Boston and New England. Families push their supper time back a little to enjoy this excellent television fare. And the audience composition is something, too. "Boston Movietime" now boasts of an audience of 26% men, 41% women, and 33% children!

In one week, the program drew 33,383 letters and postcards. And needless to say, we're completely sold out.

Of course, we knew these pictures were great. And we backed them with a fine host, Alan Dary, and the biggest promotional campaign to hit New England. Wrapped all together, AAP's wonderful pictures produced these sensational results.

The future? "Boston Movietime" is growing every day. And as the season advances, we are confident these ratings will go even higher. We, and our sponsors, couldn't be happier.

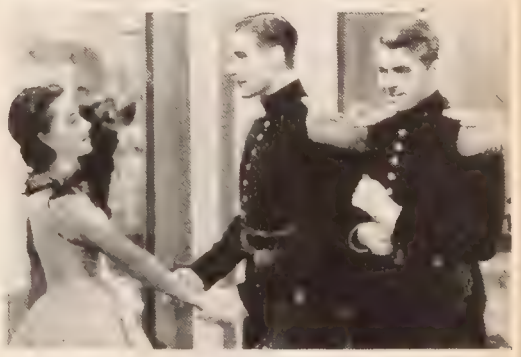
Best regards,

F. A. Tooke

F. A. Tooke
General Manager



"THE PETRIFIED FOREST"



"THE SANTA FE TRAIL"



"SHINE ON HARVEST MOON"



"THE STORY OF LOUIS PASTEUR"



"CONFIDENTIAL AGENT"

Capture the Audience in YOUR MARKET with WARNER BROS. HITS and POPEYE cartoons

Call or wire today

a.a.p.

Associated Artists Productions, Inc.

345 Madison Ave.
New York City
MUrray Hill 6-2323

CHICAGO • 75 E. Wacker Drive • DEarborn 2-4040
DALLAS • 151 Bryan Street • RAndolph 6043
LOS ANGELES • 9110 Sunset Boulevard • CRestview 6-5886

NEW PRM DIVISION HEADED BY STARK

NEW division of PRM Inc. has been established with a $5 million allocation as a combination entertainment-investment company to function in motion pictures, television and other theatrical enterprises, it was announced jointly last week by Louis Hessler, PRM board chairman, and Eliot Hyman, president of Associated Artists Productions, New York, a PRM subsidiary.

Plans for the venture, disclosed in Hollywood, were accompanied by the announcement that Ray Stark has been named to head the new division. Mr. Stark has resigned as vice president of Famous Artists Corp. and has been appointed vice president in charge of the west coast division of PRM and executive in charge of production for AAP.

Mr. Stark said the new division will finance, develop, create and package motion pictures, television programs and other theatrical enterprises and will puchase interests in other production companies and in the contracts of top entertainment personalities. It also plans to participate in co-production ventures.

The new unit, according to Mr. Stark, will be worldwide in scope. Offices shortly will be opened in London and Rome.

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation in four months than the combined annual paid of all other vertical magazines in this field.

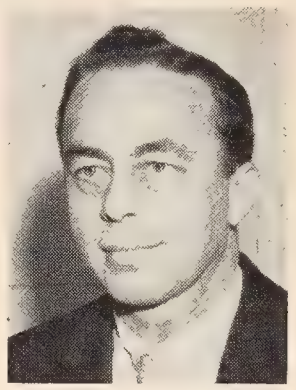
B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

Benson Appointed by TPA As Merchandising Director

APPOINTMENT of Murray Benson, formerly with Stone Assoc., as director of merchandising for Television Programs of America, effective today (Monday), was announced last week by Milton A. Gordon, TPA president.



MR. BENSON

Mr. Gordon also announced that TPA now will handle all licensing and merchandising directly, instead of through Stone Assoc., which has filled this function for the company since March 1955. The change in merchandising procedure, he said, was necessitated by "the volume of activity which now requires a complete merchandising-licensing-premium department within TPA itself."

Loew's Stock Remains Stable Despite Fight Control Threat

THREAT of a proxy fight for control of Loew's Inc. before next Feb.'s annual meeting loomed last week with two distinct groups of stockholders reported to be preparing for a show-down. Despite the proxy threat, prices of Loew's common stock on the New York Stock Exchange remained stable, closing at 19¼ last Monday and again on Thursday. Groups said to be opposed to the policies of the present managements consist of share-holders representing individuals and foundations and another consisting of banker-supervised trusts and estates.

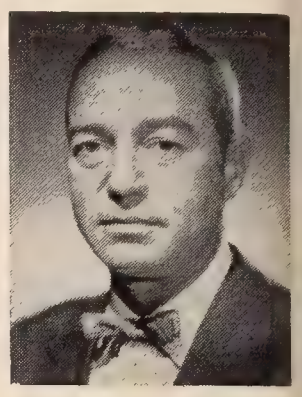
The company has been more active in tv in recent months, leasing its Metro-Goldwyn-Mayer library of feature films to stations as well as having purchased a minority stock interest in KTTV (TV) Los Angeles and KTVR (TV) Denver. The company also owns WMGM New York.

Minot Back in Film Business

MINOT TV Inc., New York, has been reactivated as a tv film distribution company by Charles M. Amory, president. Offices have been established at 120 E. 56th St., New York 22, telephone: Plaza 1-5090.

LEVITT TO HEAD NBC SUBSIDIARY

ROBERT D. LEVITT, vice president and general manager, California National Productions Inc., has been named chief executive officer of the NBC subsidiary, Charles R. Denny, NBC executive vice president in charge of operations, announced last week.



MR. LEVITT

Mr. Levitt succeeds Alan W. Livingston, former president of CNP, recently named head of NBC-TV programs originating on the West Coast, a post vacated by the resignation of Frederick Wile [B•T, Oct. 15].

In announcing Mr. Levitt's appointment Mr. Denny said the title of president has been dropped from California National Productions, and that Mr. Levitt will remain at the subsidiary's New York headquarters.

WOR-TV First to Purchase Screen Gems Mystery Parade

FIRST SALE of Screen Gems' new "Hollywood Mystery Parade" package of 52 mystery features to WOR-TV New York was announced last week by Robert Salk, director of sales for Screen Gems. The package was released last week to the company's sales force for distribution to stations throughout the country.

The feature films, produced during the mid-forties, never before have been shown on tv. Titles include "Boston Blackie," "Bulldog Drummond," "Crime Doctor," "Ellery Queen," "The Lone Wolf" and "The Whistler."

"We are releasing 'Hollywood Mystery Parade' at this time," Mr. Salk said, "because personal requests from broadcasters and detailed surveys conducted by our own organization have convinced us that the demand for mystery fare by tv audiences throughout the country is at a peak . . . all of the mysteries included in 'Hollywood Mystery Parade' have been or still are successful television or radio programs."

Negotiations for sale of the package to WOR-TV were conducted by Mr. Salk and S. L. Adler for Screen Gems and Milford Fenster for WOR-TV. It is expected that the station will incorporate the package into its late evening programming.

Mowery to Loew's Sales

PAUL MOWERY, who has his own consulting firm, has been retained by Loew's Inc.'s tv division for a special sales assignment in the Midwest, according to Charles C. (Bud) Barry, vice president in charge of tv. Mr. Mowery will headquarter in MGM-Tv's New York offices. He formerly was in executive capacities with ABC and CBS.



In the city of Providence, there's a powerful TV station. It's a *friendly* station and everyone loves it. Viewers love it because it brings them the *programs* they want. Sponsors love it because it brings them the *results* they want.

Get the whole impressive story from WEED Television or directly from WJAR-TV, Providence, R. I.

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

NBC

NBC Basic — ABC Supplementary

Because tricks are

Easy to do on film, too!

Stunts that put life in your shows come off right. No chance of "fluff" or "goof." And you know *in advance* how your audience will react . . . know because you can shoot, edit and pre-test to your heart's content. Costs are low, too, when you use dependable **EASTMAN FILM.**



such treats!

For complete information—type of film to use, latest processing technics—write to

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . . You'll be glad you did.

Reynolds, NBC Sign Pact For Overseas Productions

INDEPENDENT tv film and motion picture producer Sheldon Reynolds (creator of the *Foreign Intrigue* series) has signed an agreement with NBC calling for his personal services and the facilities of his firm, Sheldon Reynolds Productions Inc., Paris and Stockholm, in the development of filmed properties for the network.

Announcement of the agreement was made last week by Thomas A. McAvity, NBC executive vice president of television programs and sales, who said the Reynolds firm will begin work on three adventure series and a situation comedy for the network—all to be filmed on location in Europe. The contract provides for Mr. Reynolds' personal services as advisor on all foreign NBC productions.

Mr. Reynolds also is currently producing a new Milton Berle film series for showing on NBC.

Nelson Predicts Network Emphasis on Filmed Programs

CHANGES in tv network structure resulting in a heavier emphasis on filmed programs were predicted by Raymond E. Nelson, vice president and general manager of the NTA Film Network in a talk Thursday before the Metropolitan Advertising Men's Club in New York.

Mr. Nelson indicated the cost of the coaxial cable, needed to bring live programming to connected stations, is high and is "unsuited to the realities of tv in the 1950's." He claimed there is about five times as much film on networks and stations as there are live shows, adding that this proves that "stations have become less dependent on the kind of shows necessitating linkage of stations." He voiced the belief that the network trend would be in the direction of film with wire interconnection confined to special telecasts.

Mr. Nelson heads the NTA Film Network, which launched operations on Oct. 15 and currently provides one and one-half hours a week of feature film programming to more than a hundred stations. He told the advertising group that expansion plans for the film network currently are in the blueprint stage.

Goetz Utilizes SG Funds For Independent Producers

HOLLYWOOD film producer William Goetz, whose independent film productions are released through Columbia Pictures Corp., plans to enter tv through a Columbia subsidiary, Screen Gems Inc., SG Vice President and General Manager Ralph Cohn, announced last week.

As the first of the new series to be produced independently under the Screen Gems banner (and the $2.5 million set aside by SG to finance just such independent productions [AT DEADLINE, Oct. 22], Mr. Goetz has lined up full-hour dramatizations in color from the Bible, to be titled *The Book of Books*. Mr. Goetz, among whose film credits are those for "Song of Bernadette," "The Glenn Miller Story" and "The Man From Laramie," plans an early shooting date in order to facilitate SG's plans in placing the property on the market at the earliest possible convenience.

15 Tv Stations Purchase Interstate Film Series

LLOYD L. LIND, vice president and sales manager of Interstate Television Corp., announced the following sales for the week ending Oct. 19:

Adventure Action Series to WJBF-TV Augusta, Ga.; *Adventure Album* to CBOT (TV) Ottawa; *Counterpoint* to KSWO-TV Lawton, Okla.; *Hans Christian Anderson* to WTOC-TV Savannah, Ga., and KRGV-TV Weslaco, Tex.; *Jubilee Theatre* to WIS-TV Columbia, S. C.; *Little Rascals* to WBKB (TV) Chicago; KSIX-TV Corpus Christi, Tex., and WTOC-TV.

Also: *Public Defender* to WMAR-TV Baltimore; WBNS-TV Columbus, Ohio; KSIX-TV; KSWO-TV; WRCV-TV Philadelphia, and WMAL-TV Washington; *Royal Playhouse* to CBHT (TV) Halifax, N. S.; CBOT; CBUT (TV) Vancouver, B. C., and CBWT (TV) Winnipeg, Man.

'Annapolis' in 50 Markets

ZIV Television Programs' new series, *Men of Annapolis*, has been sold in 50 markets in advance of release of the series to the company's sales force, it was announced last week by M. J. Rifkin, vice president in charge of sales.

Mr. Rifkin reported that Quality Bakers of America has bought the series in 17 markets. Other multiple-market purchases, he said, were by Fuller Paint Co. and Carnation Milk Co., who have signed for co-sponsorship in 14 Pacific Coast and Rocky Mountain areas.

'Sheriff' Sales Total 140

NATIONAL Telefilm Assoc., New York, reported last week that recent sales on *Sheriff of Cochise* series have raised the total number of markets signed for the program to 140. Latest sales have been made to more than 20 stations, including KTTV (TV) Los Angeles, KRON-TV San Francisco, KPRC-TV Houston, KSL-TV Salt Lake City, KVOO-TV Tulsa and KLRJ-TV Las Vegas.

FILM PEOPLE

J. R. Ritenour, vice president and general manager, Modern Tv, div. of Modern Talking Picture Service Inc., N. Y., named president, Modern Teleservice Inc., successor firm to Modern Tv.

Stan Cole director of industrial film division, Mel Gold Productions, N. Y., to sales manager.

Leslie Goldman, business management specialist in motion pictures, to George Blake Enterprises, N. Y., as sales manager.



SAY RADIO-TV NEWSMEN IT'S IKE, FOUR TO ONE,

B•T survey of nation's news directors shows 80% believe President will win his bid for re-election



THE NATION's voters will return Dwight D. Eisenhower to the White House for a second term as President, but they'll give him a Congress with both houses controlled by the Democrats.

That's how the presidential campaign outcome appeared to the news directors of a representative sample of U. S. radio and television stations surveyed by B•T less than a month before Election Day.

Those results indicate the judgment of a sizeable majority of the 132 broadcast station news directors returning usable replies to the B•T questionnaires, which were sent to some 500 stations. Four news directors expect the re-election of President Eisenhower to one who anticipates a victory for Adlai Stevenson. Two of these news experts look for a Democratic majority in the Senate to every one who expects to find the Republicans in control of the next session, and there are five who pick the Democrats to control the House of Representatives to every one who thinks the House will be controlled by the GOP.

There's much more agreement among the broadcast station news directors this fall than B•T's first presidential poll revealed in October 1952. Then the division of pre-election opinion was pretty much on a 50-50 basis. One presidential candidate got the votes of 56% of the broadcast newsmen as most likely to win the election, and it is embarrassing to have to report that the choice of the majority was Mr. Stevenson and that small majorities of the broadcast newsmen also thought that there would be a Democratic Senate (58%) and a Democratic House (54%), which were also bad guesses.

This year, the station news directors are not only in national overall agreement on the election outcome, but their opinions run in about the same ratio throughout all sections of the country, regardless of the political predilections of any particular region. There is virtually no evidence of personal partisanship replacing sound news judgment in the response to this questionnaire.

The broadcast news directors also are in substantial agreement that President Eisenhower has made far more effective use of radio and television in his campaign than have any of the other three top-of-the-ticket candidates, including his own running mate Richard Nixon. More than two-thirds of the votes for most effective use of the broadcast media cast by the stations news directors went for the President, only about one-fifth each for Mr. Stevenson and Vice President Nixon, and only 5% of the total for Sen. Kefauver.

This is a reversal of the consensus of radio-tv newsmen in 1952. At that time, 74% of the votes for most effective use of broadcasting went to Mr. Stevenson and only 10% to Gen. Eisenhower, with the other 16% non-committal on that point. (The 1952 questionnaire did not include the vice presidential candidates in the effective use question as was done this time.)

Here are the questions asked by B•T in its October 1956 poll of radio-tv station news directors, together with their answers:

1. How many electoral votes do you think each Presidential candidate will receive?

Average of the answers:	
Eisenhower	313
Stevenson	218
Total	531

Most of the news directors feel that President Eisenhower will receive a comfortable but not spectacular majority of the 531 electoral votes. Few predictions even came close to that of the Florida enthusiast who foresaw 476 electoral votes for the incumbent. These who look for a Stevenson victory were more modest; the highest count he received was 399 electoral votes (from a North Carolina news director). At the other end, two news directors, one in Texas and one in Alabama, gave Stevenson a one-vote majority, while a Minnesota news director's prediction of 267 for Eisenhower to 264 for Stevenson was the closest electoral

WHO WILL WIN THESE RACES?

	PRESIDENT		SENATE			HOUSE	
	Eisenhower	Stevenson	Republicans	Tie	Democrats	Republicans	Democrats
New England	6	1	3		5	1	7
Mid Atlantic	7	4	3	(1)	7	2	9
E. No. Central	14	2	4		12	1	15
W. No. Central	20	2	9	(2)	12	5	18
So. Atlantic	19	9	6		22	5	23
E. So. Central	3	2	1		4	1	4
W. So. Central	16	2	7	(2)	9	5	13
Mountain	10	2	2		10	1	11
Pacific	6	2	3		5	1	7
Post Mark Illegible	3	..	1		2		3
	104	26	39	(5)	88	22	110

WHO USED RADIO-TV MOST EFFECTIVELY?

	Eisenhower	Stevenson	Nixon	Kefauver
New England	5	1	2	..
Mid Atlantic	7	2	1	2
E. No. Central	12	4	2	1
W. No. Central	16	5	5	1
So. Atlantic	16	9	4	1
E. So. Central	3	2	..	1
W. So. Central	14	1	6	1
Mountain	10	1	7	..
Pacific	5	2	1	..
Post Mark Illegible	2	1	..	..
	90	28	28	7

"OLD FAITHFUL"

...still going strong

For nearly a generation, the basic design of this famous RCA power triode has proved its worth in tubes delivering carrier and modulator power with outstanding reliability. RCA pioneered the original Type-833, then incorporated refinements to produce the RCA-833-A. It is another example of outstanding RCA power tube design. And it *has been serving broadcasters faithfully for almost 20 years.*

Known by station engineers for ability to "take it" in continuous service, RCA-833-A is paying substantial dividends in lower tube cost per hour of transmitter operation. And think of this: You save over 40% on initial cost of an RCA-833-A compared to the price of the 833 of 20 years ago!

Your RCA Tube Distributor handles RCA Tubes for all types of broadcast and TV station operations. For prompt delivery, call him.

RCA-833-A power triode, time-tried and proved. First high-power tube to feature the zirconium-coated anode.

How to get more hours from an RCA-833-A

- Clean glass bulb regularly—especially in area between anode and grid posts.
- With forced-air cooling, keep blower in proper working order (40 cfm from 2" dia. nozzle). Max. bulb temp. between anode and grid seals not to exceed 145° C.
- At full plate load, keep filament voltage "on the nose". At reduced load, filament voltage can be reduced as much as 5% for longer life. Reduce filament voltage to 80% of normal during standby periods of less than 15 minutes; remove voltage when longer standby periods are anticipated.
- Watch line-voltage fluctuation; compensate for them to avoid exceeding maximum ratings.
- Operate new tube for 50-100 hours before storing it. Operate spare tubes periodically.

RCA® TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

vote expectation of anyone who is looking for Eisenhower to win.

2. How do you think the membership of the new Senate will be divided?

Average of the answers:

Republicans (now 47)	47
Democrats (now 49)	49
Total	96

Individually, the replies indicated the consensus that the battle for control of the Senate will be close. No news director gave the Republicans more than 54 seats, the Democrats more than 57, and more than a few replied that they expect an even division, with each party having 48 seats.

3. How do you think the membership of the new House will be divided?

Average of the answers:

Republicans (now 201)	203
Democrats (now 230)	232
Total	435

(There are now 4 vacancies caused by deaths.)

Here the individual replies vary from predictions of a 219-216 division to those which foresee majorities as high as 300 Republicans to 135 Democrats or, in the other direction, 281 Democrats to 154 Republicans.

4. Which candidate do you think has made more effective use of radio-tv?

	Number of Votes	%
Eisenhower	90	68.2
Stevenson	28	21.2
Nixon	28	21.2
Kefauver	7	5.3

(The votes exceed 132 and the percentages exceed 100% because some respondents voted for more than one of the four candidates.)

Fills Gap for GOP

WHEN the Eisenhower Volunteers at Santa Barbara, Calif., discovered last week they had failed to obtain a municipal permit to use sound amplifiers on their cars for an "Ike and Dick" parade and rally, KIST there provided a last-minute solution. Two women officials of the volunteers approached KIST President-General Manager Harry C. Butcher, former Naval aide to Gen. Eisenhower, with a proposal to buy one hour of time during the parade Wednesday afternoon. He consented and the sale was made. Result: each car in the parade tuned KIST on its auto radio to pick up the special hour program of bright martial music interspersed with 10-second "commercials" written by the women's group. Naturally, parade watchers could hear it too.

MONEY TROUBLE CUTS DEMO AIR TIME

CBS-TV cancels five-minute show for lack of payment, NBC-TV and Democratic agency agree to drop two others.

MONEY, or lack of it, reared its head in Democratic broadcast campaigning last week. On Thursday CBS-TV, citing lack of payment, cancelled a five minute film program which was to have been sponsored by the Stevenson-Kefauver Campaign Committee. On Friday, NBC-TV and Norman, Craig & Kummel, Democratic agency, cancelled, by what NBC-TV termed "mutual agreement," two five-minute periods which were to have been carried Saturday and today (Monday).

What would happen with other Democratic programs scheduled before the elections Nov. 6 was not clear.

Earlier, the Democrats had experienced similar difficulty with a closed-circuit dinner scheduled Oct. 20. Theatre Network Television withdrew from its arrangements to carry the program because the party did not pay in advance. Sheraton Closed-Circuit Tv Inc. stepped into the gap (see story at right).

The CBS-TV show was to present Adlai Stevenson, Democratic candidate for President, in a short talk. It had been scheduled to go on at 3:25-3:30 p.m. EDT, but was cancelled at 3:20 p.m.

Network spokesmen said that, aside from the cancelled program, the Stevenson-Kefauver Campaign Committee had five other five-minute periods scheduled on CBS-TV, plus a half-hour on Nov. 5, election eve.

CBS-TV issued the following statement:

"The CBS Television Network regrets the circumstances which compelled it to cancel at 3:20 p.m. today [Thursday] a political broadcast to be sponsored by the Stevenson-Kefauver Campaign Committee and scheduled for 3:25-3:30 today.

"The cancellation arose under the long-standing policy, of which all political parties concerned have been fully aware, and which is specified in the contract, that there must be payment in advance of such broadcast. In the case of the broadcast scheduled for this afternoon there was no payment nor any guarantee of such payment. It may be noted that the CBS Television policy of payment in advance is consistent with the policy of other advertising media."

The network filled the cancelled five-minutes with a film featurette.

The remaining Stevenson-Kefauver Campaign Committee schedule on CBS-TV:

10:55-11 p.m. last Friday; Monday (today) at 10:55-11 p.m.; Wednesday at 11:55 a.m. to noon; Thursday at 1.55-2 p.m.; Friday at 3:25-3:30 p.m.; Monday, Nov. 5 at 10-10:30 p.m.

ABC-TV's schedule for the Stevenson-Kefauver Campaign Committee:

Last Friday at 9:25-9:30 p.m.; Monday (today) (ABC Radio as well as ABC-TV) at 8:30-9 p.m.; Tuesday at 3-3:05 p.m.; Thursday, 3-3:05 p.m.; Saturday, 9:55-10 p.m.

The remaining schedule on NBC-TV:

Monday (today) 10:30-45 p.m.—sponsored by Democratic National Committee.

Ordered by S-K Campaign Committee:

Monday 3:55-4 p.m.; Tuesday 3:55-4 p.m. and 10:25-10:30 p.m.; Wednesday 10:25-10:30 p.m.; Friday 8:55-9 p.m.

Ordered by Democratic National Committee: Saturday 11-11:30 p.m. (simulcast); Nov. 5 at 3:55-4 p.m.

TNT Walks Out on Demos; Sheraton Moves into Gap

THE closed-circuit telecast of Democratic party dinners in 30 cities on Oct. 20 was threatened with cancellation when Theatre Network Television withdrew from the venture two and a half days before the telecast. Sheraton Closed-Circuit Television Inc. stepped in and provided arrangements and the telecast proceeded on schedule.

A TNT spokesman said the company cancelled arrangements because the Democratic National Committee did not abide by a written contract providing that full payment for production costs be made in advance of the telecast. He claimed this is "standard broadcast policy" in effect at stations and networks.

A Democratic Party spokesman acknowledged there had been a contract with the stipulation mentioned by TNT, but said that since all funds had not arrived from various state committees, TNT could not be paid in full. He expressed surprise that TNT held the Democratic Party to the contract, pointing out that the party had been "in business for 150 years."

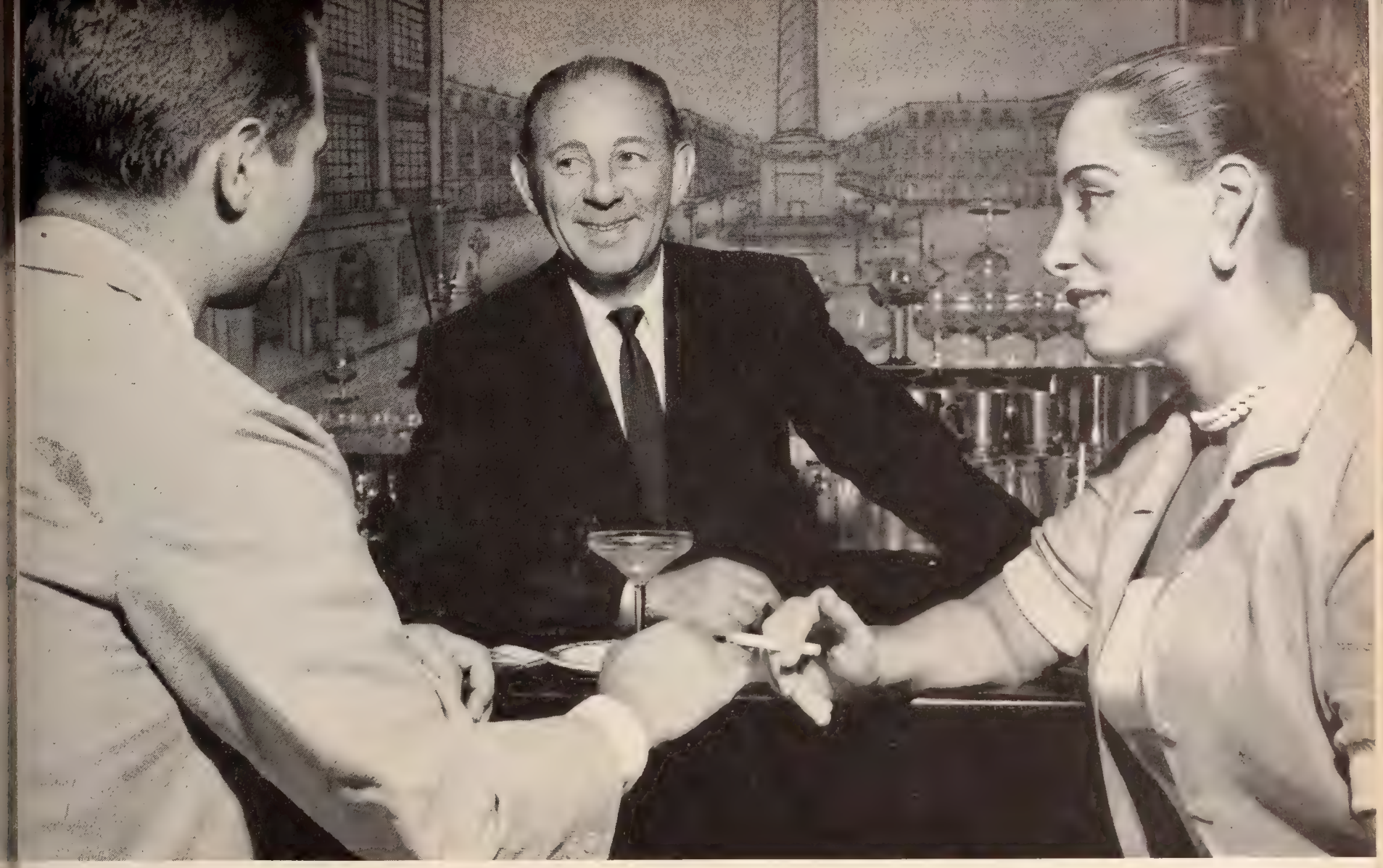
One 'Neutral Show' Promised For Election Eve Tv Viewers

WITH Westinghouse Electric Corp.'s *Studio One* (Mondays, 10-11 p.m. EST) preempted election eve (Nov. 5), along with a host of other top-rated shows, to allow the GOP and Democratic candidates to get in their last licks, CBS-TV will fill a 30-minute time lag between candidate Stevenson's and President Eisenhower's telecasts with what might be the only "neutralist talk" to be heard that night. The show: The last of the *Pick the Winner* series which Westinghouse (through Ketchum, MacCleod & Grove, Pittsburgh) has been sponsoring this season.

Following a speech by Adlai E. Stevenson, set for 10-10:30 p.m. (purchased through the Democratic National Committee) and preceding an hour-long program sponsored by the Republican National Committee scheduled for 11 p.m., CBS-TV will preview its election night facilities.

A team of CBS reporters, including Edward R. Murrow, Charles Collingwood, Richard C. Hottelet, Bill Downs, Blair Clark and political pollsters Sam Lubell and Elmo Roper, will supply the latest analyses. information and predictions.

Emceed by anchorman Walter Cronkite and guided by CBS newscaster Lowell Thomas, the program also will tour CBS's studio set-up for Nov. 6-7, showing Remington-Rand's "UNIVAC" and other electronic computing devices to be used by CBS.



"sonny—sometimes what you don't know can hurt you!"

"Made you a timebuyer, did they? Man of decision? Packing your head with market data, availabilities, cost-per-thousand, smart scheduling-angles, huh?

"Don't look so surprised," smiles Billy Reed, super-host at New York's Little Club, "I know about these things. Why not, with all the big time-buying pros we get in here? Your own radio-TV head, for instance. Wised *me* up yesterday on something I never knew . .

"What? Well, it's no secret to the experts, I suppose. Couple of sure stations up in Maine—WABI Radio and WABI-TV. Powerhouse combination . . No. 1 in the hottest part of a state that's headed places! Nearly half a million customers now, spending over half a billion this year, he says. You go making up any schedules without WABI and WABI-TV, son, and it's back to the mailroom for you!"

Might not be *that* bad, of course. But the oracle of The Little Club sure has his facts right on radio and TV in Maine! What kind of shape are *yours* in?

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

THE
L.B. Wilson
STATION

WCKY

CINCINNATI
OHIO

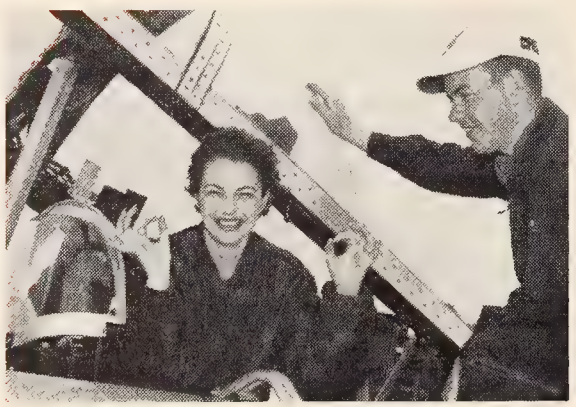
She Swapped This Hat—



and made Cincinnati Women

DelVina, conductor of WCKY's daily program "It's A Womans' World" got an idea, when she overheard some women saying they didn't want their sons flying jets in the Air Force.

She asked the Air Force for permission to fly in a jet, in order to prove to mothers, wives and sweethearts, that the Air Force takes no chances, and leaves nothing to chance. The rest is history. DelVina was put through every test an Air Force jet pilot gets—then, at 48,000 feet up, and at 830 miles an hour she broke the sound barrier . . . the first civilian woman to do so, as a passenger in a jet plane. From these experiences, she developed a series* of weekly programs about the Air Force from a woman's point of view, to assure her audience that, not only is the Air Force a safe place for its men, but it is the greatest safety factor today for retaining our way of life.



DelVina right after breaking the sonic barrier at 830 m.p.h.

The program has attracted national attention and DelVina received an Air Force Association citation for her contribution to a better understanding of the Air Force and its people.

** Copies of series available on request.*

WCKY . . . ON THE AIR EVERYWHERE ● TWENT

"Mach-One"—And Through the Sonic Barrier

st Woman Passenger as "Thrill of Lifetime"

BY VENITA KELLY

Mach-one," the international scientific term for speed of sound, is a familiar word in DelV eeldon's vocabulary these days. She is still r the clouds for having been the first (accor the records) woman passenger to fly through nic barrier.

She was piloted on this amatic flight by 1st Lt. obert Kline, of the 319th ighter Interceptor Squad- on, Bunker Hill Air Force ase—a part of the 58th Air ivision.

The excitement in Del- ina's voice as she recalled the thrilling experience was contagious. Our luncheon grew cold as she related the story—step by step.

"I DID IT because I have heard women say they did not want their sons to fly jets in the Air Force," she said. "I just wanted to prove that the Air Force means it when they say, 'The Air Force takes no chances and leaves nothing to chance.'"

Several weeks ago DelVina asked the Air Force if she could make this historic flight, so she could talk woman-to-woman and assure wives and mothers that every p... tion is ta...

Last on the program the equipment check, must have looked cated in a girl whose purse, hat, gloves and would take no more minute to don.

FINALLY THE came—and DelVina w "I woke up bright a without having to b which is really unt me," she laughed. met by members of Division and then the blue ... over the flight, above the clouds p and the day shone clear.

Then, they he clothes small eno feminine guest. had been fitted ...

Force agreed that it could be done. Then DelVina had to be put through a series of grueling paces before the mission could be accomplished.

A brave girl, she "I drove to the Wright-Patterson Air Force Base in Dayton, alone, and was met by Colonel Barand an engineer,

a mighty busy girl."

BEFORE GOING TO Dayton she had passed a rigorous physical examination. She had to be sound as a dollar to take the experience that was ahead.

First on the agenda was a four-hour course of preparatory lectures, which she took ... flyers from

hypoxia, lack of oxygen. two of the most important things to understand when flying jet planes. "I was taken into the pressure chamber and flown to a height of 48,000 feet—without ever leaving the ground," she recalled. "As you ascend you begin to know the symptoms of hypoxia, and you are taught what to do about it. DelVina came through this ...

reflection in a full length mirror and burst out laughing. "Everybody laughed," she said. "But I was prouder of my costume than any I have ever owned." Forty pounds of equipment besides the pressure helmet was quite a load for a girl whose size eight dresses couldn't weigh more than two pounds.

Into the plane and up to 48,000 feet they went. "I'm... it was wonderful," she exclaimed, "just like being a bird. I could see the Great Lakes below and wondered how we got there so quickly. Then all of a sudden Lt. Kline checked with me and started counting off. Eight, seven, six, five—all the way down to one — Mach-one. There was a vibration, a tremble and we had nosed through the sound barrier—at 830 miles an hour. There was complete silence for a split second.

THE BOYS of the 58th Air Division were proud of Del... They ... it by pre-



—For This One!

•

Wake up and Think!

•



DelVina and her "It's A Woman's World" Program

(1:30-2 p.m., Mon. thru Fri.)

can make Cincinnati women wake up to your product, too.

•

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A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

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A M Radio Sales
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FCC REPORTED NOW READY TO PROCEED IN 10-YEAR-OLD CLEAR CHANNEL CASE

Commission stand, said based on ground that 1946 evidence and testimony are now out of date, probably will be taken this Wednesday (Oct. 31), will enable action in KOB Albuquerque, N. M., case.

A MAJOR move in the 10-year-old clear channel proceeding is imminent, B•T learned last week.

On the one hand, it was understood, the FCC has decided to cancel the long drawn out proceeding on the ground that the evidence and testimony—taken during hearings held in 1946—are out of date.

On the other hand there is known to be a strong segment within the Commission eager for some action which would permit a final decision to be issued in the decade-old controversy.

The action, probably to be taken this Wednesday at the regular FCC meeting, has become necessary, according to reports, in order for the Commission to do something in the KOB Albuquerque, N. M., case.

The FCC is under a court directive to resolve the 15-year-old KOB situation. KOB has been operating on Class 1-A clear channel 770 kc under temporary authority since 1941. Officially, KOB is assigned to 1030 kc.

WABC New York is the Class 1-A station on 770 kc; WBZ Boston is the Class 1-B station on 1030 kc.

By resolving the clear channel case, the FCC believes it then will be able to move KOB to a permanent position in the radio spectrum.

Word that some action was imminent in the clear channel case brought an immediate reaction from the Clear Channel Broadcasting Service, an organization of 14 clear channel stations. Scheduled was a meeting of the group in Chicago for today (Monday).

The clear channel proceeding was instituted in February 1945. It resulted from a number of problems which began to plague the FCC even before World War II. Among these were the question of super-power, the substantial number of applications seeking the sharing of clear channels, and the looming North American Regional Broadcast Agreement negotiations.

The principle of clear channels was established in the 1920's and has been continued with changes to the present. In order to bring radio service to people living in the sparsely-populated rural areas, it was agreed to maintain certain frequencies as clear channels, with only a single station operating on them at night.

In am broadcasting, nighttime skywave reflections cause signals to travel vast distances. It is through this means that service was brought to millions of citizens living in the wide open areas of the United States.

There is no skywave propagation during the day. This permits many stations to be assigned to the same channel in daylight hours without interference to each other.

The U. S. has 24 Class 1-A and 21 Class 1-B clear channel frequencies. There are 24 Class 1-A outlets operating as the sole facility on these frequencies at night, and 35 Class 1-B stations. The Class 1-B stations—there are usually two on each such frequency at night—protect each other to the .5 millivolt per meter 50% skywave contour. This protection is also afforded all the clear channel outlets by Class II, unlimited time stations on clear channels.

In 1945, WLW Cincinnati (on 700 kc) was operating experimentally with 750 kw radiated power and its signal was being received virtually throughout the United States. However, in 1938 the U. S. Senate passed a resolution expressing the sentiment that maximum power for radio stations in the United States be limited to 50 kw. This was done at the behest of a group of western senators, led by then Sen. Burton K. Wheeler (D-Mont.).

In 1948, then Sen. Edwin C. Johnson (D-Colo.) introduced a bill to limit am radio power to 50 kw and to duplicate stations on the clear channels. The Senate Commerce Committee, of which Sen. Johnson was senior minority member, held hearings on this bill but no legislation resulted.

In the official notice of proposed rulemaking, issued by the FCC in 1945, the Commission stated:

"There are still large areas in the nation which receive no radio service at all during daytime hours and no primary radio service at night."

Since the hearings in 1946 were based on the then existing standard broadcasting status, and since there has been a radical change in that area of broadcasting in the past 10 years (there are 3,000 radio outlets today compared to fewer than 1,000 in 1946, with population centers significantly changed), there has been for the past few years a substantial opinion at the FCC which maintained that the documents and testimony in the clear channel hearing were outmoded. This group has held that the clear channel proceeding should be dismissed and that a new clear channel case should be inaugurated.

Another segment within the Commission feels that all that is necessary is for the FCC to reopen the record, call for comments to update the voluminous data and issue a final decision.

The 1946 hearings were held in January, April and July of that year. The transcript comprises 6,700 pages of testimony and contains also more than 400 separate exhibits. Among these is an exhibit detailing the signal intensities and coverage of all of the almost 1,000 am radio stations in operation at that time.

In June 1947, the daytime skywave prob-

THESE ARE THE 45 CLEAR CHANNEL OUTLETS

THE unduplicated Class 1-A clear channel stations are the following:

KFI Los Angeles (640 kc), WSM Nashville (650 kc), WRCA New York (660 kc), WMAQ Chicago (670 kc), WLW Cincinnati (700 kc), WGN Chicago (720 kc), WSB Atlanta (750 kc), WJR Detroit (760 kc), WABC New York (770 kc), WBBM Chicago (780 kc), WFAA Dallas and WBAP Fort Worth (820 kc), WCCO Minneapolis (830 kc), WHAS Louisville (840 kc), WWL New Orleans (870 kc).

Also WCBS New York (880 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), WHO Des Moines (1040 kc), KYW Cleveland (1100 kc), KMOX St. Louis (1120 kc), KSL Salt Lake City (1160 kc), WHAM Rochester (1180 kc), WOAI San Antonio (1200 kc), WCAU Philadelphia (1210 kc).

Class 1-B stations are as follows:

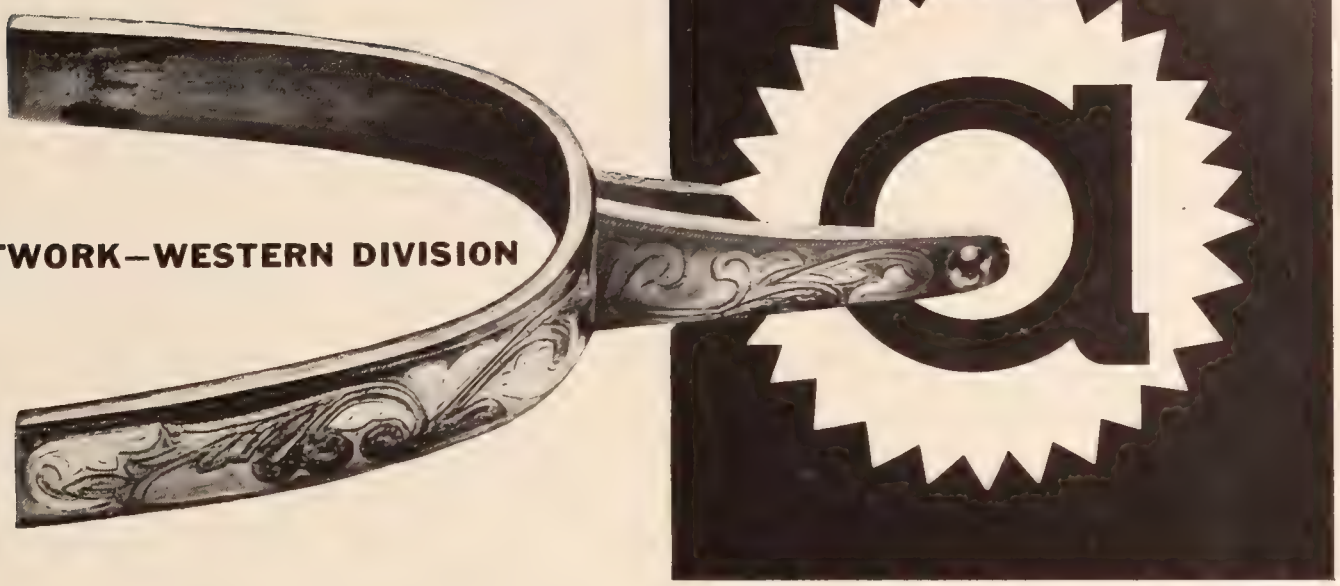
KNBC San Francisco (680 kc), WOR New York (710 kc), KIRO Seattle (710 kc), KGO San Francisco (810 kc), WGY Schenectady (810 kc), KOA Denver (850 kc), WCFL Chicago (1000 kc), KOMO Seattle (1000 kc), WBZ Boston 1030 kc), WRCV Philadelphia (1060 kc), KNX Los Angeles (1070 kc), WTIC Hartford (1080 kc), KRLD Dallas (1080 kc), KTHS Little Rock (1090 kc), WBAL Baltimore (1090 kc), KFAB Omaha (1110 kc), WBT Charlotte (1110 kc), KWKH Shreveport (1130 kc), WNEW New York (1130 kc).

Also WRVA Richmond (1140 kc), KVOO Tulsa (1170 kc), WWVA Wheeling (1170 kc), WOWO Fort Wayne (1190 kc), KEX Portland (1190 kc), WTOP Washington (1500 kc), KSTP St. Paul (1500 kc), WLAC Nashville (1510 kc), KGA Spokane (1510 kc), WKBW Buffalo (1520 kc), KOMA Oklahoma City (1520 kc), KFBK Sacramento (1530 kc), WCKY Cincinnati (1530 kc), KXEL Waterloo (1540 kc), KPMC Bakersfield (1560 kc), WQXR New York (1560 kc).



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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News	Seaboard Drug Walter Winchell	Monitor
6:15	Paul Harvey News	F.B.I.	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Kraft--News	Monitor
6:45	George Sokolsky		Bill Hillman Commentator	"Meet the Press"
7:00	Weekend News		General Tire Sports Time	
	John Edwards	Jack Benny	This Fabled World	
7:15	Overseas Assignment		"By the People"	
7:30	Speak'g of Sports	Juke Box Jury		
	Sunday Music Hall		Pan American Panorama	
7:45				
8:00	Texaco News	News		
	Sunday Music Hall	Pharmacraft(202) Pontiac11/11only Mitch Miller	Hour of Decision Billy Graham Evangelistic Assoc.	Monitor
8:15				
8:30	Speak'g of Sports		Lutheran Hour Repeat	
8:45	Sunday Music Hall			
9:00	Texaco News	News		
	Sunday Music Hall	Basin Street Jazz	Sounding Board	
9:15				
9:30	Speak'g of Sports	TBA	Manion Forum Dean Clarence Manion	
	Sunday Music Hall			
9:45		CBS Spts Review	Datelines & The Bible	
10:00	Erwin Canham	CBS News	Wings of Healing	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum Youth Wants to Know
10:45				
11:00	Texaco News	News	Wings of Healing	Monitor
11:15 PM	Imagination	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State		Here's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Kraft News	
7:00	CIO-AFofL Edw. P. Morgan	Brown & Wmson. Pontiac Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Jazz Roost	No Network Service
7:30	Mysteries	Pharma-Craft Bing Crosby	Amer. Home Prd. Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45		Ed. R. Murrow (82)	What's Your Opinion	One Man's Family N&L Participatns
8:00	ABC Late News		True Detective Mysteries	Gen. Motors Henry J. Taylor
8:15	American Music Hall	Pontiac Robt. Q. Lewis Shop	(Participating)	
8:30	ABC Late News			Boston Symphony Orchestra
8:45	Firestone Voice of Firestone	O'Hara	Danger with Granger	
9:00		Chev. News (199)	News	
	American Music Hall	My Son Jeep	Bob & Ray	Bell Telephone Telephone Hour (185) R
9:15		Yours Truly Johnny Dollar	TBA	
9:30	ABC News			
	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
9:45	News	Eric Sevareid S	Am. Hm Heatter	
10:00	Vandercook, CIO			News
	Imagination Milton Cross	Dance Orchestra	Music From Studio X	News McCormick
10:15	News			The Charlie Applewhite Show
10:30	Imagination Milton Cross			Operation Entertainment
10:45	ABC Late News			
11:00	Imagination	News	St. Nicholas Boxing Bouts	No Network Service
11:15 PM	Late News	Dance Orchestra	Virgil Pinkley	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State		Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (199)	Kraft News	
7:00	CIO-AFofL Edw. P. Morgan	Pharma-Craft Minn. Mining Pontiac Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Jazz Roost	No Network Service
7:30	Mysteries	Bing Crosby	Sleep-Eze Gabriel Heatter	Miles Labs & (S) News of World
7:45		Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family N&L Participatns
8:00	ABC Late News		Treasury Agent (Participating)	Network Participations Dragnet
8:15	American Music Hall	Hershel Calif. Brown & Wmson. Robt. Q. Lewis Shop		
8:30	News S			B&W News
8:45	Life Is Worth Living Bishop Sheen	Suspense	Big City	
9:00		Chev. News (199)	News	
	American Music Hall	My Son Jeep	Bob & Ray	Biography In Sound
9:15		Yours Truly Johnny Dollar	Dateline Defense	
9:30	ABC News			
	Best Bands of the Land	Campaign '56	The Army Hour	Ted Heath & His Music
9:45	News	UN Report		
10:00	Vandercook, CIO	Eric Sevareid S	Am. Hm. Heatter	News
	Imagination Milton Cross	CBS News		News McCormick
10:15	News		Music From Studio X	World of Music
10:30	Imagination Milton Cross	Dance Orchestra		Nightlife with Nordine
10:45	ABC Late News			
11:00	Imagination	News	Virgil Pinkley	No Network Service
11:15 PM	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy, Inc. Voice of Prophecy (39)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy
9:45				
10:00	Texaco News	Chev. News (178)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Invitation to Learning S	Voice of Prophecy (307)	Monitor
10:45	Negro College Choirs S			
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (362)	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	
11:30	Texaco News	World Affairs	Northwestern U. Review S	
11:45	The Christian In Action S	Salt Lake City Tabernacle S		
12:00 N		Chev. News (170)	US Military Academy Band	
12:15 PM	No Net Service	Dorsey Brothers Show		
12:30	Moods in Melody	Freddie Martin Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Kraft News	Monitor
1:15			Airmen of Note Christian Herald Opportunity	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	My True Story	Arthur Godfrey (Participating)	Cecil Brown	NBC Bandstand (Network-Local Participations)
9:45			Basil Rathbone	
10:00	When A Girl Marries		Kraft News	
10:15	Whispering Streets		Johnny Olsen Show	
10:30	Grand Central Station		Kraft News	
10:45	Jack Paar Show		Story Time	
11:00	ABC Late News	Kathy Godfrey		
11:15	You and Your Marriage	Wrigley Howard Miller (144)	Queen for a Day Participating	
11:30	Buddy Weed Show	P&G Slenderella W. Warren (144)	Gabriel Heatter	
11:45	Valentino	C-P Dromedary Stand. Brands Backstage Wife	Gayelord Hauser	
12:00 N	Luncheon at Astor	Mentholatum Toni, Sleep-Eze H. Trent (186)	Constance Bennett Show	
12:15 PM	No Network Service	Our Gal Sunday (194)	No Service	No Network Service
12:30	Co-op Paul Harvey	ExLax, Toni Corn Prod. Nora Drake	Co-op Cedric Foster	
12:45	Co-op Ted Malone	Best Foods Lipton Ma Perkins (198)	Allen Ladd's Modern Moods	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies		
9:45		Garden Gate		
10:00		Chv. Jackson 192		
10:15		Beltone Pontiac Galen Drake		
10:30	All-League Club House		Kraft News	
10:45		Galen Drake *	Conference Call	
11:00		Slenderella (110)	Good News	
11:15	Texaco News	News	Kraft News	
11:30	Charlie Applewhite	Robt. Q. Lewis Hershel Calif. Toni Co (202) Lewis-Howe(198) M.Iner (196)	US Marine Band	
11:45	Weekend News		Musical Wheel of Chance	
12:00 N	Charlie Applewhite			
12:15 PM	Texaco News	Chev., Jksn. (183)	Kraft News	
12:30	World Tourist	Romance S	Magic of Music	DeSoto You Bet Your Life (Split Network) Monitor
12:45	Andy Reynolds Ranch Boys S			
1:00	Weekend News	Liggett & Myers Gunsmoke (199)		
1:15	American Farmer S	Weather		
1:30	Texaco News	Chev., Jksn. (185)		Allis-Chalmers National Farm & Home Hour
1:45	Navy Hour S	Man Around The House	American Living	
2:00		Football		Morton Salt Dre'er Topic Tdy

THURSDAY

NBC	ABC	CBS	MBS	NBC
No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service
	ABC—News	No Service		
Sun Oil & Co-op 3-Star Extra (34)	All State Mel Allen		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
Alex Drier Man on the Go Co-op	No Service	Delco Batteries Lowell Thomas (199)	Sports Kraft News	Alex Drier Man on the Go Co-op
No Network Service	CIO-AFofL Edw. P. Morgan	B&W, MMM Pontiac, Carter Pharma-Craft Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	No Network Service
Miles Labs. & (S) News of World (168)	Co-op Quincy Howe		Jazz Roost	Miles Labs. & (S) News of World (168)
One Man's Family N&L Participatns	Mysteries	Bing Crosby	Sleep-Eze Gabriel Heatter	One Man's Family N&L Participatns
Network Participations People Are Funny	ABC Late News	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	Network Participations The Great Gildersleeve
Recollections at 30	American Music Hall	Robt. Q. Lewis Shop	Official Detective (Participating)	Conversation
B&W News	News S	21st Precinct S	It's a Crime Mr Collins	News-Don Pardo
X Minus One	American Music Hall	Chev. News (199)	News	TBA
	News S	My Son Jeep	Bob & Ray	
Air Force Reserve Program	Best Bands of the Land	Yours Truly Johnny Dollar	UN Radio Review	Stars In Action (Nat'l Guard)
News	News	Eric Sevareid S	Co-op State of the Nation	News
News McCormick	Vandercook, CIO	CBS News	Am. Hm. Heatter	News McCormick
This Is Moscow	Imagination Milton Cross	Dance Orchestra	Music From Studio X	Carling Cons. Club
Poets and Other People	ABC News			Jane Pickens Show
	Imagination Milton Cross			
No Network Service	ABC Late News	News	Virgil Pinkley	No Network Service
News of the World Morgan Beatty	Imagination	Dance Orchestra	Studio X Music	News of the World Morgan Beatty
	Late News			

FRIDAY

NBC	ABC	CBS	MBS	NBC
No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service
	ABC—News	U.N. on the Record S		
Joseph C. Harsch Co-op	All State Mel Allen		Here's Hollywood Sports	Joseph C. Harsch Co-op
No network Service	No Service	Delco Batteries Lowell Thomas (199)	Kraft Five Star	No network Service
Sun Oil Co-op 3-Star Extra (34)	CIO-AFofL Edw. P. Morgan	Pontiac Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
Alex Drier Man on the Go Co-op	Co-op Quincy Howe		Jazz Roost	Alex Drier Man on the Go Co-op
No Network Service	Mysteries	Pharma-Craft Minn. Mining Bing Crosby	Amer. Home Prd. Gabriel Heatter	No Network Service
Miles Labs & (S) News of World (168)	ABC Late News	Ed. R. Murrow (82)	What's Your Opinion	Miles Labs & (S) News of World (168)
One Man's Family N&L Participatns	American Music Hall	Brown & Wmson. Pontiac Robt. Q Lewis Shop	Counterspy (Participating)	One Man's Family N&L Participatns
Network Participations The Bob Hope Show	News S	CBS-Radio Workshop	City Editor	Network Participations The Bob Hope Show
National Radio Fan Club	American Music Hall	Chev. News (199)	News	National Radio Fan Club
NBC Job Clinic	News	My Son Jeep	Bob & Ray	NBC Job Clinic
National Radio Fan Club	Best Bands of the Land	Yours Truly Johnny Dollar	UN Radio Review	National Radio Fan Club
Inside Story with Victor Riesel	News	Eric Sevareid S	True or False	Inside Story with Victor Riesel
Gillette Boxing	Vandercook, CIO	CBS News	Am. Hm. Heatter	Gillette Boxing
Sports Digest	Imagination Milton Cross	H. Hickman Football Forecasts	Studio X Music	Sports Digest
Sports Highlights	ABC News	Dance Orchestra		Sports Highlights
No Network Service	Imagination Milton Cross	News	Virgil Pinkley	No Network Service
News of the World Morgan Beatty	ABC Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty
	Late News			

SATURDAY

ABC	CBS	MBS	NBC
Game of the Week (Continued)	News	John T. Flynn	
	New Orleans Jazz Band	World Traveler	
Sports Kaleidescope		Report from Washington	
Thoughts in Passing	Saturday at the Chase	Dinner Date	
Texaco News		Kraft News	
At Ease	News	Pop The Question	
	Saturday Night Country Style		
Platter Brains		Word of Life Hour	Monitor *
Speak'g of Sports	Chev. News (192)		
Texaco News		Bandstand USA	
Vincent Lopez Show	Treasury of Music		
This Week In Washington			
	Dorsey Brothers Orchestra		
As We See It			
Texaco News	News		
National Juke Box			
Speak'g of Sports	Dance Orchestra		
Best Bands in the Land			R. J. Reynolds & Co-op Grand Ole Opry (93)
Texaco News	News S		
Lawrence Welk Army Show	Dance Band		
Speak'g of Sports		Renfro Valley Dance Barn	
Rhythm on Parade	Basin Street Jazz		Monitor *
Weekend News			
Imagination	News		
	Dance Orchestra	Dance Time	

SUNDAY

CBS	MBS	NBC
	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
	London Studio Concerts	Monitor
		The Catholic Hour
	Co-op Pro-Football	Monitor
	Kraft News	
	Lombardoland USA	
	Bands For Bonds	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Mentholatum Corn Prd., Sleep-Ez—Dr. Malone	Luncheon with Lopez	No Network Service
	Road of Life (5)	Kraft News	
No Network Service	P&G news (203)	Harry Noble	
	Right to Happiness		
	Mrs. Burton		
	Colgate Strike It Rich	Lots of Music	
	Pat Butrum Show (198) Wm. Wrigley		
The Martin Block Show	Houseparty† (183) R		(Network Participation) "Five Star Playhouse"
	Corn Prod. Sunshine Sue (82)		
	American Bird Record Pet of the Day		(Network Participations) "Hilltop House"
	Corn Prod. (40) Art Smith	Mutual Reports	"Pepper Young's Family"
Treasury Bandstand	Renfro Valley Pillsbury		(Netwk Partpn.) "Woman In My House"
	No Service		M. M. McBride Net. Participation
			Fred Waring Song Feast (Network-Local Participations)
No Network Service		Basil Rathbone	
	News		Cafe Lounge
		Bob & Ray	"It's New!"
	No Service		Business World
			"Sport-O-Rama"
Wall St. Final (Harris, Upham)		Sports Time	"Observations" (Dr. Gallup)
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
Speak'g of Sports		Sports Parade	DeSoto You Bet Your Life Groucho Marx
Shake the Maracas			
Texaco News		Kraft News	
Pan American Union			
Speak'g of Sports		Pontiac Division Notre Dame Games	
Relaxin' Time			
Texaco News			
Speaking of Sports			
Gridiron Salute	Football Games		Football Game of the Week Approx. 2-5 p.m. (Co-op Basis) with "Monitor" resuming at the Conclusion of the "Game"
Weekend News			
Speaking of Sports			
Game of the Week		Co-op Stand-By Sports	
	Make Way For Youth		Monitor *
		Kraft News	

October 29, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed. Th. Fri. 8.25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Seeman Brothers (T-F); Alpha Labs (Th.); Mentholatum (M-F).

Series B—8-8:30 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Drug Products (M F); Mentholatum (M-F).

lem was consolidated with the clear channel proceeding. It had been determined that skywave propagation began not at the instance of sunset but in varying degrees of intensity as early as two hours before and after sunset. The same phenomenon was observed for sunrise. Since the rules call for clear channel stations to be protected from interference during skywave hours, the Commission instituted proceedings on whether protection to clears should begin before sunset and remain after sunrise. This proceeding was separated from the clear channel case in 1953 and at the present time there is a proposed final decision outstanding which would extend protection to clear channel outlets up to two hours before sunset and after sunrise.

The KOB situation goes back to 1940 when that station was granted clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection for 1180 kc in the NARBA convention. After a few months operation on 1030 kc, KOB moved to 770 kc temporarily. It has been operating on 770 kc since then under special service authorizations.

The U. S. Court of Appeals last month ordered the FCC to get KOB off 770 kc or to permit it to remain on that frequency with appropriate restrictions to protect WABC. The FCC was directed to report what it planned to do by Nov. 6, and to take the required steps by Nov. 22.

It is believed that the requirement for action in the KOB case furnished the impetus to take some positive action in the clear channel proceeding. The FCC's position has been that the KOB situation was tied up with the clear channel hearing and could not be resolved by itself.

Through a decision in the clear channel case, the Commission will be enabled to resolve the KOB matter on a single case basis, it was understood. Among other legalities, the resolution of the clear channel proceeding will permit the Commission to accept a long-pending application by KOB for permanent assignment on 770 kc.

There is believed to be a relationship also between the contemplated move in the clear channel case and the resumption of talks between the U. S. and Mexico for a bilateral radio agreement. The NARBA ran out in 1949. A gentlemen's agreement kept it in force, during international meetings which led in November 1950 to a new NARBA. This was signed by all North American countries except Mexico and Haiti. It was submitted to the U. S. Senate in 1951 but has never been approved.

FCC Comr. Rosel H. Hyde, chairman of the American delegation which conferred with Mexican officials on a two-nation radio treaty in 1954 and 1955, was invited to resume talks two weeks ago. He has been in Mexico City the last two weeks.

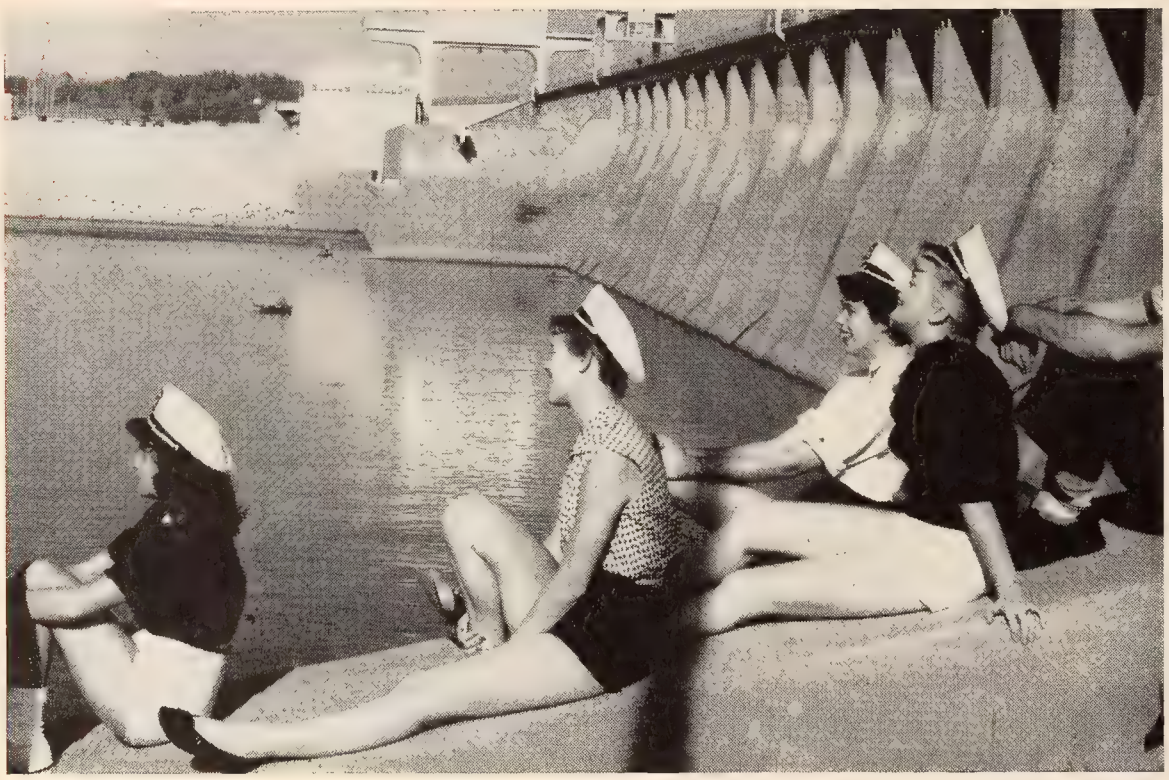
The Issue Defined

JUST what the 11-year-old Clear Channel proceeding is all about was spelled out by the FCC in its 1949 annual report. Here is what it said:

"The Clear Channel hearing involves issues of importance both to the American listening public and to the broadcasters. The controversy resolves itself into whether it would be better to share existing nighttime facilities on clear channels with applicants throughout the United States proposing to serve areas where little or no satisfactory service presently exists, or to allow only the present licensees on each clear channel to have super power in order to better their coverage. The solution of the problem depends upon which plan would tend toward betterment of service or duplication of service, particularly as it concerns rural listeners. Also present are questions such as the economic and competitive effects upon other broadcasters if a few should be allowed super power, and whether this would be conducive to the proper distribution of broadcasting service and the larger and more effective use of radio as contemplated by the Communications Act."

Hardy to India for UNESCO

RALPH W. HARDY, CBS Washington vice president, will go to New Delhi, India, as a member of the U. S. delegation to the ninth general conference of UNESCO, which convenes Nov. 3. Mr. Hardy is attending as an "expert" on mass communication, which is one of five general program areas in which UNESCO is active on a worldwide basis. Mr. Hardy also attended the eighth conference, held in Montevideo, Uruguay, in 1954.



Showmanship with that
KENTUCKY FLAIR!

Never mind the girls — the *important* view is this "bottom" of Kentucky Lake — the *world's largest man-made lake,* and Kentucky's newest, most glamorous playground!

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials* sell!

Let NBC Spot Sales give you all the facts!

Metropolitan ARB, March, 1956
ARB Louisville, Feb., 1956

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

Only STEEL can do so many jobs so well



Steamboat 'Round The Bend! This ancient river cry is being repeated daily at Disneyland, the fantasy world that appeals to grown-ups as much as youngsters. The boat is a scaled-down version of an early American river boat; but unlike its early counterparts, it is safely armored with hull plates made from USS Steel—furnished by Columbia-Geneva and U. S. Steel Supply Divisions.



Tall Tale From Texas. This immense TV tower near Dallas is almost ⅓ of a mile high (1,521 feet to be exact). Naturally, they don't want it to fall down, so it is anchored with about five miles of USS Tiger Brand guy line. The guys range from 1⅜ to 2 inches in diameter. They are anchored in concrete as far as 1,050 feet from the base of the tower.

Stainless Steel Telephone Booth. Here's the last word in outdoor telephone booths. It has a translucent skylight dome, fluorescent lamps and even boasts an electric eye to turn lights on when it becomes dark! It is made almost entirely from USS Stainless Steel to assure complete immunity to weather, wear and abuse. Since the gleaming surface can't wear off, it will stay permanently bright and attractive, requires no maintenance.



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UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-2815

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

TRUCKERS MAKE BID FOR VHF TV CH. 2

American Trucking Assns. asks FCC to set aside that facility for use in communications system of transportation industry. Affirmative action would displace 35 stations now on air.

DANGER that tv's ch. 2 might be taken away from broadcasting cropped up last week with a petition to the FCC from the American Trucking Associations Inc. that the Commission reallocate that channel for fixed scatter service.

ATA, national trade association of the motor carrier industry, made its proposal to withdraw ch. 2 from tv service in a reconsideration request of the FCC's recent split channel action wherein it decided not to split channels in the 25-50 mc band [B•T, Oct. 8].

The ATA pointed out that the motor carrier industry is allocated for its mobile communications 12 frequencies in the 25-50 mc band, three of which are shared with passenger carriers. These frequencies, as well as other motor-carrier assignments, are now severely congested and conditions are getting worse, the ATA complained.

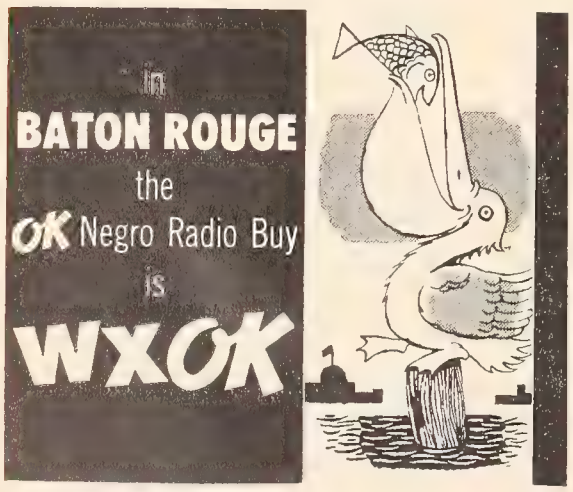
"The Commission's decision not to reduce channel separations in the 25-50 mc band, which offered the best prospect for immediate satisfaction of the motor carrier industry's need for additional assignments in the vhf band, will . . . very adversely affect the radio use of the motor carrier industry," the ATA petition stated.

The continuation of operations in the 25-50 mc band with 40 kc channel spacing will not, as the FCC anticipates, slow down the equipment investment in this band, but will have the contrary effect of greately increasing congestion "and consigning the motor carrier industry to 50% utilization of its assigned frequencies in the vhf band," the ATA declared.

The petition argued that ". . . channel splitting in the 25-50 mc band *now* would relieve the existing and prevent future congestion and provide the much needed additional frequencies without substantially affecting the equipment investment in this band, which is bound to keep growing whether or not channel splitting is approved." A channel-separation of 20 kc would about double the number of assignments in the 20-50 mc band and provide the immediate relief necessary, the ATA said.

Setting aside ch. 2 for mobile-service use would not be without precedent, the ATA contended, pointing out that the present allocations between 44 and 50 mc are derived from what was formerly ch. 1. It also would be consistent with the proposal to move all tv to uhf, the association added. In conjunction with the recommendation to reallocate ch. 2, the ATA said it would then be possible to split channels above 40 mc in the 25-50 mc band because the incidence of skip interference decreases the higher one goes in that band.

ATA recommended that "a suitable amortization period" be provided in the event the 25-50 mc band is vacated to make room for scatter. This would lessen the problem of equipment obsolescence, the petition asserted. ATA's recommendation proposed that like amortization provisions "would also apply to the television licensees on ch. 2 to enable them and the viewing public to amortize their existing equipment."



HIT BY A TRUCK

An Editorial

JUST about the most ridiculous request to be filed with the FCC since it began business is the petition of the American Trucking Assn. that ch. 2 be withdrawn from television service to expand highway trucking communications.

Trucking is a commercial business. There is no "safety of life" factor in its communications, as in aviation or shipping which cannot use wire communications. Trucks must stop for servicing at regular intervals. They can use wire communications at those points. Or they can use short-range communications of the "wired wireless" type that adhere to power or telephone lines along highways.

There is no use of the spectrum more important than service to the public, except that which involves safety of life and the national welfare. We think the trucking association petition, which is simply the front-runner for other industrial users who covet the scarce vhf band, will get nowhere. It would seek to eliminate 35 tv stations serving millions of people. It is an insult to the FCC's intelligence and an effrontery to the very public the truckers serve, to make the proposal.

TASO BOARD HOLDS ITS FIRST MEETING

Over $50,000 pledged for research program to gather technical data; paid executive to be hired with Loughran mentioned for post.

PRIMED with a potential war chest of over $50,000, the first board of directors meeting of the Television Allocations Study Organization (TASO) met last week in Washington.

Harold Fellows, NARTB president, was chosen chairman of last week's meeting. The chairmanship will be rotated among the five groups represented on the board at subsequent meetings, it was announced.

The TASO board agreed to confine the research program—instigated at the behest of the FCC to evaluate uhf and vhf propagation and equipment—to the gathering of technical data, it was understood. There had been, at one time, the thought that the program would also involve economics and policy.

It also was agreed to retain a paid executive. The name of Arthur V. Loughran, former Hazeltine research vice president and presently president of the Institute of Radio Engineers, has been prominently mentioned as being sought for the post. It was understood that Mr. Loughran's answer to the offer to head TASO would be forthcoming by Oct. 31. The next board meeting is scheduled to be held in Washington Nov. 9.

Pledges of financial support have been received from the following, in these amounts, it is understood: NARTB, Assn. of Maximum Service Telecasters, RETMA and Joint Council on Educational Tv, $12,000 each; Committee for Competitive Tv, $6,000.

Those attending the board meeting were: NARTB—Harold Fellows and Thad H. Brown Jr.; AMST—John S. Hayes (WTOP-TV Washington) and John H. DeWitt Jr. (WSM-TV Nashville); RETMA—William L. Reynolds and H. E. Bernstein; JCET—Ralph Steetle and Dr. Edgar Fuller; CCT—John G. Johnson (WTOB-TV Winston-Salem) and William L. Putnam (WWLP [TV] Springfield, Mass.).

Also present at the meeting were Seymour Krieger, JCET counsel; Ernest W. Jennes, AMST counsel; Harold Head, AMST engineering consultant; George R. Townsend, CCT engineering consultant, and Cy Braum, JCET engineering consultant.

Thoms' Overlap Questioned

QUESTIONS of signal overlap were raised by the FCC last week in advising Harold H. Thoms that a hearing may be necessary on his application for a new am station at Sylva, N. C. The Commission letter noted that a grant of the Sylva application would give Mr. Thoms and family interests in six radio operations in North Carolina, three in the western part of the state. Thoms' North Carolina broadcast interests include WCOG Greensboro, WISE Asheville, WKLM Wilmington, WMMH Marshall and minority (25%) interest in WAYS Charlotte. Mr. Thoms also owns 75% of WEAM Arlington, Va.



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CELLER SUBCOMMITTEE BARES DETAILS OF 105 NBC-TV AFFILIATION CONTRACTS

That total—half the 210 contracts submitted by the network before the House Antitrust Subcommittee's New York hearings—had been classified by the staff last Thursday. CBS-TV contracts also have been examined with ABC-TV's expected to be submitted soon.

THE STAFF of the House Antitrust Subcommittee last week was half-way through classifying the 210 tv affiliation contracts submitted by NBC to the congressional group at hearings in New York last month [B•T, Oct. 1].

A check of the 105 contracts sorted as of Thursday showed 23 NBC-TV affiliates receive 33⅓% of the network station rate after they have waived the first 24 hours per month to the network.

These stations are: KOA-TV Denver; WLWT (TV) Cincinnati; WSLS-TV Roanoke; WBZ-TV Boston; KYW-TV Cleveland; WHO-TV Des Moines; WLWC (TV) Columbus, Ohio; WTMJ-TV Milwaukee; WABT (TV) Birmingham; WOC-TV Davenport, Iowa; KPTV (TV) Portland, Ore.; KVOO-TV Tulsa; WSYR-TV Syracuse; WDAF-TV Kansas City; WHAM-TV Rochester; WRGB (TV) Schenectady; KCEN-TV Temple, Tex.; WLBT (TV) Jackson, Miss.; WSFA-TV Montgomery, Ala.; WICU (TV) Erie, Pa.; KMJ-TV Fresno, Calif.; KROC-TV Rochester, Minn.; WSJS-TV Winston-Salem, N. C.

Another group of 13 had contracts based on 24 hours free time to networks monthly and compensation of 30% of the network station rate. These were:

WXEX-TV Petersburg, Va.; KVIP (TV) Redding, Calif.; KALB-TV Alexandria, La.; KWWL-TV Waterloo, Iowa; WKNB-TV New Britain, Conn.; KCRA-TV Sacramento, Calif.; WJBF (TV) Augusta, Ga.; WEAU-TV Eau Claire, Wis.; KVAL-TV Eugene, Ore.; WJHP-TV Jacksonville, Fla.; KARK-TV Little Rock, Ark.; WFLA-TV Tampa, Fla.; KHAS-TV Hastings, Neb.

Other stations, which gave varying numbers of hours of free time and received varying percentages of the network station rate, included these:

WITN (TV) Washington, N. C., 40 hours, 30%; KVOA-TV Tucson, 40.3 hours, 33⅓%; WUSN-TV Charleston, S. C., 30 hours, 30%; KOAM-TV Pittsburg, Kan., 36 hours, 30%; WDSM-TV Superior, Wis., 35 hours, 30%; KTSM-TV El Paso, Tex., 50 hours, 33⅓%; WSPD-TV Toledo, 36 hours, 30%; WMTV (TV) Madison, Wis., 24 hours, 25%; WALA-TV Mobile, Ala., 30 hours, 30%; KCBD-TV Lubbock, Tex., 35 hours, 25%; WFAA-TV Dallas and WBAP-TV Fort Worth, 12 hours each, 33⅓% each; WMBV-TV Marinette, Wis., 46 hours, 30%; WTVO (TV) Rockford, Ill., 27 hours, 33½%.

A second group of stations gave no free hours to the network and, accordingly, in most cases, received a lower percentage of compensation than stations waiving hours to NBC-TV. In some cases the network paid AT&T charges for interconnection and in others reimbursed stations for line charges in whole or in part, usually based on a minimum number of network hours used. But in other instances stations agreed to arrange themselves, by private relays and off air pickups, to pick up NBC-TV programs from nearby terminal points or stations.

There were 22 stations which received 25% of the network station rate, waiving no hours. These were:

WFBG-TV Altoona, Pa.; KLTV (TV) Tyler, Tex.; WLBC-TV Muncie, Ind.; WDBO-TV Orlando, Fla.; KTVO (TV) Ottumwa, Iowa; KFVS-TV Cape Girardeau, Mo.; WTBW (TV) Florence, S. C.; WLWD (TV) Dayton, Ohio; WWLP (TV) Springfield, Mass.; WALB-TV Albany, Ga.; KLRJ-TV Henderson, Nev.; WLEX-TV Lexington, Ky.; KBES-TV Medford, Ore.; WFBM-TV Indianapolis; KIEM-TV Eureka, Calif.; WAPA-TV San Juan, P. R.; WKBT (TV) La Crosse, Wis.; WCIA (TV) Champaign, Ill.; WMAZ-TV Macon, Ga.; KFBB-TV Great Falls, Mont.; WMFD-TV Wilmington, N. C.; KERO-TV Bakersfield, Calif.

The seven stations receiving 20%, with

TV in Fresno -- the big
inland California market -- means



• Best local programs

• Basic NBC-TV affiliate

KMJ-TV

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. . . products that have helped the communications and related industries grow, and better serve the needs of our nation.

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no waived hours, were WFLB-TV Fayetteville, N. C.; WTOK-TV Meridian, Miss.; WTAP-TV Parkersburg, W. Va.; KCJB-TV Minot, N. D.; KRBB (TV) El Dorado, Ark.; KRBC-TV Abilene, Tex.; KQTV (TV) Fort Dodge, Iowa.

Those receiving 15% with no waived hours: WCBI-TV Columbus, Miss.; KLIX-TV Twin Falls, Idaho; KENI-TV Anchorage, Alaska; KFAR-TV Fairbanks, Alaska; KMID-TV Midland, Tex.; WCTV (TV) Thomasville, Ga. (Tallahassee, Fla.); KHAD-TV Laredo, Tex.; KRDO-TV Colorado Springs, Colo.; WJDM (TV) Panama City, Fla.; KSBW-TV Salinas, Calif.; KVSO-TV Ardmore, Okla.; WDAM-TV Hattiesburg, Miss.; KSWS-TV Roswell, N. M.

Stations which received 10% compensation, with no waiver of hours, were KXLF-TV Butte, Mont.; KUAM-TV Agana, Guam; KID-TV Idaho Falls, Idaho; WMSL-TV Decatur, Ala.; KFSA-TV Fort Smith, Ark.; KIVA (TV) Yuma, Ariz.

Receiving 30% with no waived hours: KTBC-TV Austin, Tex.; WFIE (TV) Evansville, Ind.; KNOE-TV Monroe, La.; WKNY (TV) Poughkeepsie, N. Y.; WHIZ-TV Zanesville, Ohio.

NBC had a contract with WDAY-TV Fargo, N. D., for 33⅓% compensation, with no waived hours, and with WBTV (TV) Charlotte, N. C., for 25% of gross station network rate billed to sponsor before discounts, rebates and agency commissions and with no waived hours.

The subcommittee staff said ABC-TV is expected to submit affiliation contracts soon which have been standardized throughout.

The House group's staff already has sorted out CBS-TV affiliation contracts according to type. CBS-TV has been moving toward standardizing its contract form with affiliates (based on 30% of gross time charges, with the station waiving five hours a week). But many CBS-TV contracts still in effect are worked out on a sliding scale in which the network, instead of requiring a minimum number of hours be waived, merely pays a lower percentage on the first hours, with the percentage increasing on a sliding scale as the station telecasts more network programs.



For instance, three stations, WJW-TV Cleveland, WJBK-TV Detroit and WBRC-TV Birmingham are paid 10% for the first 5 hours, 20% for the next 5 hours and 37½% for all hours over 10. WBNS-TV Columbus receives 10% for the first 5 hours, 20% for the next 5 hours, 10% for the next 5 hours, 34% for the next 10 hours and 36% for all hours over 25.

WHEN-TV Syracuse waives the first 5 hours, gets 33½% for the next 25 and 35% for all hours over 30. WTAR-TV Norfolk, which has no option time in its contract, gets 10% for the first 5 hours, 20% for the second 5 hours and 35% for all hours over 10. KFMB-TV San Diego gets 30% for the first 5 hours, 33⅓% for the next 10 hours and 35% for all hours over 15.

All the tv networks have explained that some stations are able to get better "deals" through their bargaining power as an outlet in a one- or two-station market. Where some stations appear to be getting less than others in comparable markets, the difference has been laid to the high cost of the line haul interconnecting the station with the network.

MINORITY PROTESTS 'DRAFT' BY EVINS

Republican members of House Small Business Committee accuse subcommittee head of playing politics.

THE five Republican members of the House Small Business Committee last week charged Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee which has been studying federal regulatory agencies, with use of his position "for unadulterated and unadorned political purposes."

The GOP minority members of the committee made the charges in entering a "vigorous protest" to release Oct. 19 by Rep. Evins of a "draft" report alleging White House influence on the FCC and other federal regulatory agencies, which he said fostered monopoly in the industries under their regulation and removed the agencies themselves from congressional control [AT DEADLINE, Oct. 22].

Rep. Evins released the "draft" of a proposed subcommittee report with an accompanying statement in which he charged an "earlier" draft of the document had been "leaked" to persons outside the committee, among them CBS and NBC. He added that it had been reported officials of the networks "are reviewing, criticizing and perhaps advising persons in responsible positions on courses they desire to be taken regarding this report," which he felt amounted to "lobbying" against issuance of the report. Release of the "draft" was acknowledged by Rep. Evins as his own idea and he noted it had not been signed by the other two members on the three-man subcommittee.

Both networks denied seeking or seeing the report or engaging in the activities alleged by Rep. Evins.

The protest last week was signed by the committee's five Republicans—Reps. William S. Hill (Colo.), R. Walter Riehlman (N. Y.), Horace Seely-Brown Jr. (Conn.), William M. McCulloch (Ohio) and Timothy P. Sheehan (Ill.).

The GOP members said the draft was filed without adequate time for consideration by the minority members and for minority views as required by House "rules and precedents." H. Res. 114, authorizing the committee's activities, allows reports only by the full committee, they added.

Arguing that minority members should have a "reasonable and respectable time" to study reports and present their views, the GOP statement said the Oct. 23 "deadline on a report received on Oct. 22 is arbitrary and unwarranted."

The statement noted that the draft report refers to "thousands of pages of documents and hearings [and] we anticipate a time-consuming task in making the detailed analysis which we believe is necessary."

One difficulty in drawing conclusions from testimony before other congressional committees, the GOP members said, is testimony to the House Antitrust Subcommittee. They said they were advised by Rep. Emanuel Celler (D-N. Y.), chairman of the Antitrust Subcommittee and the parent Judiciary Committee, that members have come to no conclusions on the testimony and such conclusions, when made, may be "entirely different" from those made in the Evins draft.

The GOP members concluded: "In the name of small business and fair play we urge that this unhappy attempt to use the House Small Business Committee for unadulterated and unadorned political purposes be stopped. We expect at the proper time to call this matter to the attention of the House of Representatives."

The statement, a telegram, was addressed to Chairman Wright Patman (D-Tex.) of the House Small Business Committee.

Reports from Rep. Celler indicated last week that the GOP statement is correct in stating Rep. Celler and other members of the House Judiciary Committee will not come to a conclusion on the Anitrust Subcommittee's investigations until members have examined the complete hearing record. It was noted that the record not only is "voluminous," but that additional documents were added to it.

The draft report issued by Rep. Evins had charged excessive control by the Executive Branch over federal regulatory agencies, which he said were created by Congress to be delegated authority resting in the latter body. He said control had shifted largely over to the White House partly through enactment of proposals made "in the name of 'efficiency' " by the Hoover Commission and through other more gradual processes. The draft report recommended several measures to restore control to Congress.

The Evins subcommittee held hearings last spring after charging it had evidence of White House influence in FCC decisions. CBS and RCA-NBC files were subpoenaed, but the FCC never was called to testify [B•T, March 26]. The House Antitrust Subcommittee heard a number of witnesses, including the tv networks and the FCC, in its hunt for monopoly in the broadcast industry, winding up hearings in New York last month [B•T, Oct. 1].



Behind the "freedom curtain"

A simple curtain of cloth—not iron or bamboo—is a symbol of our liberties. It helps to protect the right to vote privately and freely. By voting, we reaffirm our faith in the American form of government and make our voices heard in matters affecting the preservation of our heritage and way of life. To vote is a right and a privilege . . . and a *responsibility*. To vote intelligently is a duty.

Be sure to VOTE on Nov. 6th



Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

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SIX FIRMS ANSWER CHARGES BY FTC

Six of nine manufacturers admit radio-tv promotion practices, but deny they are illegal. Issue of legality will affect status of similar plans.

SIX manufacturing firms last week admitted they participated in area merchandising plans with network-owned radio-tv stations and food or drug chains.

But they denied charges by the Federal Trade Commission that such practices violated provisions of the Robinson-Patman Act. Thus, the FTC was in position to act on its complaints strictly on the issue of legality.

The six firms last week answering FTC charges brought in July [B•T, July 30] were Sunshine Biscuits Inc. (cookies, crackers), Groveton Paper Co. (paper napkins), Hudson Pulp & Paper Corp. (paper napkins, towels), P. Lorillard Co. (cigarettes), Piel Bros. (beer) and Sunkist Growers Inc. (fruit juices). They asked dismissal of the FTC complaint.

Also answering, but denying it dealt directly with food and drug chains because it sells only to its distributors (bottlers) was Pepsi Cola Co. (soft drinks).

Two other firms included in the charges, Coca-Cola Bottling Co. (soft drinks) and General Foods Corp., asked for and received extensions of time to Oct. 31 to answer the charges. All the answers had been due last Wednesday at the FTC.

The FTC charges that these firms favor some of their chain store customers over competing independents and others in violation of Sec. 2 (d) of the Robinson-Patman Act, which provides that a manufacturer or wholesale distributor must not grant promotional or other allowances to some of its customers without making the same allowances available to competitors on a proportionately equal basis.

The firms granted added allowances to the food and drug chains, the FTC has charged, by buying advertising time on specific network-owned radio or tv stations at regular station card rates, in return for which the station arranged for special displays of the manufacturer's product in all the stores of the chain. The chain stores agreed to the in-store displays in return for free advertising on the radio or tv station, the FTC said.

Although the FTC complaints implicate only network-owned stations, the action is looked upon as a threat to merchandising concepts developed throughout the broadcast industry in recent years. If the FTC finds the practices illegal and orders them stopped, and if the agency is supported by the courts in any possible appeals, then the whole concept of merchandising-promotion aid by broadcast stations will have to be curtailed or discarded.

CBS, not a respondent although involved in some of the complaints, has petitioned to intervene in the case, but two FTC hearing examiners have recommended against this petition on grounds the network's interest is too indirect.

The six firms admitted they contracted for time with ABC, CBS or NBC radio or tv stations at regular station rates after the network stations "as added inducement," told the respective firms they would have their products specially displayed in the chain stores.

But they denied that such agreements and time purchases constituted a benefit to some customers, while others did not receive such benefits on a proportionately equal basis, as charged by the FTC. They also denied that the network or its owned station had served as a "medium or intermediary" between the manufacturers and the food and drug chains alleged by the FTC to have received allowances not made available to competitors of the chains. They also denied FTC charges that their payments to the network stations included compensation or payment to the allegedly favored customers for promotional service and denied the payments for time were made to benefit "any customer of the respondent."

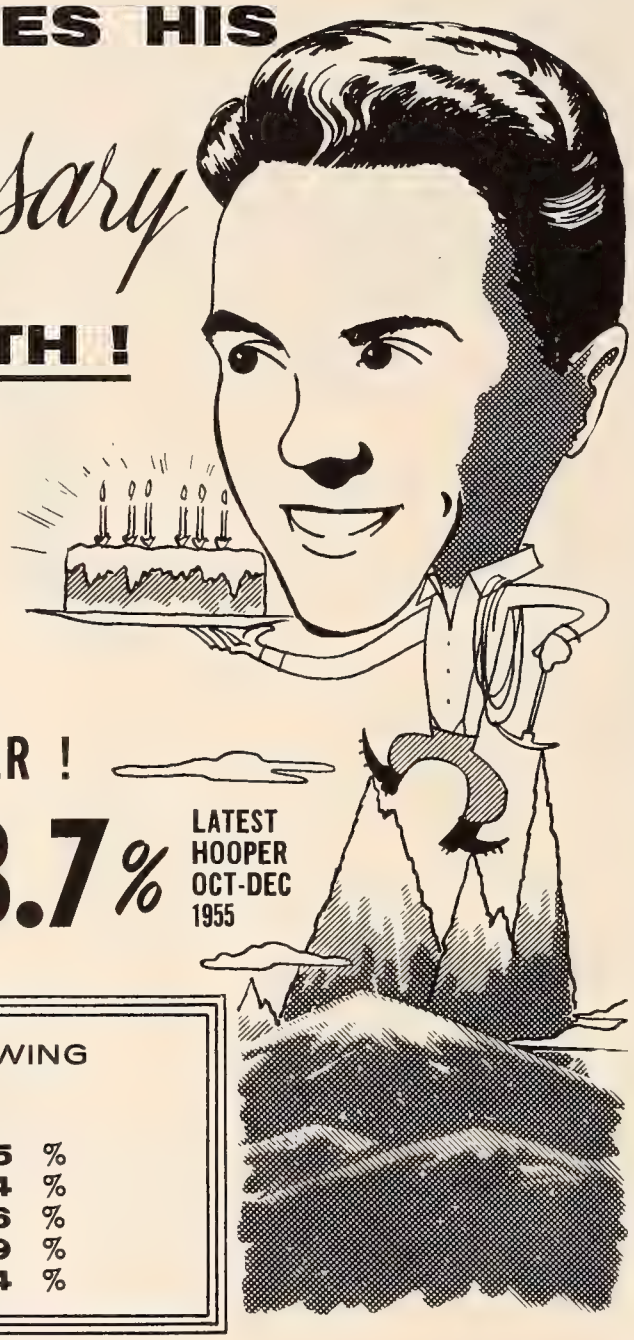
The FTC charges, citing dates back to 1952, involve the firms with these stations:

Pepsi Cola: WABC-TV New York, WCBS New York, KMOX St. Louis, WRCA New York.

Hudson Paper: WBKB (TV) Chicago, WCBS, WRCA.

Sunshine Biscuits: WBKB, WRCA,

"UNCLE EDDIE" MEATH CELEBRATES HIS 6th Anniversary THIS MONTH !



He and his "MUSICAL CLOCK" have always been ON TOP IN ROCHESTER !

Share of Audience 43.7% LATEST HOOPER OCT-DEC 1955

AND LOOK AT THIS GROWING RATING RECORD:

1951 . . . . . 4.5 %
1952 . . . . . 5.4 %
1953 . . . . . 6.6 %
1954 . . . . . 6.9 %
1955 . . . . . 7.4 %

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



Wire photograph of Georgi Malenkov in one of his happier moods

"Thank you, America, for what you're doing to your railroads!"

We're not alarmists, but the current plight of America's railroads must give quite a chuckle to the men in the Kremlin.

Our railroads, after all, are our first line of transportation defense. ***In World War II they carried 90% of all military supplies, and carried 95% of all military personnel.***

And right now the railroads are having a rough time handling present demands—to say nothing of what they'd be up against in a national emergency.

At this very moment the nation is suffering from a shortage of over 100,000 freight cars.

You may not realize it, but the situation is so serious that our farmers and other producers can't get their products to market. Boats have been tied up in harbors for days on end, waiting for freight cars to unload their cargo.

What would happen if the Suez crisis suddenly burst into flame? What would happen if the Reds suddenly struck somewhere else?

It's not a pleasant thought. The bald truth is that our railroads are being starved to death through political regulation. They lost over a half *billion* dollars last year on their passenger business alone. They are fighting for their lives in the face of *subsidized* competition from highly prosperous users of airways, waterways and highways. They are being hit right and left by murderous and discriminatory taxes.

The Central's answer:
17,000 new freight cars

In spite of all these handicaps, the Central has ordered more than 17,000 new freight cars, at a cost of over $178,000,000. That's right—over seventeen *thousand* freight cars—enough to make a train that would stretch almost from New York to Washington.

You can bet they'll be a big help. But this is only the beginning of what we want to do and *would* do if we were allowed to stem our losses and run our business the American way instead of the Russian way. (The Russian way is without profit.)

Not until the railroads are allowed to make a fair return—just like America's retail stores, coal operators, manufacturers and public utilities—can we be expected to replace our worn-out equipment. (*More than one-third of U. S. freight cars are over 25 years old . . . and more than two-thirds of U. S. passenger cars are over 25 years old!*)

Not until the railroads are allowed to make a fair return can we give the nation the truly modern railroad service that present-day technology makes possible.

And, far more importantly, not until then can our railroads be ready to meet any crisis that the Kremlin could precipitate.

New York Central Railroad

WMAQ Chicago.

Piel Bros.: WABC-TV, WCBS, WRCA.

Groveton: WABC-TV, WEEI Boston.

Sunkist Growers: WABC-TV, WCBS, WRCA.

P. Lorillard: WABC-TV, WBBM Chicago.

Coca Cola: WABC-AM-TV, WCBS, WRCA.

General Foods: WABC-TV, WBKB, KABC-TV Los Angeles, WBBM, WEEI, KMOX, WRCA, WRC Washington, KNBC San Francisco, WMAQ, WTAM Cleveland (now owned by Westinghouse).

Cps for Seven New Ams Granted by Commission

FIVE new am grants were issued by the FCC last week, and two contested decisions were made final. They were for:

Tulare, Calif.—San Val Broadcasters, 1370 kc, 1 kw, daytime. Robert T. McVay, sports director, KYOS Merced, Calif., and Gene V. Mitchell, business interests, are equal partners.

Saline, Mich.—The Saline Broadcasting Co., favored in an initial decision [B•T, Sept 24] for 1290 kc, 500 w, daytime, was granted the facility, effective immediately. Principals are President Meredith Bixby (25%), producer of school entertainment programs; Vice President Eugene H. Hannah (25%), general contractor-interior decorator, and Treasurer Henry Leutheuser (25%), hotel and restaurant owner.

Winona, Minn.—Winona Broadcasting Co., 1570 kc, 1 kw, daytime. Albert S. Tedesco, Winona principal, is majority owner, KDUZ Hutchinson, Minn.

Kearney, Neb.—Elbert M. Gallemore Sr., 1460 kc, 5 kw, daytime. Mr. Gallemore has construction-contractor interests.

Eatontown, N. J.—The application of Harold M. Gade for 1410 kc, 500 w, daytime, favored in an initial decision [B•T, Sept. 24], was granted. Monmouth County Broadcasters' application seeking the same facilities in Long Branch, N. J., was denied for failure to prosecute.

Roanoke, Va.—Elmore D. Heins and Reba Figgatt Heins, 910 kc, 1 kw, daytime. Mr. Heins is president and 38% stockholder of National Theatre Corp., Roanoke.

Prosser, Wash.—Prosser-Grandview Broadcasters Inc., 1310 kc, 1 kw, daytime. Grandview principals are president and 41% owner, Forrest H. Bishop, employe of KWIE Kennewick, Wash., and Jack L. Quinn (16.6%), vice president, general manager of Richland, Wash., Tv Cable Corp.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

WEOA-WEHT (TV) Sale Heads Approvals at FCC

THE $820,000 sale of WEOA-WEHT (TV) Evansville, Ind., by Malco Theatres to a syndicate headed by Cincinnati capitalist Henry Hilberg topped the list of station sales approved by the FCC last week.

The purchasing group, WEHT Inc., includes (besides Mr. Hilberg) James R. Clark Jr., Cincinnati attorney, who with Mr. Hilberg will hold equal majority interest; Edwin G. Richter, sales manager of WTVN-TV Columbus, Ohio, and Ernest Felix, Miami, Fla., radio-tv management consultant and former ABC-TV executive. Both WEOA (1400 kc, 250 w) and ch. 50 WEHT are affiliated with CBS. Other FCC approvals:

KRIS Corpus Christi, Tex.—Sold by Gulf Coast Broadcasting Co. to South Texas Broadcasting Co. for $255,000. South Texas principals own KTHT Houston, Tex., and include former (1953-55) Houston mayor Roy Hofheinz, 25% KTHT owner, who also owns 16% of KTRK-TV there.

KXLR North Little Rock, Ark.—Sold for $81,460 by John F. Wells, Phillip G. Back and others to Sanders Arkansas Broadcasting Inc. The Sanders company is headed by J. M. Sanders, Dallas, agency owner.

KRSN-AM-FM Los Alamos, N. M.—Sold by Sunshine Broadcasting Co. to Virgil Allen Parker III and Darrel K. Burns for $62,000. Messrs. Parker and Burns are commercial manager and merchandising manager, respectively, of KORE Eugene, Ore.

Application was filed last week seeking FCC approval of the $455,000 sale of WRIT Milwaukee, Wis., from McLendon Investment Corp. to Radio Milwaukee Inc. Radio Milwaukee is 50% owned by H & E Balaban Corp. (theatre interests) and 25% each by Harold S. Lederer and Leo M. Lederer, who control Atlantic Brewing Co. (Tavern pale beer), Chicago. H & E Balaban Corp. owns 50% of WTVO (TV) Rockford, Ill.; 50% of WICS (TV) Springfield, Ill.; 50% of WMCM (TV) Grand Rapids, Mich., and is applicant for tv stations in White Heath, Ill. (ch. 21), and Birmingham, Ala. (ch. 42).

Also filed last week was an application seeking FCC approval of the sale of WSFA Montgomery, Ala., from WKY Radiophone Co. to Charles W. Holt (70%), Connie I. Holt (10%) and Robert N. Robinson (20%). The sale price is $175,000 and does not include the tv affiliate, WSFA-TV. The WKY company owns WKY-AM-TV Oklahoma City, WSFA-AM-TV and WTVT (TV) Tampa, Fla. The Holts control WHSY Hattiesburg, Miss. (51%), WHNY McComb, Miss. (55%), and WHXY Bogalusa, La. (54%). Mr. Robinson owns 24.5% of WHSY.

Walla Walla Ch. 8 Grant Goes to KIMA-TV Affiliate

A NEW tv station on ch. 8 at Walla Walla, Wash., was awarded by the FCC last week to Walla Walla Tv Co., which is owned 100% by Cascade Broadcasting Co. (KIMA-AM-TV Yakima, Wash.).

Proposals for the planned Walla Walla operation include an effective radiated power of 3.04 kw visual with antenna height 10 ft. above average terrain. Construction and first year operation costs, respectively, were listed at $51,405 and $100,000.

Cascade also owns and operates as satellites of the Yakima tv outlet ch. 19 KEPR-TV Pasco, Wash., and ch. 3 KLEW-TV Lewiston, Idaho. Cascade also holds 40% interest in KWIE Kennewick, Wash.

XETV (TV) ABC-TV Affiliation Is Legal, Commission Rules

ABC-TV affiliation with XETV (TV) Tijuana, Mex., does not violate the Communications Act or any treaty with Mexico, the FCC ruled last week. The Commission affirmed its decision of Nov. 23, 1955, granting without hearing ABC's application to transmit live telecasts to the ch. 6 Mexican outlet.

The ABC-XETV arrangement has been protested by San Diego stations KFMB-TV, CBS affiliate, and KFSD-TV, NBC affiliate. The FCC described as "vague contentions" charges by the protestants that the across-the-border affiliation contravened FCC rules and Mexican treaty provisions. The Commission said that ABC, "faced with a practical inability to secure a full-time affiliate in the important San Diego area, and unwilling as an aggressive network competitor any longer to be satisfied with its present arrangements, has gone beyond the borders of the U. S. for an affiliate."



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says: **J. WARD MAURER**
Vice-President of Advertising
Wildroot Company, Inc.

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J. WARD MAURER

Mr. Maurer began his career in advertising and business 26 years ago when he became associated with the Wildroot Co. In 1942, he was promoted to advertising manager, in 1947 to director of advertising and in 1955 to vice-president.

Administering an advertising budget that exceeds $3,500,000 annually in the U.S. alone, Mr. Maurer also supervises Wildroot advertising in Canada, Cuba, Mexico and British South Africa where Wildroot has manufacturing operations, and in many other foreign countries where Wildroot products are sold. Among his many honorary positions are such titles as Chairman of the Board of the Advertising Research Foundation and past Chairman of the Board of the Association of National Advertisers.

Keeping informed on advertising and marketing means regular weekly sessions with Ad Age for most of the executives who are important to you. When it comes to performance in providing coverage of up-to-the minute news, trends and developments, AA stands in advertising where the Yankees stand in baseball. It's tops—not only to those who *activate* but to those who *influence* the important decisions on markets and media.

At Wildroot, for example, broadcast and Mr. Maurer's famous "Wildroot Cream Oil Charlie" jingle have been important selling forces. In 1944, Wildroot was the biggest spot radio user in the country, and during the first six months of 1956, ranked among the top 77 advertisers in TV broadcast. It s spot expenditures in TV alone for this period was over $555,000* and its TV network expenditures exceeded $666,400**.

During the year, a total of *104 paid subscription copies of Ad Age* get read, routed and discussed among advertising, marketing and other executives at Wildroot. Further, *14,664 paid subscription copies—282 every week—reach important executives at the agency handling Wildroot's advertising,* BBD & O.

Add to this AA's current 36,000 paid circulation, its unmatched penetration of advertising agencies with a weekly paid circulation of over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its top total readership of over 131,000—and you'll recognize in Advertising Age, a most influential medium for swinging broadcast decisions your way.

* N. C. Rorabaugh Co. for Television Bureau of Advertising
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ABC ABP NBP

NARTB ANSWERS REMOTE CRITICS

NARTB last week filed replies with the FCC to comments by three labor organizations who oppose the Commission's proposed rulemaking to extend remote control authorization to all am and fm radio stations. Stations of 10 kw or less, with non-directional antennas, presently are authorized remote control.

The association said its reply comments are in answer to the "three principal letters in opposition to the proposal." These are International Brotherhood of Electrical Workers (IBEW), National Assn. of Broadcast Employes & Technicians (NABET) and American Communications Assn. (ACA).

To arguments that directional antennas are not stable enough for remote control operation, NARTB said its comments show stability is fully established and that the FCC's proposal to authorize remote control for directional antenna stations on a case-to-case basis will eliminate non-stable arrays from such authorizations.

To contentions that high-power transmitters are not sufficiently reliable for remote control operation, NARTB said high-power stations, because of the greater engineering complexity of transmitters and their wider coverage, should be treated differently than low-power stations. NARTB admitted a few high power transmitters, "in their present condition," are not reliable enough for unattended operation.

But, the association said, no broadcaster nor NARTB would recommend remote control authority for a transmitter that does not operate as well unattended as it does attended; if an "improper" remote control operation were attempted the FCC would soon discover it through field inspections or complaints; besides, the broadcaster realizes self-interest compels him to install a remote operation only when it will be as efficient as an attended one, the statement said.

NARTB called opponents' fears of excess outage time "unjustified," but expressed willingness to agree to "any reasonable regulations" to insure against this.

Thus, said NARTB, it is modifying its proposals to ask that remote control be granted to stations of more than 10 kw only when the station has an auxiliary transmitter of 5 kw or more which can be operated from the remote point and that the station make a reasonable showing of the reliability of its main transmitter.

NARTB said adoption of remote control would not result in degradation of FCC technical standards, but would add public service benefits.

Rule-Making Actions

IN rule-making actions last week, the FCC:

(1) Denied a petition by WTVO (TV) Rockford, Ill., for separate consideration of its proposal to delete ch. 3 from Madison, Wis., and to assign it to Rockford, Ill., by shifting assignment at Fond du Lac, Wis., from ch. 54 to ch. 68. The FCC said that the WTVO proposal can be considered with a notice of proposed rule-making already issued which would change from commercial to educational Madison's ch. 3, making that city all uhf.

(2) Denied a request by Texas Technological College Lubbock, to change commercial ch. 5 there to educational.

In a new rule-making request, WAYS Charlotte, N. C., asked the FCC to delete ch. 9 from Charlotte and substitute chs. 20 and 77 there. This would give Charlotte chs. 3 (operating WBTV [TV]), 20, 36, 42 (educational) and 77.

Court of Appeals Language Revised in Spartanburg Case

THE U. S. Court of Appeals last week revised the language of its Spartanburg, S. C., ch. 7 opinion to eliminate the reference to the Commission's April 30, 1954, order authorizing WSPA-TV Spartanburg to move its transmitter site from its projected location on Hogback Mt. to its present location on Paris Mt. The action removed doubt whether WSPA-TV would stay on the air.

The order [B•T, Sept. 10] now refers only to the Commission's final decision denying the protests of ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, both South Carolina, against the move. The court ordered the FCC to reopen the protest hearing to accept engineering testimony and to decide what it termed misrepresentations on the part of WSPA-TV.

If the original court order had been allowed to stand, WSPA-TV might have had to cease operating since its basic authorization to operate from Paris Mt. would have been rescinded. The Commission petitioned the court for a rehearing to rectify what it called an action beyond the jurisdiction of the court. The court, in a *per curiam* opinion last week, denied this petition, but revised the language of its September opinion to amend the challenged section.

Meanwhile, the FCC also asked the appellate court to withhold issuance of the mandate in this case in order to permit it to consider an appeal for review to the U. S. Supreme Court.

KCCC-TV Says It Wants Shot at KOVR (TV)'s V

IF CH. 13 KOVR (TV) Stockton, Calif., can't make a go of it from its present transmitter site on Mt. Diablo, ch. 40 KCCC-TV Sacramento says it's willing to switch to ch. 13, operate it from Mt. Diablo and take its chances.

KCCC-TV made a formal request for the Stockton facility last week and asked the FCC to accept its application and set it for hearing with KOVR's request to change transmitter site to Butte Mt., about 40 miles northeast of Stockton and 72 miles from its present site on Mt. Diablo. The proposed move has been protested by KCCC-TV [B•T, Sept. 24], which charges that KOVR is attempting to move in on Sacramento and secure the ABC affiliation now held by KCCC-TV.

FCC Upholds NBC Decision In Proposition Four Dispute

RECTITUDE of NBC in dealing with alleged partisan newscasts of Richfield Oil Corp. was upheld by the FCC last week when it told the California Committee Opposed to Oil Monopoly that it could find no evidence of wrongdoing or lack of responsibility on the part of the network in the controversial California referendum on oil conservation (Proposition Four).

The California committee had charged that the oil company was mixing political propaganda with its *Richfield Reporter* newscasts on NBC's western network. It also made the same charge against the commercial messages on the *Mayor of the Town* series sponsored by Richfield on seven California tv outlets [B•T, Oct. 22, 8].

Not only did NBC offer the medium of a forum or debate program for both sides to have their say, the Commission said it had determined, but also the network had offered the committee a 15-minute program. Both offers were declined by the committee, the Commission said.

Furthermore, the FCC said, it had been determined that only one mention of the disputed Proposition Four has appeared on the *Richfield Reporter* since Aug. 13 and that was a balanced presentation with pro and con comments. The Commission also noted that opponents of Proposition Four have been sold time for 72 announcements and proponents for 49 commercials, all being broadcast over KNBC San Francisco.

WAVY Ch. 10 Grant Appealed, Misrepresentation Alleged

CHARGES of misrepresentation in the ownership of WAVY Portsmouth, Va., were filed with the FCC last week by Beachview Broadcasting Corp., unsuccessful applicant for Norfolk-Portmouth ch. 10. At the same time Beachview also filed an appeal with the U. S. Court of Appeals in Washington against the Commission's May grant of the vhf facility to WAVY [B•T, June 4].

In a petition to reopen the record and for further hearing, Beachview alleged that WAVY failed to disclose that Carl J. Burkland, executive vice president and general manager of WAVY, was also a stockholder. It also alleged that WAVY failed to disclose that Richard Kellam, Virginia political leader, and Fred Haycox publisher of the weekly *Virginia Beach Sun Times*, were also stockholders.

In its court appeal, Beachview claimed that it was favored for the grant by an FCC examiner, but the Commission reversed the examiner and granted the facility to WAVY by a vote of three to two, with two commissioners abstaining. Earlier this month, the FCC turned down a Beachview petition for reconsideration.

RCA'S FOLSOM CALLS NTSC 'PHONY,' LABELS IT DEVICE TO STEAL COLOR TV

Competitor rigged the color tv standards committee to get system without paying royalties, RCA president charges. He predicts someone else will claim credit for system. Statement comes in time of heated controversy over color (see story page 84).

RCA PRESIDENT Frank Folsom said last week that the National Television Systems Committee, the voluntary industry group which developed compatible color tv standards in 1950-53, "was a phony." He made the charge last Thursday in Los Angeles at dedication ceremonies for a new $1.4 million distributing center for RCA Victor Distributing Corp.

Asked by newsmen for further clarification of the "phony" label, Mr. Folsom asserted: "NTSC was contrived by one of our competitors to get our system without paying any royalties." He did not identify the competitor.

In the same vein, Mr. Folsom told reporters, "Gentlemen, I predict that in your lifetime someone else will take credit for inventing the color tv system." Asked jokingly if he meant "someone in Russia," he replied, "It will probably be someone in the industry that you know today."

The RCA president's statement came in a week charged with color tv controversy. Earlier, RCA spokesmen had attacked an article in *Time* magazine ("Faded Rainbow," Oct. 22) which said "color tv has turned out to be the most resounding industrial flop of 1956." (See story page 84.)

Citing the bright future for color television set sales and NBC-TV's color programming contribution, Mr. Folsom recalled phases of color tv's development and asserted, "RCA made the color system . . . no one has yet made a successful color picture tube except RCA."

Other RCA executives present cautioned newsmen to be careful in distinguishing between the "standards" developed by NTSC and approved by FCC and the "system" developed by RCA. They also said that the NTSC specifications in the final analysis were virtually the RCA compatible color system.

Mr. Folsom did not expect color set prices to become lower "for the next year or so." He contended the $495 price is not high for today's standard of living, "especially when you see so many who can afford sports cars and weekends in Palm Springs or Miami."

The RCA president again charged that the common idea that color tv prices are "high" is a "phony premise" by the firm's "competition" who can't manufacture an equal product. He recalled that the $375 10-inch set RCA introduced in April 1947 at the start of black-and-white television was down to $149.50 within three years and had become obsolete.

The $70 million which RCA has spent in developing color tv "has been written off month by month and is not being charged against the future," Mr. Folsom said. Physical plant facilities used in manufacture, however, are being amortized in the usual way, he explained. RCA spent "more than $50 million getting black-and-white television into American homes," he added.

"Our enthusiasm for color was never greater than it is today," Mr. Folsom said. "Dealers are already selling color receivers as fast as they are being turned out. As we move into the Christmas selling season, this demand will pick up even more momentum. We anticipate a consumer demand for most models that will far exceed our production."

No 'Conflict' on Toll Tv

President Folsom also referred to the recent disclosure that RCA has patents for a pay-tv system. He said there is "no conflict" of policy toward subscription in RCA's present opposition to toll tv before the FCC and opinions expressed by Vladimir K. Zworykin, RCA honorary vice president, in a 1950 application for a patent covering eight claims to "secret television systems" comprising a pay-tv operation. The Zworykin patent was granted July 31, 1956, and has just become public [B•T, Oct. 22].

Mr. Folsom noted that the patent application was filed a number of years ago as part of RCA's consistent effort, under Brig. Gen. David Sarnoff's leadership, to explore every avenue in research which might reasonably lead to profitable and practical developments to serve the consumer. He said the patent statement was not necessarily a support of pay-tv but rather an explanation of what the system could do should it be approved by FCC.

"But who is going to pay for receiving films in the home when you already can get them free?" he told B•T.

At last Thursday's ceremonies in Los Angeles, Mr. Folsom pressed a button which "cut" a ribbon at the entrance by means of electrical energy from a solar battery igniting a magnesium band on the cloth. Civic dignitaries, headed by Los Angeles Mayor Norris Poulson, joined the RCA and NBC officials at the ceremony.

The largest facility of its kind in California, according to RCA, the new center



WHLI
"THE VOICE OF LONG ISLAND"

SELLS

BIG INDEPENDENT MARKET-NASSAU COUNTY

RETAIL SALES
$1,479,111,000

- 10th among U. S. Counties
- More than 17 States

GIVES

BIG BONUS COVERAGE

(Nassau, parts of Queens, Suffolk and Brooklyn.)

POPULATION 2,903,765
NET INCOME $6,132,673,150
RETAIL SALES $3,268,444,450

Data Source: Sales Management

DELIVERS

BIGGEST DAYTIME AUDIENCE in the MAJOR LONG ISLAND MARKET

According to the most recent Pulse Survey...one station...WHLI has a larger daytime audience in this market than any other station!

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V P. SALES

Represented by Gill-Perna

will serve nearly 2,000 RCA Victor and RCA Whirlpool dealers in Los Angeles county alone. A one-story building of modern design on a seven and one-half acre lot, the center contains offices, three large display rooms and enough storage space for 50,000 tv sets.

Mr. Folsom said his confidence in the future of the electronics industry is based on "the ability of our scientists to find new ways of harnessing the electron to take over all kinds of jobs now done by other means. For example, today more than 80% of RCA's business is in products and services which did not even exist commercially ten years ago. In another 10 years, regardless of the size of the industry, I believe that a comparable percentage of the volume will be in products that are not on the market now."

The RCA president said his firm has tripled its facilities and investment in California in the last 10 years and today employs 4,000 people with annual payroll of $30 million. RCA has 14 major corporate divisions in the Los Angeles area now.

Host for Thursday's ceremonies was Hadley Chapman, vice president in charge of the Los Angeles branch, RCA Victor Distributing Corp. Other RCA and NBC officials present were John K. West, vice president for the NBC Pacific Div.; H. R. Maag, vice president and western manager, RCA; E. C. Anderson, executive vice president, RCA public relations; Charles M. Odorizzi, executive vice president, RCA Sales and Services; T. A. Smith, executive vice president, RCA Defense Electronic Products; Walter M. Norton, president, RCA Victor Distributing Corp.

'TIME' COLOR REPORT BLASTED BY RCA

RCA has taken *Time* to task over the news magazine's review of color tv in its Oct. 22 issue, charging that the *Time* article was "biased and damaging."

Meanwhile, Zenith Radio Corp. distributed to its franchised dealers a reprint of an article that appeared Oct. 10 in *The Wall Street Journal,* which claimed a slow-up in color tv set sales and a simultaneous cut back by manufacturers.

A letter dated Oct. 18 (*Time* is on newsstands ahead of its Monday publication date) was sent to *Time* by Robert L. Werner, RCA vice president and general attorney, asserting:

"The story on color television in your current issue is biased and damaging. Unlike RCA's popular tv receivers, the colors in *Time's* colored account are not true, nor are they compatible with fact."

Copies of Mr. Werner's letter were circulated immediately to all RCA distributors and dealers by Robert A. Seidel, executive vice president of RCA's consumer products. Mr. Seidel said:

"As you know, the fact is that color television sales are accelerating week after week and the excellent color programs now on the air are a source of great satisfaction to owners of color receivers. Aggressive promotion of home demonstration programs provides a wide open opportunity for further increases in sales. We believe that both you and your customers will be interested in the facts."

Time quoted General Electric President Ralph J. Cordiner as giving this "answer" to the question of "what's wrong with color tv?": "If you have a color set, you've almost got to have an engineer living in the house." The article proceeded to assert that Mr. Cordiner and "virtually every other U. S. electronics manufacturer" are well aware that "color tv has turned out to be the most resounding industrial flop of 1956."

Time found color tv optimism on sales this year to be "premature tub thumping" observing that "where the seers went wrong was in reasoning that the customer would clamor for color as soon as prices came down."

Noted was Brig. Gen. David Sarnoff's prediction at the start of this year that by mid.-1956 up to 1.5 million color receivers would be in operation, but *Time* claimed not more than 75,000 color sets were in use two weeks ago and that compared to 7.2 million black-and-white set sales this year, "color sales are scarcely a speck in the nation's tv screen." It reported that the industry expects to sell not more than 250,000 color sets by the year's end (and that one "big manufacturer" estimates the total closer to only 30,000).

The article quoted an "idle viewer at Rich's Department Store (Atlanta) as saying: "I know the grass is green at Ebbets Field. It isn't worth $400 more to find out how green." This sentiment, according to *Time,* echoed "the prevailing U. S. apathy to tinted tv." Also mentioned were dealers who voiced unwillingness to handle color sets because prices (sets and service contracts) are still too high, there is a shortage of proper technicians to service them and retail markups are too low "to justify aggressive advertising." Other dealers, however, were seen as making "hard promotion pay off."

For its windup, *Time* reviewed extensively charges which it said Zenith Radio Corp. President E. F. McDonald Jr. had leveled against RCA, to wit: "RCA had deliberately oversold the industry on color since 1953." The "premature tub thumping" phrase was contained in a quote of Mr. McDonald's and applied in reference to RCA's color support. The magazine, however, cited "many tv men, on the other hand," who pointed to RCA as doing "more than the rest of the industry combined to get color out of the red."

Mr. McDonald's quotation also implied that RCA's color push was connected with an expected expiration of licensing patents, alluding to it [color promotion] as a way "to induce" manufacturers to sign up for a new license term.

Mr. Werner's letter pointed out that *Time* could have found "by a careful check of the facts" that the *New York Times* on Oct. 17 had reported 1,100 color sets shipped by RCA's distributor Raymond Rosen & Co., in Philadelphia and Rosen's color set billings for the month exceeded those for black-and-white sets [B•T, Oct. 22]. He declared other such facts for Chicago, New York, Los Angeles and elsewhere in the U. S. could have been uncovered by *Time* if it had checked.

In reference to the GE and Zenith positions described in the article, Mr. Werner asserted that *Time* chose to "feature anti-color tv statements by the presidents of two of RCA's biggest competitors whose companies achieved their first success in black-and-white tv years after RCA's David Sarnoff pioneered in that field, and then only by using inventions made by RCA's famed scientists and engineers."

He asserted that in 1947, RCA was pioneering in black-and-white similarly as it is today in color but that "one of Zenith's publicity men" wrote an *American Weekly Magazine* article quoting Mr. McDonald as saying " 'Television will be a colossal flop' until some way is found to charge the public for tv programs it receives at home." Mr. Werner singled out Zenith, however, as having patent rights on a pay television system, that RCA researchers "directed their efforts to improving free television service . . . by the addition of color" and that Mr. McDonald's bias against color is understandable when these facts, also overlooked by *Time,* are disclosed." He said RCA accepted the "assertion by GE's president that his factories can't turn out a satisfactory color set." But, he added "we do not believe it is fair to leave your readers with the impression that RCA can't."

According to Mr. Werner, the news magazine's article opened with a "loaded question" ("What's wrong with color tv?") and that "your writers than proceeded to answer . . . with disparaging propaganda spread by those who would hold back color television." He suggested a correction of what he called "the unjustified and damaging statements . . . published" as a "matter of honest and simple fairness."

Zenith circulated to its dealers the reprint of the *Journal* article and a news story from the Oct. 12 *New York Herald Tribune* (also based on quotations from GE's pre-



sident on color) and another from the Oct. 4 *London Daily Mail* (by Stubbs Walker, its correspondent in the U. S.) that among other things, cited "experts" as expecting color viewing as a "practical possibility" to be at least 7½ years away and "possibly 10."

In an accompanying statement, Mr. McDonald said that if the dealers wondered whether color tv "would add to your profits this season," they could find out what "dealers say" in the reprinted *Journal* article.

Says Public Not Buying

He noted that the financial newspaper pointed out that color "has had one of the costliest promotions in tv history, but that the public is not buying it. This is true even in Chicago, the one city in the world with a full time color station. [Much of the *Journal* story was based on what the newspaper reported to be a lack of enthusiasm, particularly in Chicago, on the part of dealers]. How, then, can dealers elsewhere hope to profit more from color sales?"

Mr. McDonald stressed that "the only new thing in tv this year" was Zenith's "exclusive space-command remote tuning." This is the electronic device placed on the market by Zenith that can tune a set, turn it off or on and "silences annoying commercials." Noted Mr. McDonald: "The public loves space-command tuning," and the device is giving dealers "the dollar volume they expected to get from color."

SHORTCUT TV TUBE SHOWN BEFORE IRE

Sylvania development which puts microwave picture directly onto face of a cathode ray tube—bypassing intermediate circuits—highlights engineers' meeting in Washington.

A CATHODE RAY tube that displays microwave intelligence directly onto its face —without the need for intermediate circuitry—was one of the featured displays of the Second Annual Technical Meeting on Electron Devices, sponsored by the Institute for Radio Engineers in Washington last week.

Developed by Sylvania Electric Products Inc., the "Wamoscope" (Wave Modulated Oscilloscope) feeds directly from the radio frequency signal. The wide-band tube provides amplification and detection, permitting the elimination of local oscillator, mixer, intermediate frequency amplifier, detector and video amplifier, it was asserted.

The tube shown at the IRE show was developed for the 2,000-4,000 mc band. It is 23⅜-in. long and contains a 5-in. bulb with a P-7 phospher.

Although no immediate use for broadcast purposes was reported, it was indicated that the development could be utilized in qualified form to simplify the circuitry of television receivers. But, it was stressed, this development was in the future and was not to be expected soon.

A demonstration and discussion of storage display devices also highlighted the two-day meeting which drew more than 900 engineers and technicians. In one demonstration a single frame of a Washington telecast program was "stored" on a cathode ray tube for several minutes. Resolution was about 300 lines, it was indicated. Papers on this development were given by D. B. Barker and F. W. Quelle, Lincoln Lab., Lexington, Mass., and F. H. Harris and G. L. Stamrach, Naval Research Labs., Washington.

Storage tubes for broadcasting would permit narrower band television channels, which might permit an increase in the number of available channels, it was asserted.

Duplicating System Shown

Another display showed the use of a tv camera and a "printing tube" as an electronic duplicating system. The camera viewed the material to be duplicated and the image was transmitted to the face of the receiving tube. Instead of being phosphor-coated, the tube has a series of closely spaced wires which placed a pattern of electric charges on copy paper moving past at high speed. Electrically charged powder, dusted on the copy paper, was fused to it by the electronic charges, resulting in a permanent visible copy.

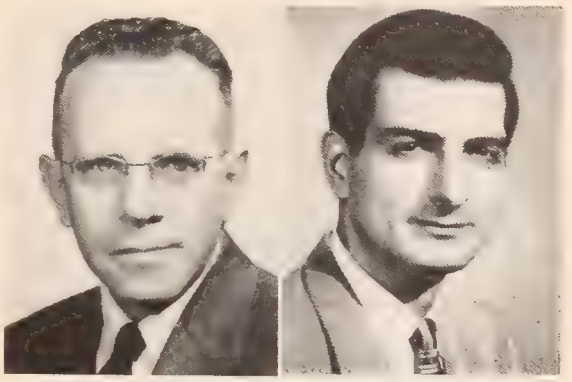
The new machine was said to be able to print one million characters per minute. It was developed by Stanford Research Institute, Menlo Park, Calif., and was described and demonstrated by R. W. Crews, H. C. Borden and P. Rice of SRI.

Other sessions heard discussions of magnetrons, wave guides, solid conductors, transistors, and other electron devices.

Needham, Roscoe Promoted In Blaw-Knox Tower Dept.

HARRY T. NEEDHAM and William S. Roscoe have been named assistant sales managers in the Tower Dept. of Blaw-Knox Co., Pittsburgh, according to an announcement by Robert A. Troman, sales manager.

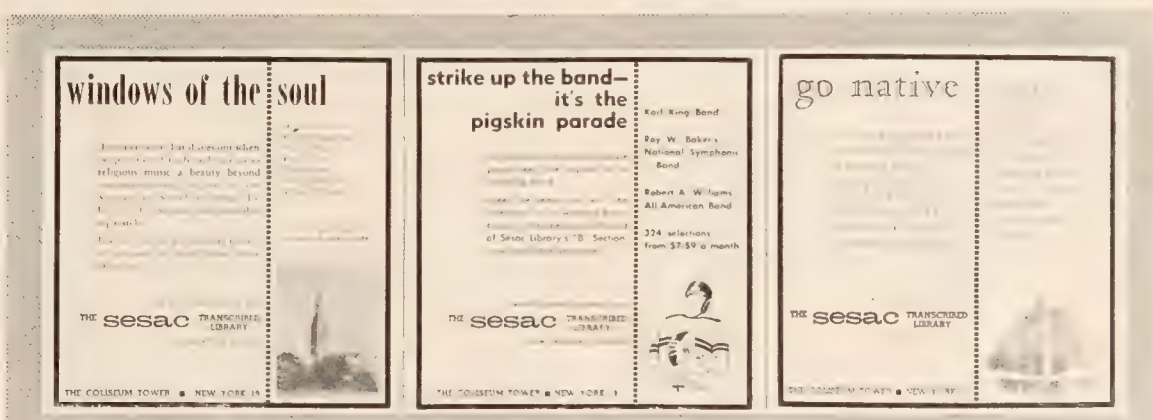
Mr. Needham, an 18-year veteran with Blaw-Knox, will specialize in antenna sales.



MR. NEEDHAM MR. ROSCOE

Mr. Roscoe, with the firm 16 years, continues in microwave transmission, his field for the last ten years.

R. D. Hall was named antenna project engineer. He joined B-K in 1950.



PETRY INTRODUCES NEW CONTRACT FORM

Representation firm will conduct all its business of selling station time to agencies in new manner, designed to simplify procedure and reduce paper work. Terms, conditions of standard form to be preserved.

EDWARD PETRY & Co. beginning this Thursday will conduct all of its daily business of selling station time to agencies with a new form designed to simplify procedure and reduce unnecessary and cumbersome paper work.

According to Edward Petry, president of the radio and tv station representation firm, the new method, which is geared to the requirements of a business built upon accuracy and speed:

- Will employ practically the principle of "good faith" that has developed over the years in the radio-tv business world (specifically, the ordering and clearing of availabilities and subsequent revisions as necessary without the signing of an actual contract).
- Yet will preserve the terms and conditions of the standard contract form (as developed by the American Assn. of Advertising Agencies and NARTB), which is basic to the business of selling time to national advertisers, and of the station's rate card.

The new form (see cut), developed by the Petry company over the past year, is devoid of the usual lengthy provisions which appear in the standard contract form. A key line on the form states, however, that "the station has confirmed your order or revision, subject to the terms and conditions of the standard AAAA-NARTB contract and station rate card."

Petry will use these "confirmation" forms for all of the 27 tv and 19 radio stations it represents and at all of its offices—New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis and Atlanta.

Mr. Petry notes that currently many of the agreements now made by representatives in the sale of time to agencies are on "good faith" with merely a bookeeping device to keep track of things until actual standard contracts are drawn up and signed. Oftentimes, however, because of the speed of placing business, these contracts are not signed until as long a period as six months after payment is made, and often after schedules are completed.

It is his feeling that the new form not only will do away with confusion for the agency, the station and the representative but also—and more importantly—make it less burdensome on the agency. For these parties—all affected by the contract—the new system will streamline bookkeeping and other compilation of records.

The forms, it is believed, will be helpful particularly when revisions must be drawn up. Rather than redrafting the contract, a new form, which refers to the number of the original confirmation, is filled out. All of the Petry forms are signed by the salesman involved.

Radio, Tv Forms Similar

The radio and tv forms are identical in the information provided. They are differentiated only by the word "radio" or "television" printed on top of the sheet. The number key appears also on the top of the form in the upper right corner. Each Petry office will have an individual key.

The complexities and cumbersomeness of drawing up actual contract forms have historically plagued the seller and buyer of station time, tying up what otherwise would be a swift transaction in a ball of red tape, Mr. Petry feels. He says the firm contacted several of the larger advertising agencies for their reaction to the plan before putting it into effect. Needless to say, the consensus was favorable.

There is another area where the new forms hold forth as a sedative to a problem that has long been a headache in the radio-tv business, that of correspondence. By eliminating contracts completely in transactions, Petry hopes to whittle down reams of correspondence to essentials.

It is contended by the Petry firm that its new forms do not in any way tamper with the rate protection policy or discount policy which may be in effect at any of the stations for which it is doing business.

Mr. Petry, a member of NARTB's tv contract committee when the AAAA-NARTB standard contracts were being developed, is a firm supporter of the contract form as now in existence. With this in mind, the new Petry forms do not affect the guarantees or provisions contained in standard contracts, except wherein they work to the disadvantage of the agency. Thus, such changes are permitted only in favor of the agency with whom the firm is doing business.

According to the Petry plan, duplicate copies of the forms are sent to the agency, the station and to the salesman as well as the bookkeeping and contract departments at Petry offices. This system, Mr. Petry feels, will serve as protection to the station—an insurance policy against errors in the flow of seller-buyer traffic where jams can occur as often as not.

NY 0034

TELEVISION CONFIRMATION

DATE October 23, 1956

EDWARD PETRY & CO., INC. NEW YORK

TO Mr. Bill Smith — ACCOUNT Wheat Products, Inc.
AGENCY Jones Agency — PRODUCT Loftaet
CITY/STATE NYC — CITY/STATE NYC
STATION WXYZ-TV, Athens, Ohio — CONTRACT YEAR 9/3/55

STARTING DATE September 3, 1955 — TYPE OF SERVICE TD's — RATE CARD NO. 1
ENDING DATE December 31, 1955 — TOTAL TELECASTS 35 — RATE EARNED 104-155
COST PER TELECAST $155.25 (A) — BILLING WILL BE 104-155 TR — BASIS TOTAL ORDER #113

ADDITIONAL DETAIL: #Total ordered - 113 (35 Instant Coffee; 78 Regular Tea)

$5,433.75 TOTAL COST

The station has confirmed your order or revision, subject to the terms and conditions of the standard AAAA-NARTB contract and station rate card:

10:00 PM Saturday (A)
9:00 PM Thursday (A)

John Brown (signed)
EDWARD PETRY AND CO., INC.

Sample of the new Petry form

Winger Buys Out Partner, Now Sole Owner of WDOD

ACQUISITION by Earl W. Winger, half-owner of WDOD Chattanooga, of the 50% interest held by his long time partner, Norman A. Thomas, was announced last week, subject to customary FCC approval. While no price was made public, it is understood the purchase was on the basis of a $350,000 evaluation for 100% of the station. Mr. Thomas plans to devote his entire time to farming interests in Tennessee.



MR. WINGER

Messrs. Winger and Thomas started WDOD in 1925—the first station in Chattanooga and the only one in the market until 1936. The two had been partners in a radio store in Chattanooga, which was organized in 1922 and three years later went into station operation, beginning with a 50 w outlet. WDOD operates on 1310 kc with 5 kw and was one of the seven stations which formed the southern leg of CBS in 1929. The station still is affiliated with CBS.

WDOD holds an option to acquire 50% of ch. 9 WROM-TV, Rome, Ga., which has pending before FCC an application to move its transmitter to High Point on Lookout Mountain near Chattanooga. This would bring to the Chattanooga area its third tv station. The station's power would be increased from 32 kw to 316 kw and it would become affiliated with ABC-TV if the changes are approved.

Korn Elected DuMont V. P.

BENNET KORN, who returned to WABD (TV) New York as sales director after a brief association with Television Programs of America, New York [AT DEADLINE, Aug. 20], has been elected vice president in charge of sales, it was announced Thursday by Bernard L. Goodwin, president of DuMont Broadcasting Co.

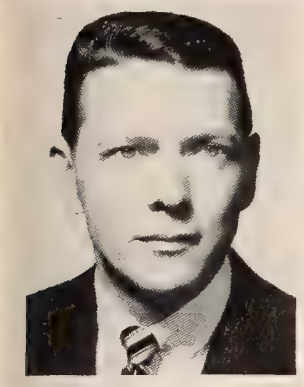


MR. KORN

Mr. Korn resigned from the then DuMont Television Network as a general sales executive to join TPA as New York account executive. Bill Adler continues as sales manager at WABD.

Jerome R. Reeves Named KDKA-TV General Manager

JEROME R. (TAD) REEVES, program director at WBNS-TV Columbus, Ohio, has been named general manager of KDKA-TV Pittsburgh, it was announced last week by Harold C. Lund, Westinghouse Broadcasting Co. vice president in Pittsburgh. Until Mr. Reeves' appointment, Mr. Lund had been carrying out the duties of general manager for the station.



MR. REEVES

Mr. Reeves, who had served as program director for the Columbus tv outlet since 1950, has been the recipient of numerous professional and honorary awards for his television work. He was named winner this year of the 1955 Thomas Alva Edison Award for the best youth programming in television.

Said Mr. Lund:

"Tad Reeves is regarded as one of the most creative and experienced executives in the television industry, and I am very happy to add him to my team in Pittsburgh."

WBNS-TV Makes Changes

JOHN A. HALDI, production director of WBNS-TV Columbus, Ohio, was named program director last week succeeding Jerome R. Reeves, who left the station to become general manager of Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh, (see above) according to Richard A. Borel, director of tv for Dispatch Printing Co., owner of WBNS-TV.

Gene McPherson, the station's director since 1952, succeeds Mr. Haldi, who joined WBNS-TV in 1949 before the station went on the air. Mr. Haldi later became director and was promoted in 1952 to production director.

WAKE Will Wake Country To 'Wake to Music' Month

WAKE Atlanta, Ga., will make unusual use of its call letters to spearhead nationally-designated "Wake to Music" month in November, according to Morton J. Wagner, the station's general manager and executive vice president of the Bartell Group, which owns the Atlanta outlet.

Mr. Wagner announced last week the sale of WAKE's "Wake to Music" promotion to the Yancey Co., RCA distributors in Atlanta, and said that the station's 24-hour music and news programming "would be literally flooded with dealer and artist tie-ins of every nature."

In what is described as Atlanta's largest single sale of saturation radio, WAKE will broadcast approximately 80 dealer representations daily, ranging from 10 seconds to a minute. In addition, a new "Wake to Music" record, featuring The Blenders and released by RCA, will debut Thursday (Nov. 1) on the station and will be used throughout the month as a tie-in with various WAKE programs.

Specific November stunts planned by WAKE include thousands of "WAKE (1340) to Music Month" banners and streamers displayed throughout the area, dozens of window display tie-ins, a "Miss WAKE to Music" contest, record giveaway and remote broadcasts. The backs of Atlanta buses will carry messages of the WAKE-RCA tie-in, as will billboards in the city and table tents in restaurants and on counters. Atlanta newspapers will carry daily drop-in ads, and several mailings will be sent throughout the month.

According to Gerald A. Bartell, president of the Bartell Group, the WAKE promotion will lead an "all-out group plan for 'Wake to Music' cooperation, using the Atlanta station and a natural tie-in." The Bartell Group, in addition to WAKE, includes WOKY Milwaukee, KCBQ San Diego, WMTV (TV) Madison, Wis., and WAPL Appleton, Wis.

Herbert Appointed GT Eastern Sales Manager

APPOINTMENT of Theodore W. Herbert as eastern sales manager of General Teleradio owned-and-operated stations, effective Thursday, was announced last week by Wendell B. Campbell, national sales vice president, RKO Teleradio Pictures Inc., parent of general Teleradio. Mr. Herbert joined Mutual (under General Teleradio) last year as an account executive after 13 years at ABC Radio and its predecessor, the Blue Network.



MR. HERBERT

The owned and operated stations include WOR-AM-TV New York, WNAC-AM-TV Boston, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., WGMS Washington, KHJ-AM-TV Los Angeles and KFRC San Francisco.

Mr. Herbert's appointment is in line with an overall expansion of MBS sales activities, Mr. Campbell indicated, citing the appointment in September of George Morris as western sales manager.

Dr. Morris Dies at 71

DR. C. C. MORRIS, 71, Oklahoma broadcasting executive and Baptist minister, died Oct. 24 following a long illness.

He was chairman of the board of KTEN (TV) Ada, Okla., KADA there and KWSH Wewoka, Okla. He also had served as president of the three facilities until failing health forced his resignation last June.

Dr. Morris was a past president of the Oklahoma Broadcasting Assn. and member of the Radio Commission of the Southern Baptist Convention.

NOW!
RADIO'S NEW TRUMP CARD

BLANKETS AN ENTIRE NEW MIDWEST REGIONAL MARKET



KELO'S NEW MIRACLE
1,032 FT. TOWER
is anything higher?
Midwest's Biggest REGIONAL Station With Rates Local Time Buyers Love!

Tremendous increase in power! Plus all-new programming to match it! Keyed-to-the-midwest music shows and dramatic newscasts make Joe Floyd's miraculous, far-reaching new KELO your one great regional market buy. One of the Midwest's leading stations affiliated with NBC.

NEW KELO RADIO

JOE FLOYD, *President*
Evans Nord, Gen. Mgr.
Larry Bentson, V.P.
Represented by H-R

WGN Inc. Reorganizes Radio-Tv Sales Forces

NEW organizational changes designed to strengthen radio and tv sales forces of WGN and WGN-TV Chicago in that city and in New York were announced last week by Ward Quaal, vice president and general manager of WGN Inc., as a step to maintain local and increase national business.

The eastern office will split into separate staffs for radio and television under supervision of Ben Berentson effective Nov. 1. Ray Grandle transfers from WGN-TV to the New York office as tv salesman Nov. 5 and two additional salesmen will be added by Feb. 1, 1957. Ed Gerken has been assigned to radio sales. WGN Inc.'s eastern office is located at 220 E. 42d St.

In the Chicago WGN Inc. sales office William A. McGuineas and Theodore Weber head the radio and tv sales departments, respectively. Mr. Weber announced appointment of Bradley Eidmann as supervisor for national sales and Mel Wolens for local business. James O'Rourke, formerly with Crosley Broadcasting Corp., and David Williams, Weed Television, join WGN-TV's national division effective Oct. 29, Mr. Weber announced. Also assigned to that division are Fred McCahey and Harry Miller, while Homer Morrow and Wayne Teeter have been assigned to local sales.

On the radio side Mr. McGuineas announced assignment of Charles A. Gates, Earl Matthews and Don Getz to national sales and Herman Sitrick to retail radio business, for which a staff expansion is planned.

WGN Inc. is represented on the West Coast and in 11 western states by Edward Petry & Co.

Ky. Representation Firm Starts With 29 Stations

HARRY McTIGUE, for the past 13 years president and general manager of WINN Louisville, has established a representation firm, Kentucky Radio Sales, to represent Kentucky stations exclusively. The new firm is headquartered at 1404 Heyburn Bldg., Louisville.

The 29 stations Kentucky Radio Sales represents makes it possible for an advertiser to buy state-wide coverage through one office, according to Mr. McTigue. Stations represented by KRS include WCMI Ashland, WKCT Bowling Green, WCTT Corbin, WNES Central City, WLIP Covington, WCPM Cumberland, WHIR Danville, WIEL Elizabethtown, WFKY Frankfort, WFUL Fulton, WKAY Glasgow.

Also WHLN Harlan, WKIC Hazard, WSON Henderson, WHOP Hopkinsville, WFTG London, WLRN Lebanon, WLAP Lexington, WFTM Maysville, WNGO Mayfield, WFMW Madisonville, WMIK Middleboro, WOMR Moorehead, WNBS Murray, WOMI Owensboro, WPAD Paducah, WSIP Paintsville, WLSI Pikesville, WSFC Somerset.





WINNERS of the KELO-AM-TV Sioux Falls, S. D.-WLOL Minneapolis World Series "expert" contest were honored at a luncheon in New York last week, staged by Elisabeth Beckjorden (c), network-station representative. Receiving tv sets for guessing the closest to World Series scores were (l to r) Rose-Marie Vitanza, Carl S. Brown & Co.; Gil Erikson, J. Walter Thompson Co.; John Ginway, NBC, and Curt Peterson, McCann-Erickson, who got a color set.

L. D. Hargreaves Appointed General Manager of WGMY

L. D. HARGREAVES, assistant manager of the Dixie Broadcasting Co., which operates WMGY Montgomery, Ala., has been named general manager, it was announced last week.

At a recent board of directors' meeting, Mrs. Mary Frances Sewell was elected secretary-treasurer and assistant manager of the company.

WMGY this month moved its offices from a downtown location to a new suburban shopping center at 358 North Capitol Parkway and also changed over to a popular music-news format.

Wolfman Named Bartell VP

JOSEPH WOLFMAN has been promoted to vice president of the Bartell stations in charge of sales promotion and merchandising of KCBQ San Diego, Managing Director Lee Bartell announced last week. Mr. Wolfman has been associated with the Bartell group since 1950 and formerly was commercial manager of WAKE Atlanta.

Olson, Bagwell to WTVT (TV); WKY-AM-TV Promotes Three

TRANSFER of two executives from WKY-AM-TV Oklahoma City to WTVT (TV) Tampa, Fla., has resulted in three major promotions at the Oklahoma City radio-tv outlet.

Acting WKY-AM-TV Manager Eugene B. Dodson announced that Robert Olson, WKY-TV program manager, and Administrative Assistant Norman Bagwell have been transferred to the Florida station. Keith Mathers has been named tv operations manager for the Oklahoma station, and Joe Jerkins, former tv production supervisor, is new program manager for tv. Fred Duskin, accounting department head, has been promoted to business manager, taking over Mr. Bagwell's duties.

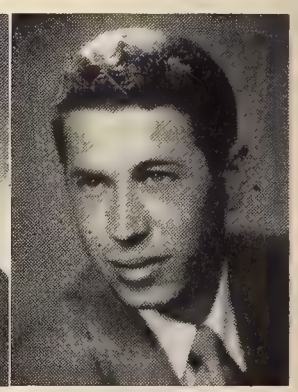
Both stations are owned and operated by WKY Television System Inc.

Harden Named to WIS Post; Stanfield in WIST Key Job

W. FRANK HARDEN, managing director of WIST Charlotte, N. C., has been appointed managing director of WIS Columbia, S. C., and Ray M. Stanfield, local sales manager of WIS, has been named to the post of WIST managing director, it has been announced by G. Richard Shafto, vice president-general manager of the Broadcasting Co. of the South, which operates both stations.



MR. HARDEN



MR. STANFIELD

Winton Heads KILT-TV

ED WINTON has been named general manager of KILT-TV El Paso, Tex., Gordon McLendon, president of the McLendon Investment Corp., owner of the station, announced. Mr. Winton, 25 years old, is a former disc jockey for KLIF Dallas and KELP El Paso, both McLendon stations, and recently completed a marathon radio broadcast of 120 consecutive hours.

WGMA Hollywood, Fla., Sold

SALE of independent WGMA Hollywood, Fla. (1 kw on 1320 kc), by Major Ranulf Compton and associates to independent radio program packagers Jack Barry and Dan Enright was announced last week. Purchase price was reported to be $65,000. Lonton Wells, Fort Lauderdale, Fla., was the broker. Barry & Enright own following tv properties: *Twenty One, Tic Tac Dough* and *Winky Dink*.

Mounsey Heads WPTR

DUNCAN V. MOUNSEY, production coordinator at WRCA-AM-TV New York, has been named general manager of WPTR Albany, N. Y., according to an announcement last week, which also said that Mr. Mounsey would be in charge of a complete reorganization of the 50 kw station. The reorganization will include "carefully-programmed" popular music and a large number of regularly scheduled brief newscasts with heavy emphasis on local stories.



MR. MOUNSEY

STATION PEOPLE

Ray Johnson, KMED Medford, Ore., named executive vice president general manager.

Clifford M. Kirtland Jr., WGR-AM-TV Buffalo, N. Y., elected treasurer and controller of Transcontinent Television Corp. (WROC-TV Rochester, N. Y., WSVA-AM-TV Harrisonburg, Va., and interlocking ownership with WGR - AM - TV). He has been controller of firm since its founding in 1955.



MR. KIRTLAND

William M. Robbins Jr., Paul H. Raymer Co., N. Y., named sales manager KRUX, **John Sanford Wise,** KRUX account executive to senior account executive. **Richard Gilbert,** formerly with KOY Phoenix and Bozell & Jacobs, to station as account executive.

NARTB WINDS UP REGIONAL CONFERENCES; FORMULA FOR 1956 TERMED AS BEST YET

Birmingham session concludes annual series, attended by more than 1,600. NARTB President Fellows says improved programming and enthusiastic response reflect feeling of solidarity in broadcasting.

NARTB wound up its annual series of regional conferences in Birmingham, Ala., Friday with a conviction that the 1956 formula, with its two-day agenda of panels and informal "bull sessions," is the best yet devised for localized industry meetings.

Registration at the 1956 meetings totaled more than 1,600, about the same as the 1,615 registered last year, but association officials felt the conferences were more successful. Attendance at the Thursday-Friday Region 3 meeting in Birmingham totaled 175 delegates at the end of the first day, below the 197 who attended last year at New Orleans.

Actual broadcaster and associate member registration in 1956, however, was ahead of 1955, when wives and other unofficial guests were included in the total.

NARTB President Harold E. Fellows told B•T Friday the improved programming and more enthusiastic response of delegates reflected a growing feeling of solidarity throughout the industry. Delegates were more businesslike, he said, and attendance at meetings was excellent.

"The forum type of program was popular at all eight regional conferences," he declared. "Hundreds of broadcasters took active part in the discussions."

At nearly all of the eight conferences that started in Mid-September the small-market meeting adjourned late the afternoon of the first day and resumed the next morning. Mr. Fellows said interest in the Television Code far exceeded that shown in the 1955 series, and the Television Bureau of Advertising sales clinics drew close attention. Radio Advertising Bureau did not take part in the 1956 meetings.

FCC Comr. John C. Doerfer, addressing the Thursday dinner session, told how the Commission is approaching the allocation problem and went into antitrust aspects of network and station operation (see story, page 90).

John M. Outler Jr., WSB Atlanta, a director for large stations, was host director at Birmingham.

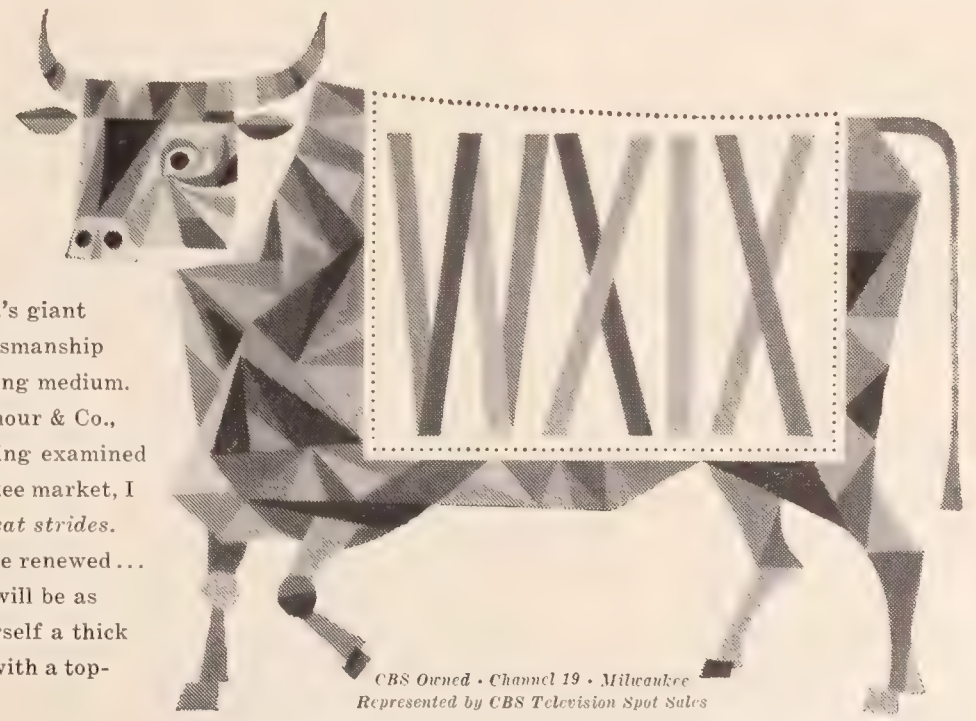
In discussing the television code, Mr. Fellows, substituting for Roger W. Clipp, WFIL-TV Philadelphia, a member of the Tv Code Review Board, noted that 160 tv stations do not subscribe to the self-disciplinary document. In the seven-state region represented at Birmingham, barely 50% of the stations are code subscribers. He and Edward Bronson, tv code affairs director, called on stations to promote their code participation. Code monitoring is designed to aid stations in applying the self-regulation principle, Mr. Fellows said, and is a service rather than a police action.

Members of the Resolutions Committee were Henry Clay, KWKH Shreveport, La., chairman; Walter Windsor, KCNC Texarkana, Tex.; John C. Cooper Jr., WJRD Tuscaloosa, Ala.; Harold P. Danforth, WDBO Orlando, Fla.; L. M. Sepaugh, WSLI Jackson, Miss.; Parry Sheftall, WJZM Clarksville, Tenn., and Frank Gaither, WSB Atlanta.

Norman (Pete) Cash, newly-elected president of TvB, directed TvB's presentation Thursday afternoon.

Hamilton Wilson, of the New York office of N. W. Ayer & Son, outlined the "Wake Up to Music" promotion for clock radios. He told how stations can sell suggested spots to radio-tv dealers and distributors during the November clock radio campaign.

John F. Meagher, NARTB radio vice



Beefs up sales!

"Well done," declares one of America's giant meat packers, saluting the rare salesmanship of WXIX, Milwaukee's prime advertising medium. L. Carli, advertising manager of Armour & Co., Frozen Meat Division, writes: "Having examined our first year's results in the Milwaukee market, I am happy to report we have made *great strides.* Our television schedule on WXIX will be renewed ... and we sincerely hope the next year will be as successful as last." Why not cut yourself a thick slice of the select Milwaukee market with a top-grade, low-cost schedule on WXIX?

CBS Owned • Channel 19 • Milwaukee
Represented by CBS Television Spot Sales



TAKING time out for informal discussion at the NARTB Indiana regional meeting at Indianapolis a fortnight ago are (l to r) FCC Commissioner Robert T. Bartley; Ward Quaal, WGN-AM-TV Chicago; Rolland V. Tooke, KYW-AM-TV Cleveland, Ohio; Edward Thoms, WKJG-AM-TV Fort Wayne, Ind.; Harry R. Lipson, WJBK Detroit, and J. P. (Jake) Scherer, WHFB Benton Harbor, Mich. Edward F. Baughn, WPAG Ann Arbor, Mich., was host director at the Indianapolis meeting, attended by more than 200 delegates. Comr. Bartley was speaker at the event.



IN ANOTHER discussion at the NARTB Indiana regional meeting are (l to r) seated: William Kiley, WFBM-AM-TV Indianapolis, Ind.; Leslie C. Johnson, WHBF-AM-FM-TV Rock Island, Ill.; Carl W. Vandagrift, WOWO Ft. Wayne, Ind.; Gil Berry, WIBC Indianapolis; Lucian Chimene, J. Walter Thompson Co., New York, and standing: Hugh K. Boice Jr., WEMP Milwaukee, Wis.; Franklin H. Small, WFBM Indianapolis; Paul F. Skinner, WHBL-AM-FM Sheboygan, Wis.; John B. Soell, WISN-AM-TV Milwaukee; Carl E. Lee, WKZO-TV Kalamazoo, Mich.; William T. Hamilton, WNDU-AM-TV South Bend, Ind.

president, opened the program Thursday morning with a roundup of station management problems and what NARTB is doing about them. A. Prose Walker, NARTB engineering director who recently returned from Poland, where he represented the U. S. at the International Radio Consultative Committee plenary assembly, brought delegates up to date on the NARTB's move to obtain remote control rights for all classes of radio stations.

President Fellows outlined the industry's expanded public relations program, explaining how the association is meeting the deluge of investigations, organized criticism and other attacks. He spoke at the Thursday luncheon meeting.

Vote on Restoration

The upcoming membership vote on a proposal to restore at-large station directors to the board was debated by J. Frank Jarman, WDNC Durham, N. C., a medium station at-large director, and George H. Clinton, WPAR Parkersburg, W. Va., district director. Mr. Jarman favored the plan and Mr. Clinton took the negative side. The eight at-large directors are scheduled to leave the board next spring unless the membership votes otherwise. All eight regional meetings heard the subject debated, an answer to critics who felt the original vote abolishing at-large directors had been done without duly informing members on the problems involved.

Richard B. Biddle, WOML Florence, Ala., presided at a Thursday afternoon small-market roundtable. Robert Earle, WIBR Baton Rouge, La., presided at the large-market session. Hoyt Andres, WSPA-TV Montgomery, Ala., directed a tv management sales session Friday morning. Charles H. Tower, NARTB employer-employe relations manager, and Joseph M. Sitrick, publicity-information manager, spoke at the final session Friday afternoon.

DOERFER ASKS FOR CAUTION BY PROBERS

Commissioner, speaking at NARTB regional meeting, cautions antitrust charges 'are easy to make but hard to prove.' On allocations, he states skepticism of proposed deintermixture and 'interim relief' measures.

A GO-SLOW approach to antitrust investigation of television networks was urged last week by FCC Comr. John C. Doerfer.

Speaking to a Region 3 conference of the NARTB in Birmingham, Comr. Doerfer said that charges of monopoly "are easy to make but hard to prove."

Such charges have been made before Congressional committees since the Potter Senate Subcommittee hearings of 1954.

"The failure of many uhf broadcasters triggered these hearings," he said. ". . . It was quite natural that many of these broadcasters found fault outside of their own business misjudgments. Some saw their failure only as a result of alleged monopolistic practices by the networks and their affiliates.

"Regardless of the motives," he added, "charges of antitrust practices are not lightly regarded by any Congressman nor any Commissioner—especially when they are joined by some vhf operators, film distributors, talent and a few advertisers."

Hence the FCC has undertaken a thorough study of its chain broadcasting rules through the Network Study Group which is to submit its report next June.

The study is proceeding despite the fact that, in Comr. Doerfer's view, there has been no objection to the present television situation from the public.

"Although the present competitive situation is not satisfactory," he said, "I am not aware of any complaints about it upon the part of the viewing public.

"In the main, the charges of monopolistic practices are asserted by the 'outs' against the 'ins'. Although they are not to go unheeded, they must be weighed in the scale with the undoubted rights of the public to see, hear and enjoy broadcasting programs which they desire."

For these reasons among others, Mr. Doerfer is "skeptical" of the selective deintermixture which the FCC is considering as "interim relief" for the scarcity of competitive tv facilities. Selective deintermixture, he said, "would affect only a handful of comparatively small markets and would, in my opinion, have no substantial effect upon the overall problem."

Whatever interim relief is undertaken, he said, it should be "cast in the direction of long-term policies if possible. . . . It is a serious matter to take away or deny at least one television service to millions of fringe viewers—even on an interim basis."

Mr. Doerfer pointed out that to some extent the present tv tension would be relaxed by the resolution of pending cases involving 43 new commercial vhf stations.

"Many of these cases," he said, "are still pending not because of any delays on the part of the Commission but because of the excesses of due process of procedural protections given by the Congress to the applicants. . . . The FCC is enmeshed in more due process and procedural difficulties than any other federal agency."

Today, he said, at least 30% of the time of the FCC's examiners, of its Office of Opinions and Review and of FCC Commissioners is spent in deciding protest cases. In most such cases, he said, "the protestant has no other objective than to delay the implementation of a broadcast service.

"These people love freedom of competition a good deal less than they love freedom

from competition," he said.

The FCC, he said, had been charged with laxity in failing to move against network must-buy and option time policies. Both are too important to be dealt with summarily, he said.

Must-buy arrangements, he said, "have the earmarks of illegality" if they are viewed "solely from the prevailing laws in the merchandise markets."

"But when viewed from the side of the public," he said, "in particularly that portion of the public which but for the must-buy policies would never get the opportunity to see high-budgeted programs, live news, sports or current events, the practice appears to me to be more beneficial than harmful."

Mr. Doerfer said he believed that network must-buy practices should be "thoroughly discussed," but he wanted to know "whether any corrective steps suggested will deny vast portions of the public a service which it apparently enjoys."

"I have seen no proposal," he said, "which suggests the abolition or discontinuance of our network systems, but a thing that is killed inadvertently is just as dead as if done by design."

Option time, too, deserves sympathetic study. "The problem of the Commission," he said, "will be to determine whether any curtailment or division of option time to the networks will result merely in the substitution of one set of national program producers for another or in what way a further division or reduction will redound to the benefit of the people."

If it acts unwisely, the government can kill what it ought to cure.

"Ill-considered governmental restraints," he said, "can be as devastating as private conspiracies to restrain trade. They can be worse. It is much simpler to curb and correct private predatory practices than to hold in rein unrestrained governmental interference once it begins to stampede across our cherished traditions and institutions of freedom of economic activity and freedom of speech."

TvB to Help Dept. Stores Plan Tv Budget and Its Use

TELEVISION BUREAU OF ADVERTISING will work "in depth" with a selected number of department and specialty stores in helping them to set up tv budgets and plan their use, the Bureau announced last week.

Howard Abrahams, TvB director of retail sales, who will spearhead this activity, said TvB will help stores in planning their total sales promotional budgets by months and by store departments; will assist in the planning of the actual programming, techniques, departments to be stressed, classifications to be emphasized and store services to be promoted. TvB also will direct the copy approaches as well as the tv graphic treatments to be used.

Format for this individualized service, officials said, was worked out by TvB as a result of campaigns it instituted with Sibley, Lindsay & Curr in Rochester, N. Y., and McLean's in Binghamton, N. Y., both of which reported resultant sales increases. The service will be offered on a no-charge basis and TvB is advising leading stores in key markets of its availability.



THE PRESENT general manager of WEEI Boston and the two men who preceded him had a discussion on management problems at the NARTB Region 1 meeting in Boston. They are (l to r) Harvey J. Struthers, general manager of WHCT (TV) Hartford, Conn., and formerly general manager of WEEI for five years; Harold E. Fellows, NARTB president who was associated with WEEI for 18 years, 11 as its general manager, and Thomas Y. Gorman, who succeeded Mr. Struthers as WEEI general manager last September.

Report Cites Radio's Impact

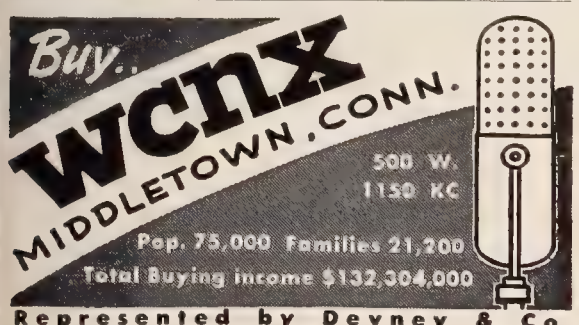
THE CASE for advertiser remembrance—through radio—was given another boost last week. Radio Advertising Bureau released the fourth in its current series of reports on radio's cumulative audience, titled (in part) ". . . A Spot Announcement Every 30 Minutes on a Single Radio Station."

Says RAB: a single radio station in the top U. S. markets will deliver 46% of all homes in its coverage area 13 times within a week for the advertiser scheduling a spot announcement every half hour between 6 a.m. and 11 p.m.

The report was compiled for RAB by A. C. Nielsen Co., Chicago.

FPA Names Ross Enterprises

FILM Producers Assn. of New York today (Monday) announced the appointment of Wallace A. Ross Enterprises, New York, as its public relations counsel. Ross will organize and administer an expanded information program on the services contributed by New York film companies to the television industry and government.



A BIG STRIDE FORWARD!

by Harold F. Walker



The largest one-locality segment of America's Negro population has taken a big stride forward to top position as the nation's highest paid, per capita wage earners, in the colored category. And WDIA has taken the big stride forward with these 1,237,686 Memphis Negroes, to create the most gigantic market of its kind in the United States!

Forward Drive

The influx of industries into this area has revolutionized the status of Memphis Negroes. Almost one-tenth of all the Negroes in America live in this area. Industries are utilizing these Negroes and providing them with the highest income, relative to white income, of any Negroes in the nation. They have more than a Quarter of a Billion dollars to spend, this year . . . and they will spend, at least, 80% of it on commodities. They will buy nearly 80% of all the rice sold in Memphis . . . approximately 75% of all chest rubs, laxatives, and other drugs . . . more than 50% of all deodorants and hosiery. Memphis Negroes are surging forward to a new level of living . . . a new standard of quality and quantity.

Seven League Boots

WDIA has put on Seven League Boots in the form of 50,000 watts to keep in step with the economic stride of the Memphis Negroes. WDIA is keeping abreast of developments with specialized programming and a Staff made up of Negroes. Negro stars . . . Negro performers . . . Negro entertainers . . . Negro announcers. Negroes elevated to stardom, who promise a bright future for tomorrow, with advanced thinking—but, also who give a sense of security, in a changing world, with familiar tradition, voices, and music. WDIA acts as a magnet with its drawing power so terrific that, in a community relations charity show, its Stars drew the largest crowd in the history of Memphis' Municipal Auditorium. And, by the same drawing power, WDIA sells its clients' products directly through its radio station, to almost one-tenth of all the Negroes in America!

One Medium

WDIA is the one workable advertising medium for this Negro market. Readership is low . . . TV ownership low. Space advertising and TV time are unable to contact this mammoth market. WDIA—and only WDIA—with its 50,000 watt coverage and its exclusive Negro specialization can sell your brand of goods on a giant scale. It does the job for:

Carnation Milk . . . Arrid . . . Calumet Baking Powder . . . Kroger Stores . . . Folger Coffee . . . Budweiser . . . Tide.

For factual information on how WDIA can merchandise your brand in this great, growing market, write, on your letterhead, a request for both figures and a bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

REGISTRATION AT 738 FOR RAB CLINIC

Two-day session begins today in New York with 19 advertiser and agency executives slated to spell out details of specific campaigns.

ALMOST 750 advertiser, agency and broadcasting executives had registered late last week for Radio Advertising Bureau's two-day second annual National Radio Advertising Clinic, which opens at the Waldorf-Astoria in New York this (Monday) morning.

Nineteen advertiser and agency officials are slated to show "How We Use Radio" by spelling out details of specific campaigns. First session starts at 9:30 this morning.

The 738 already registered last week—which compares to an estimated 450-500 at last year's first annual clinic [B•T, Aug. 17, 1955]—included 201 advertiser executives, 309 from agencies, and 228 from radio stations, networks, and station representation firms. The 201 advertiser people included 17 company presidents, 39 vice presidents, 81 advertising directors or managers and 64 other executives. The 309 from agencies consisted of seven presidents, 91 vice presidents, 172 account executives, and 39 media directors, timebuyers and others. More than 50 agencies are represented.

Speakers for the two-day clinic are:

• Charles Derrick, vice president and advertising director of Pepsi-Cola Co., and Kenyon & Eckhardt's Senior Vice President Anderson F. Hewitt and Account Executive J. Clarke Mattimore, who will describe Pepsi-Cola's history-making "Pepsi Please" advertising and merchandising test campaign conducted in Muncie, Ind. a few week ago [B•T, Aug. 20].

• Harold G. Simms, vice president of Seaboard Finance Co., who will discuss Seaboard's successful national radio spot drive.

• Draper Daniels, vice president of Leo Burnett Co., will trace the origin and development of the familiar Marlboro jingle, presenting recordings of the jingle at various stages of development.

Ford Use of Jingles

• Joseph Stone, vice president of J. Walter Thompson Co., and Mitch Miller, artists and repertoire executive for Columbia Records, will show procedures used in adapting current popular songs for use as commercial jingles in the Ford campaign.

• Joshua Epstein, account executive, Doyle Dane Bernbach, will describe the creation of the Levy's cinnamon raisin bread commercial, assisted by actresses Ruth Franklin and Fran Carlin, whose voices are heard on the transcription.

In addition to the success stories, the program will include announcement of the winners of RAB's art exhibition [see page 34] at the outset of this morning's session; a speech by Admiral Arthur W. Radford, chairman of the Joint Chiefs of Staff, at today's luncheon; presentation of awards for the best radio commercials of 1956 during Tuesday morning's session, and an address by Capt. Eddie Rickenbacker, chairman of the board of Eastern Air Lines, at the wind-up luncheon tomorrow.

The program was arranged by RAB President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, and Vice President and Promotion Director Sherril Taylor and their associates. The agenda follows:

Monday

Morning session at 9:30—Welcome and announcement of winners of RAB art exhibition by Joseph E. Baudino, Westinghouse Broadcasting Co., chairman of RAB Board; success stories by R. C. Garretson, vice president and advertising director of Carling Brewing Co.; Fred Jordan, advertising manager, Richfield Oil Co.; Alan B. Cowley, advertising manager, Union Pharmaceutical Co.; James Cobb, vice president in charge of advertising, American Airlines; Larry Mack, president, Slenderella International Salons.

Luncheon at 12:30 p.m.—Address by Adm. Radford, chairman, Joint Chiefs of Staff.

Afternoon session at 2 p.m.—Success stories by Irwin Swartzberg, president, Realemon-Puritan Co.; George Laboda, radio-tv director, Colgate-Palmolive Co.; Robert C. Myers, director of market development, U. S. Steel Corp.; Edward Parker, president, Tetley Tea Co.; David J. Mahoney, president, Good Humor Corp., and Harold G. Simms, vice president, Seaboard Finance Co.

Tuesday

Morning session at 9:30—First section on creating the radio commercial, with John S. Hayes, WTOP Washington, chairman of RAB finance committee, presiding. This section features Mr. Epstein on the Levy's commercial; Mr. Stone and Mr. Miller on the Ford commercial, and Mr. Daniels on the Marlboro commercial.

Presentation of awards for the best radio commercials of 1956 will then precede the second part of morning session, dealing with radio as keystone of the marketing plan. Simon Goldman, WJTN Jamestown, N. Y., member of RAB finance committee, will preside over this section, which will feature Charles Lappen, vice president, The Englander Co., in a presentation of the Englander $100,000 story, and Messers. Derrick Hewitt and Mattimore in a presentation on the "Pepsi Please" story.

Luncheon at 12:30—Board Chairman Baudino presiding. Address by Capt. Rickenbacker, who will be introduced by Finance Committee Chairman Hayes.

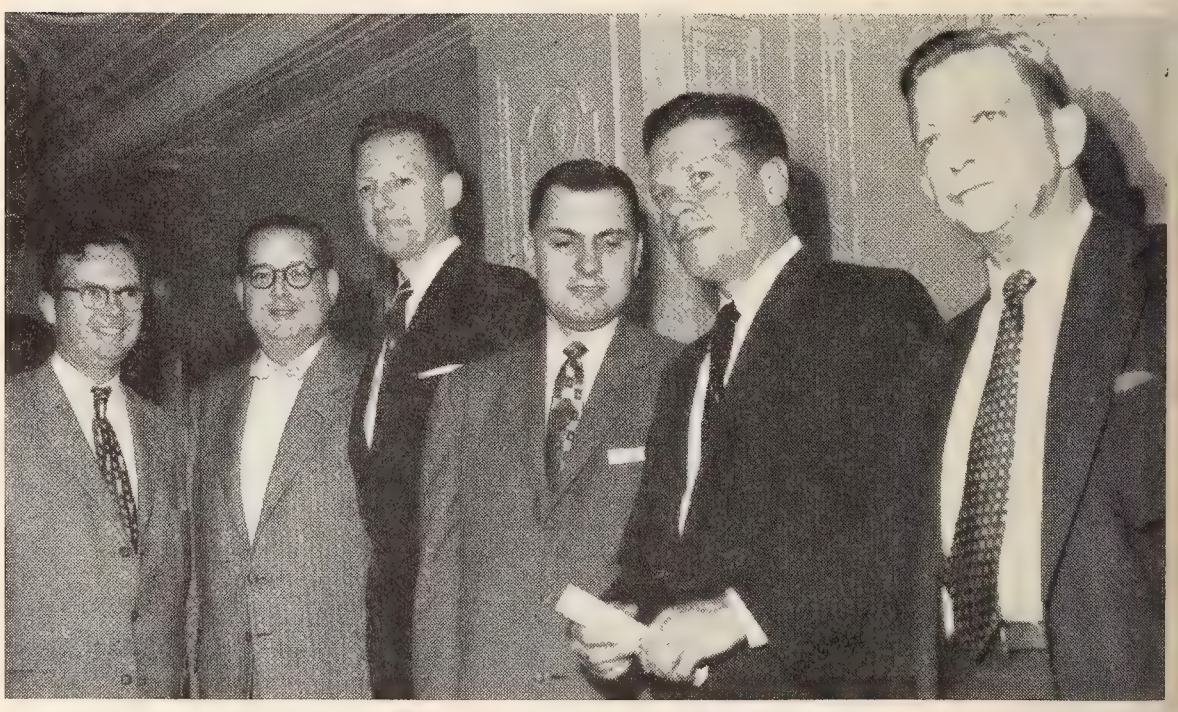
A closed business session for RAB members only will follow at 2:15 p.m.

Registration, Safety Drives By KBA Stations Set Records

MEMBER stations of the Kentucky Broadcasters Assn. are being given a major share of credit for the success of two campaigns—one a six-month voters' registration campaign, the other a drive to reduce traffic deaths.

KBA stations ran approximately 9,000 announcements, totaling 2,500 program minutes, in the registration drive, and official figures from several Kentucky counties show that the number of persons registering has set an alltime high.

Kentucky's highway fatality toll last week was running 41 fewer than a year ago. In this safety drive, the KBA campaign got underway on a large-scale basis in March 1955, when in one month member stations ran a total of 14,476 public service announcements. This year the campaign continued, with the present 52 KBA member stations being joined by 14 non-KBA stations.



BETWEEN SESSIONS discussion was held during the Indiana State Broadcasters meeting Oct. 17 [B•T, Oct. 22] in Indianapolis by (l to r) Joseph M. Higgins, general manager, WTHI-AM-TV Terre Haute; Cecil M. Sansbury, general manager, WEHT (TV) Evansville; Edgar B. Filion, vice president in charge of tv, Meeker Co., New York; Robert B. McConnell, vice president and general manager, WISH-AM-TV Indianapolis; Louis A. Smith, sales manager for tv, Edward Petry & Co., Chicago, and Ben B. Taylor, general manager, WINT (TV) Fort Wayne.



FCC Chairman George C. McConnaughey addresses the Kentucky Broadcasters Assn. meeting at Kentucky Lake [B•T, Oct. 22]. Seated at right is Gilmore Nunn, WLAP Lexington, outgoing KBA president.

Chicago Ad Women's Clubs Schedule Final Workshops

THE STATUS of network and independent radio and television film was explored during workshop sessions conducted by the Chicago Federated Adv. and Women's Adv. clubs in that city the past fortnight.

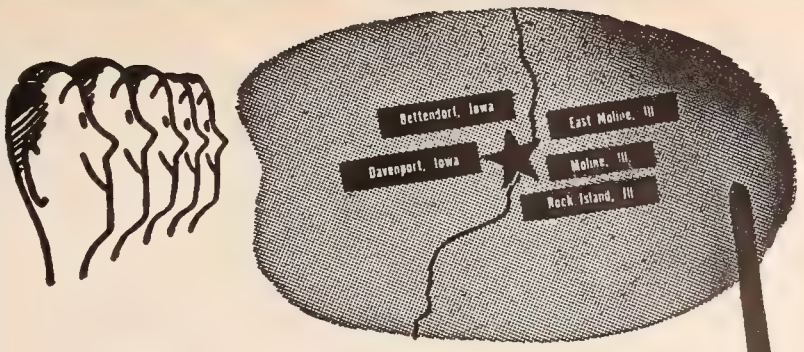
Mechanics of timebuying and audience measurement services were reviewed by a panel consisting of Helen Davis, timebuyer at Clinton E. Frank Inc.; Jim Sweet, CBS Radio Network Sales, Chicago, and Ben Scott, WIND Chicago sales department. Highlight of session was comparison of radio's top-rated personalities eight years ago.

At another session John Rohrs, Music Corp. of America, and Norman Lindquist, Wilding Picture Productions, explored film production and techniques for tv commercials, discussing costs and procedures. Mr. Lindquist gave estimates for cartoon animation, live action, top motion, puppets and photo-animation.

Broadcast research and promotion will highlight this week's CFAC-WAC workshop sessions, under co-chairmanship of Mr. Lindquist and James Stirton, MCA vice president. Hal Smith, NBC Central Div., will be principal speaker. Succeeding sessions will be held on "Network Tv Today" and "Merchandising Broadcast Campaigns," closing out the eight-week radio-tv clinics.

NARTB Committee Named

MEMBERS of NARTB's Community Antenna Committee for fiscal 1956-57, as named by President Harold Fellows last week, are William Fay, WHAM-TV Rochester, N. Y., chairman; Omar Elder, ABC; Thomas K. Fisher, CBS; William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Harry Olson, NBC; Henry W. Slavick, WMCT-TV Memphis, and George B. Storer Jr., Storer Broadcasting Co.



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.



The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives



PROMOTION ASSN. TO MEET IN CHICAGO

First program seminar of new broadcasters' group convenes Nov. 16-17 with a host of industry figures as speakers.

PROMOTION as a tool of radio-tv station operation will be discussed by a group of top industry speakers at the first annual program seminar of the Broadcasters' Promotion Assn. in Chicago Nov. 16-17 [B•T, Oct. 22]. Exchange of information and views on mutual problems is described as one of the objectives of the new group.



MR. KENT

Leonard Kent, newly-elected vice president and research department director of Needham, Louis & Brorby Inc., will be principal luncheon speaker on opening day (Friday), discussing yardsticks for selecting broadcast media in key markets and importance of stations supplying data to help the agency make its decisions.

Other key industry participants set for the two-day program, to be held at the Sheraton Hotel and expected to draw over 100 promotion executives from midwest radio-tv stations, include Don Nathanson, North Agency, Chicago; David Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co.; Arthur C. Schoefield, vice president in charge of sales promotion and advertising, Storer Broadcasting Co.; Gil Berry, national sales manager, WIBC Indianapolis, Ind.; Larry Webb, managing director, Station Representatives Assn.; Dr. Seymour Banks, director of media planning and research, Leo Burnett Co., and James E. Seiler, director of American Research Bureau.

The program will open with a description of the purposes and formation of the Broadcasters' Promotion Assn., discussion period, appointment of committees on by-laws, annual national convention and services-membership structure-dues.

Techniques for promoting sale of time to national, regional and local accounts, as well as handling national-coop campaigns, will be explored by Messrs. Partridge, Schoefield and Berry and other participants at the morning session. Discussion will center on "significant differences" in selling radio and tv time; approaches to timebuyers, account executives and clients; helpful sales promotion for station representatives in selling time to agencies and advertisers, and "Importance of Station Contact Promotion Among Local and Regional Brokers." Mr. Webb will serve as moderator and other station representative executives are expected to take part as panelists.

Rating Discussion Slated

After Mr. Kent's luncheon address, representatives of various audience rating systems will explain and evaluate their respective methods, with Dr. Banks as moderator. Set as speakers, along with Mr. Seiler, are William Wyatt, A. C. Nielsen Co. (Audimeter method); Frank Stisser, C. E. Hooper Inc. (telephone coincidental methods), and probably a representative from Pulse Inc.

An audience promotion panel will be moderated by Gene Godt, promotion director of WCCO-AM-TV Minneapolis, including as participants Foster Brown, KMOX St. Louis; Joe Hudgens, KRNT-AM-TV Des Moines; Bruce Wallace, WTMJ-AM-TV Milwaukee, and Ed Wallis, KYW-TV Cleveland. Talks will be geared to print advertising, publicity, station-sponsored special events, direct mail for civic organizations, exploitation and program department facilities.

David Kimble, account executive, Grey Adv., New York, will moderate a Saturday morning panel on merchandising cooperation, covering advertising, sponsored products, dealer relationships and audience promotion for sponsors. Client needs in merchandising and extent of station services will be explored, along with agency's expected services for its clients.

Another session will touch on independent radio and uhf station promotion, along with trade paper advertising, under chairmanship of Mr. Kimble. Robert Van Roo, WXIX (TV) Milwaukee, will speak on uhf promotion, and Joe Baisch, WREX-TV Rockford, Ill., on promotion of film packages. Entries will be accepted for citation and award competition along with advertisers' promotion contests. BPA is inviting panel and table displays of audience, sales and market promotion print ads and direct mail (mounted size, 20 by 30 inches) for exhibit at the conference. A business session will close the meeting, highlighted by election of officers.

Social highlights will include two luncheons, dinner and entertainment, a tour of WNBQ (TV) Chicago color facilities and a reception hosted by B•T and *Advertising Age*, both on opening day (Friday). Registration will be held Thursday (Nov. 15, 6-9 p.m.) and Friday from 8 a.m., with a $25 fee for complete sessions or $22.50 for advance registration by Nov. 5. Registrations and displays should be mailed to Charles A. Wilson, 200 E. Illinois St., Chicago 11, Ill.

MEMO: TO TIMEBUYERS!

FIRST IN THE WORLD WITH A MILLION+

NOW—cover ALL Northeastern Pennsylvania with 1½ Million Sales-packed Watts!

LEADERSHIP . . . COVERAGE . . . POWER

GET THE FACTS!

WILK-TV Wilkes-Barre Scranton

Call Avery-Knodel, Inc.

Chamber of Commerce of U. S. Sees Holiday Sales Up 5.4%

CHRISTMAS SALES this year, with the exception of auto sales, will total 7.3% above the 1955 season, the Chamber of Commerce of the U. S. predicts, listing a total 5.4% gain with automobile sales included. Estimates place retail sales for November and December at $37.1 billion this year, compared to $35.2 billion for 1955.

Calling the overall 1956 sales increase healthier than 1955's, the organization reports a 1956 decrease for autos, the only one of the general categories listed in its forecast showing a decline. Last year's sales pattern reflected a consumer buying spree, particularly for autos, the announcement says.

Sales so far of general merchandise, apparel and furniture-and-appliance stores—the three categories dominating Christmas trade—have been almost 6% above 1955. The chamber expects a Christmas sales increase of more than 7% to push total sales to about $43.5 billion, against $41 billion in 1955.

Department store sales are averaging 5% above 1955. Gasoline service stations, showing one of the biggest gains in 1956, are estimated at 12% above last year. Drug and proprietary stores: up so far about 11%. Food stores: more than 5% above last year. Eating and drinking establishments: 6% gain. Automobiles: down about 5.8%, although the industry expects last quarter 1956 sales to equal those for the same period in 1955.

N. Y. RTES To Discuss Future of Radio Networks

A NEW SERIES of monthly luncheons featuring roundtable discussions starts this Wednesday under the auspices of the Radio & Television Executives Society in New York. The first in the series will take up network radio under the title: "Radio Networks: Have They a Tomorrow?"

Speakers this week will be John B. Poor, MBS president, and Harold Krelstein, president of Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCAO Baltimore and WCOP Boston).

Distributors Group Acts On Educational Color Tv

"POSITIVE, definite and immediate action" looking toward formation of educational programs in color tv and servicing will be recommended by the executive committee of National Electronic Distributors Assn. to its board in New York next December.

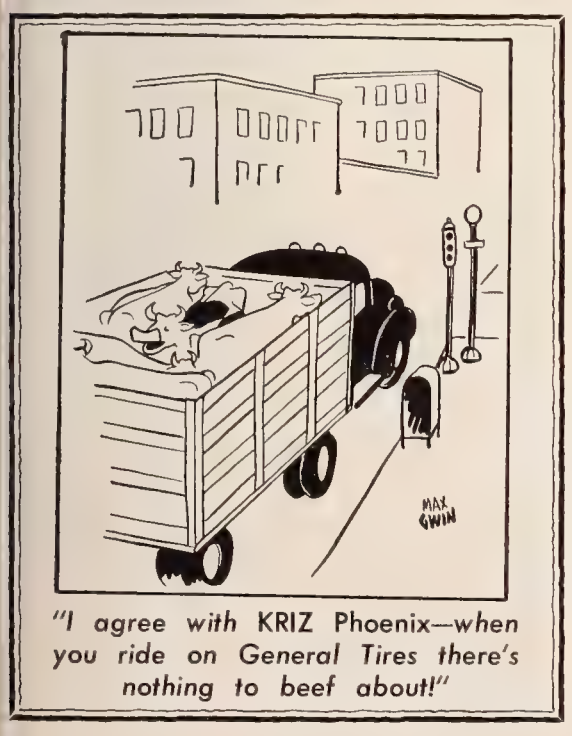
The committee met in Chicago the past fortnight and with membership in NEDA at an all-time high. Purpose of the recommendation for action on color tv would be to "enable distributors, customers, the independent servicemen, to satisfactorily and successfully compete with factory service organizations." Also studied were group insurance proposals, plans to investigate government electronic surpluses and wage-hour laws as they affect distributor companies.

L. A. College Tv Approved

A PROPOSAL to set up an experimental closed-circuit television system at Los Angeles City College was given final approval last week by the city's board of education. To cost $50,000 for the current year, the project may be extended through 1959 for an additional $158,000 if the initial test proves satisfactory. The experiment will seek to learn if at least a partial solution can be found to rising teacher shortage and lack of adequate facilities. The college will hire five people to administer and operate the tv closed circuit.

39 in Syracuse U. Tv School

THIRTY-NINE graduate students from 35 colleges and universities have enrolled this fall for the 12-month sequence in television at Syracuse U., Syracuse, N. Y. The current group is the ninth to enter the university's television training program. Of the 156 students who have completed the requirements for a master's degree, 95% are employed in the broadcasting profession, according to Dr. Eugene S. Foster, department chairman.



"I agree with KRIZ Phoenix—when you ride on General Tires there's nothing to beef about!"

NETWORK REINS HANDED TREYZ, DURGIN

AB-PT President Goldenson, during press conference held in Chicago last week, promises 'complete delegation' of authority to heads of ABC's television and radio webs.

"COMPLETE DELEGATION" of authority to Oliver Treyz and Don Durgin as heads of ABC's tv and radio networks, and close cooperation with Chicago division managers were promised Wednesday by Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres Inc.

Mr. Goldenson declined, however, to elaborate on his initial statement with respect to future policies expected to materialize from ABC's top-level reorganization, involving the resignation of Robert E. Kintner as president and the AB-PT president's assumption of active and direct supervision of the broadcasting division [B•T, Oct. 22, 15].

Appearing with Mr. Goldenson at a Chicago news conference in the Ambassador East Hotel were Oliver Treyz, newly-appointed director of ABC's tv network, and Don Durgin, vice president in charge of ABC Radio Network, along with Sterling C. Quinlan, ABC vice president in charge of ABC's WBKB (TV) Chicago, and John Balaban, president of Balaban & Katz Corp., AB-PT subsidiary. John H. Mitchell, special assistant to the AB-PT president, was not present.

The AB-PT and ABC team paid several calls on clients attending the annual Assn. of National Advertisers convention in Chicago (story, page 31.)

Mr. Goldenson emphasized that greater authority would be delegated to James Beach and Ernest Walker, heads of ABC Central Div. tv and radio networks, respectively, whose operations were credited with accounting for a substantial part of total network business.

Other Discussions

Color tv, station clearance problems, tv programming fare and talent dominated the news conference.

ABC-TV's entrance in the color tv picture will depend largely on set circulation and on how rapidly set sales move during November and December, Mr. Goldenson reported, and a decision will be made about February in time for any fall programming plans. The network has reserved the necessary expenditures for color, he added. Color programming at present is like "transmitting on closed circuit," he declared. He felt any color conversion would be a gradual process, studio-by-studio in key cities.

Mr. Treyz said that ABC's entrance in color now would be "premature" and concentration on black and white simply a matter of "public service and interest." He said he has found "no great advertiser interest" thus far for color, either in his new capacity with ABC or when he was president of Television Bureau of Adv. He likened color now to the status of black and white in 1947-48 and described it as in the "extreme infancy stage."

WBKB (TV) facilities in the State Lake Bldg. will be completely equipped for color television by March 1 (when facilities are moved from the Civic Opera Bldg.) and equipment could be moved in "overnight," Mr. Goldenson said. He indicated that when ABC finally makes its move, color may be launched simultaneously in New York, Chicago and Los Angeles.

In his first public statement since assuming directorship of ABC-TV, Mr. Treyz noted a "greater proportion of tv revenue" placed by network central division and said ABC believes networks should provide affiliates with programming more inherent to network operation. Mr. Treyz said ABC has "demonstrated its ability" to clear stations and to obtain good ratings with good programs like *The Lawrence Welk Show* and *Disneyland.*

He said station clearance problems are not a "significant factor in strategic progress" of ABC-TV and that the network is in a "better relative position" than CBS-TV was at the time of the tv freeze. ABC-TV will be inferior to NBC-TV and CBS-TV in some markets and superior in others, he added, in response to questions about so-called "shutout" markets where ABC may have experienced clearance difficulties. There will be three competitive stations in many markets by the 1957-58 season, Mr. Treyz asserted, adding that ABC-TV will be "definitely competitive." He promised an enlarged programming structure, with

DAILY DOUBLE
IN NORTH CAROLINA



Every day . . . *more audience in Winston-Salem*

Every day . . . *more audience in rich 18-county Piedmont area than any other station*

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
NBC AFFILIATE for WINSTON-SALEM, GREENSBORO, HIGH POINT
5000 W • 600 KC • AM-FM
HEADLEY-REED, REPRESENTATIVES

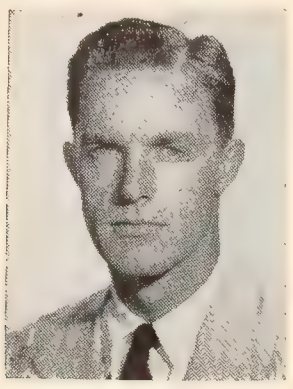
"fuller and more diversified" fare.

Mr. Goldenson predicted good clearance by fall 1957 on full hour live variety and dramatic shows and said ABC will seek out talent wherever it may be found for an "all-consuming" medium.

Mr. Durgin cited resurgence in network and spot radio, claiming it will motivate experiments by local stations in program formulas. He said radio's problem is still basically one of media research and selling advertisers on the medium.

PINKHAM ADVANCED TO NBC ADV. HEAD

APPOINTMENT of Richard A. R. Pinkham, vice president in charge of NBC-TV programming, to the new network post of vice president in charge of advertising, was announced last week by NBC President Robert W. Sarnoff.



MR. PINKHAM

Mr. Pinkham, who reports to NBC's Public Relations Vice President Kenneth W. Bilby, will head the network's national advertising and promotion division which, in turn, carries the on-air promotion, newspaper-magazine advertising, art and sales promotion, exploitation, guest relations and guest tours departments.

In announcing Mr. Pinkham's advancement, Mr. Sarnoff said "his experience in programming will enable us to add new depth and scope in our (NBC's) promotional effort . . . he will work closely with both radio and television programming and sales executives in the development of promotional plans for all NBC activities."

Mr. Pinkham joined NBC-TV in 1951 as planning manager and was named executive producer of *Today* the following year. He was instrumental in launching the "T-H-T" programming concept with the addition of *Home* and *Tonight*. In the autumn of 1954, he was elected vice president in charge of participating programs, and in February 1955 was promoted to the programming vice presidency. Before he joined NBC, Mr. Pinkham was with the advertising-promotion department of Time Inc., advertising-publicity of the James McCreery Department Store, an account executive with Lord & Thomas (now Foote, Cone & Belding) and, following World War II, with the *New York Herald-Tribune*.

ABC Radio Promotes Nangle

CLINTON E. NANGLE, ABC Radio sales staff member, will assume the post of eastern sales representative for ABC Radio's Western Network this Thursday, George Comtois, ABC Radio national sales manager, announced last week. Mr. Nangle joined ABC in June 1955 after a three-year U. S. Air Force stint.

Worth Waiting For

THE PRODUCTION of a tv program can be postponed a couple of weeks to incorpórate suggestions of the original author of the novel. This is particularly true if the author is Sir Winston Churchill. According to NBC, the tv version of Sir Winston's novel, *Savrola*, which was to have been telecast this Wednesday on *NBC Matinee Theatre* (3-4 p.m.) has been postponed until Nov. 15. Sir Winston's suggestions on revisions were solicited by Executive Producer Albert McCleery, who, accompanied by Sarah Churchill, actress-daughter of the former British prime minister, flew to France, where Sir Winston has been vacationing, with the script.

NBC Radio Names Three Sales Heads

PROMOTION of three executives in NBC Radio's sales department affecting the San Francisco, Los Angeles and New York operations, were announced last week by William K. McDaniel, vice president in charge of sales.

Named sales manager for the network in its San Francisco office was David A. Engles, advertising-merchandising-promotion manager at KNBC San Francisco. Mr. Engles joined NBC in 1953 as merchandising manager of the o&o station.

Appointed sales manager of the Eastern Radio Network was William F. Fairbanks, who joined NBC last January as NBC Radio national sales manager, having previously served in various executive sales capacities at ABC Radio and Mutual.

Named sales manager in the Los Angeles office was William A. Louden, previously an account executive who had joined the NBC recording department while he was a student at the U. of Southern California.

All three report to Fred Horton, NBC Radio's sales director.

Collegiate, Pro Basketball Schedules Set For Networks

EASTERN Collegiate Athletic Conference has arranged a schedule of 12 basketball games which will be made available for telecasting on a regional television network, it was announced last week by Asa S. Bushnell, conference chairman.

The conference plans to discuss this project with the major tv networks for carrying the games on an eastern regional network on Saturdays from Dec. 15 through March 9, starting at 2 p.m. EST.

NBC-TV, meanwhile, announced that it will telecast for the third straight year a schedule of 15 games of the National Basketball Assn. on Saturday afternoons. These telecasts will begin Dec. 15 and continue through March 30.

Shaw Goes to KSFO, Lochridge Up at CBS

William D. Shaw resigns as radio network's sales manager, will become general manager of San Francisco station. Lothridge succeeds him.

WILLIAM D. SHAW, sales manager for the CBS Radio Network, has resigned to become general manager of KSFO San Francisco, and Ben S. Lochridge, eastern sales manager for the network, has been promoted to succeed him.

William W. Firman, CBS Radio sales manager in Detroit, will succeed Mr. Lochridge as eastern sales manager, with headquarters in the network's New York office. These changes, announced by network sales vice president John Karol, become effective Nov. 19. Mr. Firman's replacement in Detroit has not been named.

Mr. Shaw will become a vice president of Golden West Broadcasters, operator of KSFO and also KMPC Los Angeles, as well as general manager of KSFO, according to Robert O. Reynolds, Gold West president. Mr. Shaw will take up his new duties



MR. SHAW



MR. LOCHRIDGE

by Dec. 1, Mr. Reynolds announced.

KSFO Manager Roman W. Wassenberg resigns Nov. 1 but remains as consultant to KSFO management.

Mr. Shaw, who has spent his career to date with CBS, was general manager of the CBS-owned KNX Los Angeles, as well as head of the Columbia Pacific Radio Network before appointment as sales manager for the CBS Radio Network. A native Californian, he joined KNX upon graduation from college and served successively as account executive, assistant sales manager, and—after a period in New York as account executive and later sales manager of CBS Radio Spot Sales' eastern division—as general manager of KNX-CPRN.

Mr. Lochridge first served with CBS in 1942-44 as a member of the sales staff of CBS-owned KMOX St. Louis. From 1944 to 1946 he was with the advertising department of Ideal Pub. Co., and from 1946 to 1949 was with Mutual's sales office in Chicago. He became sales manager of CBS Radio in Detroit in 1953 and was named eastern sales manager in 1955.

Mr. Firman joined CBS Radio Network sales in Chicago in 1951. He became manager of the Detroit sales office last January.

COLOR TAPE PREMIERED ON NBC-TV TUES. SHOW

FIRST public showing of a major advance in tv broadcasting development—color video magnetic tape—was presented by NBC-TV last week on its *Jonathan Winters Show* (Tues., 7:30-45 p.m. EDT).

Viewers of the network show saw a 2½-minute feature starring singer Dorothy Collins in a recorded sequence presented as a progress demonstration of RCA's new color tv magnetic tape development.

Though still experimental—and so described on the show—the tape produced a picture quality which appeared to be at least as good as, if not better than, that obtained in color kinescoping. Viewed on a black-and-white set, the picture was certainly usable, but much better in close-up than in long shots. In color, the magnetic tape portion held close to the registry of the live sequences. As viewed in New York on a home receiver located about 25 miles away from the local transmission point, the picture in general preserved the quality of a live studio performance.

Because of what apparently was an engineering difficulty in the switch from live to tape, some color tone was lost, with flesh tones taking on a bluish or purplish tinge. There also was some loss of vivid color contrast that marks live telecasts. Color in the background shots did not hold as much appeal to the eye as in closeups. The tape picture, if somewhat degraded, certainly was not quite as degraded as in color kinescoping. The close-ups of Miss Collins and a male chorus projected the same type of spontaneity that is enjoyed in live production. No color blur was apparent.

Keystone Broadcasting Sees Surge in All Radio Sales

A PREDICTION that combined radio sales —network, spot and local—will jump 50% by 1961 was voiced by Edwin R. Peterson, midwest sales vice president of Keystone Broadcasting System, at a news luncheon in Chicago Oct. 18.



MR. WOLF

Mr. Peterson based his forecast on claims that future radio programs will be better suited to local listeners and that vital new shows will continue to siphon off televiewers from "mediocre shows, repeat shows and antiquated movies." More station managers are anaylzing the wants of their audiences in that light, he added.

Keystone expects to increase its total of affiliated transcription network stations from 912 to 1,100 and sales by at least 25% by the end of 1957, Mr. Peterson reported. KBS' "maximum potential" is about 1,100 stations on the basis of one station per county, it was explained. More and more national advertisers are turning to a $14 billion sales-14 million people "grassroots" market not now reached by tv, according to a Keystone survey.

Sidney J. Wolf, Keystone president, reported his company's volume this year will exceed $3 million and that 43 national sponsors are using KBS facilities, with one third of the nation's 2,900 commercial am stations as affiliates.

Rabinovitz Slated to Take High ABC-TV Finance Post

JASON RABINOVITZ, assistant controller and head of the cost control unit for ABC, is slated to be named shortly to a high finance post with the tv network in connection with the executive realignment which started a fortnight ago [B•T, Oct. 22, 15]. The exact title he will hold remained to be decided late last week.

Mr. Rabinovitz joined United Paramount Theatres in December 1949 as assistant to the secretary-treasurer, became head of stockholder and financial relations in February 1953 and, following UPT's merger with ABC to become American Broadcasting-Paramount Theatres, he moved to ABC in July 1953.

Rivers, Wailes Appointed To Head CBS Committees

APPOINTMENT of an Executive Committee and a Convention Committee of the CBS Radio Affiliates Assn. was announced last week by John M. Rivers, board chairman of the association.

The Executive Committee will consist of Mr. Rivers, WCSC Charleston, S. C. (chairman); Lee Wailes, Storer Bcstg. Co., Miami; Frank P. Fogarty, WOW Omaha; Charles C. Caley, WMBD Peoria, Ill.; and Max Ryder, WBRY Waterbury, Conn. The committee will deal with association matters that will not require action by the board of directors.

Members of the Convention Committee are: Robert R. Tincher, WNAX Yankton, S. D. (chairman); Worth Kramer, WJR Detroit and F. C. Sowell, WLAC Nashville. The committee will make plans for the fourth annual CBS Radio Affiliates Assn. convention scheduled for next year.

Whitmore Rejoins Mutual

JOHN D. WHITMORE, one-time Mutual news department manager, and former president and general manager of WGBB Freeport, N. Y., has returned to MBS, the network's program director, Brad Simpson, announced last week.



MR. WHITMORE

Mr. Whitmore will be an executive producer in charge of news and special events broadcasts, as well as other forms of programming. He entered the broadcast field in 1940 joining Mutual in 1941.

YOUR TOWER ERECTOR SAVES YOU MONEY

...when it's a Stainless Tower Installation

Write for descriptive literature

Stainless, inc.

NORTH WALES • PENNSYLVANIA

Mutual Adds Religious Shows To Lineup in November

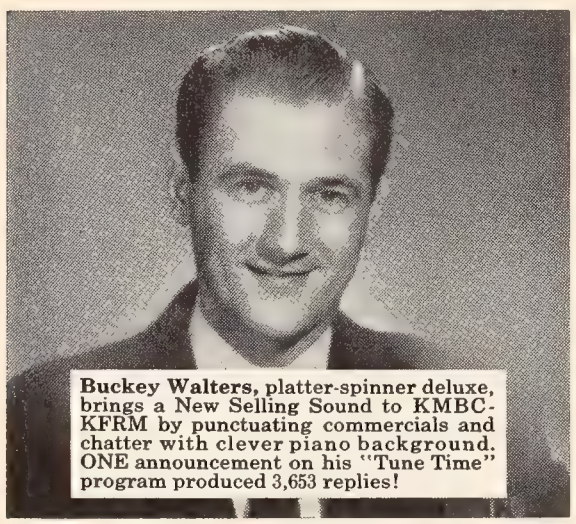
ADDITION of two religious programs to Mutual's line-up and renewal of sponsorship of another such show were announced last week by Wendell B. Campbell, national sales vice president of RKO Teleradio Pictures, which owns and operates the network. The new series are *Word of Life Hour* (Saturday, 7:30-8 p.m. EST), starting Nov. 3, and *Datelines and Bibles* (Sunday, 9:45-9:55 p.m. EST), starting Nov. 11 under the sponsorship of the Dawn Bible Students Assn. through William Gleeson & Co., Riverside, Calif. The renewal is for *How Christian Science Heals* (Sunday, 12:45-1 p.m. EST) under the sponsorship of the First Church of Christ, Scientist, through Hoag & Provandie, Boston.

NETWORK PEOPLE

Richard L. Levison, sales representative, KRKD Los Angeles, to ABC Western Div. Radio Network as account executive.

Leonard Stern, writer for Phil Silvers and Jackie Gleason shows, to NBC-TV as producer-writer-director.

Helen O'Connell, former band vocalist, to staff of NBC-TV's *Today* Dec. 3, replacing **Lee Meriwether,** resigned to resume dramatic career.



Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of* **Kansas City**
KFRM *for the State of Kansas*
1st *in the Heart of America*

WRITER CHALLENGES GUILD RE-RUN FEES

Guild threatens suspension of tv writer Joel Murcott, who also withholds over-scale dues and calls for member support.

HOLLYWOOD's headache over tv film re-runs and how to police them to determine residual payments to actors and creative talent grew bigger last week as tv writer Joel Murcott told Writers Guild of America, West, he is omitting tv re-run earnings from his dues because the Guild has no system to check film re-runs.

His public challenge accented the problem which the Guild took up with its eastern counterpart in New York a fortnight ago. Writers normally pay basic dues plus 1% of their earnings to the Guild. Earnings include income from tv film re-runs.

Mr. Murcott also refused to pay dues on his over-scale income and called on other tv writers to follow. He said the extra pay is because of his own efforts and not those of the guild.

But he faced suspension by the Guild before the week had ended. His position was termed "completely inaccurate and without basis" by Guild officials, and David Dortort, president of the tv-writers branch, said no such reasoning has ever been brought to the attention of the Guild before since its original film tv contract was negotiated almost four years ago.

Meanwhile, one new independent organization, Residual Research Service, is compiling data on all film showings and re-runs on all tv stations around the U. S. since 1952 and expects to have its first report ready next March [CLOSED CIRCUIT, Oct. 22]. Firm is headed by George Reeves, star in Flamingo Films *Superman* series.

"The Guild's efforts are well known to the members, not only insofar as policing re-runs is concerned but in its negotiations of collective bargaining agreements," Mr. Dortort said. "I am confident the bulk of the membership knows, and the contracts themselves prove on their face, that our film television agreements are the best contracts that have ever been negotiated for writers in the history of our collective bargaining."

Inglis Answers for Guild

There has never previously been any question from any member about paying dues on re-runs, asserted Frances Inglis, executive director of the Guild. "To say that the Guild lacks any policing system for telefilm re-runs is completely inaccurate and without basis," she continued. "The Guild acts almost as a collection agency in following up on individual re-run payments and has also taken legal steps to enforce payments where necessary. In addition, the Guild has recently negotiated clauses in its new tv film contracts covering interest payments on re-runs which are unpaid on the due dates, with injunctive relief after 30 days delay. These provisions will make collections almost automatic. Further new methods are being devised constantly to keep the Guild informed of re-run dates so that the machinery of collection can be set into motion. How well off writers in this field would be, without the benefit of all this machinery and the protection of the present contracts, is best answered by research into their sad state in the days when they each had to negotiate as a lone and unprotected individual and were in many cases unmercifully exploited, if not actually victimized."

Directors' Guild Charges NBC With Credits Abuse

QUESTION of television credits flared last week when the Radio & Television Directors Guild charged NBC-TV with contract violation in listing William Wyler as director of "The Letter" on the network's *Producers' Showcase* series on Oct. 15. The dispute will be heard by arbitrator Emanuel Stein on Wednesday, at which time the union will file a claim for $25,000 against NBC "for the loss of prestige suffered by the directors' craft generally."

The Guild claimed that Kirk Browning, an RTDG member, should have been listed as director. Mr. Wyler, a motion picture director and not a member of the guild, directed "The Letter" for motion pictures in 1940. Mr. Wyler and Mr. Browning had worked jointly on "The Letter" tv program, but the union claimed that Mr. Wyler was not entitled to the director's credit since he did not direct "all elements during the broadcast, which is part of the union's contract with the network."

Existing Censorship Opposed By Writers Guild of America

WRITERS GUILD of America has announced that the union has gone on record as "opposing the codes of censorship now prevalent in the fields of entertainment and information" affecting radio, television and the motion picture industries.

The Guild reported that its National Council has adopted a resolution recommending that its membership of more than 2,000 writers on both coasts seek to "remove unjustified censorship restraints whenever possible." This decision was one of several resulting from a two-day discussion in New York last month which covered a range of subjects including copyright problems, writers relations with their agents and organizational matters. The Council heard reports that pressure groups often cite industry rules, such as the NARTB code, as means of trying to "force the writer to revise his script completely between the time of delivery and the actual production of the material."

At the same meeting the National Council approved a plan designed to clarify the relationship between agents and writers in the television, radio and motion picture fields. It provides that the Guild membership would deal in the future only with agents acquiring Guild franchises after agreeing to a code of fair practices relating to commissions, terms of representation and services.

CCBA HIGHLIGHTS PROGRAMMING, SALES

Canadians hear of need to inform public on role of independent stations; no changes seen in liquor advertising laws; Baxter Ricard elected president for 1957.

PROGRAMMING AND SELLING featured the 6th annual convention of the Central Canada Broadcasters Assn. at the Royal Connaught Hotel, Hamilton, Ont., Oct. 21-23.

Baxter Ricard, CHNO Sudbury, Ont., was elected president for 1957, succeeding Tom Darling, CHML Hamilton, Ont. Allan Waters, CHUM Toronto, Ont., was elected first vice president; Doug Trowell, CFPL London, Ont., second vice president; Mary Burgoyne, CKTB St. Catharines, Ont., secretary, and Terry French, CKLC Kingston, Ont., treasurer. Television directors elected were Ralph Snelgrove, CKVR-TV Barrie, Ont., and Don Lawrie, CHEX-TV Peterboro, Ont. Directors to the board of Canadian Assn. of Radio & Television Broadcasters elected were Jack Davidson, CKGB Timmins, Ont., and W. T. Cruickshank, CKNX-AM-TV Wingham, Ont.

Business session Tuesday afternoon heard a report from Fred Lynds, CKCW-AM-TV Moncton, N. B., president of CARTB, and Jim Allard, executive vice president of CARTB, Ottawa, on hearings before Royal Commission on Broadcasting. Mr. Lynds felt that as a result of nationwide radio hearings, private broadcasters need to inform the Canadian public on the role of independent stations, and should form a committee of CARTB past presidents to follow through with the industry-wide planning. Mr. Allard estimated that the Royal Commission would not have a report ready for the government until March, and he urged more long range planning.

Reports at a closed business session included one on daytime stations in which the committee urged retention of a consulting engineer to handle technical interference problems. No changes were expected by a group studying radio-tv liquor advertising, now prohibited in Ontario Province.

Three Indonesians studying broadcast operations at Ryerson Institute of Technology, Toronto, under the Colombo Plan, were introduced to the convention and will study actual commercial broadcasting operations this winter at various Ontario radio-tv stations.

Stations should finance trips abroad for leading news commentators, Hugh Bremner, news supervisor of CFPL, suggested in a forum on effective radio news handling. He also urged that stations appoint national and overseas news correspondents and make more use of tape recorders and background stories.

Radio can offer fresh, interesting, reliable and companionable service to attract and hold listeners and advertisers, Robert Swezey, general manager of WDSU-AM-TV New Orleans, told the Canadian broadcasters in a discussion on how radio and television can live together profitably. He told of his station's programming activities and use of all-night radio service.

Bob Jones, general manager of WFBR Baltimore, discussed selling techniques. Ralph Brent, vice president of WIP Philadelphia, dealt in detail on better programming for the individual listener. Elmer O. Wayne, sales manager of WJR Detroit, discussed new approaches to selling with examples of how WJR's sales staff becomes better informed on the businesses of its advertisers and develops new ideas to make radio more interesting and productive.

A battery of top Canadian radio advertising executives told the delegates what advertisers want from radio and television.

Programming on Local Level

Local interests should be featured on women's programs, Easter Straker, program director of WIMA Lima, Ohio, told the Ontario and Quebec broadcasters during the BMI Canada section of the program on Monday. She emphasized that women broadcasters should be more active in community activities, devoting more of their evenings to appearing at fuctions and speaking at meetings. Women broadcasters "realize that to be seen is to be known, to be known is to be liked, and to be liked is to be listened to."

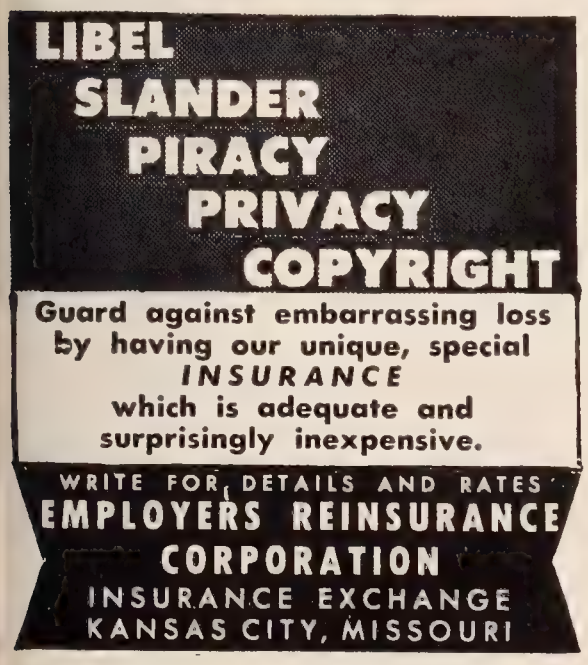
Sales, institutional and inter-station promotion ideas were discussed by Carl E. Lee, vice president of WKZO Kalamazoo, Mich. He described the various institutional promotions used by the station with contests and announcements on its affiliated WKZO-TV. Care in announcement of station breaks should be used, he stated, for if the announcer is enthusiastic and proud of the way he gives the station's call letters, that enthusiasm is bound to rub off on the listeners. He pointed out that "every move, every act on the part of any one of your personnel in some way reflects and creates an opinion of your station."

Mr. Lee mentioned that WKZO announcers read news bulletins at luncheon clubs, WKZO news is flashed on screens at intermission at outdoor theatres, at least one contest is in operation at all times, and programs featuring cities and companies in the coverage area are a regular part of the programming schedule to promote goodwill.

"Modernize your ideas and you can modernize your station," Elmo Ellis, program director of WSB Atlanta, Ga., told the Canadian group. He outlined how WSB changed its program format, how it develops local interest in news and music shows, how it went to work by a variety of methods to find out what listeners wanted to hear. He emphasized that radio should not cut its staff and services to continue operating, but that success in radio today comes from better programming, more sales and expanding station services.

"Don't believe that radio listeners are apathetic," Mr. Ellis said, "or unable to get excited about radio programs. We have created shows within the past year that have been acclaimed by listeners as the most exciting things they have heard in the past 20 years."

He pointed out that news can be improved for radio in each station's locality by careful editing and if necessary, rewriting. He stated that stations should not program in an off-balance manner for any one audience group, but should give all listeners a fair share of attention. Scripts should be in plain, ordinary, conversational language, the type that everyone in town is used to hearing in their own homes and neighborhoods, he said.





British Television Reflects Steady Growth in Five Years

TELEVISION in Britain, during the past five years, has been growing at a steadily increasing pace, British statistics indicate. Million marks in the country's set total were reached as follows: 1,031,095 in October, 1951; 2,003,449 in January, 1953; 3,105,644 in January, 1954; 4,155,989 in December, 1954; 5,078,262 in October, 1955; 6,044,330 in August, 1956.

Sir Robert Fraser, ITA director general, announced that in program popularity ITA's commercial stations have been beating the non-commercial BBC at the rate of two to one and sometimes three to one. Recent audience figures for ITA give 3,670,000 viewers for the London station, 1,351,000 for the Lancashire station (since May 2, this year) and 1,578,000 in the Midlands (since Feb. 17, this year). For the new Yorkshire transmitter an audience of 1.2 million is expected.

CKWX Operations Move Into $500,000 Building

CKWX Vancouver, B. C., on the air 33 years, has moved into a $500,000 building housing the complete operation of the station at 1275 Burrard St. The building is 120 feet long and 80 feet wide and houses five studios and three control rooms. Six program operations can be handled simultaneously.

The station also owns a permanent $10,000 radio building in the Pacific National Exhibition grounds at Hastings Park, Vancouver. President and founder of CKWX is Arthur Holstead, who started the station with 10 w at Nanaimo, B. C., in 1923, and moved to Vancouver in 1927 with 100 w. CKWX now operates with 5 kw. F. H. Elphicke is general manager.

Canadian AAA Elects Officers

E. V. RECHNITZER, president of MacLaren Adv. Ltd., Toronto, Ont., was re-elected president of the Canadian Assn. of Advertising Agencies at Toronto a fortnight ago. D. E. Longmore, president of McKim Adv. Ltd., which has headquarters in Montreal, Que., and Elton Johnson, president of Locke, Johnson Co. Ltd., Toronto, were elected vice presidents, and W. H. Reid, managing director of Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer.

Apple for the Teacher

THE 345 school teachers in and around Lethbridge, Alta., were presented cellophane-wrapped apples by CJOC Lethbridge as a special tribute to the teachers and to usher in the British Columbia McIntosh apple season. The morning of the presentation, CJOC paid tribute to the teachers with special music.

550,000 Tv Sets in Germany

GERMANY'S tv total already is approaching the 550,000 mark which originally was set by local manufacturers as the final goal for 1956. Original estimates for 1957 of 750,000 licensed tv sets are most likely to be topped by at least 30%, say manufacturers, who declare resistance of the public in Germany (due to relatively high set prices and poor programming of the non-commercial stations) is disappearing because of the booming general economy.

Swiss Tv Set Count 16,664

SWITZERLAND now has 16,664 television sets in operation. Ten percent of the total (1,653) are U. S. imports, and others were manufactured in Germany, Holland, Britain, Italy and Switzerland.

Britain Color Forecast Made

BRITISH Radio Industry Council believes that regular color tv programs are unlikely to be achieved in Britain before 1963. Organization in a statement has said that upcoming London color tv test transmissions cover only a small segment out of the complex technical problems yet to be resolved. The Council stated that "we are still further away from putting color tv into operation here and being able to sell sets at a price which the public can afford." Meantime, BBC has quietly started production of its first color tv films (six quarter hour programs, titled *Fashions Through the Ages*) with plans to use them now in black-and-white transmissions and repeat them when color comes up.

INTERNATIONAL PEOPLE

Ed Harris, formerly of WARE Ware, Mass., appointed vice president in charge of sales, CHUM Toronto, Ont. **Phil Ladd,** program director, KDUB Lubbock, Texas, to same position at CHUM.

H. T. (Mac) McCurdy has been appointed manager, CJAD Montreal, Que.; **Ned Conlon** has been named director of programs for station. **R. L. Laurion** has been named assistant director of programs and office manager.



MR. McCURDY



MR. CONLON

Bob Armstrong, manager, Toronto office, Joseph A. Hardy & Co., station representatives, and president, Canadian Television Representatives Assoc., to sales department, Toronto office, All-Canada Television Ltd., station representatives.

Doug Keough, CJLH-TV Lethbridge, Alta., to sales manager, CHEK-TV Victoria, B. C., which plans to go on the air Nov. 1. **Bob Hallock,** program director, KLEW-TV Lewiston, Idaho, to CHEK-TV in similar capacity.

Mel Cooper, merchandising manager, CKNW New Westminster, B. C., to promotion manager. **Don MacDonald,** news editor, to merchandising staff, and **Tom Huntley** to advertising manager.

Jean Baulu, announcer, CKVL Verdun, Que., to radio-tv producer, J. Walter Thompson Ltd., Montreal.

James Grant Hyland, 50, founder and president, CJIC-AM-TV Sault Ste. Marie, Ont., died Oct. 5 at his home.

INTERNATIONAL SHORTS

General Foods Ltd., Toronto started *On Camera,* one-hour live drama show (Monday 8:30-9:30 p.m.) produced by CBC at CBLT Toronto, Ont. Agency is Baker Adv. Ltd., Toronto, Ont.

CHRS St. Jean, Que., new 1 kw daytime station on 1090 kc, starts operations early in November, with Canadian General Electric equipment.

Breithaupt, Milsom Ltd., Toronto, Ont., enfranchised as advertising agency by Canadian Association of Radio and Television Broadcasters, Ottawa, Ont.



AWARDS

Folsom Gets Catholic Honor

RCA President Frank Folsom has been selected as co-winner of the 1956 James J. Hoey Award for Interracial Justice by the Catholic Interracial Council, New York, it was announced last week. Mr. Folsom was cited for his work in behalf of F.E.P.C. legislation. The Catholic layman also has been awarded the Catholic Action Medal of St. Bonaventure U. He is a Knight of Malta and a Knight of the Holy Sepulchre.

AWARD SHORTS

Todd Storz, owner, Mid-Continent Broadcasting Co., named by Omaha Chamber of Commerce as one of 10 outstanding young men of year.

Gladys Liggett, sales manager, packaged drugs and foods divisions, American Home Products Corp., N. Y., cited as 1956 Business Woman of Achievement by Business & Professional Woman's Clubs of New York State.

Randall S. Jessee, news-special events director, WDAF-AM-TV, Kansas City, Mo., is to be given William Jewell Citation for his service to industry in covering Kansas floods, political conventions and for his seniority in Kansas City area broadcasting. Mr. Jessee to be cited at dinner honoring several alumni of Jewell College, Liberty, Mo.

Stanley Bell, WRC Washington sales representative and 30-year broadcasting veteran, honored by Washington Advertising Club Oct. 16 at luncheon observing B•T's 25th anniversary.

Carl de Suze, WBZ Boston disc jockey, cited by Massachusetts United Nations Day Committee for "significant contributions to public understanding of the principle and purposes of the United Nations."

WRCV-TV Philadelphia, cited by Lutheran Church, Missouri Synod, on commencement of fifth year of *This Is the Life* series. Plaque presented to Lloyd Yoder, NBC vice president and general manager of WRCV-AM-TV, praised WRCV-TV's "outstanding public service to the religious life of Philadelphia."

Arthur C. King, director of public affairs, WEEI Boston, has received certificate of appreciation from Boston Aid to the Blind Inc., for his efforts in that group's behalf.

WICS (TV) Springfield, Ill., awarded plaque on behalf of Lutheran Church-Missouri Synod for outstanding public service contributing to religious life of community.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

–PROGRAMS & PROMOTIONS–

WOODBURY OFFERS ALLEN ALBUM

A NEW Steve Allen album, entitled "The Best of Steve Allen," which features four of his top hits, will be offered as a premium for three soap wrappers and 25 cents by Woodbury soap. The album will be promoted on the *Steve Allen Show* (Sundays, 8-9 p.m. on NBC-TV). Agency for Woodbury is Robert W. Orr & Assoc., N. Y.

WGN-TV COVERS FARM TOPICS

NEW weekly half-hour program, designed to serve agriculture in the midwest farm area, has been launched by WGN-TV Chicago, with Norman Kraeft, farm service supervisor of WGN-AM-TV that city, as moderator. Titled *RFD Chicagoland,* show concentrates on agricultural news of general interest and a resume of livestock, grain, poultry and eggs market. Participating in the weekly program are land-grant colleges, commodity organizations and the U. S. Dept. of Agriculture. Different commodities are covered in each week's telecast.

NEW NAT (KING) COLE SHOW

NAT (KING) COLE, song stylist and pianist, will be featured as host on his own weekly NBC-TV program starting Nov. 5, it has been announced by Harold Kemp, NBC Pacific Div. program executive. The singer will be supported by 16-piece orchestra and five-member vocal group. The show is set for Monday 7:30-7:45 p.m.

WTTW (TV) RELIGIOUS SERIES

SERIES of three special telecasts designed to aid newcomers to Chicago in selecting a church of their choice has been conducted by the Church Federation of Greater Chicago (Religious Radio-Tv Center) on WTTW (TV), educational station in that city. Titled *Time for Religion,* the program features a panel of speakers moderated by the Rev. E. Jerry Walker, the Methodist minister and one-time WLS Chicago personality before he entered the ministry. Series is offered on the theory that there are 30,000 newcomers (mostly Protestants) to Chicago each year.



TOMMY MONT (l), U. of Maryland head football coach, signs with WTOP Washington for a twice-a-week series of sports programs entitled *Sports With Tommy Mont.* With him are Ed Ryan, WTOP director of news and public affairs, and Patti Searight, the station's program director. The program is being presented on Monday and Friday nights.



Your BEST SALES FORCE in BUFFALO

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

Stories
from the
Sports Record

Continuities for November

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.

November's continuity package contains 12 fifteen minute programs featuring the sports of the winter season . . . the Olympics, football, boxing, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NBC SCHEDULES 'JAZZ AGE'

CALL TO FREEDOM, the story of Austria's independence, scheduled for the second of this season's *Project 20* programs on NBC-TV Dec. 6, has been postponed until 1957. In its stead, NBC-TV will place *The Jazz Age*, an hour-long documentary on the "Roaring Twenties," which is narrated by the late Fred Allen. The sponsor is North American Phillips Co., N. Y., through C. J. LaRoche & Co., N. Y.

SOUND PROMOTION BY WBC

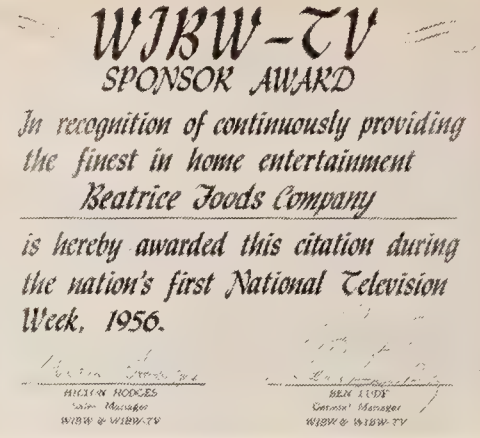
COMPLETION of a special 3-folder brochure for Westinghouse Broadcasting Co., containing a laminated paperback sound recording, was announced last week by Olmsted Sound Studios, coincidentally with the formal opening of its new paperback record division. The exclusive process, copyrighted by Bing Crosby Enterprises, is handled by Olmsted in the eastern part of the U. S.

WXIX (TV) TRIES RADIO LURE

CROSS-PROMOTION on local radio stations has been expanded by WXIX (TV) Milwaukee with an additional spot saturation schedule on WFOX in that city, effective Nov. 1, the CBS o&o outlet reports. At the same time, WXIX will use car card advertising on Milwaukee buses to promote the station, programs and sponsors, giving its schedules in eight different media.

NBC ADMITS POETS ARE PEOPLE

NBC RADIO, in cooperation with Columbia U., N. Y., Institute of Arts & Sciences, will launch a six-week series of reading by famous poets and playwrights under the title, *Poets and Other People* (10:30-11 p.m. EST). The program is scheduled to begin Oct. 31.



WIBW-TV Topeka, Kan., during National Tv Week last month presented awards to sponsors who have advertised on the station since it began operation in 1953. The recognition was given on *Salute Tv*, one of several special programs observing the annual celebration.

COLLEGE HISTORY ON WTWO (TV)

WTWO (TV) Bangor, Me., and the U. of Maine Dept. of History have joined forces to present a 13-week series dealing with the history of that state. *Maine History* will be produced by the university and is being offered as a credit course by the school. The series got underway Oct. 21.

RENAME CAVALCADE THEATRE

EFFECTIVE tomorrow (Tuesday), ABC-TV's *DuPont Cavalcade Theatre* (Tuesdays, 9:30-10 p.m.), will change its name to *DuPont Theatre*.

RATINGS VIA PROMOTION: 'BOSTON MOVIETIME' STORY

A CAREFULLY-PLANNED promotion is paying off in top ratings for *Boston Movietime*, new feature film show on WBZ-TV Boston. The 4:45 p.m. show features Warner Bros. full-length movies for adults and teenagers and "Popeye" cartoons for children.

A trade campaign heralded the program's debut, and local papers carried teaser ads for several weeks prior to the opener. These teasers also were presented on both WBZ Radio and WBZ-TV. In addition, time was purchased on competitive New England radio stations to plug the show.

For several weeks before *Boston Movietime* was scheduled to go on the air, Sandra Burnham, Boston model, traveled throughout the WBZ-TV coverage area visiting local and area newspapers and presenting the editor of each paper with a detailed press kit giving the complete story on all phases of the program.

Airplanes towing sky advertising were seen throughout New England for two weeks before the opening date of the film show. Sound trucks toured the area and a full run of car cards was placed in the Metropolitan Transit System. Taxi posters were displayed on the back of 80 cabs, and automobiles carrying colorful *Boston Movietime* banners were a common sight.

At noon on the premiere day (Sept. 10), Boston's Casino on the Charles was the scene of a festive luncheon, with WBZ-TV clients and members of local agencies in attendance, and at 4:45 p.m. host Alan Dary introduced the initial program.

For the first two weeks of the show, Mr. Dary conducted a contest in which viewers were requested to send in postcards giving their name, address and phone number. Sometime during the program the host gave a slogan and selected one of the cards. The viewer able to repeat the slogan when called on the phone received a movie camera, projector, screen and portable television set. After just one week, more than 33,000 pieces of mail had come in.

The result of this promotion?

Prior to *Boston Movietime*, the 4:45 to 6:45 p.m. spot had been used for syndicated film shows and cartoons, with a rating of 4.3. With *Boston Movietime* in the same period, the rating came up to 13.7, according to station officials. And ARB ratings for September show an increase of 253% over the previous programming in this time segment.

New Tv Stations . . .

ACTIONS BY FCC

Walla Walla, Wash.—Walla Walla Tv C granted vhf ch. 8 (180-186 mc); ERP 3.04 kw vis 1.51 kw aur.; ant. height above average terrain ft., above ground 207 ft. Est. construction co $51,405, first year operating cost $100,000, revenu $150,000. P. O. address 1411 Fourth Ave. Buildin Seattle, Wash. Trans. location Marcus Whitma Hotel, Walla Walla. Geographic coordinates 4 04′ 00″ N. Lat., 118° 20′ 23″ W. Long. Trans. an ant. RCA. Legal counsel D. F. Prince, Washing ton. Consulting engineer Frank H. McIntos Washington. Principals include **Cascade Bcst Co.** (100%), owner and operator of **KIMA-AM-T Yakima**, ch. 19 **KEPR-TV Pasco, Wash.** an **KLEW-TV Lewiston, Idaho,** and 40% stockholde of **KWIE Kennewick, Wash.,** Pres. **Thomas Bostic**; Vice Pres. **J. Barry Watkinson,** and Sec Treas. **Frank E. Mitchell.** Announced Oct. 24.

Casper, Wyo.—Harriscope Inc. granted vhf c 2 (54-60 mcs); ERP 0.208 kw visual, 0.105 k aural; ant. height above average terrain –275 ft above ground 200 ft. Estimated construction co $80,670, first year operating cost $120,000, revenu $132,000. P. O. address % **Burt I. Harris,** 335 N Beverly Dr., Beverly Hills, Calif. Studio and tran location 1st & Center St., Casper. Geographic co ordinates 42° 51′ 01.6″ N. Lat., 106° 19′ 26.7″ W Long. Trans. & Ant. Adler. Legal Counsel She Oppenheimer & Harris. Consulting engineer Ja E. Tapp, T & T Radio Measurements Co. Prin cipals include Burt Harris (former vp., currentl dir., Toni Div., Gillette, Co.) 40%, **Irving Harris** (former Toni advertising dir.) 40%, an **Don Paul Nathanson** (pres., North Adv., Chi cago) 20%. Announced Oct. 17.

APPLICATION

Rapid City, S. D.—John Daniels, Eli Daniels an Harry Daniels d/b as The Heart of the Blac Hills Stations vhf ch. 7 (174-180 mc); ERP 0.5 kw vis., 0.268 kw aur., ant. height above averag terrain 542 ft., above ground 391 ft. Estimate construction cost $58,757, first year operating co $96,000, revenue $105,000. P. O. address Box 60 Rapid City. Studio location 1438 Mountain Vie Dr. Trans. location on skyline drive. Geograph coordinates 44° 04′ 17″ N. Lat., 103° 15′ 07″ W Long. Trans. Adler, ant. Prodelin. Principa own **KDSJ-AM-TV Deadwood** and **KRSD Rapi City,** both **S. D.** Filed Oct. 24.

APPLICATIONS AMENDED

St. Louis, Mo.—Application of **Plaza Radio Tv Co.** for new tv amended to change aur. ER to 122.75 kw, change ant. height above averag terrain to 262.86 ft. and correct coordinates. File Oct. 23.

Casper, Wyo.—Application of **Casper Mountai Television Corp.** amended re stock and stock holders and to furnish additional financial dat Filed Oct. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WGTV (TV) Athens, Ga.—U. of Georgia, non commercial educational ch. 8.

WALN-TV Ashland, Ky.—Polan Industries, ch 59. Changed from WPTV (TV).

WWEZ-TV New Orleans, La.—WWEZ Radi Inc., ch. 32.

WREG (TV) New York, N. Y.—U. of State New York, State Education Dept., non-commer cial educational ch. 25. Changed from WGT (TV).

KAMT-TV Alpine, Tex.—Alpine Television Co ch. 12.

APPLICATIONS

WMBR-TV Jacksonville, Fla.—Seeks cp to in stall aux. ant. system. Filed Oct. 22.

WCBC-TV Anderson, Ind.—Seeks mod. of c to change frequency to ch. 26, change ERP t 20.8 kw vis., 11.2 kw aur., change type ant. an make other equipment changes in non-commer cial education station. Filed Oct. 22.

WAFB-TV Baton Rouge, La.—Seeks mod. of c to change ERP to 790 kw vis., 474 kw aur.; chang trans. location to Brightside Drive, Baton Roug change type ant. and make other equipmer changes. Filed Oct. 22.

Allocations . . .

ACTIONS BY FCC

Rockford, Ill.; Madison, Wis.; Fond du La Wis.—By Winnebago Television Corp. **(WTV [TV] Rockford, Ill.,** ch. 39) to delete ch. 3 fro Madison Wis., and assign it to Rockford b shifting assignment at Fond du Lac, Wis., fro



When all the shouting is over and the last campaign speech has been made, isn't this what all the struggle is really about?

You and your neighbors are going to march to the polls November 6 and settle things the American way.

Not by fists or by force, not with a penalty if you don't vote, or the secret police checking up to see if you did.

You'll vote because it's the thing to do.

Vote as you please, of course—but vote.

Vote for the party and the candidates you honestly believe will represent you best.

But also vote because you believe in this democracy of ours and you want to keep it the way it is—a country where you can have your say and nobody else can say it for you.

Everybody you know
will be there.

We'll see you at the polls.

THE AMERICAN HERITAGE FOUNDATION

PUBLIC SERVICE ADVERTISING COUNCIL

VOTE NOVEMBER 6th!

ch. 54 to ch. 68. (Outstanding rule-making in Docket 11754 would make Madison all-uhf commercial (21, 27 and 33) by changing educational assignment from *21 to *3). Announced Oct. 18.

Des Moines, Iowa—By memorandum opinion and order, FCC denied petitions by Rib Mountain Television Inc. (**KGTV [TV] Des Moines**) and Town & Farm Co. (**KIOA Des Moines**) for reconsideration of Commission's July 19 report and order denying request of Rib Mountain to shift educational reservation in Des Moines from ch. *11 to uhf channel. Comrs. Bartley and Lee concurred in result. Announced Oct. 18.

By separate memorandum opinions & orders, FCC denied requests for amendments to outstanding rule-making proceedings or for separate rule-making, but included following proposals in Dockets 11752 and 11757 respectively:

Louisville, Ky.; Evansville, Ind.—By Sens. Robert Humphreys, Gov. A. B. Chandler, both Kentucky, Mayor Andres Broaddus of Louisville, and Mid-America Broadcasting Corp. (**WKLO-TV Louisville**, ch. 21) to assign ch. 7 to Louisville by deleting it from Evansville. (Outstanding rule-making in Docket 11757 would make Evansville all commercial-uhf by making only present vhf ch. 7 educational instead of commercial and removing present educational reservation from ch. 56, thus giving Evansville chs. 50, 56 and 62 for commercial use.

New Orleans, La.; Mobile, Ala.—By **Loyola U.**, New Orleans, to delete ch. 6 at New Orleans, from assignment proposed for that city. (Outstanding rule-making in Docket 11752 would make Mobile all-vhf commercial by giving it ch. 4 from New Orleans in exchange for ch. 42 (now educational in Mobile but would be commercial in New Orleans) and making Mobile's present ch. 48 educational; thus Mobile would have commercial chs. 4, 5, 10 and educational ch. *48; New Orleans 6, *8 (educational), 20, 26, 32, 42 and 61.) Announced Oct. 18.

Jackson, Baton Rouge, La.—FCC invites comments by Nov. 21 to proposal by Bayou Broadcasting Corp. (**WCNS [TV] Baton Rouge** ch. 40) to amend tv table of assignments to switch ch. 18 from Jackson, and assign it to Baton Rouge. Announced Oct. 18.

WMUR-TV Manchester, N. H.—By memorandum opinion and order FCC denied petition by The Radio Voice of New Hampshire Inc. (WMUR-TV, ch. 9), for rule-making to move boundary line between Zone I and Zone II to place greater portion of New Hampshire and Vermont in Zone II. Comr. Doerfer abstained from voting. Announced Oct. 18.

Youngstown, Ohio-New Castle, Pa.—FCC by report and order, finalized rule-making in Docket 11766 and amended tv table of assignments, effective Nov. 21, to assign ch. 45 to Youngstown, Ohio-New Castle, Pa., as hyphenated area, instead of present assignment to New Castle alone; rejected proposal by **Community Telecasting Co.** (WXTV [TV] ch. 73), Youngstown, to substitute ch. 33 for ch. 73 in Youngstown and replace ch. 47 in Pittsburgh with ch. 22; denied request by WKST Inc. (**WKST-TV, New Castle**, ch. 45) for issuance of show-cause order to specify operation on that channel in Youngstown. Comr. Bartley voted to put ch. 33 in Youngstown also; Comr. Craven abstained from voting. Announced Oct. 18.

Lubbock, Tex.—FCC by report and order denied petition by **Texas Technological College** to designate tv ch. 5 in Lubbock as education instead of ch. *20; terminated rule-making proceeding. Announced Oct. 24.

PETITIONS

KVAN-TV Vancouver, Wash.—Requests amendment of Sec. 3.606 to allocate ch. 2 to Vancouver in lieu of ch. 21, presently authorized. Petitioner also requests issuance of order to show cause why KVAN-TV assignment should not be changed from its present ch. 21 to ch. 2. Filed Oct. 12.

KVDO-TV Corpus Christi, Texas—Requests amendment of Sec. 3.606 by issuance of rule-making looking toward deletion of one or both of vhf channels presently allocated to Corpus Christi in order to make that community an all-uhf or predominantly uhf community; (2) in alternative assign ch. 3 to Corpus Christi and delete assignment of ch. 13 to Laredo, Tex.; (3) in alternative assign either ch. 2 or ch. 13 to Corpus Christi; if ch. 13 is assigned to Corpus Christi, that channel should be deleted from Laredo; and (4) in alternative delete ch. 13 from Laredo and assign it to Kingsville, Tex., and authorize petitioner to operate station on ch. 13 at Kingsville as satellite. Filed Oct. 15.

WPAG-TV Ann Arbor, Mich.—Requests amendment of Sec. 3.606 to change allocation of ch. 12 from Flint, Mich., to Ann Arbor. Filed Oct. 16.

Station Authorizations, Applications
(As Compiled by B•T)

October 18 through October 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization STA—special temporary authorization.

Am-Fm Summary through Oct. 24

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,939	3,078	162	328	131
Fm	522	545	38	41	1

FCC Commercial Station Authorizations
As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 24

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	375	90	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,029	337	804	563	1,367[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,091	337	839	589	1,429[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

Translators . . .

ACTION BY FCC

Weed Heights, Nev.—Application of **The Anaconda Co.** seeking ch. 72 (818-824 mcs), 32 w ERP, for use as tv translator station, returned for reaffirmation of Sec. 1, letter 10-17-56. Announced Oct. 22.

APPLICATION

Cortez, Colo.—T.V. Inc. seeks mod. of cp (which authorized translator station) to change translator location (no change description except coordinates), change ERP to 64 w, make ant. and other equipment changes. Filed Oct. 23.

New Am Stations . . .

ACTIONS BY FCC

Jasper, Ala.—Walker County Bcstg. Co. granted 1240 kc, 250 w unl. Post office address Drawer 620, Cullman, Ala. Estimated construction cost $16,428.25, first year operation cost $36,000, revenue $48,000. Sole owner **Hudson C. Millar Jr.** is owner and manager of **WKUL Cullman.** Announced Oct. 18.

Tulare, Calif.—SanVal Broadcasters granted 1370 kc, 1 kw D. P. O. address 1044 W. 25th St., Merced, Calif. Estimated construction cost $15,000, first year operating cost $48,000, revenue $54,000. Principals are equal partners **Gene V. Mitchell,** business interests and **Robert T. McVay,** 2.5% stockholder of **KSDA Redding, Calif.,** and sports director of **KYOS Merced.** Announced Oct. 24.

Newark, Del.—FCC by order denied waivers of rules and dismissed application of **George E. Remp** for new non-commercial educational fm. Announced Oct. 24.

Brooksville, Fla.—Hernando Bcstg. Co. granted 1450 kc, 250 w unl. P. O. address % **Elmo B. Kitts,** 4709 A Habana Ave., Tampa, Fla. Estimated construction cost $9,600, first year operating cost $26,500, revenue $32,000. Principals are **Mr. Kitts** (90%), 25% owner **WEBK Tampa, WPRY Perry, Fla.,** and **WDCF Dade City, Fla.,** and **Roy O. Hawthorne** (10%), WEBK salesman-announcer. Announced Oct. 18.

Winter Haven, Fla.—Application of **William Henry Alford** seeking cp for new am on 1320 kc, 1 kw D, returned. (Filed as individual rather than partnership.) Announced Oct. 18.

Commerce, Ga.—Albert S. Hardy granted 1270 kc, 1 kw D. P. O. address Box 209, Commerce. Estimated construction cost $13,350, first year operating cost $24,000, revenue $36,000. Mr. Hardy is owner of *Commerce* (Ga.) *News.* Announced Oct. 18.

Winona, Minn.—Winona Bcstg. Co. granted

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

1570 kc, 1 kw D. P. O. address 586 Juul Rd., Hutchinson, Minn. Estimated construction cost $19,740, first year operating cost $48,000, revenue $60,000. **Albert S. Tedesco,** Winona principal, is 85% owner **KDUZ Hutchinson, Minn.** Announced Oct. 24.

Corinth, Miss.—Triangle Bcstg. Co. granted 1330 kc, 500 w D. P. O. address 614½ Waldron St., Corinth. Estimated construction cost $16,237.03, first year operating cost $21,575, revenue $36,200. Principals are equal partners **Luther C. Moore,** haberdasher; **W. E. Gray,** dry cleaner; **Charles W. Bolton,** school teacher, and **E. H. Huntley,** employe of **WBIP Booneville, Miss.**. Announced Oct. 18.

Kearney, Neb.—Elbert M. Gallemore Sr. granted 1460 kc, 5 kw D. P. O. address 3303 F Ave., Kearney. Estimated construction cost $19,000, first year operating cost $32,000, revenue $60,000. Mr. Gallemore holds construction-contractor interests. Announced Oct. 24.

Dyersburg, Tenn.—Southern General Bcstg. Co. granted 1330 kc, 500 w D. P. O. address % **Hamilton Parks,** Trimble, Tenn. Estimated construction cost $15,404, first year operating cost $27,720, revenue $35,500. Sole owner Mr. Parks is insurance agent and farm owner. Announced Oct. 18.

Roanoke, Va.—Elmore D. Heins & Reba Figgatt Heins granted 910 kc, 1 kw D. P. O. address American Theatre Bldg., Roanoke 11. Estimated construction cost $27,709, first year operating cost $60,000, revenue $80,000. Mr. Heins is pres.-38% stockholder of National Theatre Corp., Roanoke. He is former minority stockholder in **WROV Roanoke.** Announced Oct. 24.

Prosser, Wash.—Prosser-Grandview Bcstg. Inc. granted 1310 kc, 1 kw D. P. O. address P. O. Box 217, Prosser. Estimated construction cost $17,519, first year operating cost $30,000, revenue $33,000. Principals include Pres. **Forrest H. Bishop** (41%), employe of **KWIE Kennewick, Wash.**, and Vice Pres. **Jack L. Quinn** (16.6%), general manager Richland, Wash., Tv Cable Corp. Announced Oct. 24.

APPLICATIONS

Huntsville, Ala.—Walter G. Allen 1380 kc, 1 kw D. P. O. address 1953 Southwood Rd., Birmingham, Ala. Estimated construction cost $7,500, first year operating cost $15,000, revenue $25,000. Mr. Allen is commercial mgr., **WEZB Birmingham.** Filed Oct. 18.

Naugatuck, Conn.—Naugatuck Valley Service Inc. 860 kc, 250 w DA-D. P. O. address 90 Church St., Naugatuck. Estimated construction cost $24,900, first year operating cost $49,660, revenue $56,390. **Maurice Greenberg** (88.3% owner of applicant), is Waterbury, Conn., real estate dealer. Filed Oct. 24.

Idaho Falls, Idaho—J. Ronald Bayton 980 kc, 1 kw D, remote control trans. P. O. address Box 356, Pullman, Wash. Estimated construction cost $13,568, first year operating cost $32,000, revenue $36,000. Mr. Bayton is 50% partner-mgr., **KOFE Pullman, Wash.,** and 100% owner, **KYTE Pocatello, Idaho.** Filed Oct. 22.

Kellogg, Idaho—Radio Kellogg Inc. 900 kc, 1 kw D, remote control trans. P. O. address No. 2, McKinley Ave., Kellogg. Estimated construction cost $18,856, first year operating cost $31,132, revenue $42,400. Principals include Roger L. Hagadone, pres.-99% owner who also is pres.-gen. mgr., **KYME Boise, Idaho,** and vp., applicant for new am in Mountain Home, Idaho. Filed Oct. 18.

Vincennes, Ind.—W. H. Firmin and J. H. Firmin d/b as The Firmin Co. 960 kc, 500 w, DA-D. P. O. address Hilanoa #12, RFD 2, Metropolis, Ill. Estimated construction cost $29,569, first year operating cost $47,520, revenue $66,000. Principals are partners in **WMOK Metropolis.** J. H. Firmin is WMOK gen. mgr. Filed Oct. 23.

Presque Isle, Me.—Northeastern Bcstg. Co. 950 kc, 1 kw D, remote control trans. P. O. address Smith Bldg., Main St., Presque Isle. Estimated construction cost $25,017, first year operating cost $45,400, revenue $52,000. Northeastern Bcstg. is wholly owned subsidiary of **Community Bcstg. Service (WABI Bangor, Me.)** Filed Oct. 24.

Duluth, Minn.-Superior, Wis.—Robert D. Barlow and Gene W. Phillipe d/b as Philbar Bcstg. Co. 1320 kc, 1 kw D. P. O. address 4071 Wedgewood Terrace, Glen Haven Drive, La Crosse, Wis. Estimated construction cost $11,200, first year operating cost $24,000, revenue $28,000. Mr. Barlow is La Crosse automobile dealer. Mr. Phillippe is 33% owner-gen. mgr., **WLCX La Crosse.** Filed Oct. 23.

Concord, N. C.—Wayne M. Nelson 960 kc, 500 w D, remote control trans. P. O. address Box 72, Concord. Estimated construction cost $14 800, first year operating cost $24,000, revenue $36,000. Mr. Nelson owns **WHIP Mooresville, N. C.; WAYN Rockingham, N. C.,** and **WPET Greensboro, N. C.** Filed Oct. 22.

Douglas, Wyo.—Douglas Bcstg. Inc. 1450 kc, 100 w unl. P. O. address % **J. Howard Jones,** 1227 Clark St., Thermopolis, Wyo. Estimated construction cost $17,447, first year operating cost $24,000, revenue $30,000. Principals include Mr. Jones, pres.-17%, employe, **KTHE Themopolis; Elmer Tanner,** stockman-farmer, 25%; **Luke McNeil,** Thermopolis sheep grower, 25%; **Joe C. Henry,** mgr.-minor stockholder, KTHE, 8.33%. Filed Oct. 22.

APPLICATIONS AMENDED

Phoenix, Ariz.—Application of **Grand Canyon Bcstrs. Inc.** seeking cp for new am on 1540 kc, 1 kw D, amended to change frequency to 1580 kc. Filed Oct. 22.

Albany, Ore.—Application of **Albany Bcstg. Corp.** seeking cp for new am on 860 kc, 250 w D, and remote control trans., amended to change frequency to 990 kc. Filed Oct. 18.

Florence, S. C.—Application of **Vernon H. Baker and Virginia L. Baker d/b as Twin Carolina Bcstg. Co.** seeking cp for new am on 540 kc, 1 kw D, amended to delete contingent clauses. Filed Oct. 23.

Existing Am Stations . . .

ACTIONS BY FCC

KBLI Blackfoot, Idaho—Granted change facilities from 1490 kc, 250 w, unl., to 690 kc, 1 kw, D; engineering condition to be met before program tests are authorized. Comr. Craven absent. Announced Oct. 18.

WISK South St. Paul, Minn.—Granted application for change from 1590 kc, 5 kw D to 630 kc, 1 kw DA-D, in St. Paul; engineering conditions. Announced Oct. 24.

WKOV Wellston, Ohio—Granted change facilities from 1570 kc, 250 w D, to 1330 kc, 500 w D; engineering condition. Announced Oct. 24.

WMAJ State College, Pa.—Application of **Centre Bcstrs. Inc.** seeking authority to determine operating power by direct measurement of ant. power returned. (Dates incorrect.) Announced Oct. 23.

WDTV Cruz Bay, St. John, Virgin Islands—Granted mod. of cp to move to Columbus Bay, Christiansted, St. Croix Island, V. I. No construction until filing and approval of application by its fm station, **WIUS (FM) Christiansted,** to make changes in fm ant. system. Announced Oct. 24.

CALL LETTERS ASSIGNED

WJBD Salem, Ill.—Salem Bcstg. Co., 1350 kc, 500 w.

WHLT Huntington, Ind.—Huntington Valley Bcstrs., 1300 kc, 500 w.

WWVR Terre Haute, Ind.—Citizens Bcstg. Co., 1300 kc, 500 w.

WRVK Mount Vernon, Ky.—Renfro Valley Bcstrs. Inc., 1460 kc, 500 w.

WSJM St. Joseph, Mich.—Lake Bcstrs., 400 kc, 250 w.

KVLV Fallon, Nev.—Lahontan Valley Bcstg. Co., 1250 kc, 1 kw.

WNYS Salamanca, N. Y.—Cattaraugus Bcstg. Service, 1590 kc, 1 kw.

WLWL Mansfield, Ohio—Mansfield Bcstg. Co., 1570 kc, 250 w.

KQIK Lakesview, Ore.—Pacific Northwest Radio, 1230 kc, 250 w. Changed from KLVW.

WSBR Warwick, R. I.—West Shore Bcstg. Co., 1590 kc, 1 kw.

KPSO Falfurrias, Tex.—Radio Station KBLP Ltd., 1260 kc, 500 w. Changed from KBLP.

WRIP Gloucester, Va.—S. L. Goodman, 1420 kc, 1 kw.

APPLICATIONS

KAVL Lancaster, Calif.—Seeks mod. of cp (which authorized change frequency and power; install DA-2 and new trans.) to change ant.-trans. and studio locations to approx. 1,050 ft. NW of intersection Ave. I and 25th St., W., Lancaster, and make changes in ant. system. Filed Oct. 24.

WGCS Green Cove Springs, Fla.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio locations to Mill Creek Rd., 0.4 mi. N. of Expressway, Arlington, Fla., and change station location from Green Cove Springs to Arlington. Filed Oct. 24.

WFDF Flint, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 22.

WTCM Traverse City, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 24.

WAAT Newark, N. J.—Seeks cp to make changes in N-DA pattern. Filed Oct. 22.

WUSV (FM) Scranton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 1 kw; specify ant. height above average terrain as 151 ft.; change type trans. and ant. system. WUSV is non-commercial educational station. Filed Oct. 24.

WAJR Morgantown, W. Va.—Seeks mod. of cp to change trans. location. Filed Oct. 18.

APPLICATIONS AMENDED

WJCM Sebring, Fla.—Application seeking cp to change frequency from 1340 kc to 1310 kc, increase power from 250 w to 1 kw, change hours from unl. to D and install new trans., amended to change frequency to 960 kc, power to 500 w and make changes in ant. (increase height) and ground system. Filed Oct. 18.

McAllen, Tex.—Application of **Robert F. Pool and R. F. Pool Jr. d/b as Pool Bcstg. Co.** seeking cp for new am on 1980 kc, 1 kw D, remote control trans., amended to change station location to Mission, Tex., change ant.-trans., studio location and remote control point and make changes in ground system. Filed Oct. 23.

WCLA Colonial Heights-Petersburg, Va.—Application seeking cp to increase power from 1 kw to 5 kw, and install new trans., amended to change ant.-trans. location, make changes in ant. (increase height) and ground system and operate trans. by remote control. Filed Oct. 18.

WIVI Christiansted, Virgin Islands—Application seeking cp to change frequency from 1230 kc to 1040 kc, increase power from 250 w to 1 kw, install new trans. and increase height of tower, amended to decrease D power to 250 w. Filed Oct. 18.

New Fm Stations . . .

ACTIONS BY FCC

Globe, Ariz.—Gila Bcstg. Co. granted 100.3 mc, 11 kw unl. P. O. address % Paul Merrill, 520 Main St., Safford, Ariz. Estimated construction cost $6,500, first year operating cost $9,000, revenue $9,000. Gila owns **KGLU Safford, KWJB Globe, KCKY Coolidge, KVNC Winslow** and **KCLF Clifton,** all Ariz.. Announced Oct. 18.

Paterson, N. J.—WPAT Inc., granted 93.1 mc, 20 kw unl. P. O. address 66 Hamilton St., Paterson. Estimated construction cost $1,500, first year operating cost $20,500, revenue $3,000. Applicant is licensee of **WPAT Paterson.** Announced Oct. 18.

APPLICATION

Brunswick, Me.—President & Trustees of Bowdoin College, 91.1 mc, 0.010 kw, unl. P. O. address % Elroy La Casle, Brunswick. Estimated construction cost $1,600, first year operating cost $1,200. Proposed station is for non-commercial educational purposes. Filed Oct. 22.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KASU (FM) Jonesboro, Ark.—Arkansas State College, non-commercial educational, 91.9 mc, .760 kw.

KPOL-FM Los Angeles, Calif.—Coast Radio



Bcstg. Corp., 93.9 mc., 16.7 kw.

KEAR (FM) San Francisco, Calif.—Electronic Service Corp., 97.3 mc, 10 kw. Changed from KXKX (FM) effective Oct. 8 in lieu of previous effective date of Sept. 19.

KRCW (FM) Santa Barbara, Calif.—Cameron A. Warren, 97.5 mc, 17.5 kw.

KSEL-FM Lubbock, Tex.—Southwestern Bcstg. Co., 93.7 mc, 9.6 kw.

APPLICATIONS

WJBC-FM Bloomington, Ill.—Seeks cp to change ERP to 5.1 kw. Filed Oct. 18.

WHFI (FM) W. Paterson, N. J.—Seeks mod. of cp (as mod. which authorized new fm) to change ERP to 2.6 kw, ant. height 419.4 ft. above average terrain, station location to Newark, N. J., trans. and studio location to 744 Broad St., Newark, and change ant. system. Filed Oct. 22.

Ownership Changes . . .

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—Granted transfer of control of licensee corporation from **M. C. Gregory** to **Michael R. Freeland** and **Flora Ellen Freeland** for $85,000 and assumption of certain liabilities. Transfer involves 100%. Mr. Freeland is 50% partner of **WFWL Camden, Tenn.** Announced Oct. 18.

KXLR North Little Rock, Ark.—Granted transfer of control from **John F. Wells, Phillip G. Back, Beloit Taylor, Maurice E. Moore** and **John F. Wells** as trustee to **Sanders Arkansas Bcstg. Inc.** for $81,460. **J. M. Sanders**, pres. of Sanders Arkansas, is Dallas, Tex., advertising agency owner. Granted Oct. 24.

KFXM San Bernardino, Calif.—Granted assignment of license from Lee Bros. Bcstg. Corp. to KFXM Bcstg. Co. for $244,150. Principals of KFXM Bcstg. are **H. Phillip Dexheimer**, 22.2% (account executive, **KBIG Santa Catalina, Calif.**); **L. Benton Paschall**, 22.2% (general manager-33.3% owner **KAFY Bakersfield, Calif.**); **Howard L. Tullis**, 33.4% (33.3%, KAFY; owner, The Tullis Co., Hollywood advertising agency), **John P. Hearne**, 22.2% (attorney, 20.9%, **KVEN Ventura, Calif.**; 33.3% KAFY). Announced Oct. 18.

WPFA Pensacola, Fla.—Granted assignment of license to **Jerome William O'Connor** for $77,500. Mr. O'Connor holds radio-tv commercial production interests. Announced Oct. 18.

WPLM Plymouth, Mass.—Application seeking transfer of control from **Robert G. Clark Jr.** to **John T. Campbell** returned. (Unnecessary; to be filed on 323.) Announced Oct. 18.

KGHM Brookfield, Mo.—Granted assignment of licensee to **Ira J. Williams** d/b Green Hills Bcstg. Co. for $13,594. Mr. Williams, owner of 33.3%, will be sole owner through purchase of 33.3% each from **William R. Tedrick** and **Leslie P. Ware**. Announced Oct. 18.

KRSN-AM-FM Los Alamos, N. M.—Granted assignment of license from **Sunshine Bcstg. Co.** to **Virgil Allen Parker III** and **Darrel K. Burns** d/b as Parker & Burns for $62,000. Sunshine is licensee of **KQUE Albuquerque, N. M. William W. Phelps**, pres., is licensee, **KALG Alamogordo, N. M.** Mr. Parker is commercial mgr., **KORE Eugene, Ore.**, and Mr. Burns merchandising mgr., KORE. Announced Oct. 24.

WIRY Plattsburgh, N. Y.—Granted transfer of control from **Vincent S. Jerry, John M. Nazak, Martin Schulman, Donald L. Pelkey** and **Thomas A. Robinson** to **Joel H. Scheier** for $16,000. Announced Oct. 24.

KYNG Coos Bay, Ore.—Granted assignment of cp from **Harold C. Singleton** to same and **Walter N. Nelskog d/b as KYNG Radio**; consideration $3,000 credit to assignor for out-of-pocket expense in obtaining cp. Announced Oct. 24.

WGBI-TV Scranton, Pa.—Granted transfer of control of permittee corporation to WCAU Inc. for $650,000. WCAU Inc. is licensee of **WCAU-AM-FM-TV Philadelphia, Pa.** Announced Oct. 18.

WGBI-AM-FM Scranton, Pa.—Granted assignment of license from Scranton Broadcasters Inc., to WGBI Radio Inc. Corporate change only, no transfer of control. Announced Oct. 23.

WCRE Cheraw, S. C.—Granted assignment of license to Radio Cheraw Inc. Sole owner **Roy F. Zess** is selling 10% to **Jack L. Shiver**. Announced Oct. 24.

WJOT Lake City, S. C.—Granted transfer of control from **Mrs. J. M. Trulock, Edwin P. Latimer, Edmund C. Bunker, Mrs. Addie B. Hyman, George H. Breivogol** and **James Olin Tice Jr.** to **James Olin Tice Sr., Frances M. Tice** and **James Olin Tice Jr., Harry B.** and **Marjorie R. Clark** for $19,700. Announced Oct. 24.

KRIS Corpus Christi, Tex.—Granted assignment of license from Gulf Coast Bcstg. Co. to **South Texas Bcstg. Co. (R. D. Straus**, pres.) for for $255,000. South Texas principals own **KTHT Houston, Tex.**, and include **Roy Hofheinz**, former (1953-55) mayor of Houston, who owns 25% of **KTHT** and 16% of **KTRK-TV** there. Announced Oct. 24.

KOVO Provo, Utah—Granted assignment of license from KOVO Bcstg. Co. to KOVO Inc. for $63,000. KOVO Inc. principal is Ashley L. Robison, 50% owner of **KCCC-TV Sacramento, Calif.** (Application is pending with FCC for sale of KCCC-TV to Lincoln Dellar [KXOA-AM-FM Sacramento]). Announced Oct. 18.

KFQD Anchorage, Alaska—Granted assignment of license from William J. Wagner to Anchorage Bcstrs. Inc. for $80,000. Anchorage principals include Frank M. Reed, president-13.33%; Claude M. Bentz, vice president-13.33%; Ernest Spink, treasurer-17.78%; James D. Burke, 13.33%; John S. Hellenthal, 13.33%; Ken A. Sheppard, 13.33%; William E. Duck, 11.11% and Edward R. Mack, 4.44%. Messrs. Duck and Mack are KFQD employes; Mr. Spink is former manager of station. Announced Oct. 18.

APPLICATIONS

WALT Tampa, Fla.—Seeks acquisition of negative control by **Emil J. Arnold** through sale of stock from **Harold Kaye** to licensee corporation, **Tampa Bcstg. Co.**, for $16,516. Mr. Arnold, present 49% owner, will own 50% after acquisition by **Robert Wasdon** and **Jack Siegel** of 25% each. Mr. Arnold, owner, Commonwealth Adv. Agency, Boston, Mass., also owns 51% **WINN Louisville, Ky.**, and 50%, **WMFJ Daytona Beach, Fla.** Mr. Siegel and Mr. Wasdon each owns 50%, **WIOD Sanford, Fla.** Same interests are applicants for new am at Orlando, Fla. Mr. Arnold has purchased **WTAM Decatur, Ga.**, pending FCC approval. Filed Oct 22.

WCVS Springfield, Ill.—Seeks transfer of control from **Harold L. Dewing** to **Harold L. Dewing** and **M. Helen Dewing**, as family group. Mr. Dewing is transferring one share of stock to his wife. Filed Oct. 23.

KFNF Shenadoah, Iowa—Seeks transfer of control from **Ethel S. Abbott and estate of C. J. Abbott, deceased**, to **William A Martin** *et al* for $525 and assumption $60,475 indebtedness. Mr. Martin, present 8.7% owner, (applicant for 17.4%) is executive vice president, Town & Farm Co. (**KMMJ Grand Island, Neb.**; **KXXX Colby, Kan.**, and **KIOA Des Moines, Iowa**). **K. C. Titus**, applicant for 17.4%, is gen. mgr.-vp., **Don Searle**, applicant for 17.4%, is pres.-40% owner, Town & Farm, and 65% owner, Searle & Parker Inc., entertainment productions. **H. A. Searle Jr.**, applicant for 10.1%, is 20% owner, Town & Farm, and has petroleum and real estate interests. **J. Herbert Hollister**, applicant for 10.1%, is owner, **KCOL Fort Collins, Colo.**, and 20% stockholder in Town & Farm. **W. A. Mosier**, applicant for 17.4% is vice pres.-gen. mgr., KXXX. **Helen Searle Blanchard**, applicant for 10.2%, is 20% owner, Town & Farm. Filed Oct. 23.

KANS Wichita, Kan.—Seeks assignment of license from **Kenyon Brown** and **Frank J. Lynch d/b as KANS Bcstg. Co.**, to **State Bcstg. Co. (KBYE Oklahoma City, Okla.)** for $55,000. Mr. Brown and Mr. Lynch each own 49.9% of State Bcstg. Filed Oct. 23.

WDET-FM Detroit, Mich.—Seeks assignment of license from Wayne U., Board of Education of City of Detroit, to Wayne State U. Proposed transfer assignment results from transfer of Wayne U. to state. Filed Oct. 23.

WAAA Winston-Salem, N. C.—Seeks assignment of license from **Camel City Bcstg. Corp.** to **Laury Assoc. Inc.** for $150,000. Equal partners in Laury Assoc., N. Y. radio production firm, are **Robert A. Monroe**, former programming vp., MBS and WOR New York, and **Arnold Schneidman**, N. Y. accountant. Filed Oct. 24.

KQUK Lakeview, Ore.—Seeks assignment of cp from **Lynn C. Thomas and A. E. Freeman d/b as Pacific Northwest Radio** to **Pacific Northwest Radio Inc.** Corporate change. No consideration. Filed Oct. 18.

WLEU Erie, Pa.—Seeks assignment of license from **Joseph P. Wardlaw Jr.** to **L.E.U. Bcstg. Co.** for $85,000. No change in ownership. Filed Oct. 24.

KORC Mineral Wells, Tex.—Seeks assignment of license from **J. Elroy McCaw** to **Leeland Munroe Jund and Ramon C. Charles Curry d/b as KORC Bcstrs.** for $55,000. Mr. Jund is 50% owner, Packers Outlet of Vallejo Inc., Vallejo, Calif., retail food sales firm. Mr. Curry is announcer-engineer, **KSTN Stockton, Calif.** Filed Oct. 23.

WRIT Milwaukee, Wis.—Seeks assignment of license from **McLendon Investment Corp.** to **Radio Milwaukee Inc.** for $455,000. **H & E Balaban Corp.** (theatres), 50% owner, Radio Milwaukee, also is 50% owner, **WTVO (TV) Rockford, Ill.**; 50%, **WICS (TV) Springfield, Ill.**, (WICS is applicant for satellite in White Heath, Ill.); applicant for tv cp in Birmingham, Ala., and 50%, **WMCM (TV) Grand Rapids, Mich. Harold S. Lederer and Leo M. Lederer** (control Atlantic Brewing Co., Chicago), each 25% owner, Radio Milwaukee, each has 12.5% interest in contract to acquire 50%, **KFBI Wichita, Kan.** Balaban Corp. also has 25%, KFBI contract. Filed Oct. 23.

Hearing Cases . . .

FINAL DECISIONS

American Bcstg.-Paramount Theatres Inc.—FCC announced its decision of Oct. 17 which (1) affirmed Commission Nov. 23, 1955, grant of application of AB-PT for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to XETV (TV) Tijuana, Mexico; (2) terminated Jan. 18 action postponing effective date of grant pending determination in hearing with respect to protests by Wrather-Alvarez Bcstg. Inc. (KFMB-AM-TV San Diego, Calif.) and KFSD Inc. (KFSD-TV San Diego); and (3) made Nov. 23 grant effective immediately. Announced Oct. 22.

Saline, Mich.—FCC by Order of Oct. 24, made effective immediately initial decision and granted application of **Saline Bcstg. Co.**, for new am on 1290 kc, 500 w DA-D in Saline. Announced Oct. 24.

Eatontown, Long Branch, N. J.—FCC by order of Oct. 24, made effective immediately initial decision and granted application of **Harold M. Gade** for new am on 1410 kc, 500 w, D, in Eatontown, and denied, for failure to prosecute, application of **Monmouth County Bcstrs.** seeking same facilities in Long Branch, N. J. Announced Oct. 24.

KBAS-TV Ephrata, Wash.—FCC announced its decision of Oct. 17 which (1) affirmed Commission May 4, 1955, grant of application of Basin Tv Co. for new tv station (KBAS-TV) to operate on ch. 43 in Ephrata, as satellite of KIMA-TV Yakima, Wash. (ch. 29); (2) terminated July 5 action postponing effective date of grant pending determination in hearing with respect to protest by KSEM Inc. (KSEM Moses Lake, Wash.); and (3) made May 4 grant effective immediately. Comrs. Bartley and Craven abstained from voting. Announced Oct. 19.

INITIAL DECISION

Sarasota, Fla.—Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward denial of application of Sarasota Broadcasting Co. for modification of cp for station WKXY Sarasota for change of facilities on 930 kc from 1 kw, DA-D, to 1 kw-D, 500 w-N, DA-2. (WKXY is licensed on 1540 kc, 1 kw, D.) Announced Oct. 22.

OTHER ACTIONS

Groton, Conn.; Bridgehampton, N. Y.—FCC by order of Oct. 24, denied motion by **Lawrence A. Reilly** and **James L. Spates**, Groton, Conn., to enlarge issues in am proceeding on their application and mutually exclusive application of **Thames Bcstg. Corp.**, Bridgehampton, to determine whether grant to latter would be consistent with Sect. 3.35 of multiple ownership rules. By separate order of same date, the Commission granted motion by Thames to enlarge issues to determine whether trans. location proposed by Reilly would comply with engineering requirements of Sect. 3.188(b)(1). Announced Oct. 24.

Orlando, Fla. — Designated for consolidated

Continues on page 111

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RADIO

Help Wanted

Managerial

Managers-salesmen for new stations in Marshall, Sylva and Wilmington, North Carolina. Good opportunity for good men. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

Salesmen

Energetic salesman. Good base salary, plus car allowance and commission. Permanent with opportunity to double in tv if desired. KAVE, Carlsbad, N. M.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Salesman—with energy and ideas for our new pop music and news format. Good salary plus commission WMGY, Montgomery. Contact Manager.

WPAZ, Pottstown, Pa. 1000 watt daytime—adding two new salesmen who can do 10 hours weekly airtime. 2 years radio experience necessary. Will teach selling. Salary, bonus, commission. Profit sharing.

Salesman—industrious, capable small market salesman. Some announcing optional. Airmail resume, photo, Colorado Network, Montrose, Colorado.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Good work . . good pay. Midwest daytimer needs experienced discerning air salesman, also combo man. No absurd promises . . . no miracle men. Commensurate income. Send resume and tape. Box 269C, B•T.

Complete staff for radio station including program director, sports director, disc jockeys, engineer-announcer, salesman, and girl Friday. Send audition tapes, photograph, resume and salary expected. Box 270C, B•T.

IMMEDIATE OPENING

News Director—Top flight local newsman who knows what makes news in a smaller but very active market. Aggressive hard worker for station which believes in local news.

Farm Director—To administer outstanding Farm Program. Unique farm program format allows us to consider man either with successful farm program background or man with light farm experience but sincere interest. However, must have staff experience.

DJ—Down to earth DJ with something to say. No screwball approach. Sincerity and friendliness builds audience here.

All openings created when men were moved up into metropolitan jobs with our best wishes and good will. These were fine men. Can you replace one of them? Send full resume and photo to Box 227C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

KAVE, Carlsbad, N. M., needs good specialty announcer-disc jockey. Unlimited future, opportunity to double in tv.

Experienced announcer for morning shift. Write Radio KCOL, Fort Collins, Colorado. Do not send tape.

Personality DJ or morning man needed immediately. Send tape and data to Bob Booe, KSMN, Mason City, Iowa.

Announcer-newswriter — immediate opening for experienced man. State full qualifications and send tape to William Winn, PD, Radio Station WESB, Bradford, Pennsylvania.

Experienced announcer, one with first phone. Contact Hal Vester, WFTC, Kinston, N. C.

Alabama market needs announcer-salesman combo. Permanent position for right man. Contact John Slatton, WJBB, Haleyville, Alabama.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Missippi.

Experienced board-announcer. WLDB, Atlantic City.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, etc. Program Director, WLPO, LaSalle, Illinois.

Experienced announcer—mature sound. Strong news, good commercial delivery. Prefer 1st ticket. Resume, tape with news and commercials plus salary expectations. Frank Floyd, WMLT, Dublin, Georgia.

WREB, Holyoke, Mass., with the highly successful format of mature popular music for adult buying audience and an active local news department is accepting applications for its active file. New plant, modern studios, latest facilities, complete staff benefits. Immediate response, all tapes returned. Address letter, resume, photo, tape or disc to William D. Trumbull, Radio Station WREB, Holyoke National Bank Building, Holyoke, Mass.

Announcer with first phone ticket wanted by newspaper owner am-fm station located in Indiana's lake region. Write or wire giving phone number to Fred Gresso, WRSW, Warsaw, Ind.

Play-by-play sports announcer for basketball, baseball and football. Present man joining KMOX. Man we hire must also do tv sports and radio commercial work. Minimum of two years broadcast experience. Send tape, audition of play-by-play work, complete background and recent photo to Merrit Milligan, WTAD, KHQA-TV, Quincy, Illinois.

Announcer immediately. Some experience. WVOS, Liberty, New York.

Help wanted: Trying to locate Bert Claudy, announcer with first class ticket. Last known whereabouts in 1950 at WRCO, Richland Center, Wisconsin. Write, wire or phone collect: Shulom Kurtz, 1022 Midland Savings Building, Denver 2, Colorado, TAbor 5-0080.

Technical

Top wages for first phone engineer. Directional station in Great Lakes area with no future remote plans. Box 208C, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer with car for midwest kilowatt directional, transmitter duties, some remotes. Box 219C, B•T.

Immediate opening for first phone engineer for 1000 watt station. Top salary, permanent situation. Extra for combo work. Write Box 276C, B•T.

First class engineer for daytime kilowatt. Announcing experience helpful but not required. Send application, salary requirements, etc. Chief Engineer, WLPO, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Programming-Production, Others

Have openings for women who can handle your own program . . sell your own sponsors. No salary involved but excellent commission. This is a good opportunity to make some real mony with one of the fastest growing stations in Florida. Must have ability to meet people, mix and ad-lib. If interested send photo and resume to Box 277C, B•T.

KOKY, Little Rock, Arkansas. New negro station. Immediate opening white program director—assistant manager to supervise personnel, traffic, write copy. Good beginning salary—excellent chance for advancement. Send complete resume and photograph to Howard Peters, Box 1956, Little Rock, Ark.

Opening local news, special events man. Limited board work. Want hard hitting newsman. Lack of experience no hindrance if you are aggressive and like news work. KXAR, Hope, Arkansas.

Copywriter announcer for daytimer. Sample copy, complete resume first letter. Prefer experience but will consider beginner. WAFC, Staunton, Va.

Situations Wanted

Managerial

Station manager, strong on sales, rough on competition. Mature, energetic, efficient operator. Long successful experience. Good reference. Available immediately. Box 892A, B•T.

Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability, substantiated, on your desk—your request. Now employed. Confidential. Box 222C, B•T.

Solid productive experience. 20 years sales and sales management. SM 50kw NBC, KOA and WNBC. SM 5kw CBS affiliate GM 5kw independent. 42 years old. Family man, college education. Would like sound, solid opportunity with permanent future. Box 290C, B•T.

Manager, working salesman. 18 years experience, proven outstanding record, long ideas promotion and profits. Many references, my testimonials, sober, honest, age 36, family, five figure income required. Let's exchange information. Write Box 301C, B•T.

Seeking position as manager or program director. Experienced. 10 years, all phases. Ron Barkley, 683 E. 7th Street, St. Paul, Minn. PR 1-5561.

Salesmen

Experienced—mature—reputable—radio salesman—$100,000 billing in '56—desires better opportunity in '57. Box 303C, B•T.

Announcers

Sportscaster—now with large eastern network tv-radio station in top ten market, wants sports minded location with play-by-play opportunities. College, vet. Top industry-sports references. Box 250C, B•T.

Announcer, single, 3 years radio training, relief announcing, 7 years librarian. Will travel anywhere. Box 260C, B•T.

Top announcer, network experience. Married. Production specialists. Stable, well paying job, metropolitan station. Prefer California. Box 262C, B•T.

Attention California. Announcer-engineer, first class license. Excellent delivery—news—spots—DJ shows sold. Top network voice. Employed 5kw CBS affiliate. Desirous to return home. Box 267C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top rated personality Deejay. Six years of rating leadership. Individual. Entertaining. Proven record. Thorough show biz background. Presently employed major market. Seeks deejay position major market and possibly tv opprtunity. Box 271C, B•T.

Available: Veteran play-by-play man; former professional ballplayer; college grad; presently employed news-sports director regional station. Box 275C, B•T.

Situation wanted: Announcer-engineer, first phone. Northern California. 4 years 5kw network station. Veteran, married, age 33. Available immediately. Box 287C, B•T.

Experienced announcer, deejay. Vet, married, know network routine. Available immediately. Box 291C, B•T.

News, disc jockey, staff, exceptional writer, excellent bass voice. Vet, 24, B. A. in speech and journalism. Four years experience. Box 293C, B•T.

Versatile announcer—3 years experience—desires medium market—presently employed radio and tv. Strong on commercials, play-by-play and morning clock. Box 302C, B•T.

Announcer, pop disc jockey. College graduate age thirty. Pleasant voice and personality. Plays receptive music, good commercial news, sports. Past four years employed south, present employer two years doing evening show, which has top rating in audience area 400,000. Desires relocation east prior January first. Box 305C, B•T.

Experienced announcer available—full-parttime Washington, D. C. area. Will relocate if position warrants. Former instructor. References. Call Jackson 4-1944—Write Box 308C, B•T.

Technical

Chief engineer—radio pioneer. 35 years licensed commercial and radio telephone. 30 years chief engineer. Complete resume and photo on request. All proposals considered. Box 292C, B•T.

First phone, desire position in Florida or southeast, 18 months broadcast, 9 years radio-tv repair, strong on maintenance. Harold Wagner, 1201 South 109th Street, West Allis, Wisconsin.

Programming-Production, Others

Skip it unless you can exploit the best in news direction plus standout voice and personality. Box 133C, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Can establish newsroom; contribute experience existing facility. Favorite sport . . . scooping newspapers. Newspaper background, excellent voice, 33, college, employed. Box 162C, B•T.

Savvy gal . . . 8 years continuity-production chief, talent. Wants challenging spot with station that needs a lift. Box 174C, B•T.

Program director or assistant manager of vast experience, 8 years, 34 years old, college, seeks bigger and better job in radio, or will accept tv challenge. Executive experience. Wish to connect with a bigger and better organization who needs far more than adequate PD. Will do air-work. Outstanding voice and delivery. Personal interview. Box 182C, B•T.

Radio-tv, DJ personality—major market only! Eleven years of versatile experience. $200 week. Tape, resume, you name it, I've got it. Box 272C, B•T.

Copywriter . . .5 years experience . . . radio and television writing . . . on-camera . . . public relations . . . prefer midwestern location. Box 283C, B•T.

Three years teaching all phases tv programming and production. 2 years director and assistant. Seeks position small station with potential. Box 304C, B•T.

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv time buyer/administrative assistant. Responsible experience, energetic and dependable, all phases, ad agency. Good contacts. Record of proven results. Salary open, N.Y.C. only. Box 294C, B•T.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Southeastern NBC maximum power vhf on-the-air mid-December has openings for personnel with minimum of one year tv station experience. Prefer southeast residents. Rush full details to Ted Cramer, Operations Manager, WRAL-TV, Raleigh, North Carolina.

Salesmen

Salesmen!! We are not in the largest market in the country but we operate as though we were, and on a most rewarding level. If you're tired of knocking heads against walls, look into this very progressive station with a good future. We need two sincere, knowing salesmen. Or if you've just finished college and show signs of promise, we will train you. By all means if you are willing to work hard and see your personal labors bring results, look into this opportunity with a fine three station company. Full details and income requirements, pic if possible, first letter. Box 249C, B•T.

Have opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WTVO, Rockford, Illinois.

Announcers

Announcer for major market New England network tv station. On-camera experience desired but not required. Excellent chance for advancement. Send tape, resume and photo. Box 265C, B•T.

The northeast's top uhf needs announcer. Must deliver good commercial both on and off-camera. Personal interview and audition essential. Box 273C, B•T.

Announcer wanted for general staff work. Good radio personality may qualify. Send complete information, picture and tape to Manager, KTIV, Sioux City, Iowa.

Have opening for experienced tv-radio announcer. Send tape and resume to Program Department at WKNB-TV, West Hartford 10, Conn.

Technical

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relationship. One of nation's top stations. State experience, education and provide a recent snapshot. Reply. Box 268C, B•T.

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Need two tv transmitter and studio engineers with at least 1 year experience immediately for an expanding full power vhf station in Montana. Good pay. Send resume to chief engineer, KGVO-TV, Missoula, Montana.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Tv director wanted midwest vhf full power, good market. Must have originality and know-how to direct studio remote and all phases tv directing. Apply immediately. Box 289C, B•T.

Major network affiliated station on east coast looking for producer-director. Send resume and salary requirements to Box 297C, B•T.

Experienced continuity writer, farm background preferred. Forward copy samples and complete resume with salary requirements to Larry Robinson, KGLO-TV, Mason City, Iowa.

Need at once, experienced man or woman television continuity writer. Send samples and complete resume of experience with references and photograph to Gary Ferlisi, KSBW-TV, Box 1651, Salinas, California.

Wanted: Film director; capable of planning, writing, shooting, and editing educational films. College grad. Salary open. Job begins November 1. WKNO-TV, 268 Jefferson, Memphis, Tennessee.

Situations Wanted

Salesmen

Experienced tv salesman with managerial experience available immediately. Have proven record of sales both on local and national level and can produce top references. Box 296C, B•T.

Announcers

Top tv-radio personality—10 years with biggest accounts in large eastern city. Strong on commercials—news, sports commentary. Tv production experience since 1950. Good appearance on camera. Show business background. Best references. Desire top job that offers new challenge, good future. No hurry. More interested in mutually beneficial position. Will send details, photo and tape. Send inquiries to Box 266C, B•T.

Tv announcer. Experienced. Good on camera or mike. Network quality. $150 week. Box 274C, B•T.

Announcer, director, cameraman, 4 years experience; family, sober, desires relocation northeastern states. Box 306C, B•T.

Programming-Production, Others

Film director-editor. 7 years commercial tv experience. Will accept network affiliated stations only. Available on 2 weeks notice. Box 223C, B•T.

VHF TELEVISION STATION

- Southwest. Year-round mild climate
- Market over 140,000 owner states. Urban
- A single station market. Absentee owned
- No other TV station operating within 100 miles
- Priced $200,000 with $100,000 cash down

Information available to qualified principals upon written request only

RALPH J. ERWIN, BROKER

1443 South Trenton ★ ★ ★ Tulsa, Oklahoma

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv producer-director, three years experience with medium market station. Desires midwest location with station emphasis on live production. Box 282C, B•T.

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Promotion manager available for tv station or tv film distributor. Seven years experience encompassing agency, media and nationally advertised products. Married, one child, veteran. Have good contacts with all national trade publications and am qualified to provide all services for advertising and publicity. Box 295C, B•T.

Experienced cameraman: Able to make best of friends with RCA camera, only enemies: Cigarette butts to dolly over. Working large eastern net affiliate station. Resume and I available immediately. Box 299C, B•T.

Producer-director-switcher. Experienced. Intelligent, creative, ambitious, dependable. Best references. Box 300C, B•T.

Floorman, presently employed seeks more creative work. Background includes tv projection, art, photography. Box 307C, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 234C, B•T.

Vhf applicant seeking capital. Located in northwest. All inquiries confidential. Box 285C, B•T.

Mississippi 1000 watt daytime indie. Excellent farming section. Two station market of 20 thousand population. $10,000.00 cash and good terms on balance to responsible parties. No brokers. Box 286C, B•T.

FOR SALE—(Cont'd)

Stations

For reasons acceptable to FCC will transfer very desirable CP for 500 watt in non-competitive market. Transmitter, tower, small but adequate building and substantial advertising commitments. Consideration exact catalog cost of equipment plus cost of application for total of $11,-519.20. This magazine is authorized to release the address of this box number to enable us to deal by wire. Your acceptance by FCC is first consideration. Box 288C, B•T.

Metropolitan market profitable am station with tax loss carry-over from uhf, which may be split off. $200,000 total—liberal terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Virginia's secondary market, industrial area, profitable without local owner-management, $100,000 price can be handled on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Broadcast am. Year-round resort area, cultural center: Senior college, two private schools. County seat. A single station market. Requires $15,-000 cash down. No information by phone. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Vhf television. I have select television property available to financially responsible principals. Vhf only. No information by phone. Ralph Erwin, Broker.

Am stations! Market 70,000. Highly diversified, industry, agriculture, mammoth military installation, plus advantages of county-seat. Southwest. No information by phone. Ralph Erwin, Broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

FOR SALE—(Cont'd)

Equipment

Will sell or trade Federal Telephone fm radio transmitter—3kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WETO, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

RCA BTA-1L 1kw transmitter complete one set tubes, crystal 1480kc wired for remote control operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Both excellent condition currently in operation WLOK, Memphis. 5kw power increase necessitates sale. Priced as package both for $4,000, or separately, transmitter $3,150 and remote $1,050. Cash sale. Write Stanley Ray, OK Group, 505 Baronne Street, New Orleans, La.

Western Electric 25B speech input console, with desk, F.O.B. Miami, Florida, uncrated. Best offer over $900. Address replies Dale Moudy—Mid-Continent Broadcasting Company — Kilpatrick Building, Omaha 2, Nebraska.

Microwave relay system, Raytheon KTR-100A for color or black and white video and audio. Complete system including transmitter, receiver, dishes, feeds, cables, etc. Price $5,900.00. Will tune to frequency if desired and guarantee performance specifications. Also have tripods and spares. Write for complete list. Inter-State Communications Co., 845 Chicago Avenue, Evanston, Illinois. Phone: DAvis 8-4800.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Magnecord PT6BAHN (binaural-mfrs. new equipment warranty) $614.50. Presto recording equipment—used—good condition. 2—88A amplifiers, 50 watts, each $75.00. 2 8N turntables mounted in 12A table, equipped with 1-C cutters, both $500. 1—K-10 recorder—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U.S. Recording Co., 1121 Vermont Avenue, N.W., Washington 5, D. C.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor ... John Birrel ... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

WANTED TO BUY

Stations

Announcement: I am pleased to announce extension of my services to exhibitors and station owners in the State of Louisiana. This agency now offers licensed and bonded brokerage service in the Pelican State. I maintain private offices in the State of Louisiana for the convenience of my clients. Ralph Erwin, Broker.

Now serving Texas, Louisiana, Arkansas, Kansas, Missouri, Oklahoma and Colorado. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted 3 or 5kw fm transmitter, also station monitors. Write complete description. Box 256C, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: RCA BTF 10 B 10kw fm transmitter. Advise price, terms and earliest delivery. Box 309C, B•T.

Am frequency monitor, state price and availability first letter. KCMS, Manitou Springs, Colorado.

Magnecorder, gray equalizer, preamp, audio equipment. State model, price, condition. Paul Schuett, 1302-21st, Longview, Washington.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N.W., Washington 6, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted

Managerial

REMOTE STUDIO MANAGER

Right man to start it. Sell, announce and operate the remote studio. One hour airtime—variable to suit situation. Guarantee plus 25% commission. Send three character references, tape, photo and details first letter.

KCHA
Charles City, Iowa

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-traveling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to

Box 753A, B•T

XXXXXXXXXXXXXXXXXXXXXXXXX

SALESMAN WANTED
Feature Film Experienced
TOP SALARY
Box 263C, B•T

XXXXXXXXXXXXXXXXXXXXXXXXX

RADIO

Help Wanted—(Cont'd)

Announcers

EXPANDING ORGANIZATION
NEEDS EXPERIENCED
ANNOUNCERS
IMMEDIATELY!

WE PAY TOP SALARY!

DRIFTERS, DRINKERS
NOT WANTED!

SEND AUDITION, PHOTO,
RESUME AND REFERENCES!

H. Griffith
Radio KUZN
West Monroe, La.

Si Willing
Radio KTLD
Tallulah, La.

TV-RADIO ANNOUNCER

Large New England Radio-TV operation needs experienced announcer for radio and TV boards, and possibly on camera. Prefer college graduate. Send resume, photo, and tape audition—or make appointment for live audition. P. O. Box 1859, New Haven 8, Conn. Attention Personnel Manager.

ADVERTISING AGENCIES

Help Wanted

Copywriters

GIRL WRITER WANTED

Major Des Moines ad agency has opening for experienced girl copywriter for radio-tv. Familiar with live tv production. Send data, picture, state salary required. Write Box 264C, B•T

FOR SALE

Equipment

TV ANTENNA

For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of 3⅛ inch transmission line type MI-19113-B1. Available immediately. Call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR THE RECORD

hearing applications of **Radio Orlando** and **Orlando Radio & Television Bcstg. Corp.** for new ams on 1270 kc, 5 kw D. Announced Oct. 24.

Hazard, Ky.—FCC by memorandum opinion and order, on protest by **Mountain Bcstg. Service Inc. (WKIC Hazard, Ky)**, scheduled oral argument on Nov. 13 on application of **Perry County Bcstg. Co.** for new am station **(WWOW Hazard)**, to operate on 1390 kc, 5 kw D, on economic issues, and designated application for evidentiary hearing on Dec. 18 on other issues, but permitted Aug. 29 grant to remain in effect. (Board action; Comr. Craven abstained from voting.) Announced Oct. 24.

Capitol Bcstg. Co., East Lansing, Mich.; W. A. Pomeroy, Tawas City-East Tawas, Mich.; Knorr Bcstg. Co., Lansing, Mich.; WGN Chicago—FCC designated for hearing applications in consolidated proceeding with application of Knorr; made WGN party to proceeding. Involves applications for new ams to operate on 730 kc, D—Knorr and Capitol with 500 w and Pemeroy with 250 w. By letter, denied petition by Knorr to dismiss Capitol application. Comr. Craven absent. Announced Oct. 18.

Flint, Mich.—FCC announced its order of Oct. 17 which, pursuant to Court of Appeals opinion, reopened Flint ch. 12 comparative tv proceeding and remanded for further hearing to commence no later than Nov. 16 before examiner to be designated by Chief Hearing Examiner on issues (1) to determine differences between proposals advanced by **WJR, The Goodwill Station Inc.**, in its original application and those proposals advanced by it in its application for modification of its construction permit, insofar as those differences relate to areas of transmitter site, programming and studio building, and (2) to determine, in light of facts, whether time at which WJR filed its modification application reflects adversely upon WJR's character and fitness as licensee; and ordered examiner to prepare supplemental initial decision in which, in light of evidence adduced under these issues, grant of WJR's application will be reconsidered on comparative basis with applications of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.** Comr. Craven abstained from voting. Announced Oct. 19.

Babylon, N. Y.—FCC announced its memorandum opinion and order of Oct. 17 denying June 26 petition by WOV Broadcasting Corp. **WOV New York**, to enlarge issues in proceeding involving application of **WGLI Inc.**, for new am in Babylon, to operate on 1290 kc, 1 kw, DA, unl. Announced Oct. 19.

FCC on Oct. 17 scheduled oral argument for Nov. 13 in following proceedings:

WDBM Statesville, N. C.—Iredell Broadcasting Co. for new am (WDBM) to operate on 550 kc, 500 watts, D, in Statesville, N. C. Announced Oct. 19.

WLBR-TV Lebanon, Pa.—Transfer of control of Lebanon Television Corp. (WLBR-TV, ch. 15), from Lebanon Broadcasting Co., et al, to Triangle Publications, Inc.

Sylva, N. C.—Harold H. Thoms being advised that application for new am on 1480 kc, 5 kw D, indicates necessity of hearing. Announced Oct. 24.

Pittsburgh, Pa.—FCC by memorandum opinion and order of Oct. 24, held that, as consequence of withdrawal by WSTV Inc. **(WSTV-TV Steubenville, Ohio,** ch. 9) as party intervenor, issuance of new, additional or supplemental initial decision is unnecessary in proceeding on applications of WWSW Inc., for cp for new tv **(WIIC [TV] Pittsburgh)** to operate on ch. 11 in Pittsburgh, and for mod. of cp; that remaining steps in decisional process will be based upon July 3 initial decision, exceptions and other pleadings relating thereto, and hearing record developed prior thereto; and that disagreement by Telecasting Inc. **(WENS [TV] Pittsburgh,** ch. 16) with denial of WSTV's petition to enlarge issues can and will be disposed of at appropriate time. Announced Oct. 24.

Casper, Wyo. — Designated for consolidated hearing competing applications of **Donald Lewis**

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

Hathaway, Casper, and **Casper Mountain Television Corp.**, for new tv to operate on ch. 6. Announced Oct. 24.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations modifying appendix containing station assignments attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 20, 1941.

Canada Change List #105 September 17, 1956

800 kc

CJBQ Belleville, Ont.—Change ant. pattern, 1 kw DA-1, unl. Class II. EIO (PO: 0.25 kw on 1230 kc.) 1-3-57.

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F of North American Regional Broadcastng Agreement, Washington, D. C., 1950.

Cuba Change List #6 Sept. 11, 1956

540 kc

CMJJ Jatibonico, Camaguey—Change location. 0.25, ND, unl., Class II.

Routine Roundup . . .

October 18 Decisions

BROADCAST ACTIONS

By the Commission

WCRB-FM Waltham, Mass.—Granted SCA to provide background music service, on multiplex basis, to subscribers for such service. This makes 65 SCA authorizations to date.

WWGP Sanford, N. C.—By letter, denied authority to commence operation prior to local sunrise (1050 kc, 1 kw, D). Comr. Craven absent.

WKNY Kingston, N. Y.—Granted request to operate from temporary site from Nov. 1 to Feb. 1, 1957, in order to provide program service pending location and approval of satisfactory permanent site. Comr. Craven abstained from voting.

Providence, R. I.; Bridgeport-Danbury-Brookfield, Conn.; New Haven, Conn.; Kingston, N. Y.; Newtown, Conn.—FCC invites comments by Nov. 16 to proposal to amend its Class B fm allocation table to delete chs. 233 and 268 from Bridgeport-Danbury-Brookfield, Conn., and add ch. 236 there instead by taking latter away from New Haven; substitute ch. 233 for ch. 235 in Kingston, N. Y., and delete ch. 236 from New Haven, and 268 from Pittsfield, Mass. WGHF (FM), now authorized on ch. 233 in Newtown, Conn., petitioned for this rule-making so it could modify for change to ch. 236 in Brookfield to permit interchange of programs with WTMH (FM) (ch. 268), Providence, R. I., without interference.

Granted renewal of licenses of following station on regular basis: **KAAA Kingman, Ariz.; KCHS Truth or Consequences, N. M.; KTSA, KOKE (FM)** (formerly KTSA-FM), **San Antonio, Tex.; KCLS Flagstaff, Ariz.**

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Anna Broadcasting Co., Anna, Ill.—Granted Oct. 8 "Motion To Dismiss Petition For Reconsideration and Grant" of its am application; and petition is dismissed. Action Oct. 16.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

Broadcast Bureau—Granted Oct. 15 petition for extension of time from Oct. 15 to Oct. 22, for filing proposed findings in proceeding on applications of The New Britain Broadcasting Co. for mod. of cp of **WKNB-TV New Britain, Conn.** (channel 30) and for transfer of control (WKNB and WKNB-TV) from **Julian Gross et al.**, to **NBC**; reply findings will be filed not later than Oct. 29. Action Oct. 16.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—On oral request of counsel for channel 16 and Cherry & Webb, Providence, and without objection by Broadcast Bureau, ordered that time for filing reply proposed findings of fact and conclusions is further extended to Oct. 22, in proceeding on application of Cherry & Webb Broadcasting Co. for cp for new tv station and for STA (ch. 12). Action Oct. 16.

By Hearing Examiner Jay A. Kyle

Midland, Tex.; Stanton, Tex.—Ordered that prehearing conference now scheduled for Oct. 22 and hearing scheduled for Nov. 5, are continued without date in proceeding on am applications of Great Western Radio Co., Midland, and John Jack Bentley, Stanton. Action Oct. 17.

By Hearing Examiner Hugh B. Hutchison

Department of Education of Puerto Rico—Granted petition for extension of time from Oct. 19 to Oct. 24, for requests for information or petitions requesting addition of the so-called "Evansville" issue; postponed from Oct. 23 to Oct. 31 date for final prehearing conference and from Oct. 29 to Nov. 13 for commencement of hearing in ch. 3 proceeding, Mayaguez. Action Oct. 16.

By Hearing Examiner Annie Neal Huntting

Beaumont, Tex.—Ordered that oral argument will be held on Oct. 22, on request by The Enterprise Co., Beaumont, for *subpena duces tecum*, together with supplement thereto, in ch. 6 proceeding, Beaumont. Action Oct. 16.

By Hearing Examiner Elizabeth C. Smith

Victoria, Tex.—Ordered that prehearing conference will be held on Nov. 2, in ch. 19 proceeding, Victoria (Victoria Television Co. and Alkek Television Co.). Action Oct. 17.

By Hearing Examiner J. D. Bond

Rollings Broadcasting of Delaware Inc., Philadelphia, Pa.; Franklin Broadcasting Co., Philadephia—Granted joint petition for continuance of further hearing from Oct. 17 to date to be fixed by subsequent order in proceeding on their am applications. Action Oct. 16.

October 18 Applications

Modification of Cp

WQMC (TV) Charlotte, N. C.—Seeks mod. of cp (which authorized new tv) to extend completion date to 4-1-57.

License to Cover Cp

KREX Grand Junction, Colo.—Seeks license to cover cp which authorized increase D power and install new trans. for D operation.

RENEWAL OF LICENSE

KOLD Yuma, Ariz.; KFSD San Diego, Calif. (main and aux.); **KGIL San Fernando, Calif.; KAGR Yuba City, Calif.; KSDS (FM) San Diego, Calif.**

October 22 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Elizabeth C. Smith

Newark, N. Y.—Issued statement and order governing hearing in proceeding on am applications of Radio Wayne County Inc. and Radio Newark Inc., Newark, N. Y. Prehearing conference is continued to Nov. 19 at 9:00 a.m., and hearing now scheduled for Oct. 31, is continued to date to be fixed at further prehearing conference. Action Oct. 17.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—On oral request of Tradewinds Broadcasting Co. (WCBQ), Sarasota, and without objection by other parties in proceeding on its applications for cp to replace expired cp and for mod. of cp; ordered that hearing is continued from Oct. 22 to Nov. 1. Action Oct. 17.

By Hearing Examiner Thomas H. Donahue

WSLM Salem, Ind. (Don H. Martin), Courier-Times Inc. New Castle, Ind.—Granted suggested corrections of Mr. Martin to transcript of record except suggested correction to page 286, line 8, and granted in full proposed corrections to transcript filed by Courier-Times Inc. in proceeding on their am applications. Action Oct. 17.

By Hearing Examiner H. Gifford Irion

Groton, Conn.; Bridgehampton. N. Y.—On oral request which was concurred in by all parties in proceeding on am applications of Lawrence A. Reilly and James L. Spates, Groton, and The Thames Broadcasting Corp., Bridgehampton, ordered that date for filing of proposed findings is extended from Oct. 31 to Nov. 19. Action Oct. 18.

By Hearing Examiner J. A. Kyle

WPRE Praire du Chien, Wis.—On hearing examiner's own motion, ordered that hearing re am application of Prairie Broadcasting Co. (WPRE) is continued from Nov. 13 to Nov. 26. Action Oct. 18.

October 22 Applications

ACCEPTED FOR FILING

License to Cover Cp

KHEP Phoenix, Ariz.—Seeks license to cover cp which authorized new am.

KALV Alva, Okla.—Seeks license to cover cp which authorized new am.

WFAA-TV Dallas, Tex.—Seeks license to cover cp which authorized changes in existing tv.

Modification of cp

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change ant.-trans. and studio locations) for extension of completion date.

KQUE Albuquerque, N. M.—Seeks mod. of cp (which authorized change frequency, increase power, install DA and new trans.) for extension of completion date.

WFMZ-TV Allentown, Pa.—Seeks mod. of cp to extend completion date to 4-16-57.

Renewal of License

KPLA (FM) Los Angeles, Calif.

SCA

General Bcstg. Corp., New York, N. Y.

October 23 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Flint, Mich.—Ordered that further hearing will be held commencing Oct. 29, in ch. 12 proceeding, Flint, Mich. (**WJR The Goodwill Station, Inc. et al**). Action Oct. 19.

By Hearing Examiner Herbert Sharfman

Flint, Mich.—Ordered that prehearing conference is scheduled for Oct. 30, and that hearing scheduled for Oct. 29 is indefinitely continued to not later than Nov. 16, in ch. 12 proceeding, Flint. Action Oct. 22.

Beacon, N. Y.; Westport, Conn.; Milford, Conn.—Upon oral request of **West Shore Broadcasting Co.**, Beacon, N. Y., **Westport Broadcasting Co.**, Westport, Conn. and **James W. Miller**, Milford, Conn., and without objection by Broadcast Bureau, ordered that date for exchange of data among engineers is extended from Oct. 22 to Nov. 12 in proceeding on their am applications; date for informal engineering conference is extended from Oct. 26 to no later than Nov. 16; date for exchange of affirmative written cases is extended from Nov. 19 to Dec. 3; date for further conference is continued from Nov. 29 to Dec. 10 and date for beginning of evidentiary hearing is continued from Dec. 10 to Jan. 8, 1957. Action Oct. 19.

Indian City Broadcasting Co., Anadarko, Okla.—Granted "Request for Continuance" in proceeding on its am application and extended from Oct. 19 to Nov. 5 date for applicant to furnish proposed exhibits; continued from Oct. 31 to Nov. 21, start of evidentiary hearing; extended from Oct. 23 to Nov. 9 date for applicant to advise of its plans, if any, to call any other witnesses, and extended from Oct. 26 to Nov. 15, date for Broadcast Bureau to notify counsel for applicant of its desire to cross-examine applicant's engineer. Action Oct. 19.

WCBQ Sarasota, Fla.—On oral request of Tradewinds Broadcasting Co. (WCBQ), Sarasota, Fla., ordered that hearing now scheduled for Nov. 1, is further continued to Nov. 6, re its applications for cp to replace expired cp and for mod. of cp. Action Oct. 22.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension from Oct. 22 to Oct. 29, to file proposed findings of fact and conclusions re am application of Babylon-Bay Shore Broadcasting Corp., Babylon, N. Y. Action Oct. 19.

By Hearing Examiner J. D. Bond

Anna Broadcasting Co., Anna, Ill.—Granted petition to remove amended application for new am station from hearing docket and returned to processing line. Action Oct. 23.

Broadcast Bureau—Granted petition for extension of time to Oct. 25 to file proposed findings in proceeding on application of Radio Station KODY **(KODY North Platte, Neb.)**. Action Oct. 23.

By Hearing Examiner Hugh B. Hutchison

Sucesion Luis Pirallo-Castellanos, Mayaguez, P. R.—Denied petition for leave to amend tv application which is in consolidated hearing with **Ponce de Leon Broadcasting Co. of P. R.** and **Department of Education of Puerto Rico** in ch. 3 proceeding. Action Oct. 22.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 19

KWYN Wynne, Ark.—Granted license for am station.

KOKY Little Rock, Ark.—Granted license for am station and specify studio location and remote control point.

KLEC Jonesville, La.—Granted license for am station.

KOEL Oelwein, Iowa—Granted license covering increase D power, change from DA-1 to DA-2, install new trans. and make changes in DA-D pattern; conditions.

WJSB Crestview, Fla.—Granted license covering change facilities, install new trans., increase ant. height, change applicant name and type trans.

WGSV Guntersville, Ala.—Granted license covering change ant.-trans. location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WXLI Hazelhurst, Ga.** to 1-11-57; **KREX-TV Grand Junction, Colo.** to 12-1-56.

Actions of October 18

WPUV Pulaski, Va.—Granted license covering change facilities.

WPMP Pascagoula, Miss.—Granted license covering increase power and install new trans.

KAGT Anacortes, Wash.—Granted extension of completion date to 12-15.

Actions of October 17

WCNY-TV Carthage, N. Y.—Granted license for tv station (ch. 7); ERP vis. 178 kw, aur 95.5 kw.

WSLS-TV Roanoke, Va.—Granted license for tv station (ch. 10).

WLBC-TV Muncie, Ind.—Granted license for tv station (ch. 49); ERP vis. 14.1 kw, aur. 7.08 kw.

WFBG-TV Altoona, Pa.—Granted license for tv station (ch. 10).

KQTV (TV) Fort Dodge, Iowa—Granted license for tv station (ch. 21).

WKOW-TV Madison, Wis.—Granted license for tv station (ch. 27).

WKRG-TV Mobile, Ala.—Granted license for tv station (ch. 5).

WUSN-TV Charleston, S. C.—Granted license for tv station (ch. 2).

KSEL Lubbock, Tex.—Granted cp to mount fm ant. on SW tower (no change in height) condition.

WNAW Great Barrington, Mass.—Granted request to remain silent for additional period o

60 days ending 1-1-57.

WPAC Patchogue, N. Y.—Granted extension of completion date to 2-16-57, condition.

Actions of October 16

WMOO Milford, Mass.—Granted license for am station and specify studio location and remote control point.

WFWL Camden, Tenn.—Granted license for am station.

WONG Oneida, N. Y.—Granted license for am station and specify studio location and remote control point.

WTTL Madisonville, Ky.—Granted license for am station.

WDUX Waupaca, Wis.—Granted license covering increase power to 1 kw.

WPLA Plant City, Fla.—Granted license, covering change frequency and ant. system (increase height).

WLAT Conway, S. C.—Granted license covering change facilities and install new trans.

WCTC-FM New Brunswick, N. J.—Granted license covering changes in fm station.

WDBJ-FM Roanoke, Va.—Granted cp to change ERP to 14.5 kw, ant. height to 1,940 ft; change studio and trans. location and ant. system.

WLSU Baton Rouge, La.—Granted cp (educ. am) to change ant. system, ERP 1.3 kw.

WTRN Tyrone, Pa.—Granted cp to make change in ant. (increase height).

WNIL Niles, Mich.—Granted mod. of cp to change name to Lawrence J. Plym, d/b as Niles Bcstg. Co.

KHOT Madera, Calif.—Granted extension of completion date to 12-15; conditions.

Actions of October 15

WICY Malone, N. Y.—Granted cp to change ant.-trans. location, change studio location, make changes in ant. (increase height) and ground system and operate trans. by remote control.

WMPY Salisbury, Md.—Granted mod. of cp to change ant.-trans. location; conditions.

KCLN Clinton, Iowa—Granted mod. of cp to change studio location and type trans.; conditions.

Following granted extensions of completion dates as shown: **WNYC New York, N. Y.**, to 1-2-57; **KCHJ Delano, Calif.**, to 1-1-57, conditions; **KWWL Waterloo, Iowa**, to 2-2-57, conditions; **WLOX Biloxi, Miss.** to 2-20-57; **WINS New York, N. Y.** to 12-29, condition; **WMBR-FM Jacksonville, Fla.**, to 1-7-57.

October 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KLEM-TV Eureka, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date to 6-1-57.

KBID-TV Fresno, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date.

KPLC-TV Lake Charles, La.—Seeks mod. of cp to extend completion date to 5-14-57.

WJBK-TV Detroit, Mich.—Seeks mod. of cp to extend completion date to 5-14-57.

WABD (TV) New York, N. Y.—Seeks mod. of cp to extend completion date to 2-12-57.

WTLC (TV) Canton, Ohio—Seeks mod. of cp to extend completion date to 5-21-57.

WFMJ-TV Youngstown, Ohio—Seeks mod. of cp to extend completion date to 5-13-57.

KETC (TV) St. Louis, Mo.—Seeks mod. of cp to extend completion date.

WTBF Troy, Ala.—Seeks mod. of cp (which authorized change frequency, increase power, install new trans. and DA and change ant.-trans. location) for extension of completion date.

WHTN-TV Huntington, W. Va.—Seeks mod. of cp (which authorized new tv) to extend completion date to 3-1-57.

License to Cover Cp

WJBF Augusta, Ga.—Seeks license to cover cp which authorized change facilities of existing tv.

WJW-TV Cleveland, Ohio—Seeks license to cover cp which authorized change facilities of existing tv.

RENEWAL OF LICENSE

KAFP Petaluma, Calif.

October 24 Decisions

BROADCAST ACTIONS

By the Commission

Following were granted renewal of license on regular basis: **KLIX Twin Falls, Idaho; KVNI Coeur d'Alene, Idaho; KORK Las Vegas, Nev.; KGOS Torrington, Wyo.; KID Idaho Falls, Idaho; KELK Elko, Nev.; KVRS Rock Springs, Wyo.; KOLD Yuma, Ariz.**

Alaska—FCC adopted Conelrad (Control of Electromagnetic Radiation) plan for am, fm, tv, facsimile, international and noncommercial fm broadcast stations in Alaska. Procedure is similar to that now applied by these stations in continental U. S. and Hawaii, with all stations observing radio silence during radio alert except those specifically authorized to operate as determined by Commission. Rule-making to effect Alaskan plan will be initiated shortly. Announced Oct. 24.

Tv rules—FCC by order on amended Sec. 3.607 (a) of its tv rules, effective Oct. 31, to provide that applications specifying channels which accord with publicly announced changes in table of assignments will be accepted for filing even though such applications are tendered before effective dates of channel changes. This will reduce "double waiting period" of at least 60 days to "single waiting period" of at least 30 days from date of public notice of change in channel assignments to date when final action upon application for changed channel can occur. Announced Oct. 24.

October 24 Applications

ACCEPTED FOR FILING

Modification of Cp

WLEO Ponce, P. R.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WKAT-FM Miami Beach, Fla.—Seeks mod. of cp (which replaced expired cp) for extension of completion date.

License to Cover Cp

WDBO Orlando, Fla.—Seeks license to cover cp which authorized change frequency control equipment.

WBOP Pensacola, Fla.—Seeks license to cover cp which authorized new am.

WLON Lincolnton, N. C.—Seeks license to cover cp which authorized increase power.

KCKT (TV) Great Bend, Kan.—Seeks license to cover cp which authorized new tv.

Renewal of License

KFOX-FM Long Beach, KPFB Berkeley, KSPC Claremont, KCRW Santa Monica, KALW San Francisco, all **Calif.**

UPCOMING

OCTOBER

Oct. 29: Broadcast Adv. Club, Chicago, address by FCC Comr. John C. Doerfer.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 1-2: North Carolina Assn. of Broadcasters, fall convention, Sedgefield Inn, Greensboro.

Nov. 2: Tennessee Assn. of Broadcasters, annual convention, Mountain View Hotel, Gatlinburg.

Nov. 8: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 9-10: Country & Western Disk Jockey Convention, Nashville, Tenn.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

1956-57 TELECASTING YEARBOOK & MARKETBOOK ADDENDA

CHANGES and additions received after the 1956-57 TELECASTING YEARBOOK & MARKETBOOK went to press are included in the following list which will also serve to correct a few errors made in compiling the 412-page volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel and other abbreviations may be found on page 2 of the 1956-57 TELECASTING YEARBOOK & MARKETBOOK.

Page 34—Under Television Representatives, Harrington, Righter & Parsons Inc. add to stations represented: WCDA (TV) Albany-WCBD (TV) Hageman, both N. Y.

Page 104—Under Station Directory, Iowa, KRNT-TV Des Moines, principal stockholders should read: Cowles Bcstg. Co., 60%; Murphy Bcstg. Co. (estate of Kingsley H. Murphy), 40%. Cowles Bcstg. Co. also owns KRNT Des Moines and KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D., and WHTN-AM-FM-TV Huntington, W. Va. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co. Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson, Kan. Cowles newspapers are *Des Moines Register* and *Tribune, Minneapolis Star* and *Tribune* Cowles family also controls *Look* magazine.

Page 110—Under Station Directory, Kansas, KTVH (TV) Wichita, licensee should read: Wichita-Hutchinson Co.

Page 218—Under Station Directory, Tennessee, WLAC-TV Nashville, in executive listing, delete Edward M. Tink, ch. engr., and insert Ralph L. Hucaby. Mr. Tink is asst. ch. eng.

Page 222—Under Station Directory, Texas, KFDM-TV Beaumont, principal stockholders should read: D. A. Cannan, 20.8%; C. B. Locke, 23.88%; L. H. Cullum, 8.2% and others. Mr. Cannan and family are majority owners of KFDX-TV Wichita Falls, Tex. W. P. Hobby (KPRC-AM-FM-TV-Houston Post) holds option to buy 32.5% of KFDM-TV.

Page 252—Under Station Directory, W. Va., WHTN-TV Huntington, principal stockholders should read: For Cowles interests see KRNT-TV Des Moines, Iowa (as corrected above).

Page 284—Under Distributors of Film for Television, insert: Associated Artists Productions Inc. 345 Madison Ave., New York 17.; Tel.: Murray Hill 6-2323; Eliot Hyman, pres.; Kenneth Hyman, vp.; W. Robert Rich, gen. sls. mgr. Services: Distributes film for tv. Branch offices: Chicago—75 E. Wacker Dr.; Tel.: Dearborn 2-4040; Ben Elrod. Dallas—151 Bryan St.; Tel.: Randolph 6043; Norman (Buck) Long. Los Angeles, Calif.—9110 Sunset Blvd.; Tel.: Crestview 6-5886; Robert Kronenberg.

Page 380—Under Television Equipment Manufacturers—Include in "M" listing: J. G. McAlister Inc., 1117 N. McCadden Pl., Hollywood 38, Calif. Tel.: Hollywood 9-5318. Kenneth Clardy, gen. mgr. Products: lamps and stands, light controls and dimmers, lighting accessories; barndoors, tv hangers, plugs and fuses, splicing and plugging boxes, the dual steering "Crab Dolly," editing equipment.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Agency Assessment

THE Assn. of National Advertisers has started what promises to be a worthwhile study of the role of the advertising agency.

No detailed study of this fascinating subject has been conducted in recent years. An objective assessment of the agency's place and functions in today's advertising economy would be of value to all elements of advertising—advertiser, agency and medium.

The ANA was wise to select as chief of this project a professor who has no direct connection with advertising but is at least in academic touch with the field. As professor of marketing for the Tuck School of Business Administration of Dartmouth College, Albert Frey should bring to his work a disinterested but well-informed mind. If he conducts his work according to the ANA's specifications, his will be a real contribution to business literature and a necessary source of information upon which sensible decisions can be reached as to the future of such established practices as the commission system of agency compensation.

Get Out the Vote

ONE of the most encouraging features of the 1952 national election was that it brought out the largest popular vote in U. S. history, a healthy manifestation of good citizenship.

But the big vote would not have been achieved were it not for a tremendous campaign conducted by all media but most effectively by radio and television.

Radio and tv were given the major credit for the record turn-out at the polls in 1952.

It is to be hoped that they can claim similar credit for a similar turn-out this year.

As in 1952 the NARTB, in collaboration with the American Heritage Foundation, has been providing stations with information and broadcast material aimed at moving citizens to register and vote. Many stations have been using this material and producing programs and announcements of their own.

The registration campaign is over. The problem in the week remaining before Nov. 6 is to stimulate the registrants to make the trip to the voting booths. In that week only radio and television have the flexibility to unleash the massive campaign of persuasion that will turn out the vote.

We are certain that radio and tv are equal to the job.

Dangerous Assignment

WITH $100,000 extra in its jeans, the Federal Trade Commission has begun its accelerated program of examining advertising copy on radio and television by direct monitoring. A special task force headed by attorney T. Harold Scott is handling this policing, supplemented by part-time work of attorney-investigators in the eight branch offices [B•T, Oct. 15].

We look with concern on this new activity because there will be an obvious effort to justify the new appropriation. No agency of government likes to have its funds cut back, and the FTC would be hard put to get the additional money from Congress next session unless it shows a result. Like any cop on a beat, the FTC may feel it needs to make a record of arrests and convictions.

But that is only a secondary reason for our concern. A much larger question is how the monitoring data will be used. The FTC is not a licensing body. The FCC is. And there is the rub. The FTC, it is readily admitted, is conferring with FCC staff members to work out a system whereby the licensing agency would be notified when an advertiser is using questionable advertising on a given station or network. The plan, it is stated, will be announced "shortly."

Dire things could happen through the transmission of such information. The FCC contends it has no thought of censoring broadcasting; in fact it is precluded from doing so under the law. Presumably the advertising citations will go into the individual file of the station involved and be reviewed at the time of license renewal.

Fraudulent advertising, which the FTC seeks to root out, seldom finds its way to the air. There are criminal statutes to be reckoned with. Broadcasters have voluntary codes to which most stations and all networks adhere. And that, in our view, is the manner in which broadcasters should govern themselves.

Certainly there are some advertising abuses on the air. There are more in print. Ethical broadcasters are as anxious to root ou the offenders as is the government. The FTC has been subjectin advertising copy on radio, and latterly tv, to examination for years with only negligible offenses by advertisers.

We hope the new FTC monitoring unit will not yield to th temptation of fly-specking to justify its new appropriations. An it is to be hoped that the FCC staff will use utmost restraint i appraising the FTC monitoring reports, lest it go off on anothe "Blue Book" binge and into the forbidden area of consorship.



Drawn for BROADCASTING • TELECASTING by J. McBrid art director, WKJG-TV Fort Wayne, In

"Haven't I seen you on television?"

Colorcasting

ONE need not be clairvoyant to predict the inevitability of colo tv. The *fact* of color is more plain than the nose on your face it is as plain as the 200,000-plus color sets which will have bee bought by viewers at the end of this year.

There are a number of factors which make this so. Televisio is a growth industry, and growth industries will not be denied thei growth. If we are to accept the conclusions of Cunningham & Walsh's latest Videotown report [B•T, Oct. 15], black-and-white t viewing has reached a plateau. This does not mean that the audi ence will not continue to increase. It will—in numbers as mor stations and more hours of programming go on the air, but probabl not appreciably in the percentage of viewing done by the indi vidual in the audience. This is a normal development, and as suc is to be welcomed. It means that tv has reached a mature stage.

The task now is twofold: to excite potential but not yet sol audience into joining, and to increase the effectiveness of tv on th audience it now enjoys.

Color is the obvious course. As demonstrated by the NBC BBDO ColorTown report, also reported in this journal Oct. 1 even at this early stage it has proved its ability to attract ne listeners, and even more excitingly, to *double* the impact of com mercials. And therein is a major key: the medium which ca double the already tremendous selling power of television is on which will not be left undeveloped.

Consider also this information. The latest RETMA figures sho television set sales down some 300,000-plus units for the first eigh months of this year compared to last. July, which was the bes sales month since January, was off 20,000. In addition to bein lower, it must be remembered that a substantial chunk of thes sales were of lower-priced portables.

The manufacturers, then, will welcome a venture into the new ness of color. It means an untapped buying public, and a higher profit item.

Here we see the pattern of black-and-white tv repeating itself As the venture becomes more attractive, more manufacturers wil enter it. And as more enter, the rest will have to follow. And a the production swells so will the prices drop. And the sales soa

It's that simple.

Ratings?

Take your choice...Pulse or ARB...both show KWK-TV as the Leader in St. Louis Television. Twelve of top fifteen once-a-week shows...seven of top ten multi-weekly shows...plus highest rated availabilities for your spot campaign keeps you completely covered in the Great St. Louis Market. Katz will show you!

what do YOU buy?

Cost Per Thousand?

An investment of $330.00 (one time AA Rate... 9:45 p. m. Tuesday) using ARB rating delivers 212,500 TV homes at a CPM homes of $1.08 . . . CPM impressions of sixty-two cents!! Here's proof that your campaign on KWK, Channel 4 keeps you completely covered with low CPM. Your Katz man can give you more details.

Personalities?

If you want the local touch with your campaign... KWK-TV offers popular local personalities who can and will deliver. Gil Newsome...Fred Moegle... Tom Dailey are household names in St. Louis. They offer complete coverage of the St. Louis market on KWK-TV, Channel 4. Katz can tell you how!

KWK-TV has them all!

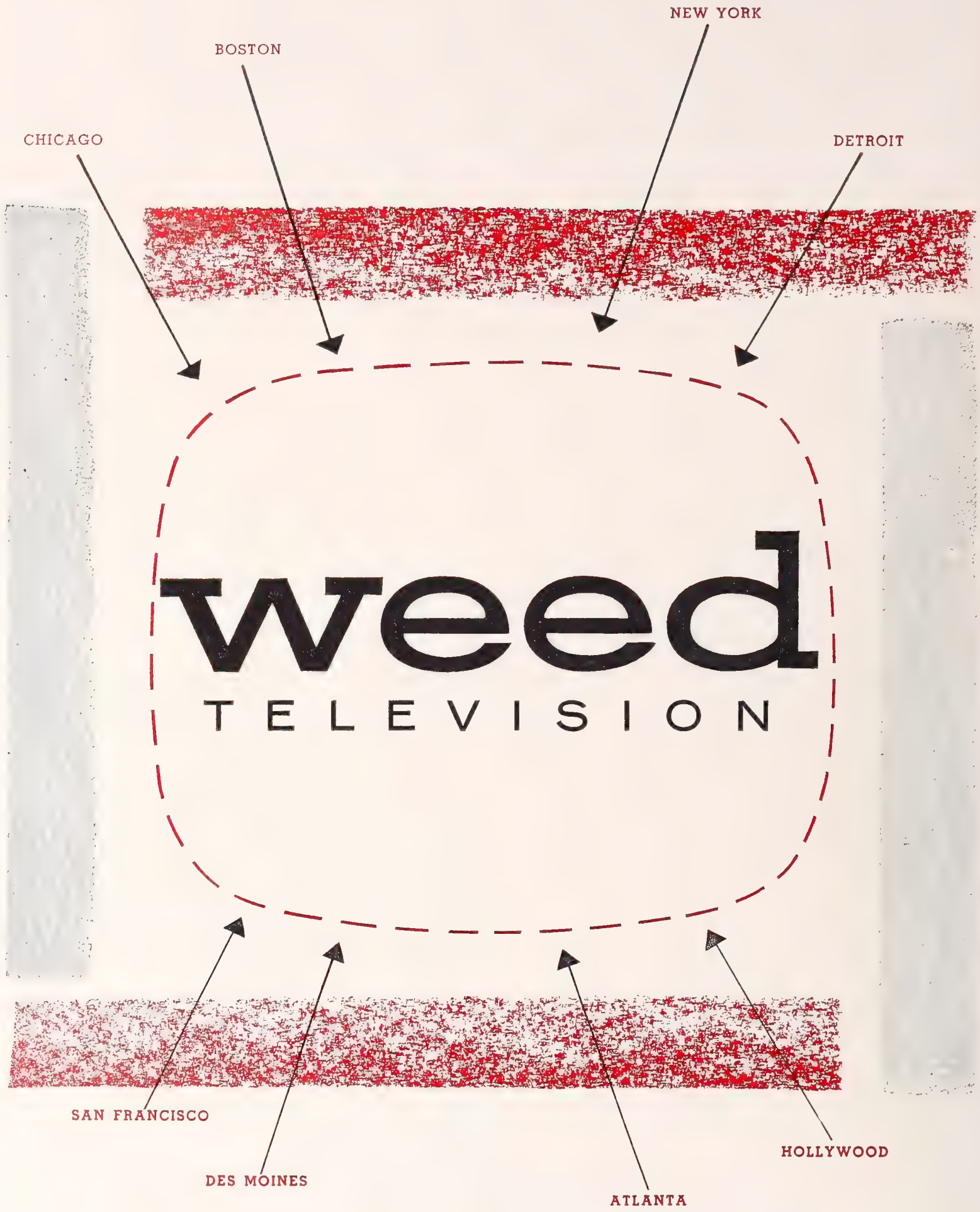


SERVING THE GREAT ST. LOUIS MARKET

CBS TOP PROGRAMS OF 2 NETWORKS ABC

YOU GET **MORE** ON KWK TV CHANNEL 4 IN ST. LOUIS

Represented Nationally By THE KATZ AGENCY, INC.



TELEVISION STATION REPRESENTATIVES

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 5, 1956 35¢ PER COPY

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Double Deal: NTA gets Fox films, Fox gets NTA stock Page 48

Radio Networks: Poor, Krelstein debate their future Page 61



60 seconds

is all it takes...

14,528,777 radio sets were made last year—an average of 119 sets every 60 seconds of every working day. Clearly, people buy those sets because they *want* them. Millions *like* radio, they *like* to listen to it and can thus be reached effectively and economically by radio advertisers.

Spot Radio costs less to reach more consumers, whoever they are, whenever and wherever you like.

And, 60 seconds is all it takes.

WSB ..... Atlanta	WISN ..... Milwaukee	KFMB ..... San Diego
WGN* ..... Chicago	KSTP ..... Minneapolis-St. Paul	KMA ..... Shenandoah
WFAA ..... Dallas-Fort Worth	WTAR ..... Norfolk	KTBS ..... Shreveport
WIKK ..... Erie	WIP ..... Philadelphia	WNDU ..... South Bend
KPRC ..... Houston	WRNL ..... Richmond	KVOO ..... Tulsa
WJIM ..... Lansing	KCRA ..... Sacramento	
KARK ..... Little Rock	WOAI ..... San Antonio	

Texas Quality Network

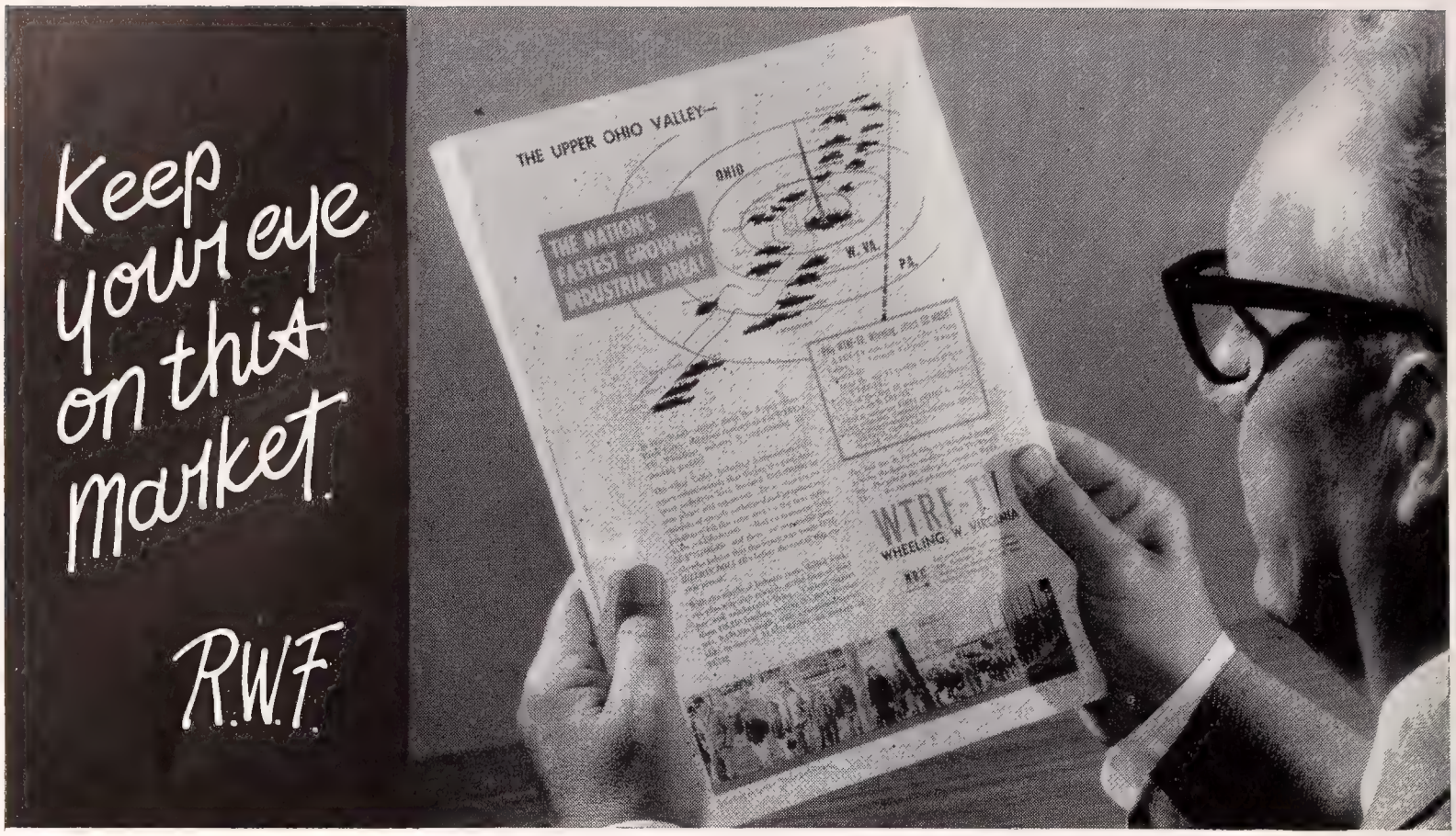
*West Coast

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

Take a good long look at this important Wheeling market. Many of America's leading industries have—and liked what they saw. That's why they are investing 450 MILLION DOLLARS in proposed expenditures for the next 3 years.

When you do take that long look you will find that the most economical and most effective way of reaching the 1,409,300 people in the upper Ohio valley, having an annual income of TWO BILLION DOLLARS. is via WTRF-TV, Wheeling, W. Va. In audience—in Power—in Promotion—WTRF-TV dominates. Rates, availabilities and market data on request.

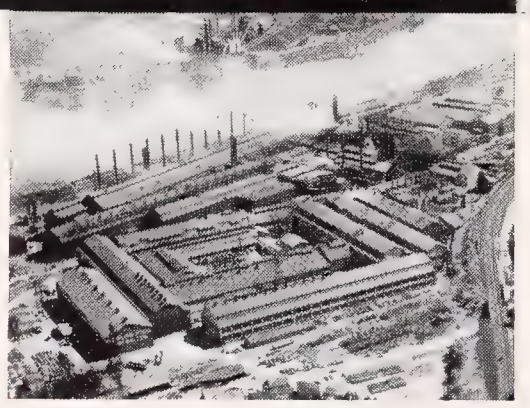
Leader Again

Sept. Pulse results, Official Wheeling Metropolitan Area, show the following for 176 quarter hour nighttime periods, seven days a week:

WTRF-TV leads in 116.
WTRF-TV ties in five.
Market "competitor" tops in only 55.



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777



NBC

316,000 watts
Equipped for network color

reaching a market that's reaching new importance!



Everyone...in the Texas Gulf Coast Area



is sold on KGUL-TV

The only station that delivers a primary city signal to Galveston and Houston.

1/4 OF TEXAS

¼ of all Texas buying income, over 600,000 families with 475,000 television sets, make up the rich Gulf Coast Area, including Galveston and Houston.



Charted in proportion to effective buying income for counties included in KGUL-TV's coverage area.

KGUL-TV is top preference in prime time* with the most popular nighttime program, the largest average audience and the highest number of quarter hour firsts.

(Source: ARB, July, 1956, 7 days, 6 P. M. Midnight)*

kgul TV

GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV's 52-COUNTY MARKET HAS

32% OF ALL THE TV SETS IN TEXAS – PLUS THOSE IN 5 OKLAHOMA COUNTIES

Television set count from Television Magazine Market Book, August, 1956 — other market data from Sales Management, May 10, 1956.



Almost one-third of all the TV sets in Texas are in the vast 52-county KRLD-TV market. When you add the sets in the 5 Oklahoma counties, within this area, you find a total of 558,410 sets. 2,616,300 people reside here and have annual effective buying income of $3,885,816,000.00. To sell this wealthy, densely populated, southwestern market, any advertiser must FIRST look to KRLD-TV, Channel 4, Dallas, as the basic, primary advertising medium. KRLD-TV, telecasting with MAXIMUM POWER from the top of Texas' tallest tower, *gives you more coverage than any other Texas TV station.*

The Biggest Buy in the Biggest Market in the Biggest State

KRLD-TV Channel 4 Dallas

TEXAS' TALLEST TOWER - 1521 FEET

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYON — *Chairman of the Board*
CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit

NO CONTEST • Reports current last week of imminent proxy fight over control of American Broadcasting-Paramount Theatres were flatly denied in responsible quarters. One report was that Edward J. Noble, chairman of finance committee and largest single stockholder (roughly $16 million worth) would mount proxy battle because of purported dissatisfaction with recent reorganization moves precipitated by President Leonard H. Goldenson and motion picture exhibitor members of board, who out-numbered so-called broadcast members 13-4, prior to resignation last month of Robert E. Kintner, who joins NBC as executive vice president without portfolio. (See story page 27.)

B•T

WHILE it's no secret that Mr. Noble, who sold network control to United Paramount Theatres three years ago, was upset over recent reorganization, it's reliably stated that he has been placated and will now pitch in on campaign to make ABC "top network." It's believed that reports of proxy fight emanated from decline suffered by AB-PT stock, along with market generally, early last week as result of Middle East and European developments.

B•T

RATINGS RISE • What happens to ratings when radio station drops network service? To judge by very preliminary reports from some of Westinghouse Broadcasting Co. stations which left NBC, ratings go up. WBC officials say it's too early for definite results to show, but indications are radio ratings on whole will be increased by independent programming.

B•T

ALTHOUGH reluctant to hang out SRO sign lest they discourage future business, good proportion of Los Angeles stations are tight as drum on availabilities for rest of November. National advertisers are waiving conventional requirement of 30 minute separation between spots for similar products and are not concerned about merchandising or other bonus features as long as they get on air, some stations report. Auto accounts are getting five minute spacing.

B•T

KDWI-TV SOLD • Agreement to sell ch. 9 KDWI-TV Tucson for in excess of half-million dollars has been signed by Dr. D. W. Ingram and Mrs. Ingram, owners and founders of station which began operation last June. Purchasers include H. U. Garrett, of Longwood, Tex., president of Garrett Oil Tools Inc., subsidiary of U. S. Industries Co., Taylor Milton, Garrett oil official, and Tom E. Foster and his son, Talbert, owners of KDET Center, Texas. Ingrams would receive $506,350 for property, exclusive of studio building valued at $100,000, which would be leased to buyers. Ingrams also would receive 5% paid-up interest in new corporation. Dr. Ingram's health, it's understood, is given as primary reason for sale, with transfer papers to be filed by Edward P. Morgan of law firm of Welch, Mott & Morgan, Washington.

B•T

BLACKBURN-HAMILTON, media brokers, announces completion of negotiations for sale of WCTC New Brunswick, N. J., to Herbert Scott, owner of WPAZ Pottsdam, N. Y., and associates, for $200,000. James Howe is 51% owner of WCTC and 100% of stock is involved. B-H also announced sale of KWRN Reno, Nev., by Franz Robischon to syndicate of three Los Angeles men for $40,000. Buyers are James Hadlock, head of Hadlock & Assoc., Los Angeles advertising agency, and Gerald Simons and William Welch.

B•T

SPECIAL SESSION • FCC holding special meeting today (Monday) on several significant items. Among them: (1) What to do about Appendix A of June 25 report on uhf-vhf allocations. Appendix A contained new technical formulae for computing coverage and has been under attack by engineers as unrealistic. Best guess is Commission will recall Appendix A, permit computations to be made on formulae now in rules or on actual measurements. FCC also expected to extend deadline for comments on 13 deintermixture cases to Dec. 15 (from Nov. 15) to enable engineers to properly present their findings. (2) What to do about KOB Albuquerque, N. M., in light of court order to do something by Nov. 27 since station has been operating on 770 kc since 1941. FCC is considering assigning KOB to 770 kc, 1030 kc or another clear channel—either through application processes or its own order. Interwoven in KOB case is whole Clear Channel issue passed over last week. (see page 78).

B•T

FCC has scheduled regular weekly meeting for Thursday this week, instead of usual Wednesday session. Understood fact Wednesday is day after Election Day, when party stalwarts stick with radio and tv to bitter end, may have something to do with change.

B•T

RADIO TEST TUBE • KFWB Los Angeles will be proving grounds for "cross-polinization" communication concept developed by Paul C. Smith for rejuvenated Crowell-Collier empire. With Vice President Robert M. Purcell at helm, KFWB will test practicability of idea exchange among all C-C media before it is applied to other newly acquired radio-tv properties. Mr. Smith will be in Hollywood next week end to review plans.

B•T

U. S. TIME Corp. (self winding and waterproof watches), New York, found results of three-week sponsorship of Steve Allen Show *(NBC-TV, Sun., 8-9 p.m.) so impressive that it has signed up for alternate-week one-third sponsorship of show throughout 1957, effective Jan. 13. John Cameron Swayze will continue to do U. S. Time commercials.*

B•T

DOUBLE DEDICATION • Although WCKT (TV) Miami has been on air since July 21, its formal dedication will take place weekend of Nov. 9 with most of Florida's congressional delegation, state and local dignitaries and perhaps several members of FCC to participate. Ch. 7 outlet, owned by Cox-Knight interests and Niles Trammell, former NBC president, who is president general-manager, also will have second "dedication" in mid-December during NBC's 30th anniversary convention of owners and executives of its affiliated radio and tv stations. Understood Comrs. John C. Doerfer and Robert E. Lee will attend Nov. 9 event, with Chairman George C. McConnaughey and Comr. Richard A. Mack probable. Comrs. Rosel H. Hyde, Robert T. Bartley and T. A. M. Craven declined presumably because of previous commitments.

B•T

WHAT'S Television Allocation Study Organization going to do about executive director to head up "crash' uhf research program, now that Arthur V. Loughran, IRE president and former research chief of Hazeltine, turned down $25,000 offer? There's some hope Mr. Loughran can be persuaded to reconsider, but TASO group is drawing up list of new names for consideration.

B•T

MORE QUESTIONNAIRES • Four special television questionnaires from FCC Network Study Staff are in works and to date one has received official Budget Bureau clearance—that to tv stations. Others awaiting clearance are to advertising agencies, station representatives and program packagers. Presumably staff wants to supplement information received in conferences with various entities by getting detailed information on costs, methods, clearances and restrictions.

B•T

LEVER BROS. (Whisk liquid cleanser), N. Y., is preparing radio-tv spot announcement campaign to start early in January in markets not covered previously and where distribution has started. Firm had been advertising in New England and Midwest. BBDO, N. Y., is agency.



Latest
METRO PULSE

WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE

WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN

WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER

WHB first all day with 45.6% of audience. Mon.-Fri., 7 a.m.-6 p.m.; Sat., 8 a.m.-6 p.m.

at WHB... 87% renewal

87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal! Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results* station. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the men from **Blair**, or WHB General Manager, **George W. Armstrong.**

WHB

10,000 watts—710 kcs.
Kansas City, Missouri

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

at deadline

$4,522,000 Being Spent on Tv In Elections, Says Senate Group

ESTIMATED $4,522,000 is being spent on television in 1956 in behalf of candidates for President, Vice President and U. S. Senate, according to report being issued today (Mon.) by Senate Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.) which has been investigating campaign spending.

Estimates are based on actual tv expenditures from Sept. 1-Oct. 21, as reported by tv networks and 85% of 469 U. S. tv outlets questioned by Senate unit, plus commitments listed by networks and estimates by stations on costs of political tv time from Oct. 22-Nov. 5.

Subcommittee in its interim report said its figures do not appear to confirm "widely held belief that tv costs in 1956 would soar to unprecedented heights," and named three factors it felt possibly held tv costs down: (1) use of less expensive 5-minute tv spots, (2) network efforts to get parties to order time early to avoid pre-emption costs and (3) price concession by networks enabling parties to buy 5-minute tv spots at one sixth of half-hour rate.

Five-minute tv spot was described as "principal innovation" in tv during campaign and report noted Democrats spent $557,000 for such spots through Oct. 21, or $22,000 more than it spent on regular programs during period.

Report said Democrats through Oct. 21 spent $1,092,000 on tv time, plus $70,000 on production-pre-emptions for total of $1,162,000. GOP spent $1,090,000 on tv time, plus $176,000 on production-pre-emptions for $1,266,000 total. Both parties spent total of $2,428,000.

Estimates and commitments for Oct. 22-Nov. 5 period indicates Democrats will spend $684,000 for tv time, plus $32,000 production costs for $716,000 total. Republicans will spend $1,321,000 on tv time, plus $57,000 in production-pre-emption costs for $1,378,000 total. Both parties will spend total of $2,094,000 for tv during latter period.

Senate unit expected to mail questionnaire after election to nation's broadcast stations to determine expenditures on behalf of same candidates for network and local radio.

Daytimers Denied

REQUESTS by daytime stations to operate after sundown on election day, Nov. 6 (tomorrow), were being denied by FCC last week, without exception, almost as quickly as they were being received. More than 50 such requests were received by Commission. In rejecting bids for extended operation, Commission said that its rules no longer permit daytime stations to operate beyond hours specified in their licenses.

Networks Reject GOP Bid For Answer to an Answer

ABC, CBS, MBS and NBC Friday rejected Republican Chairman Leonard Hall's request for time to answer Democratic nominee Adlai Stevenson's Thursday broadcast-telecast. Mr. Stevenson had been granted free time on all networks as consequence of President Eisenhower's all-network appearance to discuss international crisis Wednesday night (see story page 54).

CBS Inc. President Frank Stanton wired Mr. Hall late Friday that CBS could not grant his request because (1) equal-time law applies to candidates, not to parties or party spokesmen other than candidates, and (2) it was President Eisenhower's talk which itself gave rise to Mr. Stevenson's free-time appearance. For ABC, John Charles Daly Jr., vice president for news, special events, sports, and public affairs, notified Mr. Hall that FCC's failure to rule whether Mr. Stevenson was entitled to equal time, coupled with fact that only four days remained before elections, left ABC no choice but to grant Stevenson request for Thursday night time. "In the absence of any ruling that Mr. Stevenson was not entitled to equivalent time to that given to President Eisenhower," Mr. Daly concluded, "ABC must regretfully decline your request." Mutual's action was understood to be on grounds that score was evened when Mutual, having carried President Eisenhower, also carried Mr. Stevenson.

NBC was reported as wiring FCC for a ruling on the new request but FCC sources, reached late Friday, said they had received no wire from NBC or anyone else when Commission closed at 5 p.m.

New round of minor party broadcasts in answer to President's Oct. 31 all-network address, was slated over weekend. Radio and tv networks alloted time (15 minutes each) to Darlington Hoopes, Socialist Party nominee; Farrell Dobbs, Socialist Workers Party; Eric Haas, Socialist Labor Party, and T. Coleman Andrews, independent candidate.

NBC Puts $3.5 Million Into Color Expansion

NBC to announce today (Mon.) new $3.5 million color tv facility expansion program in New York and Hollywood, to prepare way for anticipated goal, according to NBC President Robert W. Sarnoff, of two major color tv programs on network each weeknight during next season (1957-58).

New expansion includes color conversion of Studio 8-H, Radio City's largest facility, and remodeling of Colonial Theatre (NBC's first major color studio in New York) for broader use as audience studio, both in New York; modification of Studio 3 for color via mobile unit and expansion of color film chains at Burbank, Calif., and additional film studio at NBC's facilities at Radio City, New York, including four RCA color film chains. New color project was approved Friday by NBC Board.

DuMont Loses $923,500

LOSS of $923,500 for nine months ended last Sept. 30 after tax carryback credit of $1,209,500, reported Friday by Allen B. DuMont Labs. This compared to loss of $2,019,000 for comparable period ended Oct. 9, 1955. Sales for nine months dropped from $51,964,000 level of last year to $34,490,000 this year.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

ZANE GREY FOR FORD • Ford Div. (Ford cars), Dearborn, Mich., has allocated its advertising budget, which had been sponsoring *Ford Star Jubilee*, once-a-month-90 minute CBS-TV show, to alternate week sponsorship of *Zane Grey* on CBS-TV, Fri., 8:30-9 p.m. J. Walter Thompson Co., N. Y., is agency.

CIGARS IN SPRING • G. H. P. Cigar Co. (La Palina cigars), N. Y., considering spring radio campaign using sports shows in about five markets. Norman, Craig & Kummel, N. Y., is agency.

SAT. EVE. POST BUY • *Saturday Evening Post* planning to promote article on Walt Disney in three-day—Nov. 13, 14, 15—radio spot announcement campaign on its regular list, through BBDO, N. Y.

GAMES ON TV • Selchow & Righter (Parcheesi and Scrabble), N. Y., placing one-minute tv commercials five times weekly in 20 markets, Nov. 19 through Christmas. Agency: Norman, Craig & Kummel, N. Y.

PAN AM SPONSORS • Pan American World Airways, N. Y., will sponsor NBC-TV's *NBC News* (Mon.-Fri., 7:45-8 p.m. EST) on alternate Tues., starting Jan. 1. Agency: J. Walter Thompson Co., N. Y.

CHOO-CHOO JINGLES • Union Pacific Railroad, in wake of radio jingle success of Southern Pacific Railroad, plans radio jingle campaign in its service area. Caples Co., L. A., and Gillham Adv. (in Salt Lake area) are agencies. Keva Marcus produced jingles.

FISHER NAMED • Famous Brands (L. Sterns roquefort cheese dressing), Muskegon, Mich., appoints M. M. Fisher Assoc., Chicago, to handle advertising. Spot radio-tv being used in few markets on test basis.

EASY TO LUDGIN • Easy Div. (washing machines), Murray Corp. of America, N. Y., appoints Earle Ludgin & Co., Chicago.

HOUSTON GETS 'NEWSWEEK' • *Newsweek* magazine, N. Y., has named Bryan Houston Inc., N. Y., to handle advertising [B•T, Oct. 29], effective Jan. 1.

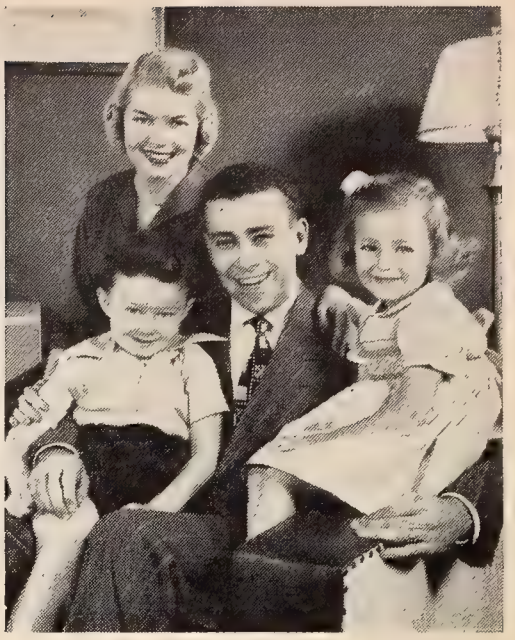
Livingston Named NBC V. P.

ELECTION of Alan W. Livingston, head of NBC-TV programs originating from Pacific Div., to vice president, tv network programs, Pacific Div., is being announced today (Mon.) by Thomas A. McAvity, NBC executive vice president for tv network programs and sales.

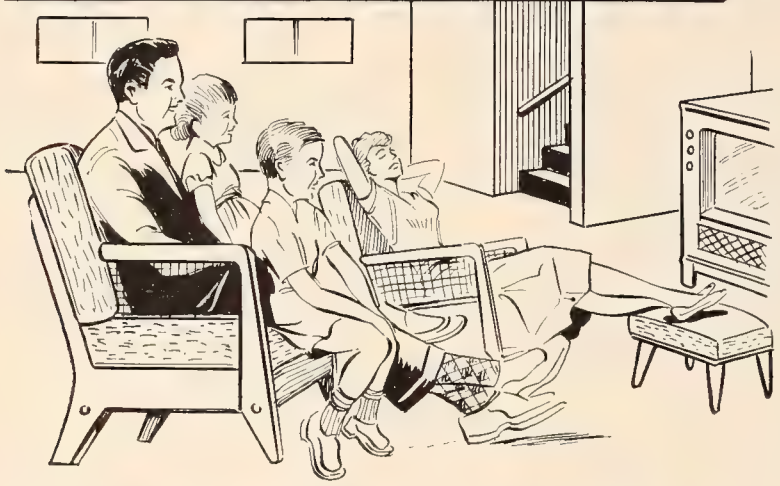
Mr. Livingston left Capitol Records last spring as executive vice president and member of board to join NBC as president of NBC's subsidiary California National Productions. He assumed program post with Pacific Div. last month [B•T, Oct. 15].

MEREDITH STATIONS ARE

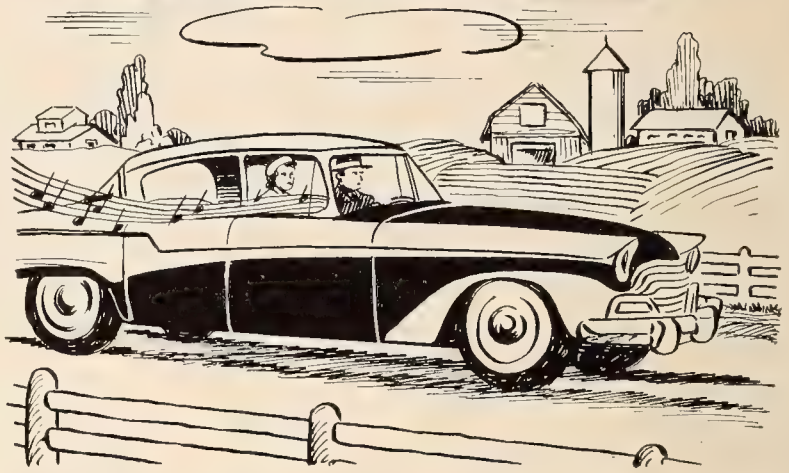
"One Of The Family"



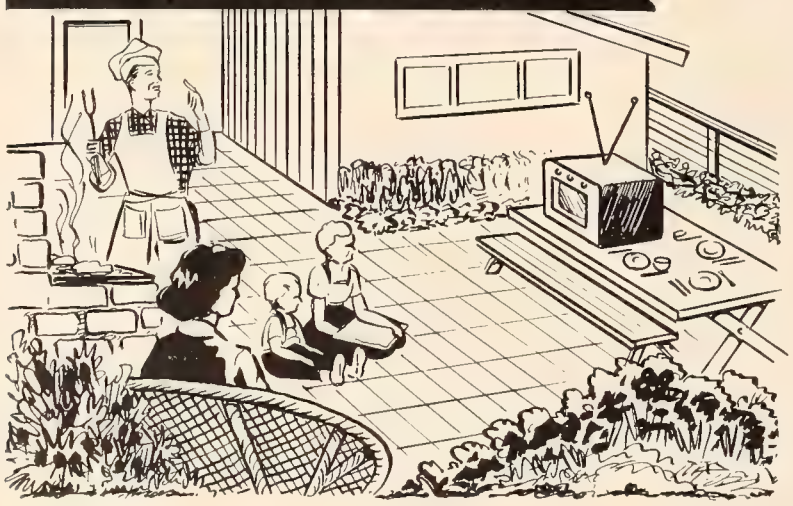
In a game room in KANSAS CITY



In a car near OMAHA



On a patio in PHOENIX



In a kitchen in SYRACUSE



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

NARTB's Bee Arney Dies in California

C. E. (BEE) ARNEY, 65, who retired in June as secretary-treasurer of NARTB, died Thursday night of causes not immediately disclosed while visiting daughter in Bakersfield, Calif. He joined NARTB as assistant to president in 1940 and became secretary-treasurer in 1943. Mr. Arney was feted by testimonial dinner June 22 during NARTB board meeting in Washington.

Native of Idaho Falls, Idaho, Mr. Arney entered broadcasting in 1926 with play-by-play football broadcasts on KPQ Seattle, joined KOL Seattle as newscaster-commentator in 1932 and moved to KOMO and KJR Seattle as public relations director in 1935, where he organized Washington Radio Forum, citizens group interested in political matters. He earlier had served in World War I as assistant counsel on U. S. Shipping Board Emergency Fleet Corp., later as assistant manager of Seattle Chamber of Commerce, followed by nine years as executive secretary of Washington State Taxpayers Assn.

Funeral services were to be held at Butterworth Mortuary, Seattle, today (Mon.). Survivors are J. Ward Arney, brother, and Mrs. Norris Benson, daughter, both Coeur d'Alene, Idaho, and Mrs. C. W. Stephenson, daughter, Bakersfield.

Everett Revercomb, who succeeded Mr. Arney as NARTB secretary-treasurer, will attend funeral for NARTB. Howard Lane, KOIN-TV Portland, will attend for NARTB board.

Radio Research Unit Named

NARTB's Radio Research Committee has named subcommittee to study past and present radio research methods and to outline procedure which may be used as all-industry standard. Subcommittee was asked to report findings in January in time for submission to February session of NARTB Radio Board of Directors. Subcommittee headed by E. K. Hartenbower, KCMO Kansas City, Mo. (also chairman of full committee), and includes Dean Shaffner, ABC; Harper Carraine, CBS; Richard Puff, MBS; James Cornell, NBC; Daniel Denenholz, Katz Agency, and Richard M. Allerton, NARTB research manager. Committee, meeting in New York, also urged Census Bureau to include in 1960 census questions to determine number of radio sets in homes and where they are located, also number of car radios. There has been report Census Bureau thinking of eliminating radio set question from 1960 census on ground saturation had been reached [B•T, Oct. 29].

Houston, SLM Enter Pact

EAST-WEST reciprocal servicing arrangement has been made by Bryan Houston Inc., New York, and Stromberger, Lavene, McKenzie, Los Angeles, it was announced late Friday by William R. Hillenbrand, president of Houston, and Ted Stromberger, president of SLM. Both said they thought move should "be equally rewarding for both agencies and their clients."

CAKES RISING

AMONG Chicago area servicemen, "let 'em eat cake" is practical suggestion. Chicago USO has found itself with 2,000 cakes on hand—result of radio appeal begun last September. Several local stations carried appeal that month, and WIND kept it up through October. Friday USO asked WIND to quit after 500 cakes arrived in two days.

Richfield Oil Sues Lewis, Asks $7 Million for Libel

RICHFIELD Oil Corp., Los Angeles, filed $7 million libel suit against MBS commentator Fulton Lewis jr. in Washington federal court Friday. Richfield alleged Lewis made "false, malicious and defamatory" statements about oil company's position on California conservation referendum. Named with Lewis were MBS and WGMS Washington. Mr. Lewis said suit was "an obvious attempt . . . to punish and silence me." He said he was instructing attorney to file $500,000 counter-claim against Richfield for attacking "my honor, my veracity and my professional competence as a reporter." Last month, Richfield was object of attack by California group which claimed oil company's newscasts and commercials on NBC western network were propaganda on conservation referendum. FCC informed group, after petition, that it had determined NBC had taken responsible steps to ensure fair presentations and that no action against stations seemed indicated.

Loew's Closes Deal For Share in KMGM-TV

LOEW'S Inc. has acquired 25% ownership of third television station with purchase of capital stock interest in KMGM-TV Minneapolis. Loew's also has signed agreement to lease Metro-Goldwyn-Mayer's pre-1949 library of more than 700 films to KMGM-TV.

Negotiations on transactions with KMGM-TV were conducted by Charles C. (Bud) Barry, vice president in charge of Loew's Television division; George Muchnic, vice president of Loew's International, and Sy Weintraub, president of United Television Inc., owners of station. Other tv outlets in which Loew's has obtained 25% stock interest are KTTV (TV) Los Angeles and KTVR (TV) Denver. Only last August Loew's asked FCC to stop Minneapolis outlet from using KMGM call. Commission refused on ground this was private matter to be settled outside FCC. KMGM-TV was formerly KEYD-TV.

Nimmons Leaves WFAA-TV

RALPH NIMMONS, manager of WFAA-TV Dallas, has resigned, it was announced by Alex Keese, director of WFAA radio-tv operations. Mr. Nimmons has been WFAA-TV head since December 1950. He plans Mexico vacation, has not announced future plans.

PEOPLE

GEN. WALTER BEDELL SMITH, member of RCA board, elected member of board of NBC, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday following regular NBC board meeting. As board member, Gen. Smith succeeds **SYLVESTER L. (PAT) WEAVER Jr.,** former board chairman, who resigned two months ago [B•T, Sept. 10].

JOSEPH W. BECK, executive vice president and treasurer, Scheideler & Beck, N. Y., is joining Kelly Smith Co., newspaper representative, N. Y., in executive position effective Nov. 12. Mr. Beck prior to five years with S&B was with Duane Jones and Federal Agency.

PETER STERNE, assistant producer, KNXT (TV) Los Angeles, to ABC-TV Western Div. as assistant production coordinator. **WILLIAM W. EDWARDS** joins ABC-TV Los Angeles as assistant network film director.

ANPA Study Attacks Attentiveness of Day Viewers

NEW STUDY of tv daytime audience now being circulated by American Newspaper Publishers Assn.'s Bureau of Adv. claims few housewives actually watch or "listen" to tv in daytime although sets are in use. Report by ANPA is based on findings made for bureau by C. E. Hooper Inc.

Without direct comment on newly-released study (today), Television Bureau of Adv. asserted Friday there's much evidence to contrary. It cited surveys made by A. C. Nielsen and American Research Bureau, each finding less than 5% difference between homes tuned in and homes watching, and Procter & Gamble's evaluation via its agencies of daytime tv. The latter, though not made public, apparently satisfied firm because it now sponsors 13 hours per week of nine daytime tv shows (as of September), P & G's all-time high. TvB only recently warned members: "Newspapers apparently delight in reporting studies . . . purporting to show fantastic differences between tuning and viewing."

Newspaper survey purports to show nearly half (46.3%) of housewives in homes with tv sets in use were not in same room with set; one-sixth (12.9%) were engaged in other activities and that three-fourths were not watching sets during daytime although receivers were in use (that is, not giving "undivided attention"). Study was conducted during February and March of this year via coincidental telephone survey in six major markets (New York, Atlanta, Dallas-Ft. Worth, Syracuse, Milwaukee, San Francisco).

McC Approves TASO Plan

ENDORSEMENT of objectives of Television Allocations Study Organization given by FCC Chairman George McConnaughey at meeting with three-member TASO committee and Comr. T. A. M. Craven, it was announced Friday. Objectives, agreed on at Oct. 23 TASO board meeting [B•T, Oct. 29], emphasize development of technical facts for use by FCC in determining approach to tv allocation problem, agreement that TASO will not become involved in product research, economic or sociological aspects. TASO subcommittee meeting with FCC officials comprised William L. Reynolds, RETMA; John S. Hayes (WTOP-TV Washington) Assn. of Maximum Service Telecasters, and William L. Putnam (WWLP [TV] Springfield, Mass.), Committee for Competitive Tv. TASO board scheduled to meet Nov. 9 in Washington.

the week in brief

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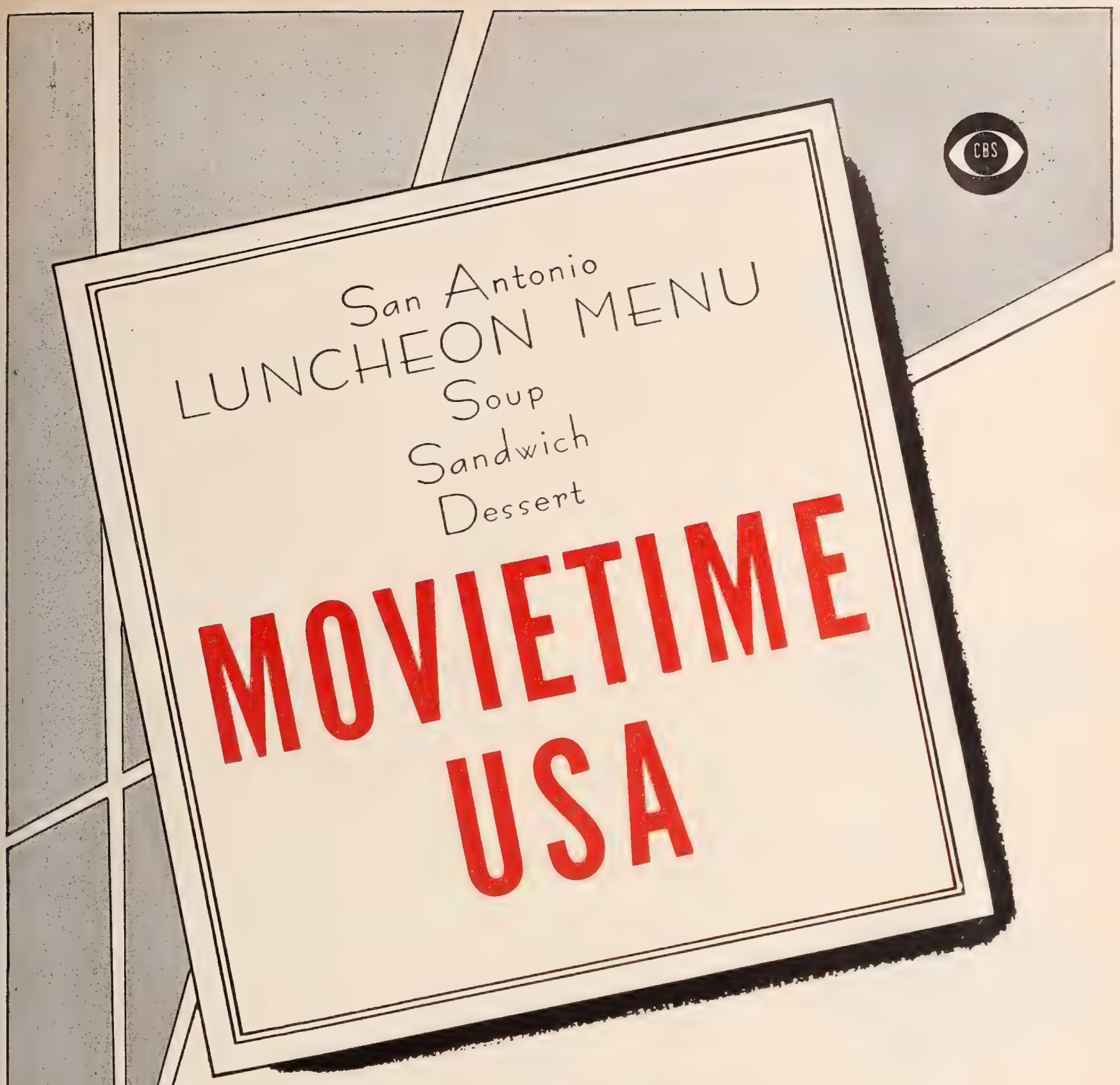
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*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.



Daytime minutes—Live or Film

This new feature film program, with the RKO package as the basis, offers first run films to San Antonio's tremendous daytime audience.
And at a time when they'll be able to devote full attention to it . . . noon to 1:30 p.m., Mondays through Fridays.
And your clients will like the price of this tasty buy . . . full minute participations, either live or film, take the Class C rate.

So contact Peters, Griffin, Woodward, Inc., to find out more about this opportunity to participate in San Antonio in first run "MOVIETIME U.S.A." . . . Hurry!

KENS-TV
EXPRESS-NEWS STATION
5

SAN ANTONIO, TEXAS

WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

For example—"To the staff of Radio Station WIBC for serving the citizens of this community by keeping them informed about Red Cross activities *by hundreds of spot announcements, newscasts and special radio programs*" . . . words taken from a citation by the Indianapolis Chapter of the American Red Cross . . . words that demonstrate why WIBC leads in community service in Indianapolis and Indiana.

FIRST IN AUDIENCE

Yes, WIBC does lead in community service, and WIBC programs lead the audience ratings, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

A large portion of WIBC's success in public service and in building big audiences is due to the station's outstanding personality salesmen . . . men like Harry Andrews, Bill Baker, Lou Palmer, Easy Gwynn, and many others. These same personality salesmen are available on a "first come, first serve" basis to help you sell your product or service.

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

NBC NEWS

WHEN THE NEW, restyled, double-headed *NBC News* got underway last Monday, it was not the division of focus as the program shuttled back and forth between its co-editors Chet Huntley in New York and David Brinkley in Washington that caught and held the listener-viewer's attention. Nor was it the six-foot-in-diameter relief globe, created by a bevy of artists, geologists and cartographer as center-piece of the program's newly designed setting in New York.

No, the most important thing last Monday (and properly so) was the news that Israeli troops had crossed the Egyptian border and were fighting their way toward the Suez. And, ironically, that news was delivered by NBC's foreign correspondents Alvin Rosenfeld in Jerusalem and Wilson Hall in Cairo, reporting by that old-fashioned medium, radio.

Otherwise, the chief change in *NBC News* was that Messrs. Huntley and Brinkley have disposed of the desk behind which John Cameron Swazey held sway for so many years. They either stand or sit on high stools (the from-the-waist up camera shots made it hard to tell which) as they report the day's news highlights with the aid of film, charts and other visual aids.

First glance reaction: *NBC News* has changed, but whether for the better is still to be seen.

Production costs: Approximately $15,000 per week.
Sponsored by—Monday: Studebaker through Benton & Bowles; Tuesday: Remington Rand Div., Sperry-Rand Co. through Compton; Wednesday Time Inc. through Young & Rubicam, alt. with Miles Labs through Geoffrey Wade; Thursday: Miles Labs through Geoffrey Wade and Friday: sustaining, on NBC-Tv, Mon.-Fri., 7:45-8 p.m. EST.
Co-editors: Chet Huntley & David Brinkley; producer: Reuven Frank; supervisor: Joseph O. Meyers.

BORN YESTERDAY

DEAR Hallmark Cards Inc.:

That was an awful thing you did Sunday, Oct. 28. Making dear Mary Martin act the part of a dumb broad. In "Born Yesterday," on NBC-TV, and in color. How could you? It seemed to me like . . . dancing in church.

The trouble is, you see, that Mary Martin in the eyes of us girls is still the wonderful star of *South Pacific* and of *Peter Pan.* She's good and clean and wholesome. And she should sing. Not act like a. . . . All through the 90 minutes I felt so uncomfortable—because, really, you see, we know she isn't like that at all.

Now Paul Douglas, he was different. He acted like he really was what he was. You know, a rough, er . . . uncouth sort of man. Who would take his shoes off right in the middle of that handsome suite. No manners. And the way he hollered at Billie, Miss Martin I mean. It was so real.

The boy who played the young newspaper journalist. He was a nice young man. It doesn't seem to me he would have taken up with a little tart (if you'll excuse the expression) that was supposed to be Billie Dawn. But, of course, it was really Mary Martin and I think they looked real nice together.

I thought the best part of the play was when they—Mr. Brock and his, er, girl friend, played gin rummy. That was a scream and the part where they hollered at each other. I don't know who figured out how to do it but I felt that I was right there looking at each one and turning my eyes from one to the other as they screamed at each other. At other times during the play it seemed to me it dragged. You know, no action. And this business about how Billie got educated all of a sudden. That didn't seem real to me. At least I never knew no kickers who got so almighty superior because they'd read a book.

Those gowns Miss Martin wore were all right, but I don't see what all the commotion was about. About them being made by Mainbocher and such. We had as nice a ones in the Chez Paree in Chicago in 1945 and nobody made such a fuss about them.

Well, anyways, it was a good show, but I'll never forgive you for what you done to my ideal, Mary Martin. You shouldn't a done it. It was like, well, it was like if those frenchies were to peddle Hallmark cards on a Paris street, if you know what I mean. You wouldn't like that, would you? Hmmm? Well, please don't do that to Mary Martin again. Not ever.

Yours in show business,
Myrtle

Production costs: Approximately $200,000.
Sponsored by Hallmark Cards Inc., through Foote, Cone & Belding, N. Y., on NBC-TV, Sunday, Oct. 28, 7:30-9 p.m. EST.
Stars: Mary Martin and Paul Douglas.
Author: Garson Kanin; adapted for tv and directed by: Garson Kanin; executive producer: Mildred Freed Alberg; produced by George Schaefer; associate to Mr. Kanin: Hal Gerson; associate to Mr. Schaefer: Robert Hartung; costumes by: Mainbocher (Miss Martin's) and Noel Taylor; scenery: Robert Wightman; program supervisor: Joseph Cunneff; unit manager: Brice Howard; technical director: Robert Long.

MANHATTAN TOWER

LISTENERS to Gordon Jenkins' "Manhattan Tower" record album have been divided into two camps these years since it first appeared: the enthusiastic fans and those who found the paean to the city, where boy picks up girl in bar, a little cheap. In the 90-minute version written for television the work probably caused similar reactions, only intensified.

The NBC-TV *Saturday Spectacular* had its lyrical moments, but this Gordon Jenkins fan would be just as happy to have him stick to staff paper and leave words to someone else. Some of us have ever been uncomfortable hearing the newcomer to New York rhapsodize about "my tower." The discomfort was compounded by some of the shocking taste exhibited in the Oct. 27 telecast, the bottle-swigging of the mambo sequence, the thin emotion of the Statue of Liberty

A ABILITY	**B** BUSINESS SENSE	**C** CONCENTRATION	**D** DETERMINATION	**E** ENERGY	**F** FRESHNESS
G GENIUS	**H** HONESTY	**I** INGENUITY	**J** JUDGMENT	**K** KNACK	**L** LOYALTY
M MIND-POWER	**N** NATURALNESS	**O** OPTIMISM	**P** PRINCIPLES	**Q** QUESTIONING	**R** RUBICAM
S SINCERITY	**T** TALENT	**U** UNDERSTANDING	**V** VARIETY	**W** WORK	**X** X-TRA WORK
Y YOUNG	**Z** ZEAL				

Pick any two (WELL, ALMOST ANY)

26 letters are all you have to write any advertising.

Two of the letters can be a big help in using all 26.

Which two letters would you pick?

Sure hope your choices were . . . Y & R

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • San Juan • London



scene, the trivial boy-girl patter, the med ocre costume design.

Principals Helen O'Connell and Pete Marshall (the warmest voice to come alon since Dick Haymes) did well with the shoddy material. Hans Conried as a Green wich Village artist contributed one of th few genuinely funny bits, an impassione sales pitch for his canvas. As for the re of the expensive cast—Phil Harris, Ethe Waters, Cesar Romero—and the color equip ment too, it all seemed something of a waste

Production costs: Approximately $125,000
Sponsored by Oldsmobile Div. of Genera Motors through D. P. Brother & Co. RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt Inc. on NBC-TV Saturday, 9-10:30 p.m. EST.
Executive producer: Elliott Lewis; writer producer: Gordon Jenkins; director: Bori Sagal; assoc. producer: Furth Ullman assoc. director: Edith Johnson.
Cast: Peter Marshall, Helen O'Connell, Phi Harris, Cesar Romero, Hans Conried Ethel Waters, Edward Everett Horton Tommy Farrell, Richard Kean, Cherrio Meredith, Eddie Parks, Dick Ryan, Frank Marlowe, Ralph Sanford, Cyril Delavanti Rennie McEvoy, Steve Carruthers, Glenn Turnbull, Bob Stevens, Sylvia Bernstein Ralph Brewster Singers.

BOOKS

HOW TO GET RICH IN TV—WITHOUT REALLY TRYING by Shepherd Mead 180 pp. $2.95. Simon & Schuster, New York: 1956.

SHEPHERD MEAD, former vice president and radio-tv copy chief at Benton & Bowles, New York, and author of such ribald classics as *Tessie, The Hound of Channel One* and *The Big Ball of Wax,* has at last given us the companion volume to his *How To Get Ahead In Business—Without Really Trying.*

Unlike other "how to . . ." books that are written on a theoretical or a you-must-know-what-I'm-talking about basis, this one assumes nothing and is "designed to be understood even by those who have been watching television for years"—by itself, a lovely crack. Set down lovingly are "case histories" of such tv successes as Lillian, who became the Girl Next Door to Practically Everybody and now earns more than two of her sponsors put together; Larry Lariat, the cowboy star who can't tell a horse and an MG apart, and Shapley Earnest, the local news announcer who parlayed his way into becoming a nationally-recognized news commentator-pundit because he knew how to sound worried. Then there are "tips" on how to open refrigerator doors "lovingly," how to look at home in the bathroom (for deodorant ads), how to be "an introducer," a jolly master of ceremonies and an agency vice president.

While we recommend this very funny book heartily to those Madison Ave. habitues who *know* instinctively that Mr. Mead is always talking about the other fellow, not themselves, this book ought to be kept off collegiate bookstalls. There are enough ivy-clad misconceptions about radio-tv-agencies to go around, as it is.



has more listeners than any other Baltimore station!

that's the most important coverage you can get, isn't it?

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

In Youngstown, Ohio

W F M J

is on the spot with

MUSIC

NEWS

SPORTS

PLUS

on the spot coverage of

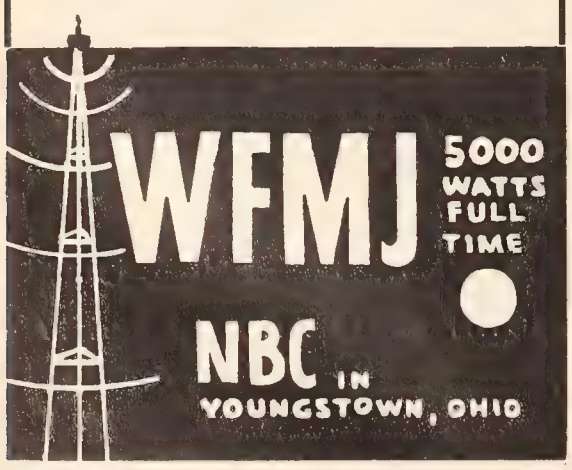
- CIVIC EVENTS
- MAYORS REPORT
- CHAMBER OF COMMERCE
- MAN ON THE STREET
- BOARD OF TRADE
- WOMEN'S CLUBS
- ASSOCIATION NEWS
- PUBLIC SCHOOLS
- COLLEGE FOOTBALL
- STORE OPENINGS
- NBC REMOTES
- WEATHER STATION REMOTE

YOUR SPOT ANNOUNCEMENTS BEFORE, AFTER, OR IN THESE "ON THE SPOT" PROGRAMS MEANS ADDITIONAL AUDIENCE, AN AUDIENCE WHICH SEEKS INFORMATION ALONG WITH ENTERTAINMENT . . .
. . . A BUYING AUDIENCE!

Ask Headley-Reed or call direct

specialists in **SOUND SELLING**

The Good Neighbor Station



OPEN MIKE

Hill, Warnow and Hit Parade

EDITOR:

Your article on George Washington Hill [B•T, Oct. 15] was quite enjoyable and very illuminating, but I was sorry to note an oversight—the absence of my late father's name, Mark Warnow, in reference to the *Hit Parade* radio show. Though Mr. Hill "insisted the tunes be played just as people ordinarily heard them, feeling that the familiar context would help his commercials get across," he also wanted flare, bigness, bounce, excitement—in a word, showmanship—in the program's music.

Aside from his advertising genius, Mr. Hill was certainly one of the finest A&R men radio has ever known. He conceived *Hit Parade* music, but he needed a man of remarkable musical caliber to create that music and bring it into focus. My father was that man for 10 consecutive years, practically from the moment the *Hit Parade* program had its beginning. His relationship with Mr. Hill is, perhaps, best illustrated by a remark Mr. Hill is reported to have made. "That guy (Mark Warnow) is just like me. He's just too damn busy to say hello." Yes, the two men never met, though they worked together for a full decade to make the Lucky Strike *Hit Parade* the grandest musical attraction on the air.

Morton C. Warnow
New York

Tribute

EDITOR:

I was proud to be able to participate and join in the fine tribute paid you at the Advertising Club luncheon.

The so well deserved usual words of praise and respect had their complete meaning when applied to you and what you have accomplished.

Theodore C. Streibert, Director
United States Information Agency
Washington, D. C.

[EDITOR'S NOTE: B•T Editor-Publisher Sol Taishoff was guest of honor at the Washington Advertising Club luncheon on Oct. 16 (B•T, Oct. 22)].

'Now' Is Not 'Now,' but 'Not'

EDITOR:

In connection with the story "Allen Blasts Sullivan, Sullivan Blasts Allen" [B•T, Oct. 8], Mr. Allen's quote was that he would be willing to apologize "if the facts are *not* what they seem to be."

Your typographical misprint of the word "now" adds up to just the opposite meaning that Mr. Allen intended. Maybe it's all water over the dam now but I just wanted to establish this point for the record.

Doris Braverman
Secy. to Steve Allen
NBC, New York

Religious Broadcasts

EDITOR:

Our purpose for writing is because of an article in the Sept. 3 edition of B•T entitled "Church Resolution Draws New Attack." It seems to us that the National Council of Churches of Christ in the U. S. A. has certainly taken a lot for granted in telling the radio and television industries how to conduct their business. Just such manifestations of pressure by groups that feel they are sufficiently entrenched to have their own selfish way in everything is strictly un-American and above all else un-Christian if true.

This is certainly a poor time to be picking a fight with radio and television stations concerning the broadcasting of religious programs. It is getting more and more impossible to get on some stations with a religious broadcast and more and more stations are instituting policies of either "no paid religion" or "none at all." At the rate it is going it will only be a short time before all stations will have so little regard for religious broadcasting, if this resolution be a true omen, that none of us will be able to broadcast at all.

The *Herald of Truth* radio program, carried on the ABC Network and many independent stations for the last five years, is produced by the Highland Church of Christ in Abilene, Tex., with the assistance of Churches of Christ in the United States and Canada. These churches are not, however, affiliated with this National Council of Churches of Christ in any way whatever. We wish all radio and television stations to know that we have been treated very kindly by them during this time, and we have no desire to be placed on the wrong side of this question even by association in the minds of station owners and directors.

Our only complaint concerning the purchase of time, is that we are in many instances prevented from buying time . . . Why can a station not sell time to those who have the money to buy, just the same as the tobacconist sells cigarettes and the beer dealer his wares? Has the time really come in this great nation of which we are so proud that religion has become a thing to be abhorred, and a beggar that is to be given the crumbs from the table of communications or else relegated to the dungeons of silence?

John F. Reese, Elder
Highland Church of Christ
Abilene, Tex.

[EDITOR'S NOTE: Mr. Reese's comments were evoked by B•T's reports of a policy statement issued by the National Council of the Churches of Christ in the U. S. A. telling broadcasters it is their responsibility "to make a substantial provision of facilities and desirable broadcast time free as a public service" for church programs, and the reaction of broadcasters to that statement.]

Radio in a Tv Age

EDITOR:

I wonder if it would be possible for you to get me about 150 copies of the BBDO "Major Study On Radio In Television Era" [B•T, Oct. 1].

Paul Enright, Station Mgr.
WKOW Madison, Wis.

EDITOR:

. . . I believe this study by BBDO will do much to help radio. I was wondering if it would be possible to get 50 copies of this article . . .

Charles E. Kennedy, Sta. Mgr.
WCOL Columbus, Ohio

It's comin' round the mountain





In Central California scores of mountain communities, like the one pictured above, are now receiving television for the first time.

They're getting it the only way they can—over KFRE-TV—the powerful signal that reaches into and around the hills they call home.

Add these thousands of new homes to KFRE-TV's thorough coverage of the vast valley floor. In both areas KFRE-TV now delivers Central California's most popular and productive television buy.

KFRE-TV
FRESNO CBS **12**

Basic CBS schedule, of course.
Ask..... for the full story!

BLAIR-TV



OPEN MIKE

EDITOR:

Please send 25 reprints of BBDO article.

Russell Woodward
Peters, Griffin & Woodward
New York

EDITOR:

Please send us 100 reprints . . .

Harvey Carter, Comml. Mgr.
WEAN Providence, R. I.

EDITOR:

Please forward 300 copies . . .

Victor Dawson
WFNC Fayetteville, N. C.

EDITOR:

. . . need 300 copies . . .

Lionel Baxter
WBRC Birmingham, Ala.

EDITOR:

Send as soon as possible 50 copies . . .

Lee Menard, Mgr.
WMFJ Daytona Beach, Fla.

EDITOR:

. . . 100 reprints . . .

W. W. Johnson, Gen. Mgr.
WALT Tampa, Fla.

[EDITOR'S NOTE: Reprints of the BBDO Study are available at 10c each, $10 per 100, $35 for 500.]

Licensees, Not Members

EDITOR:

I am sorry I didn't get around to sending you the correction in the final sentence in your story on the WABD (TV) broadcast before your issue of Oct. 8 had gone to bed.

A statement is made that "Mr. Haverlin also observed that with reference to Mr. Wolff's statement, WMGM, WMCA, and WHLI are not members of BMI." Of course, BMI has no members. The three stations are licensed by BMI. The error comes, I think, from the fact that when asked I said these three stations were not stockholders of BMI.

I will appreciate the record's being corrected in the next issue of B•T.

Carl Haverlin, Pres.
Broadcast Music Inc., New York

Milwaukee Got Series Broadcasts

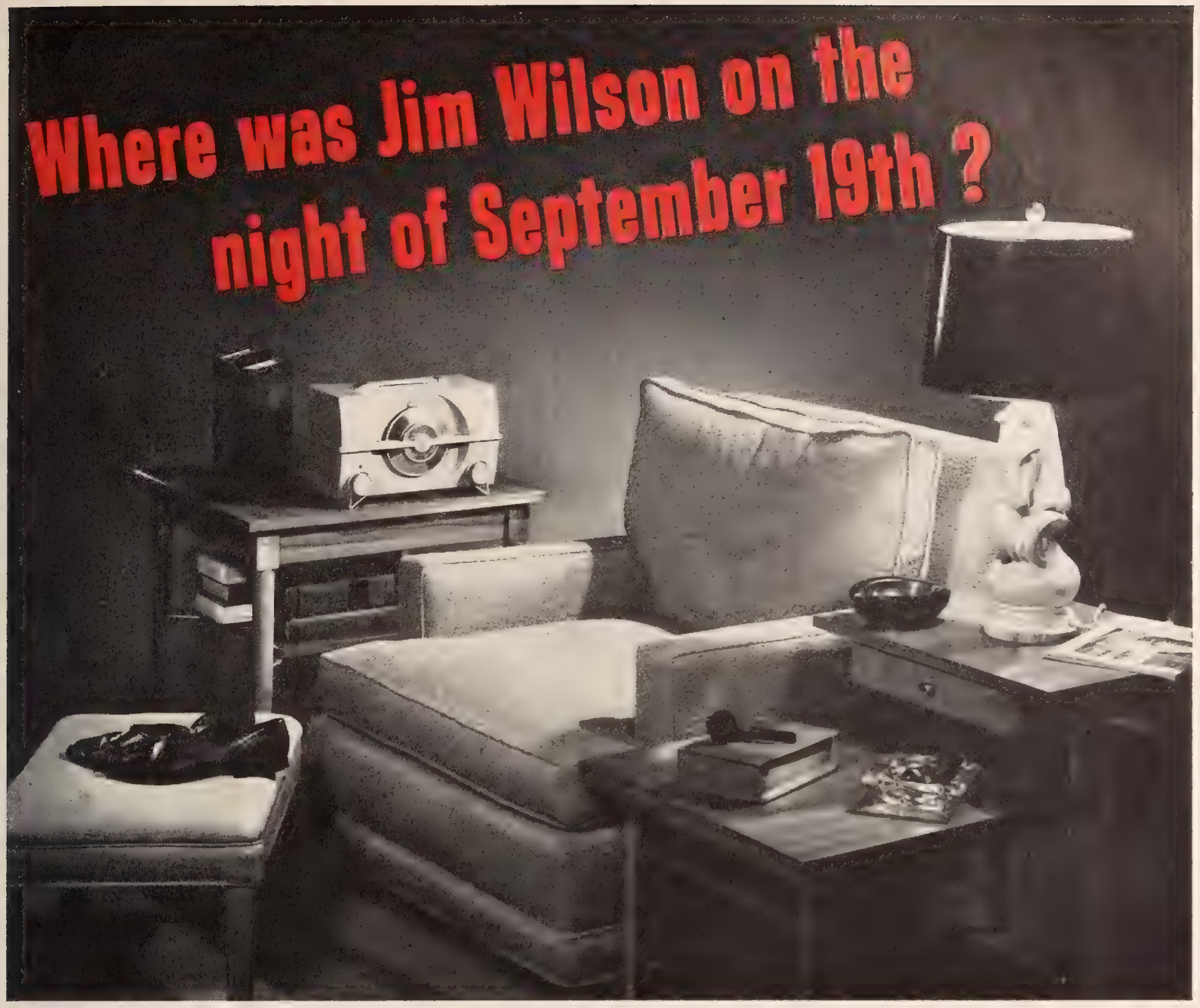
EDITOR:

I notice in your issue dated Oct. 8, on page 61, you have a box titled "Forgotten Fans," which refers to the fact that Milwaukee has no MBS affiliate and therefore the red hot baseball fans were not able to hear the World Series on radio.

May I correct you, inasmuch as WFOX, upon ascertaining that the two regular baseball stations in Milwaukee were not carrying the World Series, immediately made connections with Mutual and carried all of the World Series games with the exception of the first contest.

May I also say that the public reaction to our carrying these games was exceptionally gratifying.

Neil Searles, Gen. Mgr.
WFOX Milwaukee, Wis.



Let's see . . . at 6:35 p.m. he was in Moscow for an inside report on the Kremlin . . . at 6:52 he was back in Dallas for a preview of the SMU-Notre Dame football game . . . at 8:00 he was in Marshall, Texas, for an eye-witness account of a raging fire . . . at 9:03 he was in Cairo for the latest word on political maneuverings in the Middle East . . . at 10:58 he was in Des Moines, Iowa, for highlights of a presidential campaign speech.

Odd chap, Jim Wilson?

Not at all. Like thousands of other North Texans that night, he was listening to WFAA news programs that take listeners *where* news is happening, *when* it is happening.

820
50,000 WATTS

WFAA

570
5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

WFAA Has the Most Extensive News Coverage of Any North Texas Station

- Its stringer network links 37 North Texas news correspondents in the most comprehensive system of regional news reporting ever used.
- The WFAA Mobile Broadcasting Unit gives direct coverage to every important local news event with live broadcasts, interviews, music pick-ups and tape recordings — even walkie-talkie reports.
- Live network and wire service (AP and UP) bring news of the nation and the world.

No wonder WFAA leads all other stations in North Texas in urban, village and farm listeners, morning, noon and night.*

If you'd like this audience for your customers . . . ask your Petry man for details.

**Whan Study, A. C. Nielsen, N.S.I.*

CASE HISTORY—AMUSEMENTS



Amusement Park Chutes to New Sales via Radio

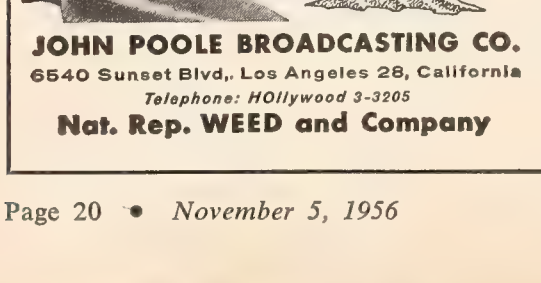
The Long Beach Nu-Pike Amusement Park has just completed one of the most successful summer-fall seasons in its history, in the face of the most intense competition by other new attractions for the Southern California amusement dollar.

"Our increase in business can obviously have come only from advertising, with the heavy share of the credit going to radio" writes John Curtis, partner in Patch & Curtis Advertising Agency, Inc.

"Using the jingle created for us by Song-Ads on four independent stations, radio provided enough coverage both geographically and in number of impressions to show an immediate and sustained response. We were able to reach in-home listeners, the huge auto audience, and people out on the beach or elsewhere with portables. Because of radio's flexible nature, we were also able to keep our copy timely.

"Due to excellent results from a moderate budget, we anticipate an even greater use of Southern California radio next year."

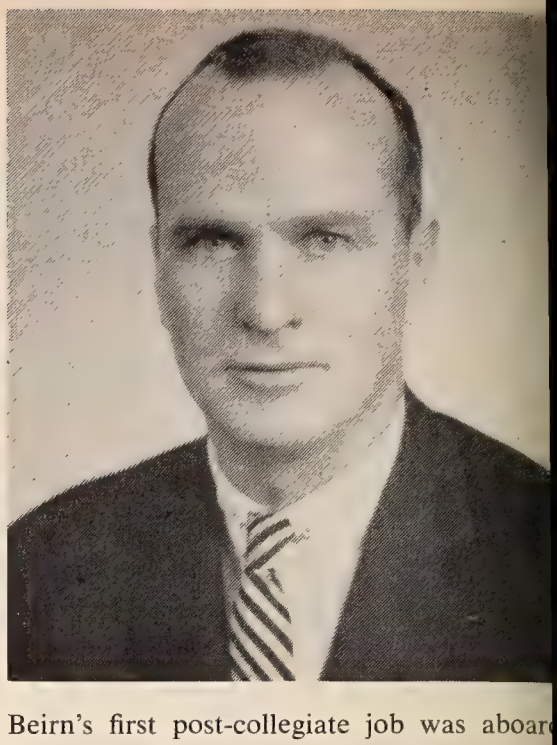
KBIG, with 35% of the Nu-Pike radio budget, is happy to share with three other fine stations gratification for another job well done for a Southern California advertiser.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to FRANCIS KENNETH BEIRN



F. KENNETH BEIRN—a man always at least one step ahead of the times—was elected president two weeks before Election Day. The electorate in this case was the board of directors of Ruthrauff & Ryan.

A favorite story along Madison Avenue exemplifying his "priority" is this: When another advertising man presenting his case to the Bon Ami account saw Ken Beirn striding into the advertiser's waiting room, he returned to his office and reported to his partners that "we might as well forget about Bon Ami. I just saw Ken Beirn go in there and pitch." Needless to say, Mr. Beirn and Ruthrauff & Ryan got the account.

Intensely proud of his reputation as an account-getter, Francis Kenneth Beirn slightly resents the charges currently being bandied about by certain politicians that "Madison Ave. is merchandising candidates as if they were tubes of toothpaste," noting, "actually, the reverse holds true. The trouble, as I see it, is that we agency people tend to sell toothpaste like candidates."

Explaining, Mr. Beirn adds, "instead of appealing to vigorous and sizeable consumer minorities . . . too many agencies are blinded by so-called 'consumer polls,' and end up selling everything to the majority, never once realizing that there's a hell of a market in the minorities. Everybody wants to be a top banana, and in this economy of ours, there's just room for a few on the bunch."

To this 46-year-old, lanky ex-deckhand, advertising has a long way to go as both a profession and an art. "We . . . flatter ourselves that we have reached the pinnacle of perfection," he noted last year before the Metropolitan Advertising Men of New York. "The exact opposite is the truth."

As president of an agency that currently bills an annual $40 million ($15.5 million in broadcasting), Ken Beirn feels that too many creative people today overlook the importance of the consumer as an individual, and cites Ruthrauff & Ryan's now-famous motto: "This Is Your Market . . . To Sell Them, You Must Know Them!" A former colleague of his at the now-defunct Biow Co. describes Mr. Beirn as being unique "in having that rare gift of being able to weld his marvelous understanding of advertising techniques with a compassionate appreciation of human beings."

Born in Kansas City July 30, 1910, Mr. Beirn's first post-collegiate job was aboard the Ismian Line as an ordinary seaman, a position which taught him nothing about advertising but got him around the world. Turning landlubber eight months later, he found himself deep in the depression, selling space for a printing firm, earning $1[illegible] a week and "eating peanut butter sandwiches seven days a week." In 1935, he broke into agency life via Pedlar & Ryan, leaving in 1942 to join Kenyon & Eckhardt's Bill Lewis and Cowles Publishing Co.'s Mike Cowles as "one of those damned advertising people" in Elmer Davis' Office of War Information.

Toward the war's end, he moved to Chicago as an account executive at Blackett-Sample & Hummert (now Dancer-Fitzgerald-Sample), switched to Grant Adv. as executive vice president, and returned to the former BS&H agency as New York office manager. In 1948, he came to The Biow Co. was elected executive vice president in 1949 and in 1954, assumed the presidency a year before Milton H. Biow changed the corporate structure of his agency to Biow-Beirn-Toigo Inc. After the now-famous power struggle between several Biow principals (Beirn was caught smack in the middle), he submitted his resignation, effective last Jan. 6. The agency closed its doors June 30. In February, Mr. Beirn joined R&R as executive vice president under Robert M. Watson, now vice chairman of the board.

"Radio," Ken Beirn has often said, "is demonstrating an unusually healthy disregard for its own funeral notices." Fascinated by broadcasting's ability to force discipline on the creative mind ("forcing it to think sequentially . . ."), he feels tv has one basic flaw—aside from that of costs. "Who ever heard," he asks, "of wrapping a fish in a tv set?"

Mr. Beirn has recently found himself playing the part as a ticketbroker to the forthcoming Broadway musical "Auntie Mame," already sold out through April 1957. This came about officially in 1940, when he married Mary Jane Russell, sister of "Auntie Mame's" star, Rosalind Russell. The Beirns have two boys and a girl, Terence (4½), Christopher (8½) and Russell (15). They maintain two homes, one in Manhattan, the other—a week end retreat—in Southport, Conn. He is an enthusiastic tennis player, amateur painter and occasional sailor.



The Halls of Ivy

starring

Ronald COLMAN · Benita HUME

TIE YOUR PRODUCTS TO SUCCESS!

The polished acting of Ronald Colman and his wife, Benita Hume, and the suave comedy situations of THE HALLS OF IVY are an award-winning combination that's given unanimous acclaim by America's greatest TV drama critics! "Bright and witty"..."keeps me glued to TV"..."hung with highest laurels"..."great charm"..."brings literacy to screen" ..."breezy"..."most delightful and certainly the most humorous and best written"..."adds class to TV".



WINS ABLE-TO-SPEND-MORE AUDIENCES—Yes, **THE HALLS OF IVY** has wide audience appeal for higher-income, intelligent buyers who "enjoy adult television comedy". That's why this entertaining comedy series of 39 half-hour programs attracts the audiences best for you . . . the audiences that can afford to buy more and do buy more of all products and services. Check TPA today for your market opportunities.

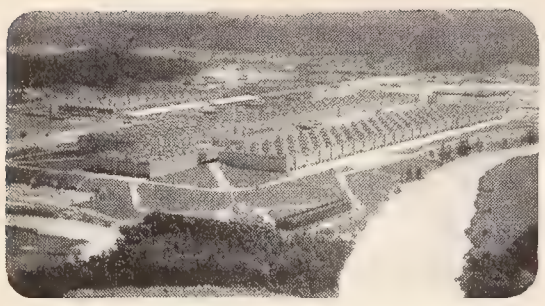
tpa

Television Programs of America, Inc.

EDWARD SMALL *Chairman* • **MILTON A. GORDON** *President* • **MICHAEL M. SILLERMAN** *Executive Vice-President*

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

SELL

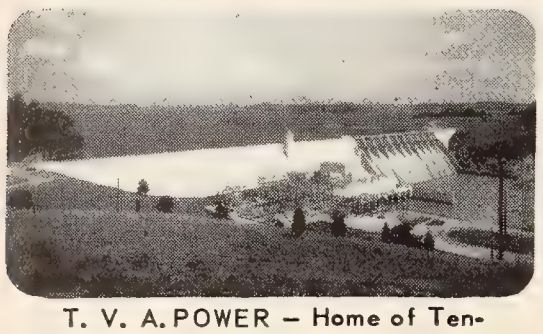


OAK RIDGE – Atomic Center of the World



ALCOA – World's Largest Aluminum Plants

The High Income



T. V. A. POWER – Home of Tennessee Valley Authority



ZINC MANUFACTURING – Second Largest Producer in U. S. A.

KNOXVILLE MARKET



TOBACCO CENTER – $8,000,000 Annual Burley Crop



MARBLE CENTER – Largest Producer of Interior Marble

on WATE-TV

- **POPULATION . . . 1,391,280** (54 Counties)
- **RETAIL SALES . . . $1,081,361,650**
- **FAMILIES 345,810**
- **E. B. I. $1,290,306,630**

* May 10, 1956 Sales Management Survey of Buying Power

WATE-TV

CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

AFFILIATED WITH WATE-RADIO 5000 WATTS, 620 kc.

Represented Nationally by, **AVERY-KNODEL, INC.**

— IN THE PUBLIC INTEREST —

Advertising Council Plans $4 Million Religion Drive

A MINIMUM of $4 million worth of time and space is expected to be contributed to the 1956-57 Religion in American Life campaign, the Advertising Council estimates.

J. Walter Thompson Co., New York, is the volunteer agency for the religion drive, which gets underway this month. The Jam Handy Organization of Detroit is producing a series of tv spots which will be distributed to every U. S. tv station.

Robert W. Boggs, assistant public relations director, Union Carbide & Carbon Corp., same city, is volunteer coordinator of the nationwide campaign, slogan of which is "Build a stronger, richer life . . . worship together every week."

Sponsoring the Religion in American Life drive is the 24-group Layman's Committee headed by Joseph H. McConnell, former NBC president, who now is director and general counsel of Reynolds Metals Co.

Twin Cities Radio Works Together

FIVE Minneapolis-St. Paul radio stations pooled talent and contributed time for the *Red Feather Revue*, a half-hour variety show in behalf of the Community Chest campaign. Bob DeHaven of WCCO was m.c. on the special network broadcast, with other contributing talent including Texas Bill Strength of KEVE, Gene Taylor of WMIN; Sandy Singer and Stu Lindman of WTCN; Cedric Adams, Jeanne Arland, Joan Iden, Burt Hanson, the Red River Valley Trio and Wally Olson's band, all of WCCO. All personalities offered their services without compensation as their Chest contribution.

Keeping Track on Rain

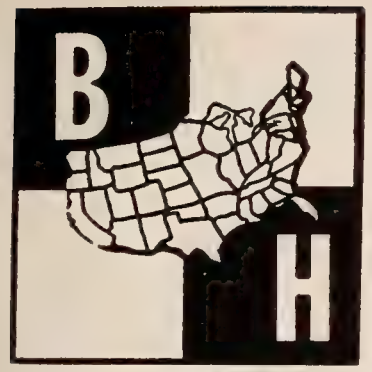
IN A MOVE to improve its weather programming, KGNO Dodge City, Kan., has distributed rain gauges to about 50 farmers in its listening area. The station plans to use reports from the farmers on regular newscasts and farm programs.

Legislative Assistance

A TRANSCRIPT of the KMOX (St. Louis)-CBS Radio Public Affairs series on juvenile delinquency, *Youth in the Shadows*, has been entered into the record of the special legislative committee currently redrafting the Missouri juvenile code.

The series included interviews with social workers, police officers and youthful offenders. It urged the redrafting of the juvenile code to provide for wider jurisdiction over young offenders by a Missouri Youth Authority.

KMOX News and Public Affairs Director Rex Davis, who produced and narrated the series, testified before the committee.



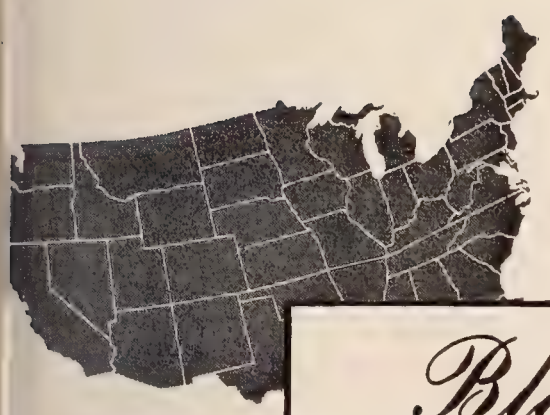
. . . THIS IS A HALLMARK

The hallmark was originated in England centuries ago by artisans who stamped an individualized emblem on gold and silver articles to attest purity.

The Blackburn-Hamilton Company insignia is a hallmark denoting honorable and exacting brokerage service. To perpetuate its significance this pioneer house must be selective in its choice of properties and clients.

Blackburn-Hamilton doesn't accept every listing it can obtain. This is sound business. In some cases the facility is unrealistically priced. In others the financing is unsound. Sometimes a client can be shown that it isn't in the public interest for him to sell or to buy. These are but a few of the considerations involved in a careful appraisal—factors which can only derive from experience.

The result: the B-H hallmark remains a symbol of quality service.



Blackburn-Hamilton Company
BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

CHICAGO
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

ATLANTA
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

SAN FRANCISCO
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

got it straight
from the Jockey's mouth



That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1956 . . . 21 years of service to Milwaukee • Represented nationally by Headley-Reed



LOWE RUNKLE

on all accounts

FOR a man who took his first agency jo sans pay, Lowe Runkle has done all righ in the advertising business. He now head his own agency in Oklahoma City with a annual billing of $1.5 million.

His agency, Lowe Runkle Co., devote more than one-third of this billing to radio tv. Largest media clients are Southwester Bell Telephone Co. (Oklahoma only), Kerr McGee Oil Co., Safeway, DuLaney's (RCA distributor), Oklahoma Gas & Electric, Su perior Feeds and Cain's Coffee Co.

Explaining the agency's heavy use of tv Mr. Runkle says, "We could see tv coming early and saw that it would be a tremendous factor in the advertising industry. We jumped in feet first to learn while tv was an infant rather than try to catch up later on."

Lowe Winfield Runkle was born June 22 1902, in El Reno Okla., the son of a doctor He attended Central High School, Oklahoma City, and the U. of Oklahoma, Norman Following his graduation from OU in 1930 no jobs were available so he toured the country playing tennis (he was conference singles and doubles champion at OU).

After two years of tennis (he won 3 cups in one summer), he joined the Ray K Glenn agency in Oklahoma City at "no stipulated salary." In the late 30's, Mr Glenn moved to a newly-opened office in Dallas, and Mr. Runkle was named manage in Oklahoma City.

He entered the Army Air Force in 194 and following his discharge two years later rejoined the Glenn office. In 1946 he pur chased the Oklahoma City operations when there were four employes with less than $150,000 annual billing. Today there are 27 persons working for Lowe Runkle Co.

Mr. Runkle stresses participation in civic affairs by his co-workers and cites this as a contributing reason for his agency's growth In 1952, he received a citation from the Oklahoma City Advertising Club for "distinguished service to Oklahoma City and the advertising profession."

Mr. Runkle is married to the former Alice Escoe and they have two boys, Layton 17 and Kent 10. He is a director of the Better Business Bureau and YMCA.



AND SO WERE WKMH'S THOUSANDS OF DETROIT LISTENERS WHEN DISASTER SUDDENLY STRUCK JACKSON, MICHIGAN

The above photograph was taken shortly after the Consumers Power Building, under construction in Jackson, Michigan, collapsed burying more than a score of workers beneath tons of debris. While rescue crews worked frantically to free the trapped workers, WKMH's mobile truck unit flashed on-the-spot progress reports to news hungry Detroit listeners. This on-the-spot reporting of big news events is just one of the reasons why more and more thousands of Detroit-area listeners are setting their radio dials on WKMH . . . they get comprehensive coverage. In music and sports, WKMH's star shines bright, too! All day in a big way, WKMH listeners get the big 3 in radio . . . news, music and sports!

SAVE UP TO 15%

by Buying 2 or more of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....**SAVE 15%**
BUY ANY 3 STATIONS.....**SAVE 10%**
BUY ANY 2 STATIONS.....**SAVE 5%**



WKMH

Dearborn-Detroit

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

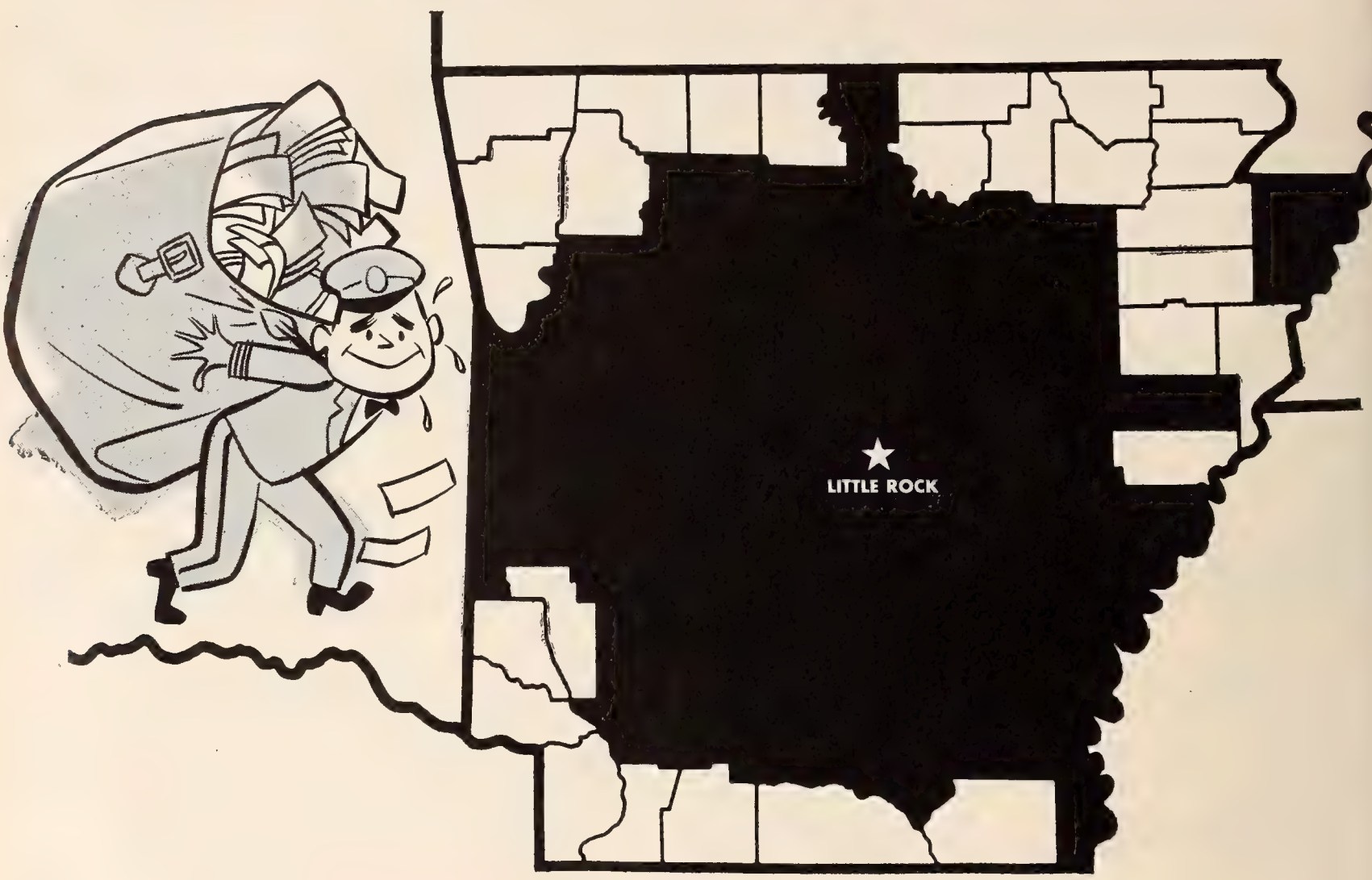
Represented by Headley-Reed

KNORR BROADCASTING CORPORATION

KTHV

Channel 11
LITTLE ROCK

Sells MOST of Arkansas!



WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV is seen, heard and *gets viewing response* throughout MOST of Arkansas!

Please study the mail map above, which also conforms very closely to our engineering contours. Notice that it includes 47 Arkansas counties —notice KTHV's penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 51, No. 19 NOVEMBER 5, 1956

BRISK TRADE IN NETWORK PRESIDENTS

- **Jack Van Volkenburg submits resignation as CBS-TV president**
- **Merle Jones, 20-year CBS veteran, gets nod to succeed him**
- **Bob Kintner, ex-ABC, goes to NBC as executive vice president**

THERE was heavy traffic in network presidencies last week.

One president resigned, a new one was created, a third who had quit three weeks ago got a new job.

After 24 years of service with CBS, **Jack L. Van Volkenburg** resigned as president of CBS-TV.

Merle S. Jones, executive vice president of CBS-TV and a 20-year veteran with the company, was named to succeed Mr. Van Volkenburg as president of the television broadcasting division of CBS Inc.

Robert E. Kintner, who resigned as president of ABC three weeks ago, was elected an executive vice president of NBC.

The resignation of Mr. Van Volkenburg was announced "with utmost regret" by Frank Stanton, president of CBS Inc. Mr. Stanton said Mr. Van Volkenburg was "retiring from business for personal reasons," effective next Dec. 31.

Mr. Jones will move into the presidency the next day, Jan. 1.

Mr. Van Volkenburg will continue as a member of the CBS Inc. board of directors. Dr. Stanton said Mr. Jones would be recommended for election to the CBS Inc. board effective with his taking office as president of CBS Television.

Mr. Kintner will join NBC Jan. 2 as an executive vice president. He will be without a fixed assignment, serving as a top-level trouble shooter whose first job reportedly will be in color planning and operations. Like the other four executive vice presidents of NBC, Mr. Kintner will report to Robert W. Sarnoff, president. The other four, however, have established areas of responsibility.

Mr. Van Volkenburg was lauded by Dr. Stanton in the latter's announcement of the change in the CBS organization.

"The leadership and vitality of the CBS Television network is due in large measure to the able and vigorous efforts of Jack Van Volkenburg," Dr. Stanton said. "Under his presidency the network has grown from two stations in 1948 to 156 primary affiliates today. During this period, he has guided the network to the No. 1 position in program popularity and advertising volume. . . . It goes without saying that all of us will miss him in our day-to-day operation, but we look forward to his counsel and participation as a member of the CBS board of directors."

Of Mr. Jones, Dr. Stanton said: "He is eminently qualified for his new position, not only as a result of his experience in the CBS Television division but through his long association with the CBS family."

CBS, said Dr. Stanton, "is indeed fortunate to have an executive of Mr. Jones' broad experience and unique ability to step into the presidency of the division."

Mr. Van Volkenburg told B•T last week that he was retiring to enjoy his home in Venice, Fla., where his family spends much of its time. He said he had no intentions of working for any company other than CBS.

Mr. Jones has twice before succeeded Mr. Van Volkenburg in CBS positions—once as general manager of KMOX St. Louis and again as head of CBS-owned television stations.

Last March Mr. Jones and Hubbell Robinson Jr. were named executive vice presidents of CBS-TV. The "entire broad area of [television] programming" was put under Mr. Robinson's direction at that time. All other departments reported to Mr. Jones.

Mr. Kintner's appointment at NBC was formalized at an NBC board meeting last Friday. It had been arranged, subject to board approval, the previous weekend.

At the call of Brig. Gen. David Sarnoff, RCA chairman, Mr. Kintner made an unpublicized flying trip to New York from San Juan, Puerto Rico, where he had been vacationing. He met with Gen. Sarnoff, Robert Sarnoff and Frank Folsom, president of RCA, the weekend of Oct. 27-28. When terms were agreed upon, Mr. Kintner flew back to San Juan as inconspicuously as he had gone to New York. He is expected to end his vacation some time this week.

When he joins NBC next Jan. 2, Mr. Kintner will be one of five executive vice presidents. The other four were elected two months ago when the NBC board approved an executive reorganization of NBC under the undisputed command of President Robert Sarnoff [B•T, Sept. 10].

At that time, the board accepted the

ONE OUT, ONE UP, ONE OVER



Van Volkenburg — RETIRES AT CBS-TV
Jones — SUCCEEDS AS PRESIDENT
Kintner — NAMED AS NBC V.P.

UNEASY LIES THE HEAD . . .

WITHIN SIX YEARS, the four national networks have had, among them, a total of 13 presidents. This is not an unduplicated total, since one man (Frank White) served at various times as president of two networks (MBS, NBC). The number of vice presidents during this period defies count.

Oddly enough, the network with least presidential turnover is the only one currently operating without a president—ABC. Robert E. Kintner headed ABC as president from 1949 until last month, when he resigned in a policy dispute with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres. Mr. Goldenson is running ABC, but he has not taken the title of president.

Heaviest turnover has been at NBC, where five presidents have held forth since 1950. These include Brig. Gen. David Sarnoff, RCA board chairman, who served as "interim president" for a few months in 1953.

The NBC list since 1950 starts with Joseph H. McConnell, who took over in October 1949 and continued in office until Jan 2, 1953 (he's now a top-level executive with Reynolds Metals Co.) Frank White, who was president of Mutual from 1949 to 1952, succeeded Mr. McConnell on Jan. 2 and served until Aug 7 that year. (He's now board chairman of McCann-Erickson International.) Gen. Sarnoff then took over as interim president until Dec. 4, 1953, when Sylvester L. (Pat) Weaver Jr. was named president. Mr. Weaver served until Dec. 7, 1955, when Robert Sarnoff, who had been executive vice president, moved into the presidency and Mr. Weaver became board chairman, a post he held until his resignation last September. (He's now in Europe on a business-vacation trip, future plans unannounced).

Aside from Robert Sarnoff, NBC also has had several executive vice presidents, most of them recently created. Charles R. Denny, executive vice president from 1948 to 1953, was named to one of four operational vice presidencies set up in the reorganization coincident with Mr. Weaver's departure two months ago.

Until Mr. Van Volkenburg's resignation was announced last week, CBS-TV had had no presidential turnover. Mr. Van Volkenburg was named tv president when CBS divorced its radio and television operations in July 1951.

CBS Radio, set up as a separate entity at that same time, has had three presidents. Howard Meighan, now CBS-TV vice president in charge of the western division, was the first, serving from July 1951 until March 1952. Adrian Murphy, now retired, succeeded him and served until April 21, 1955, when the current president, Arthur Hull Hayes, took over.

Mutual's record shows three presidents in the past six years. Mr. White served from May 1949 until May 1952. Thomas F. O'Neil, board chairman, then took over the additional office of president until last April, when he gave up the presidency to John B. Poor, who was elevated from the executive vice presidency.

resignation of Sylvester L. (Pat) Weaver Jr. as NBC chairman of the board and elected the following four executive vice presidents: Thomas A. McAvity, in charge of tv network programs and sales; Charles R. Denny, in charge of operations; John M. Clifford, in charge of administration, and David C. Adams, in charge of corporate relations.

These four report to President Sarnoff, as will Mr. Kintner. All other officers, save three, report to the appropriate executive vice presidents. The three exceptions are Kenneth Bilby, vice president for public relations, and Emanuel (Manie) Sacks and Joseph V. Heffernan, both staff vice presidents, who report to Mr. Sarnoff.

It was authoritatively learned that Mr. Kintner will receive from NBC about the same pay he was earning at his former post. At ABC he drew a base salary of $100,000 a year with substantial overrides. When he resigned from ABC [B•T, Oct. 22], he received a $280,000 settlement of his contract, which had some 13 months to run.

At NBC, Mr. Kintner also will be eligible to participate in the network's retirement plan, under which the network and the employe contribute equal premiums. ABC has no retirement plan for its employes.

There was speculation outside NBC that the choice of a former network president to be executive vice president of NBC meant that a successor was being groomed in anticipation of a promotion of NBC President Sarnoff to a higher post at the parent RCA. In informed quarters, however, this was said to be untrue. For the foreseeable future, Mr. Sarnoff is expected to remain in his present position.

Mr. Kintner left ABC after a "substantial dispute" with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, over policy. Mr. Goldenson assumed operational direction of ABC on a temporary basis. He has announced his intention to create a stronger executive structure at the network, find a successor to Mr. Kintner as president, and then return to his primary job as head of the parent company.

How Presidents Are Made

Mr. Van Volkenburg will be 53 when he retires. He was born Dec. 6, 1903, in Sioux City, Iowa. After attending the U. of Minnesota, he joined the Chicago office of BBDO and organized the agency's Chicago radio department in 1928.

He joined CBS in 1932 as sales manager of KMOX St. Louis. Three months later, he became director of KMOX operations and from April 1933 to 1936 was president and general manager of the station.

From 1936 to 1945, Mr. Van Volkenburg was executive assistant to H. Leslie Atlass, CBS vice president in charge of the central division in Chicago. In November 1945, he moved to New York as general sales manager of CBS Radio Sales. In January 1948 he became director of station administration, supervising all CBS owned stations.

He became vice president and director of CBS television operations in May 1948, and vice president in charge of network sales for both radio and television in January 1950. He was named president of CBS Television July 16, 1951, and in August 1952 was elected to the CBS board.

Mr. Van Volkenburg has been a member of the board of directors of the Advertising Federation of America since 1953, a member of the board of The Advertising Council since the same year.

Mr. Jones is 51. He was born in Omaha, Aug. 14, 1905. He graduated from law school at the U. of Nebraska and for the first three years of his business career practiced law. He entered radio in 1932 as a salesman for WAAW (now KOWH) Omaha. In 1934, he joined KMBC Kansas City as a salesman and in 1936 joined CBS as assistant general manager of KMOX St. Louis.

Mr. Jones succeeded Mr. Van Volkenburg as general manager of KMOX in 1937 and remained in that job until 1944, when he became vice president of Cowles Broadcasting Co. and general manager of WOL Washington, then owned by Cowles.

Mr. Jones returned to CBS in 1947 as general manager of WCCO Minneapolis. Two years later, he became general manager of KNX Los Angeles and KNXT (TV) (then KTSL-TV). In 1951, he became vice president in charge of CBS owned stations and general services of CBS-TV. He was named executive vice president of the television division last March.

Mr. Jones is first vice president of the Radio and Television Executive Society.

Mr. Kintner joined ABC in 1944 as a vice president after a career as a newspaperman. After several years with the *New York Herald Tribune*, he teamed up with Joseph Alsop in 1937 to write a newspaper column which was widely syndicated. The team also contributed frequently to the *Saturday Evening Post*.

Mr. Kintner entered broadcasting after wartime service in the Army. He rose rapidly at ABC, becoming executive vice president in 1946 and president in 1949. He is 47 years old.

Mr. Kintner was persuaded to change his career from newspaper writing to broadcasting by Edward J. Noble, then head and principal stockholder of ABC and now chairman of the finance committee of AB-PT. The two had known each other in Washington where Mr. Noble had served in high government posts.

PUT THEM ALL TOGETHER, THEY SPELL RADIO SUCCESS

RAB's second annual National Radio Advertising Clinic, held in New York last week, features numerous stories of the medium's power to sell products, everything from beer to airline fares, soap to small loans. More than 700 persons attend two-day meeting.

RADIO'S POWER to sell products and services as diverse as beer and airline fares, ice cream, soap and small loans was dramatized last week as Radio Advertising Bureau held its second annual National Radio Advertising Clinic.

A succession of advertiser officials from these and other fields spelled out their own radio success stories for the benefit of more than 700 advertiser, agency and broadcasting executives on hand for the clinic sessions Monday and Tuesday in New York.

Coincidentally, RAB announced the winners of its annual competition to pick the most effective radio commercials of the year (see page 30) and the winners of its art awards, presented in an effort to find an original art work that would typify radio and its service to the public [B•T, Oct. 29].

When the clinic was over, some 175 RAB members went into closed session for deliberations of their own—on how to increase radio's share of the national advertising dollar. Their goals: 40% out of a national advertising total of $3 billion.

Highlights of the closed session, opened by RAB Board Chairman Joseph E. Baudino of Westinghouse Broadcasting Co., were an RAB presentation on current advertiser allocations for radio, major projects being conducted by the bureau in a bid to boost these appropriations, and ways in which stations can assist in the movement at the local level.

RAB members were told that the bureau's national sales staff—now totaling 10 full-time persons, plus the part-time services of two other executives—is being divided into sales units according to product category. For instance, there will be one unit concentrating on food advertisers, another on drug advertisers, etc. In this connection, it was revealed that Karl Steeves, who has been handling national research, is transferring to the food advertisers sales group, under Ted Maxwell.

An expansion of research activities of the sort RAB conducted in conjunction with Pepsi-Cola's now-famous "Pepsi, Please" radio test in Muncie, Ind.—research which helped pinpoint the degree of success which radio achieved—also is being planned. Research of the "last word" type—which shows what medium reaches the shopper immediately before she buys—also is to be expanded.

The members also were shown, with examples, some of the presentations RAB salesmen use in their work with national advertisers. At this point, RAB officials said, they have specially tailored presentations for virtually every type of advertiser.

The membership presentation was conducted by RAB President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, and Vice President and Promotion Director Sherril Taylor. The same executive trio was in charge of arrangements for the NRAC.

While most of the clinic sessions related directly to the use of radio, two luncheon meetings departed from this basic theme. Adm. Arthur W. Radford, chairman of the Joint Chiefs of Staff, addressed the Monday luncheon, and Capt. Eddie Rickenbacker, chairman of the board of Eastern Airlines spoke Tuesday.

Presiding over various sessions were Board Chairman Baudino and President Sweeney; Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee; Allen M. Woodall, WDAK Columbus, Ga., executive committee member, and Simon Goldman, WJTN Jamestown, N. Y., finance committee member.

In a slight deviation from the success-story theme, the opening section of the Tuesday morning session was devoted to creating the radio commercial, centering around case histories of the developments of (1) the Levy's cinnamon raisin bread commercial, carried in the New York area; (2) the nationally known Ford commercial based on the music of "On The Street Where You Live," hit song from "My Fair Lady," and (3) the also-well-known Marlboro "filter, flavor, flip-top box" musical commercial.

Joshua Epstein, account executive with Doyle Dane Bernbach, agency for Levy's, reported that sales of Levy's cinnamon bread rose 300% in three months after the commercial—a tricky 20-second bit relying on a lisping, childish voice baby-talking "Levy's cinnamon raisin bread"—went on the air, and that sales of other Levy products also increased. (He noted, however, that Levy's also used other spots, etc., during the same period.)

With Ruth Franklin, who recorded the child's voice in the commercial, Mr. Epstein re-created the spot for the clinic audience. He also played two other commercials—which trade on the public attention gained by the original—that Levy has put into use in the New York area in the past fortnight.

Joseph Stone, vice president of J. Walter Thompson Co., agency for Ford, and Mitch Miller, head of the popular division of Columbia Records, traced their development of the Ford commercial.

Mr. Stone, who with Dwight Davis of J. Walter Thompson wrote the Ford commercial, asserted that many noted artists, composers, etc., have offered their works for use as bases of commercials. He denied reports published in the general press to the effect that the writers of "My Fair Lady" had been "horrified" when "Street Where You Live" was used as basis for the Ford commercial. Actually, he said, they were aware that the negotiations were underway and "they loved it."

Singing commercials, he emphasized, are "no longer flighty little jingles," but are "fine works of art" and companion pieces to some of the great "medicine shows" of our time. "It's high time," he said, "that broadcast commercials get a public relations campaign that will give them the respectability they deserve."

Mr. Miller, who arranged the music for the Ford commercial, pointed out that musical spots must have all ingredients of a good "pop" record. They must have "replay value," he said; must be simple but not dull; should not be over-crowded; must be "a performance" and have "personality."

Draper Daniels, vice president of Leo Burnett Co., Chicago, agency for Marlboro, and Don Tennant, a supervisor in the agency's tv film copy department, traced the development of Marlboro's "filter, flavor, flip-top box" commercial. Both words and music were written by Mr. Tennant, who played several versions to show its adaptability to musical styles—such as cowboy, sweet music, jazz and as a march.

Following are highlights of the corporate radio success stories presented during the two days:

PEPSI-COLA CO.

HOW TO PUT more Pepsi, if you please, in fountains in three cities where the word "Coke" is as automatic as the choke on nearly all new automobiles was answered by three executives.

They were J. Charles Derrick, vice president of the Pepsi-Cola Co., New York; Anderson Hewitt, senior vice president of Kenyon & Eckhardt, New York, and J. Clarke Mattimore, K&E account executive and originator of the "Pepsi, Please" radio campaign.

This is the novel and successful campaign that invaded San Diego with 36 one-minute



DERRICK HEWITT MATTIMORE

spots daily, and Muncie, Ind., with one-minute spots daily—and later into Marion, Ohio.

[For detailed story, see B•T, Aug. 20, "Pepsi Hits the Spot".]

Saturation commercials were built from recorded voices of listeners who win prizes if they can identify their own voices on the air. The speakers noted that Pepsi-Cola got around the possibility of offensive saturation by making each spot different—because after all, one voice is not just another, especially when it belongs to the listener.

While no sales figures were revealed, Mr. Mattimore disclosed that when asked to

Continued on page 31

RADIO COMMERCIALS SING THEIR WAY TO TOP

OUT of all of the radio commercials broadcast in the U. S. thus far this year, a jury of 150 judges last week designated eight that it considered most effective. All eight basically are singing commercials.

The contest was sponsored by Radio Advertising Bureau, and the jury which picked the winners consisted of station and network radio executives, advertising agency presidents, advertisers, and broadcasting trade editors. Plaques consisting of gold-plated records were presented to representatives of the agencies involved, as part of RAB's second annual National Radio Advertising Clinic (see story page 29). Here are the winners, with the names of the agencies, writers of the commercials, and the advertising executives who accepted the awards on behalf of their respective agencies:

MARLBORO Leo Burnett Co.

You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box

Says it pretty well, don't you think? Well, I'd like to add that Marlboro sells at the same price as other filter cigarettes. Hard to believe, but true.

You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box.

(Words and music by Don Tennant, supervisor, tv film copy department. Recipient: Draper Daniels, vice president.)

DIAMOND SALT Ogilvy, Benson & Mather

When you reach for the salt, reach for pure Diamond Crystal
'Cuz Diamond is a cook's best friend—Diamond Crystal Salt.
Here's the Diamond Crystal Salt Song:
Stand by for a kick when you use Diamond Crystal
'Cuz Diamond is a cook's best friend.
Your meals never miss when you use Diamond Crystal
It's white as snow, the purest taste in salt you know.
Salt so pure makes good meals sure, for it helps all their flavors to blend
So be smart like a fox, get the big, bright red box
'Cuz Diamond is a cook's best friend.
Salt so pure makes good meals sure, for it helps all their flavors to blend
So be smart like a fox, get the big, bright red box
'Cuz Diamond is a cook's best friend.

(Lyrics by William Wright, copywriter, to music of "Diamonds Are a Girl's Best Friend." Recipient: James J. McCaffrey, senior vice president and media director.)

PEPSODENT Foote, Cone & Belding

Smoothie Brown—the smoothest, coolest guy in town
The chicks all seem to dig his jive
Hey tell us, Bill, how can we arrive?
It's easy, Jack, any gal gets sent
When you flash a smile by Pepsodent
You'll wonder where the yellow went
When you brush your teeth with Pepsodent.

Pepsodent's new improved formula cleans teeth whiter than ever, tastes brighter, too. New formula Pepsodent contains IMD. There's nothing else as good at getting teeth white.

You'll wonder where the yellow went
when you brush your teeth with Pepsodent

And through the years Pepsodent's Irium has helped protect more people against decay than any other ingredient. You'll like the fresh clean taste of new formula Pepsodent. It makes your breath behave for hours. So get the bright new package of new formula Pepsodent. Cleans teeth whiter, tastes brighter.

You'll wonder where the yellow went
when you brush your teeth with Pepsodent.

And Pepsodent toothbrushes, too!

(Music by Don Williams, copywriter; words by Terry Macri, copywriter formerly with FC&B. Recipient: Roger Pryor, vice president.)

BUDWEISER D'Arcy Adv.

All right, let's rehearse it again.
Budweiser commercial featuring the Crewcuts:
Where there's life, there's Bud.
At a concert or a show, in your own backyard,
Wherever you go, Budweiser beer is the best to know
Where there's life there's Bud, Budweiser.

Thank you, Crewcuts. And how true it is. Wherever you find friendly lively people enjoying life, you'll find Budweiser. And after all is said and done, Bud has a taste and satisfaction no other beer can offer—an invitation to live life. So, treat yourself a little better—treat yourself to the king of beers. Budweiser beer is the best to know where there's life, there's Bud. The king of beers, Budweiser.

(Lyrics by Bob Johnson, account executive; music by Russ David, freelance musician. Recipient: Harry W. Chesley Jr., executive vice president.)

OLD SPICE Wesley Assoc.

Yo ho! Yo ho! Add spice to your life. Old Spice, Old Spice.
Hi ho me heatries, all aboard for smoother shaving
With Old Spice shaving cream, smooth smooth shaving
Look for the package with the ship that sails the ocean
For Old Spice shaving cream and Old Spice lotion.
Every man is bound to please his sweetheart or his wife
When all he has to do is add Spice to his life.
Yo ho! Yo ho!
Brushless or lather boys, whichever you've the notion
50¢ for shaving cream, a dollar for the lotion.
Old Spice means quality said the captain to the bo'sun,
So look for the package with the ship that sails the ocean.
Yo ho! Yo ho! Yo Ho!

(Words and music by Austen Croom-Johnson, freelance writer. Recipient: Lindsay Fairweather, executive president.)

CAMEL
William Esty

Rich, rich—mild, mild Camel cigarettes
Taste so rich and smoke so mild, Camel cigarettes.
Now listen to the story of pretty Mary Lou
Who thought a cigarette should taste rich and mild too
She found her smoke was Camels after trying all the rest
And now she joins America in liking Camels best.

Rich, rich—mild, mild, Camel cigarettes
Taste so rich and smoke so mild, Camel cigarettes.

I guess you got the message on Camel cigarettes
But I'd like to repeat it, just so you won't forget
No other cigarette tastes so rich, yet smokes so mild
No other cigarette tastes so rich, yet smokes so mild
Rich, rich—mild, mild, Camel cigarettes
Taste so rich, yet smoke so mild, Camel cigarettes.

(Writers not disclosed by agency. Recipient: George I. Chatfield, executive vice president.)

WINSTON
William Esty

Winston tastes good like a cigarette should
Winston tastes good like a cigarette should
Winston give you real flavor
Full, rich tobacco flavor
Winston's easy drawing too
The filter lets the flavor through
Winston tastes good like a cigarette should
You'll enjoy Winston—America's favorite filter cigarette. You'll like Winston's rich full flavor—the one and only Winston filter that works so well, the flavor really comes through to you. Winston is fun to smoke. It's America's best-selling, best-tasting filter cigarette.
Winston tastes good like a cigarette should
Winston tastes good like a cigarette should.

(Writers not disclosed by agency. Recipient: George I. Chatfield, executive vice president.)

FORD J. Walter Thompson

Oh, the towering feeling that you get in the new kind of Ford
Watch the neighbors stare when you ride up there
You won't have a care when you are there inside a Ford
There's a world that's new there surrounding you
You will find in the new kind of Ford
Longer lower lines steal your heart in Ford
Turn the key and you will see tomorrow's start in Ford
And you'll get to know the new V-8 go
That you get in the new kind of Ford

Meet Ford's '57 magic at your Ford dealer's.

(Lyrics by Joseph Stone, vice president, and Dwight Davis, writer, to music of "On the Street Where You Live." Recipient: Mr. Stone.)

name soft drink brands, the number of Muncie citizens who named Pepsi-Cola ahead of its chief competitor (Coca-Cola) went up from 33% before to 51% after the contest campaign while the percent naming Coca-Cola ahead of Pepsi declined from 67 to 49. Fountain sales, meanwhile, shot up 1,200%.

As Mr. Mattimore put it: "We owe radio a big debt. You have one hell of an advertising medium."

Mr. Hewitt described Pepsi-Cola's "electronic" contest now in the experimental stage (balloting for permission to talk 25 seconds about the product, now underway in Muncie), as "revolutionary in the use of radio, while peculiar to the medium" [B•T, Oct. 1].

Noted the trio: "Pepsi, Please" will move elsewhere in the country. But don't call on Pepsi, Please. Pepsi, via its bottlers, will call on you.



GOOD HUMOR CORP.

David J. Mahoney

THE IMPORTANCE of radio to medium-sized and regional advertisers was pointed up by David J. Mahoney, president of Good Humor Corp., which is using radio to reach adults both at home and in their cars with schedules running late afternoons and early evenings.

But at even greater length he pointed up the opposite—the importance of medium-sized and regional advertisers to radio.

Good Humor uses radio as a promotional spearhead, he declared, adding that "we have a fondness for radio."

He noted the air of optimism that surrounds radio today, as compared with a few years ago, but emphasized that major advertisers are using radio as secondary to "something else." What would happen, he asked, if the nation's economy should take a slight dip? In his view, major advertisers in that case would have to cut their "secondary" efforts.

The "long-range stabilizer" for radio, Mr. Mahoney maintained, lies in the regional and medium sized companies—companies like Good Humor, he added.

"If I owned a radio station I'd try to have at least 60% of my volume with medium-sized companies," he asserted.

He suggested that, although it is "heresy," stations might be well advised to let prospects try radio for a few weeks (presumably at reduced cost or no cost, if necessary) in order to convince them of its sales power. Other devices also might be used to demonstrate radio's reach and effectiveness to reluctant prospects, he added.

Radio, he said, is a business—a big business—which not only has to go on, but has to go farther than it has in the past. "We are proud," he concluded, "to be a part of radio."



CARLING BREWING CO.

Robert C. Garretson

A BLOW-BY-BLOW description of how effective radio can be in selling beer—and "incidentally" help push the brewer's sales up to an extent that it bounded from 62d position in the beer industry to eighth in less than seven years—was presented by Robert C. Garretson, vice president and advertising director, Carling Brewing Co., Cleveland, Ohio.

Mr. Garretson, first speaker on Monday's agenda, related "The Carling Black Label Beer Campaign."

Carling's decision to move into spot radio (in 1949) came as the brewing industry, fresh from the lifting of wartime controls, was in the midst of a post-war shuffle with companies bidding for a share of the newly-changing market. Radio was picked because it had the "greatest flexibility," took in the "entire market" and had a "low cost per thousand."

Carling selected radio, too, because it fitted in with the firm's plans to develop a way to deliver a selling message that would receive maximum attention. The brewery sought favorable identification for its "Black Label."

The first commercial—a tape was played for the audience—was based on square dance music and "calling" with the pitch line composed of a whistle, followed by the word "Mabel" and then the brand name, "Black Label." This whistle "identification" continued in future commercials up through the years.

By 1951, Carling, which in 1949 had been at an approximate 360,000 barrel level, was up to more than 600,000 barrels, and by 1952, nearly 900,000 barrels. Also in 1952, the Carling singing commercial was changed to keep pace with the broadening acceptance of Carling Black Label. Thus, the lyrics included: "Everybody likes to whistle," "Everybody is whistling," and, "Step in and join the chorus." This variation was to point up that Carling's audience was on the increase, as were, indeed, the sales of "Black Label."

In 1953, Carling was over the one million barrel mark. And by 1954, it was time for a "fresh sound carrying over enough for identification." Developed was a new copy theme, preserving, too, Carling's stress on "quality and price." The theme: "Nothing is too good for a good company." Carling that year was at the 1,459,000 barrel level, and only last year, Carling developed still a "new chorus" and "lead-in verses"—six different ones, actually. Now the stress had become entertainment. In 1955, Carling was brewing more than 2.6 million barrels. Business today is still advancing and Carling has come up with a new theme along with continued associations with its highly-successful commercials of past years.

Emphasized in Carling commercials today are such words as "friendly," "cheerful," "popular price," "premium quality" and "finest beer of all."

Carling started its radio budget in 1949 with $50,000, entering 10 markets. Today it spends an approximate $3.5 million. In September of this year alone, the firm used over 18,000 commercials on 253 stations in 194 markets; 2,649 concentrated in Pennsylvania and 1,049 in New York. These include two- and four-second teasers as well as usual and lengthier announcements; major league baseball sponsorships or participations; newscasts, and public service shows. With this success already in the barrel, Carling is preparing next "to go into network radio."

Carling now is producing at a rate estimated at 3 million barrels a year. It has doubled its capacity in Cleveland, where in 1949 it had its only brewery, and now has breweries in St. Louis, Belville, Ill., and Natick, Mass. Another will be added in Michigan next year, and others are planned for Atlanta and Baltimore.

With understatement, Mr. Garretson concluded:

"Radio can be a powerful medium."



SLENDERELLA INTERNATIONAL

Larry Mack

THE WEIGHT REDUCING salons of Slenderella, Stamford, Conn., will be spending $1.5 to $2 million this year in radio. By next year, the budget will be up to $2.5 million.

The fabulous radio success story of Slenderella was recounted by its president, Larry Mack, who flatly stated: "We made money with radio. We made money as soon as we went on radio."

How Slenderella parlayed its use of radio into a big business (120 salons) in only a few years from five "Silhouette" shops has been noted before [B•T, June 4]. But Mr. Mack noted, Slenderella's technique always has been the same: Understate its story on radio, use commercials in the same period day after day and get the personality star on the local station to know what the product is about.

Slenderella today has its programs on more than 200 stations. It used radio because the medium permits the firm to stick to its advertising philosophy: companionship approach; no attempt to entertain but to talk "honestly and calmly;" use local touch for sincerity.

Slenderella, he noted, used network or "blanket" announcements, finding either technique acceptable and certainly winning as a combination. "We bought radio whether or not we had distribution in the market," Mr. Mack asserted, adding that Slenderella was a case of an advertiser forcing distribution to meet an advertising buy.

Mr. Mack disclosed Slenderella now believes it has built up a name and theme through radio which can be used for merchandising other products via tie-ins. But the first year, he said, Slenderella will break into Chicago with girdles and bras using the product name of Slenderella and using radio as its advertising.

"Radio," he declared, "is the biggest single factor in our advertising."



TETLEY TEA CO.

Edward Parker

FOR TETLEY TEA CO., the nation's second largest selling tea brand even though its distribution is limited to areas east of the Mississippi, radio is "our life blood," according to President Edward Parker.

He pointed out that Tetley has been using radio for several years, but never so successfully as this year. In the 1956-57 campaign year, the company is using the aural medium "almost exclusively," he reported.

Tea industry problems, Mr. Parker said, are such that tea advertisers must reach all economic groups and all areas with equal impact, but at the same time must be able to "heavy up" campaigns in certain areas and at certain times as developments dictate.

In drawing up its advertising plans, he said, Tetley decided that to do a proper job for its tea any medium must possess certain attributes, including: (1) deep penetration and impact; (2) frequency of impression; (3) broad physical coverage (in this case, east of the Mississippi), and (4) flexibility. On this basis, he continued, Tetley examined all media—and chose radio.

Tetley has found, Mr. Parker said, that by spot announcements it can tell its story to seven out of ten households every week; can concentrate on Wednesdays, Thursdays, and Fridays, when most shopping is done; can vary the weight of its campaign by area, by number of impressions, by day and hour, etc., in order to get maximum efficiency from its investment.

In short, he said, radio is "ideal" for Tetley. He added:

"Most important, of course, you don't stop betting on a horse when it's been winning consistently."



REALEMON-PURITAN

Irvin Swartzberg

RADIO'S ROLE in boosting ReaLemon-Puritan Co.'s sales 1,000% over the past 10 years was spelled out by President Irvin Swartzberg, who started the business in 1935.

He said he had "no bone to pick" with other media, but that "radio, both local and

TOPS In Showmanship!



TAKE finest television facilities, add an experienced, staff with a real flair for "Iowa Barn Dance Frolic" showmanship, and the result is a station with some of the Nation's best local programming—WHO-TV!

FACILITIES! Largest studios in Mid-West. Studio One is 50′ x 90′, Studio Two is 35′ x 70′. Complete kitchen also available. Equipment includes two 16 mm. movie projectors, one 35 mm. slide projector, one 4″ x 5″ opaque projector and one rear-screen projector with automatic 4″ x 5″ slide changer and 9′ x 12′ screen. Also big Mobile Unit, excellent Art and Photo Depts., plus complete color facilities, including two 16 mm. color movie projectors and one 35 mm. color slide projector.

PERSONNEL: A tremendous pool of Iowa Barn Dance Frolic talent, plus an imaginative, 35-man staff, headed-up by TV Program Director, Production Manager and 4 Television Directors. 525 cumulative years of show-business experience assure really professional local programming.

Yes, WHO-TV *is* "tops in showmanship"—another big reason why Iowans watch WHO-TV, respond to WHO-TV, with an enthusiasm and loyalty accorded to few television stations in America.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.
National Representatives

NBC
Affiliate



Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of **20 special one-week displays.**
3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

national, has received the major share—up to 80% in some years—of our annual advertising budget and therefore must rightfully receive the major share of advertising credit for the growth of the ReaLemon business."

Despite the past summer's cool weather, which knocked some of his competitors' businesses down as much as 30-35%, Mr. Swartzberg said ReaLemon's sales this year have held to within 1% of the company's best year—and "we credit radio" for keeping the sales moving.

The company started in radio in the mid-1940's, using Paul Gibson of the CBS Housewives Protective League organization on WBBM Chicago for a quarter-hour a day, three days a week. "Almost like magic," Mr. Swartzberg said, ReaLemon began to move off grocers' shelves. With this success, the company continued Mr. Gibson and bought "replicas" of him in other cities (some worked, some were less successful).

The company goes for low-pressure selling, and likes its sponsored personalities to handle the commercials. It backs its radio use with heavy merchandising activities—in 1955, for example, on one network series, it arranged for some 1,500 local cut-ins.

In addition to straight personality sponsorships, ReaLemon has used quiz shows in many cities—again merchandising strongly.

Mr. Swartzberg said his firm was Dave Garroway's first sponsor—the Garroway low-pressure style was "right down our alley"—and also noted it had sponsored Arthur Godfrey, Don McNeill and Robert Q. Lewis, among others.

168,000 Spots in Summer

He denied ReaLemon has "soured on tv," pointing out it still uses television "in some cities." But $35,000 a week, his company felt, was a high cost for the amount of commercial time involved. Instead, ReaLemon found it could get 32 full one-minute commercials on three major radio networks—770 stations—and still be able to buy three full pages in *Reader's Digest* this past summer. ReaLemon radio spots during the summer alone totaled 168,000, he reported.

Mr. Swartzberg offered several observations out of ReaLemon's radio experience: radio "is still a terriffic advertising weapon"; it can give flexibility to fit almost any budget; an honest radio personality can create demand for a good product, but no personality can sell two dozen different products (stations should develop more good staff announcers to help handle selling chores); there should be better "programming" of commercials, with longer intervals between competing messages.

More generally, he said radio needs a "good searching look at itself"—a look which he said he realized radio is now getting—and it should advertise itself through other media. Why, for example, shouldn't radio advertise itself on television, he wanted to know, pointing out that tv uses radio for self promotion. He also said he personally felt radio should "do something" about news analysts who "slant" news, but that he was not in favor of "more regulation."

VIP'S AT RAB CLINIC



ROGER PRYOR (r), vice president of Foote, Cone & Belding, receives one of eight equal awards for most effective radio commercials from Radio Advertising Bureau President Kevin B. Sweeney.



A TRANSOCEANIC radio is presented Eastern Airlines Board Chairman Eddie Rickenbacker (r), speaker at the clinic's luncheon session, by RAB Board Chairman Joseph Baudino of Westinghouse.



JOSHUA EPSTEIN of Doyle Dane Bernbach Inc., describes creation of award-winning bread commercial for radio.



MITCH MILLER, head of Columbia Records' Popular Div., tells admen about procedures used by J. Walter Thompson in adapting currently popular song for use as Ford Commercial. Spots must have 'replay value,' Mr. Miller told the large audience.



DRAPER DANIELS, Leo Burnett Co. vice president, speaks on the Marlboro radio commercial.



JOSEPH STONE, vice president of J. Walter Thompson Co., tells about Ford singing commercials.



ADM. ARTHUR W. RADFORD, chairman of the Joint Chiefs of Staff, in a speech before a luncheon session, warns that the United States must not lower any part of its guard at the present time.



SEABOARD FINANCE CO.

Harold G. Simms

SEABOARD Finance Co., which grew up with radio, will allocate approximately $1 million of its national advertising budget to the medium this year, according to Harold G. Simms, vice president.

He singled out radio's contributions to the improvement of small-loan services as well as to the education of listeners regarding the availability of the company's services for the time-purchase of goods.

Seaboard, he said, originally chose radio because it was "virile," "exciting" and "new." That was some 30 years ago. Today, he said, radio has changed from those days but Seaboard still is investing sizeably in it.

During the war, Mr. Simms pointed out, Seaboard used newscasts heavily. Later the trend was to spots, "which served us even better." The company has used jingles extensively—and highly successfully.

"Seaboard," he said, "watches the source of new business very carefully. Each loan application includes a question of the source of the customer. By and large, we watch the bigger picture of company expansion, office by office and area by area. Radio is still our most potent productive source of business, at lowest cost."

Mr. Simms concluded: "We believe that radio, like our own business, is here to stay."



COLGATE-PALMOLIVE CO.

George Laboda

ALTHOUGH Colgate - Palmolive made headlines with its recent daytime purchases on CBS Radio—which were hailed as a "return" to radio—Radio-tv Director George Laboda stressed that "as a matter of fact, Colgate never left radio."

The company has used network and/or spot radio from the beginning, he noted, citing its round-the-clock news schedule on WMCA New York and sponsorship of *Tello-Test* on the Don Lee Network as long-standing examples of the relationship that has existed between Colgate and the aural medium for more than 20 years.

He conceded that through the years changes have occurred in Colgate's methods of using radio.

Colgate has many products, some of them competitive with each other, Mr. Laboda noted. Each is at its own stage of development and numerous factors relating to each one determine the marketing strategy, he continued. The company, he pointed out, must keep all these factors in mind and is continually appraising the values of each medium. In the course of these studies, Mr. Laboda said, Colgate found that there were ways to get strong "supplemental" values from radio. Colgate felt CBS Radio's segmentation plan offered the best possibilities in meeting the company's particular requirements, he said.

The "moral" pointed up by Mr. Laboda was that "radio today should be sold for its compatibility"—its ability to supplement, to fill in, rather than as competitive with other media.

He said he was sure radio will "have its ups and downs," and voiced the hope that it will be "more up than down."



UNION PHARMACEUTICAL CO.

Alan B. Cowley

THE BULK of Union Pharmaceutical's advertising in the past 10 years has gone into both spot and network radio. Alan B. Cowley, advertising manager of the firm, a subsidiary of Schering Corp., explained how it used both spot and network to the best advantage for its proprietary products; Inhiston cold tablets, Saraka laxative and Imra depilatories.

Mr. Cowley presented the reasoning behind radio's selection. One of Union's products, for example, had 20 to 30% of its total sales in one market and another 30% in four markets. In this case, the firm used spot. In another instance, the product's major season takes in about three or four months. Thus, network and spot are used, with high frequency during this relatively short season.

Noted were the variances in sales results of test campaigns. In one of these, a 30-spot weekly campaign for six weeks in key markets with 60-second announcements aired mostly in the daytime, gave "very little evidence of increased sales" and the firm became convinced that it would be better for this particular product if expenditures were placed over a long period of time with an increase in rural or small towns. But two test markets in which a campaign was run for 13 weeks increased sales 100%. And, he reported, the firm found that "hard sell and straight forward copy have worked the best."

Mr. Cowley stressed that radio reaches a "lot of audience" at lower cost than other media and that if a decision had to be made on "economy alone it would be radio." But, he warned, radio must still prove its worth to "management"—the top advertising planners—because radio does not have the "same glamor and excitement" which belong to television and which "leads to sales."

So far, he observed, budget makers are more "impressed" with spot than with network radio, although the exceptions are those network shows which have name stars (cited was *Breakfast Club*).



ENGLANDER CO.

Charles Lappen

THE ENGLANDER Co., Chicago, offers a "portrayal of a radio venture."

Its spokesman, Charles Lappen, vice president, described the mattress firm's $100,000 "Red Line" contest in a single market—New York City. Reason for the contest was to widen distribution and create recognition of a higher-priced and quality product, to create more store traffic and to introduce other Englander products to the market.

The spot campaign, through North Adv. Chicago, used WINS, WMCA, WMGM and WNEW. Aired were clues for a $100,000 draft. Clues were hidden under mattresses at the dealers. A full merchandising campaign accompanied the few-weeks long contest. Results:

It received more than 50% dealer coverage; an immediate pick up in sales of Englander products in the New York market was evidenced, and Englander's sales force received a push. Hinted Mr. Lappen: Englander may extend these contest campaigns to other markets.



RICHFIELD OIL CO.

Fred M. Jordan

SHOULD a radio advertiser, 25 years along an undeviated path of sales success, get out of the "rut"?

Fred M. Jordan, manager of advertising and sales promotion, Richfield Oil Co., Los Angeles, whose briefing was on "The Richfield Oil Campaign," replied:

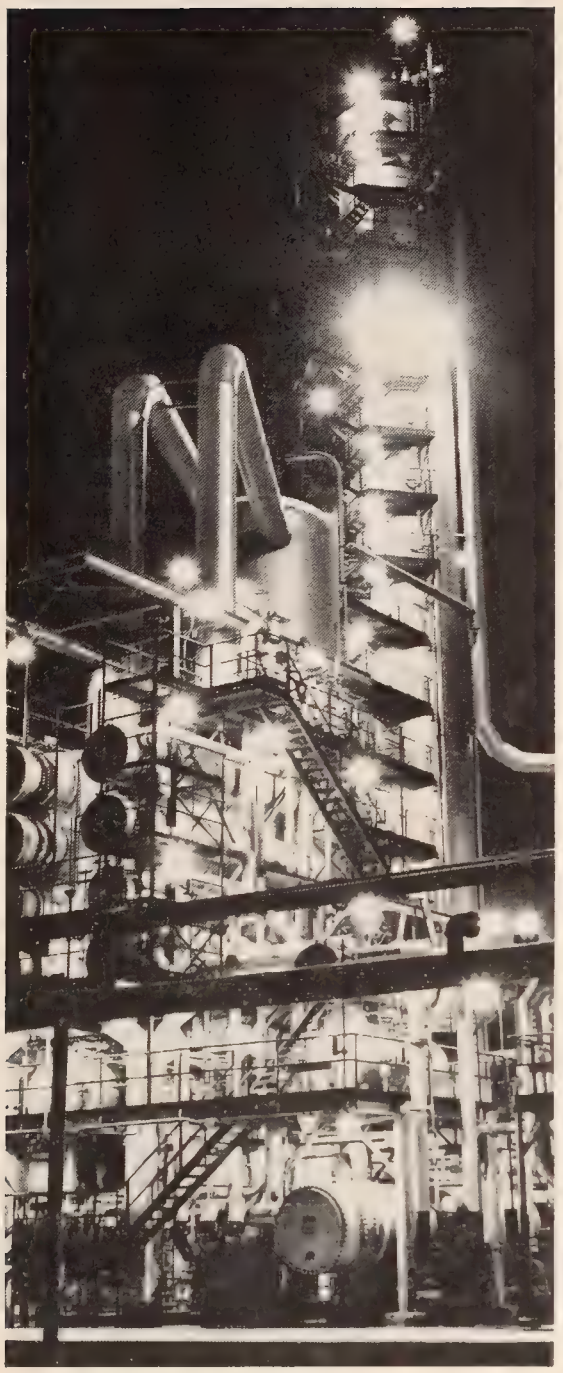
"We will stay in our 'rut' for another 25 years. We think it is that good."

The *Richfield Reporter*, on a 24-station NBC regional hookup, six nights weekly (10-10:15 p.m.), opens its program with trumpeting fanfare. This has become a "radio signature" on the West Coast. The news program, which actually started April 21, 1931, chalked up its 7,969th broadcast last Monday, the day Mr. Jordan spoke.

Mr. Jordan, who opened his talk after the typical fanfare was sounded (via tape playback), reviewed the history of the *Richfield Reporter*, which pioneered in radio news, leasing its own wires, hiring news services and setting up its own local coverage at a time when skeptics didn't think radio news would work—"We have the newspaper, don't we?"

The radio success met by Richfield has kept the company happy and satisfied with the results—so much so that even during trimming periods of its advertising budget (through depression, war and various ad-

Chicago,
Chicago,
That Petroleum Town—
One of the Top
Refining Centers
in the World!



. . . AND
CLARK SUPER 100 GASOLINE
SELLS CHICAGO
WITH WMAQ'S JIM MILLS

JIM MILLS produces the kind of customer response that really takes his sponsors places. Small wonder that one of his sponsors, Clark Super 100 Gasoline, has become the largest selling independent gasoline in the entire Middle West!

Twice each day, Monday through Friday (1:00-1:55 pm; 4:00-4:30 pm), Jim entertains, and *sells* to, millions of Chicago homemakers. His formula: popular music, humorous comment, and *persuasive believability*.

The products he sells: everything from beer to baby-food, from tobacco to toiletries, including, besides Clark Super 100 Gasoline, such national advertisers



as Bengay, Blue Bonnet Margarine, California Prunes, Chevrolet, Contadina Tomato Paste, Fox Head 400 Beer, Gerber's Baby Food, Hit Parade Cigarettes, Lipton Soup, Quaker Oats, Ralston Purina, Shinola, and Vim Vegetable Juice . . . *at an impressively low 26¢-per-thousand-listeners!*

Follow the leaders, like Clark Super 100 Gasoline, who really *know* the Chicago market! Contact NBC Spot Sales, and get extra mileage for your advertising dollars on the JIM MILLS SHOW! In New York, call your NBC Spot Sales Representative for a Radio-Phonic Spot Buying audition by telephone.

WMAQ NBC *Radio leadership station in Chicago*

SOLD BY NBC SPOT SALES

ministrations), the *Reporter* continued to trumpet the news—and commercials of Richfield's petroleum products. No essential change has been made in format over the 25-year history. And, noted Mr. Jordan, this does not indicate "we are in a format 'rut' " so much as the fact "we picked the proper format in the first place."

This formula has included the use of the UP wire for 25 years (its own direct service wire), employment of its own news editor and strict adherence to "impartiality in news coverage." The veteran show over the years has stuck with NBC as the network facility, and with the same agency, Hixson & Jorgensen, Los Angeles.

Mr. Jordan detailed the program's cost per thousand, noting that the cost of advertising in a regional monthly publication is $4.60; in a weekly news magazine is $3.80, by post card, $18, and via the *Reporter,* $1.98 (and, he said, "this would be even lower if the plusses of out-of-home listening were included"). The program is carried in California, Oregon, Washington, Arizona and Nevada.

Thus, concluded Mr. Jordan, this "goodwill ambassador" of Richfield's also is "justified on hard, cold dollars alone," being cheaper for its "effectiveness even if the same advertising was placed on spot on the same stations." It accomplishes the mission that Richfield has set for it, reaching motorists in or away from the home, the housewife and the shopkeeper.

"This is one advertising activity that has carried on like Tennyson's brook," observed Mr. Jordan, who felt he had to make just one other point, that of a typical writer—an aged woman—who told Richfield she wanted to tell the firm she "has gone to bed at 10 p.m. with your 'reporter' for over 13 years."



AMERICAN AIRLINES INC.

James Cobb

SPOT ANNOUNCEMENTS and program sponsorship of *Music 'Til Dawn* on CBS Radio o&o's make up American Airlines entry in radio advertising, and, noted James Cobb, vice president of advertising, this use of radio reflects what is happening throughout the airline industry:

"Radio advertising expenditures are going up."

American Airlines' use of spot is for its Royal Coachman service. These announcements use the horn sound played by the coachmen of earlier times. Mr. Cobb asserted that a large percentage of its coach users learned about the service solely via the spot announcements.

The all-night sponsorship on the CBS Radio stations (11:30 p.m. to 5:30 a.m.) features quality music, news and weather reports with the commercial emphasis on "soft sell." More "unsolicited response" from this radio program has been received by American than from any other medium it uses. Even after three years of this program's existence, the firm receives 1,200 letters per month and many phone calls.



U. S. STEEL CORP.

Robert C. Myers

". . . RADIO is still one of the most vital and effective methods ever devised to sell American products to American people," Robert C. Myers, director of market development for U. S. Steel Corp., told the clinic audience.

His presentation dealt with U. S. Steel's forthcoming "Operation Snowflake," in which U. S. Steel is using spot radio for the first time and through which a sizeable market for local tie-in sales is opened up for stations individually.

"Operation Snowflake" is the annual promotion in which U. S. Steel backs the sale of major appliances for Christmas: "Make it a white Christmas—give her a major appliance" is the byword. Local dealers, distributors, banks, utilities, etc., tie into the promotion, using the "Snowflake" symbol and slogan but pushing the sale of their own specific products and services.

U. S. Steel, Mr. Myers said, is buying time on 54 radio stations (in addition to messages on the tv *Steel Hour* and in print media), and also has prepared a comprehensive radio kit which is available to all other stations upon request. The kit, for use in selling local businessmen radio time for their own promotions tied in with the "Snowflake" theme, includes a booklet on "How to Make the Most of Snowflake Advertising," designed primarily for station representatives; suggested commercial scripts; a transcription of the Snowflake audio symbol, for use as a theme for local Snowflake tie-in broadcasts; material for use on local homemaker programs, and a return card to assist U. S. Steel in designing future kits.

U. S. Steel's interest in promoting *Snowflake,* Mr. Myers explained, is that anything that helps to sell products made of steel, helps to sell steel. As an example of the promotion's magnitude, he noted that last year 108 appliance manufacturers, 128 banks, and 248 utilities tied in with *Snowflake,* while 26,000 retail promotion kits were ordered, and 1,248 newspapers carried 8,064 pages of advertising. In all, the promotion last year attracted more than $5 million in tie-in advertising.

This is the first year that U. S. Steel has bought radio time for *Snowflake.* But radio is playing an important part, Mr. Myers made plain. U. S. Steel, he said, believes that "radio belongs in any well-rounded tie-in with *Snowflake,* and we're saying so."

NAT'L SPOT RADIO CONTINUES CLIMB

September time sales total $10,893,000, a 14.9% rise over the 1955 period, according to SRA report.

NATIONAL spot radio continued its upward climb in September, registering time sales of $10,893,000, a 14.9% gain over the September 1955 figure of $9,478,000.

This comparison highlights a Station Representatives Assn. report being released today (Monday) by Larry Webb, SRA managing director. The September upsurge is an extension of national spot radio's high level of activity during 1956 to date, SRA asserted, pointing out that for the first nine months of the year the medium is 20.7% ahead of the corresponding period of 1955. These totals are $97,226,198, as against $80,580,000 in 1955.

SRA figures are based on compilations made by Price, Waterhouse Co.

SRA viewed prospects as "rosy" for national spot in the final quarter of this year. It pointed out that the medium can expect "the usual flurry" of cold remedy business, but added that the automobile industry is "healthier" than a year ago and the introduction of new cigarette brands is responsible for "large new orders." SRA estimated that cigarette brand expenditures in spot radio currently are running in excess of $10 million annually.

The report observed that heavy saturation campaigns are "causing some difficulty" in scheduling commercials. It suggested that "a partial solution" might be to press for orders in nighttime periods, rather than in "popular" morning and the "before and after supper" periods.

Part of the present substantial growth in national spot radio, Mr. Webb said, can be traced to television. He claimed television is "teaching many advertisers the fundamental value of spot strategy." Mr. Webb explains that many advertisers who found television too costly or who could not secure acceptable network programming or time tried tv on a spot basis. Such advertisers, he continued, learned the value of spot, and moved from spot tv to spot radio.

Here is SRA's monthly comparison of national spot radio time sales:

Month	1956	1955	% Increase
Jan.	$10,192,000	$8,556,000	19.1
Feb.	11,031,000	8,890,000	24.1
March	11,699,000	10,190,000	14.9
April	9,704,000	9,311,000	4.2
May	11,632,000	9,124,000	27.5
June	11,389,000	8,753,000	30.0
July	10,196,000	8,029,000	27.0
Aug.	10,601,000	8,249,000	28.5
Sept.	10,893,000	9,478,000	14.9
Total	$97,226,000	$80,580,000	20.7
Oct.		11,578,000	
Nov.		11,639,000	
Dec.		10,260,000	
Total 1955		$114,066,000	

4 REASONS

why you should
allocate
for the

FLORENCE, S.C. MARKET

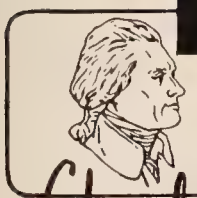
- ONLY VHF IN 78 MILE AREA
- 1¼ MILLION PEOPLE IN 100 UV/M
- $1¼ BILLION EFFECTIVE BUYING INCOME
- 4th LARGEST MARKET IN BOTH NORTH AND SOUTH CAROLINA

RESULTS!

Recent evidence of pulling power resulted from a campaign by a meat packing company. Results: 94,763 post cards sent to WBTW in 11 days! Similar campaigns offer positive proof of results in the thriving WBTW market!

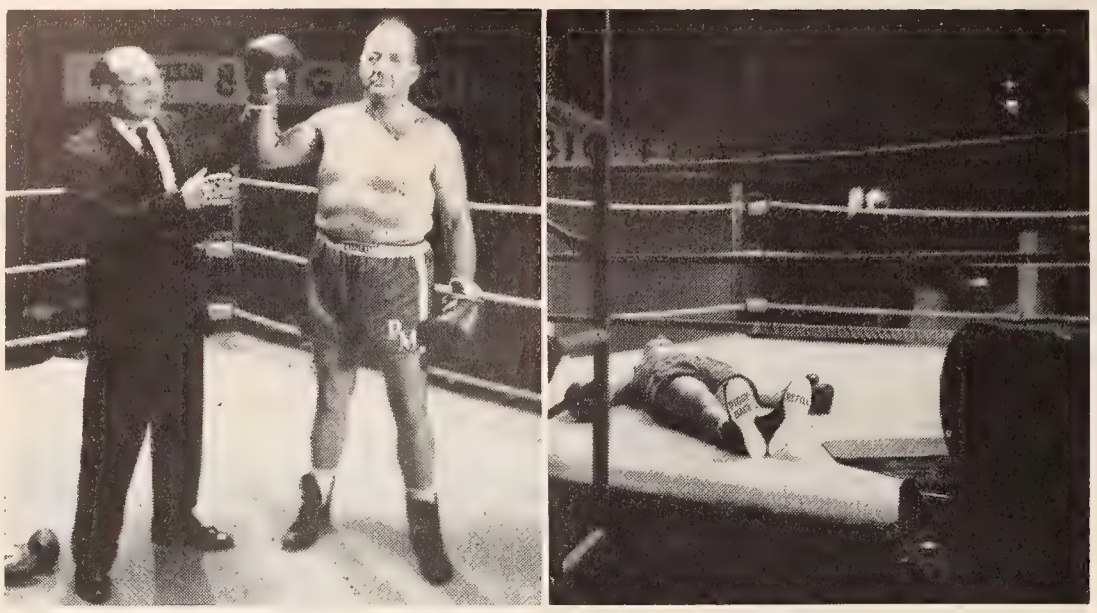
Discover more specific reasons why you should allocate for the Florence market! Contact CBS Television Spot Sales or WBTW.

WBTW
FLORENCE, S.C.



Channel 8 Top Power

JEFFERSON STANDARD
BROADCASTING COMPANY



PREVIEW: MAXIE TAKES THE COUNT FOR PAPER-MATE PENS

FROM vertical to prone in seven easy takes—that was the record compiled by Slapsie Maxie Rosenbloom in an unusual boxing bout at Kling Film Studios, Chicago. But it was all for a good cause: a Paper-Mate commercial filmed for the Archie Moore-Floyd Patterson fight on NBC-TV Nov. 30.

The script called for an imaginary opponent's eye-view of Slapsie Maxie fighting his greatest fight, after facing Dave Savitt, Kling cameraman, at the opening (first picture). When the fight was over, as described by sportscaster Jack Brickhouse, Mr. Rosenbloom applied the appropriate cliche-clincher: "He never laid a glove on me." (But—see second picture).

Kling claims championship speed in setting up and shooting the commercial. After receiving the initial order at 2 p.m. one day, it had cameras rolling, complete with 25 extras and regulation ring, at 8:30 the next morning.

Business was placed through Foote, Cone & Belding, Paper-Mate agency.

Reynolds Buys Auto Show For One Hour on CBS-TV

CBS-TV will present a special one-hour live remote telecast of the National Automobile Show, presenting a combined industry showing of all 1957 American automobiles produced by the nation's five major manufacturers from the New York Coliseum on Dec. 9 (5-6 p.m. EST). The special show will be sponsored by Reynolds Metals Co., Richmond, Va., through Buchanan & Co., New York, and Clinton E. Frank, Chicago.

The program marks the first time that the National Automobile Show will be televised and also the first time that a show will be carried from New York's newly-constructed Coliseum. Earlier efforts to telecast a program from the Coliseum had failed because of a jurisdictional dispute between the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employes over which union would handle television lighting. A CBS-TV spokesman said that no difficulty is expected because regular Coliseum lighting will be used.

Pabst Continues 'Fights'

PABST BREWING Co. not only will continue part sponsorship of *Wednesday Night Fights* on ABC radio-tv but has arranged for several additional matches and will step up its merchandising aids, the company has announced.

Following a meeting with officials of ABC and the International Boxing Club, Marshall S. Lachner, Pabst president, scored "rumors that we are dropping sponsorship of the fights" and cited plans for "several proposed matches," including a championship fight in December.

SSC&B's John Hosch Dies

JOHN HARRISON HOSCH Jr., 50, vice president, Sullivan, Stauffer, Colwell & Bayles, died Oct. 27 at Roosevelt Hospital, New York. Mr. Hosch also had been a vice president of J. Walter Thompson, director of Ward Baking Co. instructor in advertising and selling at the U. of Georgia and last year was part time instructor at Columbia U. He is survived by his wife, Mrs. Jeanette Austin Hosch.

Burnett Moves in Chicago

LEO BURNETT Co. last week completed move of its Chicago office from the London Guarantee Bldg. to the new Mid-America Prudential Bldg. Richard N. Heath, Burnett president, said new space would incorporate the latest equipment, including studios for experimental tv films, closed circuit television and a pneumatic tube system. The agency will occupy the 11th through 15th floors of the building.

Nielsen Finds 71% Tv Homes Spend 2:45 Hours on Day Tv

BETTER than 71% of all tv homes watch television in daytime, spending an average of 2 hours and 45 minutes with the medium between 6 a.m. and 6 p.m. on week days, according to new A. C. Nielsen Co. data released last week by Television Bureau of Advertising.

Releasing the data as broken down by 3, 6, 12, and 18-hour spans, TvB president Norman E. Cash asserted: "It is significant to note that over seven of every ten tv homes view daytime tv in the average weekday, and each home spends 23% (2 hours, 45 minutes) of the 12-hour span with tv. The figure for daytime viewing translates into nearly 25 million daytime viewing homes, more than the total tv homes just three years ago. If there were any doubting Thomases about the strength of daytime tv, the figures should assist in dispelling their attitude."

By time spans, TvB summarized the data as follows (it covers the period March 5-9):

Time	% Tv Homes	Average Time Per Homes Reached
Three-Hour Span		
6-9 a.m.	20.0	:41
9 a.m.-noon	36.8	1:13
Noon-3 p.m.	44.3	1:19
3-6 p.m.	59.2	1:21
6-9 p.m.	85.4	1:59
9 p.m.-midnight	82.7	1:46
Six-Hour Span		
6 a.m.-noon	41.3	1:25
Noon-6 p.m.	66.7	2:04
6 p.m.-midnight	90.2	3:30
Twelve-Hour Span		
6 a.m.-6 p.m.	71.1	2.45
Eighteen-Hour Span		
6 a.m.-midnight	92.5	5:32

Exodus of Mars Account From Burnett Indicated

MARS INC., Chicago, last Thursday indicated termination of its estimated $2 million account with Leo Burnett Co., same city, effective Jan. 1, and that it is now in the process of screening other agencies. A new appointment is likely to be made this week.

The candy manufacturer currently sponsors the *Buffalo Bill* film package in 65 markets and carries a spot campaign for its Milky Way candy in 36 markets. It also has been a participating sponsor in ABC-TV's *Mickey Mouse Club.*

Mars spokesmen would not officially confirm its severance with Burnett but said a formal statement along that line would be issued this week.

The announcement also is expected to report the promotion of Herbert D. Lehrter from chief of market research to general advertising manager. V. H. Gies is vice president in charge of advertising and sales and B. A. Bouchard general sales manager.

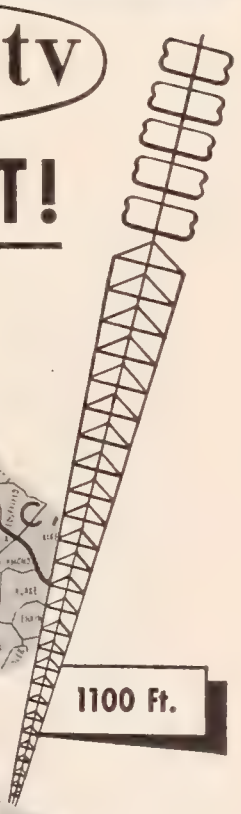




WHEN YOU BUY ATLANTA...BUY waga-tv AND TAKE A BIGGER LICK AT THE MARKET!

Atlanta is the hub of a 60-county market that is covered thoroughly by WAGA-TV. Compared with other TV stations in Atlanta you reach over 17% more people with more than $300-million in spendable income. WAGA-TV gives you a bigger lick at this bigger market with its taller tower, full power, CBS-TV and highest ARB and Pulse ratings.





TOP DOG IN THE NATION'S 21st MARKET



waga-tv 100,000 watts channel **5**

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

53.8% of Account Executives Lack Contracts, Survey Shows

AN INDEPENDENT sampling of small, medium and large agencies conducted on the eastern seaboard by the League of Advertising Agencies Inc., New York, claims a majority of account executives do not have written contracts with their agencies. Percentages reported in the sampling: 53.8 without and 46.2 with contracts.

The league also reported that 38.7% of the responding agencies share the 15% agency commission on a 50-50 basis with their account men, while 30.3% allow 5 to 7% of the 15% gross to their account executives.

Also revealed: 62.5% of the agencies expect their account executives to prepare their own media schedules and plans while 46% also expect them to prepare their own copy.

A majority of agencies split incomes with account men on such items as outside production billing and both inside and outside art work, the league concluded. Many agencies, however, added a 10% mark up for overhead before the split.

COFFEE IN BALTIMORE TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Sanka Instant (Young & Rubicam)	2	1	4 1/3	88
2.	Nescafe (Bryan Houston)	1	1	4	56
3.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	3	1	4 1/3	53
4.	Maxwell House (Benton & Bowles)	3	1	3	43
	Regular	(1)	(1)	(1 1/3)	(16)
	Instant	(2)	(1)	(1 2/3)	(27)
5.	Chase & Sanborn Instant (Compton)	2	1	4	17

BALTIMORE INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	3	3	25 2/3	373
	Regular	(1)	(3)	(12)	(200)
	Instant	(2)	(3)	(13 2/3)	(173)
2.	Sanka Instant (Young & Rubicam)	2	1	4 1/3	111
3.	Nescafe (Bryan Houston)	1	2	10	75
4.	Luzianne (Walker Saussy)	—	2	12	59
5.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	3	1	4 1/3	34
6.	Decaf Instant (Dancer-Fitzgerald-Sample)	—	1	1	34
7.	Chase & Sanborn Instant (Compton)	2	1	4	12
8.	Ehlers (Dowd, Redfield & Johnstone)	—	1	1	9
9.	Boscul (Arndt, Preston, Chapin, Lamb & Keen)	—	1	½	0.1

In the above summary, the monitoring occurred the week ending Sept. 22, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Insurance Firm Again Buys 'Christmas Sing With Bing'

FOR THE second straight year, CBS Radio will present a special hour-long Christmas Eve broadcast, titled *Christmas Sing With Bing* (9-10 p.m. EST). The Insurance Co. of North America, Philadelphia, will sponsor the program, as it did last year. Agency is N. W. Ayer & Son, New York.

The program will spotlight Bing Crosby singing Christmas carols and other Yuletide songs. Others who will perform are singer Rosemary Clooney, the Normal Luboff Choir and Paul Weston and his orchestra. A feature of the show will be pickups from the Vatican Choir in Rome, the Salt Lake Tabernacle Choir in Salt Lake City, and a choir of soldiers stationed in Korea.

Prudential Puts 'Air Power' In Its Sunday CBS Slot

PRUDENTIAL INSURANCE Co. of America will sponsor the new 26-part film series, *Air Power*, produced by CBS Public Affairs in cooperation with the U. S. Air Force. Featuring news correspondent Walter Cronkite as narrator, *Air Power* will be slotted in the time period (Sundays, 6:30-7 p.m. EST) usually occupied by Prudential's *You Are There* program.

To launch the series—depicting the development of flight and its impact on the 20th Century—Prudential will sponsor a full-hour Nov. 11 (6-7 p.m.), summarizing the present state of air power. The remaining shows will be half-hours. The regular *You Are There* format is slated to pick up again after the conclusion of the special *Air Power* series.

L&N Opens in S. F.

LENNEN & NEWELL, in a west coast expansion, has opened an office in San Francisco under the supervision of Ray N. Peterson to service the Stokely-Van Camp account formerly handled by Calkins & Holden. Mr. Peterson formerly had his own food brokerage firm in Denver and for 15 years was advertising manager of Stokely. New L&N office is in the Russ Bldg., telephone Douglas 2-5771. L&N also has a radio-tv production office in Beverly Hills.

WGN Inc. Appoints FC&B

FORMAL appointment of Foote, Cone & Belding, Chicago, as agency for consumer advertising of WGN and WGN-TV that city was announced Thursday by Ward Quaal, vice president and general manager of WGN Inc. The agency has been active on the account since Oct. 1 and some campaigns already are in progress. The appointment was designed to augment plans of the *Chicago Tribune* radio-tv properties for "extensive promotion" of WGN Inc.'s new operation, with emphasis on "quality programming", Mr. Quaal stated.



Photo by FABIAN BACHRACH

"KMTV builds Whitehall Pharmacal Product Sales in the Omaha Area."

says John Kucera, Assistant Vice-President and Media Supervisor, Ted Bates & Co., Inc.

"KMTV's dominant coverage of its rich metropolitan and rural area is an important consideration in scheduling spot television for Whitehall Pharmacal," Mr. Kucera states.

"Sales experience has proved the value of KMTV's loyal following in this vast market area", Mr. Kucera added.

KMTV's low Channel 3, maximum power and flat midwestern terrain combine to insure a powerful signal that blankets a multi-state market with an annual buying income of almost two-and-a-quarter billion dollars.

***TOP SPOT* 20—KMTV is among the top spot 20! Of 267 stations participating in an N. C. Rorabaugh Co. survey of 181 markets for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts. (July, 1956 Television Age.)**

Profit now from the experience of successful local and national advertisers—In Omaha, the place to be is Channel 3. See Petry today.



KMTV MARKET DATA*

Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*Survey of Buying Power

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.



A SLIDE-STUDY presentation of the Asheville-Greenville-Spartanburg market was made to executives of some 20 advertising agencies in New York within the past 10 days by Charles Britt, executive vice president of WLOS-TV Asheville, N. C. Witnessing one showing are (l to r): Don Proctor, Young & Rubicam; Charles Buccieri, Y & R; Tom Viscardi, Y & R; Mr. Britt; John Sweeney of Venard, Rintoul & McConnell, station representative for WLOS-TV; Lloyd Harris, Y & R, and Steve Rintoul, VR & M.

AYER USES NEW WAY TO PURCHASE SPOTS

Agency institutes plan of sending definite orders to radio and tv stations without waiting to get and study availabilities.

A NEW PATTERN of tv and radio spot buying has been developed by N. W. Ayer for its recent spot schedule for the new Plymouths, the agency announced last week.

Usually the agency uses the regular system of asking stations to submit availabilities —and then selects the best ones. But because of competitive car manufacturers, makers of cold remedies, auto winterizing campaigns and election announcements all competing for time, the agency felt that the best availabilities would probably be sold elsewhere before they could be ordered.

As a result, it instituted the plan of sending definite orders to the stations for one-minute or 20-second films spots, or for one-minute radio spots, without waiting to get and study availabilities.

The letters stated the budget for the station for the new campaign and explained that it was to start after 6 p.m. on Oct. 29 and end no later than 5:59 p.m. on Dec. 10.

Each letter gave an estimate of the number of spots per week and the number of weeks which the budget was expected to cover on the station. Time preferences were given, the type of audience desired was described and (for tv) a request was made for spots with at least an average or better than average evening rating. Additionally to make clearance easier, the usual 30-minute separation between Plymouth spots and those of other automotive accounts was cut to 15 minutes.

The entire system was explained to station representatives in New York at preliminary meetings.

"We feel that this system worked very well in solving the problem of a tight market for good spots," said George M. McCoy Jr., manager of Ayer's broadcast media department. "The stations seemed to like it because they got their orders quickly and could act at once to clear spots.

"We feel that Plymouth benefitted by getting better spots than could have been obtained otherwise. Among these were such spots as Monday at 8 p.m., between *Robin Hood* and *Burns & Allen*, Tuesday between *Name That Tune* and *Phil Silvers Show*, and Wednesday at 8:30 p.m. in the middle of Arthur Godfrey. These and many other spots are the type that very likely would have been sold before we could buy them, if we had asked for a list of availabilities. Obviously we will not use this system regularly, but it has produced excellent results under the competitive buying conditions which existed this fall."

BBDO Creative Heads Named for Philco

BBDO last week announced the appointment of new creative heads in Cleveland and Buffalo and personnel alignment for its newly acquired Philco account.

Carlton H. Davis, vice president and creative head, Buffalo office, has been appointed head of creative services in the agency's Cleveland office. He will be succeeded by Carl D. Halbak, Buffalo copy chief. Jack M. Bristow, vice president and account executive, also of the Buffalo office, was transferred to Cleveland as vice president in charge of General Electric Co.'s lamp division account.



BBDO President Ben Duffy (left) confers with Philco President James M. Skinner Jr.

Mr. Davis, with the agency since 1929 and elected a vice president in 1953, will supervise creative work for General Electric, B. F. Goodrich and Timken Roller Bearing Co. Mr. Halbak who joined BBDO in 1949, was appointed copy chief in 1954. Mr. Bristow, with BBDO since 1948, formerly had been media director for all accounts of Firestone Tire & Rubber Co., Akron.

Nathan Tufts will be account supervisor on Philco, which is serviced through BBDO, New York; Lee G. Offen will be account executive for the electronics division, including tv and, radio sets and phonograph equipment; Philip C. Carling was named account executive on room air conditioners, refrigerator, home freezer and kitchen range units and Thomas P. Keating Jr. on home laundry lines. Other assignments on the Philco account include: Edward R. Hanslip Jr., account executive, merchandising and promotion; John Bunch, account executive, cooperative advertising, and Martin Rokeach on account service for television and radio. The Philco appointments were announced by BBDO President Ben Duffy.

Avco Cuts Manufacturing; Philco Buys Bendix Line

A MAJOR manufacturer of household appliances—Avco Mfg. Corp.—last week announced it would quit that business to concentrate on other lines. Involved is the Crosley line of refrigerators, freezers, radio and tv receivers and ranges. Its Bendix home laundry division (automatic washers, dryers and combination washer-dryers) will be sold to Philco Corp.

Avco, for Crosley and Bendix, has been a major radio and tv advertiser. The Crosley Broadcasting Corp. is a wholly-owned subsidiary that operates four tv stations, (Cincinati, Dayton, Columbus and Atlanta) and one radio station—WLW Cincinnati.

In announcing the decision in a letter to stockholders made public last week, Victor Emanuel, Avco's board chairman and president, commented that the broadcasting operation "continues with highly satisfactory operating results. Its future outlook is favorable." Other operations unaffected include American Kitchens Div.; Moffats Ltd. (Canadian subsidiary); Research and Advanced Development Div.; Crosley Div. (other than consumer products); New Idea and Ezee Flow Divs.

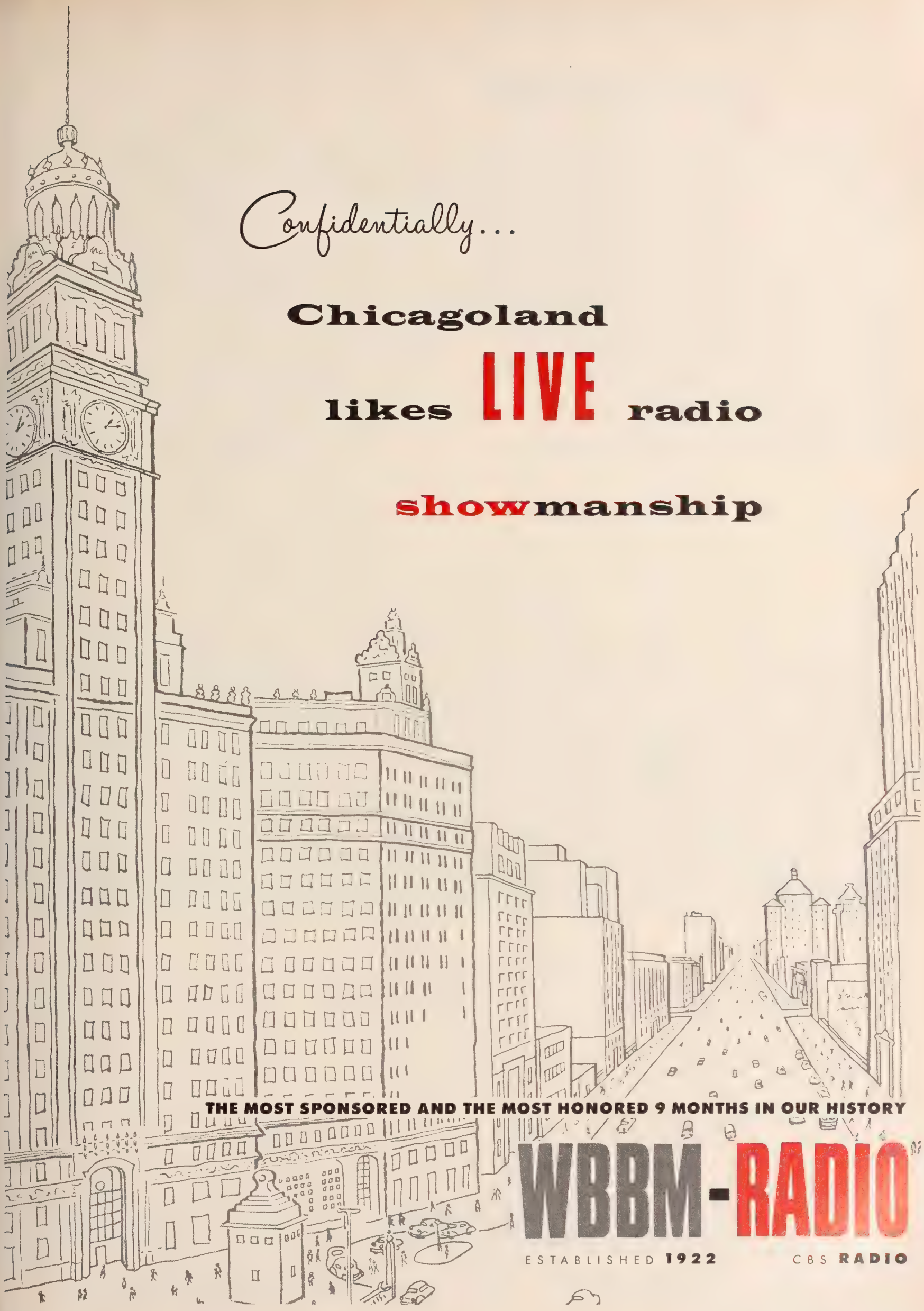
Mr. Emanuel told the stockholders that the decision to drop Crosley and Bendix consumer products was an outgrowth of "an industry-wide situation." He noted that since 1953 competition in major home appliance and radio-tv set fields "has become increasingly severe," and that a large number of manufacturers have withdrawn from the field.

Confidentially...

Chicagoland

likes LIVE radio

showmanship



THE MOST SPONSORED AND THE MOST HONORED 9 MONTHS IN OUR HISTORY

WBBM-RADIO

ESTABLISHED **1922** CBS **RADIO**

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 7 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 21, 28).

Nov. 9 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 16, 23).

Nov. 11 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 18, 25).

Nov. 13 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk Co. through Gardner and S. C. Johnson & Son through Foote, Cone & Belding.

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Nov. 5-9 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 12-16, 19-21, 23, 26-28, 30).

Nov. 5 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 19, 26).

Nov. 6 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 13, 20, 27).

Nov. 6 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 13, 20, 27).

Nov. 7 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also Nov. 14, 28).

Nov. 8 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 15, 22, 29).

Nov. 9 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 16, 30).

Nov. 10 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 17, 24).

Nov. 11 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Nov. 25).

Nov. 11 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

Nov. 27 (9:30-10:30 p.m.) *March of Medicine,* Smith, Kline & French through Doremus-Eshleman.

Nov. 30 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald.

[Note: This schedule will be corrected to press time of each issue of B•T]

Mueller Names C&H

C. F. MUELLER Co., Jersey City, with an approximate $1.2 million budget, has appointed Calkins & Holden, New York, as its advertising agency. Account had been serviced by Scheideler & Beck, New York, whose principal executives are moving to Bryan Houston Inc. [B•T, Oct. 29]. The Scheideler & Beck agency itself is expected to close down shortly. Two other accounts, Reiska vodka and *Newsweek* magazine, are expected to switch to Bryan Houston Inc.

Chicago Agencies Merge

MERGER of Clarence H. Russell & Assoc. with Critchfield & Co., both Chicago, and appointment of Clarence Russell as vice president and creative director, was announced last week by E. P. Nesbitt, president of the Critchfield agency. Critchfield bills an estimated $2 million annually, with roughly 15% in radio-tv. Joining the agency with Mr. Russell are Vincent Brown as associate art director and John A. Grandland as account executive. Consolidation was effective Nov. 1.

AGENCY APPOINTMENTS

Toni Co., Chicago, appoints North Adv. Inc., same city, for its new skin conditioning lotion, Soft'ning.

Cloverdale Farms Co., Binghamton, N. Y., appoints Barlow Adv. Agency, Syracuse.

Sabena Belgian World Airlines, N. Y., appoints Marschalk and Pratt Division, McCann-Erickson, N. Y., effective Nov. 1.

Old Dutch Coffee Co., N. Y., appoints J. M. Mathes Inc., same city, effective immediately.

WFBR Baltimore, Md., appoints W. B. Doner & Co., same city, to handle advertising.

NETWORK NEW BUSINESS

Rod's Food Products, L. A., through Edward J. McElroy Adv. Inc., same city, signed for twice-weekly participations on *Panarama Pacific,* nine-station hook-up of Columbia Television Pacific Network. Contract for 13 weeks, effective Nov. 15.

Bissell Carpet Sweeper Co., Grand Rapids, Mich., through N. W. Ayer & Son, Chicago, has purchased year-long schedule of participations in NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) starting next year. Contract calls for 14 participations scheduled to coincide with Bissell's big spring housecleaning, fall and Christmas campaigns.

A&A PEOPLE

Elroy Scrivener has been elected vice president of McCann-Erickson Corp., N. Y.

Robert C. Bullen, account executive for Amana home freezer, with MacFarland, Aveyard & Co., Chicago, elected vice president.

Charles A. Conrad, Ruthrauff & Ryan Inc., N. Y., to Dancer-Fitzgerald-Sample Inc., same city, account executive.

Louise Crocker, media department head, W. B. Doner & Co., Baltimore, to Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, media department.

John L. West, Young & Rubicam, N. Y., to Continental Baking Co., same city, in newly created position of assistant advertising manager.

Gerald J. Johnson, Ellington & Co., N. Y., to Reach, Yates & Mattoon Inc., same city, as copy contact executive.

Roberta Hess, Norge Sales Corp., Chicago, to Kenyon & Eckhardt, same city, as copywriter.

Alfred A. Frantz, Carl Byoir & Assoc., to J. M. Mathes Inc., N. Y., public relations and publicity department.

Daniel J. Duffin, Sam J. Gallay Adv., N. Y., to Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, publicity department.

Eugene Ortiz, art director, Edward Kletter Assoc., N. Y., to Geyer Adv., same city, as tv art director on American Home Foods and Boyle-Midway accounts.

Robert Lee Barnes, copy chief, Dan Ebberts Adv., Los Angeles, to Charles Bowes Adv. Inc., same city, copy staff.

William O. Ricker, assistant advertising manager and divisional representative, Grange League Federation and **Guy C. Wallace,** head of radio-tv, Platt-Forbes, to N. W. Ayer & Son. Mr. Ricker joined copy department, Philadelphia office and Mr. Wallace, production staff, New York.



BISCAYNE SHOPPING PLAZA — One of Miami's many new shopping centers.

View showing some National Retail Shops & Super Self-Service Drug Store.



LINCOLN ROAD: Miami Beach's nationally famous exclusive shopping area.



FLAGLER STREET: Shopping center of busy downtown Miami.

***Metropolitan Miami**

19th in the nation in
FOOD & DRUG SALES

19th in Total
AUTOMOTIVE SALES

20th in Total
RETAIL SALES

22nd in Effective
BUYING POWER

25th in
POPULATION

*Sales Management May, 1956

From every point... *a great market!*

WCKT's 1000 ft. tower and 316,000 watts of power blankets the fabulous Gold Coast from Key West in the south and north to Vero Beach with the most powerful signal and coverage in South Florida.

WCKT · CHANNEL 7 · MIAMI

Niles Trammell, President

NBC BASIC TELEVISION AFFILIATE

SOLD BY NBC SPOT SALES

NTA, 20TH CENTURY-FOX SIGN GIGANTIC DOUBLE AGREEMENT

NTA to buy library of 390 movies for record $30 million. At same time, Hollywood film company purchases 50% interest in NTA Film Network. Amount involved in latter transaction not divulged. In third deal NTA contracts for four half-hour series.

IN PERHAPS the most extensive tie-up between motion pictures and television to date, National Telefilm Assoc., New York, last week committed itself to purchase tv rights to a library of 390 motion pictures from 20th Century-Fox Film Corp. for $30 million, and in a separate transaction sold the motion picture company a 50% interest in its NTA Film Network.

The library of pre-1948 films has been divided into five packages each composed of 78 features, and under the agreement NTA immediately acquires rights to 156 feature films for a minimum license fee of $5,850,000 for each group with the product deliverable over a two-year period. The agreement also commits NTA to purchase the three subsequent packages of films, totaling 245 motion pictures, for a minimum fee of $5,850,000 each during the following three years. 20th Century-Fox, however may elect to sell the three packages for a higher fee and in that eventuality NTA may meet this figure or reject.

Ely Landau, NTA president, indicated at a news conference in New York last Thursday that the probability of three packages reverting to another distributor is "remote." He pointed out that the motion picture company and NTA are "partners" in the NTA Film Network, adding that the studio desired this "out" clause if the economics of the television industry dictate a higher figure for feature film product two years from now.

Other significant features of the agreement, concluded between Mr. Landau and Spyros Skouras, 20th Century-Fox president, set the licensing period at from five to seven years, with NTA gaining rights to the longer period if it does not attain stipulated gross billings in five years; provided that the motion picture studio will participate in proceeds of the sales after a prescribed gross is reached, and set the minimum number of pictures to be delivered to NTA within a year at 78.

Mr. Landau said that of the initial 176 films to be delivered to NTA, about 39 will be earmarked for the NTA Film Network, which started service to 110 stations on Oct. 15. National sponsorship of the 1½ hours of programming has not been secured by the network, but Mr. Landau expressed confidence that the availability of 20th Century product would sharpen sponsor interest. No plans have been set for showing the new films on the network.

He declined to elaborate on the terms under which the studio acquired a 50% stock interest in the NTA Film Network. He insisted the transaction was "entirely separate" from the tv licensing of the 20th Century packages, but would provide no financial details.

In a corollary transaction, 20th Century-Fox has undertaken to produce the pilot films of four new half-hour tv series not later than March 1947, which NTA will distribute. Irving Asher, head of TCA-TV, tv producing subsidiary of the studio, will supervise production. Among the 20th Century-Fox properties being considered for adaptation to half-hour programs are "How to Marry a Millionaire," "Cheaper by the Dozen," and "Mr. Belvedere."

The negotiations for the library were conducted over a four-month period this year in Europe as well as the United States by Mr. Skouras and studio executives including William C. Michel, executive vice president; Donald Henderson, secretary and treasurer; Otto Koegel, chief counsel, and William C. Gehring, vice president, with NTA officials including besides Mr. Landau, Oliver A. Unger, executive vice president, and Harold Goldman, vice president in charge of sales. Charles Feldman, head of Famous Artists Corp., talent agency, also represented NTA in discussions.

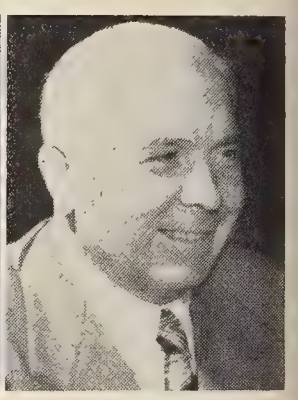
Mr. Landau declined to reveal the source of funds for his latest venture, except to say that it "came from private financing." He said a down payment was to be made last Thursday but would not specify the amount.

Earlier this year NTA obtained a group of 52 motion pictures from Fox for television distribution. None of this product was channeled to the new NTA Film Network. Rather it was distributed to stations by the parent organization and currently is being exhibited throughout the country. Mr. Landau estimated that Fox still retains about 125 motion pictures in pre-1948 catalogue.

Mr. Laudau noted that Fox will have the right to appoint two members to the board



MR. LANDAU



MR. SKOURAS

of directors of the NTA Film Network, but emphasized that operational control of the network will not be affected, though Fox will be represented in management through appointment shortly of a treasurer. Officers of the network are Mr. Landau, president; Mr. Unger, executive vice president; Mr. Goldman and Edythe Rein, vice presidents, and Raymond E. Nelson, vice president and general manager.

Among motion pictures in the five groups of features for which NTA has committed itself are: "Laura" with Gene Tierney and Dana Andrews; "Prince of Foxes," with Orson Welles and Tyrone Power; "Letter to Three Wives," with Jeanne Crain and Linda Darnell; "Gentleman's Agreement," with Gregory Peck and Dorothy McGuire; "Miracle on 34th Street," with Maureen O'Hara, John Payne and Edmund Gwenn; "13 Rue Madelaine," with James Cagney and Annabella; "Blood and Sand," with Tyrone Power and Rita Hayworth; "Mother Wore Tights," with Dan Dailey and Betty Grable.

Others include "House of Strangers"

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation in four months than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1956 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

with Richard Conte and Susan Hayward; "Alexander's Ragtime Band," with Alice Faye and Tyrone Power; "Snake Pit," with Olivia DeHavilland and Leo Genn; "The Razor's Edge," with Gene Tierney, Tyrone Power and Anne Baxter, and "Call Northside 777," with James Stewart and Helen Walker.

Earlier this year, PRM Inc. paid about $21 million for the Warner Bros. library of 850 feature films and 1,500 shorts [B•T, March 5], regarded as the largest transaction of its kind to that time. NTA's commitment is the highest on record, but observers felt, must be viewed in light of the conditions stipulated in the agreement with Fox.

RKO Television Acquires 'Playhouse' Distribution

ACQUISITION by RKO Television of world-wide distribution rights for seven years to *The Screen Directors Playhouse,* half-hour anthology series, was announced last week by Robert Manby, vice president in charge of the organization.

The series, telecast last year by NBC-TV for the Eastman Kodak Co., was obtained from the Hal Roach Studios, producer of *Playhouse.* Mr. Manby reported that 35 episodes of the series are available and said sales plans currently are being formulated.

MCA-TV Offers Three Shows To Local, Regional Sponsors

AVAILABILITY of three half-hour tv film program series for sponsorship on a local and regional basis was announced last week by Wynn Nathan, vice president in charge of sales for the MCA-TV Film Syndication Div. They are *If You Had A Million, State Trooper* and *Crusader.*

MCA-TV earlier had made *If You Had A Million* (re-runs of *The Millionaire,* currently on CBS-TV) available for regional sponsorship, and is offering 52 episodes of the series. *State Trooper,* which will consist of 39 first-run and 13 second-run episodes, is being sold for exhibition, starting July 10, 1957. The *Crusader* series, which has completed a cycle on CBS-TV, is composed of 52 re-run programs. Both *Crusader* and *If You Had A Million* will be first-run in more than 200 markets, according to Mr. Nathan.

TPA Staffs Foreign Posts

APPOINTMENTS of Jacques Brunet and Vincent Ramos as account executives of TPA International were announced last week by Milton A. Gordon, president of Television Programs of America, New York.

Mr. Brunet, who will represent TPA in France, Luxembourg, Monte Carlo and North Africa from his headquarters in Paris, served recently with UNESCO as head of Multilingual Film Production. Mr. Ramos, until recently vice president in charge of U. S. operations for the CMQ-TV Network of Cuba, will service Latin America from TPA's headquarters in New York.

LEVER ORGANIZES QUEST FOR GOOD FILM

Thursday meeting of advertiser agency group produces call for committee of agencymen, film producers, station and network officials to study problem of quality in tv film.

A CALL for a representative committee to be formed to study the agency-producer problem of "quality" in television film commercials was made Thursday before a private session of agency executives, film producers, network officials and others, held at Lever House in New York.

The suggestion was made by George J. Zachary, Lever Bros.' program manager. Mr. Zachary proposed that the committee's membership be limited, to keep it within bounds, but that representation be given to agencies, clients, film producers and stations.

This was the second meeting held by Lever Bros. in a series instituted as a wide project to upgrade technical standards of tv commercial films [CLOSED CIRCUIT, Oct. 1]. Presiding over the session was Richard E. Dubé, Mr. Zachary's assistant and prime mover of the project. The first session in September was heavily attended by officials of the six agencies that service Lever: J. Walter Thompson; Foote, Cone & Belding; Sullivan, Stauffer, Colwell & Bayles; BBDO; Kenyon & Eckhardt, and Ogilvy, Benson & Mather [B•T, Sept. 3].

Highpoints of the meeting:

• Disclosure that these six agencies have formed a committee, made up of "production" executives to sift areas of "distress" to agencies. The committee served as a panel at the meeting.

• The committee will serve as an "exchange" or clearing house for ideas on upgrading tv film commercials.

• Biggest bone of contention among committee members: tv stations still show film in its 16mm form rather than 35 mm projection.

• An unsolicited statement by a member of the invited audience that Procter & Gamble, Lever's competitor, is doing a "similar thing" to Lever in sounding out film producers and others in a search for greater quality in tv commercial film.

• Split opinion as to the degree and on whom the responsibility of establishing quality control of electronic transmission falls the greatest: the agency, the film producer or the station.

• A suggestion (by Peter Keane, technical director, Screen Gems) that perhaps Lever Bros. and other national advertisers who are heavy users of tv time, pay an "increment" to stations if commercials are played on higher quality equipment.

• Disclosure that the Television Bureau of Advertising had been contacted by Lever Bros. asking that the Bureau study the possibility of more tv stations installing 35 mm film equipment.

• An agency executive made an open suggestion that film producers be prepared to brief agencies on what they are doing about color tv film commercials and what possibilities and/or developments have been uncovered.

The agency panel speakers were Fred Raphael, coordinator of tv films, J. Walter Thompson, who treated set design; Marshall Rothin, film supervisor, Kenyon & Eckhardt, who spoke on lighting; Marie Gordon, commercial tv producer-director, JWT, who reviewed quality of live opposed to film; Walter Selden of SCC&B, who talked about shading; Philip (Les) Tomlin, associate director of radio and tv, OB&M, who treated job performance, and Roger Pryor of Foote, Cone & Belding, who summed up questions the agencies wished to pose to the film producing industry in order to "stimulate thinking."

Stimulate they did. The invited guests engaged in spirited discussion that was forced to a conclusion at 4:30 p.m. only because Lever House's auditorium had a quitting time of 5 p.m. The meeting started at 2:30 in the afternoon.

In opening the meeting, Mr. Dubé noted that Lever is concerned with quality of not only its product but also in its advertising and thus, in a search for new ideas and improvement, it feels its shares responsibility with its agencies and film producers in filmed tv commercials.

Lever, he said, already has questioned its agencies if they are: (1) satisfied with the current tv film commercials as the best that can possibily be produced and (2) find marked differences of film produced by one company compared with another, or of one film to another produced by the same company.

To be fair to the film producers involved, however, the agencies were not required to specifically point at individual producers but rather generalize. The agencies, he said, agreed there were differences and thought that even the best samples could be improved.

Mr. Raphael found that JWT's best efforts were those in which they utilized the services of a production supervisor who also is a set designer. He warned, however, that agencies as a rule cannot afford such staffing to any extent and suggested that perhaps film producers should have such experts in their shops.

Revealed by Mr. Raphael: JWT now is doing more spectacular type commercials, all involving the stylized set. He estimated 50-60% more sets being stylized, and noted JWT has done a whole new set for Schlitz that way.

Mr. Rothin noted that unfortunately client or agency viewing of a filmed commercial on the home tv screen often is the final "test" as to whether lighting is good or poor. He called for stricter servicing to agencies on light testing at point of camera and additional producer experimentation.

Miss Gordon's talk centered on the "drop"

KRON is TV in SF



San Franciscans are sold on KRON-TV

POPEYE IS AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

of quality she said often occurs when a filmed commercial is shown during or after a live program. She asked for (1) pressure on optical houses and labs, particularly in New York, to do better job on optical negative and in print processing, (2) a more frequent get-together among lab engineers, producers and network engineers to improve equipment, standards and transmission, and (3) a look at closed circuit testing by film producers, citing K&E's in-shop closed circuit lab.

SSC&B's Selden also extolled the value of closed circuit in detecting shading, suggesting a "bill of particulars" be sent with each print to stations. He indicated there ought to be a meeting ground on sound levels (in answer to variance between program content and commercial).

A technical exposition of picture composition, detailing "lines of flow"; of camera angles, opticals, etc. was presented by Mr. Tomlin, who indicated he was trying to prod thinking toward setting up basic "musts" in commercial film production.

FC&B's Pryor asked that producers broaden their information on such new developments as color tv film (and its standards) and magnetic tape. "Is it satisfactory? Will it make film outmoded or obsolete? If so, what steps are being taken?" Once top officials know the answers, the information should be "sifted" down to all staff levels so that data can be available for agency inquiries, he noted. Mr. Pryor appeared to suggest that perhaps producers could make facilities available at cost for testing color commercials, that thought be given to product redesign for color and "how products will look on color tv."

Mr. Pryor ended his talk on a forceful note by pointing up "tragic loss of quality in reproduction" of the tv film commercial. He wondered whether tv stations are fully acquainted with the problem, and if so what could be done to correct it. He said in some cases, commercials aired on local stations have such poor quality that they look inferior to filmed programs.

Full discussion was sparked after the panel completed its talks. Most often heard complaint by both panel and audience, however, was that stations are at fault in using outmoded transmission equipment and or in "violent" print handling. A CBS spokesman thought it was the agency which ought to spot check quality control. Harold Wordsel, Sound Masters, New York, and an officer of the Film Producers Assn. of New York (leading producers are members), promised the gathering that FPA would schedule an open meeting within 30 days on the subjects brought up at the Lever meeting.

In summing up, Lever's Zachary cautioned the assembly to keep in mind the objective of setting up standards rather than a forum for "gripes and grievances." He said artistic standards cannot be created but technical standards are possible.

Winking IDs

FILMACK Studios, New York, is offering tv stations "a new idea in IDs . . . flashing call letters on film." Don Mack, company vice president, points out that since the new eight-second spot announcements give stations two seconds of full screen ID, their call letters on static slides "appear dead by contrast with the preceding commercial." He claims the animated call letters keep up the continuity of action and draw attention to the identifying station itself.

Keever Sees Good Market For Tv Film Syndication

JACK KEEVER, director of sales for NBC Television Films, thinks there are more than enough blue-chip sponsors throughout the country to warrant production of quality syndicated film shows at a profit.

Mr. Keever spoke at the Pittsburgh Radio & Television Club Oct. 24. He noted that his position is not in line with most tv film producers who think it necessary to first sign a regional or national sponsor. At NBC, he pointed out, there is a strong feeling there "are more than enough local sponsors to make the production of a first-class, first-run entertainment vehicle entirely feasible from a production standpoint, from a sales standpoint and from a successful financial standpoint."

The current increased flow of feature film product will have little effect on syndication, a view which, Mr. Keever said, was based on talks with station owners who told him they are buying the features to replace older feature product. "The market for syndicated film will remain firm," he counseled.

Mr. Keever declared that syndication "is a big boy now . . . [It is] on a level with or surpasses anything in television—live network shows, spectaculars, feature films—everything and anything." In addition to entertainment value, syndication, he said, has an ability to hold viewers for the commercial message and is geared for any type of market distribution pattern desired by the advertiser. He also touched on its flexibility —how it can be used as a prestige medium for a bank and as a hard-sell medium for a druggist.

Dynamic Films Reorganizes

AS part of a major reorganization plan, Dynamic Films, New York, last week announced the creation of six new departments to handle production details in different fields. The departments are: tv film packaging, public affairs, tv commercials, advertising and public relations, and automotive.

Nat Zucker, Dynamic president, said a department head to supervise each particular area will be named shortly. He said the company's other plans include the purchase of a new physical plant and the production of a feature film, which currently is in the drawing-board stage.

Filmed Olympic Highlights To Be Offered Tv Stations

SIX half-hour programs of the Olympic Games in Australia will be filmed by Sports Tv Inc. and made available for sale to tv stations throughout the country, it was announced last week by Paul Talbot, president of Fremantle Overseas Radio & Television Inc., New York, which holds world-wide motion picture and tv rights to the sports event.

Mr. Talbot said that four of the films will be delivered to stations while the games, which begin Nov. 22, are still in progress. Sports Tv Inc., he added, will handle sales of the program, called *Olympic Highlights* in the West and Midwest, with eastern sales by Trans-Lux Corp. and Canadian sales by Fremantle of Canada Ltd. The films will be narrated by Tom Harmon, with on the spot interviews by Bob Mathias.

On-the-spot coverage of the Olympics by tv networks, stations and newsreels has not been set. Earlier, the networks and newsreels had announced they would not cover the event under the restrictions established by Mr. Talbot and the Olympic Committee. Mr. Talbot said last week that discussions are being held and an announcement on news coverage of the event may be forthcoming within the next week.

Wells Bruen Appointed To New Official Films Post

PROMOTION of Wells Bruen from assistant sales manager to the newly-created post of manager of the syndicated sales division of Official Films Inc., New York, was announced last week by Herman Rush, vice president in charge of sales.

In his new post, Mr. Bruen will maintain liaison with and supervision of Official's 11 field offices. The move was said to be undertaken to enable Mr. Rush to devote more time to network sales and to acquire new properties for the company. Mr. Bruen returned to Official in August 1955 after an earlier stint with the company and was named assistant sales manager in March 1956. He also has served in sales capacities with George Hollingbery Co., and several southern radio and television stations.

Howell to New CBS Film Post

APPOINTMENT of John F. Howell to the newly-created post of account executive for national sales of CBS-TV Film Sales was announced last week by Thomas Moore, general sales manager. Mr. Howell has been account executive in the New York office of CBS-TV Film Sales for the past three and a half years.

Four Star Names Rayel

APPOINTMENT of Jack Rayel as vice president and general manager of Four Star Films Inc., Hollywood, was announced last week by President William Cruikshank. Mr. Rayel has been CBS-TV executive producer on *Ford Star Jubilee* and previously had been with NBC-TV, where he was credited with creating the *Home* show for that network.



WOODLAND-TV *is* BIG *territory!*

Here's the business end of a high-powered motoring market you may be missing . . . currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station . . . the country's 18th television market. Ask us to tell you more!



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

FILM SALES

ABC Film Syndication last week reported two "firsts" in Orient among its foreign sales. Sold to OTV Osaka and CBS-TV Nagoya, both Japan, was *Passport to Danger* starring Cesar Romero. Sales, effective Dec. 1 for 39 weeks, are first made there by ABC Film Syndication. Firm also placed *Passport to Danger* and *Racket Squad* with CMQ (TV) Havana, Cuba, effective Nov. 15. Both shows, dubbed in Spanish, are set for 52 weeks, 39 first runs and 13 repeats.

CBS Television Film Sales, N. Y., reports sale of newsfilm service to WFAA-TV Dallas, WFSA-TV Montgomery, Ala., WFBB-TV Indianapolis and H-SV Melbourne, Australia.

Screen Gems, N. Y., reported completion of 350th station sale of *Your All Star Theatre* (re-runs of *Ford Theatre*), which has been syndicated for five years. Latest sale to WLWD (TV) Dayton raised to 93 the number of markets in which series currently is presented.

Television Programs of America, N. Y., has sold its *Lassie* tv film series, dubbed in Spanish, to Kellogg Co., for showing in Mexico City, Cuba, Puerto Rico, Colombia, Venezuela, El Salvador and Guatemala, starting after first of year. Agency for Kellogg is J. Walter Thompson Co., Mexico City.

GallenKamp Shoes, San Francisco, through Bernard B. Schnitzer Inc., same city, purchased *The Mickey Rooney Show* to be shown Friday evenings on KGO-TV San Francisco, KNTV (TV) San Jose and KBET-TV Sacramento.

FILM PEOPLE

Fred Stettner, general manager, Barry & Enright Productions, N. Y., to vice president in charge of business affairs.

Robert B. McKenna, NBC-TV Film Div. salesman, Chicago, appointed to midwest staff of ABC Film Syndication, covering Michigan, Ohio and West Virginia.

Tom Pettit, assignment editor, KCRG-AM-TV Cedar Rapids, Iowa, to Continental Films, Minneapolis, Minn., as writer-director, and John Raddatz, KSTP-TV, Minneapolis-St. Paul, to Continental as cameraman.

Hugh Benson, radio-tv publicity staff, Warner Bros. Studio, Burbank, Calif., promoted to assistant associate executive producer.

Joe Seiferth, client service director, Burton Browne Adv., Chicago, to Lewis & Martin Films Inc., same city, in similar capacity.

Lee Bobker, vice president, Dynamic Films, N. Y., elected to board of directors of Film Council of America.

Alan Gleitsman, salesman, Sterling Television Co., N. Y., father of boy, Richard Paul, Oct. 6.

NETWORKS CARRY BOTH IKE, STEVENSON AS FCC BALKS ON EQUAL TIME-RULING

All radio, tv networks play safe in giving Gov. Stevenson time to answer Eisenhower simulcast on international crisis. Action follows refusal by FCC to make quick decision on interpretation of Sec. 315.

RADIO AND TV networks last week were caught in a vicious swirl of events—a presidential election only a few days away, a Middle East crisis and the United Nations' critical debate on the British-French-Israeli moves in Egypt. Each event somewhat dovetailed into the other (see separate story).

President Eisenhower spoke on all networks for 15 minutes Wednesday night (7-7:15 EST) on the Middle East situation. Democratic candidate Adlai E. Stevenson canceled an upstate New York campaign leg and returned to New York City, sending a wire Thursday morning to all networks demanding equal time to express his views on the Middle East.

Networks quickly asked the FCC for advice. When the Commission failed to give an immediate ruling, noting that the problem was too complex for an immediate decision, each of the networks decided to grant Mr. Stevenson equal time. Subsequently, Mr. Stevenson spoke to the nation on all four radio networks and the three tv networks at 7-7:15 p.m. EDT Thursday.

ABC's John Daly, vice president in charge of news and public affairs, noted that the network found a "substantial question" as to whether or not the granting of "equivalent time and facilities" was applicable both under the Communications Act and by Commission rulings. Mr. Daly commented that it was possible that a subsequent ruling—despite the FCC failure to render an immediate decision—would uphold Mr. Stevenson's request, but under the circumstances—i.e., with the election "four days away," Mr. Daly said ABC felt it would grant the time "rather than risk imbalance in campaign allocations."

CBS President Frank Stanton sent the following wire to the FCC on Thursday:

"While past interpretations of Sec. 315 by the FCC indicate that the equal time requirements apply irrespective of whether the broadcast giving rise to the requirement is or is not political in content, there has been no ruling by the FCC that Sec. 315 applies where the President of the U. S. uses broadcasting facilities to deal with grave national or international circumstances. Accordingly, I respectfully request a ruling from the Commission at its earliest possible convenience whether the demands for equal time by qualified candidates for the Presidency arising out of last night's broadcast by the President, must be granted."

When the FCC did not come through with a ruling, CBS went ahead and scheduled Mr. Stevenson's talk. NBC reported the same experience.

NBC sent the following wire Thursday to George W. Ball, director of public relations for the Stevenson-Kefauver Campaign Committee, which explains that network's action.

"Gov. Stevenson's request for equal time on the basis of President Eisenhower's address of last night raised a legal question on which we immediately sought a ruling from the FCC. The FCC has advised us this afternoon that "such an involved and legal interpretation" is presented that the Commission is unable to make a ruling at this time. This confirms our original view that a serious question exists as to whether or not Sec. 315 of the Communications Act applies. However, in the light of the shortness of time we have decided to make our radio and television network facilities available at 7:00-7:15 p.m. tonight for a statement by Gov. Stevenson."

MBS also cited a lack of time to weigh the matter and immediately scheduled Mr. Stevenson's address. But in doing so, John B. Poor, MBS president, announced that the network was abiding, as an expedient, on an FCC ruling on the Community Chest campaign which was aired.

Mr. Poor said the following portion of the FCC ruling was considered by Mutual to be the basis for its approval of Mr. Stevenson's equal time request:

"Any use of a station by a candidate, in whatever capacity, entitles his opponent to equal opportunities."

Mr. Poor said it was in compliance with this ruling that it scheduled the Democratic standard bearer's address but that it in no way should be construed that Mutual believes the President's address to be political.

Leonard Hall, Republican National Committee chairman, wired Mutual Thursday evening that the GOP was demanding equal facilities to those granted Mr. Stevenson.

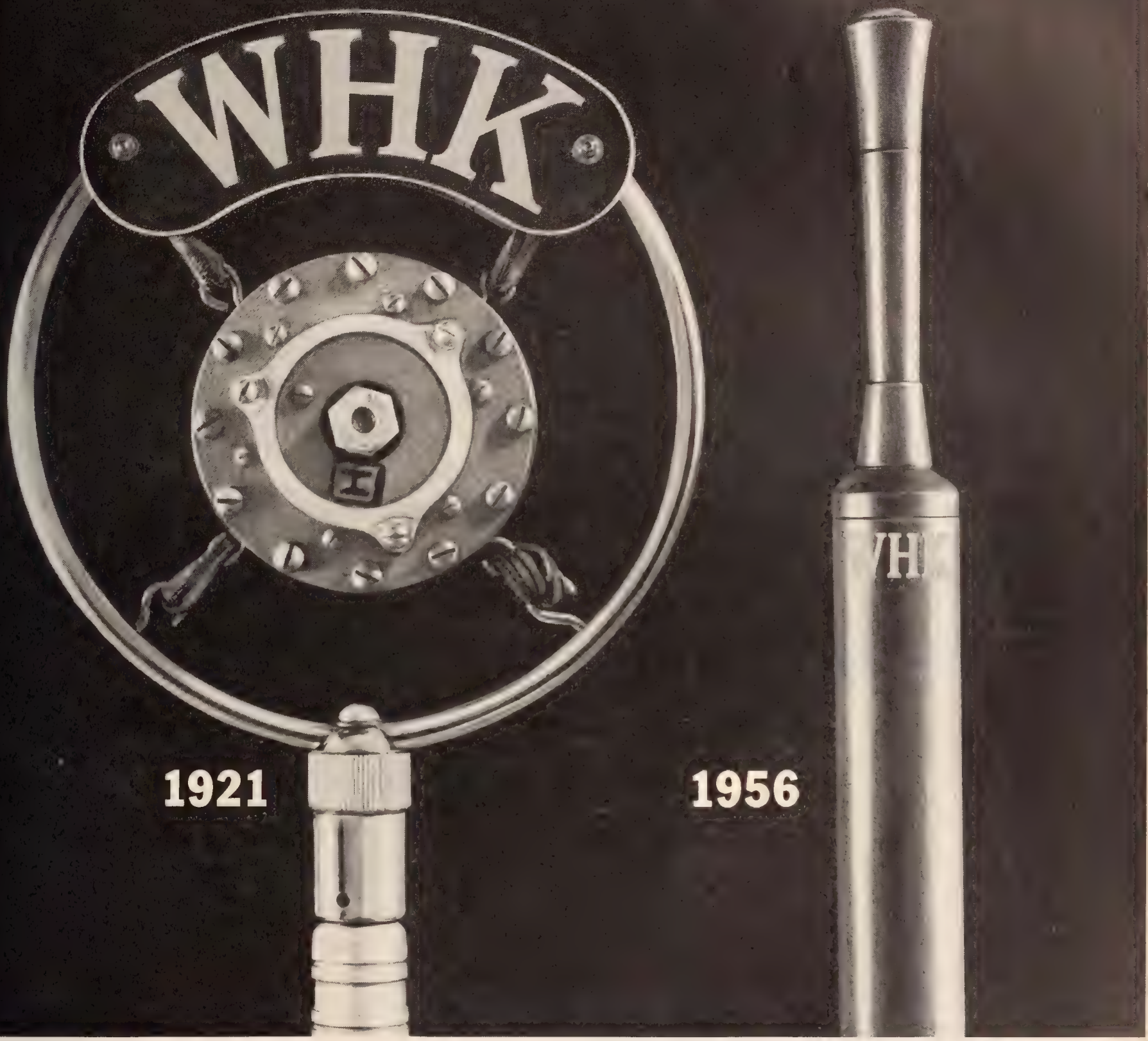
HERES HOW FCC TOSSED THE BALL RIGHT BACK

Commission ducks networks' request for guidance by saying problem too involved for immediate ruling. Comr. Rosel Hyde is only dissenter.

IT TOOK the FCC virtually the whole of last Thursday afternoon to determine its reply to the networks regarding Adlai Stevenson's request for equal time, following President Eisenhower's Wednesday evening radio and tv address to the nation on the Middle East crisis. The judgment: The question is too involved and complicated for an answer at this time.

The Commission's reply was sent over the signature of Chairman George C. McConnaughey and had the backing of four other commissioners. Comr. Rosel H. Hyde asserted that there was only one answer—that Sec. 315 of the Communications Act made no distinction between Presidential use of the air and the Republican candidate's use

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WHK, Cleveland, NBC Radio in America's 11th largest market (including Cuyahoga County, the nation's sixth largest county in total retail sales), joins:

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WRCV, WRCV-TV	Philadelphia	KOMO, KOMO-TV	Seattle-Tacoma
WRC, WRC-TV	Washington	KRCA	Los Angeles
WCKT	Miami	KPTV	Portland, Ore.
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The • Boston Herald • Boston Post • Brewer, Bruce B., & Co. • Brisacher, Wheeler & Staff • Bistol-Myers Co. • Brown
Week • Cabot, Harold, & Co. • Campbell-Ewald Co. • Campbell Soup Co. • Capper's Weekly • Casper Tribune-Herald
American • Chicago Daily News • Chicago Daily Tribune • Chicago Sun-Times • Chrysler Corp. • Cincinnati Enquirer
Cole & Weber • Colgate-Palmolive Co. • Collier's • Columbia Broadcasting System • Columbia Daily Tribune • Columbus
• Cunningham & Walsh • D'Arcy Advertising Co. • Dallas Morning News • Dallas Times Herald • Dancer-Fitzgerald-Sa
troit News • Detroit Times • Drug Trade News • DuPont de Nemours, E. I., & Co. • Duluth Herald • Durstine, Roy S.
Esquire • Esso Standard Oil Co. • Esty, William, Co. • Fairmont Times • Fargo Forum & Daily Republican • Firesto
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Printers' Ink • Proceedings of I. R. E. • Procter & Gamble Co. • Providence
Gazette • Revlon • Rexall Drug Co. • Richards, Fletcher D. • Richmond News Leader • Richmond Times-Dispatch • R
Rockford Register-Republic • Rumrill, Charles L., & Co. • Ruthrauff and Ryan • Sacramento Bee • Safeway Stores • St. Loui
Express-News • San Francisco Chronicle • Saturday Evening Post • Schlitz, Joseph, Brewing Co. • Scranton Times • Sears
Tribune • Sioux Falls Daily Argus-Leader • Socony-Mobil Oil Co. • Spartanburg Herald • Spokane Daily Chronicle • Sp
Sullivan, Stauffer, Colwell & Bayles • Superior Evening Telegram • Syracuse Herald-Journal • Tacoma News-Tribune • Tac
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Wisconsin State Journal • Worcester Evening Gazette • Wrigley, Wm., Jr. • Young & Rubicam • Youngstown Vindicator and

Gl e-Times • American Airlines • American Broadcasting Co. • American Home Products Corp. • American Journal of Medi-

zet • Asheville Citizen Times • Ashland Oil & Refining Co. • Association of American Railroads • Atlanta Constitution • At-

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W iamson Tobacco Corp. • Buchanan & Co. • Buffalo Courier-Express • Buffalo Evening News • Burnett, Leo, Co. • Business

Ch n Store Age • Charleston Daily Mail • Charleston Evening Post • Charlotte Observer • Chattanooga Times • Chicago

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resno Bee • Fuller & Smith & Ross • Gardner Advertising Co. • General Dynamics Corp. • General Electric Co. • General

keeping • Goodrich, B. F., Co. • Green Bay Press-Gazette • Greensboro Daily News • Greenville News • Great Falls

artford Times • Harvard Business Review • Hormel, George A., & Co. • House Beautiful • Hotpoint Co. • House and

anapolis News • Indianapolis Star • Indianapolis Times • Jackson Daily News • Jacksonville Journal • Jergens, Andrew,

eph, Co. • Kellogg Co. • Kenyon & Eckhardt • Ketchum, MacLeod & Grove • Knoxville Journal • Knoxville News-Sentinel

ife • Look • Los Angeles Examiner • Los Angeles Times • Louisville Courier-Journal • Ludgin, Earle, & Co. • Madison

mmercial Appeal • Memphis Press-Scimitar • Mennen Co. • Metropolitan Life Insurance Co. • Meyerhoff, Arthur, & Co. •

tinel • Minnesota Mining & Manufacturing Co. • Minneapolis Star • Minneapolis Tribune • Montgomery Advertiser •

• Nation's Business • National Geographic • National Petroleum News • Needham, Louis & Brorby • New Orleans Times-

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e-Democrat • St. Louis Post-Dispatch • St. Paul Dispatch • St. ial-

uck and Co. • Seattle Daily Times • Seattle Post-Intelligencer ip •

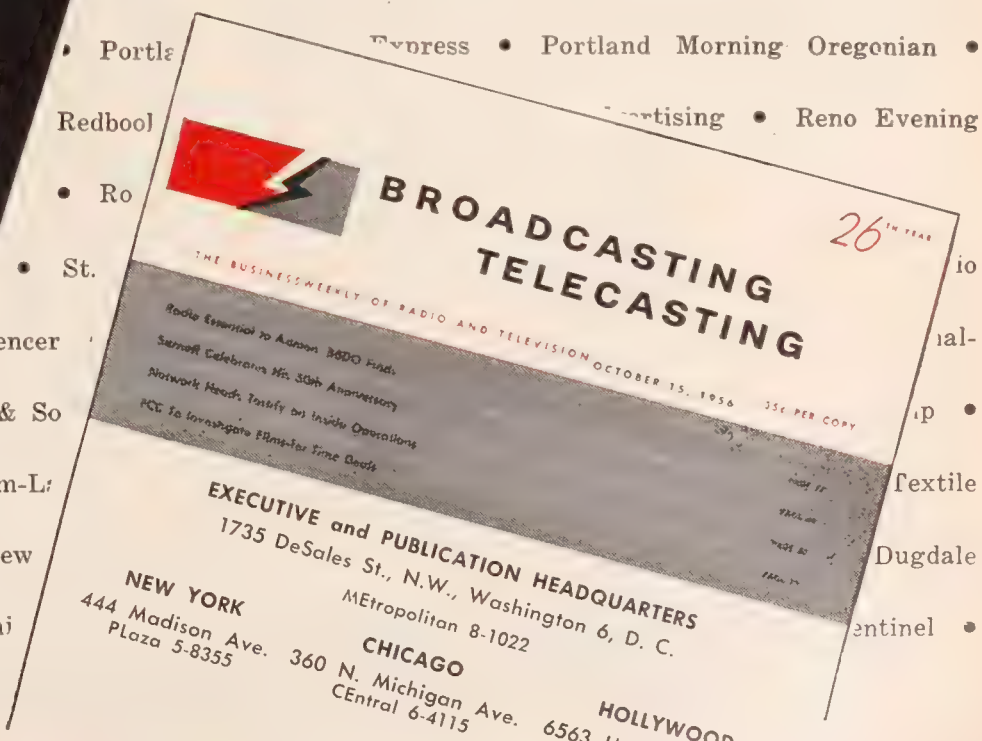
Spokesman-Review • Sports Illustrated • Squibb, E. R., & So

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gram



of the air, no matter what the subject matter. Comr. Robert E. Lee did not participate.

There were some commissioners, it is understood, who felt that a distinction should be made and that President Eisenhower's use of broadcast facilities was more in the nature of report to the people on a matter of national emergency than that of a political candidate. This would obviate the requirement that equal time be permitted to other candidates, they felt. However, the Commission majority finally agreed to decline to handle the hot potato and tossed it right back to the networks.

The FCC wired its answer to Frank Stanton, CBS; Robert Sarnoff, NBC; Leonard Goldenson, ABC. All were substantially the same.

The text of Mr. McConnaughey's Nov. 1 telegram to CBS President Frank Stanton and Mr. Hyde's separate views are reprinted below:

Frank Stanton, President,
CBS, New York

This is in reply to your telegram of Nov. 1 as follows: "I have today received the following wire from Adlai E. Stevenson, Democratic candidate for the office of the Presidency: 'Due to grave crisis in Middle East and the granting of 15 minutes of radio and tv time to the Republican candidate yesterday, I request that equivalent time be made available to me at 7 p.m. EST, Thursday, Nov. 1, 1956. I have cancelled my campaign plans so as to originate the program in New York City. Request that you work out all arrangements with George Ball, director of public relations, Stevenson-Kefauver Campaign Committee, 1728 L St., Washington, telephone District 7-1717. I am sending identical telegrams to the other radio and tv networks. Adlai E. Stevenson.' We have also received the following wire from Herman Singer, national secretary of the Socialist Party on behalf of the Socialist Party candidate for President, Darlington Hoopes. 'Respectfully request equal opportunity over CBS network to reply to Pres. Eisenhower's speech carried Oct. 31 in accordance with FCC Regulation 315. Herman Singer.' Past interpretations of Sec. 315 by the FCC indicate that the equal time requirements apply irrespective of whether the broadcast giving rise to the requirement is or is not political in content. There has been no ruling by the FCC that Sec. 315 applies where the President of the United States uses broadcast facilities to deal with grave national or international circumstances. Accordingly, I respectfully request a ruling from the Commission at its earliest possible convenience whether the demands for equal time by qualified candidates for the Presidency arising out of last night's broadcast by the President must be granted." In effect you have asked us for a declaratory ruling that Sec. 315 does not apply. For the FCC to conclude that Sec. 315 does not apply in the circumstances you have outlined is dependent on such an involved and compli- cated legal interpretation that we are unable to give you such a declaratory ruling at this time.

By direction of the Commission
(S) George McConnaughey

Separate views of Comr. Hyde with respect to requests of CBS, NBC and ABC as to whether the equal time provisions of the Communications Act are applicable to the Oct. 31, 1956, broadcast of Pres. Eisenhower: The question raised is whether Section 315 of the Communications Act of 1934 is applicable in the situation presented. The answer is clear in the language of the statute which reads as follows: "Sec. 315(a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting stations, provided that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

The essential purpose of Section 315 of the Communications Act would be thwarted if the equal opportunity principle is not respected.

Lar Daly Pickets FCC In Campaign for Equal Time

LAR DALY, avowed Republican candidate for President on the America First ticket, nattily attired in an Uncle Sam costume, picketed the FCC last Tuesday to emphasize his equal-political-time demands, but it was all for naught. For on that same day, the FCC was writing a letter to Mr. Daly denying his request for rehearing of an FCC order which held that he was not a legally-qualified candidate within the meaning of the Communications Act.

Accompanied by his young son and two followers, all carrying sandwich-board protests, Mr. Daly's two-hour vigil outside the FCC was interrupted by rain. Mr. Daly's sign read: "FCC/Equal Time under Law/Fair Play in Politics/Order the Four Tv and Radio Networks to Give Lar Daly, Republican Candidate for President, the Free and Equal Time Due Him Under Law/Always America First."

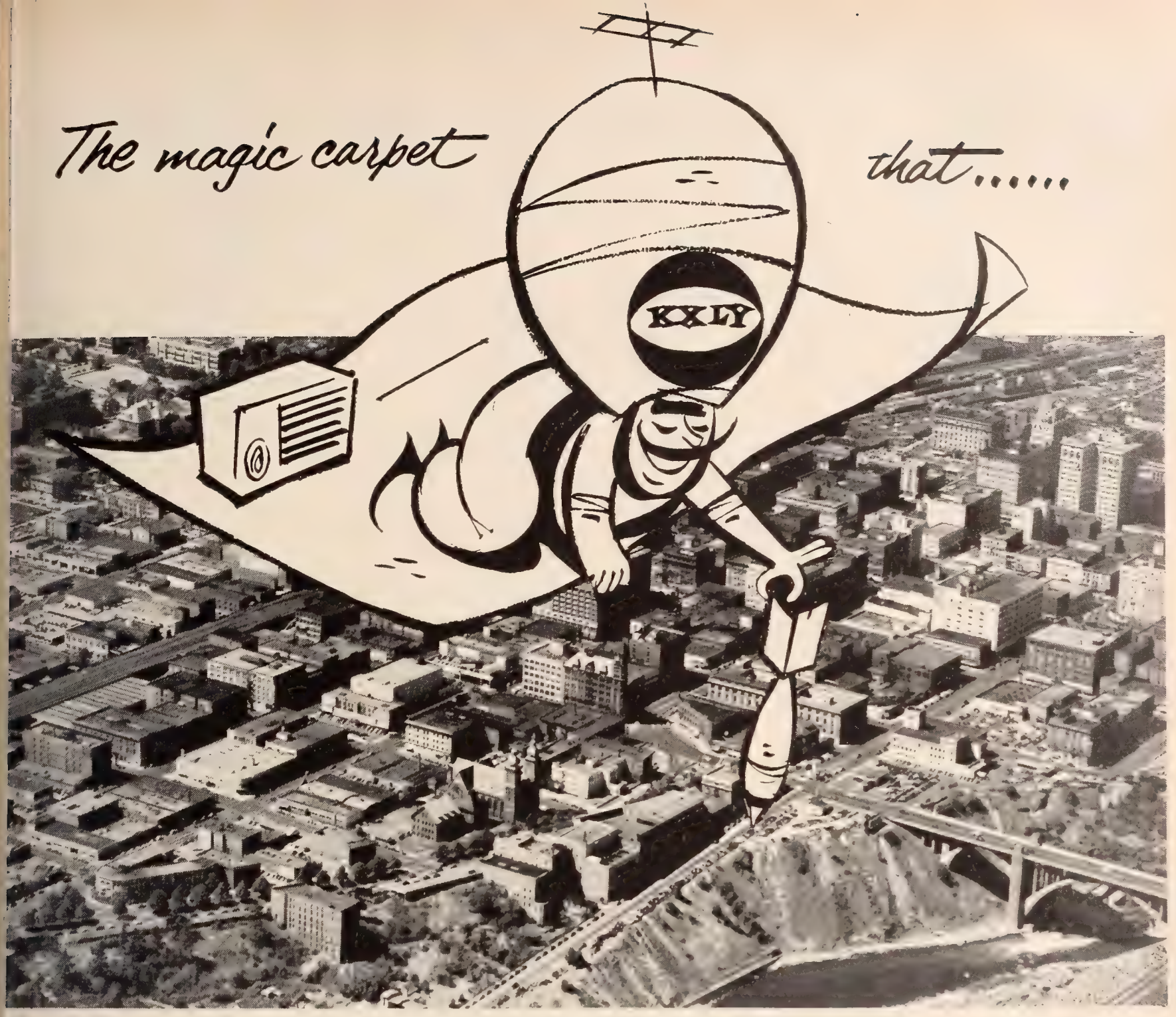
Last April 2, Mr. Daly demanded equal time on all networks to answer a Feb. 29 address by President Eisenhower, announcing his candidacy for re-election. This request was denied on April 11 by the FCC which said that Mr. Daly failed to make an unequivocal showing that he was a "legally qualified candidate." Mr. Daly later requested equal time with Mr. Eisenhower from Feb. 29 to Aug. 22, the date Mr. Eisenhower was renominated. This the FCC denied last week, holding that as Mr. Eisenhower is the Republican candidate for President, no contest now exists for the nomination.

WCDA-B	Albany
WAAM	Baltimore
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
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The only exclusive TV national representative

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FROM CANADA TO OREGON, FROM THE CASCADES IN WASHINGTON TO THE MONTANA ROCKIES . . .

Inquire about the bonus merchandising service KXLY-TV advertisers may qualify for: TELEMARKET and PARADE OF PRODUCTS

No other advertising medium in the billion and half dollar Inland Empire reaches as many buyers as KXLY-TV! Only from 6,018 feet Mt. Spokane can your message reach ALL the television receivers in this big segment of the great, booming Northwest! Proof that the "magic carpet" covers the Empire best is the fact that more local advertisers use KXLY-TV than the other two stations combined. Plan to blitz this rich package of consumers with a sales bomb from the "magic carpet that covers the empire!" Write for complete market and coverage information.

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The station with a million friends!

VICE PRES. RICHARD E. JONES
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NETWORKS READY ELECTRONIC PREDICTORS

Speed, accuracy and trend-spotting to be networks' forte as they marshal men and machines for election news.

THE key words for tomorrow's radio and television coverage of the national elections are speed, accuracy and trend-spotting.

Competition is keen among major networks to bring the developments on the balloting speedily to audiences throughout the country and to predict the drift of elections before the official counting is completed. They are relying upon wizardry of electronic devices to flash news of the balloting and spot the eventual winners in major contest.

As radio and television stations throughout the country completed preparations for the most exhaustive election coverage in history, networks held "dry runs" last week for their electronics accessories: CBS with its UNIVAC, high-speed computer manufactured by Remington Rand; ABC with its Elecom 125, produced by Underwood Corp., and NBC with its IBM machines. All devices are designed to compute rapidly and subsequently predict the outcome of the balloting. Mutual is the only network not utilizing special electronic equipment.

Coverage is set to begin on networks at 8:30 p.m. EST and though station schedules vary, most outlets plan their election broadcasts to start at approximately that time. In addition to computers, networks have assembled an array of electronic visual aids to enhance the value of pictorial coverage on tv.

ABC, CBS and NBC are calling upon 250 staffers each to handle the work load on election night at New York headquarters and in key cities throughout the country. Mutual has assigned a staff of about 100.

CBS' coverage on radio and television will be sponsored by the Westinghouse Electric Corp., Pittsburgh, through Ketchum, MacLeod & Grove, Pittsburgh. Overall supervision of coverage will be under Sig Mickelson, vice president in charge of news and public affairs. Walter Cronkite will be anchor man for CBS-TV and Bob Trout for CBS radio.

UNIVAC Was for Ike

CBS last week noted that on Election Day 1952, UNIVAC was quoting odds of 100 to 1 in favor of an Eisenhower victory by 8:30 p.m. EST and was "predicting" an electoral vote of 438 for Mr. Eisenhower to 93 for Gov. Stevenson (final electoral count was 442 for Mr. Eisenhower to 89 for Gov. Stevenson). For several weeks, a team of statisticians, mathematicians and political analysts have been feeding information into the device.

NBC's broadcasts on radio and television will be sponsored by RCA, through Kenyon & Eckhardt, New York; Oldsmobile Div. of General Motors through D. P. Brother agency, Detroit, and Sunbeam Corp., through Perrin-Paus Co., Chicago. William R. McAndrew will supervise overall coverage. Merrill (Red) Mueller will be radio anchor man, and Chet Huntley, David Brinkley and Bill Henry will assume this role jointly on television.

In addition to using IBM machines, NBC has signed with the Teleregister Corp. for its Teleregister talley boards. These electric boards are designed to improve the visual clarity for views. NBC also has leased 62 AP election wires throughout the U. S. to help speed up its operation.

ABC's coverage will be sponsored by the Buick Motors Division of General Motors. John Daly, vice president in charge of news, sports, special events and public affairs, will supervise coverage and serve as anchor man along with Quincy Howe.

ABC will use for the first time the Elecom 125, the electronic "brain" built by Underwood in time for the elections. To add spice to its coverage, ABC is pitting a team of men including ABC reporters and a research unit of *Collier's* magazine under Louis Harris against Elecom 125 to match its skill as prognosticators. Periodical reports on trends will be provided, based on the calculations of the electronic device and of Mr. Harris and his co-workers.

View for Voters

A TV SERIES entitled *Meet Your Candidate*, on which nearly 100 candidates running for state and local offices were invited to appear, is the method by which KREM-TV Spokane, Wash., gave voters an insight into characteristics of various office-seekers.

In one month preceding the primary election, the tv station devoted 495 minutes of Class A viewing time to this public service program, which varied in length from a half hour to one hour.

Each candidate was given five minutes for his opening talk and then all candidates took part in a question-and-answer session moderated by KREM-TV News Director Dick Hoover.

Letters of praise for the program have been received by the station from listeners ranging from housewives to college professors.

"We're extremely happy with the response," says Mr. Hoover. "The candidates leave the studios with a kindly attitude toward KREM-TV and from a public relations standpoint, we couldn't have done better."

Highlights of the series (Sept. 17) were talks by candidates for the U. S. Senate from the State of Washington, Sen. Warren Magnuson (incumbent) and Gov. Arthur Langlie.

Oratory Anyone?

AN ADMAN's vague yearnings have been translated into a Democratic radio campaign weapon which can be wielded by anyone who has the money to pay for a local spot, according to Shappe-Wilkes Inc., New York agency, which says the plan is supported by the National Volunteers for Stevenson-Kefauver. The voter merely goes to a local radio station, pays for and records a 30-second spot, using his own voice, and is furnished enough postcards to notify his friends when to listen for the broadcast. The plan was conceived, the agency says, when Hal Becker, vice president, "heard a political broadcast and wished he could make his own pitch for the candidate of his choice. Suddenly he realized . . . etc., etc." This type of contribution, the agency adds, gives the contributor so much personal satisfaction it is virtually painless.

Mutual's broadcast schedule will be sponsored by the Kohler Co. (plumbing equipment) Kohler, Wis., through Roche, Williams & Cleary, Chicago. Overall supervision of coverage will be under Brad Simpson, assistant to the president, who will be supported by John D. Whitmore, executive producer in charge of news and special events.

Mutual's broadcast pattern for the elections is keyed to the impact this event will exert on world history. In addition to providing election results, Mutual will offer reports from critical areas throughout the world, designed to elicit comment on the progress of the balloting. The network will make use of its own correspondents abroad has entered into cooperative arrangements with *Newsweek* magazine and BBC, and has set up special short-wave circuits to such places as Beirut, Cairo, Tel Aviv and Hong Kong.

Foreign Language Stations Used in GOP Campaigning

THE Republicans are using foreign-language radio broadcasts to woo the votes of some five million persons in the East and Midwest who speak foreign tongues, according to the Pan American Broadcasting Co New York, which is analyzing and choosing the markets to be used.

Pan American announced it has prepared and translated over 200 special programs for the GOP campaign in Polish, Italian Ukrainian, Hungarian, German, Greek Slovak, Czech and Lithuanian. The five minute programs are under supervision of Leo Shore, Pan American program director in cooperation with Ab Herman, head of the Republican National Committee's nationalities division.



NETWORK RADIO: PRO, CON

MBS Radio Network President John B. Poor (l) and a non-network broadcaster, Harold Krelstein (r), president of Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCAO Baltimore and WCOP Boston), took part in a debate Wednesday at a roundtable luncheon under the auspices of the Radio Television Executives Society. Billed to speak on "Radio Networks: Have They a Tomorrow?", the speakers changed the topic to "Network vs. Non-network." Condensed transcripts follow:



IT IS my contention, naturally, that radio networks will be here tomorrow. In fact, we seem to be here quite firmly today. They will be here tomorrow provided they fulfill a purpose or a function. I believe that they do fulfill a purpose in three areas:

One, as far as the nation and the general public are concerned; Two, as far as the radio stations themselves are concerned, and Three, as far as national advertisers are concerned.

Every licensee has also got to serve the individual public, or the restricted public, around his radio station. If the radio stations do not—and I know that some of them do not—serve the public in these various ways, then they should not have their license. The license is given to them to serve the public and not only to make money. In fact, in an application there is no place where it says that the reason for getting a radio station is to make a lot of money.

As for the type of programming that the general public is interested in, if it can be supplied by a local radio station without a network, obviously you don't need a network. News—big news, that is—obviously can be supplied. You can take it right off the AP wire and read it. News commentary? Ninety percent of the stations in the United States don't have news commentators available for discussion groups.

On the spot coverage of national events of great importance: the U. N. session of yesterday—could any radio station in Tucumcari get that without a radio network? No. The radio network, I believe all of them, did carry that—maybe not on the spot, but within a few hours they had on the spot reports of just what took place, and had the voting and all.

You have all heard a lot about the great advantages of being an independent. There are about 1,150 to 1,200 radio stations which are affiliated with radio networks. There are about 3,000 radio stations altogether, but taking a typical morning time, more than 60% of the people in the United States listen to the network radio stations. They don't listen to the independents, although there are about twice as many independents as there are network stations. Obviously, they must like the programming. This is the test of the type of programming which the immediate public wants.

If the local station can supply this type of program without having any radio networks, that would be fine, but I don't think the radio station operators should concentrate just on making money. I think they should recognize their responsibilities to the public. If they are just going to take the top 40 tunes and play them, interspersed with "Don't burn down the forest at midnight," or something like that as a public service, it might not be a bad idea, as this is of purely local importance or significance, to restrict all music and news stations to 1,000 watts or 250 watts, something like that, and give the stations that really are performing a public service the big power frequencies and give them the power so that they can really go out.

As far as the stations are concerned, we have been living with the problem of network versus independent stations for a long time and we have queried several of our stations as to just why they wanted to have a network and we came up with the following answers:

One, they want a network for the program service, the type of

Continues on page 62

I THINK that I can speak for our company when I say that the prime objective of any radio station is to make money, but not exactly for just the purpose of making money. This business begins and ends with money like any other business, and to do a job in your market as an independent or a network station, your station does have to make a profit. Now, whether you take any of this profit and put it back into your property or not rests with the owner.

Speaking for our own four stations, we believe that part of every dollar we take in should be spent to improve the facilities from a program standpoint and we have done it. I think in our small way we have in many cases and many times actually outdone the networks, and if I may, would like to dwell on a simple case in point during the Korean conflict.

We sent the news editor of our station in Memphis to Korea at our expense. This man interviewed boys in uniform who came from our area. The tape was sent back to our city, it was played on the air, records of the tape were made and delivered to the families of these boys, and we did give the people in the Memphis area a first-hand hearing of what was going on in Korea by their own boys.

Now network may or may not be able to do that either on a local scale or on the grand scale. We don't know, but we know that we did it and it could be done by any station in the United States with or without a network.

It is one thing to program a station and hope that the listener will take it, but it's another thing to program the station in a manner which is a reflection of what the listener wants to hear, and with the advent of television you cannot run a radio station today the way you did before television. To that extent the networks have yet to make any change in their program philosophy that goes in a direction completely other than in the direction of television.

Why should any listener spend any time of any consequence listening to a star on radio that he could see and hear on television—assuming that the vast majority of people have television sets, and they do.

You can't compete with television by doing the same thing that television is doing. The radio network cannot compete for radio listeners by offering the same fare that they offer on television. I think that is a foregone conclusion, but that has not yet changed and until it does I think—and I had better be right—that networks, on the local level particularly, have to a great extent outlived their usefulness.

We have found this:

One, by presenting a type of program service to the listeners in the four cities that we serve we have done two things: First, we have turned on more radios and we have done that alone. The rating services—you can take your choice, whichever you like best—will definitely show that depth and use have increased measurably in the cities where we are employing our program philosophy.

We have been accused of being rock 'n' rollers. I know this: that we don't devote any more time to rock 'n' roll music than we do to any other kind of music. I know, too, that if we didn't play any rock 'n' roll at all we would lose a great part of our audience.

You can't go to one extreme so you have to devise a program which has general mass appeal locally, and the networks have not

Continues on page 62

POOR BACKS NETWORKS

Continued from page 61

service which I was just talking about. They want the program service not only from the public service angle, but also because it is worth money. It is worth money as a spot carrier, it is worth money for adjacencies. The sustaining programs save the stations a lot of money—this, of course, in the smaller markets.

The second reason is that they like the prestige of a national network. Sitting in New York you might not think that the national network has a great deal of prestige. I wouldn't admit to that, but in the outlying areas there is no question but what a national network does carry with it a great deal of prestige. You can say you can't spend prestige in a drugstore or the grocery store, but you can, really, because—we have had some instances where people have left us, went independent, found out that they were not quite as well accepted on Madison Avenue, didn't get the listings in the papers that they thought they would continue to get, and they came back to us, and this was all a matter of prestige.

The third reason why they are affiliated with the networks is because of the money they get. Of course, I wouldn't say this to any Mutual affiliate right now (laughter), but it should be a reason because the networks should be making enough money so they can pay them. This is our fault. There is nothing wrong with the network. It is the trouble with the way we are running it and there is certainly no reason why we could not get back to the days when there was full network programming and the affiliates were getting paid money for carrying it.

Another very important reason, and this has to do with money, is that the type of audience you get with a network station is a great deal different from the type you get with an independent music-and-news operation. On a network station you get a much bigger turnover. Now, if you have any doubt about who is listening to the top 40 tunes, go around to your record store on Saturday. I went and I had to make my way through all these bobby-soxers. Now, I assume the same people who are buying the records are listening to the radio.

And I might say another reason—and this is an empirical reason more than any other for belonging to a network—the most successful stations in the United States are network stations, by and large. I can't prove this. It is just my own experience. I have seen a lot of statements of stations up for sale, some of the top ones, some of the not-so-good ones, and I know what we have done with our own o&o stations. I am talking now about stations in larger markets, but I think it probably holds true all the way through, and shows that most of the national spot business goes to the network stations, the stations that are associated with a network.

It is our contention, then, as far as stations are concerned, they want us to proceed for the program and for the type of audience that they get and for the future. If all stations in the U. S. played the top 40 tunes all day long, I don't imagine it would increase the listening, because I assume that all the people who want to hear music on the air are listening to it right now. If 60% of the people would rather listen to a network station than listen to music and news, it is reasonable to assume that if you eliminated the networks you would eliminate 60% of the audience. So that a network station, assuming that the networks are going ahead, a network station has a great future, has a stake in the future of the country and the radio business in general, and my advice, of course, to any station would be, particularly if they are thinking of Mutual, is to get signed up now before it is too late. (Laughter.)

The third area that I was going to talk about is the advertising. Why would a national advertiser buy a radio network? He gets flexibility in his buying patterns. He can change his copy overnight. If he is trying to buy spot in 500 markets, which he wouldn't do anyway, but assuming that he was going to buy spot in 200 markets, or buy a network of 500 stations, if he doesn't like the copy, overnight he can change it. He doesn't have to correspond with 20 stations or 200 stations. At the time of the broadcast he can make pretty positive when the advertising is on. You might take five o'clock at night, five to six at night; you can have five to six at night all across the country and you know you have got it.

I am not going to say that radio network is much more economical to buy than national spot, because we are also in the national spot business, but one of the other reasons why radio network is bought by the advertisers is because it gives them a program which they can merchandise. You can't go out and merchandise 50 spots a week all over the country, but if you buy Arthur Godfrey, that is something you can merchandise—and I wish we could too (laughter).

KRELSTEIN LIKES INDEPENDENTS

Continued from page 61

and are certainly not doing it. I think one of the greatest weaknesses of network radio is the fact that the national network radio advertisers left network radio and took their programs with them, and the networks have not got anything to replace them. Networks have a habit of not putting anything on the air unless it is sold and they have a habit of not leaving it on the air after the sponsor has gone, and you can't go programming that way either.

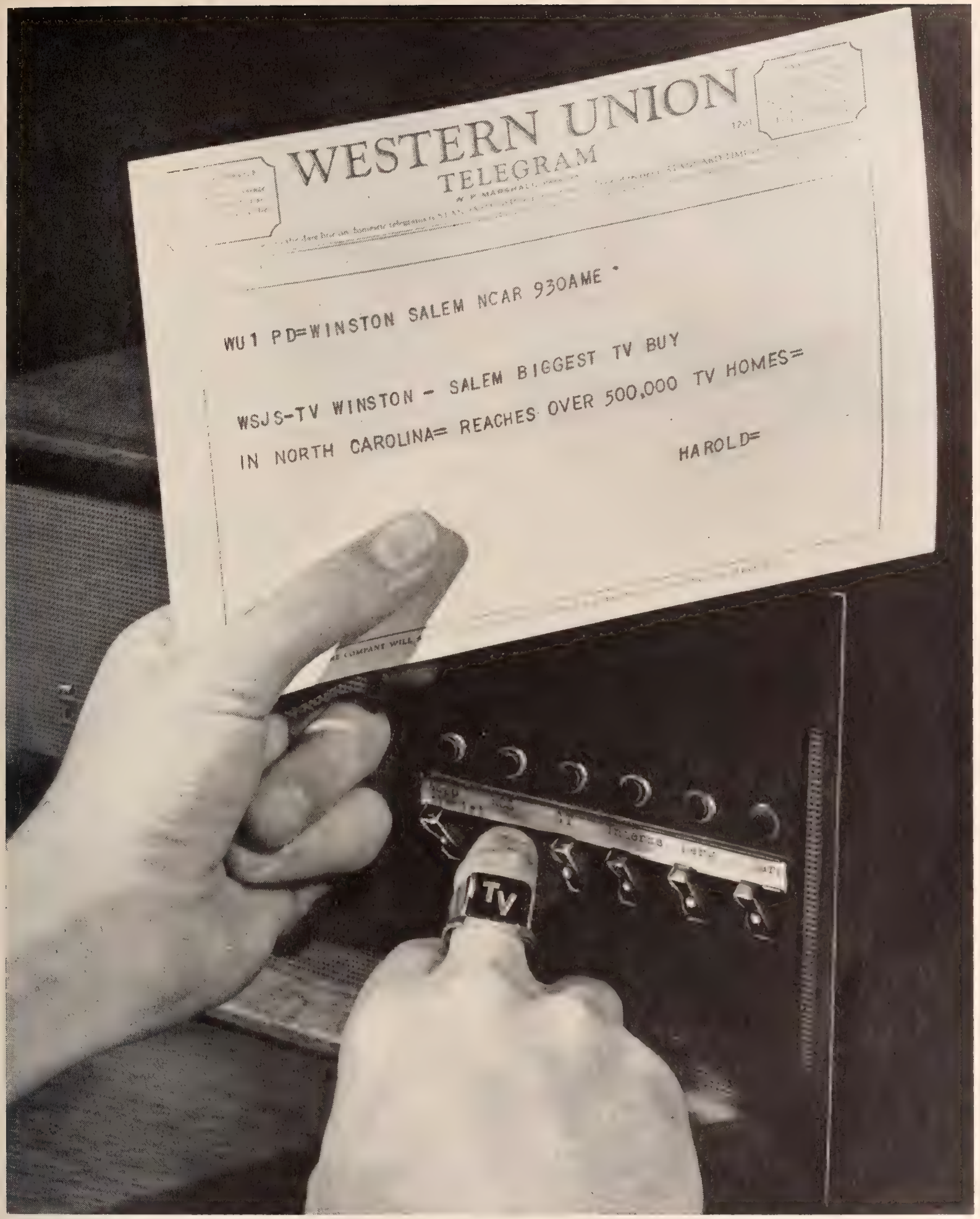
You have to assume, too, that today, when we have television, that a radio listener will not sit for a specific—he will listen for a multitude of basic program ideas, for a multitude of capital information. I don't think that he would sit and listen to his radio for an hour if he had a remote in the U. N., but I think he would listen to the radio to get the pertinent topic matter that may have come out of that hour. That is what we do and that is what any station can do if networks had never been created. It is just as simple for a station in Memphis to find out what is going here at the U. N., if they want to go to the expense, as it is for CBS, NBC, Mutual and ABC to do the same. A lot of stations won't do it, but that doesn't make the networks better. It may make them smarter but it doesn't make them better.

You can't generalize and say, "well, we can do better without a network" unless you know what it is that you are going to do without a network, and that is a problem with a lot of stations, too. You get this follow the sheep philosophy, and because we might have dropped ABC in Memphis or we might have dropped Columbia in Baltimore, somebody says, "Well, they did it and we will do it." The only trouble is that after they do it they don't know why, and that is why they go back to the old way.

As to commentators, that is one tiny answer. All the commentators in the world stacked back to back won't deliver an audience and one commentator in himself won't. He has to be surrounded by something to hold the audience. And in that connection you can take on radio today and deliver to your listener information, entertainment—and, speaking of public service, the Commission's idea, as I understand it, is not for the networks to provide public service but for the station locally to provide it. The whole purpose and intent of a broadcasting station in Memphis, Tenn., is to be on the air to meet the needs of the people in Memphis. The networks can't do that in Memphis, Tenn.

It is true there are certain public service programs that a network can deliver locally that cannot be produced locally, but there again, that is only one tiny part of it and any non-network station that doesn't do its share of public service, of course, has his own problem to face when his license comes up for renewal. You can't, there again, generalize and say no station that plays news and music does public service because it isn't true. There are some outstanding examples, I think, right here in New York City of stations that do render public service that have never been affiliated with a network. As a matter of fact, those would be in a better position to do it because their time is all their own and the Commission again likes to have public service at prime times. You can't have it at prime time if you are in a network because they have the prime time, so to speak. The networks, strangely enough, in their affiliation agreements pick out what they consider to be the most saleable time on an affiliate station, so we are kind of left with the dog time if we are a network station.

The other side of it is speaking of money, and that is a wonderful subject to talk about. The networks have done something else which I think has damaged them to a great, great extent and that is simply this: You cannot hold these affiliates together by reducing their income two, three and four times a year under the device that the network is in the red. If the network is in the red that's its problem. It is really not the station's problem, because after all the sta-



WSJS-TV

channel 12

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WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

tion is merely a spot out in the hinterland to carry this network service.

So networks have done two things. First, they have taken their program service away; then they have taken their money away, but they haven't given back any of the time. Now, you talk about network revenue. I know this, that we were able to buy one station in particular only because it was a network station and its revenue had fallen apart and the people that owned it just didn't know what to do about it, and that station's income this year is about 10% of what it was some four, five, six, seven years ago, but the network, on the other hand, still has under its control the same number of hours that it had. Now, from the standpoint of pure economics something has got to give. Either the license has to go back or the station has to get more money from the network or it has to get rid of the network in the belief that it can program that time just as well as the network did and increase its revenue. So until the networks take a really realistic view, both from the programming standpoint and from the financial standpoint of the funds of the affiliate, they are going to be in a stagnant condition.

They will always be here. I don't think there is any doubt. There are stations that are steeped in the idea of prestige. As Jack [Poor] said, and rightfully so, you can't go to a drugstore and buy with prestige, but that prestige isn't quite there the way it was in years gone by. You don't hear anybody talking about networks, talking about listeners, today as they did in years gone by They don't talk about the artist, they don't talk about anything, but it is refreshing to see that a station without a network, doing a real job, is really talked about as though radio just got here yesterday, and that is true. You can walk into many cities in the U. S., not just the four we are in, where people are talking about radio in a manner that is very, very refreshing, and they are listening to it and they are turning their sets on and they have made it the habit pattern it used to be and will be, I am sure, as long as I will be here.

Sky's the Limit

WHILE quiz shows are not unusual, NBC Pacific Division has gone one step farther and is planning a show where a contestant may win an "unlimited amount of money." The new audience participating show, *King of the Mountain*, is based on the children's game of the same name and will be produced on a set resembling a mountain with a king's throne at the top. Contestants will make their way up the mountain by competing with each other. Persons reaching the top may stay there until they are beaten or until they decide to retire. It hasn't been decided whether the show will be presented five times weekly in a daytime slot or once weekly at night.

CBS Radio Re-Programs Weeknights and Sunday

A RESHUFFLE of weeknight and Sunday afternoon schedules starts this week at CBS Radio. Changes were announced by Howard G. Barnes, CBS Radio's vice president in charge of network programs.

Revisions include expansion of the five night weekly, half-hour *Robert Q. Lewis Show* to a full hour; a 4-7 p.m. block of dramas (with five minute news intermissions on the hour) on Sundays, and a new show, *Stuart Foster Show,* on Thursday and Friday nights.

The *Lewis* program beginning Nov. 5, will be heard Monday-through-Friday at 8-9 p.m.; the drama block on Sundays begins Nov. 4, and the *Foster* program will be heard from 9:35-10 p.m., while *Syncopation Piece* (live music) will be heard in the same period on the other three days of the week. A public affairs program strip instituted in the 9:05-10 p.m. period earlier in the year will continue. The drama run on Sunday will kick off with *CBS Radio Workshop* occupying the 4:05-4:30 p.m. slot that follows the broadcast of the New York Philharmonic orchestra and the 4 p.m. newscast.

Mr. Barnes explained the strong emphasis on Sunday afternoon drama as a result of CBS research, which indicated a wide interest in these hours for the drama-type entertainment, both in-home and out-of-home. He noted the drama block will be followed by the newly-returned *Jack Benny Show* at 7 p.m. [B•T, Oct. 22]. The *Lewis* expansion was prompted, he said, by favorable audience acceptance.

Distinguishable Tv Signal Picked up From BBC by NBC

A DISTINGUISHABLE live tv signal with audio which originated from the British Broadcasting Corp. in London was received at the RCA Bldg. in New York Oct. 25.

The signal was kinescoped and shown Oct. 28 on *Wide Wide World* (NBC-TV, Sunday, 4-5:30 p.m. EST). The British telecast was picked up and then relayed to the RCA Bldg. from NBC-RCA's experimental overseas reception center in Riverhead, Long Island, N. Y. On the monitors at NBC's master control room in New York City, the signal appeared as a fuzzy but recognizable image of a woman. After but a few seconds, a vertical roll and increasing distortion disrupted the signal, according to NBC. Later, at about noon in New York, BBC went to a test pattern, also received by NBC although distorted and with increased roll and interference characteristics.

Davidson Taylor, NBC vice president for public affairs, reporting that NBC's experimental efforts will continue, also said the network plans to break into its regular schedule with a live signal at any time that it is received with sufficent clarity and duration.

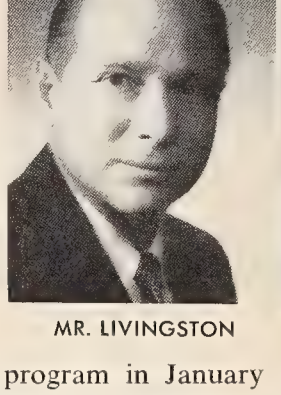
Mr. Taylor, on the night of Oct. 25, was interviewed over trans-Atlantic cable by English commentator Bernard Forbes (while on BBC-TV's *Television News*). Mr Taylo told the British tv audience that NBC's re ception of the BBC signal was "only a incident in what will be eventually regula transmissions back and forth between us."

Commentator Forbes asked what type pic ture NBC had received. Mr. Taylor replie the clearest signal was the image of a lad who appeared to be mixing something in a bowl and that he assumed BBC had a cook ing program on the air at the time. This Mr. Forbes confirmed.

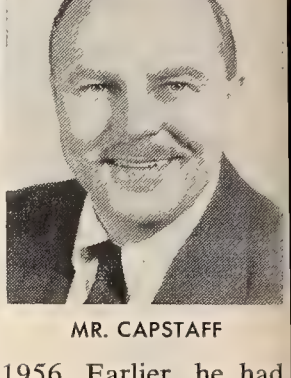
NBC Radio Promotes Capstaff, Livingston

ADVANCEMENTS of Albert L. Capstaff to director of *Monitor* and special programs for NBC Radio and Norman S. Livingston as director of network programs were announced last week by Jerry A. Danzig, vice president of NBC Radio network programs.

Mr. Capstaff, who joined NBC June 1, 1955, as director of entertainment for *Monitor,* was named executive producer of the



MR. LIVINGSTON



MR. CAPSTAFF

program in January 1956. Earlier, he had been a producer of Bob Hope's television shows, radio and television director of the Hollywood office of Foote, Cone & Belding, and operator of his own radio station, KVAS Astoria, Ore.

Mr. Livingston joins NBC from Telenews Film Corp., where he has been executive vice president, general manager and board member since March 1955. Previously, he had held executive and creative posts with Edward Kletter Assoc., Serutan Co., Roy S. Durstine Inc., General Teleradio Corp. and Redfield-Johnstone Inc.

KILT (TV), ABC-TV Affiliate

AFFILIATION of KILT (TV) El Paso (ch. 13) with ABC-TV was announced last week by Alfred R. Beckman, director of station relations for ABC-TV. The station, which operates with 28.2 kw video power and 17 kw audio power, is owned by McLendon Investment Corporations. Gordon McLendon is general manager of the station.

WMFJ Ends ABC Affiliation

WMFJ Daytona Beach, Fla., has ended its affiliation with ABC and now is an independent operation, effective last week. ABC Radio in New York announced that WNDB Daytona Beach will become the network's affiliate in that city.

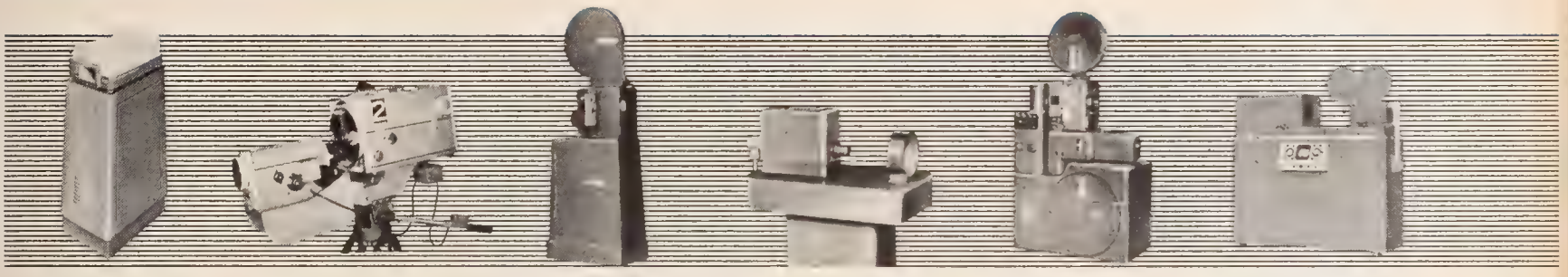
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J. B. Fuqua, President, WJBF (tv), Augusta, Ga.,



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MORE SECRETS EXPOSED BY CELLER: THIS TIME IT'S CBS-TV PROGRAM PLANS

Minutes of CBS Inc. board meeting entered in subcommittee hearing record. Network's strategy for meeting competition of NBC-TV and ABC-TV this fall included in document considered confidential.

THE MINUTES of a CBS Inc. board meeting last February—at which CBS directors laid highly confidential plans for the CBS-TV fall schedule, including strategy for competition with ABC-TV and NBC-TV—have been entered in the hearing record of the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.).

A subcommittee staff member said the confidential document was entered in the record as material to help determine whether the network arbitrarily moved sponsors from one time period to another and from one program to another.

The most interesting part of the document had to do with proposed programming policies and changes in the CBS-TV schedule. The minutes were from a meeting of the CBS board Feb. 25, 1956, at which 17 CBS executives were present, including Board Chairman William S. Paley, CBS President Frank Stanton, CBS-TV President J. L. Van Volkenburg and Executive Vice Presidents Merle S. Jones and Hubbell Robinson Jr., CBS Inc. Vice Presidents Sig Mickelson and Louis G. Cowan, CBS-TV Vice Presidents Harry G. Ommerle, William H. Hylan, W. Spencer Harrison, Robert M. Weitman and others.

Other information asked of CBS at hearings in New York in September also has been entered in the hearing record, including a memo from Dr. Stanton to CBS officials describing visits to five FCC members; correspondence on CBS attempts to beat down exclusive film exchange agreements between NBC and BBC and NBC and the Italian tv network, RAI-TV; CBS participation in the underwriting of BMI in 1940; a list of 32 performers who have 5- to 9-year contracts with the network, and correspondence regarding the once-considered affiliation of CBS-TV with WFMZ-TV Allentown-Bethlehem, Pa.

The account of the board meeting listed proposed changes in the CBS-TV fall 1956 schedule. None was planned for Monday evening, but on Tuesday the directors planned to have the *Red Skelton Show* from 9-10 p.m. and *Joe & Mabel* from 8-8:30. Directors thought it "unlikely" Pet milk and S. C. Johnson would want to share *Skelton* with Geritol, so it was planned to move Geritol into the 8:30 time slot and give Pet milk and S. C. Johnson *Joe & Mabel* for exclusive sponsorship, while at the same time moving Maytag and Sheaffer into the *Skelton* show.

On Wednesdays, the directors planned to put *Cartoon Theatre* in the 7:30-8 p.m. period, the strategy being that there had been "no significant progress against *Disneyland* [ABC-TV]" through previous use of an adventure series. It was felt that Terrytoons had been "almost as popular as Disney products" in movie releases and that *Cartoon Theatre* thus would compete successfully on tv, especially since the expensiveness of *Disneyland* was "forcing repeats" on ABC-TV.

On Wednesdays, also, it was explained, U. S. Steel had indicated it was satisfied with the 10-11 p.m. period, but General Electric had told 20th Century-Fox its show was too expensive and that too much time was being used to promote 20th Century-Fox films. If GE did cancel its alternate week time, the directors agreed, BBDO was "anxious" to acquire the time for *Armstrong Circle Theatre*.

On Thursday evening, the directors planned to put *Playhouse 90* in the 9:30-11 time, remarking that it appeared Bristol-Myers and Singer sewing machine would be sponsoring the show, although General Foods (which had occupied one of the half-hour periods), would not be. Directors noted Hazel Bishop had ordered the 10-10:30 period until *Playhouse 90* was to begin.

On Friday evening, it was planned to program *The Big Record* from 8-9, *The Brothers* or *Probe* from 9-9:30, and *Mr. McAdam & Eve* or *Chicago 212* from 9:30-10. General Foods, it was reported, was ready to give up its two half-hour shows between 8-9 p.m. and willing to consider a full hour. It was agreed to present *The Big Record* to General Foods with Johnny Carson or "possibly Gary Crosby" as m.c. William Esty, it was explained, was interested in melodrama from 9-9:30 and "may be good for *The Brothers* or *Probe*," it was noted with the conclusion that the period would be suggested to Esty. Schlitz, it was said, was committed to *Playhouse of Stars* up to November, but J. Walter Thompson Co. had taken over the account and the directors thought there "seemed" to be a change in feeling and that Schlitz might be a "good prospect" for a new show starting in November.

On Saturday, CBS planned to place

CELLER GROUP CLASSIFIES 82 MORE NBC CONTRACTS

Details of second group (82) of network contracts with stations made public as antitrust subcommittee nears end in sorting affiliation pacts.

THE House Antitrust Subcommittee by last Thursday had completed classifying another 82 of the 210 NBC-TV affiliation contracts which it will publish in the subcommittee record. Earlier, the staff had classified 105 of the contracts [B•T, Oct. 29].

Contracts which called for waiver of 24 or more hours monthly to the network and compensation stations receive in percentage of the network station rate were:

24 hours, 35%: WSAV-TV Savannah, Ga.

24 hours, 33⅓%: WFBC-TV Greenville, S. C.; KSTP-TV St. Paul; WOAI-TV San Antonio; KFSD-TV San Diego; KTBS-TV Shreveport; WIS-TV Columbia, S. C.; KOMU-TV Columbia, Mo.; WSAZ-TV Huntington, W. Va.; WJAC-TV Johnstown, Pa.; WGAL-TV Lancaster, Pa.; WJIM-TV Lansing, Mich.; WAVE-TV Louisville; WMCT (TV) Memphis; WCKT (TV) Miami; WWJ-TV Detroit; WBAL-TV Baltimore.

WSB-TV Atlanta; KRON-TV San Francisco; WJAR-TV Providence; WDSU-TV New Orleans; WVEC-TV Hampton, Va.; WKY-TV Oklahoma City; KMTV (TV) Omaha; KSD-TV St. Louis; WFMJ-TV Youngstown, Ohio; WOOD-TV Grand Rapids, Mich.; WBRE-TV Wilkes-Barre, Pa.; KPRC-TV Houston; KOMO-TV Seattle; WSM-TV Nashville; WPTV (TV) West Palm Beach, Fla.; WEEK-TV Peoria, Ill.; WKJG-TV Fort Wayne, Ind.; WTRF-TV Wheeling, W. Va.; KTVT (TV) Salt Lake City.

24 hours, 30%: WRGP-TV Chattanooga; WROL-TV Knoxville; WCYB-TV Bristol, Va.-Tenn.; WCSH-TV Portland, Me.; KRGV-TV Weslaco, Tex.

27 hours, 30%: WICS (TV) Springfield, Ill.; 28 hours, 33⅓%: KOB-TV Albuquerque; 30 hours, 33⅓%: KFDX-TV Wichita Falls, Tex., and KVAR (TV) Mesa (Phoenix), Ariz.; 30 hours, 30%: WBRZ (TV) Baton Rouge, La.; 30 hours, 25%: KRIS-TV Corpus Christi, Tex.; 32 hours, 33⅓%: KHQ-TV Spokane, Wash.; 32 hours, 30%: KYTV (TV) Springfield, Mo.; 34 hours, 30%: KHAS-TV Hastings, Neb., and KIMA-TV Lima, Ohio; 35 hours, 30%: WDAK-TV Columbus, Ga.; 35 hours, 25%: KGNC-TV Amarillo, Tex.; 41.5 hours, 30%: KARD-TV Wichita, Kan.; 43 hours, 30%: KCOM-TV Sioux City, Iowa.

Affiliates which waived no hours to the network and percentages received:

30%: WTTV (TV) Bloomington, Ind.; WTVD (TV) Durham, N. C.; WGEM-TV Quincy, Ill.; WNEM-TV Bay City-Saginaw, Mich.; WABI-TV Bangor, Me.

25%: KOOK-TV Billings, Mont.; KONA-TV Honolulu, Hawaii; KEYT (TV) Santa Barbara, Calif.; KIDO-TV Boise, Idaho; WHIS-TV Bluefield, W. Va.; KFYR-TV Bismarck, N. D.; WNBF-TV Binghamton, N. Y.; WPTZ (TV) Lake Placid-Plattsburgh, N. Y.; WISE-TV Asheville, N. C.; WSVA-TV Harrisonburg, Va.; WSAU-TV Wausau, Wis.; KELO-TV Sioux Falls, S. D.

20%: KCKT (TV) Great Bend, Kan.; KFBC-TV Cheyenne, Wyo.

15%: WDAM-TV Hattiesburg, Miss.; KSWS-TV Roswell, N. M.; KCSJ-TV Pueblo, Colo.

10%: KBMT (TV) Beaumont, Tex.; KOTA-TV Rapid City, S. D.; KIMA-TV Yakima, Wash.; WSIL-TV Harrisburg, Ill.; KFXJ-TV Montrose, Colo.

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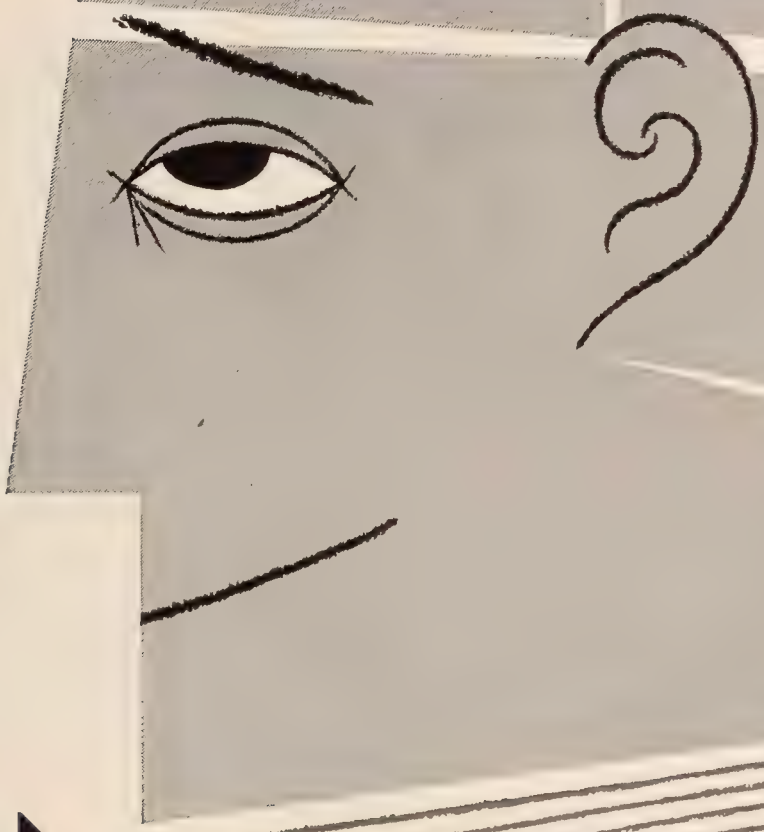
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ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER ≡ HIGH BAND ECONOMY

Whirly Birds or *UPA* in the 7-7:30 period, *Gunsmoke* from 7:30-8, *That's Me, Marie* from 8:30-9, *Herb Shriner Show* from 9-10 and *Perry Mason* from 10-11. It was said Liggett & Myers was "anxious to relocate" *Gunsmoke* and was "now willing to consider a co-sponsor if the time period has a suitable lead-in." J. Walter Thompson, it was said, wanted to "upgrade" Sylvania's tv show and the CBS strategy was to approach L&M to share *Gunsmoke* with Sylvania at 7:30, with the assurance that *Whirly Birds* or *UPA* would be the "lead-in" (i.e, precede *Gunsmoke*) and that *Gunsmoke* would be in more markets than the current Gene Autry show. It was planned to approach Sylvania afterward if L&M accepted. It was noted *That's Me, Marie* was scheduled from 8:30-9 for possible flexibility in extending the Jackie Gleason show to one hour. General Motors "has so far refused to agree to this," but was expected possibly to change its mind if the Gleason show's ratings did not improve. MCA, it was said, had suggested the show be expanded to our hour for the "next season," with films of *The Honeymooners* to be "interjected into the program." It was noted P. Lorillard was interested in continuing "in some form" with Herb Shriner and that P&G had suggested CBS talk to Compton about the Shriner show. It was planned to offer *Perry Mason* to Anheuser-Busch, "but there are many oher prospects."

On Sunday evening, the directors were told, it was planned to put *Landmark* in the 5-6 period, John Nesbitt in the 6-6:30 period and run *Omnibus* in the 5-6:30 period every four weeks. It was felt AT&T was a good prospect for placing its John Nesbitt series at 6 p.m., and CBS would ask AT&T for eight exemptions and propose to the Ford Foundation that *Omnibus* be put on once a month with CBS offering to increase the program budget.

The CBS directors, moving to the Monday-Friday daytime programming, were worried about the 1-1:30 p.m. period, because of its importance as a lead-in to commercial shows beginning at 1:30. Few of the 70 stations which were taking the 1-1:30 p.m. feed were basic required outlets, it was said, making time "almost impossible to sell." It was noted that among suggestions was one to discontinue network programming during this period, replacing a co-op show in the period which would include a news show to cost $7,500 weekly with a five-minute "cutaway" for the station to present local news. A decision on this was "deferred." The directors noted that many stations had low-rated shows in the 1-1:30 period, including CBS' own WBBM-TV Chicago, and it was resolved to "take immediate steps to have this program [*Luncheon With Billy*] changed." It was agreed to offer P&G reruns of *Our Miss Brooks* for the 1:30-2 period at a weekly gross of $70,000, "which provides room for negotiations."

The directors planned to develop a format for a daytime Johnny Carson show and to make a second pilot film of *Stand Up and Be Counted,* with improved opening and closing scenes to provide for breaks at the 15-minute point. Weekly cost would be $17,000 sustaining, $20,000 commercial.The directors doubted that a Jack Paar show would do well from 2-2:30 and deferred a decision on this.

In other plans, the CBS directors agreed to limit special shows to 10 during the 10:30-11 p.m. Saturday period, offering them to Ford, but selling them to others if Ford rejected them, perhaps on a participating basis. A pre-emption system was planned to give the network leeway to run "any extremely attractive one-shot" program.

It was noted the movie, "The Wizard of Oz," had been suggested for a 7:30-9 p.m. Friday period, and CBS wanted to have enough pre-emption rights for perhaps as many as two per season in every time period. It was planned to suggest 11 shows to Ford: "Show Boat," Mary Martin, Bing Crosby, "Men in White," Judy Garland, Mary Poppins, "High Button Shoes" (with Phil Silvers), "Wonderful Town" (with Herb Shriner), "The Circus," "Outward Bound" (adapted as a play with music), and "Green Pastures." It was planned that possibly 20 others would be added to the proposed list before it was presented to Ford, including "Three Men on a Horse," with Red Skelton.

The directors were told of problems with Noel Coward and Paul Gregory in getting them to do a suitable "third show."

No Bid on NCAA

The CBS directors decided not to bid for the NCAA football games because of some "relatively unattractive games available on certain Saturdays" and because such a schedule would also conflict with the baseball *Game of the Week* and other CBS-TV presentations. The directors, although reaching this decision on NCAA, deferred action on whether the CBS-TV position should be released to the press. It was agreed to "progress plans" for a Saturday afternoon football roundup.

CBS planned to try to get Prudential to sponsor *Air Power,* filmed by the Air Force in a series of 26, for Sunday, 6:30-7, reverting to *You Are There* after the run. Alternate times for *Air Power* were listed as 7-7:30 p.m. Saturday and 7:30-8 p.m. Wednesday.

Among the other CBS material entered in the subcommittee's hearing record:

1. A memorandum (Dec. 20, 1954) from Dr. Stanton to CBS Vice President Richard Salant and Washington attorney Julius F. Brauner in which Dr. Stanton said he and Earl Gammons, then CBS Washington vice president, had found "no evidence of hostility" to CBS' proposed $3 million purchase of WSTV-TV Steubenville, Ohio, among FCC Comrs. George McConnaughey, Edward M. Webster, Robert Bartley, Robert E. Lee and Rosel Hyde. The memo noted an interest by the FCC in CBS-TV's Extended Market Plan (EMP); FCC "skepticism about the future of uhf"; that a rulemaking could be expected on pay tv "very shortly," with the question of a hearing depending largely on industry response. There were other reports on the progress of the Senate Commerce Committee's tv network investigation, then under chairmanship of Sen. John W. Bricker (R-Ohio), although a Democratic Congress had been elected.

2. Correspondence in mid-1954 between Dr. Stanton and Sir Ian Jacob, director general of the BBC, in which Sir Ian explained that he felt BBC's best interests lay in an exclusive film exchange agreement between BBC and NBC. Dr. Stanton expressed his regrets to Sir Ian and said the latter's letter "didn't make pleasant reading"; that CBS had hoped to reach an agreement with BBC. Dr. Stanton wrote to subordinates that he tried to get Sir Ian to change his mind but "the boat had sailed," and expressed his unhappiness at which the exclusive agreement with NBC might mean "perhaps in Washington and prestige-wise" to the extent it was publicized by BBC.

3. A memorandum (Oct. 11, 1956) from CBS Vice President Salant to the House Antitrust Subcommittee saying that CBS had become "contingently liable" to BMI in 1940 for purchase of the E. B. Marks Corp. catologue, guaranteeing serial payments of $400,000 during 1942-45, with $140,000 of the amount pledged by affiliates. BMI made the full payment itself, he said, and no payment ever was made by CBS.

4. Mr. Salant also listed CBS performers under contracts running from 5 to 9 years (those with longer contracts were listed at the New York hearings in September): Charles Collingwood, Jack Sexton, Robert Trout, Milburn Stone, Marshall Reed, John Carson, Gale Gordon, Richard VanDyke, Phil Silvers, the Modernaires, Eve Arden, Robert Crosby, Douglas Edwards, Eric Sevareid, Walter Cronkite, Marie Wilson, Peter Lynd and Mary Healey Hayes, Red Skelton, Judy Garland, James Arness, Warner Anderson, Tom Tully, Robert Sweeney, Janette Davis, Jack Narz, John O'Brien, Irwin Fox, Amanda Blake, Dennis Weaver, George Hicks, Charles Romine and Carol Richards.

5. The memorandum also furnished additional data on the allegation by WFMZ-TV Allentown-Bethlehem, Pa., that WCAU-TV Philadelphia President Donald Thornburgh had said he would keep WFMZ-TV from getting a CBS-TV affiliation. A CBS memorandum (Dec. 28, 1953) said at one time there had been a question as to whether WCAU-TV could cover the Allentown-Bethlehem-Easton market 50 miles away because of rough terrain.

All such questions should be removed, the memorandum said, by the fact that WCAU-TV expected to increase power in July 1954 to 316 kw and antenna height to 1,000 feet, giving the Philadelphia station "10 times as much signal (equivalent of a hundredfold increase) in Allentown." Even a secondary affiliation with WFMZ-TV is inadvisable, the memorandum said, and would depreciate the value of WCAU-TV, a basic required station, making for duplicated and uneconomical coverage. Mr. Salant said he had been unable to find any evidence that Mr. Thornburgh had made the alleged statement.



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CELLER TAKES SWING AT B•T AND BMI

REP. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, has expressed ire at B•T editorials ever since the magazine said there might be a political motive behind the Congressman's decision to hold hearings last September in New York in the subcommittee's hunt for monopoly among the tv networks. Last week the New York Democrat, appearing on ABC-TV's *College Press Conference* (Sun., 4-4:30 p.m.), was nettled again when reminded of B•T's editorial, "The Folly of Foley Square," written during the September hearings.

B•T's conclusions, Rep. Celler said, are "inane and improvident." The magazine is supported by broadcasters, he continued, and knows on which side its bread is buttered. B•T is prejudiced, he averred, and its "reflection of the entire industry is one tissue of prejudice and falsities."

Rep. Celler also remarked again about BMI, which he said was organized by broadcasters to break an ASCAP monopoly and now has become one itself. He recommended divestiture.

Here are pertinent parts of Rep. Celler's remarks during his interview by students Paulette Singer, New York U.; Roger Goebel, Manhattan College; Duane Patterson, U. of Richmond Law School; Ismelda Miller, George Washington U., and Ruth Geri Hagy, moderator.

Q: There have been accusations that you and members of your committee have pre-judged the television industry and called it monopolistic before you even got well into the hearings. Aren't these tactics somewhat similar to Senator McCarthy?

A: In the first place, your premise is false. I don't know where anybody got that notion that we had made such statements as that and that we pre-judge. As a matter of fact if you look at some of the statements that I made, I said that the television industry has made remarkable strides and done a splendid job, that it was one of the most important media of communication in the country and that, for example, on a Sunday afternoon more people have an opportunity to view and hear a Shakespearian play than the nation has had in a century by use of movies or legitimate stage or other media. I praise the television, but I said that it was an infant industry and had growing pains and that there was some evil in some parts of it at which there had been some complaints addressed to us, and we wanted to find out, we wanted to strengthen the good and uproot whatever evil there would be in it.

Q: (Mr. Patterson) Mr. Celler, I have a statement from BROADCASTING•TELECASTING magazine of September 24th in which they propound a question—they say the networks have developed television at enormous cost to themselves and they have become big businesses. Is it to be their penalty for being successful to be bull-whipped by any congressional committee that wants a headline? In other words, they have pioneered in this field and have expended large amounts of money; are they now to be penalized for developing it to the point where it is now and after having been successful?

A: I'm not responsible for the inane conclusions, the improvident conclusions reached by that magazine which you spoke of.

Q: (Miss Hagy) They are very highly respected in the industry, I might add. . . .

A: They may be, but I'll make this assertion: that the magazine itself is supported by broadcasters—they know on what side their bread is buttered and they're prejudiced, extremely so. And their reflection of the entire industry is one tissue of prejudice and falsities.

Q: (Mr. Goebel) Congressman Celler, if the industry were monopolistic, you have recommended, I believe, to divest the industry of certain phases of its operations.

A: No, I personally—not the committee. We have not come to any definite conclusions as to what divestiture there should or should not be except in one instance and that is in connection with what is known as Broadcast Music Inc. That's commonly called BMI. That was organized some years ago by the broadcasters to strike down monopoly that then existed by the American Society of Authors and Composers—called ASCAP. That organization has since been subjected to an antitrust court decree and they have cleansed themselves. But apparently BMI has now developed itself in the image of ASCAP and is now a monopoly in the sense that most of the broadcasting stations and the chains themselves, which own BMI—and you can't be stockholder in BMI unless you're a broadcaster—play most of the records and the tunes owned and published by BMI so that there has been drawn what composers like Oscar Hammerstein and Alan Lerner of "My Fair Lady" and Cole Porter and Steve Allen and many others call an electronic curtain drawn across music, that's been fashioned and composed by independent composers or those who are associated with ASCAP—that's a very serious thing.

Q: As far as the remedy for this is concerned, Mr. Celler, Dr. Stanton of CBS and Mr. Sarnoff of NBC have agreed to divest themselves of certain holdings and practices. Do you think that this would. . . .

A: Dr. Stanton, who took a very, for want of another term, a very liberal attitude—almost statesmanship-like. He said that when a certain lawsuit which was brought against him — his company — and the National Broadcasting Company by independent song writers is disposed of he would then take another look to see whether he could divest himself. But I am sure that he wants to divest himself. And so there's National Broadcasting, although the National Broadcasting Company's attitude wasn't as clear as that of Dr. Stanton.

Q: (Miss Miller) Congressman, ASCAP is making more money today than BMI but by defending ASCAP you're defending the larger organization, is that right?

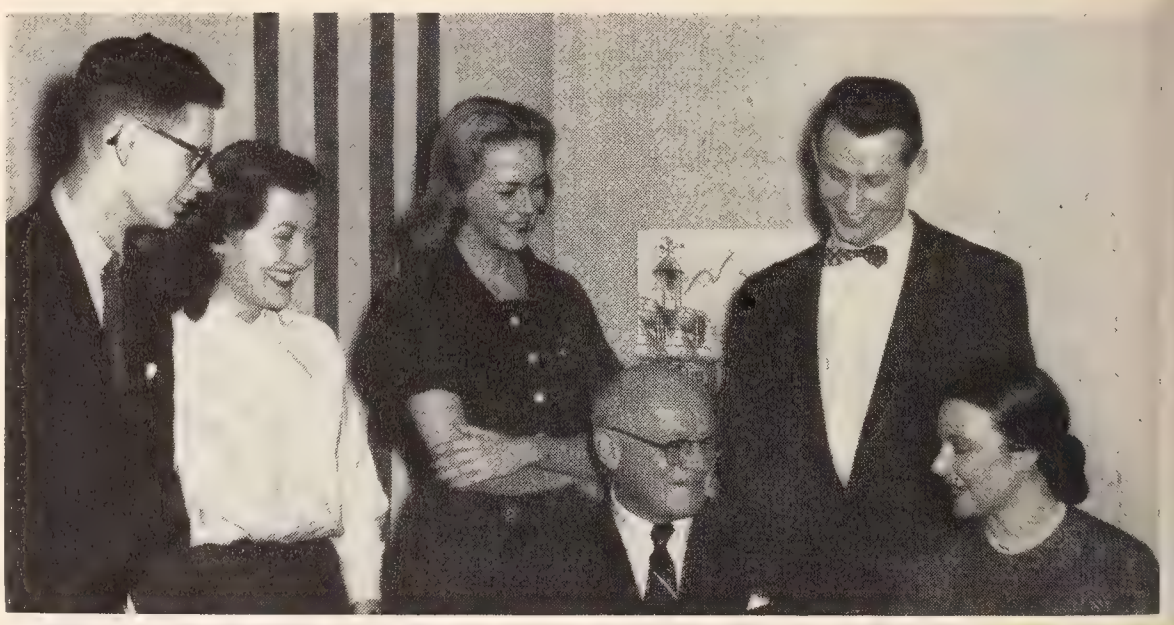
A: I'm not defending ASCAP.

Q: With BMI—that's a smaller organization.

A: Oh, no, BMI has greater, far greater potentialities than ASCAP. I'm not defending either one or the other. I would say . . . plague on both your houses when they get out of line. What I'm trying to get is competition so that there will not be a situation develop where independent song writers and serious song writers—that is—can't get their songs heard over the radio. BMI had a cynical attitude—what the public doesn't hear, it won't miss.

Q: (Mr. Goebel) Congressman Celler, ASCAP is making three times as much money as BMI and four times as much popular music is being played by ASCAP composers than BMI. Why are you then going after EMI maintaining that they are not permitting independent songs to be published?

A: Because BMI has so conducted itself as to become a monopoly. It keeps from being



CHAIRMAN CELLER and the students with whom he appeared on the Oct. 28 *College Press Conference* on ABC-TV (l to r): Roger Goebel, Manhattan College, New York; Paulette Singer, New York U.; Imelda Miller, George Washington U. (D. C.); Rep. Celler; Duane Patterson, U. of Richmond (Va.) Law School, and moderator Ruth Geri Hagy.

heard on the radio certain types of songs—serious songs. For example . . .

(Miss Hagy): Our time has almost run out, Congressman Celler. Will you conclude that so we can ask you some other questions?

A: I was going to say that the author of "Pajama Game" and "Damn Yankee," which have some very wonderful songs in them, were never heard practically over the radio because of the proscription of those songs by BMI. Cole Porter's "Can Can" and "Silk Stockings" had wonderful music but the public rarely heard them because BMI indicated to the broadcasters—not in—not in so bold a language not to play them. But they foisted their own songs on them.

ASCAP Lists Song Successes From Shows Cited by Celler

THE RECORDS indicated last week that Rep. Emanuel Celler (D-N. Y.) had overlooked something when he claimed (see story page 72) that music from four specific Broadway musicals was "rarely heard" on the air because they were ASCAP rather than BMI numbers.

Investigation shows that the four musicals he named—"Can Can," "Silk Stockings," "Pajama Game," and "Damn Yankees"—produced six songs which made the *Hit Parade* for anywhere from one to 17 weeks each. Additionally, 11 songs from the same four musicals are listed as "hit tunes" by ASCAP itself in its compilation called "40 Years of Hit Tunes."

From "Pajama Game," "Hernando's Hideaway" made the *Hit Parade* for 14 weeks and "Hey There" for 17. From "Damn Yankees," "Whatever Lola Wants" and "Heart" made it for seven weeks each. From "Can Can," C'est Magnifique" and 'I Love Paris" were on for one week each.

The "40 Years of Hit Tunes" publication contains the following "hit tune" listings from the shows named by Mr. Celler:

"Can Can"—Allez Vous En," "C'est Magnifique," "It's All Right With Me," and "I Love Paris (all by Cole Porter).

"Silk Stockings—"All of You" (also by Porter).

"Pajama Game" — "Hernando's Hideaway," "Hey There," and "Steam Heat" (all by Richard Adler and Jerry Ross).

"Damn Yankees"—"Heart," "Two Lost Souls," and "Whatever Lola Wants" (also all by Adler and Ross).

ASCAP's preface to "40 Years of Hit Tunes" explains that the booklet contains a listing of songs written by ASCAP members during the past 40 years "which have become hit tunes through popular acceptance. In the final analysis, it is always the public which makes the song hit—whether it is introduced on radio or television, in the theatre, on records or any other media . . .

". . . In selecting these songs, objective criteria were used. Various lists and surveys were correlated with ASCAP's own records of performances of the works of its members. The songs listed, of course, represent only a small segment of the society's repretory, which contains the finest music written by American writers of both popular and standard works . . ."

8% Communications Tax Applied to Multiplex Service

FM BROADCASTERS purveying a functional music type of background program must collect the 8% excise communications tax, the Internal Revenue Service has ruled.

The ruling ostensibly places fm operators who are running or planning to run a multiplex operation within the same tax boundaries as background music enterpreneurs who rent telephone lines to pipe their music into public places. Those using wire lines have always had to collect the excise tax from their subscribers.

The IRS held that the "communications tax on wire and equipment service applies to amounts paid by subscribers for a musical program service where radio channels are used for transmission of the programs. Tax at the rate of 8% of the amount paid for the musical program service should be collected from the subscribers by the company buying the service."

The ruling referred to a company which previously furnished a musical program service over wires leased from a telephone company, taxable as wire and equipment service, and now furnishes the same musical program service by "a system known as multiplex," which utilizes radio fm broadcast facilities and channels.

Fm operators claim they are not liable for the tax because they do not use wire facilities.



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CBS
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TRANSFERS APPROVED FOR EIGHT STATIONS

FCC approvals involve a total almost $1 million. KWSM-AM-TV Joplin, Mo., sale for $591,-000 is major transaction.

THE FCC approved the transfer of eight broadcast properties last week—with the aggregate purchase price totaling almost $1 million.

Major transaction was the transfer of KWSM-AM-TV Joplin, Mo., from Austin A. and Eleanor F. Harrison to WSTV Inc., for $591,000. KWSM, founded in 1946, operates on 1230 kc with 250 w fulltime. KWSM-TV, on ch. 12, began commercial operation in 1954. Both stations are affiliated with CBS. Comr. Robert T. Bartley voted to send a McFarland letter indicating the necessity of a hearing.

WSTV Inc. is the licensee of WSTV-AM-FM-TV (ch. 9) Steubenville, Ohio. Same interests (Jack Berkman-John J. Laux) also have shares in WBMS-AM-FM Boston, Mass.; WPIT Pittsburgh, Pa., and WFPG-AM-TV (ch. 46 permit) Atlantic City, N. J. WSTV Inc.'s purchase of WBLK-AM-TV (ch. 12 permit) Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., is in hearing on a protest.

Proposal to place his General Tire & Rubber Co. voting rights in a trust agreement won William O'Neil FCC approval to purchase WWPB Miami, Fla., from Paul Brake for $160,000. There had been some question whether the Commission would approve this sale, since RKO Teleradio already owns seven am stations—the maximum permitted one owner by FCC regulations. William O'Neil is the brother of Thomas O'Neil, president of RKO Teleradio, which is owned by General Tire. The purchase was made by WSKP Inc., 75% owned by Mr. O'Neil and 25% by J. W. Lemmon. Both Mr. O'Neil and Mr. Lemmon owned WJW Cleveland, Ohio, which they sold to Storer Broadcasting Co., in 1954 for $330,000 WWPB operates 1450 kc with 250 w fulltime.

Other sale approvals:

KBKI Alice, Tex.—From Buford Nicholson, Givens A. Parr and George Prowse to Jules J. Paglin and Stanley W. Ray Jr., for $37,650. Messrs. Paglin and Ray also own WBOK New Orleans, La.; WXOK Baton Rouge, La.; WLOK Memphis, Tenn. and hold minority interests in KAOK Lake Charles, La., and KYOK Houston, Tex.

WBBA Pittsfield, Ill.—From Keith Moyer to G. B. Meyer, 55% interest for $25,500. This will give Mr. Meyer 80% ownership. Mr. Meyer has an interest in WTIM Taylorville, Ill.

WPLY Plymouth, Wis.—From Samuel Rieder by Milton Maltz and Robert Wright, for $22.000. This gives Messrs. Maltz and Wright negative control.

WTRW Two Rivers, Wis.—From Chris and Wendell Hansen and Charles Whitford to Francis C. Schmitt, for $22,000.

KBUN Bemidji, Minn.—From Edward W. Butler to Ben H. Potter Jr. and associates, for $65,000.

KVOC Casper, Wyo.—From William F. Shutts, I. F. Shahan and Duane Simons to Messrs. Shutts and Simons, for $45,000 for 51.9%.



WKNB-AM-TV Sale To NBC Gets Closer

TWO FCC hearing examiners have recommended that NBC be permitted to buy WKNB-AM-TV New Britain, Conn. The initial decision was issued last week by Hearing Examiners James D. Cunningham and Herbert Sharfman.

NBC bought the two New Britain stations for $600,000 almost two years ago, subject to FCC approval. Acquisition of the WKNB-TV outlet would give NBC its seventh tv station—and its second uhf.

WKNB-TV began operating on ch. 30 in 1953. It is affiliated with NBC. WKNB operates on 840 kc with 1 kw daytime. Julian Gross is principal owner of the stations.

Opposition to the transfer was filed by Elm City Broadcasting Co. (WNHC-TV New Haven) and WATR Inc. (WATR-TV Waterbury). However, both withdrew their oppositions after the FCC set the transaction for hearing on questions of concentration, overlap and lessening of competition.

The hearing examiners found that the addition of the New Britain stations to NBC's holdings would not constitute undue concentration of control. They also found that the overlap of Grade B service between NBC's WRCA-AM-TV New York and WKNB-AM-TV New Britain is "negligible." The examiners went on to state: "Moreover, the stations are located in separate and distinct cities, trade areas, counties, and metropolitan areas, and there are numerous other competitive services in the area of overlap."

The two examiners also found that granting NBC the ownership of the stations in the New Britain area would not tend to "substantially restrain" competition. Of significance, the examiners held, was the fact that CBS already owned a tv station in Hartford. (CBS was granted FCC approval to buy ch. 18 WHCT [then WGTH-TV] Hartford for $650,000 earlier this year; this action was reaffirmed last September following dismissal of a protest opposition.)

The initial decision also recommended that WKNB-TV be permitted to move its transmitter site, decrease antenna height and increase power. It said that from its proposed new site, WKNB-TV would not only cover New Britain-Hartford, but would also put a city grade signal over New Haven.

NBC bought its first uhf station—ch. 17 WBUF (TV) Buffalo, N. Y.—last year. It paid $312,500 for the upstate New York outlet. NBC also owns WRCA-TV New York, WRCV-TV Philadelphia, WRC-TV Washington, WNBQ (TV) Chicago, and KRCA-TV Los Angeles, all vhf stations. It also owns am and fm stations in all these cities except Los Angeles and Buffalo. In addition, the network owns KNBC San Francisco, Calif.

STORER, CELLER SALE BIDS FILED

Seeking FCC approval, an application for the $6.5 million sale of WAGA-AM-FM-TV Atlanta by Storer Broadcasting Co. to the Washington Post Co. was filed at the Commission last week.

The sale is contingent on FCC approval of Storer's $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H. [B•T, Oct. 22]. This is predicated on FCC consent to move WMUR-TV's transmitter closer to Boston, subject to a pending WMUR-TV application before the FCC.

The application disclosed that Storer intends to acquire another am outlet in order to maintain the maximum ownership of standard broadcast stations. Storer now owns the limit of seven am, fm and tv stations. It has asked the FCC to approve its purchase of ch. 3 KSLM-TV Salem, Ore., and to permit it to move its transmitter closer to Portland, Ore.

The WAGA transaction was negotiated to permit Storer to acquire WMUR-TV without running afoul of the FCC's maximum ownership rules. It is believed that if the FCC approves the Storer $27,277 purchase of the Salem, Ore., ch. 3 grant and allows it to be moved nearer Portland, Storer will turn back its present ch. 27 KPTV (TV) Portland license.

The agreement, it was noted, was signed Oct. 15, permitting Storer to request tax relief should the purchase be approved. The FCC last September announced it would cease issuing relief certificates on station transactions made after Oct. 15. It said that after that date, the only time it would issue certificates would be where the sale of station was necessitated through a change in FCC rules.

The agreement provides that Storer must assign all network contracts in effect between Storer and CBS "but only to the extent that said contracts be assignable." In another clause in the agreement, it is provided that Storer shall be a party to tv and radio network affiliation agreements with CBS . . . "with respect to which no cancellation notice

shall have been given to or by seller."

It was also indicated that the Washington Post Co. would have to gain permission of the holders of its promissory notes by Nov. 15 for the purchase, with a possible extension by mutual consent. Deadline for the transaction is Jan. 7, 1957.

WAGA operates on 590 kc with 5 kw directional at night. WAGA-TV began operating on ch. 5 in 1949. Both stations are affiliated with CBS. Storer bought the standard broadcast station in 1939. The estimated replacement value of the Atlanta properties was given as $2,075,150.

Payment for the WAGA properties was to be $3 million at closing; $1 million one year later and $2.5 million balance over a five year period, at 4½% interest.

Balance sheet for Storer, as of Sept. 30, showed total assets of $27,647,134, of which $7,364,349 was listed as total current assets. Total current liabilities was given as $2,914,502; long term debt, $3,888,085; capital surplus, $5,741,611; earned surplus, $12,628,186.

The Washington Post Co. *(Washington* [D. C.] *Post and Times-Herald)* owns WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.

Balance sheet for the Washington Post Co., as of Sept. 9 showed total assets of $32,604,499, of which $10,602,831 was given as total current assets. Total current liabilities was listed as $5,907,586; long term notes, $11,400,000; capital surplus, $9,107,005, and earned surplus, $4,193,060.

Eugene Meyer is chairman of the Washington Post Co.; Philip L. Graham, president, and John S. Hayes, vice president in charge of its broadcast division. The Post bought the Jacksonville stations (WMBR-TV operates on ch. 4) in 1953 for $2.47 million. In 1950 the Post and CBS, on a 55%-45% arrangement, bought for $1.4 million what is now ch. 9 WTOP-TV from the Bamberger Broadcasting Co. In 1954 the Post bought out CBS for $3.5 million.

Storer stations in addition to the Atlanta outlets are WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va.; KPTV (TV) Portland, Ore. The Miami and Portland television stations are uhf; the others are vhf.

In 1953 Storer bought the WBRC stations for $2.4 million. In 1954, Storer paid $8.5 million for Empire Coil Co., which owned the Cleveland and Portland tv stations. In the same year, Storer paid $35,410 for the Miami ch. 27 permit held by E. D. Rivers Sr., and $300,000 for the facilities of ch. 23 WFTL-TV Fort Lauderdale, Fla.

The Stauffer Purchase

Application asking that the FCC approve the sale of Capper Publications Inc. to Stauffer Publications Inc. for $2.5 million [B•T, Sept, 24], was filed last week.

The application indicated that Stauffer was buying the stock held by the estate of H. S. Blake, Philip Zack, W. A. Bailey, the Capper Foundation for Crippled Children and 10 others—amounting to almost 100,000 shares—for $25 per share. Stauffer also will assume obligations amounting to about $4.5 million—bringing the price to $7 million.

Capper Publications owns WIBW-AM-TV Topeka, and KCKN Kansas City, both Kan. WIBW-TV began on ch. 13 in 1954. It is affiliated with CBS and ABC. Capper owns the *Topeka Capital* and *Kansas City* (Kan.) *Kansan,* plus *Capper's Farm Journal.*

Stauffer Publications is headed by Oscar S. Stauffer. It includes broadcast stations KGFF Shawnee, Okla., KSEK Pittsburg and KSOK Arkansas City, both Kan. Stauffer also owns a string of daily newspapers in Kansas, Oklahoma, Missouri, and Nebraska.

The balance sheet for Topeka Broadcasting Assn. Inc. (licensee of the WIBW stations) as of Aug. 31 showed total assets of $982,022, of which $127,862 was listed as total current assets. Total current liabilities was shown as $111,998; indebtedness, $942,-542; deficit, $222,519.

KCKN Broadcasting Co. balance sheet as of Aug. 31 showed total assets of $54,439, of which $17,034 was listed as total current assets; with total current liabilities given as $14,577; indebtedness, $119,800; deficit, $89,938. Replacement costs were given as follows: WIBW $334,733; WIBW-TV $940,-649; KCKN $47,619.

Stauffer balance sheet, as of Sept. 30, showed total assets of $3,157,587; notes payable, $174,935, and surplus $815,219. The application noted that Stauffer planned to raise $500,000 from among its present assets, but that it was negotiating a $2 million loan through Kidder-Peabody Co., Chicago. Stauffer net profit after taxes in 1954 was $299,444; in 1955, $333,148.



"So what's this big story that Toledo's a leading market?"

Toledo's the home of Auto-Lite, the world's largest independent manufacturer of automotive electrical equipment. This industry is another reason why Toledo is listed among the leaders in 11 of the 19 industrial classifications.

You can saturate this *billion dollar*, 23 county market only with WSPD-TV's maximum, 316,000 watt power.

Better investigate *Toledo* . . . call Katz!

A STORER STATION

WSPD-TV

TOLEDO, OHIO

FCC Schedules Hearing On Purchase of KEAR

IN three actions involving station sales, the FCC last week set one for hearing, but allowed the grant to remain in effect, and sent McFarland letters to the other two indicating that a hearing on the transfers may be necessary.

The Commission, by a vote of 4 to 1, ordered a hearing on the $500,000 sale of KEAR San Francisco (now KOBY), from S. A. Cisler to broadcaster David M. Segal, approved by the FCC early in September [B•T, Sept. 10]. However, the Commission permitted the grant to remain in effect. Comr. Bartley abstained; Comr. Doerfer dissented. In ordering a hearing, the FCC found that questions of misrepresentation are raised by the protest of Milton Stern Jr. Mr. Stern has alleged that he and others "subscribed to stock" in KEAR as a result of an aired appeal for funds to keep the station on the air as a good music station, that the station was subsequently sold to interests not concerned with good music.

In a letter to WRAK Inc. (WRAK-AM-FM-TV Williamsport, Pa.) the FCC said a hearing may be necessary on the $125,000 sale of those stations to WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.), controlled by J. Hale Steinman and family. A question of concentration of control is raised, the FCC said, noting that a grant would give the Steinman family, besides its newspaper holding, controlling interests in seven am's (six in Pennsylvania, one in Delaware), four fm's (three in Pennsylvania, one in Delaware) and three tv's in Pennsylvania.

Moritz Zenoff, licensee of ch. 13 KSHO-TV Las Vegas, Nev., was advised that a hearing may be required on his application to assign the KSHO-TV construction permit to C&Z, a partnership comprised of Mr. Zenoff and Wilbur Clark. Noting that Mr. Zenoff has stated that if the FCC approves the assignment to C&Z, the partnership will then file an application to sell the station for $350,000 plus to Tv Corp. of America (Frank Oxarart, Albert Zugsmith, *et al*) [B•T, Sept. 24], the Commission questioned the two-ply arrangement and why Mr. Zenoff could not sell the station directly to the third party, Mr. Zenoff has said that Mr. Clark will not profit from the proposed second assignment, that he will only get repayment of a $45,000 loan.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 9

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

RKO Teleradio Keeps WGMS Pending Outcome of Hearing

WGMS-AM-TV Washington, D. C., will remain in the hands of RKO Teleradio Pictures Inc. pending the disposition of an evidentiary hearing on the protest of minority stockholder Lawrence M. C. Smith, the FCC, by a split vote, decided last week.

The Commission said it had reconsidered its eariler decision that the transfer grant should be stayed and that WGMS outlets be returned to its original owners. It said it had decided that the public interest required that RKO Teleradio be permitted to continue to own and operate the WGMS outlets pending completion of the protest hearing. This was done, the Commission said, on the assumption that the original majority owners would not care to continue operating the Washington stations under the previous good music format.

The FCC had been ordered by the U. S. Court of Appeals in Washington to require reversion of WGMS stations to original owners in seven days or to take other action in compliance with Sec. 309 (c)—the protest provision of the Communications Act [B•T, Oct. 29]. Commission originally gave principals until Oct. 12 to reassign stations; this was later postponed to Nov. 15.

Mr. Smith, who owns 16⅔% of the WGMS properties, challenged the $400,000 sale of the Washington good music outlets to RKO Teleradio on the grounds that Nathan Strauss, WMCA New York, had made a better offer. Mr. Smith also attacked the management contract between M. Robert Rogers and wife and RKO. Mr. Smith owns WFLN (FM) Philadelphia good music operation.

WGMS is now MBS outlet in Washington; WGMS-FM continues good music format.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented to the action permitting RKO to continue operating WGMS stations until the protest is decided. Comr. Robert E. Lee felt the protest should be dismissed. Comr. John C. Doerfer, in a lengthy discussion, expressed the belief that the Commission should not become involved in what he termed were private stockholder's suits, and should dismiss the protest.

Swap of Stations' Control Sought by Equal Partners

EXCHANGE in control of two station owned by partners Jack W. Hawkins an Barney H. Hubbs was requested last week i applications filed for FCC approval.

Under the proposal, Mr. Hawkins woul gain control of KVFC Cortez, Colo., an Mr. Hubbs of KIUN Pecos, Tex., both no owned equally by them. The change woul be effected this way: Mr. Hawkins woul transfer to Mr. Hubbs one-sixth interest i KIUN, and Mr. Hubbs in turn would trans fer to Mr. Hawkins one-sixth interest i KVFC. No cash is involved as the partner consider the stations to be of substantiall equal value. The change would be bene ficial, the partners believe, because M Hawkins lives in Cortez and Mr. Hubbs i Pecos and majority control in each statio would rest with the fulltime resident partne

Partners Hawkins and Hubbs also hav interests in three other Texas am station KVLF Alpine (60%), KCMR McCame (80%) and KRIG Odessa (50%).

New Owner Retains WMFJ

WMFJ Daytona Beach, Fla., which the FC ordered returned to its previous owner, W Wright Esch, by Nov. 1, will remain unde present ownership of WMFJ Inc. pendin final FCC decision on the protest to th sale. The FCC last week set aside its earlie order which postponed the transfer gran and would have required WMFJ Inc. to tur the station back to Mr. Esch. The sale ha been protested by Theodore Granik and Wil liam H. Cook, who allege the sale to WMF Inc. contravened their option to purchas the station. The FCC denied the protest an approved the transfer, but the U. S. Cour of Appeals set the sale aside and ordere the FCC to hold hearings on it.

Liberty Nets $300,000 Through Antitrust Suits

SETTLEMENT, for $100,000, of the $2. million, two-year-old civil antitrust sui brought by the defunct Liberty Broadcast ing System Inc., Dallas, Tex., against th National Football League [AT DEADLINE Oct. 22], brings to $300,000 the amount re covered by the once operating sports net work. LBS recovered $200,000 from th major league baseball leagues in 1954.

In both suits, LBS was relying on a 195 federal court decision against the Nationa Football League which termed as a viola tion the practice of radio blackouts. How ever, the same decision upheld the right o the National Football League to black out t coverage when the home team was playin at home. Liberty went out of business i 1952 when projected arrangements to broad cast major league baseball and professiona football fell through. It was founded an under the direction of Texas broadcaster Barton and Gordon McLendon, but since it suspension it has been in the hands of re ceivers.

J. S., MEXICO AGREE ON CHANNEL USAGE

Details of 'substantial agreement' on kilocyles should be known within 10 days, Washington authorities believe.

)ETAILS of a U. S.-Mexico agreement on roadcast channel usage should become nown in another week or 10 days, it was elieved in Washington last week. Signing f the agreement between the two countries hould be concluded in that time, it was unerstood, since both countries are in "subtantial agreement."

Comr. Rosel H. Hyde, who returned last veek from a fortnight in the Mexican capital conferring with communications officials a that country [B•T, Oct. 15], would only onfirm that there was agreement. He inlicated that the agreements must be reduced o drafts and submitted to the foreign offices f both countries before a signing could take lace.

Comr. Hyde said there had been some nodifications of the broadcast agreement eached between the two countries in 1955. At that time it was understood that agreenent had been reached on Mexican secondry use of U. S. clears 660 kc (WRCA New York) and 830 kc (WCCO Minneapolis), with protection to the American clears at the border. Also involved, it was understood was he use of 540 kc (Canadian Class 1-A) by he U. S. and Mexico. The latest talks reulted in a waiver on the use of Mexican lear 1220 kc beyond that already in use lomestically, it was understood [CLOSED CIRCUIT, Oct. 29].

Eugenio Mendez, a member of the Mexican delegation, said negotiations on the bilateral agreement had ended satisfactorily and that an end to interference on standard broadcast frequencies between the two countries appears possible after a three-year deadlock.

The negotiations between the two countries resulted from the fact that Mexico was not a signatory to the 1950 North American Regional Broadcast Agreement (NARBA). This is still pending ratification in the U. S. Senate. Delegates from Mexico and the U. S. met in Mexico City in 1954 and in Washington in 1955, but failed to come to come to a final agreement.

Comr. Hyde is chairman of the U. S. delegation and Carlos Nunez heads the Mexican delegation.

Four Tv Applications Go on File With FCC

APPLICATIONS for four tv stations—one n Puerto Rico, one in Hawaii and two in Mississippi—were filed with the FCC last week.

The only request for a uhf assignment came from State Telecasting Co., which filed for ch. 56 at Gulfport, Miss. State is 100%-owned by I. K. Corkern Jr., assistant engineer at WBRZ (TV) Baton Rouge, La., and former owner of WIKC Bogalusa, La. Mr. Corkern plans 21.47 kw radiated power with antenna height of 320 ft. above average terrain. He estimates construction costs at $60,420, first year operation costs at $73,000.

The other Mississippi application, for ch. 6 at Greenwood, was filed by multiple-station owner Cy N. Bahakel. Mr. Bahakel proposes 30.4 kw radiated power with antenna height of 347 ft. above average terrain. He estimates costs at $145,250 (construction) and $78,000 (first year operation). Mr. Bahakel owns WABG Greenwood and WKOZ Kosciusko, both Miss.; WKIN Kingsport, Tenn.; WLPH Huntington, W. Va.; WWOD Lynchburg and WRIS Roanoke, both Va., and WLBJ Bowling Green, Ky.

Portorican-American Broadcasting Co. (WPAB Ponce, P. R.) requested ch. 7 at Ponce with 0.578 kw radiated power, antenna height of 113 ft. above average terrain. Portorican-American is comprised of Alfonso Gimenez Aguayo, 41.4%, Inocencia Bigay vda. Soltero, 32.7%, and others. The group's costs were estimated at $98,800 for construction and $80,000 for first year operation.

Windward Broadcasting Co. (comprised of five individuals who have pledged $5,000 each) applied for ch. 11 at Kailua, T. H. Windward proposes 0.520 kw radiated power with antenna height of 247 ft. below average terrain. Costs were estimated at $4,597 for construction and $60,000 for first year operation. The low construction costs are made possible, it was explained, because all transmitter and studio equipment is to be leased through Kay Lab, San Diego, Calif.

General Foods, Coca-Cola Answer on Merchandising

GENERAL FOODS and Coca-Cola Co. last week added their answers to those of six other firms, made the week before, in the Federal Trade Commission's charges that they violated Sec. 2 (d) of the Robinson-Patman Act by participating with network-owned stations in a merchandising promotion plan involving food and drugstore chains [B•T, Oct. 29].

The General Foods and Coca-Cola answers were the same as those made by the other six firms: Both admitted participating in the merchandising-promotion plans with various network-owned radio and tv stations, but they denied they violated the law in doing so.

Answers by the other six firms were made Oct. 24, but General Foods and Coca-Cola received extensions to last Wednesday. A ninth firm, Pepsi-Cola Bottling Co., said it did not deal with food and drug stores, but with bottlers only.

It is now left up to the FTC to act on the complaints strictly on the basis of the legality of the practices. No hearings have been set for the nine firms, against which the FTC issued complaints last July.

The FTC has charged the companies violated the Robinson-Patman Act in buying advertising time on the radio-tv stations at regular card rates in return for which the respective station arranged for special displays in the stores of certain food and drugstore chains in the station's trading area, with the chain stores agreeing to the in-store displays in return for free advertising on the radio or tv station. This constitutes favoritism to the chain stores by the firms in making available promotion allowances which are not made on a proportionately equal basis to independents and other competitors of the chain stores, the FTC said.

Stations involved in the complaints against General Foods are ABC's WABC-AM-TV New York, CBS' WCBS New York and NBC's WRCA New York. Against Coca-Cola, they are ABC's WABC-TV, KABC-TV Los Angeles and WBKB (TV) Chicago; CBS' WBBM Chicago, WEEI Boston and KMOX St. Louis; NBC's WRCA, WRC Washington, KNBC San Francisco, WMAQ Chicago and WTAM Cleveland (formerly owned by NBC).

Examiner's Procedure Scored In Boston Ch. 5 Hearing

ORAL ARGUMENT on Boston's ch. 5, last available vhf channel in that city, was held before the FCC *en banc* last week. Comrs. Hyde and Doerfer were absent; Comr. Craven disqualified himself.

Chief FCC Hearing Examiner James D. Cunningham issued the initial decision in the case, favoring Greater Boston Tv Corp. [B•T, Jan. 9], and recommended denial of the then four competing applicants, WHDH Inc. (WHDH-AM-FM, Boston *Herald* and *Traveler*), Post Publishing Co. (WCOP-AM-FM, Boston *Post*), Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. Post Publishing's application was dismissed last month at its own request.

Attorneys for the applicants which would be denied attacked the examiner's reasoning, arguing that he had adopted an unprecedented approach by "eliminating" applicants one by one rather than deciding the case on a comparative basis. Also under fire were the character qualifications of Greater Boston's proposed general manager (Michael Henry), with allegations that he had deined certain material facts under oath.

Three Daytime Ams Granted

TWO grants for new am stations were issued by the FCC last week and one proposed grant was made final. New permittees are:

Anna, Ill.—Anna Broadcasting Co., 1440 kc, 500 w, daytime. Equal partners in Anna Broadcasting are Pierce E. Lackey, owner of WPAD-AM-FM Paducah, Ky., and F. E. Lackey, owner of WHOP-AM-FM Hopkinsville, Ky.

Shreveport, La.—Twin-City Broadcasting Co. application for 1300 kc, 1 kw, daytime, favored in an initial decision Sept. 24 [B•T Oct. 1], was made final. Principals include Charles E. Ray (president-11.88%), owner, KLUV Haynesville, La., and 11.88% stockholder in WEND Baton Rouge, La., and Joel E. Wharton (4.95%), owner of KLVI Vivian, La.

Martin, Tenn.—Jones T. Sudbury, 1410 kc, 1 kw, daytime. Mr. Sudbury has been local commercial manager of KLCN Blytheville, Tenn.

Clear Channel Case Outcome Still Pends

A recommendation that the FCC close out the 10-year-old clear channel proceeding was under study by the Commissioners this week [B•T, Oct. 29]. The suggestion was submitted by the Broadcast Bureau of the Commission and was the subject of discussion at last week's FCC meeting.

Also on the desks of commissioners was a petition by the Clear Channel Broadcasting Service asking that the proceedings be reopened to bring data up to date so that a final decision could be issued. The CCBS recommendation was that Class 1-A channels be authorized higher power (50 kw is the maximum power permitted by the Commission at present) and that no duplication be permitted on Class 1-A channels. There are 24 Class 1-A stations; of which 14 are members of CCBS.

CCBS also asked that the daytime skywave proceeding be re-consolidated with the clear channel hearing. In 1953 the daytime skywave case was separated from the clear channel proceeding.

Resolution of the clear channel case is predicated on the court-ordered requirement that the Commission take some action on the 15-year-old KOB Albuquerque, N. M., case. KOB has been operating under temporary authorization on clear channel 770 kc since 1941.

It was understood that the FCC has scheduled a special meeting today (Monday) to discuss what to do in the KOB case. The court directed that something be done by Nov. 27 and that it be notified what plans were afoot by Nov. 12.

During the preliminary discussion last week it was apparent, it is understood, that Comr. Rosel H. Hyde was opposing the idea of cancelling the clear channel proceeding. It was also understood that Comr. T. A. M. Craven was abstaining from taking a position on the matter.

The CCBS petition resulted from a meeting of its members last Monday in Chicago.

The clear channel case was initiated in 1945. Its purpose was to determine whether clear channel stations should be permitted to increase their power or whether the clear channels should be broken down to permit additional stations to be assigned on these frequencies. Hearings were held in 1946, but no further action was taken.

WMEX Wins First Round in License Renewal Bout

RECOMMENDATION that the FCC renew the license of WMEX Boston, involved in a hearing over past horse race broadcasts, was made last week by FCC Hearing Examiner Hugh B. Hutchison. The Commission in March 1955 designated the WMEX license renewal application for hearing to determine whether the horse racing shows broadcast by the station during parts of 1953-4-5 were of substantial use to and aided illegal gambling interests.

While the examiner concluded that the broadcasts were used to some extent by bookmakers, he felt that there was not enough evidence to determine that horse racing information broadcast by WMEX ". . . has actually been used in any substantial degree" by illegal gambling interests or that the ". . . information appears likely to have been of substantial use for such purposes."

Mr. Hutchison noted that WMEX discontinued the questioned programming in September 1955 and that the station's general manager has "given positive assurance" that none will be broadcast in the future. The examiner pointed out that the WMEX management instituted precautionary measures, such as delaying the broadcast of race results, to prevent misuse of this information. The examiner said during the time WMEX broadcast the racing shows the station's overall programming was ". . . on the whole, diversified, well-balanced and in the public interest."

FCC Rejects Uhf Pleas Involving Vhf Actions

THE FCC turned down two petitions by uh stations asking that it put a no-constructio ban on a vhf grant and withhold a final de termination in a vhf hearing case.

Denied was a request by ch. 22, KVDO TV Corpus Christi, Tex., that the Commi sion reconsider its denial of last July t KVDO-TV's request that a ban on construc tion be placed on the ch. 10 grant made t KSIX-TV, same city, until the deintermix ture proceeding is decided. The FCC ha proposed to deintermix Corpus Christi b switching the educational reservation to ch 6 or 10 from ch. 16, or by deleting ch. or 10.

Deferment of the Paducah, Ky., ch. decision—now awaiting final decision by th Commission—was asked by ch. 22 WSIL TV Harrisburg, Ill., pending the Commis sion's determination whether to make south ern Illinois an all uhf area. This reques was denied by the Commission, as was a alternative petition that a ban on construc tion be placed on any final grant for Padu cah's ch. 6 until the outcome of the deinter mixture requests are known. The FC noted that these denials were with prejudic to WSIL-TV's petition for rule-making t assign ch. 3 to Harrisburg and to reassig WSIL-TV to that channel.

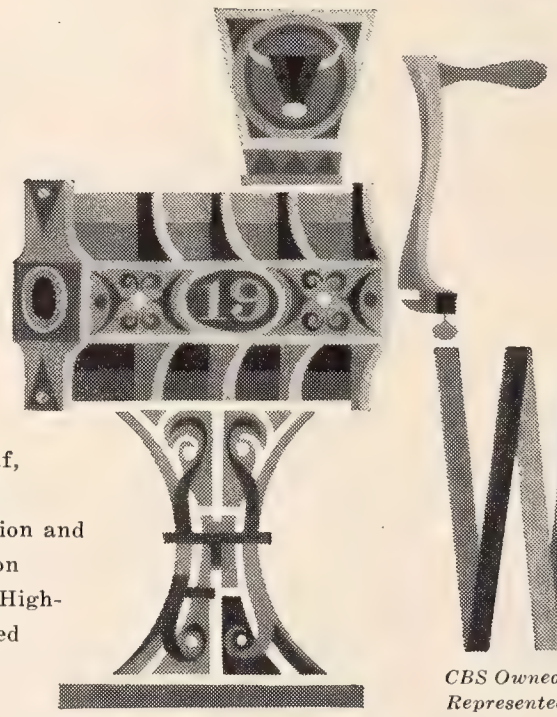
In other rule-making actions the FC assigned ch. 19 to Nacogdoches, Tex., b deleting that channel from Tyler, Tex., an Lake Charles, La., and substituting ch. 6 in Tyler and educational ch. 14 in Lak Charles. These changes necessitated sub stituting ch. 76 for ch. 21 in Crowley, La and ch. 70 for ch. 14 in De Ridder, La All these changes become effective Dec. 10

Noting that an application is now on fil for ch. 9 at Monahans, Tex., the Commis sion terminated rule-making in proceeding which would delete that channel and assig it to Hobbs, N. M.

The FCC called for comments by Dec. 1

Produces meaty results

For grinding out sales, you can't beat WXIX! So says one of Milwaukee's leading producers of quality sausages. Linking upped business to his weekly half-hour program on WXIX, Charles Schaaf, president of the Schaaf Sausage Co., frankly admits: "*Results have been most gratifying.* Wider distribution and sales are in no small way attributable to our television advertising. Ratings have been constantly growing. High-quality WXIX programming and production have helped sell Schaaf's to Milwaukee." Moral: Your *wurst* sales problems are solved on high-grade, low-cost WXIX.



WXIX

CBS Owned • Channel 19 • Milwaukee
Represented by CBS Television Spot Sales

on the following proposals:

Bozeman, Butte, Mont.—Assign ch. 6 to Bozeman by deleting it from Butte, substituting ch. 28 in the latter city.

Johnstown, Altoona, Pa.—Shift ch. 19 from Altoona to Johnstown.

Arecibo, Aguadilla, P. R.—Shift ch. 13 from Arecibo to Aguadilla.

In two cases the Commission included new rule-making requests as counterproposals in pending docket cases. These included a request by ch. 3 KMTV (TV) Omaha, Neb., to assign either ch. 16 or ch. 7 to Ainsworth, Neb. Pending rule-making would assign ch. 3 to Ainsworth. The other request was by ch. 20 WICS (TV) Springfield, Ill., to delete ch. 2 from Springfield and assign it to Terre Haute, Ind., as well as to St. Louis, Mo. Outstanding rule-making would make Springfield all uhf by deleting its ch. 2 and assigning it to St. Louis, adding ch. 26 and either ch. 36 (deleting 36 from St. Louis) or ch. 39 to Springfield in addition to its present chs. 20 and 66 (educational).

Internal Revenue Clarifies Status of Tv Bid Expenses

IF a radio station fails to win a tv grant, it can deduct the expenses incurred in prosecuting its application as a business expense in the year in which a grant is finally denied, the Internal Revenue Service has ruled.

But, if the radio station wins the grant, then those expenses—legal, engineering, accounting, travel expenses of witnesses, preparation of briefs, etc.—must be capitalized, the IRS said.

If the radio station wins the grant, IRS said, "the amounts thereof would not be deductible from gross income, but would constitute a part of the cost basis of an asset of a permanent nature, within the meaning of section 263 of the Internal Revenue Code of 1954." IRS also said depreciation could not be allowed, because the useful life of the asset is of indeterminate duration, and the cost basis of the asset would be recoverable upon its sale or other disposition.

The IRS' ruling regarding capitalization of the expenses for the winners of a tv grant has been made previously. It has been appealed to the U. S. Tax Court by WBIR Knoxville, Tenn. [B•T, Jan. 16]. WBIR, which holds a grant for ch. 10 in that city (WBIR-TV began operating last August and is affiliated with CBS), appealed an October 1955 IRS ruling which held it could not write off expenditures obligated during the course of the two-year-long hearing for the vhf channel. The tax involved amounts to approximately $15,500. WBIR's position

Airspace Panel Action

AT its weekly meeting last Wednesday, the Washington Airspace Panel took the following action:

KCJB-TV Minot, N. D., (ch. 13)—Proposed 1,073-ft. (above ground) tower approved.

Advertisement



From where I sit *by* Joe Marsh

Happy Swap

More and more farmers—who badly need hired help *sometimes*, but can't afford a *full-time* hand—are making deals with young town workers and the employers they work for.

For instance, young Hap Hooper now lives rent-free *on Easy Roberts' farm. In return he works about 100 days a year for Easy—for a farmhand's pay.*

The rest of the year Hap works for his "regular" boss . . . Buzz Ellis, the electrician. Buzz just speeds up his business when Hap's on hand—slows it down when he isn't—and, like Easy, pockets healthy savings in wages.

From where I sit, it's great how people with different backgrounds—and different viewpoints — can cooperate. How about more of us trying that? I live in a town—maybe you're a farmer. I'm partial to a good glass of beer—you may prefer coffee or milk. But we can make things pleasanter by ignoring differences and giving each other a "hand."

Joe Marsh

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is that these expenses were ordinary and necessary and should be considered as business expenses. A tv grant, WBIR has held, is a necessity to protect its am business.

Alternatively, WBIR maintained, if expenses for tv acquisition must be considered a capital investment, then the taxpayer should be permitted to depreciate this over a three-year period—since that is the life of the license.

The latest ruling by the IRS held that tv licenses are "indeterminate" and therefore not possible of amortization.

It is believed that the WBIR appeal will be litigated in Tax Court sometime next spring.

Hough Named Superintendent of Senate Radio-Tv Gallery

ROBERT C. HOUGH, who takes over duties as superintendent of the Senate Radio-Tv Gallery next Jan. 1 upon the retirement of D. Harold McGrath [AT DEADLINE, Oct. 29], at 29 will be the youngest superintendent ever to head either of the two (House and Senate) radio-tv galleries.



MR. HOUGH

Mr. Hough, whose appointment was announced by Joseph F. McCaffrey, chairman of the executive committee and president of the Radio-Tv Correspondents Assn., is also the second superintendent ever to head the Senate gallery. He joined the Senate in January 1940 as a page boy, worked his way up to chief page and joined the radio-tv gallery in 1943, where he has been ever since except for two years in the armed forces.

Mr. McGrath became the first head of the Senate Radio-Tv Gallery upon its organization in February 1940.

Mr. McCaffrey also announced the appointments of Con. J. D'Andrea and Mrs. Marion L. Ball as first and second assistant superintendents, respectively.

WHLS
MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
Port Huron's community station
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

EASTMAN CITES CRITERIA FOR POWERHOUSE OUTLETS

Blair executive, commenting on BBDO's analysis of radio's potential, reminds that powerhouse classification these days belongs to the properly-programmed outlet, rather than the station of yesterday which relied solely on high wattage.

CONTINUED appeal of any station, "powerhouse" or otherwise, "depends entirely on how well it has managed to program to the region it serves," according to Robert E. Eastman, executive vice president of John Blair & Co., station representation firm.

His statement was contained in a letter to Fred Barrett, BBDO media director who three weeks ago issued a clarification of references to "powerhouse" radio stations as contained in a BBDO analysis of radio's history and potential [B•T, Oct. 15]. The analysis, as a whole highly complimentary to radio, contained one passage saying the influence of "powerhouse" stations had passed.

In his clarification, Mr. Barrett said BBDO inclines toward buying "leadership" in radio as in other media, and that few of its campaigns fail to include "a substantial representation of the 50,000 w stations that are dominant in the areas they serve."

Further Definition Urged

Mr. Eastman in his letter took much the same tack as Mr. Barrett.

He said that Blair represents "more stations of the 'powerhouse' variety than any other representative in the business and, therefore, might have been especially sensitive to the reference in the booklet. However, we believe that we understood the intent quite well." Mr. Eastman continued:

"The difference between the so-called powerhouse station and any other radio station is that the former serves not only a home city, but also a far-flung area . . .

"It is common knowledge in the broadcasting business that over the years many 'powerhouse stations' prospered through the simple expedient of 'throwing the switch.' Very little effort and imagination was expended in the way of developing programming with character and effectiveness. Result: These powerhouses have slipped and are not what they used to be. Everyone who knows the business intimately knows those stations which have not kept pace with their competitive situation and the programming needs of their overall, widespread community.

"There are many outstanding, wide-coverage stations in the country today which, for the past many years, have worked diligently to develop better programs designed to meet the competition of more radio stations on the air, television, better movies, bigger magazines, etc. These stations have wisely concentrated their major emphasis on their area, developing personalities with appeal throughout the station's area, expanding their farm broadcasting, offering more on-the-spot coverage of news, as just a few examples . . .

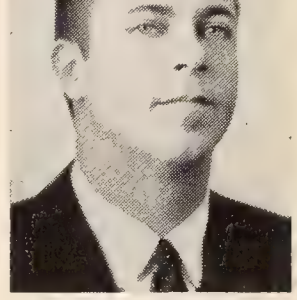
"There is no programming formula for the powerhouse station. It must schedule those programs which, in the careful judgment of management, best fit the likes of the people in that area. In one section of the country, popular music with good personalities has the greatest appeal; in another section, it is country music.

"As in any other endeavor, those stations powerhouse or otherwise, which have done well in figuring out and executing their program appeal are filling a real need today whether it applies to a large coverage area or to a metropolitan area . . ."

Mr. Eastman said the Blair company was "particularly pleased" with BBDO's overall analysis, which he called a "thorough and intelligent review of radio."

DuMont's WTTG (TV) Names Anderson as General Manager

JAMES ANDERSON has been named general manager of WTTG (TV) Washington Ted Cott, vice president of DuMont Broadcasting Corp. and general manager of owned stations, announced last week. Also announced was the elevation of WTTG Business Manager Richard Stakes to assistant general manager.



MR. ANDERSON

Mr. Anderson joined the DuMont staff in July as New York account executive for WTTG and has brought the station's national billing to its highest point in history, according to Mr. Cott.

WCKY Names John Gordon As Local Sales Manager

JOHN GORDON has been named local sales manager of WCKY Cincinnati, it was announced last week by C. H. Topmiller president-general manager.

Mr. Gordon is a former radio-tv director of the Cincinnati office of Ruthrauff & Ryan. More recently he served as account executive with Stockton, West, Burkhart agency, also Cincinnati.

Oriole Games on WBAL

WALTER DRISKILL, vice president of the Gunther Brewing Co., Baltimore, is announcing today (Monday) that all the Baltimore Orioles' regular league and selected exhibition baseball games will be broadcast next year by WBAL that city. Amount involved was not disclosed. Agency for Gunther, which owns the radio-tv rights to Oriole games, is Sullivan, Stauffer, Colwell & Bayles. Charles Weissner Jr. is the account executive and Ernie Harwell will do the play-by-play. Tv details for next year have not been announced.

Delbert Greenwood Named KOA-TV Promotion Head

DELBERT S. GREENWOOD, for the past year promotion director of WEOA Evansville, Ind., has been named television promotion manager of KOA-TV Denver, Colo., it has been announced by William Grant, KOA-TV president-general manager.



MR. GREENWOOD

Before going with WEOA, Mr. Greenwood was for several years sales development director with WGBF Evansville.

Mrs. Nini Pospahala will continue as program director at KOA-TV.

Two WCSC-AM-TV Engineers Killed by Electrical Charge

WILBUR R. ALBEE, 40, chief engineer of WCSC-AM-TV Charleston, S. C., and William Brantley, 27, engineer, were killed by an electrical charge last Wednesday while conducting field-strength measurements of the tv station's signal.

Roland Weeks, WCSC-TV manager, said that the two men were working on the outskirts of Georgetown, S. C. (60 miles north of Charleston), when an antenna on their equipment trailer apparently came in contact with a high tension wire. An unidentified witness of the accident reported that one man (Mr. Brantley) was knocked down and trapped by the 6,900 volts and Mr. Albee came in contact with the charge while trying to free him.

Mr. Albee had been with the station 15 years and supervised the construction of the tv outlet. He is survived by his wife and four children. Mr. Brantley, with the station two years, is survived by his wife and one child.

WRCA-TV Offers Color Spots At Black-and-White Prices

A DRIVE to attract additional advertisers into the color tv fold has been started by WRCA-TV New York, which is offering 20-second station breaks to advertisers in color at the same price of a black-and-white 20-second break.

As announced by Jay Heitin, director of sales, a client will be given the services of a special staging and designing production unit coordinated by Peter Affe, manager of WRCA-TV's studio and film operations, and the services of a staff announcer will be made available. Mr. Heitin noted that the campaign also is designed to point up that color tv "is now a staple product and not a luxury."

The station has 16 color spots available Monday-through-Friday between 11 a.m. and 11:45 p.m. Currently, it carries 8 hours and 35 minutes of local color programs per week in addition to NBC-TV color.

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing **RADIO**
representing **TELEVISION**

BRANHAM

national advertising representatives

11 OFFICES FROM COAST TO COAST.....



Israeli-Egyptian Conflict Points Up Services of UN

ERUPTION of the Israeli-Egyptian conflict last week pointed up the services available to networks and stations by the radio and television section of the United Nations in New York. The unit maintains facilities by which radio and television networks (on payment of line charges) may take a direct feed of UN's coverage of proceedings before the Security Council and General Assembly and also has a short wave operation to beam coverage throughout the world.

A spokesman pointed out that stations outside of New York have to depend on the networks with which they are affiliated for coverage or else pay line charges for direct connection. Though there have been instances in which U. S. radio stations have monitored shortwave broadcasts, the UN spokesman said the operation is not effective for domestic outlets in that reception of the signal is seldom clear.

First station to inform B•T it was monitoring shortwave broadcasts from United Nations headquarters in New York for background news when the Middle East crisis broke was KRUX Phoenix, Ariz., a 24-hour music-news independent belonging to the Bartell group. KRUX Executive Vice President and General Manager John F. Box Jr. said the background color was used to augment the news wire coverage and reported five KRUX newsmen worked all Tuesday night to air bulletins and prepare a special Wednesday 7 a.m. roundup. The roundup included four long distance beeperphone interviews with officials of Israel and Egyptian delegations at the UN. KRUX mobile units, under supervision of News Director Joe Patrick, obtained public cross section reactions in Phoenix Wednesday, including Egyptian students at nearby American Institute for Foreign Trade. Mr. Box said KRUX is monitoring UN radio chiefly on 15.23 and 11.70 megacycles, as well as Voice of America transmissions, on a 24-hour basis.

In addition to providing live coverage of UN proceedings, the UN radio and tv section also supplies networks and stations with transcribed and filmed programs which have been carried on a regular basis. The section is staffed by approximately 80 to 90 production people and 25 engineers. It has three camera chains and facilities for "hot" kinescopes.

Small Named WRUF Director

KENNETH F. SMALL has been appointed to replace Major Garland Powell as director of WRUF-AM-FM, U. of Florida station in Gainesville. Mr. Small formerly was assistant general manager of WPDQ Jacksonville, Fla., serving with that station five years. Major Powell retired as active director, effective Nov. 1, and has been retained by WRUF as director *emeritus*.



Radio, Tv Personalities Cited on Morals Counts

TWO Philadelphia radio personalities and a former television performer were among 1 men in that city who have been charged with morals offenses in the investigation o a vice ring which allegedly lured teenag girls through a model agency.

The three are Steve Allison, 41, dis jockey-commentator on WPEN; Jack Barry news announcer for the same station, an Bob Horn, 40, who was discharged severa months ago by WFIL-TV (where he emcee a teenage show) after he was arrested on charge of drunken-driving. Mr. Horn mor recently has operated teenage dances a Philadelphia and at Wildwood, N. J.

An indictment was returned against Mr Allison by a Philadelphia grand jury las week. Mr. Barry and Mr. Horn are sched uled to go before the jury sometime thi month.

Mr. Allison was charged with committin four immoral acts with two girls in the rec ord room of WPEN after his show went of the air and also was accused of corruptin the morals of a minor.

Mr. Horn was accused in a warrant of 2 statutory offenses involving a 14-year-ol girl at two apartments he maintained i Philadelphia.

Mr. Barry was charged with committin one immoral act in the WPEN building.

Shortly after Mr. Allison's arrest, William B. Casky, WPEN general manager, said h was "shocked at these developments."

Said Mr. Casky:

"In the past, the value of Allison as a performer and his show as a medium o information and entertainment have beer unquestioned. The obvious value of the show is borne out by the prominent local state and national figures who have appeared on it as guests. While we feel a man is innocent until proven to be guilty, in deference to the public we have taken Mr. Allison off the air until such guilt or innocence is established."

Later, when Mr. Barry was charged, Mr Casky said that the situation was "simply beyond my comprehension. The public may be sure that any of our performers that are accused will be taken off the air until the matter is settled."

WFIL-TV said that Mr. Horn has no been connected with the station since his traffic arrest last June and declined further comment.

Cochrane Promoted

JOE COCHRANE has been named program promotion and merchandising manager for KNX Los Angeles and the Columbia Pacific Radio Network, it was announced last week by John Asher, director of sales promotion and advertising for KNX-CPRN. He succeeds Robert M. Fairbanks who has joined the promotion department of CBS owned KNXT (TV) Los Angeles. Jim Francis was named assistant to the sales promotion director, taking over the job vacated by Mr. Cochrane.



WBDJ-AM-TV Roanoke, Va., now is in its new quarters in the Times-World Building, which marks the culmination of a $2 million expansion program by the Times-World Corp. *(Roanoke Times* and *Roanoke World-News).* Tv facilities in the building include two operating studios and a 150-seat auditorium.

KBON Omaha, Neb., Adds 50 Hours of 'Good' Music

UNDER the title of "Musicana," KBON Omaha, Neb., has added 50 hours a week of "good" music in addition to its varied schedule of shows by station personalities and programs from both ABC and Mutual networks.

According to Paul R. Fry, president-general manager, the KBON program department has spent several months auditioning and cataloguing a musical library designed for discriminating listeners.

"This is not a simple matter of playing and replaying a small stack of 'Top 10' or 'Top 20' or even 'Top 1,000,'" said Mr. Fry, "but it is Omaha Radio 1957."

Staff Changes at NBC Spot

ADDITION of Herb Rothman, formerly advertising promotion manager of Whitney Publications, New York, as a sales promotion specialist for NBC Spot Sales highlighted a series of changes announced last week by Mort Gaffin, director of new business and promotion for the unit. Other changes included the promotions of Elaine Simpson from promotion writer to promotion service supervisor and of Shirley Joblove, radio promotion writer, to radio sales presentation writer.



WDBJ-AM-FM-TV Executives Now Times-World Officers

ELECTION to officer status in the Times-World Corp., Roanoke, Va., of two executives of WDBJ-AM-FM-TV, that city, was announced last week by M. W. Armistead III, chairman of the corporation's board of directors.

Ray P. Jordan, managing director of broadcasting operations, has been named vice president for broadcasting, and John W. Harkrader, assistant managing director and commercial manager, has been elected assistant vice president and commercial manager for broadcasting.



NEWLY-ELECTED officers are (l) John W. Harkrader, assistant vice president, and Ray P. Jordan, vice president.

Mr. Jordan joined WDBJ in 1924 when the station was founded and has served as manager since 1930. Mr. Harkrader joined WDBJ in 1938 and has served as promotion manager and national sales manager as well as commercial manager.

Fiala Named by WROW

APPOINTMENT of Albert M. Fiala Jr. as commercial manager of WROW Albany, N. Y., was announced last Monday by George M. Perkins, station manager. Mr. Fiala, formerly with the New York radio staff of Avery-Knodel Inc., station representative which represents the station, will supervise both national and local sales for WROW.



Any advertising campaign aimed at America's TOP Markets must include the Tampa-St. Petersburg metropolitan area—America's 36th Retail Market—and WFLA-TV!

WFLA-TV reaches more than 319,000 TV sets in a 30-county area of 402,695 families—where retail sales topped a billion and a quarter dollars last year!

Add unduplicated NBC live programming in the WFLA-TV 100-mile radius to this intensive coverage and you have the reason why National Spot Advertisers are buying WFLA-TV 2 to 1 in Florida's SECOND MARKET!

Consult your Blair-TV man for top-rated availabilities.

(Figures from Telepulse, Dec. 1955; Sales Management, 1956 and Rorabaugh, Jan. 1956)

wfla-tv channel 8 NBC
TAMPA-ST. PETERSBURG
NBC Basic

National Representative—BLAIR-TV Inc.

Santa Barbara Group Formed

INCORPORATION of the Channel City Tv & Broadcasting Corp. to apply for ch. 12 when, as and if it is moved to Santa Barbara, Calif., from Fresno, Calif. (proposed by the FCC in a pending rule-making proceeding), has been announced. The new company is comprised of Charles A. Storke, president (co-editor and publisher of the *Santa Barbara News-Press*); Sherrill C. Corwin, vice president (theatre chain owner and holder of 15% interest in KAKE-AM-TV Wichita, Kan.); Frank W. Crane, vice president (president of Southern California Broadcasters Assn.); Ruben J. Irwin, secretary-treasurer (oilman); William Rea, director (former owner, CKNW New Westminster, Canada); and Richard Polsky, director (department store owner).

Rollins' Sales Reported Up

NATIONAL spot sales by Rollins Broadcasting Co. radio stations during the first six months of 1956 were up 48% over the same period last year, according to an announcement by Graeme Zimmer, Rollins' national sales manager. Rollins owns and operates WNJR Newark, N. J.; WJWL Georgetown, Del.; WBEE Chicago; WRAP Norfolk, Va.; WAMS Wilmington, Del.; WGEE Indianapolis, Ind., and WPTZ-TV Lake Placid (Plattsburgh), N. Y.

Boston to Budapest

NEWS EDITOR Rod MacLeish of WBZ Boston reached a member of the Hungarian revolutionary council by transatlantic telephone Wednesday and developed the fact that revolutionists need economic aid from the U. S., but emphatically want no military help. National wire services picked up the story.

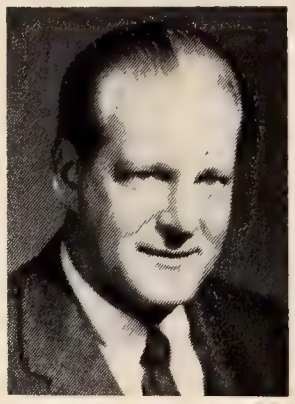
The Budapest official contacted gave his name as "Nagy" but said he was no relative of the Hungarian premier. Asked if his country wanted economic aid, Mr. Nagy said, "Yes, we do." Then Mr MacLeish asked about military assistance. "No, this is an internal affair of the Hungarian people. Keep your troops out of here," was the reply. The revolutionary spokesman in reply to a question whether Russians would leave his country said, "They've got to."

KRUX Phoenix Raises Rates

MARKING the third 15% rate increase since KRUX Phoenix, Ariz., became a member of the Bartell group last February, the station announced new rates effective Nov. 1. The new Class A one-minute spot rate is $9.45 national and $7.25 local. The station uses a 24-hour music and news format.

MacLatchie Named to Post In A-K Los Angeles Office

APPOINTMENT of Douglas MacLatchie as television sales manager in the Los Angeles office of Avery-Knodel Inc., station representatives, is being announced today (Monday) by Lewis H. Avery, president.



MR. MacLATCHIE

Mr. MacLatchie joins Avery-Knodel from Edward Petry & Co., where he had served for several years, most recently as eastern sales manager for television. Previously he had been on the sales staffs of WFIL-AM-TV Philadelphia. Mr. MacLatchie's appointment follows an expansion program at Avery-Knodel, under which the company opened branch offices in Dallas and Detroit, bringing total number of offices to seven.

WJPB-TV Building Begun

CONSTRUCTION of a new building has been begun in Fairmont, W. Va., to contain studio and offices of now dark WJPB-TV that city and the general offices of Beacom Broadcasting Enterprises, which operates radio and tv stations in West Virginia and Pennsylvania.

The building, Broadcast House, will be ready for occupancy early next year, according to J. Patrick Beacom, president-owner. Mr. Beacom said that WJPB-TV then will resume operations on ch. 35 with a new tower 1,710 ft. above sea level and located directly behind the new building.

Broughton Dies at 83

CHARLES E. BROUGHTON, 83, former president of WHBL Sheboygan, Wis., and before that editor-publisher of the *Sheboygan Press*, died Oct. 31 following eight weeks of hospitalization. A prominent Democrat and civic and professional figure, Mr. Broughton sold his interests in WHBL only a few weeks ago and was active in the station management until suffering a stroke Sept. 11.

REPRESENTATIVE APPOINTMENT

KSFO San Francisco, appoints Am Radio Sales Co., N. Y., as national sales representative.

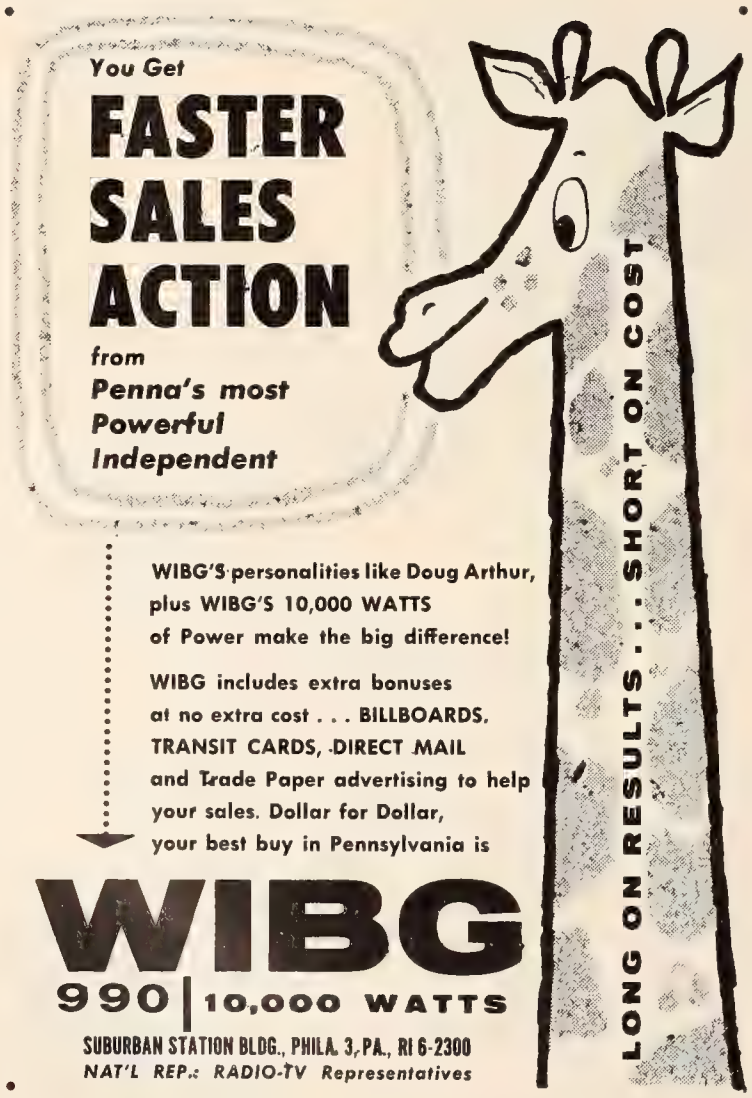
REPRESENTATIVE PEOPLE

Joanne Pyle, former head of her own public relations firm, to Forjoe & Co., N. Y., as promotion and research director.

STATION PEOPLE

Galen S. Blackford, KJR Seattle, Wash., commercial manager, to station manager.

E. J. Galbos, sales manager, Cheyenne, Wyo., local DeSoto-Plymouth dealer, to KVWO, same city, as station manager.



Augie Cavallaro, sports and administrative director, DuMont Broadcasting Corp. named executive assistant to vice president and general manager. He succeeds **Lewis Arnold,** recently appointed general manager KTLA (TV) Los Angeles, filling post vacated by death of **Klaus Landsberg** [B•T, Oct. 15].

Lee Langer, Blair-Tv, N. Y., to KTLA (TV), Hollywood, as account executive and **James Pearson,** KTLA production division, to sales service staff.

Bill Gettman to WJAG Norfolk, Neb., as chief engineer. Other WJAG changes: **Don Broadstone,** sales and programming staff, to operations director; **Jack Miller** to sales staff and **Stan Merchant,** sportcaster, to news director.

Henry M. Stanley named director of national sales, KCMJ Palm Springs, Calif.

Tom Fraioli, Music Corp. of America, to WRVA-TV Richmond, Va., as local sales manager.

Ted Hamilton, WESB Bradford, Pa., sales representative, to WRUN Utica, N. Y., in similar capacity.

Liv Lanning, formerly with KEEN San Jose and KBOX Modesto, Calif., to sales staff of KSTN Stockton, Calif.

Don Boles, KLLL, Lubbock, Tex., to sales staff of WKYW Louisville, Ky.

Lee Jensen, KRNR Roseburg, Ore., salesman-announcer, to KBIF Fresno, Calif., as account executive. Mr. Jensen replaces **Frank Cassidy,** resigned.

Larry Coke, advertising manager, Toller Drug Co., Sioux City, Ia., to KVTV (TV), same city, as promotion and publicity manager.

Clause Wiese to WMTW (TV) Poland Spring, Me., as production manager succeeding **Les Richards,** resigned.

Mary J. Speaker, former traffic manager, KTVX (TV) Muskogee, Okla., to KOA-TV Denver, Colo., in similar capacity.

Kenneth E. Markel, commercial manager, KRGV-AM-TV Weslaco, Tex., to KATZ St. Louis, Mo., sales staff.

Joe B. Foster to KTBC-TV Shreveport, La., as commercial manager. **Podge M. Reed** succeeds Mr. Foster as commercial manager of KTBS-Radio.

Ken Yandle, senior producer-director KING-TV Seattle, to KGW-TV Portland, Ore., in similar capacity.

William A. Cancilla, KFRC San Francisco, to KNBC, same city, as director of merchandising.

A. H. Christensen, KEX Portland, Ore., to KGW-TV, same city, as promotion-publicity manager.

Ken Hirsch, recently released from service, to promotion director, WKZO-AM-TV Kalamazoo, Mich.

Don Hardin, former continuity director, WTVN Columbus, Ohio, to WLWC (TV), same city, as director of commercial operations.

William P. Coulter, formerly with *Augusta* (Ga.) *Chronicle,* to WMAZ-AM-FM-TV Macon, Ga., as news director.

Milt Flack, news director, WBML Macon, Ga., to United American Life Insurance Co. Atlanta, as public relations director.

James J. Rue, assistant director of sales promotion, KNXT (TV) Los Angeles and Columbia Television Pacific Network, appointed director of promotion department of KTLA (TV), same city effective Nov. 1. **Howard L. Wormser** continues as director of publicity.

Delbert S. Greenwood, promotion director, WEOA Evansville, Ind., to KOA-TV Denver, Colo., in similar capacity.

Perry Allen, KTLN Denver, promoted to program director.

Raymond E. Guth, program director, WOC-TV Davenport, Iowa, also named program director of am affiliate, WOC.

Chris Condon, Worcester, Mass. newsman, to KVOO-TV Tulsa, Okla., as news director.

Connie Slavin, assistant promotion manager KCBS, S. F., resigned, succeeded by **Jim Wolf,** KCBS promotion writer and **Marilyn Lord,** promotion department, KGO, same city.

Jeanne Marie Jones, KYW-TV Cleveland, Ohio, appointed sales service manager.

James Bentley, radio-tv director, Mallory Advertising, San Jose, Calif., to KRON-TV San Francisco, as assistant program manager.

Dick Lynch, KTLA (TV) Hollywood, assistant to director of promotion, named assistant sales promotion manager.

Frank Langley, assistant publicity director, WOR-TV New York, to WPIX (TV), same city, in similar capacity.

Dan T. Griffin, WBIG Greensboro, N. C., program director, to assistant general manager. **Terry Bane,** WBIG announcer, named assistant program director.

Allan B. Connal, senior studio supervisor, WRCA-TV N. Y., to supervisor of facility staging (unit supervisors, designers, make-up artists, wardrobe personnel).

Mike Layman, president and general manager, WSFC Somerset, Ky., elected president Somerset Kiwanis Club.

Allen M. Woodall, president and general manager, WDAK-AM-TV Columbus, Ga., elected president of local Democratic association.

Daniel W. Kops, executive vice president and general manager, WAVZ New Haven, Conn., appointed chairman of committee to coordinate United Nation observances locally by New Haven mayor.

Harold C. Lund, vice president and general manager, KDKA-AM-FM-TV Pittsburgh, Pa., elected director of Pittsburgh Opera Inc.



sesac

PAUL HEINECKE, President

LICENSING THE PERFORMANCE,
MECHANICAL OR SYNCHRONIZATION RIGHTS IN
"THE BEST MUSIC IN AMERICA"
TO THE ENTIRE ENTERTAINMENT INDUSTRY,
RADIO, TELEVISION, MOTION PICTURE,
TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES,
THEATRES, CONCERT HALLS, HOTELS, ETC., WITH

A REPERTORY OF DISTINCTION

Celebrating Our 25th Anniversary

Producers of the famous

SESAC TRANSCRIBED LIBRARY

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

Miller N. Babcock, vice president and managing director of WGBS-FM Miami, named public information chairman, local chapter of American Red Cross.

Michael R. Hanna, general manager, WHCU Ithaca, N. Y., elected trustee of Ithaca College for five-year term.

Bob Mohr, general sales manager, KTLA (TV) Hollywood, appointed to Los Angeles Advertising Club board of directors.

Howard Coleman, head of WNBQ (TV) Chicago color sales development unit, will address Kiwanis Club on color television at Morrison Hotel in Chicago, Nov. 8.

Bob Stanton, sports director, WSUN-TV St. Petersburg, Fla., resigns as narrator on *Robert Montgomery Theatre.*

Vince Bagli, WBAL Baltimore, sports editor, elected president of Baltimore Sports Reporters' Assn.

Helen Hunley, WLAC Nashville, Tenn., selected "Miss UGF" for 1957 to represent United Givers Fund in local charitable agencies.

Edward M. Sleighel, president, KABQ Albuquerque, N. M., father of girl, Nancy-Isabel Wilder.

Doug Duperrault, program director, KRBB-TV El Dorado, Ark., father of girl, Reeda Denise, Oct. 14.

Larry Cooper, public service director, KWK-TV St. Louis, father of boy, Stephen Wayne, Oct. 23.

Bob Stolz, production assistant and cameraman, KHOL-TV Kearney, Neb., father of girl, Roxanne, Oct. 22.

Jack Moore, KHJ-TV Los Angeles, film department, father of boy, Michael James, Oct. 26.

Dick Reid, WCHS-TV Charleston, W. Va., father of girl, Jo Ann, Oct. 8.

Bill Roddy, newcaster, KPTX (TV) San Francisco, father of boy, Oct. 15.

Johnny Michels, disc jockey, WDGY Minneapolis, father of boy, Scott Bradley, Oct. 12.

Vickie Varnum, copywriter, WINK Fort Myers, Fla., married to Frank Earl Leffers, Oct. 20.

Claude Turnell, studio assistant and cameraman, KHOL-TV Kearney, Neb., married to Simone Jacoulet, Oct. 4.

Lee F. Curran, 53, KTRK-TV Houston, Tex., promotion-publicity director, died Oct. 21 of lung cancer.

William J. Morrissey, 63, market analyst, WLS Chicago, died Oct. 27.

Mary Schwab di Fant, former copywriter, WKNB West Hartford, Conn., died at the home of her parents in Ft. Lauderdale, Fla., Oct. 11.

PROGRAM MORTALITIES TO BE DISCUSSED AT BROADCASTERS PROMOTION ASSN. MEET

Attendance of 150-200 expected at Chicago meeting of new organization Nov. 16-17. BPA objectives: To sell radio-tv promotion.

A GOOD many programs come on but "down you go," as it were, every year for lack of a hold on audiences and sponsors alike. To what degree are advertisers, agencies, networks and local stations responsible for lack of better promotion and exploitation on these shows?

Theme of new program "mortalities" and the concept that "new programs should be sold like new products" will be explored by Don Paul Nathanson, president of North Adv. Inc., during a merchandising pro-and-con session of the Broadcasters Promotion Assn. meeting in Chicago Nov. 16-17.

Advance registration for BPA's first annual seminar at Chicago's Sheraton Hotel was reported heavy with the likelihood that attendance would approximate 150-200 from among midwest station promotion and allied field representatives who have expressed interest in the youthful organization. BPA's objectives are principles addicted to selling promotion *per se* as a tool of radio-tv broadcasting as against printed media, or pitting one medium against another in terms of time vs. space, and, intra-murally, "my time (promotion) is your time (promotion)," in terms of problems and difficulties encountered by various individual station promotion executives [B•T, Oct. 22].

Agenda for the seminar was pretty well set last week, comprising leading industry figures, as deadline neared for advance registrations (today).

Mr. Nathanson will discuss agency-client merchandising needs Nov. 17 (Saturday) in a panel on sponsor audience promotion as part of a discussion on merchandising pros and cons. Newcomers to the BPA merchandising session are R. S. McDonald, advertising director, Quaker Oats Co., Chicago, and Max E. Buck, manager of WRCA-TV New York, with talks slanted along audience promotion lines on client merchandising needs and stations' merchandising role for advertisers, respectively. David Kimble, account executive, Grey Adv. Agency, will moderate the session. Dr. Sydney Roslow, director of Pulse Inc., New York, will join representatives of other audience measurement services in a panel give-and-take on ratings at the afternoon (2 p.m.) session Friday (Nov. 16). On the same day Leonard Kent, vice president and head of research for Needham, Louis & Brorby Inc., Chicago, will discuss the concept of market selections for radio-tv and assistance stations can render toward agency decisions [B•T, Oct. 29].

Mr. Nathanson, long a believer in the "imagery transfer" concept now being promoted by NBC Radio, is expected to present case histories supporting a theory that many programs (mostly tv) go off the air not for lack of "merits" but simply because of disinterest. He is expected to offer specific suggestions, along product selling lines, calling for creation of attention and arousing of interest.

Mr. Nathanson will take the tack that better promotion and particularly exploitation (a new found weapon in many large agency circles) can prove to be the remedy for high program mortalities, and evince a general widespread agency and personal concern on the matter.

Panel for a station representatives panel Nov. 16 on promotion of radio-tv time sales holds promise of being controversial, in light of recent agency-representative differences over effectiveness of radio as an advertising medium, particularly in state broadcaster association meetings. Larry Webb, managing



DISCUSSING accomplishments at the season's final NARTB regional conference held at Birmingham, Ala., a fortnight ago [B•T, Oct. 29] are (l to r) George Harvey, WFLA-TV Tampa, Fla.; Wilton Cobb, WMAZ-TV Macon, Ga.; Carter Parham, WDEF-TV Chattanooga, Tenn.; Irving Waugh, WSM-TV Nashville, Tenn., and J. W. Woodruff Jr., WRBL-TV Columbus, Ga.

irector of Station Representatives Assn., ill moderate a session featuring Wells Barett, Blair Tv and John Blair & Co., New ork (on differences in selling radio-tv time); rthur Bagge, midwest radio sales manager, eters-Griffin-Woodward Inc., Chicago (difrences in selling timebuyers and account xecutives); Dudley Brewer, manager of the ranham Co.'s Chicago office (helpful sales romotion for representatives), and Dwight . Reed, vice president of H-R Representaives, Inc., Chicago (on importance of staion contact-promotion among local and egional brokers, jobbers and distributors).

Amid charges that agencies have freuently "undersold" (and understaffed themelves for) radio in recent years, the session s sure to be a lively one, with agency deleates to be admitted as associate members, pon accreditation, with a question and nswer period to follow.

Donald D. Davis, vice president and comnercial manager of KMBC-AM-TV Kansas ity, and Frederick Gregg, account executive, Young & Rubicam, New York (and roposed part owner of WLAP Lexington, y., in expected sale of property by Gilmore unn to group of parties—CLOSED CIRCUIT, ct. 29), will be participants in an explorion of promoting time sales to local, localational with co-op and national-regional acounts in a Friday (Nov. 16) session, with avid Partridge, advertising and sales prootion manager, Westinghouse Broadcasting o., as moderator.

Independent radio station promotion along with means of promoting uhf, trade paper dvertising and feature films and syndicated ackages, will be canvassed Saturday mornng in roundtable discussions. Highlight of he session will be the citations and awards ompetition, along with the advertisers' prootion contest. Sam Elber, promotion manger of WERE Cleveland, will head the independent station panel. Robert Van Roo, WXIX (TV) Milwaukee, is set for the uhf ortion, and Joe M. Baisch, general manager f WREX-TV Rockford, on promotion of eature films and syndicated film packages, ith Mr. Kimble as table leader on trade aper advertising.

Dr. Roslow will join representatives of American Research Bureau, A. C. Nielsen Co. and C. E. Hooper Inc., previously announced, on the audience evaluation panel Friday afternoon.

Tom Dawson, WBBM-TV Chicago, will introduce the speakers, already announced.

The next session will be devoted to print advertising, publicity, station-sponsored special events, direct mail for civic organizations, exploitation and utilization of program department facilities as part of the scope of audience promotion, with Elliott Henry, director of advertising, promotion and press information, WBKB (TV) Chicago, as introduction speaker, and Gene Godt, WCCO Minneapolis, as moderator.

Organizational meeting is scheduled for Friday morning with Charles Wilson, WGN-AM-TV Chicago, as temporary chairman. Other steering committee members for BPA, who will work out bylaws, membership and dues, services and a nominating committee, are John Keys, WMAQ-WNBQ (TV) Chicago; Robert Peel, WIND Chicago, and Messrs. Henry and Dawson. Election of officers will be held at the Saturday (Nov. 17) closing business meeting.

BPA has dispatched letters and copies of its seminar agenda to film companies, station representatives, advertising agencies and others eligible for associate membership.

Tour of WNBQ (TV) Chicago color facilities and reception jointly hosted by B•T and *Advertising Age* will be among social highlights in late afternoon and early evening hours. Registration fee is $25 for complete seminar, including entertainment, with checks to be mailed to Charles Wilson, care of Broadcasters Promotion Assn., 200 E. Illinois St., Chicago 11, Ill. Registration will be open Thursday (Nov. 15) 6-9 p.m. and Friday at 8 a.m. Individual or additional tickets to either of two morning or one afternoon sessions are $5 each with luncheon tab of $5 and banquet $10 per person.

INFORMAL SESSIONS SET FOR FARM DIRECTORS MEET

Agenda for Chicago meeting Nov. 23-25 stresses discussions on radio-tv programming, promotion and sales. Fellows to give 'road ahead' forecast.

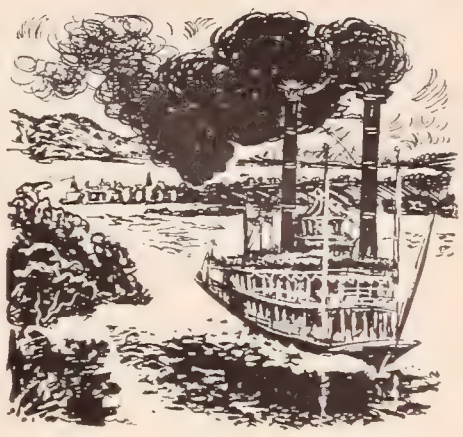
INFORMAL sessions on radio-tv programming, promotion and sales will dominate the 13th annual convention of the National Assn. of Television and Radio Farm Directors in Chicago Nov. 23-25, according to the advance agenda being distributed to members by Jack Timmons, KWKH Shreveport, La., and NATRFD vice president.

Highlight of the three-day meetings at the Conrad Hilton Hotel will be the annual "road ahead" forecast by NARTB President Harold E. Fellows at the Saturday (Nov. 24) luncheon. Newly-elected officers will be announced Sunday evening. John McDonald, WSM Nashville, is current NATRFD president.

The convention starts Friday afternoon with the president's report, committee and regional reports and a business session. American Feed Mfrs. Assn. will host a cocktail party and the Chicago Board of Trade



"KRIZ Phoenix was right when they said this barbecue seasoning makes you feel warm way down inside—"



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

will give a buffet supper, with Maynard Speece, WCCO Minneapolis, presiding over dinner. Entertainment will be offered by the *WIS* (Chicago) *National Barn Dance* stars, with Harold Safford, assistant to the general manager of WIS, as emcee.

American Dairy Assn. will host a breakfast Saturday, with a talk by Frank R. Neu, its public relations director, and Charlie Slate, East Texas Network, presiding. Dr. Herbert True, marketing professor, U. of Notre Dame, will deliver his "Creative Thinking" presentation.

The theme "Ideas Build Better Programs —More Listeners—More Sponsors" will be used during the morning and afternoon sessions, along with "How We Do It" case history talks on tv and radio. Sears, Roebuck & Co. is giving the Saturday luncheon, to which Mr. Fellows has been invited. Methods of visually improving tv programs will be explored by Lester Weinrott, vice president, Kling Film Productions Inc. Talks on "Do's and Don'ts of Color Television" by Milt Bliss, NBC Chicago, and Ruth Alampi, WRCA New York, will be afternoon features, along with a tour of WNBQ (TV) Chicago color facilities.

Don Tuttle, WGY Schenectady, will discuss "A Radio Farm Director Meets Tv" Sunday morning, to be followed by business session and election of officers. National Safety Council will be host at the luncheon, at which time presentation of annual farm safety awards will be made. Afternoon discussions will be devoted to how RFDs can serve the radio-tv industry, to new farm radio-tv program times and how RFDs can help sell (with panel of station representative, agency and station personnel). The American Farm Bureau Award, given by courtesy of the National Plant Food Institute, will be announced at the annual banquet as will NATRFD tenure citations.



TWO NEW OFFICERS of the Heart of America Chapter, American Women in Radio & Television, chat with Mrs. Georgia Neese Clark Gray, former U. S. treasurer, at the chapter convention in Wichita, Kan. L to r are Marie MacDonald, KFBI Wichita, newly-elected secretary; Mrs. Gray, who was convention speaker, and Ethel Jane King, KAKE-TV Wichita, new president. Other new officers elected at the convention last month were Peg Jostedt, Fardner Adv., St. Louis, Mo., vice president, and Hazel Stebbins, KFOR and KOLN-TV, Lincoln, Neb.

RTNDA Readies Agenda For Milwaukee Meeting

RADIO-TV workshop sessions, an address by NARTB President Harold E. Fellows and announcement of the first annual Paul White Award, will highlight the annual convention of the Radio-Television News Directors Assn. at Milwaukee's Plankinton Hotel Nov. 15-17.

From 150 to 200 RTNDA member delegates are expected to attend the sessions, which open officially Wednesday (Nov.14) with advance registration and a board meeting. Harold Baker, WSM Nashville, Tenn., will preside as RTNDA president.

Sig Mickleson, CBS vice president in charge of news and public affairs, will address the opening Thursday morning session.

Other speakers will include Milwaukee Mayor Frank P. Zeidler; Sol Taishoff, B•T editor-publisher; Charles Campbell, director of British Information Service; Nezih Manyas, assistant director, Turkish Information Office, and various participants in workshops and roundtable discussions.

Winners of the Paul White and other awards will be announced at the Friday evening banquet. The White award, named after the veteran newsman, will be presented for "the most significant contribution to radio and television journalism" during the 12-month period prior to the convention. It is not limited to newsmen *per se*, but is open to anyone in the broadcasting and allied fields.

NARTB Issues First Edition Of New Television Quarterly

THE first issue of *Television Quarterly*, a slick-paper booklet to be published four times yearly by NARTB, made its appearance last week. Vol. 1, No. 1 carried seven articles, three reprinted from other publications, including B•T, and the rest original pieces. The first issue had 32 pages.

Television Quarterly will be used to acquaint the general public with the achievements of television, NARTB said.

NARTB members will receive their copies without charge, while the association is mailing copies to industry and business, government, civic and religious leaders.

NARTB is offering copies for 10 cents each (8 cents each with orders for 100 or more, plus postage) to tv stations for distribution on the local level.

Exhibition Planned by AWRT

A HIGHLIGHT of the 1957 spring convention of American Women in Radio and Television will be a Sight and Sound Fair, it was announced last week by AWRT President Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit. The convention will be held April 25-28 in the Chase-Park Plaza Hotel, St. Louis.

The exhibition, to be larger than the one at last year's Boston meeting, is designed to provide AWRT members with a wider knowledge of new products, trends and conveniences of interest to the broadcasting industry.

More Competitive Facilities: Doerfer Answer to Monopolie

THE best cure for alleged monopolistic co ditions in tv broadcasting is the exhaustic of every feasible means to provide mo competitive facilities because experience h shown "government fiat is a poor substitute FCC Comr. John C. Doerfer told the Broa cast Adv. Club of Chicago Monday.

"Whether this will be accomplished b continuing a policy of vhf-uhf intermixtur adopting a new assignment plan of shortene separations, or moving all television broa casting into the uhf portion of the spectrur I cannot answer at this time," Comr. Doe fer said in an address before nearly 20 members at the Sheraton Hotel.

Reiterating his skepticism about selecti deintermixture as an "interim relief" mea ure, Comr. Doerfer gave assurance FCC "exerting a tremendous effort to solve the problems." He again urged a cautious a proach in tv network investigations as re ommended before NARTB Region 3 in Bi mingham [B•T, Oct. 29].

WWLP (TV) Leaves NARTB; Bias Toward Bigness Is Charg

A CHARGE that NARTB is representi "only a small but powerful, segment of th industry" was leveled last week by Willia L. Putnam, general manager of WWL (TV) Springfield, Mass., in a letter resig ing from the association.

WWLP is a uhf station operating on c 22. It commenced operations in March 195

Mr. Putnam wrote NARTB Preside Harold E. Fellows that "it appears ver clearly that the NARTB represents only small, but powerful, segment of the industr and specifically it does not represent what w here regard as our best interests, nor thos of a large portion of the industry, or fo that matter the good of the entire country

He said "we do not want our resignation t be interpreted as a disagreement with an of the fine ideals for which the NART proclaims an interest. We do, however, re sign because those high ideals are bein obscured in a rash of short-sighted and sel serving procedures by some of your mo substantial members to the detriment of th long-range interest of the industry."

Mr. Putnam said WWLP joined NART "some years ago" out of a feeling "that th NARTB was an association which repre sented the entire broadcast industry an which worked for the growth and promotio of that industry." But, he added, "we hav noted a growing sentiment that such is no the present case."

TvB Board to Deliberate Location of Branch Office

POLICY matters, including approval of branch office to be set up in one of fou cities mentioned, are scheduled for deliber tion at the Nov. 15 board meeting of Tele vision Bureau of Advertising at the Wa dorf-Astoria Hotel in New York.

The board meeting precedes by a day th second annual membership meeting of th

vB, also to be held at the Waldorf-Astoria.

Expected to be approved will be TvB's rst branch office. Cities mentioned as candidates for its location are Los Angeles, San rancisco, Chicago and Detroit.

It is reported that the board also may announce the election of Gene Accas, operaons director of TvB, as a vice president. ther matters slated for board considerafon are election of six members to the 16-an board, and budgetary approval for an xtension nationally of TvB presentations ased on research projects.

In connection with this research, TvB xpects about 2,000 advertiser and agency xecutives will attend a TvB showing of its ew, wide-screen, Cellomatic presentation, Beyond the Motion Barrier." Revealed will e data from new and major research projcts TvB has had in the field for the past ree months. A membership meeting will ollow.

N. H. Assn. Re-Elects Estes

FRANK B. ESTES, vice president-general anager of WKNE Keene, N. H., has been e-elected president of the New Hampshire ssn. of Broadcasters.



MR. ESTES

Other officers and directors elected at a meeting of the association last month were John W. Guider, WMOU Berlin, vice president; Ralph Gottlieb, WKBR Manchester, secretary-treasurer, and William White, WMUR-TV Manchester, and Norton Virgien, VFEA Manchester, both directors.

Arnold to Address Bar Group

THURMAN ARNOLD, former antitrust hief of the Justice Dept. under Democratic dministrations, will be guest speaker today Monday) at the monthly luncheon meeting f the Federal Communications Bar Assn. n the Willard Hotel, Washington. He will peak on antitrust laws.

Kan. AP Group Names Schmidt

BOB SCHMIDT, general manager of KAYS Hays, Kan., was elected president of the Kansas Associated Press Radio Assn. at the roup's annual meeting a fortnight ago at Manhattan, Kan. He succeeds Bob Wells, anager of KIUL Garden City, Kan.

TRADE ASSOCIATION PEOPLE

William T. Raphael, program director, Radio Free Europe, named special consultant o Dept. of Information, Crusade for Freedom.

Vera A. Halloran, head librarian, J. M. Mathes Inc., N. Y., to research librarian, Bureau of Advertising, American Newspaper Publishers Assn., same city.

Galvin Cites Possible Snags Facing Black-And-White Tv

THE OUTLOOK for black-and-white television is "clouded" by lower dollar volume and profits because of conditions surrounding portable tv, color and "Orpha Brand Closeouts," Paul V. Galvin, president of Motorola Inc., asserted Friday.

In a report accompanying the company's third quarter statement, Mr. Galvin said the television industry would be stabilized only after conditions in these three areas become less fluid. Closeouts of "Orpha Brands" referred to those by companies going out of business.

Motorola reported a sales upswing for its brand car radio, home radio and industrial-military sales and a downgrading in both sales and profits for television and contract automobile radios (contracted by car manufacturers) during the third quarter. With new 1957 auto models now being introduced, Mr. Galvin said he felt sales volume in contract business would show an increase. Transistor radios are being supplied by Motorola for new models made by Ford Motor Co., Chrysler Corp. and American Motors, the company said.

During the third quarter the electronics manufacturer reported record quarterly sales at $60,887,948 compared to $60,685,113 for that period last year, and reduced earnings, $1,751,757 from $1,940,847 in 1955. Sales the first nine months of 1956, however, exceeded last year's totals—$162,689,182 against $153,978,232—though earnings fell off from 1955's $4,885,848 to $4,817,964 the first nine months this year.

Motorola also announced price boosts on its radio line, ranging about $5 on portables, $1-$2 on home models and $2-$3 on clock units.

Transistor Production Up

A FOUR FOLD increase in transistor production by the nation's electronics manufacturers for the eight months of 1956 compared with the same period in 1955 has been reported by RETMA. Through August, 6,959,000 transistors were manufactured, at a factory sales value of $19,717,000. This compares to 1,715,000 units produced in 1955 with a corresponding value of $6,388,000.

GE Ships to Six Outlets

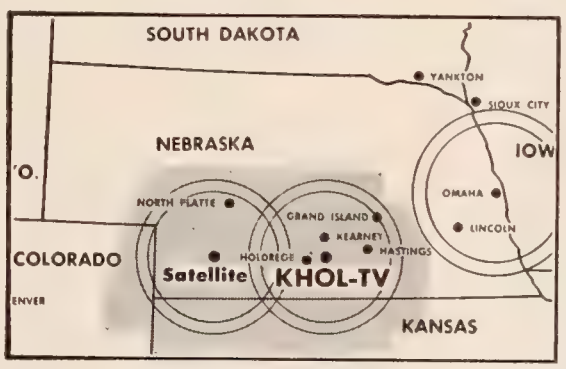
GENERAL ELECTRIC Co. reported last week that it had shipped a 35 kw transmitter to WDSU-TV New Orleans (ch. 6); a 5 kw transmitter and six-bay batwing antenna to WJIM-TV Lansing, Mich. (ch. 6); a 50 kw transmitter to KSIX-TV Corpus Christi, Tex. (ch. 10); a four-bay helical antenna to WSYE-TV Elmira, N. Y. (ch. 18); a six-bay batwing antenna to KICA-TV Clovis, N. M. (ch. 12), and a 45 kw transmitter to WGBI-TV Scranton, Pa. (ch. 22).

KHOL-TV plus . . .

New SATELLITE STATION

Gives You Bonus Coverage In Nebraska's 2nd Big Market

161,715 Unduplicated Families at TV's Lowest Cost-Per-Thousand



KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market.

KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage.

One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost.

Investigate Nebraska's 2nd Big Market today— contact KHOL-TV or your Meeker representative.

KHOL-TV
Owned and Operated by
BI-STATES CO.
CBS • ABC

CHANNEL 13 KEARNEY, NEBRASKA
Channel 6 Satellite Station,
Hayes Center, Nebr.

Represented nationally by MEEKER TV, Inc.



The WHOL
Music-News Station
in the
Rich Lehigh Valley

PENNSYLVANIA'S 3rd LARGEST MARKET
Representative
Paul H. Raymer Co., Inc.

WHOL
top of 1600 the dial
ALLENTOWN, PA.
WAZL Hazleton, Pa. NBC-MBS
WVDA Boston, Mass. ABC
WIDE Biddeford-Saco, Me. MBS-Yankee
WHLM Bloomsburg, Pa.

WHBF
coverage area has
376,700
consumer spending units
with
$1,339,059,000.
total retail sales
(S. M. Buying Power)
CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

579,102 Radio Receivers Sent to Dealers in August

THERE were 579,102 radio receivers shipped to dealers in August, RETMA reports. This compares with 641,884 receivers shipped in July and 460,205 in August 1955. For the eight months in 1956, RETMA reported 4,491,795 units shipped to dealers compared with 3,451,512 for the same period last year.

The cumulative eight-month shipment of radio receivers to dealers totaled as follows:

State	Total	State	Total
Ala.	51,728	Neb.	28,561
Ariz.	24,568	Nev.	6,063
Ark.	22,711	N. H.	16,006
Calif.	491,074	N. J.	174,782
Colo.	32,565	N. M.	13,863
Conn.	70,812	N. Y.	711,820
Del.	8,995	N. C.	66,822
D. C.	39,119	N. D.	10,398
Fla.	84,153	Ohio	257,896
Ga.	71,703	Okla.	32,641
Idaho	9,150	Ore.	37,023
Ill.	355,012	Penn.	320,204
Ind.	78,734	R. I.	27,083
Iowa	43,854	S. C.	28,025
Kan.	35,379	S. D.	10,558
Ky.	59,821	Tenn.	56,345
La.	60,766	Tex.	182,470
Maine	26,077	Utah	14,042
Md.	76,670	Vt.	9,864
Mass.	181,581	Va.	66,409
Mich.	196,470	Wash.	67,207
Minn.	64,736	W. Va.	26,781
Miss.	25,706	Wis.	85,516
Mo.	102,713	Wyo.	5,428
Mont.	12,520	GRAND TOTAL	4,491,795

Mitchell Prophecy on Future

IN 10 YEARS the electronics industry will have more than $22 billion in annual volume and color tv will represent 75% of all tv sets sold, Don G. Mitchell, chairman-president, Sylvania Electric Products, predicted Wednesday in a talk before the West Branch Mfrs.' Assn. of Williamsport, Pa. Mr. Mitchell warned, however, that color tv still has "a long way to go" and forecast not more than 150,000 color sets will have been sold by the end of this year.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of superturnstile vhf antennas to WMT-TV Cedar Rapids, Iowa, and to KGEO-TV Enid, Okla.

Standard Electronics Corp., Newark, N. J., reports shipments of 50 kw transmitter to WGEM-TV Quincy, Ill., and 25 kw transmitter to KSWS-TV Roswell, N. M.

RCA, Camden, N. J., reports following antenna shipments: custom built, six-section superturnstile to WBZ-TV Boston; custom built, five-section superturnstile to KOOK-TV Billings, Mont., and six-section superturnstile to WFRV-TV Green Bay, Wis.

Motorola, Inc., Chicago, has received $1 million contract from U. S. Army Signal Corps Supply Agency for transistor development work, set manufacturer has announced.

Westinghouse Electric Corp., Metuchen, N. J. awarded $1 million-plus contract by U. S. Dept. of Commerce's Civil Aeronautics Administration to build 1,727 50w vhf radio transmitters.

Sylvania Electric Products, N. Y., announces addition of three new models to its line of portable radios. They are designed fo "rugged" outdoor use, equipped with com passes and sundials, and prices range fro $29.95 to $44.95.

MANUFACTURING PEOPLE

Robert S. Bell, executive vice president an general manager, Packard-Bell Electroni Corp., L. A., nam ed president. **Her ert A. Bell,** found of organizatio elected chairman board. Other boa members: **Lowe R. Day,** secretar treasurer of com pany; **Neil H. J coby,** dean of gra uate school of bus ness, UCLA; **Gr ham L. Sterling Jr** partner, L. A. la firm; **Richard Leng,** vice president, Technical Produc Div., and **John H. Sawyer,** president, Bel wood Co., Packard-Bell subsidiary.


ROBT. BELL

Donald W. Black, general superintenden components div., Federal Telephone & Ra dio Co., appointed vice president and ge eral manager of Federal Caribe Inc., Puert Rican manufacturing division of IT&T.

Edwin C. Tracy, sales manager, broadca and tv equipment department, RCA, N. Y named manager of department.

F. D. Edes, assistant secretary-treasure Raytheon Mfg. Co., appointed assistant t vice president and general manager o Raytheon's receiving and cathode ray tub operations.

Berna Holsinger, general sales manage radio-tv div., Sylvania Electric Product N. Y., to newly created post of sales pro motion director for Sylvania.

William Blinoff, Motorola Inc., Chicag executive engineer in charge of home-aut radio development, named midwestern sale manager for semi-conductor products.

Robert Tillett, Tillett Distributing Co., Ha risburg, Pa., appointed eastern Pa. manu facturers representative by Magnavox Co Spartan Div., Fort Wayne, Ind.

Arthur A. Currie, vice president and genera manager, Adams Distributors Co., Boston to Westinghouse Electric Corp., Metuchen N. J., as assistant general sales manager o radio-tv div.

C. E. Sharp, personnel manager, RCA de fense Electronic Products Plant, Camden N. J., to RCA Components Division i similar capacity.

Frederick E. Stote, chief manufacturing en gineer, John Oster Mfg. Co., Milwaukee, t Federal Telephone & Radio Co., IT&T division, as works manager of its rectifie stack dept., components division.

Vinton K. Ulrich, general sales manage David Bogen Co., N. Y., subsidiary of Un tronics Corp., to Raytheon Mfg. Co., Wa tham, Mass., as head of applications en gineering, receiving tube div.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

November 1956

Total U. S. Stations on Air: 487
(Commercial: 465; Educational: 22)

Total Cities with Tv Stations 308

Total Tv Homes: 35,495,330
(Advertising Research Foundation, March, 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 370,000; N, LF, LS; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WJLN-TV (48) 12/10/52-Unknown
DECATUR—
► WMSL-TV (23) NBC, CBS; McGillvra; 32,500; $150
DOTHAN—
► WTVY (9) CBS; ABC; Young; 37,200; N; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 146,090; N; $450
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400
TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 58,829; $300
YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 49,500; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 40,-600; $200
KNAC-TV (5) H-R; 6/3/54-Unknown
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 177,930; N; $450
► KATV (7) (See Pine Bluff)
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 161,900; N; $450
TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, CBS; Weed; 100,000; $300
► KERO-TV (10) NBC, CBS; Hollingbery; 153,960; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,-900; $250
CORONA†—
KCOA (52) 9/16/53-Unknown
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $250
FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,580,884; $2,000
► KCOP (13) Petry; 2,580,884; $1,250
► KHJ-TV (9) H-R; 2,580,884; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,580,884; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,580,884; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; 2,580,884; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,580,884; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC; Branham; 65,000; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; 366,550; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 159,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 418,997; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 418,997; N; $850
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,700
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500.
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown
SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,-918; $450
STOCKTON†—
► KOVR (13) Blair; 1,131,891; $800
TULARE (FRESNO)—
► KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 394,861; $650
► KLZ-TV (7) CBS; Katz; 394,861; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 394,861; N; $650
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 394,861; N; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 19,205; $120
MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,983; $150

CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; H-R; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; $373,596; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Raymer; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,800
► WTTG (5) Weed; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 383,000 (also Miami); $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 243,125; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
WFGA-TV (12) 8/31/56; Unknown
MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; 376,000; N, LF, LS; $950
► WGBS-TV (23) CBS; Katz; 278,869; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 376,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 173,692; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 340,000; N, LF, LS; $600

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B·T TELESTATUS

► WTVT (13) CBS; Katz; 330,000; N, LF, LS; $600

WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WPTV (5) NBC, CBS; Venard; 297,015; $275
WIRK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 556,400; $900
► WSB-TV (2) NBC; Petry; 569,320; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 210,307; N; $300
► WRDW-TV (12) CBS; Branham; 182,100; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,-959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,-142; N; $300

THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Blair Tv Assoc.; 82,889; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 67,100; $200
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,-000; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 54,-609; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) ABC; McGillvra; 54,000; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 330,050; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,397,500; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,397,500; N, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,397,500; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/3/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,-000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 190,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 244,420; N; $450
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N; $450
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 315,-204; N; 800

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $1,200

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 132,108; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) Hollingbery; $600

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 148,064; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; 660,000; N, LF, LS; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,900; N; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-Unknown

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 206,-420; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $400

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9), ABC; Blair Tv Assoc.; 325,977; N; $350
► WMT-TV (2) CBS; Katz; 269,384; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 294,000; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-November; $200

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; N, LS; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 210,724; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past two months:

WCYB-TV (ch. 5) Bristol, Va.; KVSO-TV (ch. 12) Ardmore, Okla.; WSYE-TV (ch. 18) Elmira, N. Y.; KFXJ-TV (ch. 10) Montrose, Colo.; KOTI (TV) (ch. 2) Klamath Falls, Ore.; KILT (TV) (ch. 13) El Paso, Tex.; WTVW (TV) (ch. 7) Evansville, Ind.; KSIX-TV (ch. 10) Corpus Christi, Tex.; KDIX-TV (ch. 2) Dickinson, N. D., and WAGM-TV (ch. 8) Presque Isle, Me.

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 575,712; N $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF LS; $330
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 131,242; N; $400

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 195 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decisio 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400 $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc. 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 174,943; N $300
WCNS (40) 7/19/56-Unknown

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 102,276; $25
► KTAG (25) CBS; Young; 68,648; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 305,000 N; $400
KLSE (*13) 12/14/55-December

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 399,868 N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 157,782; N $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 209,695; N; $500

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 96,000; N; $300
► WTWO (2) CBS; Venard; $300

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000 N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 697,493; $1,275
► WBAL-TV (11) NBC; Petry; 697,493; N, LL, LS, LF, $1,250
► WMAR-TV (2) CBS; Katz; 697,493; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,-155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decisio 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (58) 7/5/56-January (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage.)
SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 240,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N, LS; $500
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown
BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $690
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 388,305; $300
DETROIT—
► WJBK-TV (2) CBS; Katz, 1,600,000; N, LL; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-October
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 568,420; N; $1,175
WMCM (23) 9/2/54-Unknown
IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 602,760; N; $1,100
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 451,000; N; $800
WTOM-TV (54) See footnote
MARQUETTE†—
► WDMJ-TV (6) Weed
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 59,998; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 630,000; $600
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,550
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 650,000; $800
KTCA (*2) 6/20/56-Unknown
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; 39,244; $150
HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 67,500; N; $175
JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $360
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 84,216; N; $250
WCOC-TV (30) See footnote
TUPELO—
WTWV (9) NBC; Young; $150; November

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 100,631; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 149,060; N; $300
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Blair Tv Assoc.; 100,946; $250
JOPLIN—
► KSWM-TV (12) CBS; Venard; 116,000; N; $250
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 600,268; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 600,268; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 600,268; N, LS, LF; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 228,358; N; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 163,210; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 953,226; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 105,590; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 30,000; $150
KALISPELL†—
KGEZ-TV (8) Cooke; 7/19/56-Unknown
MISSOULA—
► KGVO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 80,180; N; $200
HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 125,000 (includes satellite KHPL-TV); N; $300
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 155,438; $400
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 381,764; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 370,021; N; $850
KETV (7) 4/27/56-Unknown
SCOTTSBLUFF†—
► KSTF (10) (Satellite of KFBC-TV Cheyenne, Wyo.)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 36,000; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WFPG-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 77,643; N; $300
► KOAT-TV (7) ABC; Hollingbery; 87,774; N; $300
► KOB-TV (4) NBC; Branham; 77,643; N; $300
CARLSBAD—
► KAVE-TV (6) CBS; Branham; 30,000; $150
CLOVIS—
KICA-TV (12) Pearson; Nov. 25
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 215,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMPTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 416,472; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 670,540 (plus 663,446 Canadian coverage); N, LS, LF, LL; $950
► WBUF (17) NBC; NBC Spot Sls.; 160,000; N; $500
► WGR-TV (2) ABC, CBS; Peters, Griffin; Woodward; 548,020 (plus 585,607 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 77,355 (plus 118,840 Canadian coverage); $200
ELMIRA—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
► WYSE-TV (18) NBC; Harrington, Righter & Parsons (Satellite of WYSR-TV Syracuse, N. Y.)
HAGAMAN—
► WCDB (29) (satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300
NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WROC-TV (5) NBC, ABC; Hollingbery; 365,000 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $750
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350
SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 380,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 210,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 336,000; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 275,339; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Young; 51,600; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 454,234; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 179,908; N; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
WRAL-TV (5) NBC; H-R; 6/27/56-December; $600
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 150,000; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 564,275; N; $600
► WTOB-TV (26) ABC; Venard; 129,825; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 23,000; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 31,350; $200
DICKINSON†—
► KDIX-TV (2) CBS, ABC, NBC; Holman; 15,000; $150
FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $200
KMOT (10) 10/5/55-Unknown
WILLISTON†—
KUMV-TV (8) 7/19/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

AFTERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00		The Heckle and Jeckle Cartoon Show Color Sweets Co. AW—F	
1:15			
1:30		*Face the Nation*	*Frontiers of Faith* L
1:45			
2:00		2 PM To Concl.	No Net. Service
2:15			
2:30		Philip Morris National Brewing Gillette American Oil Falstaff Brewing Gobel Brewing Pabst Brewing Burgemuster Brewing Standard Oil of Indiana Chevrolet Dealers of Pittsburgh Speedway Regional Professional Football	*Youth or American Forum* L
2:45			
3:00			*Outlook L&F*
3:15			
3:30	*Johns Hopkins File 7* L		Mutual (alt. Sun.) Zoo Parade L & F
3:45			
4:00	*College Press Conference* L		Gen. Motors Wide Wide World L
4:15			
4:30	CIBA Medical Horizon L		ALT
4:45		*The CBS Sunday News*	H. Curtis Wash. Square L & Topper
5:00	Dean Pike	*Face the Nation* (Sus.)	
5:15			
5:30		*Bandwagon* '56 (off 11/11)	Heinz Capt. Gallant F
5:45			
EVENING			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There T	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F
7:15			
7:30	Pharmaceuticals Ted Mack Amateur Hour L	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolos Metals Circus Boy F
7:45			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	Polaroid Jergens Brown & Williamson Steve Allen Show L
8:15			
8:30	Corn Prods. Press Conference L		
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Aluminium, Ltd Union Carbide Omnibus L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00		P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	P&G Loretta Young F
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions L
10:45			

MONDAY

AFTERNOON	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady / Amer. Home Products Love of Life	*Tic Tac Dough* L
12:15			
12:30		P&G Search for Tomorrow / P&G Guiding Light L	*It Could Be You* L
12:45			
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*Our Miss Brooks* F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			NBC Matinee Theatre (Participating) Color L
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	
4:45			*Modern Romances* L
5:00			*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Daly-News	Whitehall News L	
7:30	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	*Nat King Cole*
7:45			Studebaker News Caravan
8:00	Armour Int. Cellucotton Danny Thomas Show L	Carnation (Alt. wks.) General Mills Burns & Allen F	Producers' Showcase (8-9:30 1 wk. of 4)
8:15			Whitehall Lever F Sir Lancelot
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Amer. Tobco Toni Stanley L
8:45			
9:00	Co-op Life Is Worth Living L	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Revlon The Most Beautiful Girl in the World L
9:15			
9:30	Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Schick
9:45			
10:00	Top Tunes and New Talent (L)	Westinghouse Studio One L	Robert Montgomery Presents L
10:30			
10:45			

TUESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady / Amer. Home Products Love of Life	*Tic Tac Dough* L
12:15			
12:30		P&G Search for Tomorrow / P&G Guiding Light L	*It Could Be You* L
12:45			
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		*As The World Turns* Sus	
1:45			
2:00		Best Foods (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			NBC Matinee Theatre (Participating) Color L
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	
4:45			*Modern Romances* L
5:00			*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Daly-News	Whitehall News L	
7:30	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Lanolin Name That Tune	Vicks, Lewis-Howe L J. Winters
7:45			Remington-Rand News L
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Speidel Purex Big Surprise L
8:15			
8:30	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	P&G (Alt. wks.) Sheaffer The Brothers F	L & Myers Max Factor Noah's Ark F
8:45			
9:00	Gen. Electric Broken Arrow F	Pharmaceu. Herb Shriner L	P&G Jane Wyman F
9:15			
9:30	duPont Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L
9:45			
10:00	Co-op It's Polka Time L	Revlon The $64,000 Question L	
10:30		Liggett & M. (Alt. wks.) Frigidaire Do You Trust Your Wife?	Lanolin Plus Break The Bank L
10:45			

WEDNESDAY

AFTERNOON	ABC	CBS	N
Noon		Gen. Mills Valiant Lady / Amer. Home Products Love of Life	Tic Do
12:15			
12:30		P&G Search for Tomorrow / P&G Guiding Light L	It C Be
12:45			
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		Gerber (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	Tenn Ernie Sh
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			NB Mat The (Par pat Colg
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Qu Fo D Partic
4:15			
4:30		P&G The Edge of Night	
4:45			Mod Roma
5:00			Com Ti
5:15			
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30			
6:45		News L (Sus.)	
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Miles Labs Daly-News	News L (Sus.)	
7:30	American Motors American Dairy Derby Foods Disneyland F	General Mills The Giant Step	Coca- Plan Eddie
7:45			Time Miles Ne Carav
8:00		Toni (alt.) Bristol Myrs. Arthur Godfrey Show	Gen. Hir Holli
8:15			
8:30	Am. Tobacco U. S. Rubber Navy Log (F)	Pillsbury (alt.) Kellogg	Sco Fat Kno Be
8:45			
9:00	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	
9:15			Kra Foo Telev The
9:30	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P& This Your
10:30			Pharm tical Twent
10:45			

THURSDAY

	ABC	CBS	NBC
Noon		Toni Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L / *It Could Be You* L
12:15			
12:30			
12:45			
1:00		1:00 *CBS News* / 1:10 *Standup & Be Counted* S	
1:15			
1:30		*As The World Turns*	
1:45			
2:00		*Our Miss Brooks* F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	fternoon Film Festival F&L ticipating e footnote)	Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day / Am. Home Pr. Secret Storm	
4:00		P&G The Edge of Night	Queen For A Day Participating L
4:15			
4:30			*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (See Footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
6:00	rdon Bkg. ukla, Fran & Ollie	Whitehall News L	Chevrolet Dinal Shore Show L
6:15			
6:30	Daly-News	Whitehall News L	Miles News Caravan L
6:45	Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	DeSoto-Plymouth You Bet Your Life F
7:00			
7:15	Am. Metal Spec. emco Ind. Hartz Circus L	Reynolds (alt. wks.) Colgate Bob Cummings Show F	Schick Chesterfield Dragnet F
7:30		Chrysler Motors Climax L	
7:45			P&G alt. Borden Co. The People's Choice F
8:00	R. J. Reynolds Wire Service F		
8:15			
8:30			Ford Tenn. Ernie Ford Show L
8:45			
9:00	Am. Chicle & Co-Op Ozark Jubilee	Bristol Myers (Alt. wks.) Singer Ronson-Wkly Playhouse 90 L	Lever Bros. Lux Video Theatre L
9:15			
9:30			
9:45			
10:00			
10:15			
10:30			
10:45			

FRIDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tic Tac Dough* L / *It Could Be You* L
12:15			
12:30			
12:45			
1:00		1:00 *CBS News* / 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*Our Miss Brooks* F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF (Sus. Tu, Th)	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating; (see footnote)	Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day / Am. Home Pr. Secret. Storm	
4:00		P&G The Edge of Night	Queen For A Day Participating L
4:15			
4:30			*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
6:00	Gordon Bkg. Kukla, Fran & Ollie	News L	Coca-Cola Planters Eddie Fisher L
6:15			
6:30	Miles Labs Daly-News	News L	News Caravan L
6:45	National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Gulf Life of Riley F
7:00			
7:15	Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	Toni Lorillaro Walter Winchell L
7:30			
7:45	Chevrolet Crossroads F	Gen. Foods Dick Powell's Zane Grey Theatre F	Campbell Lever On Trial ?
8:00			
8:15	Mogen David Treasure Hunt L	R.J. Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Am. Tobacco Vicks Big Story L
8:30			
8:45	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Gillette Cavalcade of Sports L
9:00			
9:15	Plymouth Ray Anthony Show L	Brown & Williamson (Alt. wks.) P&G Line Up F	State Farm Red Barber's Corner L
9:30			
9:45		Amer. Oil Hamm Time Person To	
10:00			
10:15			
10:30			
10:45			

SATURDAY

	ABC	CBS	NBC
Noon		National Dairy The Big Top L	*Cowboy Theater* F
12:15			
12:30			
12:45		Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	
1:00			AllState Ins. NCAA Football Preview (15 min.) L
1:15			
1:30			
1:45			
2:00			
2:15			Sunbeam
2:30			U. S. Rubber
2:45			Bristol-Myers
3:00			Zenith
3:15		Football	NCAA Football Game
3:30		Roundup	
3:45		2:00	
4:00		To	
4:15		5:30	Dow Chem. NCAA Football Scoreboard (15 min.)
4:30			
4:45			
5:00			
5:15			
5:30			
5:45			
6:00			
6:15			
6:30			
6:45		Hazel Bishop Beat The Clock L	
7:00			
7:15		Sylvania The Buccaneers F	No Net Service
7:30			R. J. Reynolds Toni People Are Funny F
7:45		P. Lorillard Bulova	
8:00			Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L
8:15		Jackie Gleason Show L	
8:30			
8:45			
9:00	Knapp Monarch Co. Famous Film Festival (F)	Nestle Gale Storm Show	Quaker Oats B. T. Babbitt Knomark Wesson Caesar's Hour L
9:15			
9:30		P & G Hey! Jeannie L	
9:45			
10:00	Dodge Div. The Lawrence Welk Show L	L&M Alt. wks. Remington Rand Gunsmoke F	Armour (alt.) Pet Milk George Gobel L
10:15			
10:30	Emerson Drg. Lentheric Masquerade Party L	Mennen Co. High Finance	Am. Tobacco Warner Lambert Your Hit Parade L
10:45			

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Bauer & Black, Ludens, Ideal Toy. General Foods Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Exquisite Form, Thos. J. Lipton, Bon Ami Co., Norwich Pharm. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, General Mills, Best Foods, Hytron, Yardley, Bristol-Myers, Staley, Chevrolet, SOS, Swift & Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simonz, American Home, General Foods, Scott Paper.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

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BROADCASTING TELECASTING

November 5, 1956

B·T TELESTATUS

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 123,000; N, LF, LS; $450

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,140,968; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown
COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600
DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote
ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown
LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150
MANSFIELD†—
WTVG (36) 6/3/54-Unknown
MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown
OXFORD—
WMUB-TV (*14) 7/19/56-Unknown
STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,062,886; N; $450
► WTRF-TV (7) See Wheeling
TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown
ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 50,000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 93,223; N; $225
ARDMORE—
► KVSO-TV (12) NBC; Pearson; 47,000; N; $150
ENID—
► KGEO-TV (5) ABC; Pearson; 264,000; N; $600
LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150
MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 320,000; $500
OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote
TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 77,235; $382.50
KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 12,384; $150
COOS BAY—
KOOS-TV (16) 9/4/56-Unknown
MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,350; $200
PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) Blair; 6/23/55-December
ROSEBURG†—
► KPIC (4) Hollingbery; 10,000; $150 (satellite of KVAL-TV Eugene, Ore.)
SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote
ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 573,731; $750
BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200
EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175
ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250
HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 240,000; N; $350
HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 1,003,668; N, LL, LS, LF; $750
LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
LEBANON†—
WLBR-TV (15) See footnote
NEW CASTLE—
WKST-TV (45) See footnote
PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-November
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown
PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 425,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote
READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote
SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote
SHARON†—
WSHA (39) 1/27/54-Unknown
SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown
WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300
WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-November
YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 116,450; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150
CAMDEN†—
WACA-TV (14) 6/3/53-Unknown
CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 127,382; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300
COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 213,524; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200
FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300
GREENVILLE—
► WFBC-TV (4) NBC; Weed; 330,402; N; $450
WGVL (23) See footnote
SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown
DEADWOOD†—
KDSJ-TV (5) Initial Decision 6/28/56
FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)
RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,400; $150
SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 183,421; (includes coverage of satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL†—
► WCYB-TV (5) (See Bristol, Va.)
CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 190,712; N; $500
► WRGP-TV (3) NBC; H-R; 197,390; $400
JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 104,500; N; $200
JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)
KNOXVILLE—
► WATE-TV (6) NBC, ABC; Avery-Knodel; 174,138; N; $600
► WBIR-TV (10) CBS; Katz; $600
► WTVK (26) ABC; Pearson; 156,400; N; $360
MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 450,144; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 450,144; N; $900
► WREC-TV (3) CBS; Katz; 450,144; $900
NASHVILLE—
► WLAC-TV (5) CBS; Katz; 405,168; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $425
► WSM-TV (4) NBC; Petry; 268,673; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 53,462; $225
ALPINE—
KAMT-TV (12) 8/30/56-Unknown
AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 86,626; $300
► KGNC-TV (4) NBC; Katz; 86,626; N; $340
AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 162,946; N; $400
BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 112,800; N; $350
KBMT (31) See footnote
BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150
BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown
CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) NBC (ABC, CBS per program basis); Young; 59,000; $200
DALLAS—
► KRLD-TV (4) CBS; Branham; 585,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 585,000; N; $1,000
EL PASO—
► KILT (13) H-R
► KROD-TV (4) ABC, CBS; Branham; 95,450; N; $450
► KTSM-TV (9) NBC; Hollingbery; 90,291; N; $325
FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600
GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; N; $1,000
HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300
HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150
LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 128,231; N; $350
► KDUB-TV (13) CBS; Branham; 135,573; N, LS, LF; $350 (film)
LUFKIN—
► KTRE-TV (9) Venard; 55,325; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200
ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250
SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622; $200
SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 330,222; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 328,903; N, LL, LS, LF; $700
KONO-TV (12) H-R; 5/23/56-Jan. 1957

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)
TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300
TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 165,000; N; $260
TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $250
WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250
WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250
WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 120,110; N; $300
► KSYD-TV (6) CBS; Blair Tv Assoc.; 105,030; $300

UTAH

SALT LAKE CITY
► KSL-TV (5) CBS; CBS Spot Sls.; 209,000; N; $600
► KTVT (4) NBC; Katz; 209,000; N, LS; $600
► KUTV (2) ABC; Avery-Knodel; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 145,736; $350

VIRGINIA

ARLINGTON—
Northern Va. Broadcasters Inc. (20) 10/10/56-Unknown
BRISTOL†—
► WCYB-TV (5) NBC, ABC; Weed
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
► WVEC-TV (15) See Norfolk
HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250
LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 418,016; N, LS, LF; $467.50
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 190,000; N; $350
PETERSBURG—
► WXEX-TV (8) See Richmond
PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/56-January, 1957
RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; $700
► WTVR (6) ABC; Blair; 408,240; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750
WOTV (29) 12/2/53-Unknown
ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 472,-238; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 246,413; $300
EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown (satellite of KIMA-TV Yakima, Wash.)
PASCO—
► KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 531,400; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 531,400; N, LL, LF, LS; $1,025
► KTNT-TV (11) CBS; Weed; 531,400; N; $900
► KTVW (13) Hollingbery; 531,400; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
SPOKANE—
► KHQ-TV (6) NBC, Katz; 187,768; N, LL, LF, LS, $550
► KREM-TV (2) ABC; Petry; 185,000; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 187,768; N; $600
VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
WALLA WALLA—
Walla Walla Tv Co. (8) 10/24/56-Unknown (satellite of KIMA-TV Yakima, Wash.)
YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 171,265; N; $200
CHARLESTON—
► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote
CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown
FAIRMONT†—
WJPB-TV (35) See footnote
HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 365,005; N; $450
► WSAZ-TV (3) NBC; Katz; 607,962; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200
PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 40,502; $150
WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,-560; $200
GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 235,-000; N; $300
► WMBV-TV (11) See Marinette
LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 112,500; $360
MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 301,083; N, LF, LS; $400
► WKOW-TV (27) ABC; Headley-Reed; 130,000; N; $250
► WMTV (33) ABC, NBC; Young; 129,000; N; $280
MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250
MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 377,500;N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,000; N; $400
► KDAL-TV (3) See Duluth, Minn.
WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 98,200; $350
WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
Harriscope Inc. (2) 10/17/54-Unknown
CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150
RIVERTON—
Chief Washakie TV (10) 9/26/56-Unknown

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher Day; 24,000; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 24,000; $150
FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,800; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 9,800; $135
JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; 5,000; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 100,682 (includes Hilo and Wailuku satellites); $350
► KONA (2) NBC; NBC Spot Sls.; 96,082 (includes Wailuku satellite); $350
► KULA-TV (4) ABC; Young; 91,800; $250
WAILUKU†—
► KMAU (3) (Satellite of KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown
MAYAGUEZ†—
► WORA-TV (5) CBS, ABC, NBC; Young; 26,-506; N; $120
PONCE†—
WKBM-TV (11) 5/3/36-Unknown
SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 125,000; $250
► WKAQ-TV (2) CBS; Inter-American; 110,000; $375
WIPR-TV (*6) 2/2/55-March, 1956

CANADA

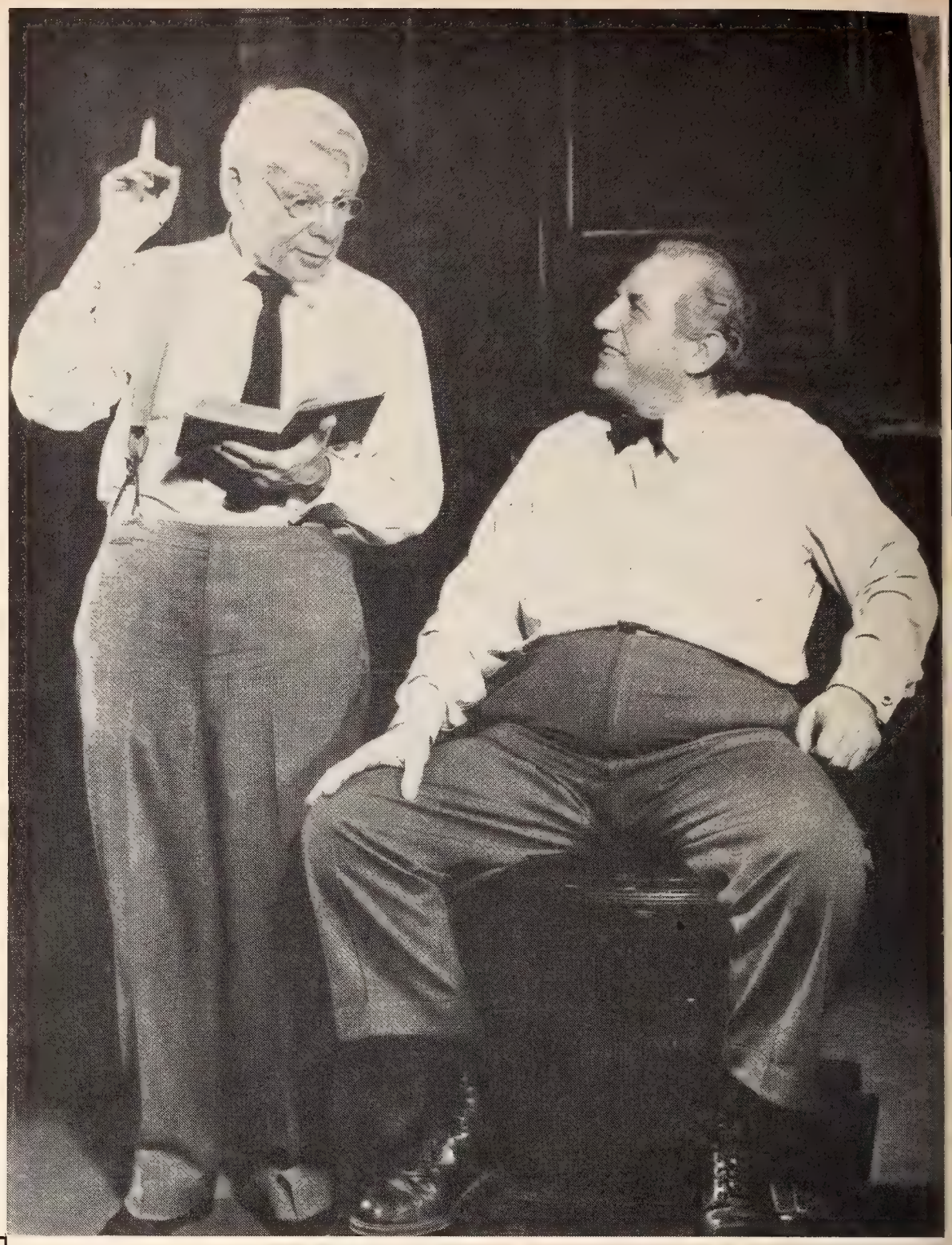
BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870
BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 13,288; $170
CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 40,000; $280
EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 52,000; $325
HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; 37,000; $300
HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,-196; $550
KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250
KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,213; $400
LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; 13,200; $160
LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450
MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200
MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; 393,000; $1,000
► CBMT (6) CBC, NBC, ABC, CBS; CBC; 257,300; $750
NORTH BAY, ONT.—
► CKGN-TV (10)
OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; 44,300; $300
► CBOT (4) CBC; CBC; 76,000; $400
PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 32,000; $230
PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 16,000; $170
QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350
REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260
RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240
ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250
ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 18,560; $200
SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; 30,000; $230
SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $170
SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Young, Hardy; $400
SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220
SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240
TIMMINS, ONT.†—
► CFCL-TV (6) CBC; McGillvra; 8,600; $160
TORONTO, ONT.—
► CBLT (6) CBC, ABC, CBS, NBC; CBC; 457,000; $1,000
VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 152,000; $580
WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100
WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 25,-000; $235
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 70,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,-158; $240
TIJUANA† (SAN DIEGO)—
► XETV (6) ABC; Weed; 406,123; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WHUM-TV Reading, Pa.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte. N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa. Okla.; WFMZ-TV Allentown. Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KBMT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

"A PACKED HOUSE EVERY PERFORMANCE"



"INHERIT THE WIND" starring Paul Muni, Ed Begley and Tony Randall

A LOOK AT THE BOX-OFFICE *

	National	WICU
GEORGE GOBEL	28.7	**56.0**
DRAGNET	39.0	**54.0**
FIRESIDE THEATRE	25.3	**54.5**
BIG STORY	24.7	**55.8**
PLAYHOUSE OF STARS	23.4	**57.5**
PERRY COMO	36.3	**52.6**
EDDIE FISHER	9.0	**44.3**
DINAH SHORE	9.6	**43.5**
GROUCHO MARX	35.4	**55.3**
LORETTA YOUNG	25.0	**54.0**

* Telepulse February, 1956

Setting the stage for the most profitable advertising climate can be as simple as deftly maneuvering your spot campaign into the WICU program schedule.

Here's a station smoldering with possibilities. First: It's the only VHF station within 100 miles covering 3 states and 2 countries.

Second: In the daytime, WICU matinee performances intrigue housewives by the balcony-full. (Witness the national Telepulse rating of 4.5 for the "Tennessee Ernie Show", zooming to a whopping 16.9 on WICU!) Nighttime attractions succeed in hypnotizing entire families. (Compare the 36.3 national rating of Perry Como alongside WICU's 52.6!)

Time after time, daytime or nighttime, the WICU stage is set for sales results. Why stand around the stage door when a call to Petry or Ben McLaughlin, General Manager, can wedge you on stage with the talent?

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

A U. S. BROADCASTER REPORTS ON RUSSIAN RADIO-TV

Charles Crutchfield tells of Soviet dissatisfaction with its own programming on his return from touring Russia with other American businessmen. There's interest in obtaining U. S. cultural shows on an exchange. These and other observations on radio-tv in Russia are reported herewith by the Carolina broadcaster.

THE Russian Ministry of Culture is anxious to exchange "cultural" tv programs with the U. S., according to Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.).

Mr. Crutchfield, who toured Russia with a group of 48 American businessmen, said the Russians are interested in "six or eight" U. S. tv programs, among them *Firestone Hour, Studio One* and the "Philharmonic." They also would be interested in the baseball World Series, Army-Navy football game and other sports, he feels.

Although he thinks such a plan "has dangers," Mr. Crutchfield feels an exchange would be "highly beneficial" and thinks someone should start working on the idea. The broadcast executive said he expects "to do a little spadework" in working out an exchange plan and thinks perhaps NARTB might be the organization to put it into effect.

Mr. Crutchfield said he intends to discuss the subject with CBS President Frank Stanton and NBC President Robert W. Sarnoff, although he felt both might be reluctant to get behind it because of the amount of congressional criticism and investigations which have been leveled at the broadcasting industry.

It is Mr. Crutchfield's opinion that Russia is 15 years behind the U. S. in television, with 12 stations in the 15 republics. Tv sets cost $600 for 10-12 inch and $300 for 6-8 inch screens, he said. Most of the tv stations are in the eastern part of the country.

There are no tv coaxial cables or relays, but the Russians say they expect to have 180 relay stations by the end of 1958 (end of sixth "Five-Year Plan").

Radio-Tv Set Counts

There are about one million tv sets in the country, according to U. S. Embassy figures, but Mr. Crutchfield said the Minister of Culture told him there presently are three million, with seven million predicted by 1960. Some 600,000 are in Moscow.

There are 10 million radio sets, from which broadcasts are piped by land lines to 30 million loudspeakers. He "guessed" that radio sets probably sell at $250-$300.

Mr. Crutchfield said the Minister of Culture told him the people are unhappy with Soviet tv programming because of "primitive" production methods and lack of imagination in programming. During a telecast of the opera "Carmen," for example, he said, the tv camera was focused for 20 to 30 minutes on a closed curtain in the theatre.

Most of Russian tv programming is live, but does not come from the studio, he said. Drama in Moscow is televised by remote from one of the 55 theatres within walking distance of Red Square, while other live programming is televised by remote from sports arenas. About a third of tv programming is filmed.

The Moscow station, MCT, operated by Radio Moscow, has three mobile units, each with three camera chains. The Moscow station and two others (Kiev and Leningrad) are 15 kw, while the other nine are 5 or 10 kw, he said. The Moscow station employs 450 people—200 engineers and 250 creative employes. There are five cameras and the biggest studio is 300 square meters.

The station's three 35 mm projectors are bulky and worn and they break constantly, Mr. Crutchfield said. He added that the station's production methods were "about the most sloppy operation I've ever seen," but he said one of the Soviet station engineers seized upon one suggestion he (Mr. Crutchfield) made. He felt the Soviet is anxious to send people to this country to learn U. S. tv techniques. Most of the equipment is German, he said, but he saw some Marconi equipment, and the station recently imported a 16 mm projector from Great Britain so it could be used to program U. S. and British tv film programs.

New Tv Center Underway

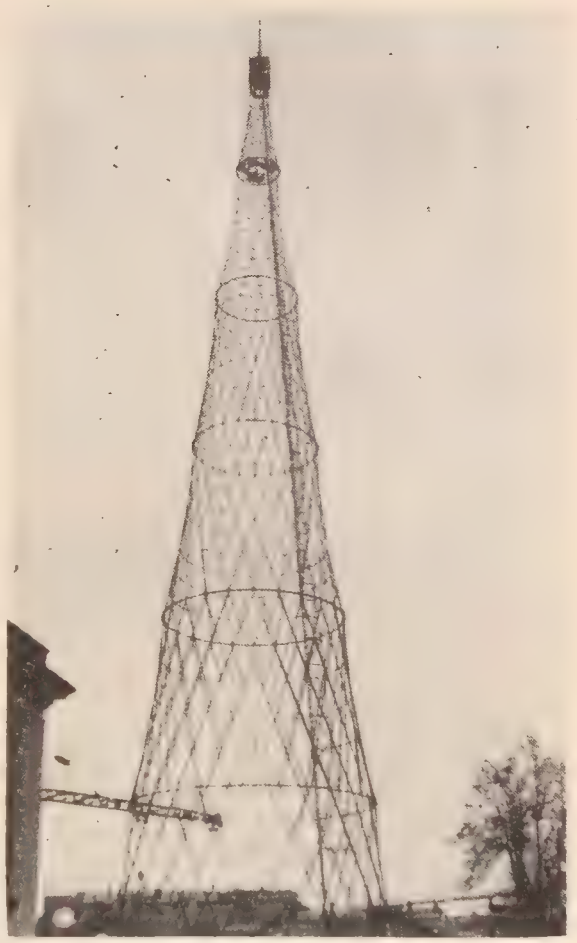
Work at present is in progress on a new $75 million television center to be finished in 1958, which the Russians expect to extend the station's coverage from 70 to 170 kilometers, Mr. Crutchfield said. The project, being completed with woman labor, is expected to have a 1,000-foot antenna tower and nine studios of 1,000 square meters each.

The Moscow station programs Monday through Friday from 7-11 p.m., on Sunday from 1-6 and 7-11:30 p.m. and on Saturdays, children's programs from 4-6 p.m., after which it resumes regular programming, Mr. Crutchfield said.

He said the Russians explained that they are developing color tv, but that it still is in the laboratory stage. They boasted, however, that it will be better than U. S. color when completed. When Mr. Crutchfield asked to see the process, he said, he was told that the scientist in charge was out of town.

One Russian practice Mr. Crutchfield said he would like to see adopted in this country is the showing of feature movies on television only eight days after they have been premiered in movie houses. Since there theoretically is no competition between movies and tv, the motion picture people are expected to keep up their attendance quota despite showing of the films on television.

The Russians make about three or four



A Russian broadcasting tower, with its maze of cross-members, spirals skyward.

movies a week, he said. They are "reasonably well done" and run 1½ to 2 hours. When these or other films are shown on television there are about 15 "commercials" during a normal 1½-hour program, all praising "the system," he said. These, he added, "bore you to death," the commentator usually keeping his eyes on his script and ignoring the audience. The "commercials" praise the Communist Party's various activities.

Mr. Crutchfield, who visited one Russian "jamming" station, said Soviet jamming of foreign broadcasts is "remarkably good," although the Russians do not bother to jam any but Russian-language broadcasts. English language programs and music are allowed to come through undistorted. There is no penal offense for listening to the Voice of America, he said. Mr. Crutchfield said a taxi driver told him he didn't like the "propaganda" on VOA because it was tiresome enough to listen to "our own propaganda." What the taxi driver wanted was more Elvis Presley, whose performances, among others, have been transcribed onto Russian records.

Mr. Crutchfield praised the performance of VOA since Theodore Streibert became director of the parent U. S. Information Agency.

The broadcast executive thought the Russians would appreciate such American radio or tv programs as WBT-WBTV's humorous commentator Grady Cole or the station's *Arthur Smith Show* ("It's hillbilly, but it isn't"), which Mr. Crutchfield feels has the folksy and comic approach that would be appreciated in that country.

On the other hand, he felt most Americans would like to see Red Square, go on a tv tour through the Kremlin or see the inside of Moscow's biggest department store, which has a traffic of 200,000 people daily.

CANADIAN RADIO, TV OUTLETS GET GRANTS

CBC announces approval for establishment of five new television, four new am and two new fm stations. Power increases also approved.

IN ITS FIRST public meeting since the end of the hearings of the Royal Commission on Broadcasting, the Canadian Broadcasting Corp. last Monday announced approval for establishment of five new Canadian tv stations, four new am stations and two new fm stations, as well as power increases for both am and tv stations.

The CBC board held its public meeting in the Canadian Parliament Buildings at Ottawa, Oct. 26, and practically every application for a new station and power increase was approved. Applicants were turned down in the Toronto, Ont., northern suburban area, where three applicants had asked for a daytime station. Two applicants for a daytime station at Newmarket, Ont., were turned down, and the application of John O. Graham for a 500 w station on 1300 kc at Richmond Hill was approved on the grounds that his operation plans were best in the eyes of the CBC board.

Other Station Grants

Other new radio stations licensed are 1 kw on 1150 kc at Lloydminster, Alta., by the Sask-Alta Broadcasters Ltd.; 1 kw on 570 kc at Quesnel, B. C., by Cariboo Broadcasters Ltd.; and 1 kw on 1290 kc at Altoona, Man., by A. J. Thiessen.

CHAT Medicine Hat, Alta., was recommended by the CBC board for a tv station license on ch. 6 with 4.78 kw video and 2.39 kw audio, and antenna at 313 ft. above average terrain.

Twin Cities Television Ltd., was recommended for a tv station license at Kamloops, B. C., on ch. 4 with 100 w video and 50 w audio power and antenna of 100 ft. This is in a mountainous valley in the Thompson River in the Canadian Rockies.

CJON-TV St. John's, Nfld., became the first Canadian tv station to be granted a satellite license, with a station to be established on ch. 10 with 190 w video and 97 w audio at Argentia, on the west coast of Avalon Peninsula. St. John's is on the east coast of the peninsula and about 90 miles distant by road from Argentia. The satellite station will have an antenna of 331 ft. above average terrain. CJON-TV operates on ch. 6.

CFCM-TV Quebec, Que., becomes the first independent tv station with two transmitters in one city, one for English and one for French-language telecasting. CFCM-TV, operating on ch. 4, has been granted a license to operate an English-language station on ch. 5, with 5.6 kw video and 2.8 kw audio and antenna of 457 ft. above average terrain. Until recently CFCM-TV has telecast both English- and French-language programs, but this fall it became a basic French-language station on the CBC French-language network, leaving English-language viewers without coverage. CJQC Quebec was turned down in its application for an English-language tv station on ch. 9.

CKRN Rouyn, Que., was approved for a tv license, the first in the northwestern Quebec mining area. CKRN-TV will be on ch. 4 with 50 kw video and 12.5 kw audio, antenna 821 ft. above average terrain.

CKVR-TV Barrie, Ont., was approved for a power increase on ch. 3, from 14 kw video and 7 kw audio, to 26.7 kw video and 13.3 kw audio. Antenna height will be increased from 369 ft. above average terrain to 810 ft.

Power increase for broadcast stations were approved for CJGX Yorkton, Sask., from 1 kw on 940 kc to 10 kw day and 1 kw night on the same frequency, and for CKCV Quebec, Que., from 1 kw to 5 kw on 1280 kc.

A large number of share transfers were approved and CKCL Truro, N. S., was recommended for installation of a standby transmitter.

FM Outlet Authorized

CKLB Oshawa, Ont., was given approval for an fm station there on 93.5 mc with 8.83 kw. Edward James Piggott was recommended for an fm station at Toronto, Ont., with 282 w on 98.1 mc. This application had been turned down several times as a storecasting station, but is now recommended as a full fm station using a muting device on receivers in commercial premises where commercials other than those broadcast by the station would be used. The license is for a two-year experimental period to determine if such a muting device has any adverse influence on the general broadcasting service of the station.

Tv Stations Set for Airbases In Newfoundland, Labrador

UNITED STATES airbases at Stephenville, on the west coast of Newfoundland, and Goose Bay, Labrador, will soon have tv stations for use of personnel at these bases, according to a five-year agreement between Canada and the United States. The Canadian Broadcasting Corp. will establish and operate the stations and have a resident manager at each station. There will be a seven-hour-daily telecasting schedule, with the United States Armed Forces Radio and Television Service providing a major part of the equipment, personnel and program material from U. S. network shows.

Call letters of the two tv stations are CFLA-TV Goose Bay, Labrador, and C F S N-T V Stephenville, Newfoundland. Both will operate on ch. 8. The Goose Bay station was scheduled to go in the air about Nov. 1 and the Harmon Field, Stephenville station, in time for Christmas telecasting. The stations will be supplied with full programs from the United States Armed Forces tv service and the full English-language Canadian Broadcasting Corp. program service.

British Cabinet to Curb 'Fantastic' BBC Tv Outlay

THE BRITISH CABINET reports that it is about to impose a curb on BBC expenditures for television, a move that, in the words of *Commercial Television News* "will bring a stop to some of the fantastically high sums now being paid by Lime Grove [BBC studio site] in an attempt to win back viewers" who are going over to commercial tv.

An unidentified official of Independent Television Authority, licensed to operate Britain's commercial tv stations in competition with BBC's non-sponsored tax-supported programming, called the sum paid by the BBC for its tv fare "unnecessarily high." It is, he told *Commercial Television News*, "an example of the way the BBC is throwing public money away.

"Excessively high rates are being paid for stars and sporting events," he declared. "They are losing their heads in order to keep viewers."

What is this "fantastically" or "unnecessarily" high figure? It is $7,500 for the average 60-minute program.

[Editor's Note: Any American advertiser who has tried to buy an hour-long tv show recently will agree that $7,500 is indeed a fantastic figure.]

INTERNATIONAL SHORTS

CKAC Montreal, Que., has issued its 22nd rate card, effective Jan. 1, with class A time starting at $150 a half-hour.

E. W. Reynolds Co. Ltd., Toronto, Ont., moved to new quarters at 154 University Avenue.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

COMMERCIAL TELEVISION PREMIERES IN GERMANY

Bavarian Radio uses 30-minute sponsored segment in its daily programming, with profits to go for 'cultural' purposes.

COMMERCIAL TV in Germany was scheduled to have its debut yesterday (Sunday), with Bavarian Radio setting aside 30 minutes of its daily programming for a sponsored segment.

Bavarian Radio, which will broadcast the commercial segment from 7:30 to 8 p.m., has announced that it will use profits from the operation for "cultural" purposes.

BR is a non-profit organization which has a public utility status and which has the broadcasting monopoly in Bavaria. It is comparable to BBC or CBC.

At a recent meeting in Berlin of delegates from the different German radio and television organizations (all operating after the pattern described above for Bavarian Radio) plans were announced to pipe commercial programs of Bavarian Radio to other stations operating in West Germany and in West Berlin. The first likely to take the Bavarian commercial programs is Radio Free Berlin (Western Sectors). Nov. 15 is given as tentative date for launching of commercial tv at this station. Other organizations reportedly have shown interest in using the Bavarian programs. They are South German Radio, Stuttgart, and South West German Radio, Baden-Baden.

The legality of introduction of commercial television by stations now operating on a monopoly basis has been questioned repeatedly during the last months. Most active foe of the scheme is the German Newspaper Publishers' Assn.

In a communique published a few days ago by the existing German broadcasting organizations, the latter denied, however, any claims their move into commercial field is illegal.

INTERNATIONAL PEOPLE

F. W. Slade, commercial representative, CKAC Montreal, Que., to account executive.

Lloyd Crittenden to sales manager, CJLH-TV Lethbridge, Alta.

J. N. Inkster to assistant manager, CKOC Hamilton, Ont.

Robert Rose, recently head of his own motion picture company in Toronto, named production director, Robert Lawrence Productions Ltd., same city.

F. W. Ellis, vice president, James Lovick Ltd., Vancouver, to office manager, McCann-Erickson Ltd., same city.

James A. Cowan, president, Canadian Film Institute, appointed director of S. W. Caldwell Ltd., Toronto, Ont., tv film distributing organization.

Marcel Carter, Canadian Broadcasting Corp., Ottawa, Ont., to comptroller at Ottawa headquarters.

expert **tv** lighting



low cost . . .

flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan



WBCK TURNS BACK CLOCK

IN CONNECTION with a merchants "old-fashioned bargain days" campaign, WBCK Battle Creek, Mich., stopped the wheels of progress long enough to broadcast from a studio of 1924 vintage in a downtown store window.

WTOB HOLDS STRAW VOTE

WTOB Winston-Salem, N. C., held a straw vote during the Dixie Classic Fair. The election was conducted under the supervision of the League of Women Voters and only registered adults were permitted to vote. There were 7,035 votes cast and of those, Eisenhower received 4,313, Stevenson, 2,671 and 51 were eliminated as defaced.

KDAY SETS UP NEW STUDIO

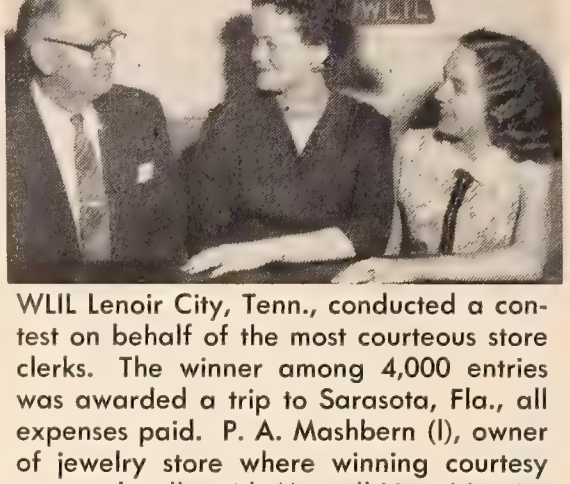
ACQUIRING the Westwood Village Chamber of Commerce as a client, Walter McCreery Inc., Beverly Hills, Calif., arranged an unusual tie-up for it with KDAY Los Angeles. The station set up a permanent branch studio in Westwood Village and is now operating from there daily during the main shopping hours. The station continues its regular programming from the new branch along with interviews of shoppers and visiting celebrities.

WBT EXPLORES SMA THEORY

WBT Charlotte, N. C., distributed a new market brochure, "Why Paint Just the Town?", to nearly 600 of the nation's top advertisers and agency executives. The 34 page multicolored booklet explores the "Standard Metropolitan Area" and shows why the "SMA" theory should not be applied by advertisers and agencies to North and South Carolina, or 27 other states. Copies of the booklet may be obtained by writing to the promotion department of WBT.

KCRG-TV DOES FIRST REMOTE

KCRG-TV Cedar Rapids, Iowa, originated the city's first live remote telecast with a speech by Senator William F. Knowland of California, which was made before a meeting of the Linn County Republicans.



WLIL Lenoir City, Tenn., conducted a contest on behalf of the most courteous store clerks. The winner among 4,000 entries was awarded a trip to Sarasota, Fla., all expenses paid. P. A. Mashbern (l), owner of jewelry store where winning courtesy occurred, talks with Marnell Vest (c), winner of the free Florida trip, and Frances Hart, WLIL traffic director.

WBC LAUNCHES NEW SERIES

IN WHAT was described as a "new concept" in book review radio programming, Westinghouse Broadcasting Co. launched a weekly series titled *Books and Voices* with John K. M. McCaffery. The technique combines actual book reviewing on current published works and interviews with the author or with readers, transoceanic telephone calls, music, recorded voices from history and other means by which the reader can gain a deeper insight into the book under discussion. The series is carried by WBZ Boston, KDKA Pittsburgh, WOWO Fort Wayne, Ind., KYW Cleveland and KEX Portland, Ore., and is produced by Richard Pack, vice president in charge of programming at WBC. Mr. McCaffery is currently a newscaster at WRCA-TV New York.

PINS FOR KITE SUPPORTERS

CAPITALIZING on election year, KITE San Antonio, Tex., has issued campaign buttons similar to the "I Like Ike" pins which say "I Like KITE." The gimmick, coming in three different styles, offers KITE supporters their choice of the "lady-type" (a small button for blouses), a large button for "Texas-sized Texans" and the "Spanish flavor" which states "Me Gusta KITE." The station also made available a booklet to familiarize the public with the facts and figures of presidential elections.

KDKA BROADCASTS "INCLINE"

MORE than the usual remote problem were encountered by KDKA-TV Pittsburg last week on *Hometown*. The station televised the Duquesne incline, one of t mechanical lifts used by Pittsburghers shorten travel to hilltop sections of town. keep the camera from shaking as the l moved, heavy rubber sponges were plac beneath the camera to serve as shock a sorbers. The mechanical lift had to be fitt with a portable generator because only D current was available and the signal w then relayed via a microwave transmitt atop the car to a portable receiver on Mou Washington. Sound was handled by a batte powered radio transmitter in the lift.

WJBK's BOOKLET IS MEMENTO

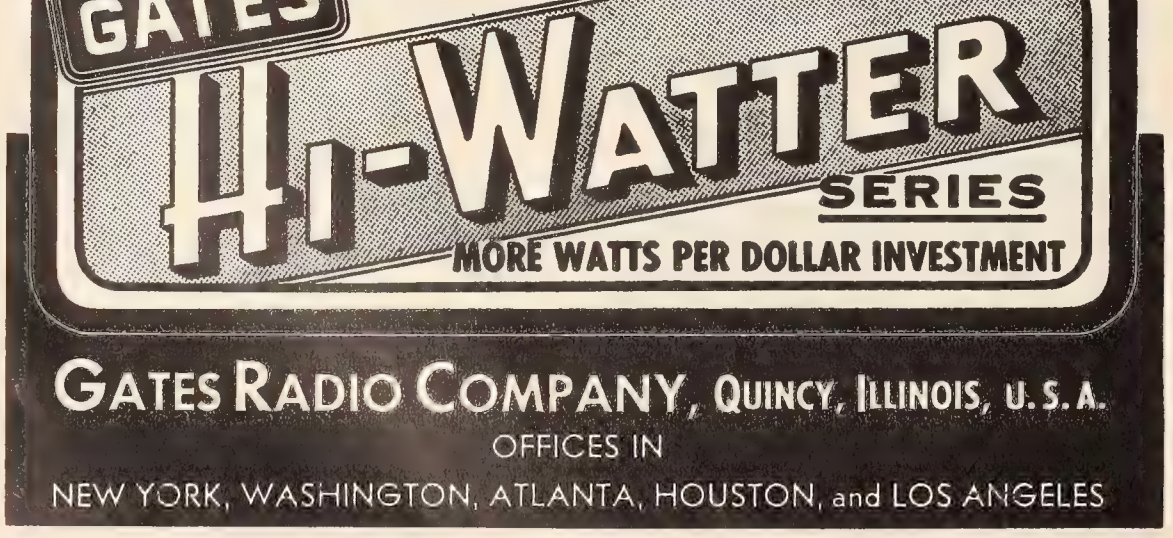
WJBK-AM-FM-TV Detroit, Mich., issued booklet entitled "Within These Doors" a momento of its new studio dedicatio The brochure contained blue prints of th new Georgian colonial building, color pi tures of the studios and its interior, th awards the station has won for its publ interest broadcasting, pictures of the hon guests at the opening ceremonies and a li of all the station's employes.

JUST WALKING IN RAIN

RADIO STATION KLYN Amarillo, Tex started a campaign for rain last month i an effort to whip the drought. The statio broadcast Johnny Ray's recording of "Ju Walking in the Rain" on every record sho and was to keep the song spinning unt the people in the panhandle actually wer walking in the rain.

NBC SPOT BCSTG. BOOKLET

NBC Spot Sales last week distributed to ad vertising agency and client executives booklet which defines the purposes of spo broadcasting and demonstrates how it op erates as a basic selling tool. The bookle attempts to show advertisers how they ca use spot broadcasting to match regional c scattered product distribution, reach con sumers at selected times, make a specia push in selected markets, introduce new products and reach specific consume groups.



Keeper Found

A $10,000 "Finders Keepers" contest conducted by WDXB Chattanooga, Tenn., found a keeper in the 12-year-old son of a steelworker.

Nine days after the contest started, the son of Mr. and Mrs. William E. Bartlett, with his parents, followed clues broadcast by the station to a Memphis piano company and found the $10,000 draft behind the firm's sign. He was one of "thousands of people" searching for the draft, according to WDXB Manager Stephen French, who with Carlin French recently purchased the station.

Transit Radio

KDEF Albuquerque has introduced "musical benches" at bus stops throughout the city for station advertising and to call attention to a recent dial changeover. Radio hookups have been installed in the rear of the benches, and passengers, while waiting for a bus, can turn an easily visible switch to get KDEF music or news. Bus drivers report that passengers no longer are impatient if their buses are a few minutes late.

WERE COVERS IKE'S VISIT

CLEVELAND'S WERE recently used its mobile unit as the focal point for police and secret service walkie-talkie communications during President Eisenhower's visit to that city. The unit also picked up the President's speech and was used to relay the progress of his motorcade to the speaker's platform in the heart of downtown.

IOWA ESSAYIST D.C.-BOUND

THE Iowa General Federation of Women's Clubs has included a trip to Washington for an appearance as a panelist on Ruth Geri Hagy's *College Press Conference* in the list of prizes for its statewide citizenship essay contest and talent hunt. The ABC-TV program, which originates from WMAL-TV Washington, went into its fifth season this fall. Miss Hagy is editor of *The Clubwoman,* the national organization's magazine.

KTRE'S ANTENNA AERIALISTS

KTRE-TV Lufkin, Tex., had an unusual program feature last month. Benny and Betty Fields, aerialists, performed near the top of the station's 540 foot antenna. A crowd of 1,000 people drove eight miles from Lufkin to see the special act, which included performances on a seventeen-inch disc. The show was telecast on KTRE-TV's *Friends and Neighbors* program.

SINGING MAYOR ON KVON

WHILE singing station breaks is not unusual, KVON Napa, Calif., has gone one step farther with the mayor of the city featured singing its breaks.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

ZIV LAUNCHES CAMPAIGN

DETAILS of an extensive tie-in campaign between Ziv Television Programs, N. Y., the U. S. Naval Academy and advertisers sponsoring the new *Men of Annapolis* series were disclosed last week by Ziv Tv.

The campaign, which will be launched in January during the tv premiere of the series, will include special store and window displays, premiums, mailings to dealers and viewers, public service tie-ins with the Annapolis recruitment program and a "Complete The Fleet" label promotion in which viewers can collect a set of Navy ships. Members of the Quality Bakers of America, who are among the first to sign for the series, will be able to utilize specially-designed end labels for attachment on bread loaves and other baked goods. The end-labels feature pictures of fleet units, portraits of famous naval heroes and portrayals of famed sea battles.

FREE TIME GRANTED ANDREWS

ABC RADIO and ABC-TV were scheduled to grant 30 minutes of free time this past Saturday (7-7:30 p.m. EDT) to former U. S. Collector of Internal Revenue T. Coleman Andrews, now presidential candidate for the States' Rights Party.

FEATURE FILMS CAMPAIGN

IN CONJUNCTION with an extensive publicity campaign for the recent purchase of the RKO movie package for tv, XETV (TV) Tijuana, Mex., (San Diego), brought Barbara Hale, motion picture actress, to town where she campaigned in behalf of feature films for tv showing.

Telephone Newscasts

A NEW telephone news service—designed to give its listening area an even greater "blanket coverage" of local and other news—has been instituted by WBML Macon, Ga.

The headline-type news service, which WBML believes to be the first time such a project has been undertaken, is available to anyone. According to General Manager George W. Patton, all a person has to do to get a one-minute edition of late news is dial the letters F-L-A-S-H on his telephone and he will get a recorded newscast.

Says Mr. Patton:

"We at WBML realize that everyone can't be near a radio at all times. We felt the busy office worker, the store clerk, or anyone who works where radio listening isn't convenient, would appreciate being able to hear the news by phone when he has a spare minute."

The telephone news headlines are revised every hour, or more frequently if the news events warrant.


COVERAGE
. . .where it COUNTS!
WGH
NORFOLK-PORTSMOUTH-NEWPORT NEWS
VIRGINIA
JUST CALL FORJOE.

BMI
"The American Story"
"The American Story" is another important BMI Program Series which includes features such as The Book Parade and other continuities.
THE AMERICAN STORY
is being published in book form by
CHANNEL PRESS
on November 12th, 1956
it has already been named a
BOOK-OF-THE-MONTH CLUB DIVIDEND
for January, 1957
If "THE AMERICAN STORY" is not yet on your program schedule, we invite you to take another look. We'll be happy to send you the scripts.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*

KFRM *for the State of Kansas*

1st *in the Heart of America*

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

Station Authorizations, Applications

(As Compiled by B • T)

October 25 through October 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 31

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,942	3,081	162	333	128
Fm	522	545	38	42	0

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Oct. 31

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,033	337	805	566	1,372[3]
Noncom. Educ.	62		35	27	62[4]
Total	1,095	337	840	593	1,434[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

New Tv Stations . . .

ACTION BY FCC

San Angelo, Tex.—Application of **Jane A. Roberts** seeking new tv on ch. 3 dismissed by letter, 10-24-56, request of applicant. Announced Oct. 25.

APPLICATIONS

Pekin, Ill.—Mid Illinois Television Co., uhf ch. 69 (800-806 mc); ERP 19.9 kw vis., 11.1 kw aur.; ant. height above average terrain 384 ft., above ground 336 ft. Estimated construction cost $84,737, first year operating cost $64,250, revenue $87,500. P. O. address Times Bldg., Pekin. Studio and trans. location at intersection of State Rte. 9 and Allentown Rd. at east end of city. Geographic coordinates 40° 33′ 17″ N. Lat., 89° 36′ 33″ W. Long. Trans. Continental, ant. Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Ralph J. Bitzer, St. Louis. Principals include **William D. McNaughton** (pres.-14¼%), asst. publisher-19% owner, *Pekin Daily Times;* 10%, *Effingham (Ill.) Daily News;* 19%, **WRMN Elgin, Ill.;** vp.-28%, **KXGI Fort Madison, Iowa,** and 23%, **KDHS (TV) Aberdeen, S. D. James M. Unland** (vp.-25%), insurance agent. **F. F. McNaughton** (sec.-19.5%), publisher, *Pekin Daily Times;* vp., Sun Printing Co., Yuma, Ariz., and *Effingham Daily News;* 19%, **WRCA Effingham;** 13%, KDHS. **Joseph E. McNaughton,** pres.-25%, *Effingham Daily News;* 31%, WRMN; 60%, WCRA; 49%, KXGI; 64%, KDHS, and 10% *Pekin Daily Times.* Filed Oct. 30.

Gulfport, Miss.—I. K. Corkern Jr. d/b as State Telecasting Co. uhf ch. 56 (722-728 mc); ERP 21.47 kw vis., 11.59 kw aur.; ant. height above average terrain 320 ft., above ground 340 ft. Estimated construction cost $60,420, first year operating cost $73,000, revenue $85,000. Post office address 960 East River Oaks Dr., Baton Rouge 6, La. Studio and trans. location Silverdale Addition, Gulfport. Geographic coordinates 30° 22′ 02″ N. Lat., 89° 07′ 26″ W. Long. Transmitter and ant. RCA. Legal counsel D'Amico & Curet, Baton Rouge. Mr. Corkern, former owner, **WIKC Bogalusa, La.,** is assistant engineer, **WBRZ (TV) Baton Rouge, La.,** and farmer. Filed Oct. 31.

Yakima, Wash.—Yakima Television Corp. uhf ch. 23 (524-430 mc); ERP 22.5 kw vis., 12.4 kw aur.; ant. height above average terrain 959 ft., above ground 148 ft. Estimated construction cost $165,200, first year operating cost $130,000, revenue $180,000. P. O. address % Richard E. Jones, 315 W. Sprague St., Spokane 4, Wash. Studio location 105 N. Third St., Yakima. Trans. location Ahtanum Ridge Rd., 2.25 mi. S.W. of Union Gap, Wash. Geographic coordinates 46° 31′ 55″ N. Lat., 120° 30′ 30″ W. Long. Trans. and ant. RCA. Legal counsel Wheeler & Wheeler, Washington, D. C. Consulting engineer David I. Green, Spokane. Principals include **Joseph Harris** (40%), N. Y. insurance broker, film factor and former 25% owner-chairman of board, Flamingo Films, N. Y.; **Norman Alexander** (40%), N. Y. real estate and chemical manufacturing interests and pres.-45% stockholder, **KXLY-AM-TV Spokane, Wash.,** and **Richard E. Jones** (20%), vp.-gen. mgr., KXLY-AM-TV. Filed Oct. 25.

Kailua, Hawaii-Windward Bcstg. Co. Ltd. vhf ch. 11 (198-204 mc); ERP 0.520 kw vis., 0.260 kw aur.; ant. height above average terrain 245 ft., above ground 128 ft. Estimated construction cost $4,597, first year operating cost $60,000, revenue $60,000. Post office address Box 697, Kaneohe, Oahu, Hawaii. Studio and trans. location Keolu Hills Rd. opp. Kupau and Hele Sts. Geographic coordinates 21° 22′ 51″ N. Lat., 157 ° 44′ 03″ W. Long. Trans. and ant. Gates. Consulting engineer Ronald T. Miyahira, Honolulu. Windward is licensee of **KANI Kaneohe, Oahu.** Filed Oct. 31.

Existing Tv Stations . . .

ACTIONS BY FCC

KROC-TV Rochester, Minn.—Granted cp to change ERP to 316 kw vis., 191 kw aur., change type trans. and make minor equipment changes. Announced Oct. 30.

WHYY-TV Philadelphia, Pa.—Granted mod. of cp to change ERP to 155 kw vis., 83.2 kw aur., change studio location, specify trans. location (not move), change type trans., and make other equipment changes. Announced Oct. 30.

WHTN-TV Huntington, W. Va.—Granted mod. of cp to change aur. ERP to 200 kw, change studio and trans. location, install new trans. and ant. system and make other equipment changes, ant. 1,000 ft. Announced Oct. 30.

CALL LETTERS ASSIGNED

WPTV (TV) Palm Beach, Fla.—WJNO-TV Inc., ch. 5. Changed from WJNO-TV.

KTCA (TV) St. Paul, Minn.—Twin City Area **Educational Television Corp.,** non-commercial educational ch. 2. Changed from KCTE-TV.

APPLICATIONS

WNOP-TV Newport, Ky.—Seeks cp to replace cp which authorized new tv. Filed Oct. 30.

KFEQ-TV St. Joseph, Mo.—Seeks cp to make changes in facilities of existing tv to change ERP to 100 kw vis., 50 kw aur., change type trans. and make minor equipment changes. Filed Oct. 25.

KONO-TV San Antonio, Tex.—Seeks mod. of cp (which authorized new tv) to install new

rans., change type ant. and make other equipment changes. Filed Oct. 25.

APPLICATIONS AMENDED

WPFH (TV) Wilmington, Del.—Application seeking cp amended to change aur. ERP to 194 kw, change studio location to "to be determined, Wilmington," and trans. location to about 3 mi. E. of Pitman, N. J., on Hurfville-Cross Keys Rd., Washington Twp., Gloucester County, N. J., and make further ant. and other equipment changes. Filed Oct. 25.

KBMB-TV Bismarck, N. D.—Application seeking modified cp amended to correct coordinates and make minor equipment changes. Filed Oct. 25.

WISN-TV Milwaukee, Wis.—Application seeking license to cover cp amended to specify studio location at 1900 W. Wisconsin Ave., Milwaukee. Filed Oct. 31.

Allocations . . .

ACTIONS BY FCC

Petitions for Rule-making Denied
By Memorandum Opinions and Orders Oct. 17
Announced October 26

Louisville, Ky.—Petitions by **The Hon. A. B. Chandler, Governor of Kentucky, The Hon. Robert Humphrey, U. S. Senator, State of Kentucky** and **The Hon. Andrew Broaddus, Mayor of Louisville**, requesting amendment of Part 3 of Rules and Regulations Governing Television Broadcast Stations (Louisville, Ky.) to permit allocation of vhf ch. 7 to Louisville.

Louisville, Ky.—Petition by **WKLO-TV Louisville** requesting allocation of ch. 7 to Louisville rather than to Evansville, Ind., which is presently proposed. Petitioner also requested that order to show cause be issued to permittee of WKLO-TV.

Manchester, N. H.—Petition by **WMUR-TV Manchester** to amend Sec. 3.610(a)(1)(i) and Appendix I, Figure 1 to re-draw zone line in N. H. and Vt., so that all portions of N. H. and Vt. lying above 42° 55′ parallel will fall in Zone II, or, to include within Zone II all of N. H. and Vt., and exclude from Zone I those portions of these states now lying in Zone I.

PETITION

Charlotte, N. C.—WAYS Charlotte requests amendment of Sec. 3.606 by instituting rule-making to delete vhf ch. 9 from Charlotte and add uhf chs. 20 and 77. Filed Oct. 26.

Translators . . .

APPLICATION AMENDED

Maupin, Ore.—Application of **Estel L. Stovall** seeking ch. 70 (806-812 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.**, amended to change to ch. 72 (818-824 mc). Original application specifies operation with 10 w trans., ERP to community 134.7 w. Estimated population to be served 626. P. O. address % Maupin Drug, Maupin. Estimated construction cost $4,855, first year operating cost $2,400. Amendment filed Oct. 25.

APPLICATION RESUBMITTED

Weed Heights, Nev.—The Anaconda Co. resubmits application seeking ch. 72 (818-824 mcs) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w, ERP to community 32 w. Estimated population to be served 1,800. P. O. address % H. R. Burch, gen. mgr., Box 1000 Weed Heights. Estimated construction cost $10,150, first year operating cost $1,200. Filed Oct. 25.

New Am Stations . . .

ACTIONS BY FCC

Scottsville, Ky.—Application of **State Line Bcstg. Co.** seeking cp for new am on 1250 kc, 1 kw D, returned. (Incomplete.) Announced Oct. 25.

Livingston, Tex.—Application of **E. H. Whitehead and Tommie Cole Stripling d/b as Polk County's Bcstg. Service** seeking cp for new am on 1220 kc, 250 w D, returned. (Dated incorrectly.) Announced Oct. 30.

APPLICATIONS

Panorama City, Calif.—M. V. W. Radio Corp. 1360 kc, 1 kw DA-D. P. O. address % Saul Robert Levine, Suite 1007, 6399 Wilshire Blvd., Beverly Hills, Calif. Estimated construction cost $40,254, first year operating cost $82,570, revenue $132,000. Principals include **Raymond T. McKenzie** (30.5%), sales manager, **KMO Tacoma, Wash.**; and **Clair A. Weidenaar** (29.5%), program manager, **KTVW (TV) Tacoma.** Filed Oct. 31.

Leesburg, Fla.—Clyde T. Hodgson 1410 kc, 1 kw D. P. O. address 813 Demington St., Lakeland, Fla. Estimated construction cost $13,081, first year operating cost $24,000, revenue $30,000. Mr. Hodgson is printer, *Lakeland Ledger*. Filed Oct. 25.

Panama City Beach, Fla.—Mel Wheeler 1290 kc, 500 w D. P. O. address Box 431, Pensacola, Fla. Estimated construction cost $14,205, first year operating cost $45,000, revenue $55,000. Mr. Wheeler is pres.-gen. mgr.-25% owner, **WEAR Pensacola, Fla.**, and gen. mgr., **WJDM (TV) Panama City.** Filed Oct. 30.

Macon, Ga.—William H. Loudermilk 900 kc, 250 w D. P. O. address Macon. Estimated construction cost $13,638, first year operating cost $36,310, revenue $60,000. Mr. Loudermilk is chief engineer, **WEAS Decatur, Ga.** and owns radio-tv repair service. Filed Oct. 31.

Maquoketa, Iowa—Nathan L. Goetz, Robert Goetz and Merlin J. Meythaler d/b as Jackson County Bcstg. Co. 1320 kc, 500 w D. P. O. address Box 358, Monroe, Wis. Estimated construction cost $22,337, first year operating cost $40,000, revenue $48,000. Goetzes have theatre, ice cream store, furniture store and rental interests. Mr. Meythaler is accountant. Filed Oct. 29.

Gulfport, Miss.—E. O. Roden, W. I. Dove, James E. Reese, Zane D. Roden and Bruce H. Gresham d/b as E. O. Roden & Assoc., 900 kc, 1 kw DA-D P. O. address % E. O. Roden, Box 352, Booneville, Miss. Estimated construction cost $17,445, first year operating cost $36,000, revenue $60,000. Principals include E. O. Roden, 40%, owns **WBIP Booneville**; 30%, **WTUP Tupelo**; 50%, **WAZF Yazoo City**, and **WMPA Aberdeen**, all Miss. Others, Zane D. Roden, 12%; Mr. Dove, 23%, Mr. Reese, 13%, and Mr. Gresham, 12%, all have minority interests in one or more of above stations. Same group is party to pending application for transfer of control of **KREL Baytown, Tex.** Filed Oct. 25.

Plainfield, N. J.—Tri-County Bcstg. Corp. 1590 kc, 500 w DA-D. P. O. address 11 S. Plainfield Ave., S. Plainfield, N. J. Estimated construction cost $52,457, first year operating cost $90,000, revenue $100,000. Principals include **Henry J. Behre Jr.** (25%), commercial mgr-asst. gen. mgr., **WMTR Morristown, N. J.**; **Lucien T. Merle** (12.5%), owner, **WXNJ (FM) Plainfield**, and radio-tv sales and service firm; **Edward J. Santoro** (12.5%), attorney; **Rose Cifrese** (25%), bookkeeper, WMTR, and **James R. Croy** (25%), consulting radio engineer, Kear & Kennedy, Washington. Filed Oct. 25.

Bamberg, S. C.—Bamberg County Bcstg. Corp. 790 kc, 1 kw D. P. O. address % A. T. Fisher Jr., Barringer Bldg., Columbia, S. C. Estimated construction cost $21,000, first year operating cost $36,000, revenue $48,000. Principals include **Lewis F. Brabham**, 50% owner-editor, *Bamberg Herald*; **P. E. Brabham**, 50% owner-publisher, *Bamberg Herald*; part owner, *Farmer* and *South Carolina Legislator*; **A. T. Fisher Jr.** and **Joe Speidel III**, co-owners, Speidel-Fisher Bcstg. Corp. (**WOIC Columbia, WPAL Charleston**, and 75%, **WQOK Greenville**, all **S. C.**). Each owns 25% of applicant. Filed Oct. 25.

APPLICATIONS AMENDED

Bradenton, Fla.—Application of **Cyril W. Reddoch and Ralph L. Hooks d/b as Gulf Isles Bcstg. Co.** seeking cp for new am on 1420 kc, 1 kw DA-D, amended to change station location to Palmetto. Fla. Filed Oct. 30.

Deerfield Beach, Fla.—Application of **James C. Dean, C. Robert Clark and Charles W. Stone d/b as Gold Coast Bcstrs.** seeking cp for new am on 1470 kc, 1 kw DA-D, amended to change station location to Pompano Beach, Fla., change ant.-trans. and studio locations, increase power to 5 kw, change type trans. and make changes in DA system (increase height and one additional tower). Filed Oct. 30.

Saratoga Springs-Ballston Spa, N. Y.—Application of **Richard O'Connor and Lou Tobier d/b as Radio Saratoga** seeking cp for new am on 1280 kc, 1 kw D, amended to change station location to Saratoga Springs, change ant.-trans. and studio locations and operate trans. by remote control. Filed Oct. 30.

Existing Am Stations . . .

ACTIONS BY FCC

KJOY Stockton, KWIP Merced, both Calif.; **KJOY Inc.**—Granted mod. of licenses to change name to **Joseph Gamble Stations Inc.** Announced Oct. 30.

WLON Lincolnton, N. C.—Granted license covering increase power. Announced Oct. 30.

CALL LETTERS ASSIGNED

WARF Jasper, Ala.—Walker County Bcstg. Co., 1240 kc, 250 w.

KLYR Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w.

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw. Changed from KGDM effective Feb. 1 in lieu of previous effective date of Nov. 1.

KYTE Pocatello, Idaho—J. Ronald Bayton, 1290 kc, 1 kw.

WSBS Great Barrington, Mass.—Berkshire Bcstg. Co., 960 kw, 250 w. Changed from WNAW.

KRSI Hopkins-Edina-St. Louis Park, Minn.—Radio Suburbia Inc., 950 kc, 1 kw.

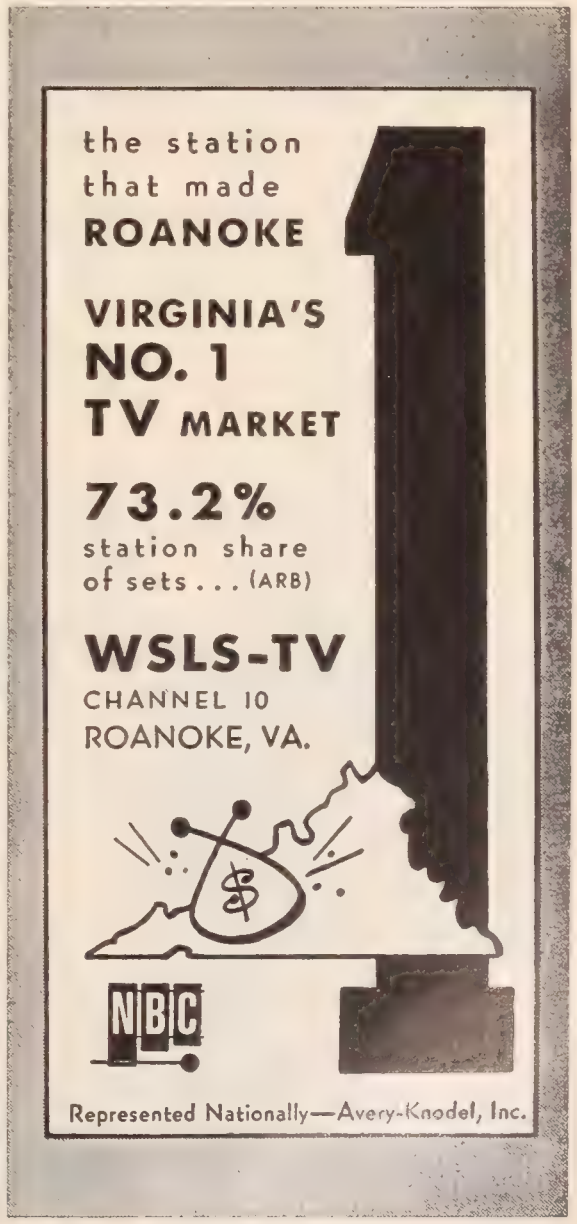
KRBI St. Peter, Minn.—Gustavus Adolphus College, 1310 kc, 1 kw. Changed from KGAC.

KOOO Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w.

WBBI Abingdon, Va.—Burley Bcstg. Co., 1230

Vote Tomorrow.

KGNC AM & TV
Amarillo
NBC • Reps: The Katz Agency



kc, 250 w.

APPLICATIONS

KWIP Merced and **KJOY Stockton, both Calif.**—Seek mod. of license to change licensee name from KJOY Inc. to Joseph Gamble Stations Inc. Filed Oct. 25.

KXGI Fort Madison, Iowa—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 31.

WKLZ Kalamazoo, Mich.—Seeks cp to change frequency from 1470 kc to 1440 kc; increase power from 500 w to 1 kw and install new trans. Filed Oct. 29.

WKBR Manchester, N. H.—Seeks cp to change frequency from 1240 kc to 1250 kc, increase power from 250 w to 5 kw, change ant.-trans. and studio locations to approx. 0.1 mi. W. of Manchester, S. of Goffstown Rd., Goffstown, N. H., install DA-2 and new trans. Filed Oct. 29.

WCPH Etowah, Tenn.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 25.

KDOK Tyler, Tex.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 29.

WRIO Rio Piedras, P. R.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 25.

WHLI Hempstead, N. Y.—Application seeking cp to increase power from 250 w to 1 kw, and install new type trans., amended to increase power to 10 kw, change type trans., installed DA-D and make changes in ground system. Filed Oct. 31.

APPLICATION RESUBMITTED

WWBG Bowling Green, Ohio—Application seeking cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA system resubmitted. Filed Oct. 29.

New Fm Stations . . .

APPLICATION

Macon, Ga.—Macon Bcstg. Co. 96.6 mc., ERP 3.79 kw, unl. P. O. address % A. Lowe, Radio Station WNEX, Macon. Macon Bcstg. is licensee of **WNEX Macon.** Filed Oct. 31.

Existing Fm Stations . . .

ACTIONS BY FCC

WJBC-FM Bloomington, Ill.—Granted cp to change ERP to 5.1 kw, ant. 425 ft. Announced Oct. 30.

CALL LETTERS ASSIGNED

KDFW (FM) Cedar Hill, Tex.—C & F Musicasting Co., 107.9 mc, 88 kw.

WRVB (FM) Richmond, Va.—Larus & Brother Co., 94.5 mc, 25.5 kw. Changed from WRVA-FM.

APPLICATIONS

KSCU (FM) Santa Clara, Calif.—Seeks cp to replace expired cp which authorized new noncommercial educational fm. Filed Oct. 25.

WJAX-FM Jacksonville, Fla.—Seeks cp to make changes in licensed station to change ERP to 7.66 kw. Filed Oct. 30.

Ownership Changes . . .

ACTIONS BY FCC

WALA Mobile, Ala.—Granted assignment of license to **Pape Television Co.** (WALA-TV Mobile). Corporate change. Announced Oct. 30.

WKEN Dover, Del.—Granted assignment of cp from **Chesapeake Bcstg. Corp.** to **WKEN Inc.** Corporate change. No change in control. Announced Oct. 30.

WEOA-WEHT (TV) Evansville, Ind.—Granted assignment of license from **Ohio Valley Television Co.** to **WEHT Inc.** for $820,000. Principals of WEHT Inc. include equal majority owners **Henry Hilberg** (Cincinnati financier) and **James R. Clark Jr.** (Cincinnati attorney). **Edwin G. Richter,** sales manager **WTVN-TV Columbus, Ohio,** is president of group. Announced Oct. 24.

WDET-FM Detroit, Mich.—Granted assignment of license from **Wayne U.,** Board of Education of City of Detroit, to **Wayne State U.** Announced Oct. 30.

KGKO Dallas, Tex.—Granted transfer of control from **H. H. Coffield** through sale of 6.667% to **W. L. Pickens** for $2,500. Announced Oct. 30.

WYSR Franklin, Va.—Granted assignment of cp from **S. L. Goodman** to **WYSR Inc.,** of which Mr. Goodman is sole owner. Announced Oct. 30.

WPRE Prairie du Chien, Wis.—Granted transfer of control from **Thomas Gallagher** and **Edwin Erdman** to **W. C. Schlaugat Jr.** for $5,000. Mr. Schlaugat is sec.-treas. and gen. mgr. of WPRE. Announced Oct. 30.

WULA Eufaula, Ala.—Seeks assignment of license from **Edward B. Fussell, Jessie B. Fussell, Ralph W. Hoffman and Emily G. Hoffman d/b as Alabama-Georgia Bcstrs.** to **L. H. Christian and C. A. McClure d/b as Christian & McClure** for $20,000 and assumption of approx. $13,418 obligations. Mr. McClure owns 36%, **WRFC Athens, Ga.;** 48.86%, **WGBA Columbus, Ga.,** and 50%, **WCHK Canton, Ga.** Mr. Christian is 52% owner-gen. mgr., WRFC; 50%, WCHK and 43.86%, WGBA. Filed Oct. 31.

APPLICATIONS

WSFA Montgomery, Ala.—Seeks assignment of license from **WKY Television System Inc.** to **Charles W. Holt, Connie I. Holt** and **Robert N. Robinson** for $175,000. Holts, 80% owners of proposed assignee, are majority owners, **WHXY Bogalusa, La., WHSY Hattiesburg, Miss.** and **WHNY McComb, Miss.** Mr. Holt also owns Air Enterprises Inc., Hattiesburg brokerage. **Robert N. Robinson,** proposed 20% owner, is 24.5% owner, WHSY. Filed Oct. 29.

KPAS Banning, Calif.—Melvin F. Berstler and Roy R. Cone d/b as San Jacinto Bcstg Co. seek voluntary assignment of license to **Stevens Bcstg. Inc.** for $36,534. **Edwin J.** and **Joan B. Stevens,** 60% owners of purchaser. Former is program-sales promotion director, **WERE Cleveland, Ohio.** Filed Oct. 25.

KVFC Cortez, Colo.—Seeks acquisition of positive control from **Jack W. Hawkins** and **Barney H. Hubbs,** partnership, by Mr. Hawkins through transfer of stock from Mr. Hubbs through trade of 1/6 of **KIUN Pecos, Tex.** No consideration. Mr. Hawkins will own 2/3 of KVFC and Mr. Hubbs 1/3. Filed Oct. 29.

WCYN Cynthiana, Ky.—Seeks assignment of license from **Estil R. Anderson and Silas E. Anderson d/b as Cynthiana Bcstg. Co.** to **WCYN Radio Inc.** Principals, at present equal partners, will own 58.75% and 41.25%, respectively. Filed Oct. 25.

KCKN Kansas City, Kan.; WIBW-AM-TV Topeka, Kan.—Seek voluntary transfer of control from National Bank of Topeka, John Kirk, Trust Officer, Successor Executive of **Estate of Arthur Capper** (deceased) to **Stauffer Publs. Inc.,** which is buying Capper Publs. Inc. (parent firm) for approximately $2.5 million and assumption of $4.5 million in obligations. Stauffer, publisher of 11 western newspapers, owns **KSEK Pittsburg, Kan.; KSOK Arkansas City, Kan.** and **KGFF Shawnee, Okla.** Filed Oct. 31.

WTCO Campbellsville, Ky.—Seeks transfer of control from **R. P. Thompson, M. M. Hall and Ray Smith to J. B. Crawley et al** by return to treasury of 26⅔% interest in exchange for stock in South Central Kentucky Bcstg. Co. **(WLOC Munfordville, Ky.)** Transferors retain 26⅔% interest in WTCO. Filed Oct. 31.

WMOR Morehead, Ky.—Seeks transfer of control from **W. J. Sample, Claude L. Clayton and Roy Cornette** to **J. Earl McBrayer, William M. Whitaker, Joe J. Mauk, Frank Havens and Tommy Combs** for $60,000. Filed Oct. 30.

KQIK Lakeview, Ore.—Seeks assignment of c from **Lynn C. Thomas and A. E. Freeman d/b Northwest Radio to Pacific Northwest Radio In** Corporate change. No change in control. File Oct. 25.

WFWL Camden, Tenn.—Seeks assignment license from **Michael R. Freeland and John Latham d/b as Camden Bcstg Co.** to **Michael Freeland tr/as Camden Bcstg. Co.** for $7,000 a assumption of debts. Filed Oct. 31.

WFWL Camden, Tenn.—Seeks assignment license to **Camden Bcstg. Co.** contingent on gra of application above. Filed Oct. 31.

KMUL Muleshoe, Tex.—Seeks assignment license from **John Burroughs and Leola Ra dolph,** partnership, to **John Burroughs, Leo Randolph and Gilbert Lamb d/b as Radio Statio KMUL,** for $3,733 and assumption of 20% of st tion indebtedness. Mr. Lamb, station manage will own 20%. Filed Oct. 25.

KIUN Pecos, Tex.—Seeks acquisition of contr from **Jack W. Hawkins and Barney H. Hubbs** Mr. Hubbs through transfer of stock from M Hawkins for trade of 1/6 of **KVFC Cortez, Col** (See above.) No consideration. Mr. Hubbs w own 2/3 of KIUN and Mr. Hawkins 1/3. File Oct. 29.

KMOS Tyler, Tex.—Seeks assignment of from **Thomas B. Moseley d/b as Tyler Bcstg. C to Edward McLemore** for $6,280 and expense Mr. McLemore is wrestling promoter, owner Texas Rasslin', film production firm and 50% **KZEE Weatherford, Tex.** Filed Oct. 25.

KLOQ Yakima, Wash.—Seeks transfer of co trol from **J. Elroy McCaw, Robert S. McCa and Tom Olsen to Robert S. McCaw, Tom Olse and Warren J. Durham** through sale of 1/3 i terest by J. Elroy McCaw to Mr. Durham. M Durham is general manager of KLOQ. File Oct. 29.

WOBT Rhinelander (Town of Pelican), **Wis.** Seeks transfer of control from **Dr. C. A. Richard Folke Becker, James Cleary and Clyde Estabroo to James Cleary** and **Clyde Estabrook** for $34,00 Buyers will each own 50%. Filed Oct. 25.

KLAM Cordova, Alaska—Seeks acquisition positive control by **Charles L. Buck** and **Don M. Buck** through purchase of stock from **Claud E. Turner Jr.** for $1,600. Bucks, present 44.2 owners, will own 55.7%. Filed Oct. 25.

Hearing Cases . . .

INITIAL DECISION

WMEX Boston, Mass.—Hearing Examiner Hug B. Hutchison issued initial decision looking t ward grant of application of The Northern Co for renewal of license of WMEX Boston. A nounced Oct. 30.

Routine Roundup . . .

October 25 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

J. E. Willis, Lafayette, Ind.—Granted reque for leave to file additional pleading in proceed ing on his am application and that of Crawfords ville Bcstrs. Inc., Crawfordsville, Ind., viz., sup plemental response to answer to his petition fo enlargement of issues; additional pleading wi be filed not more than five days after release c this order and will relate solely to matter em bodied in instant request. Action Oct. 23.

By Hearing Examiner H. Gifford Irion

Bosque Radio, Clifton, Tex.—Granted petitio for continuance of date for hearing from Oct. 3 to Dec. 17 in proceeding on its am applicatio Action Oct. 23.

October 25 Applications

ACCEPTED FOR FILING

License to Cover Cp

WMFC Monroeville, Ala.—Seeks license to cove cp which authorized change frequency, increas power and install new trans.

WYSR Franklin, Va.—Seeks license to cover c which authorized new am.

KITN Olympia, Wash.—Seeks license to cove cp which authorized new am.

WHRT Hartselle, Ala.—Seeks license to cove cp which authorized new am.

WBCM Bay City, Mich.—Seeks license to cove cp which authorized install new trans. and oper ate trans. by remote control.

KHPL-TV Hayes Center, Neb.—Seeks license t cover cp which authorized new tv.

Modification of Cp

KGMS-TV Sacramento, Calif.—Seeks mod. of c to extend completion date to 5-21-57.

KPAR-TV Sweetwater, Tex.—Seeks mod. of c to extend completion date to 5-21-57.

WETV (TV) Atlanta, Ga.—Seeks mod. of c (which authorized new non-commercial educa tional tv) to extend completion date to 5-1-57.

Renewal of License

KFSD-FM San Diego, KSJO-FM San Jose KCVN Stockton, all **Calif.**

(Continued on page 113)

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RADIO

Help Wanted

Managerial

Radio sales manager desired for No. 1 station in rich market. Central U. S. Excellent opportunity. Salary plus commission. Send full info to Box 340C, B•T.

South Florida 250 watt station with good potential not yet realized needs aggressive sales or station manager to put it over the top. Good base salary plus percentage to right man. All replies confidential. Box 351C, B•T.

KTLU will have opening November 15th for top-notch man to be assistant manager. Good announcer with 1st phone preferred. This is a good paying job. Furnished house available. E. H. Whitehead, Rusk, Texas.

Salesmen

We have openings for salesmen who have sold Negro radio. This opportunity is with company which owns 100% Negro stations in New York, Chicago and Norfolk. Will guarantee you good money plus chance for advancement in management. Send full resume. Box 329C, B•T.

Experienced salesman wanted immediately for 1000 watt independent. We'll pay well for proven ability. Radio Station KCHR, Charleston, Missouri.

Salesman, salary, commission, car allowance. Opportunity for capable man. Send snapshot. KMBL, Monroe, Louisiana.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

Are You Making $10,000 a Year?

A golden (and we mean *golden*) opportunity for one man who *likes* to sell almost as much as eat—who *doesn't* like to take "no" for an answer—who *believes* in himself and in what he is selling. He'll be associated with WXEX-TV, the dominant station in Richmond, Petersburg & Central Virginia. If you are not now selling TV, do not apply.

If you think you measure up, we have all the ammunition you'll need—top story, top promotion, top pay. Address reply to Irvin Abeloff, 6200 Broad St. Road, Richmond 28, Va.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman for top rated one thousand watt independent station. Real opportunity awaits right man. $100.00 weekly draw against 15%. Send resume and photograph to William S. Ewing, WTUX, Wilmington, Delaware.

Wanted: Salesman. Send resume, references and picture, Box 630, Palm Beach, Florida.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Top ranking midwest station needs personality disc jockeys. Must be original, clever entros, air tapes to Box 315C, B•T. All tapes returned immediately.

Top southwestern music and news independent needs good, experienced, popular music disc jockey. Send recent photo and tape, plus resume of experience. Box 316C, B•T.

$350 per month. 48 hour week. Married men only. Minimum 2 years experience. Send full details, tape and references to Box 343C, B•T.

Announcer—experienced. Capable of handling board work and mature job on local record shows. Good working conditions. Outstanding southern Minnesota station. Send resume and particulars. Box 344C, B•T.

Announcers. Not much money to offer but we have wealth of experience to offer in Florida's sun and sand. Growing. Grow with us. Two continuity, three salesmen. Three announcers, one 1st phone combo, plus a girl Friday (traffic, etc.). Box 350C, B•T.

Need experienced announcer with first class ticket. No maintenance. $400 a month. 44 hour week. In application please give personal history, work record and references. Please send tape. Southwest. Box 357C, B•T.

Wanted: Experienced staff announcer, kilowatt daytimer. Congenial station, good town. Send resume, references, photo, expected salary first letter. Box 369C, B•T.

Help wanted: Need immediately announcer . . . preferably with first class license. Exceptional opportunity. KBWL, Blackwell, Oklahoma. . . . Write or call Larry Eck.

Good music announcer-engineer, mature, commercial, permanent, immediate, tape to Ward Glenn, 1000 27th Street, KEAR, San Francisco.

Needed experienced quality announcer. No drifters. Permanent staff job. Start $70.00 per week. Contact Sam W. Anderson, Manager, KFFA, Helena, Ark.

Announcer with knowledge of disc-jockey type shows, some sports announcing and control room operation. Also must be good man on commercials. Address letter and tapes to Radio Station KNCO, Box 247, Garden City, Kansas.

Personality DJ or morning man needed immediately. Send tape and data to Bob Booe, KSMN, Mason City, Iowa.

Man or woman: High type, aggressive for fine music station expanding to 5000 watts, WCRB, Boston 54, Mass.

Announcer-newswriter — immediate opening for experienced man. State full qualifications and send tape to William Winn, PD, Radio Station WESB, Bradford, Pennsylvania.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer strong on news and records. Good salary, talent Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, etc. Program Director, WLPO, LaSalle, Illinois.

Play-by-play sports announcer for basketball, baseball and football. Present man joining KMOX. Man we hire must also do tv sports and radio commercial work. Minimum of two years broadcast experience. Send tape, audition of play-by-play work, complete background and recent photo to Merrit Milligan, WTAD, KHQA-TV, Quincy, Illinois.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Pennsylvania independent with accent on quality wants all around staff man with same. Full details and tape with first letter please. WVSC, Somerset, Pa

Wanted: Announcers—send tape, picture, resume Box 630, Palm Beach, Florida.

New station open December. Announcer with first class ticket, announcer-writer, salesman. Complete details and tape. Box 762, Colorado Springs, Colorado.

Top-flight negro announcer for major market. Attractive salary, employee benefits with fast growing, successful chain. Send background, photo and news DJ and commercial tape to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Technical

Combo man with first class ticket for Florida 250 watter. Routine maintenance-announcing ability important. Previous experience unnecessary. Start sixty weekly. Will permit some selling for additional income. Box 331C, B•T.

Wanted: Operator with first phone; experience unnecessary; western Pennsylvania. Box 332C, B•T.

Combo man as chief—1 kw—midwest city of 10,000—remote control—married man preferred—$100 week—tape—letter. Box 337C, B•T.

Chief engineer. Capable of taking complete charge of medium market midwestern kilowatt am and uhf-tv. Only interested in man looking for permanent position. Send complete qualifications, salary requirements and photo. Box 366C, B•T.

1000 watt daytime indie wants engineer with first class ticket and minimum of five years experience. Excellent opportunity to settle in a permanent position as chief engineer. Call, or wire or write KJOE, Shreveport, Louisiana. Salary depends on experience and ability. Unless you are looking for permanency don't waste our time.

Want to live in central Florida's "City Beautiful", Orlando? WABR expects to have an increase in power to 5000 watts in December, with a new Gates transmitter. Need man with first class ticket interested in other phases of radio, i.e., announcing or selling or both. Exceptional opportunity for right man. Write or phone R. H. Gunckel, Jr.

Men with first phone license. Announcers, salesmen, managers. Many positions for combo men. Palmer-DeMeyer, Inc., Personnel Agency, 50 E. 42nd Street, New York 17, N. Y.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: First class engineer-announcer. No experience necessary. Upstate New York. Send photo, resume and wage demand. WLFH Little Falls, New York.

First class engineer for daytime kilowatt. Announcing experience helpful but not required. Send application, salary requirements, etc. Chief Engineer, WLPO, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Wanted: Engineers—send resume. Box 630, Palm Beach, Florida.

Programming-Production, Others

News director—challenging local news job open in active small market. Kilowatt independent. Newsman with excellent background wanted. Experienced, aggressiveness and maturity prerequisites. Box 318C, B•T.

Sports-minded area needs sports director to supervise department. Baseball, basketball, football. Radio and tv. Unlimited opportunities. Send complete background to Box 341C, B•T.

Newscaster proficient at gathering, writing and airing local news. Some sports. Indiana station. Box 345C, B•T.

Wanted in southern New England. Experienced newsman-newscaster to join award winning news staff. Please send full details first letter and tape. Letters will not be reviewed unless accompanied by tape. Tape will be returned. We want someone thoroughly schooled in local news writing in short form and able to put their own material on the air. Just newsmen apply, no neophytes, no announcers, please! Box 376C, B•T.

Southwest, 50,000 watt CBS outlet needs competent newscaster who can qualify as reporter, writer and editor. Send audition tape with complete background and snapshot in first reply to KWKH, Shreveport, Louisiana.

Wide-awake newsman needed who can collect, write and do top newscast. Plenty of exciting news here, four man news staff. Pay $100 a week for right man. Applicants please send tape, references, full story to Jim Bradner, KGBC, Galveston, Texas.

Continuity writer for daytimer. Sample copy, photo, salary, first letter. WADS, Ansonia, Connecticut.

Wanted—female continuity writer, reliable and permanent. Contact Floyd Brown, WRMN, Elgin, Illinois. No calls.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

Wanted: Copywriters and traffic personnel. Send samples, resume to Box 630, Palm Beach, Florida.

Situations Wanted

Managerial

Manager, working salesman. 18 years experience, proven outstanding record, long ideas promotion and profits. Many references, my testimonials, sober, honest, age 36, family, five figure income required. Let's exchange information. Write Box 301C, B•T.

Station manager—long, thoro experience. Strong on sales, energetic hard worker. Efficient management, gets things done. Good business builder. Dependable, nondrinker, high character. Know and prefer southern markets. Available immediately. Box 336C, B•T.

Man and wife team desires managerial position in small market. Seven years experience all phases—now employed. Box 356C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Experienced general manager, or sales manager, radio-tv. Young, aggressive, with outstanding sales record and excellent industry references. Have reorganized radio stations into profitable operations and constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

Sales manager/manager: Experienced. Documented top personal sales record. Established reputation train, build and direct productive sales staff. Now employed. Owner-management blocks my advancement. Box 390C, B.T.

Salesmen

Ten years salesman, commercial manager radio. Currently tv. Want radio sales job deep south. Box 352C, B•T.

Announcers

Sportscaster—now with large network tv-radio station in top ten market, wants sports minded location with play-by-play opportunities. College, vet. Top industry-sports references. Box 250C, B•T.

Top announcer, network experience. Married. Production specialists. Stable, well paying job, metropolitan station. Prefer California. Box 262C, B•T.

Experienced announcer, deejay. Vet, married, know network routine. Available immediately. Box 291C, B•T.

Announcer, pop disc jockey. College graduate age thirty. Pleasant voice and personality. Plays receptive music, good commercial news, sports. Past four years employed south, present employer two years doing evening show, which has top rating in audience area 400,000. Desires relocation east prior January first. Box 305C, B•T.

Radio announcer, light experience, desires position. Photo, resume sent on request. Box 322C, B•T.

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 347C, B•T.

DJ-staff. Presently employed. Wish to relocate in northeast. Tape on request. Box 348C, B•T.

Eight year radio-tv sports commercial. Top play-by-play all sports. Top commercial job. Available immediately. Address all replies to Box 360C, B•T.

Negro, top southern r & b, DJ-announcer relocating. Available early 1957. Box 368C, B•T.

Career minded negro girl DJ, broadcasting graduate wants future. Very ambitious and personable. Tape. Photo. Box 377C, B•T.

DJ personality with sales appeal, available now. Go anywhere. Reliable. Ready. Box 380C, B•T.

Gal DJ, strong commercials, knows music, library work, typing. Go anywhere. Box 381C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Combo, 1st phone, 4 years experience. Permanent position desired. Box 386C, B•T.

Announcer, 6 months experience. Strong on commercials and news. Personality type DJ. Experienced in copywriting, servicing accounts and selling. Single, will locate anywhere. For tape and resume, write Fred Keslik, 927 Bayard Ave., St. Paul, Minnesota.

Announcer, 3 years experience. News, commercials, DJ, sports, adlib. Available immediately. Barry Pfeffer, 1973 Daly Avenue, Bronx, New York. DA 3-6851.

Technical

Presently chief engineer-announcer of 5000 watter. 12 years experience, college grad, prefer Texas or Louisiana, all replies considered. Box 346C, B•T.

Experienced engineer and program director available after 1st of year. 10 years experience in small radio. Box 361C, B•T.

Engineer—8 years experience, mostly chief. Like to locate in Colorado or midwest. Box 378C, B•T.

Director of engineering—extensive administrative engineering and operational experience with major network and smaller stations. Am and tv, including color. Graduate engineer. Box 387C, B•T.

Chief engineer—8 years experience. Formerly manager of engineering WBUF-NBC owned station. Ernest Rety, Phone Delaware 3962, Buffalo, New York.

Programming-Production, Others

Program director—outstanding kilowatt indie with top rating and excellent staff in 20,000 single station market seeking family man with comprehensive PD experience. Administrative and creative ability paramount. Box 319C, B•T.

10 years experience, college graduate—radio major, program and sports director; college—high school football, basketball, baseball. Combo work, special events, DJ, some tv. Past president Junior Chamber of Commerce, Quarterback Club, Commander DAV. Available after football season—first week December. Excellent references by employer-sponsors. Box 330C, B•T.

Experienced copywriter—idea man. Original, convincing. Married, dependable. Resume available. Box 338C, B•T.

Music director, conduct, arrange, perform, DJ; all media; part time N. Y.-Pa. area. Box 354C, B•T.

I'm happy where I am . . . but my supply exceeds the demand. If you need a quadrupal-threat production man with loads of experience . . . drop me a line and I'll give you the full story. Box 358C, B•T.

EXCLUSIVE SOUTHWEST STATIONS

$27,500

- Cultural Center. Senior College and Military Academy
- Active Military Installation
- Delightful year-round climate
- Single-station market
- $15,000 cash down

$40,000

- Heavily industrialized area
- Mammoth military activity
- Primary market 70,000
- Year-round playground, attracts millions annually
- $22,500 cash down

Information available to principals upon written request

RALPH J. ERWIN, BROKER

1443 South Trenton ★ ★ ★ Tulsa, Oklahoma

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

If yours is a sound operation, answer this ad to fill that program manager vacancy. Box 374C, B•T.

Sell more with production. Our service adds new voices, new ideas, more sales. Write for information. Production. Box 375C, B•T.

Apprenticeship over: News editor-reporter-announcer seeks permanent position anywhere. Four years metropolitan radio-tv, two years Europe. Journalism Degree. 31, married. Cal Holm, 2113 W. Lapham Street, Milwaukee. Tel.: EV 3-5833.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Announcers

Announcer for major market New England network tv station. On-camera experience desired but not required. Excellent chance for advancement. Send tape, resume and photo. Box 265C, B•T.

The northeast's top uhf needs announcer. Must deliver good commercial both on and off-camera. Personal interview and audition essential. Box 273C, B•T.

Technical

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relationship. One of nation's top stations. State experience, education and provide a recent snapshot. Reply. Box 268C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

First class engineers, with and without experience—network vhf—southeast—top pay. Box 372C, B•T.

Need two tv transmitter and studio engineers with at least 1 year experience immediately for an expanding full power vhf station in Montana. Good pay. Send resume to chief engineer, KGVO-TV, Missoula, Montana.

Brand new vhf has openings for studio and transmitter engineers. Send complete resume to WYES-Television, W. S. Hart, C.E., 4920 Canal Street, New Orleans 19, Louisiana.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Tv director wanted midwest vhf full power, good market. Must have originality and know-how to direct studio remote and all phases tv directing. Apply immediately. Box 289C, B•T.

Ohio station needs traffic manager experienced in tv traffic. Good starting salary. Opportunity for advancement. Send resume to Box 320C, B•T.

Experienced cameraman for programming department large vhf affiliate. State salary requirements and send complete resume to Box 325C, B•T.

News director needed to supervise well established department. Mobile unit. Dark room facilities. Good radio set-up. Only experienced need apply. Send tape, complete info to Box 342C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Newsman who knows news, can handle mov and still cameras, do some on-camera newscast Journalism background preferred. Excellent op portunity for recent graduate. Midwest NBC fu power vhf. Send photo, background. Box 359 B•T.

Experienced television continuity writer. Mu be creative. Forward television copy sample plus complete resume and salary requiremen to Operations Manager, KCSJ-TV, Pueblo, Col rado.

Wanted: Film director; capable of planning, wri ing, shooting, and editing educational films. Co lege grad. Salary open. Job begins Novembe 1. WKNO-TV, 268 Jefferson, Memphis, Tenne see.

Situations Wanted

Managerial

Tv sales manager with ideas and drive 16 yea broadcasting. Best references. Want stabilit challenge and strong five figure income. I a proven producer. Ready family man, let's ex change information. Please write. Box 317 B•T.

Experienced general manager, or sales manage radio-tv. Young, aggressive, with outstandin sales record and excellent industry reference Have reorganized radio stations into profitabl operations and constructed money making tv sta tion. Am currently looking for challenging pos tion where fine sales, organization and adminis trative experience can be utilized. Box 389C, B•T

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor ... John Birrel ... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Currently operating director-salesman southwest tv. Desires tv sales Florida or southeast. 4 years tv. Box 353C, B•T.

Announcers

Tv announcer. Experienced. Good on camera or mike. Network quality. $150 week. Box 274C, B•T.

Television-radio news-sports announcer. 3½ years "on-camera" television newscaster. Three years radio, play-by-play sports. Now employed Texas television-radio station. University graduate. Box 355C, B•T.

Programming-Production, Others

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Combination man—announcing and engineering in TV (cameraman—audio-video-floor director) interested in announcing for radio also. Graduate of Pasadena Playhouse. Age 20. Box 323C, B•T.

Sharp, experienced PD, presently employed, considering homocide but will settle for new position either as PD or director. Married, family, steady. Rock bottom inducement $150.00 per week. Box 328C, B•T.

Producer-director-switcher. Experienced. Live show specialist. Married, exempt, 26. Box 334C, B•T.

Young woman experienced on-camera, production and administration desires immediate on-air, programming or promotion position northern vhf. Box 339C, B•T.

Young man, 3 years tv, 7 years radio, 2 years college, first phone, married, 3 children, age 30, desires position as operations manager with new or proposed tv station. Box 349C, B•T.

Television program manager available. Have assisted two stations on-the-air, one in a major market. Strong on creative programming, "live" production and administration. Background includes working as announcer, director, production manager, program director, operation manager. Age 32—married. Recommendations from all past employers plus other top television management people. Available for interview. Box 362C, B•T.

Young tv film producer, former director, newsman, wishes to exchange services in any phases of production or sales in return for modest salary, plus hours of live studio time and 1000 feet film and processing per week to develop own program ideas. Box 364C, B•T.

Girl Friday desires assistant directorship to write, produce, direct. Two years tv fundamentals. On-camera experience. Age 21. College background. Further details, references, snapshot on request. Box 365C, B•T.

Radio-tv program director nation's 17th market seeking new challenge. Radio—1940. Tv—1954. All opportunities considered. Box 370C, B•T.

FOR SALE

Stations

Mississippi 1000 watt daytime indie. Excellent farming section. Two station market of 20 thousand population. $10,000.00 cash and good terms on balance to responsible parties. No brokers. Box 286C, B•T.

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

Major market station, south, $125,000, terms, to responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida, pleasant community, good music station. Cash requirement approximately $50,000—balance payable over 9 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

California, $45,000, $20,000 down, single market; Carolinas, $60,000, $20,000 down, single market; Iowa-Illinois $200,000, $60,000 down; Iowa-Nebraska, $225,000, 29% down; Illinois-Indiana, $300,000, terms or cash; Northwest, $360,000, $40,000 down; Utah-Idaho, $275,000, $40,000 down, ten year lease, option to purchase; Colorado-Wyoming, $75,000, $35,000 down; Iowa, $65,000, $25,000 down; Wisconsin, $60,000, 29% down; Minnesota, $250,000, terms; Minnesota, $75,000, $35,000 down; 45 hotels, $400,000 cash, assume long term mortgage; Recording Studio, East, write for detail; The Norman Company, 510 Security Bldg., Davenport, Iowa.

FOR SALE—(Cont'd)

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Microwave system—RCA 0.1 watt complete, handles color and audio, good condition. Write 118C, B•T.

Will trade Hammond electric organ, console model CV with separate DR-20 speaker in A number one condition for studio equipment. Need two three-speed turntables and some type of console. Will sell organ if desired. Phone or write M. E. Danbom, KTBB, Tyler, Texas.

RCA phasor and antenna terminal equipment for three tower directional array. Available about January 1, 1957. RCA-WA-3A grating generator, composite genlock. Make offer. WHIO-TV, Dayton, Ohio.

Auxiliary power system for immediate sale. Station just installed commercial power. Have two 55 kw, 220V, 3 phase, diesel sets with less than one year service. Excellent condition. Sell one. Write WPTZ, Plattsburg, New York. Phone 3070.

688' guyed 40 lb. windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

Microwave relay system, Raytheon KTR-100A for color or black and white video and audio. Complete system including transmitter, receiver, dishes, feeds, cables, etc. Price $5,900.00. Will tune to frequency if desired and guarantee performance specifications. Also have tripods and spares. Write for complete list. Inter-State Communications Co., 845 Chicago Avenue, Evanston, Illinois. Phone: DAvis 8-4800.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Magnecord PT6BAHN (binaural-mfrs. new equipment warranty) $614.50. Presto recording equipment—used—good condition. 2—88A amplifiers, 50 watts, each $75.00. 2 8N turntables mounted in 12A table, equipped with 1-C cutters, both $500. 1—K-10 recorder—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U.S. Recording Co., 1121 Vermont Avenue, N.W., Washington 5, D. C.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Equipment

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Wanted: RCA BTF 10-B 10 kw fm transmitter. Advise price, terms and easiest delivery. Box 379C, B•T.

Used 3 speed turntables. Gray 108B pickup arms. State condition and price. Bill Weaver, KGFF, Shawnee, Oklahoma.

Wanted-Minitape M5-A recorder. WAUX, Waukesha, Wisconsin.

Programs

For sale: Original television program ideas. Unusual, exciting and diversified. Box 371C, B•T.

Robert Dillon, originator and producer of "Whereabouts Unknown" since 1934, has available for television the following program series: "The Key," "The Treasure of Lobo Mountain," "The Trap," "The Empty Chance." For information contact Lou Snitzer-Al Fritschi, Inc., Artists Managers, 6404 Hollywood Blvd., Hollywood, California. Phone: HOllywood 9-6271.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted

ATTENTION

RADIO VETERANS

We have immediate openings for the following positions in Pensacola and Melbourne, Florida:

3 Commercial Announcers

4 Energetic Salesmen

(Must be self-starter—No dead heads—Please! Present salesmen making in excess of $7,500)

2 Continuity Writers

Send resume, salary expected to

Vern King Enterprises

Box 353 Melbourne, Fla.

Announcers

RADIO AND TELEVISION ANNOUNCER

Excellent opportunity for experienced announcer to do Radio DJ Show and TV announcing. Must be strong top personality that can sell. Send 15 minute tape of DJ . . . News . . . and Commercials. Enclose photo. Opportunity to make real money. Please state salary requirements. Top Midwestern Radio and TV Station.

Box 367C, B•T

Wanted immediately by one of the fastest growing stations of the Bartell Group—man with first phone — accent on voice and copywriting. Excellent opportunity for advancement and an assured future with one of America's leading group of broadcasters. Send resume and tape to BARTELL BROADCASTERS, 522 W. Wisconsin Avenue, Milwaukee, Wisconsin. All tapes returned promptly.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted

Middlewest radio station has position of News Director available. This is key position with salary accordingly. Please send full information with photograph and tape audition.

Box 373, B•T

NEWS DIRECTOR WANTED

Top-flight radio-TV news department in midwest major market needs an experienced aggressive news director. Must have executive ability and be thoroughly experienced in local reporting and writing. Local TV newsreel experience helpful. Salary open. Top character, and business references required. Tell your complete story in first letter. Attach small photo. Confidential.

Box 384C, B•T

Situations Wanted

Announcers

NUT CRACKER LOOKING

for tough early morning nut to crack, in East. Have other heavy commercial properties, too. Tape, background on request.

Box 324C, B•T

TELEVISION

Help Wanted

Announcers

TV ANNOUNCER

Southwest VHF needs versatile announcer. General commercial and booth duties, plus news and weather. Consider experienced radio announcer seeking TV opportunity. Send tape or disc, photo, salary expected and all details. Box 335C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

REAL OPPORTUNITY

We are adding to our staff. Here is a real opportunity for 2 experienced TV announcers. Good showmanship, plus on-camera sales ability—**A Must.** Can offer good talent, plus excellent base, paid vacations, share in profits plan, hospitalization and other benefits.

Call, write or wire
Ben Greer
Telephone 7-7787
WJBF
Augusta, Georgia

Situations Wanted

Managerial

PROGRAM MANAGER

With sales savvy. Excellent administrator, top program producer, six years TV experience. For photo, resume, write

Box 388C, B•T

Announcers

SPORTSCASTER-MC

Award winning TV play-by-play of all sports. Highest rated daily tv sportscast in major market. Polished MC of variety and audience participation shows. Eight years on-camera experience.

Box 383C, B•T

Technical

AVAILABLE

Director of Engineering. Desire to relocate after 20 years as Chief Engineer-Operations Director in metropolitan area. Have planned and installed two VHF stations plus four radio stations. Familiar with installation, operation, maintenance of TV and radio, including color. Experienced in employee relations and labor negotiations. Well known in field, including FCC.

Box 382C, B•T

Programming-Production, Others

TV PROGRAM MANAGER

TV Program Manager seeking change. Skilled in both large and small station operation. Rich production background. Experienced film buyer. Top references. Inquiries kept strictly confidential.

Box 385C, B•T

FOR SALE

Equipment

RANGERTONE

One new Rangertone synchronous type recorder console for sale. Terms will be given. Write to

Box 363C, B•T

PROMOTE YOUR BUSINESS—EARN EXTRA THOUSANDS

FOR SALE—$5,000.00

Full equipped—ready to operate—automatic time flash

TRANS LUX TRAVELLING MESSAGE NEWS SIGN

Inquire: Jacob A. Young,
302 East 6th Street, Erie, Pa.

TV ANTENNA

For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of 3⅛ inch transmission line type MI-19113-B1. Available immediately. Call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS!

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.
For best service, please be as complete as possible in your first letter or telegram.

Palmer De Meyer, Inc. Agency
50 East 42nd Street
New York 17, New York

Paul Baron, Director Radio-TV-Flm-Adv.
MU-2-3900

No advance registration fees.
Resumes invited from qualified people.

Continued from page 106

Renewal of SCA

KSJO-FM San Jose, Calif.

REMOTE CONTROL

WSIP Paintsville, Ky.

October 26 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Post Pub. Co., Boston, Mass.—Granted petition to dismiss its application for new tv station on ch. 5; counsel for all other parties to ch. 5 proceeding, Boston, have consented to grant of petition. Action Oct. 24.

By Hearing Examiner Elizabeth C. Smith

Babylon, N. Y.—Upon oral motion of counsel for **WGLI Inc.**, Babylon, ordered that further hearing will be held on its am application at 2 p.m., Nov. 2. Action Oct. 25.

By Hearing Examiner Annie Neal Huntting

The Enterprise Co., Beaumont, Tex.—Request for *subpena duces tecum* and supplement thereto, filed on Oct. 15 and 16, in ch. 6 proceeding, Beaumont, was denied without prejudice to filing of subsequent request, at some later stage in hearing, when particular documents and facts expected to be proved thereby can be specified. Action Oct. 25.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind. — Pursuant to agreement of all participants, ordered that hearing is continued from Oct. 25 to Nov. 19, re am applications of **J. E. Willis**, Lafayette and **Crawfordsville Bcstrs. Inc.**, Crawfordsville, issued memorandum of prehearing conference indicating following calendar agreed upon: Nov. 5, exchange of exhibits; Nov. 13, further conference; Nov. 19, date of hearing (same proceeding). Action Oct. 24.

By Chief Hearing Examiner James D. Cunningham

South Georgia Bcstg. Co., Fitzgerald, Ga.; **WBHB Fitzgerald** — Granted petition of South Georgia for dismissal without prejudice of its am application and am application of Ben Hill (WBHB) is returned to processing line. Action Oct. 24.

October 29 Applications

ACCEPTED FOR FILING

Modification of Cp

WKTF Warrenton, Va.—Seeks mod. of cp to extend completion date.

KBST-TV Big Spring, Tex.—Seeks mod. of cp to extend completion date to 5-5-57.

WITN (TV) Washington, N. C.—Seeks mod. of cp to extend completion date to 5-26-57.

WSBA-TV York, Pa.—Seeks mod. of cp to extend completion date to 5-22-57.

Renewal of License Amended

KRAM Las Vegas, Nev.—Application seeking renewal of license amended to change name to Drake Motel Corp.

October 30 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Sepia Bcstg. Co., Little Rock, Ark.; **Broadcast Bureau**—Granted Sepia petition for acceptance of written appearance filed late in am proceeding on its application and that of **Radio Pine Bluff**, Pine Bluff, Ark., and denied Broadcast Bureau motion to dismiss petitioner's application. Action Oct. 25.

John Jack Bentley, Stanton, Tex.; **Great Western Radio Co.**, Midland, Tex.—Granted Bentley request for dismissal of his am application, and granted petition of Great Western to remove its am application from hearing and return it to the processing line; proceedings terminated. Action Oct. 25.

Pine Bluff, Ark.—On Examiner's own motion, ordered that hearing conference of all counsel will be held on Nov. 15, at 1:30 p.m., in proceeding on am applications of B. J. Parrish, Pine Bluff, et al. Action Oct. 26.

By Hearing Examiner Elizabeth C. Smith

Pine Bluff, Little Rock, Ark.—Issued order setting prehearing conference on Nov. 7, in proceeding on am applications of Sepia Bcstg. Co., Little Rock, and Radio Pine Bluff, Pine Bluff. Action Oct. 26.

Radio Newark, Inc., Newark, N. Y.—Granted motion for continuance without date time for exchange of exhibits, further pre-hearing conference and commencement of hearing in order to afford applicants opportunity to pursue possibilities of consolidating their am applications. Action Oct. 26.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 26

KHEP Phoenix, Ariz.—Granted license for am broadcast station; condition.

WMFC Monroeville, Ala.—Granted license covering change facilities and install new trans.

WSGA Savannah, Ga.—Granted authority to operate trans. by remote control.

WTBF Troy, Ala.—Granted extension of completion date to 1-15-57, conditions.

Actions of October 25

WFBC-TV Greenville, S. C.—Granted license for tv broadcast station (ch. 4); ERP 100 kw vis.; 50 kw aur.

KCMS-FM Manitou Springs, Colo.—Granted application for SCA to replace expired BSCA-1. Multiplex basis.

KWWL-TV Waterloo, Iowa—Granted mod. of cp to change aur. ERP to 221 kw, change studio location, waived Sect. 3.613 of the Rules, change type ant. and make other equipment changes, ant. 1,130 ft.

Following were granted extensions of completion dates as shown: **KQUE Albuquerque, N. M.**, to 12-16, conditions; **WKYT (TV) Owensboro, Ky.**, to 4-15-57; **WABD (TV) New York, N. Y.**, to 2-12-57; **KPLC-TV Lake Charles, La.**, to 5-14-57; **WBIR-TV Knoxville, Tenn.**, to 5-1-57; **KFSA-TV Fort Smith, Ark.**, to 3-15-57; **WJBK-TV** (main and aux. trans. and ant.) **Detroit, Mich.**, to 5-14-57; **KOSA-TV Odessa, Tex.**, to 5-16-57; **WFMJ-TV Youngstown, Ohio**, to 5-13-57; **KSHO-TV** (main trans. and ant.) **Las Vegas, Nev.**, to 4-1-57.

Actions of October 24

KRIS-TV Corpus Christi, Tex.—Granted mod. of cp to change aur. ERP to 26.9 kw, change type trans., and studio location, ant. 651 ft.

WSIP Paintsville, Ky.—Granted authority to operate trans. by remote control.

WLEO Ponce, P. R.—Granted extension of completion date to 12-16.

Actions of October 23

WABC-TV New York, N. Y.—Granted licenses for tv broadcast station (ch. 7).

WSUN-TV St. Petersburg, Fla.—Granted license for tv broadcast station (ch. 3).

KATV (TV) Pine Bluff, Ark.—Granted license for tv broadcast station (ch. 7).

KOPO-TV Tucson, Ariz.—Granted license for tv broadcast station (ch. 13); ERP 30 kw vis., 15 kw aur.

WSJS-TV Winston-Salem, N. C.—Granted license for tv broadcast station (ch. 12); ERP 316 kw vis., 195 kw aur.

KFBB-TV Great Falls, Mont.—Granted license for tv broadcast station (ch. 5).

KTTV (TV) (main trans. and ant.) **Los Angeles, Calif.**—Granted license covering changes in facilities of tv broadcast station.

WXIX (TV) Milwaukee, Wis.—Granted license for tv broadcast station (ch. 19), specify studio location; installation of aux. ant. at main trans. site and specify studio location as main trans. and ant.

KRLD-TV Dallas, Tex.—Granted license covering changes in facilities of tv broadcast station.

WALY Herkimer, N. Y.—Granted license for am broadcast station.

WMMH Marshall, N. C.—Granted license for am broadcast station and specify studio location; condition.

WDOS Oneonta, N. Y.—Granted license covering change in facilities, installation of new trans., change in ant.-trans. location and erect new ant. (increase height).

WEBB Baltimore, Md.—Granted mod. of cp to make changes in DA system.

WKBI St. Marys, Pa.—Granted mod. of cp to make changes in ant. system; condition.

Following were granted extensions of completion dates as shown: **WHTN-TV Huntington, W. Va.**, to 3-1-57; **WNMP Evanston, Ill.**, to 1-23-57; **WOKY Milwaukee, Wis.**, to 12-14.

Actions of October 22

KRCG Jefferson City, Mo.—Granted mod. of cp to change type trans. and install DA system (ant. 659 ft).

Following were granted extensions of completion dates as shown: **WGBI-TV Scranton, Pa.**, to 5-1-57; **WTOV-TV Norfolk, Va.**, to 4-16-57; **KOAT-TV Albuquerque, N. M.**, to 4-1-57.

October 30 Applications

ACCEPTED FOR FILING

Modification of Cp

WMBR-TV Jacksonville, Fla.—Seeks mod. of cp to extend completion date to 1-7-57.

SCA

WNAC-FM Boston, Mass.

REMOTE CONTROL

WSGA Savannah, Ga.

October 31 Applications

ACCEPTED FOR FILING

Modification of Cp

WTTG (TV) Washington, D. C.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to extend completion date to 3-13-57.

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp (non-commercial educational tv) to extend completion date to 5-1-57.

UPCOMING

NOVEMBER

Nov. 8: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.

Nov. 9: Minnesota Assn. of Broadcasters, Minneapolis.

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 9-10: Country & Western Disk Jockey Convention, Nashville, Tenn.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 14: Maine Radio & Television Broadcasters Assn., August House, Augusta.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., Santa Rita Hotel, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

BROADCASTING • TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

editorials

Radio: Meal-Ticket Medium

RADIO is "a terrific advertising weapon . . ." "Radio belongs . . ." Radio is "our life blood . . ."

These random quotes come from no partisan tract (though they should be put into one). They are not the words, even, of men whose job is to sell radio.

To the contrary, these banners are waved by as coldly objective a group of men as ever laid one medium beside another and probed the comparative merits of each. They are men whose job is to move goods, move them fast and move them often—by whatever form of advertising will do the work most efficiently.

These quotes, and many more like them, come from advertisers who addressed the second annual national radio advertising clinic, conducted last week by the Radio Advertising Bureau. The day-and-a-half clinic was literally a succession of success stories. Radio's ability to reach more and sell more was documented time and again—as, indeed, happens every day in actual advertising practice.

It is no secret that advertisers have begun to "re-discover" radio's advertising force. But much "discovery" remains to be done. RAB must be commended for helping to spread the enthusiasm by assembling, in a single forum, a diverse group of advertisers who all know—whose sales charts prove they know—that radio when rightly used is still the meal-ticket medium of modern advertising.

Study in Antitrust Contrasts

LAST WEEK, from separate rostrums, two federal officials expounded their philosophies of monopoly control as it might apply to television. Because they are poles apart, their expressions provide an illuminating and important study in antitrust contrasts.

FCC Comr. John C. Doerfer, in an address before the Broadcast Advertising Club of Chicago, admonished Congress and the Commission to move warily before labeling any broadcaster as a criminal upon either rumor or ill-considered interpretation of anti-monopoly laws. His was a studied, judicial approach to a problem on which he and his fellow commissioners eventually must sit in judgment. He had made similar comments the week before at the NARTB regional meeting in Birmingham [B•T, Oct. 29].

Rep. Emanuel Celler (D.-N. Y.), in an appearance on *College Press Conference* (ABC-TV 4-4:30 p.m. Oct. 28), alternately heaped vituperation and praise on television networks and took more pot-shots at Broadcast Music Inc. in a sort of "what-did-he-say?" repeat of his 10 days of hearings last August at the Foley Square Courthouse in New York. You can read about it elsewhere in this issue.

Congress has appropriated $220,000 for a network monopoly study by the FCC. A special staff has been at work on the study for more than a year and will submit its report by next June 30. Mr. Celler is either oblivious to this or doesn't care how the taxpayers' money is wasted. His investigations have covered largely the same ground, if with less thoroughness.

Mr. Celler's investigation of the music licensing field is similarly a tourist's junket into an area where all the exploring has been done. The Justice Dept. has carefully watched both BMI and ASCAP for years, and only ASCAP has run afoul of the law in that time.

Unwittingly or not, Mr. Celler was used by the ASCAP songwriters to advance their campaign against BMI. Most of the charges they made had been discredited before their appearances at the Celler hearings in New York. Those which were advanced for the first time were discredited almost at once by rebuttal testimony and statements.

Yet, Mr. Celler persists in speaking of the ASCAP testimony as though it were fact and in ignoring the much more persuasive statements which BMI and others introduced to dispute it.

Mr. Celler's loose talk of a BMI "monopoly" is demolished by the record itself. The facts show BMI to be a pygmy, both in income and in the use of its music, by comparison with ASCAP. The Celler proceedings also proved that ASCAP leads BMI in another department—press agentry. By artful publicity ASCAP has made a lasting impression with its charges.

Both Rep. Celler and Comr. Doerfer, as public officials, are responsible to the public. Mr. Doerfer states that until the charges of unfair trade practices were made, "John Q. Public appeared to be



Drawn for BROADCASTING • TELECASTING by Sid H

"Little Norval Doe of 1676 Walnut will be mighty happy to know he winner of this week's puppy contest!"

'A Most Happy Fellow' " and "had not made known his dissatisfac tion, if any (regarding tv), to me." Mr. Celler as far as we know has never mentioned complaints from the public. Nor could h when his constituents live in one of the two metropolitan area which have the most and the widest variety of television servic in the world.

IN HIS *College Press Conference* appearance, Mr. Celler sai this publication was "supported by broadcasters"; for tha reason "they [this magazine] know on what side their bread i buttered and they're prejudiced, extremely so. And their reflectio of the entire industry is one tissue of prejudice and falsities."

We eagerly admit to prejudice (but not to falsities) on behal of broadcasting. And circumstances quite apart from Mr. Celler's personal attacks on us have forced us to acquire a distinct prejudice against him. We expect that these prejudices will be apparent on our editorial page, though we shall make every effort to suppress them in our news columns.

Interrogation Point

THE Census Bureau is thinking of eliminating from its 1960 census the question as to whether there is a radio set in the home.

We agree that the question should be eliminated. Radio set ownership is so nearly universal that the question is now academic.

But the Census Bureau would perform a real service if it dug a little deeper into the distribution of radio. It should inquire into the number of sets per home, including portables, and the number of sets outside the home—in automobiles, on tractors, in pleasure boats (of which there are now a substantial number).

This would make the radio section of the census investigation no more complicated than it has been in the past and would provide information of basic value not only to radio but to advertisers and—of most importance to the Census Bureau—to those in charge of the nation's communications system in time of national emergency.

Job for NARTB

NINE manufacturing concerns are defending themselves against Federal Trade Commission charges that they violated fai trade laws in using radio-tv merchandising plans.

We don't pretend to judge the legal merits of this case, but we do think that the defense should be spirited and earnest. Radio and television will be shirking an obligation if they fail to join the manufacturers in presenting their case.

Would this not be an appropriate issue on which the NARTB could take a stand? It seems basic to us that broadcasters, through their trade association, should defend a widespread operationa practice whether individually they happen to offer merchandising services or not.



Why KPRC-TV Has Houston's Largest News Staff

Houston people possess an unsurpassed thirst for news. To meet this demand, KPRC-TV has built Houston's only complete TV news service. National and regional news rolls in over five AP wires. A live-wire newsreel staff affords fast, first-hand blanket coverage of local events, backstopped by on-the-spot reporters who edit all news for Houston appeal. No wonder Houstonians look to KPRC-TV *first for news.*

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

are you GOING PLACES?

WINS offers for the first time a completely new travel concept—"Creating the MOOD to Travel." **The atmosphere of all the world's most popular spots will be recreated on WINS.** Ten 1-minute spots every day, 7 days a week, or a total of 70 spots per week; plus three one-half hour programs each weekend will round out the schedule. The programs will be hosted by the celebrated **Maggi McNellis** and the renowned husband-and-wife travel team, **Paul and Rosa Andrews.**

With the greatest increase in consumer spending (13.5%) going for travel, you will want to be sure to get on board for your share.

As 50% of the total U. S. travel market is in the WINS signal area, this new travel format will absolutely make WINS the leading source of travel information in the nation.

WINS, 28 W. 44th Street, New York 36



26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 12, 1956 35¢ PER COPY

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the BIG 3

1 NEWS 2 MUSIC 3 SPORTS

are on the BIG 4

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit | Flint, Mich. | Jackson, Mich. | Saginaw, Mich.

BUY ALL 4 STATIONS..... SAVE 15%
BUY ANY 3 STATIONS..... SAVE 10%
BUY ANY 2 STATIONS..... SAVE 5%

Represented by HEADLEY-REED

The Community Stations

KNORR Broadcasting CORP.

KNORR STATIONS

Today's BIG 3 radio attractions—news, music, and sports—are on all four Knorr Stations in a BIG way! In the home or out, Knorr listeners get more and more of what they want . . . advertisers get more and more of what *they* want . . . *Results!*

WKMH DEARBORN Detroit

WKMF FLINT Michigan

WKHM Jackson Broadcasting & Television Corp. JACKSON Michigan

WSAM SAGINAW Michigan

WTVR

RICHMOND'S ONLY STATION IN THE
PREFERRED LOW END OF THE VHF BAND

CHANNEL 6

100,000 WATTS—1049 FEET

WTVR—RICHMOND'S FIRST
STATION IS RICHMOND'S BIG STATION
DELIVERING 408,240 TV HOUSEHOLDS

(Source—March 1956*)

*ADVERTISING RESEARCH FOUNDATION TV HOUSEHOLDS—UNDERWRITTEN BY ABC—CBS—NBC—NARTB—TVB

The South's 1st TV Station

A Service of
HAVENS & MARTIN, INC.



AFFILIATED WITH ABC
Represented by
BLAIR TV, INC.

say it with music



Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

for you to capture $3,634,410 in retail sales



Vast in size and multi-city, America's tenth TV market is an important factor in your marketing and selling. High in quality, its 3 1/2 million people have an annual income of $5 1/2 billion, spend $3,634,410 a year. Capture the valuable WGAL-TV area through its 917,320 TV sets!

America's 10th TV Market

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative the MEEKER company, inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

PAYS TO ADVERTISE • Who among all CBS-TV and NBC-TV advertisers has been getting biggest discount? Not unexpectedly it's Procter & Gamble. In 1955 P&G earned discount of 48% from NBC-TV for sponsorship of Tennessee Ernie Ford show. In same year number of big CBS-TV accounts earned 25% discount—maximum allowed by that network.

B•T

THESE and other hitherto secret figures, now in hands of Celler Antitrust Subcommittee, make fascinating reading (see detailed story page 31). For first time network clients and their agencies can get complete and accurate information on what rivals have been paying for television network time.

B•T

STREIBERT'S FUTURE • Despite official silence as to his future, Theodore C. Streibert, who resigned last week as director of U. S. Information Agency, reportedly will join Nelson A. Rockefeller enterprises. Mr. Rockefeller, now back in private life, served until few months ago as special assistant to President Eisenhower and was vice chairman of top-level Operations Coordinating Board. Mr. Streibert was board member.

B•T

ANNOUNCEMENT of successor to Mr. Streibert as chief of USIA may come this week. At least two men reportedly were under consideration: Abbott Washburn, now deputy director of USIA, and Sylvester L. (Pat) Weaver Jr., former NBC board chairman. Mr. Weaver is due back from European vacation this week.

B•T

TOWER GUARDS • Legislation proposing that FCC take jurisdiction over abandoned communications towers, with authority to force their continued lighting or demolition where hazards are involved, will be proposed at next session of Congress. Already approved by Tall Tower Committee, made up of executives of various government agencies (Comr. Robert E. Lee is FCC member), proposal now is before FCC for consideration and clearance with Budget Bureau.

B•T

PROPOSAL for abandoned tower jurisdiction was in works long before last week's crash of private plane into WOR-TV's abandoned tower at North Bergen, N. J., on Palisades across from New York (see story page 82). Accident precipitated high-level discussions last Friday of NARTB, FCC and other Washington groups identified with tall tower question.

B•T

20-22 MGM VISION • MGM has made its 20th feature package transaction, reportedly running in excess of $1 million for seven-year contract, to ch. 2 WSB-TV Atlanta, nation's 22d tv market. Meanwhile MGM is planning new short subject-cartoon package which probably will be launched for direct sale shortly after first of year.

B•T

COINCIDENT with short subject-cartoon exploration, Charles C. (Bud) Barry, vice president in charge of Loew's television division, shortly will announce appointment of Jack Tilden, former Loew's international executive, to head that short subject-cartoon division. Mr. Barry plans to leave next weekend for Europe in connection with Loew's business, including activity on filming of "Goodby Mr. Chips" for tv.

B•T

UHF-VHF PLANS • While it's yet too early to determine what FCC's ultimate decision will be on overall deintermixture problem, sentiment seems to be crystallizing on these bases: All 83 channels (12 vhfs and 70 uhf) must be retained; there should be minimum upsetting of existing assignments with current effort to authorize as rapidly as possible at least three comparative competitive services (whether uhf or vhf) in perhaps 150 markets, with fourth station in larger ones; there should be no deintermixing to uhf except on voluntary basis; smaller markets should look to uhf; ultimate long-range solution will be all-wave receiver which would then allow "intermixture" without discrimination to uhf since all stations could be picked up on same set.

B•T

RE allocations approach, FCC cannot be regarded as unanimous on any pat solution. FCC's newest member, Comr. T. A. M. Craven, who has been pondering all aspects of question since he assumed office last July, reportedly has about made up his mind on above approach. Fundamental in this concept is keeping uhf alive and healthy pending technological progress, and no intrusion of vhf in areas which are now exclusively uhf.

B•T

COKE TO SPOT • Coca-Cola Co., New York, dropping its network show in February, is expected to place that nearly $3 million dollar budget into spot and regional television buys to cover selected markets. Firm's *Eddie Fisher Show*, twice weekly on NBC-TV, 7:30-45 p.m., will be dropped at end of February. McCann-Erickson, New York, is agency.

B•T

THERE'S undercurrent of discontent among some Radio Advertising Bureau members as annual meetings loom this weekend in New York. Under question is failure of RAB to take part in NARTB regional meetings. Some broadcasters protested during eight regional sessions because RAB provided no sales aids whereas Television Bureau of Advertising staged dramatic presentations and provided fund of basic helps for stations. Complaint was heard that RAB made intemperate replies to suggestions it should participate in NARTB autumn conferences.

B•T

MEN OF THE YEAR • With assumption of an executive vice presidency at NBC by Robert E. Kintner, January 2, RCA-NBC becomes only organization having two "Man of the Year" citations from NARTB. Brig. Gen. David Sarnoff, president of parent RCA company, received first award in 1953, while Mr. Kintner was recipient this year as president of ABC. In between recipients were CBS Board Chairman William S. Paley and Mark Ethridge, publisher of *Louisville Courier Journal and Times* (WHAS-AM-TV) who served as interim president of old NAB in 1938.

B•T

CLEAR CHANNEL case, which has been receiving more than cursory consideration from FCC in last fortnight, is scheduled for final action at meeting Nov. 20, with several alternatives possible (see story Nov. 5). Prior to consideration, General Counsel Warren E. Baker will advise FCC whether he feels Comr. T. A. M. Craven can participate since proceeding is "legislative" rather than adversary. This presumably arose because Comr. Craven, as engineer, participated in original clear channel proceedings in 1946 for then Regional Station Group.

B•T

HOUSE BLACKOUT • One post-election spectre that may haunt broadcasters for another two years is electronic blackout imposed on House committees by Speaker Sam Rayburn. Despite Senate's more liberal rules, which give committees discretion to allow radio-tv pickups, Speaker Rayburn heretofore has stubbornly held to personal antipathy toward camera-microphone coverage. He's openly bitter against bright lights and other trappings but his friends recall he softened long enough at 1952 Democratic convention to let young lady makeup artist prepare him for camera by powdering his glossy pate.

B•T

ABC-TV's new management, headed by American Broadcasting-Paramount Theatres President Leonard H. Goldenson with Oliver Treyz in charge of tv network, is looking toward gross billings in vicinity of $70-75 million this year, as compared to $51 million in 1955. During first eight months this year, network grossed $50 million as against $28 million in same period last year—but not in proportion to gains made in earlier part of 1955.

Indianapolis wakes to music ...and more

with PANORAMA

November is Wake to Music Month

Panorama . . . THE eye-opener for Indianapolis, each weekday morning . . . 3½ hours of panorama programming, featuring music, news, sports, special events; specially tailored for Indianapolis early birds, and late-sleepers, too. It's a new and unique concept in radio programming . . . one that *keeps* Indianapolis listening, all morning long.

Minute participations available.

See the Bolling Company.

WISH–radio

Basic affiliate CBS radio network
1310 on every dial

at deadline

NBC RADIO SETS CROSS-COUNTRY MEETS TO SELL OUTLETS NEW PROGRAM PLANS

NEW NBC RADIO program plans "so important that they should be considered in detail by all affiliates" will be spelled out in series of regional meetings starting Thursday in New York, Lester Lindow, WFDF Flint, Mich., chairman of NBC Radio Affiliates Executive Committee and of NBC Affiliates Program Advisory Committee, announced Friday after all-day meeting of those two groups with NBC officials in New York.

He said plans, developed by NBC in consultation with program advisory committee, were given "enthusiastic endorsement" by executive committee. In wires to all NBC Radio affiliates announcing schedule of regional meetings, he described plans as including:

Provision for affiliates to sell any open commercial positions in the network programs, subject to network recapture; all station breaks to be 70 seconds, permitting one-minute local commercial availability; national and international network 5-minute news on hour 7 a.m. to 11 p.m., local time across country, using all of NBC's news resources to report on events from the scene; a new "hot line" service linking affiliates with NBC's news center at all times so that they can carry news breaks from scene whenever they happen; three blocks of daytime programming consisting of strengthened *Bandstand* in morning, and hour personality show and two hours of drama in afternoon; strengthened evening programming developed and scheduled specifically to meet affiliates' needs; *Monitor,* with further improvements.

Matthew J. Culligan, vice president in charge of radio network, who with NBC President Robert Sarnoff headed NBC delegation at Friday meeting, is slated to lead regional sessions, which are scheduled as follows: New York Nov. 15; Chicago Nov. 16; Atlanta Nov. 19; Dallas Nov. 20; San Francisco Nov. 26. Meeting places and times to be set. Affiliates were asked to let NBC know which session they would attend.

Mr. Lindow's wire said executive committee "realizes the operational problems some stations may have with network news on the hour, but after reviewing the complete plans we believe that this feature plus the 'hot line' operation will give the stations and their audiences the most distinctive and comprehensive news service in the world. We believe that the values of this service to the affiliates are so important that we have given the plans our unanimous endorsement and feel that you will do likewise when you have had a chance to consider the full details at the regional meetings."

NBC officials reportedly will advise affiliates by closed circuit today (Mon.) that "hot line" news service will go into effect this week.

Gov. Clement Defends BMI In Speech to Country DJ's

GOV. FRANK CLEMENT of Tennessee told Country Music Disc Jockey Festival at Nashville Friday he will ask to appear before Celler antitrust subcommittee to tell "truth" about music copyright monopoly. Writers of folk songs, which he called "the music of the people," were monopoly victims prior to formation of BMI, Gov. Clement said, adding that handful of Tin Pan Alley and Hollywood writers got all music profits.

Gov. Clement, who attracted nation's attention as keynote speaker at Democratic convention last summer, had 1,500 delegates cheering wildly as he said BMI deserved much of credit for growth of country music into $50 million publishing business. He called this "a triumph of the American concept of small business" in face of tight but powerful monopoly.

Gov. Clement predicted monopoly attacks on BMI "will not succeed." He called accusations at Celler subcommittee hearings "fantastic" and "resented" attacks on integrity of 4,000 broadcasters and their employes. Eighty-five per cent of tv music performances are those of copyright control group, he said, answering "weird testimony" before Celler group.

Plot of music monopoly to stifle competition also would stifle country music, he argued, doing away with BMI as well as those whose income comes from country music. "You can count on me," he said, in promising to answer "insidious and insulting" attacks on BMI and country music made at Celler hearings.

FTC Charges Roto-Broil With Faking List Prices

FEDERAL Trade Commission today (Mon.) filed complaint against Roto-Broil Corp. of America, Long Island City, N. Y., charging misrepresentation of list price of "Roto-Broil" electric broiler-rotisserie. FTC alleged company, through advertising in newspapers, magazines and on radio-tv, offered Roto-Broil at what was claimed as substantial reductions from regular retail price. In fact, FTC claimed, so-called regular prices were in excess of true prices, there were no savings, and offers of giffs were actually paid for in price of article. Action by FTC followed intensive National Better Business Bureau campaign against what it terms fictitious list prices used by manufacturers in order to permit retailers to advertise below-manufacturer's prices on products.

Schacht Heads Calif. Assn.

JOHN H. SCHACHT, vice president-general manager, KBET-TV Sacramento, Calif., elected president, California State Radio & Tv Broadcasters Assn., at annual meeting Friday in San Francisco. Mr. Schacht succeeds George Greaves, general executive, KRCA (TV) Los Angeles. Other new officers: George Whitney, KFMB-AM-TV San Diego, first vice president; Loyd Sigmon, KMPC Los Angeles, vice president for radio; Joe Drilling, KJEO (TV) Fresno, vice president for tv; J. G. Paltridge, KROW Oakland, secretary-treasurer, and M. F. Woodling, KHSC Chico, director. Record attendance of 95 broadcasters.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 44.

GIFT SUGGESTION • New York Telephone Co. planning to promote colored extension phones as Christmas gifts via radio spot announcements on 90 stations in New York state to start Nov. 26 for three weeks. BBDO, N. Y., is agency.

COFFEE TIME • Spot radio will be used exclusively by Pan-American Coffee Bureau, N. Y., to support eighth consecutive year-end highway safety campaign. Through agency, Robert W. Orr Assoc., N. Y., campaign will consist of 20-second announcements in 48 markets on Saturdays and Sundays before Christmas and New Year's, stressing slogan: "Stay alert, stay alive, make it coffee when you drive." Agency is attempting to line up time for 10 announcements per weekend in each market. Copies of jingle containing slogan will be made available to members of coffee trade for use in their own radio advertising.

BIG PLANS • Lever Bros. (Silverdust), N. Y., considering 1957 plans, is expected to include another radio spot campaign which if approved would start in January. Firm used approximately 80 to 100 markets in last radio spot schedule. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

BON AMI BLITZ • Bon Ami Inc. (Jet Bon Ami), N. Y., will put on another advertising push—in addition to one placed in September—with saturation radio, television, and newspaper campaign. Radio schedule will run in from 25 to 30 markets followed two weeks later by television spot saturation drive in 70 to 80 markets, plus newspaper campaign. Ruthrauff & Ryan, N. Y., is agency.

FIRST DATE • A & P Coffee Div. of Great Atlantic & Pacific Tea Co., N. Y., is planning to use radio for first time in its advertising history. Account will place two-week campaign in several major cities, starting in New York with 13-week campaign. Paris & Peart, N. Y., is agency.

FARM MARKET • Chilean Nitrate Bureau (nitrate fertilizer), N. Y., planing radio spot campaign in farm programs to start Dec. 3 for four months in from 10 to 20 southern markets. Erwin, Wasey, N. Y., is agency.

BAYUK BUYING • Bayuk Cigar Corp. (Phillies cigars), Philadelphia, is looking for adjacencies and participations in sports programs and newscasts in radio-tv campaign to break early in January. Al Paul Lefton, N. Y., is agency.

GOING SOUTH • A. Lustig (Nifty waffles), Brockport, N. Y., planning radio spot campaign starting early next year in southern markets. Agency: Storm Adv., Rochester, N. Y.



in Kansas City

if you want to sell
the rock-n-rollers,
there's a place to go...

but if you want to sell
the whole family
it's **KCMO** radio



Basic CBS—50,000 W.
Joe Hartenbower, Gen. Mgr.
R. W. Evans, Commercial Mgr.

KCMO . . . One of Meredith's Big 4 . . . All-Family Stations.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

FCC Begins to Study Allocations Above 890 Mc

FCC announced Friday it was opening up what it called "preliminary fact finding hearing" on all service allocations above 890 mc. The allocations study—first since early post-World War II days—encompasses all uses from 890 mc to 40,000 mc, among which are radio and tv studio-transmitter links, remote pickups and intercity relays.

Move is seen as first step in overall allocations review which will probably include spectrum between 30 mc and 890 mc (where fm and tv bands are located).

Comments from interested parties regarding assignments in microwave bands above 890 mc are requested by Jan. 7, 1957. Move was agreed to by five commissioners, with Comr. Richard A. Mack dissenting on, it is understood, ground that FCC policy on economic protection to common carrier services not open to question. Comr. John C. Doerfer was out of town.

Microwave hearing will be held at date to be announced. Questions raised and on which comments are solicited include: Present and future demands for both common carrier and private point-to-point system; if shortages of frequencies develop to point where common carriers cannot satisfy all customers, should system of priorities be established; eligibility standards for point-to-point use; shared vs. exclusive use; common carrier vs. private point-to-point use; interconnection; land mobile, ISM and navigation requirements; broad vs. narrow band; common engineering standards, etc.

Segments of spectrum of interest to broadcasters include 890-952 mc, used for radio and tv-aural communications; 1990-2110 mc, 6875-7125 mc and 12,700-13,200 mc, all of which are used for tv.

Desilu, NTA Contract For Six Tv Film Series

DESILU Productions will produce six new tv film series (half-hours) for National Telefilm Assoc., and its NTA Film Network, Ely A. Landau, president of NTA, New York, and Desi Arnaz, president of Desilu, Hollywood, are announcing today (Mon.). NTA's initial investment for new programs is in excess of $500,000. Shows to be offered next season for sale by NTA on its film network as well as on other tv networks, with certain series to be offered for regional sponsorship.

In concluding pact, both firms exercised options contained in original production arrangement between them last July when Desilu started production of *The Sheriff of Cochise,* for NTA and which now has been sold in more than 125 markets. New pact is described as one of biggest of its kind and follows closely on heels of NTA's double agreement with 20th Century-Fox Film Corp. [B•T, Nov. 5].

Series in preparation to range from adventure stories to situation comedies, and marks "first time that a film distribution company will have available such a wide range of outstanding programming from one studio," Mr. Arnaz said. NTA observed it has minimum of 10 tv film series now scheduled for production assuring its film network's current supply of 1½ hours of programming weekly to affiliates.

WHOSE TOWER?

U. S. ARMY has been negotiating over past four months to acquire WOR-TV New York standby tower which was struck by plane with five resultant deaths last Thursday (earlier reports said six persons were killed; see story, page 82), station officials revealed Friday.. Army, which reportedly wants to dismantle and then reassemble 760-ft. tower at Aberdeen (Md.) Proving Grounds, is slated to give its decision Nov. 16. Price not disclosed.

Spokesmen also revealed tower is not owned by WOR-TV but by R. H. Macy Employes Pension Fund, which leased it to station under long-term contract when General Teleradio acquired Macy interests in WOR-AM-TV.

Network Tv Gross Sales Up 18% for September

NETWORK TV gross time charges totaled $39,107,409 in September compared to $33,044,766 for like month last year, gain of 18.3%, according to Publishers Information Bureau compilation. Each network boosted billing: ABC-TV by 36.7%, CBS-TV by 21.1% and NBC-TV by 9.8%. Total for nine month period of all networks was $353,961,824, or 21.8% above last year's Jan.-Sept. period. The totals:

	Sept. '56	Sept. '55	Percent Change
ABC-TV	$ 5,638,376	$ 4,123,780	+36.7
CBS-TV	$18,399,872	$15,188,805	+21.1
DuMont	—	$ 11,538	—
NBC-TV	$15,069,161	$13,720,643	+ 9.8
Total	$39,107,409	$33,044,766	+18.3

	Jan.-Sept. '56	Jan.-Sept. '55	Percent Change
ABC-TV	$ 56,493,853	$ 32,718,864	+72.7
CBS-TV	$162,811,764	$138,474,755	+17.6
DuMont	—	$ 3,102,708	—
NBC-TV	$134,656,207	$116,265,935	+15.8
Total	$353,961,824	$290,562,262	+21.8

AFTRA Strike in Seattle

AFTRA local voted at weekend to strike four Seattle stations—KIRO, KING, KOMO and KJR. Strike sanction was asked of Seattle Central Labor Council's executive board after union reportedly rejected $4.40 weekly wage increase for announcers. George Peckham, AFTRA executive secretary, said walkout would include KOMO-TV and KING-TV.

Jensen Offered TASO Job

AXEL G. JENSEN, Bell Labs. director of television research, has been offered $25,000 year job as executive director of Television Allocations Study Organization. Offer was made at executive board meeting Friday at NARTB headquarters in Washington. Response from Mr. Jensen, who was present at Friday's meeting, expected by or before Nov. 20 when next executive board meeting is scheduled. TASO was set up at request of FCC to study uhf-vhf problems, advise Commission on future of uhf. It is composed of representatives of five broadcast groups. Post of executive director had first been offered to Arthur V. Loughran, IRE president and former research v.p., Hazeltine.

PEOPLE

HARRY MASON SMITH, WLW Cincinnati veteran executive, is retiring as vice president of Crosley Broadcasting Corp. and active head of WLW Cincinnati Dec. 1. After extended vacation, Mr. Smith will continue as special representative and consultant periodically with firm. Mr. Smith has been associated with James Shouse, chairman of board, and Robert Dunville, president of Crosley Broadcasting, for past 25 years. He has served as manager of service department, eastern sales manager, general sales manager, vice president in charge of radio and television and then head of WLW.

CHRISTY WALSH JR., Ted Bates & Co. producer on Colgate-Palmolive's *The Millionaire,* to agency supervisor on C-P's *Strike It Rich,* both CBS-TV programs, in Hollywood. **GRANT TYLER,** production assistant in New York office, to Hollywood office as tv producer.

DAVID P. EVANS, WOR-TV New York operations manager; **RICHARD SIMON,** tv director of WATV (TV) Newark, and **WILLIAM TERRY,** with Bryan Houston, N. Y., all joining tv department, Ogilvy, Benson & Mather.

Nearly $1 Million Involved In Station Sales Friday

STATION SALES Friday involved total of almost $1 million.

KOMA Oklahoma City, Okla., 50-kw outlet, sold by multiple station owner John T. Griffin, for $342,500, according to Blackburn-Hamilton Co., Washington, broker negotiating sale. Transfer is subject to FCC approval.

Purchasing group is comprised of Myer Feldman, counsel, Senate Banking & Currency Committee; Burt Levine, president, WROV Roanoke, Va.; Arnold Lerner, sales manager, WCMS Norfolk, Va., and Donald Rubin, Florida banker. KOMA, founded in 1927, is CBS affiliate and operates on 1520 kc. KOMO tv affiliate, KWTV (TV), not involved in sale.

Ownership of KOOK-AM-TV Billings, Mont., will go to Joseph S. Sample, current president and 10% owner of stations, application filed for FCC approval indicated. Transfer of control being worked out in this fashion: Licensee Montana Network Inc., paying $403,650 for 1,242 shares from 12 stockholders; Mr. Sample paying $121,800 for 406 shares owned by C. L. Crist, and $14,625 for 45 shares owned by V. V. Clark; John Glenn Sample, father of Joseph S. Sample, paying $35,595 for 41 shares treasury stock. Ownership will be held 93.28% by Joseph Sample; 5.85% by John Glenn Sample.

Application filed with Commission to sell KBMI Henderson and KSHO-TV Las Vegas, both Nev., from Moritz Zenoff to Television Corp. of America (Zugsmith-Hogan-Oxarart-Feldman interests) for approximately $200,000. This supersedes prior applications which proposed to sell 50% interest in tv outlet to Wilbur Clark, Desert Inn owner, and then transfer station to Tv Corp. which was subject of FCC McFarland letter.

Davis Takes in Partners

NEW engineering firm, George C. Davis Consulting Engineers, formed Friday with four members of Mr. Davis' staff becoming partners. Joining him in partnership are Julius Cohen, Robin Compton, Walter L. Davis and Ralph E. Dippell. Offices will continue in Munsey Bldg., Washington. Mr. Davis, who had been at FCC, predecessor FRC and Dept. of Commerce radio staff, set up consulting firm in 1937 with E. C. Page. He formed own firm in 1942.

the week in brief

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Charles Day, WGAR Cleveland, will head session on radio; Jack Knell, WBTV (TV) Charlotte, will be chairman of tv session, at news directors Milwaukee meeting, Nov. 15-17 . . 108

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

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*Reg. U. S. Patent Office

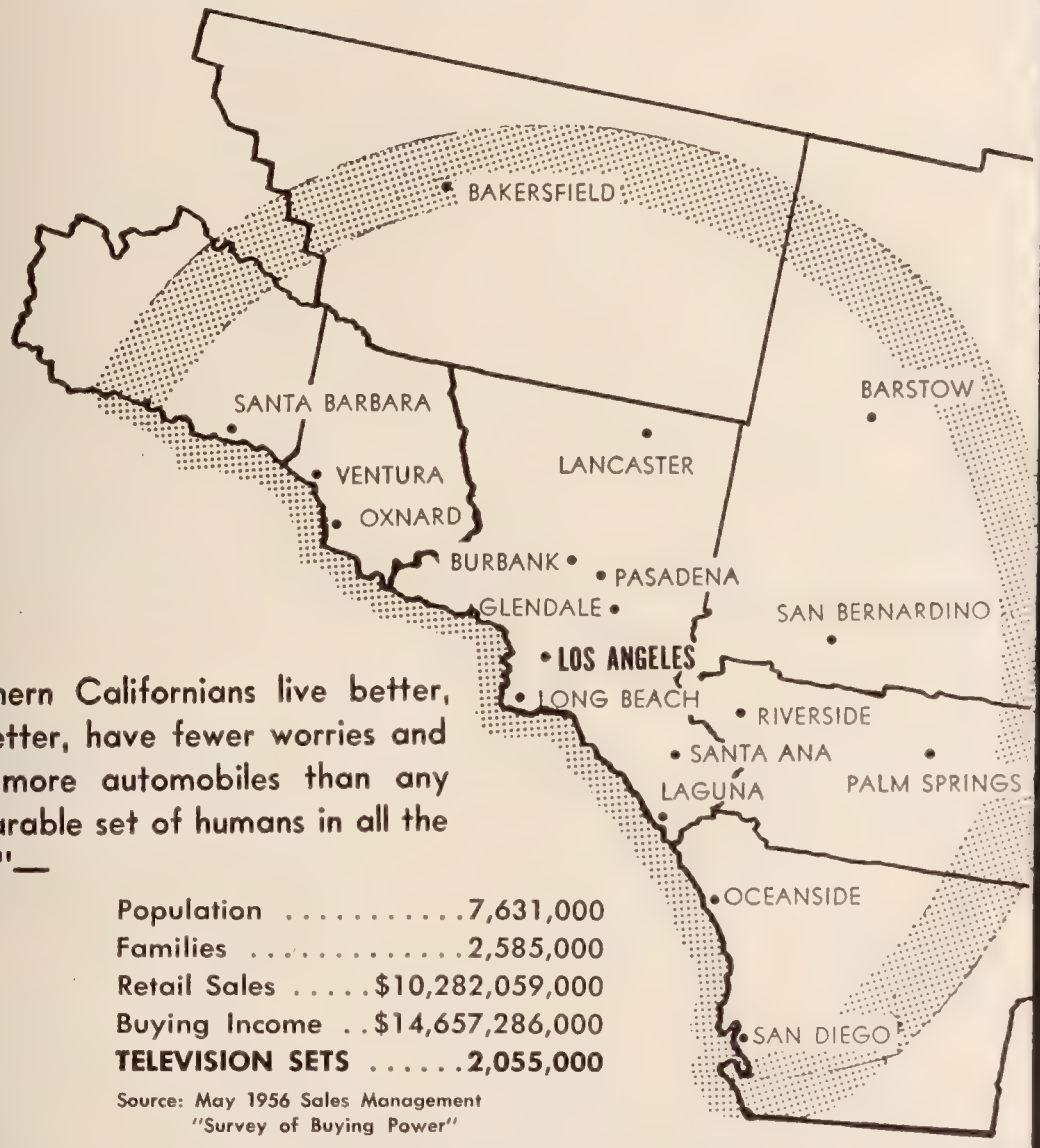
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KTLA

CHANNEL 5

Towers Over Southern California's GOLD COAST

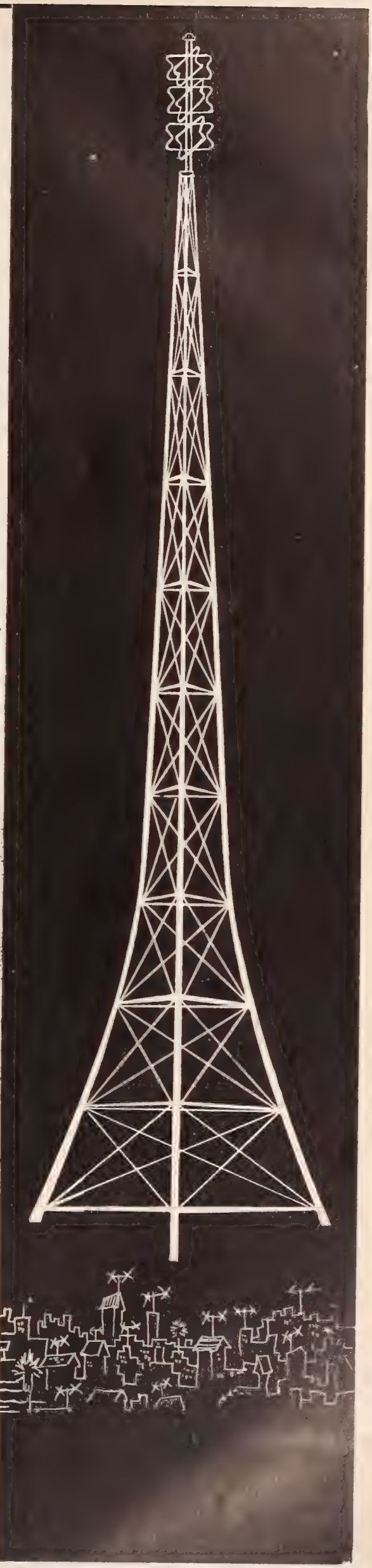
—The Nation's Second Richest Television Market!

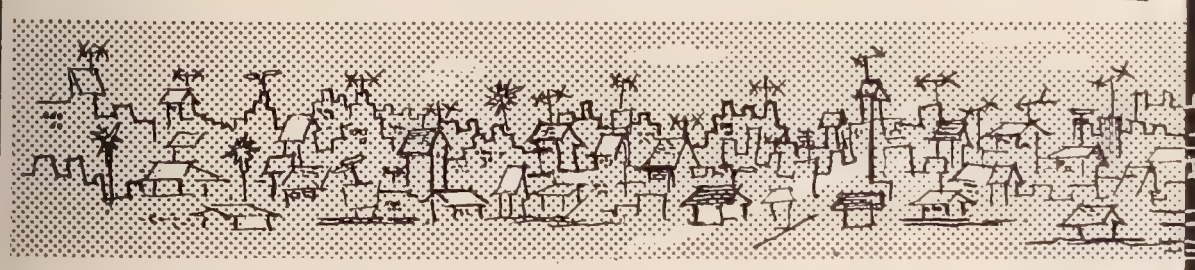


"Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world!"—

Population	7,631,000
Families	2,585,000
Retail Sales	$10,282,059,000
Buying Income	$14,657,286,000
TELEVISION SETS	**2,055,000**

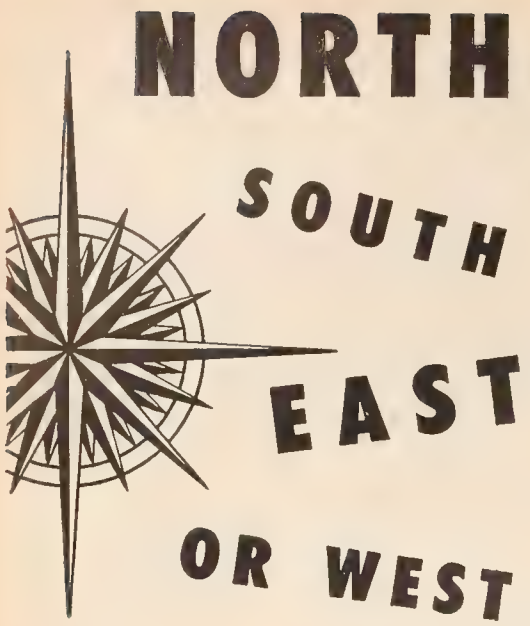
Source: May 1956 Sales Management "Survey of Buying Power"





5800 Sunset Boulevard • Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, INC.



• "The reception is wonderful and I just can't express the thrills we have because you are affiliated with CBS."
BLUEFIELD, WEST VIRGINIA

• " . . . .You are certainly putting a beautiful picture down here."
RANDLEMAN, NORTH CAROLINA

• "I thought maybe you would like to know that I am getting a perfect picture, and we're 96 miles from the city limits of Roanoke."
WAYNESBORO, VIRGINIA

• "Your picture by far exceeds any we have ever had here."
RUPERT, WEST VIRGINIA

• "The reception is real good. We live 100 miles from Roanoke."
ADKINS, VIRGINIA

• "Your signal here is excellent."
HIGH POINT, NORTH CAROLINA

CBS AFFILIATE

TOP POWER
316,000 Watts

TOP ELEVATION
2000 feet above average terrain—
3936 feet above sea level

Ask Peters, Griffin, Woodward!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by
the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

IN REVIEW

GIANT STEP

THE KID contestant comes into his own in the fabulous world of untold riches—a book about the Presidents, a camera, a tape recorder, a color tv set for an 11-year-old embryo politician from Georgia—and, when he's won all that with his knowledge of little known and less important facts about past Presidents, a refrigerator and a year's supply of ice cream, all on the way to winning a college education and a tour of foreign lands if he answers all eight questions correctly—on *Giant Step*, newest of tv quiz shows which bowed last Wednesday on CBS-TV.

The formula of *Giant Step* is simple: Answer a question and win a prize, answer a second question and win another prize, answer a third and win a third prize, but, miss the second and you go home empty-handed, miss the third, ditto. Then comes question No. 4, with no prize of its own but a correct answer insures the three prizes already won; from now on they are yours, no matter if you miss question No. 5. Answer No. 5, get the right to that refrigerator, and ice cream for a year, and you're invited to think for a week whether you want to quit there or to try for prize No. 6.

So, serious, likable, 11-year-old Joe steps down and another of his age, Miss Sandra, is on the spot. But, with the marvels of science and a pre-first broadcast closed-circuit session, she is at question No. 6 level. And here she fails, and 9-year-old Kenny, Cub Scout and insect collector, takes over and wins, provisionally, a butterfly case and and a set of model trains before time is called and the rest of his inquisition is postponed until next week.

Fun? Maybe, if you don't stop to wonder what will be the effect of these fabulous prizes for remembering stray facts on child minds which ought to be concerned with learning how to think. The Quiz Kids never had it so good—or is "good" the right word?

Production costs: Approximately $22,000.

Sponsored by General Mills through BBDO on CBS-TV, Wed., 7:30-8 p.m.

Produced for Entertainment Productions Inc. by Ed Juris; exec. producer: Steve Carlin; director: Seymour Robbie.

Quiz Master: Bert Parks.

MR. TUTT GOES WEST

THE IDEA behind "Mr. Tutt Goes West," the Robert Montgomery offering last Monday, held promise. The star, Parker Fennelly, was tailor-made for the role, or perhaps vice-versa. That the performance fell wide of the mark was not his fault.

The story was a slightly hackneyed one about an aged yet clever eastern lawyer who somehow ended up out in the Wild West, where he hoped to find adventure. He did, in a case concerning a "young, struggling, honest" mine boss trying to hit a vein of gold. The villain of the piece was the local dry goods merchant who, on learning success was imminent at the mine, foreclosed on the miners' credit accounts in an effort to get their shares in the venture. It gets more complicated in the telling. Happily, the hero thwarted the plot.

If one were forced to put his finger on the specific thing that hurt the story's effectiveness, it could be said that only Mr. Fennelly acted as though he believed in the role. Others were just playing roles they happened to be paid for that night. Which seemed a shame because the Arthur Train "Mr. Tutt" stories are classics in their field.

Production cost: Approximately $40,000. Sponsored by Schick through Warwick & Legler, Monday, Nov. 5, 9:30-10:30 p.m. EST on NBC-TV.

Producer: Robert Montgomery; director: Ira Cirker; Writer: Murray Burnett.

Cast: Mr. Tutt: Parker Fennelly; Eric Sarr: William Daniels; Sonja: Lenka Peterson; Helmet Johannson: Donald McKee; Steven Corcoran: Bernard Kates.

THE WIZARD OF OZ

SOMEWHERE over the rainbow is a land where John Doe's family has a color tv set and CBS-TV is able to schedule "The Wizard of Oz" at an hour when junior citizens can share the wonder of an enchanted film. Seniors, who saw the movie, perhaps for the second or third time, on the 9 p.m. *Ford Star Jubilee* colorcast Nov. 3 found they could still be enthralled, even in a monochrome Land of Oz.

But if CBS-TV had deliberately set out to whet color-starved appetites by colorcasting a richly-remembered Technicolor film to homes predominantly equipped for black-and-white, it couldn't have done a better job. The Great Oz, or more conveniently, Santa Claus, should be getting a flood of new requests—asking, not courage for a cowardly lion, or a heart for a tin man—but a tv set that will picture the Emerald City beyond the rainbow.

That this is one of Hollywood's great works, one that wears exceptionally well, goes without saying. One can presume then that it will be seen again on television. Another hopeful presumption might be that next time it will be shown at an hour when the before nine-o'clock-bedtime set in the East will be able to see it.

Production costs: Approximately $150,000.

Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson Co. on CBS-TV Nov. 3, 9-11 p.m. EST.

Film: M-G-M release, Victor Fleming Production. Producer: Mervyn LeRoy; director: Victor Fleming; screenplay: Noel Langley, Florence Ryerson, Edgar Allan Woolf from book by L. Frank Baum; lyrics: E. Y. Harburg; music: Harold Arlen; musical adaptation: Herbert Stothart; special effects: Arnold Gillespie. Ford Star Jubilee *executive producer: Jack Rayel; associate producer: Robert Adams.*

Cast: Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley, Billie Burke, Margaret Hamilton, Charley Grapewin, Clara Blandick, Pat Walsh Singer Midgets.

Here's what they're saying about

RADIO

B. B. D. O. says:

"For Reach & Frequency, Radio is a Must!"

"In spite of television's hold on evening hours, Radio is listened to in more homes during 75% of the time from 6:00 AM to 6:00 PM than TV is watched. In fact, up to 3:00 PM Radio reaches more than twice as many homes as television!

Furthermore, 59% of viewing from Noon to 5:00 PM is done by ONE FIFTH of TV homes. Over 85% is done by two fifths. In 21 million TV homes Radio listening dominates during the afternoon—in 14 million TV homes television viewing during the afternoon is virtually nil.

National advertisers who are interested in reaching housewives during the daytime can do an outstanding job with television—in 30% of U. S. homes. For greater reach and frequency Radio is a MUST in 55% of TV homes and 100% of 'RADIO ONLY' homes."

From "A Discussion of Radio—Past, Present and Future"
by the Research Department, Batten, Barton, Durstine and Osborn, Inc., Fall, 1956.

CUNNINGHAM & WALSH says:

"Radio Listening Up. TV Viewing Down."

"The size of the morning Radio audience has not been affected by TV. The percentage of family listening in the evening has increased with each year since 1951 and afternoon listening is up 9% over 1951. *At the same time, TV viewing is down 8%."*

and, this in TV homes only!

From Cunningham & Walsh's ninth annual Videotown
survey as published in Broadcasting-Telecasting, October 15, 1956.

Here's what they're saying

LEVER BROTHERS says:

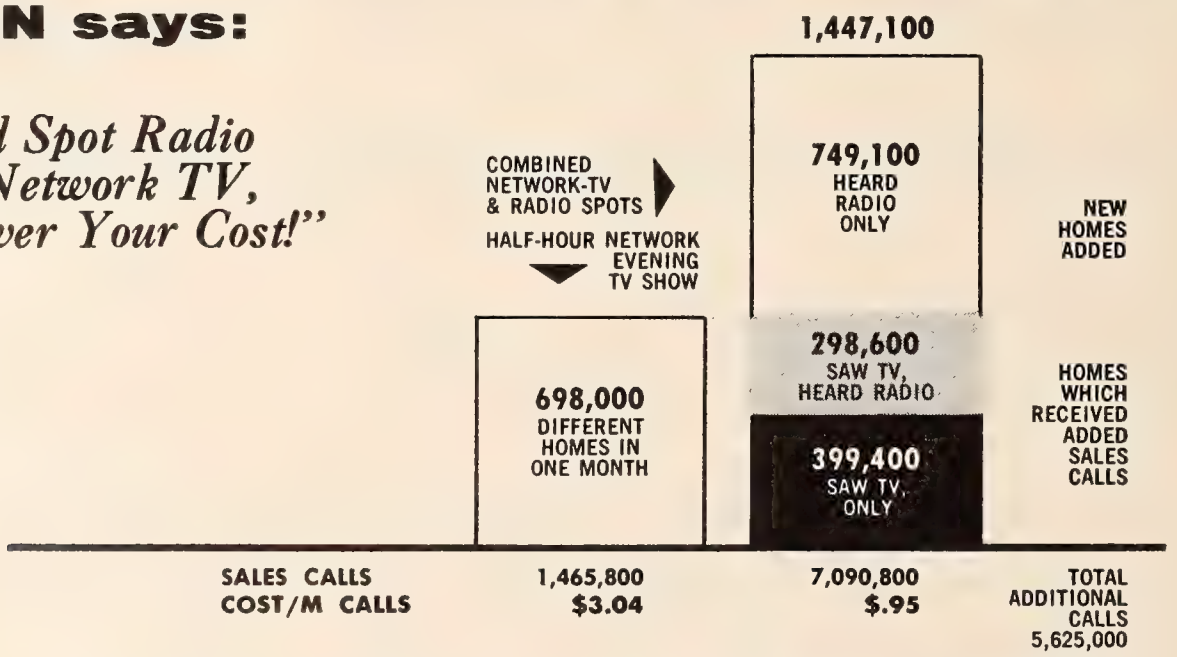
"Great Results!"

Referring to the Pepsodent "you'll wonder where the yellow went" Radio campaign, a Lever executive was quoted in the trade press: "We've put everything behind the campaign to make it pay off and it has. Now that we have a winning horse, we're going to continue." "And," says the Pepsodent brand manager, "we have top-notch identification and that is reflected in our sales figures."

Advertest Research measured the results of Pepsodents' Radio campaign and found that *64% of the people recognized Pepsodent's jingle after only 8 weeks!*

NIELSEN says:

"Add Spot Radio to Network TV, Lower Your Cost!"



So, by adding Spot Radio to his network TV show, this advertiser in this actual example lowered his cost-per-thousand from $3.04 to $ .95 and made 5,625,000 total additional sales calls!

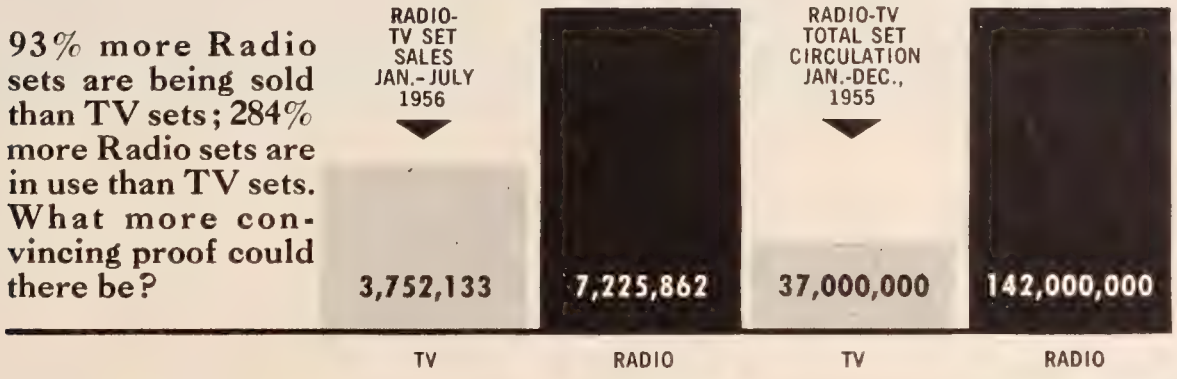
From an A. C. Nielsen Co. Chicago study, Fall, 1956.

about RADIO

RETMA says:

"The Public Demands Radio"

93% more Radio sets are being sold than TV sets; 284% more Radio sets are in use than TV sets. What more convincing proof could there be?



From the Radio-Electronics-Television Manufacturer's Association.

RAB says:

"More Listening Than Watching!"

Radio has 21.6% superiority over TV on the basis of Sunday thru Saturday listening and viewing in all homes.



From The Radio Advertising Bureau, Fall, 1956.

That's what the industry is saying about

RADIO

and—

THE PETRY COMPANY says:

"We're very gratified to see that these and other industry leaders are recognizing and publishing what we have always maintained. *RADIO* is a *vital force* in American advertising.

And the most *effective* and *efficient* way to *harness* that force is through National Spot—the use of the *best* Radio stations in local markets."

EDWARD PETRY & CO., INC.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ALL OUT OF STEP, by Gerard B. Lambert. Doubleday & Co., 575 Madison Ave., New York 22, N. Y. 316 p. $4.50.

THIS is the story of the likable youth who, having run an inheritance of $300,000 into an indebtedness of more than twice that amount in a very few years, decides to enter a business he knows nothing about and, in a very few years more, has revolutionized that business to the great profit of the stockholders and himself. *All Out of Step,* however, is no novel of the Clarence B. Kelland school. It is the autobiography of Gerard B. Lambert, the man who put the word halitosis into the American language and a bottle of Listerine into virtually every American medicine cabinet, the man who, while running Lambert Pharmacal Co., set up and headed an agency to handle its advertising and persuaded the ANPA authorities that it was not a house agency but entitled to recognition and the 15% commission. How Jerry Lambert applied his ability, charm and willingness to tackle anything once to yachting, politics and the Gillette Safety Razor Co. (where he gave Blue Blades to the waiting world) is told engagingly, without a trace of braggadocio or modesty. Mr. Lambert's "personal chronicle" is highly recommended as an unusual piece of Americana and a colorful addition to advertising history.

WRY ON THE ROCKS by Steve Allen; Henry Holt & Co., N. Y.; 177 pp. $3.00

IS THERE anything tv's Steve Allen cannot do? Apparently not. Already a man of more talents than you can shake a Trendex report at—m.c.-musician *(Tonight and Steve Allen Show),* biographer *(The Funny Men),* short story writer *(14 for Tonight),* part-time preacher (New York's Universalist Church of the Divine Paternity), humorist *(Bop Fables),* lyricist ("The Bachelor"), composer ("Allen Plays Allen"), songwriter ("Let's Go To Church Next Sunday Morning"), actor ("The Benny Goodman Story") and columnist *(Cosmopolitan* magazine)—Mr. Allen herewith has produced a collection of poetry. It's called *Wry On The Rocks* in deference to *A Pocketful of Wry* by poetess Phyllis McGinley. There the similarity ends. Although he's come up with a few good rhymes—some sophisticated, tart, and at times, frankly autobiographical—these poems will never become required reading for American Poetry 142b along the ivy-clad circuit.

THE AGE OF TELEVISION, by Leo Bogart. Frederick Ungar Pub. Co., 105 E, 24th St., New York 10, N. Y. 348 p. $6.50.

IN THE LAST 10 years television has become a part of the American way of life. The process has affected, for better or worse, advertising, politics, sports, the movies, education and the way in which the typical American family spends it leisure time. These effects have been measured by an army of researchers and in this book a prominent member of the research fraternity, director of account research at McCann-Erickson and president of the Radio & Television Research Council, reports and analyzes these findings.

Toward the end of his crisp, concise summary of the tv age Mr. Bogart notes that: "Essentially, the debate between defenders and critics of present-day television arises out of a basic disagreement over the social function of mass communication. Are the media to be seen primarily as source of influence on the ideas and values which people hold, or are they rather a means by which people can pleasantly pass their ever-growing leisure time?" Whichever way you answer that question, you'll find your view well supported and ably opposed in *The Age of Television,* which is required reading for all serious students of tv.

PUBLIC RELATIONS FOR SOCIAL AGENCIES, by Harold P. Levy. Harper & Bros., 49 E. 33d St., New York 16, N. Y. 208 p. $3.50.

THE PROPER place of public relations in the overall program of a health, charitable or civic organization is explicitly described in this handbook, which illustrates the theory with scores of examples of the successful use of public relations on a national or local level to assist in fund raising, the enrollment of volunteer workers or the winning of public support for an agency program. Broadcasters will be grateful for Mr. Levy's chapter, "Communicating by Air," which tells social agency people how to work with radio and television stations in their communities, how to prepare announcements, when to ask for special programs, and in general how to provide information and material that can be used and not to waste the time of station executives with impractical requests.

HOW TO ANNOUNCE FOR RADIO AND TELEVISON, edited by William I. Kaufman. Hastings House, 41 E. 50th St., New York 22, N. Y. 95 p. $2.50.

TWELVE top announcers give their personal recipes for achieving success as an announcer in this latest of Mr. Kaufman's "how to" books, and the editor has thrown in a piece from Grey Advertising Agency's *Grey Matter* to give the buyer a baker's dozen. Required reading for youthful aspirants to an announcing career, this slim volume will also provide an hour of fun for anyone who has either been an announcer or listened to one.

SAY IT SAFELY, by Paul P. Ashley, U. of Washington Press, Seattle 5, Wash. 117 p. $2.25.

THE SUBTITLE of this little book, "Legal Limits in Journalism and Broadcasting," pretty much tells what it's all about. Designed as a working tool for day-to-day use, rather than a library reference work, its purpose in the words of the author, "is not to frighten publishers and broadcasters into saying less. It is to help them to be more secure in saying what should be said." As legal counsel for several newspapers and a broadcasting company, Mr. Ashley is in a position to know what he's writing about.

TOP RATING IN CINCINNATI!



the ELLERY QUEEN series

starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56

tpa

488 Madison Ave.
New York 22
PLaza 5-2100

OPEN MIKE

Compatible Color by Radio

EDITOR:

We here at WMEN are proud to announce a successful compatible-color radio broadcast last Wednesday, Oct. 24. The "color-cast" took place from 12:15 to 1:00 p.m. and listeners were requested to phone in results.

Compatible color-radio, as developed here at WMEN, is designed to give the listener something to look at while he listens. Our color transmitting equipment turns the normally orange tubes to a restful green. The listener is requested to turn his radio around and watch the tubes. Any regular radio can pick up color radio without an adapter although sometimes it is necessary to remove the back to see the tubes. More than 100 listeners phoned during the color program and many reported tubes changing to green while others had no change and still others changed to various colors. We plan to try a few more experimental color-casts before integrating it into the regular schedule.

Information on the more technical aspects of compatible color-radio may be obtained by writing me here at the station.

Dave Wagenvoord, Color Consultant
WMEN Tallahassee, Fla.

Gridiron Switches

EDITOR:

Just noticed your item in the Oct. 29 issue stating that you believed the football date-change from Saturday to Friday at Oklahoma A & M and Kansas was the first time two major colleges had switched because of television.

I think that there was at least one other such change when I was living in Houston a year ago, and Rice Institute began announcing its new schedule. Rice had an afternoon game scheduled for Oct. 27 with Texas U., at Houston. When the football tv schedule was announced, however, Rice and Texas promptly switched their afternoon game to a night contest. It was publicly announced that they didn't want to buck the Oklahoma-Notre Dame game . . .

Roger L. Hickok
Bruce B. Brewer & Co., Minneapolis, Minn.

Mr. Lewis Is Worried

EDITOR:

I am worried about the state of comedy in America today. I'm worried by all the bad reviews of comedy shows on television. I'm worried about the lack of interest in comedy development. I'm worried about the inroads of films (the automation in the entertainment industry) because this will deprive many stations of time they might utilize for "live" talent. I'm worried about the lack of places for comedians to develop their talents. I'm worried about the future of comedy, comedians and comedy writers.

Everybody talks about the need for new faces in comedy, about new comedy writers. That theme has been well-hammered. Occasionally a bit of sunlight seeps through. A well-meaning individual sends up flares

WLW radio audienc

A. C. Nielsen Company Reports . . . WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!

among TOP 10 in America



WLW

RADIO

WORLD

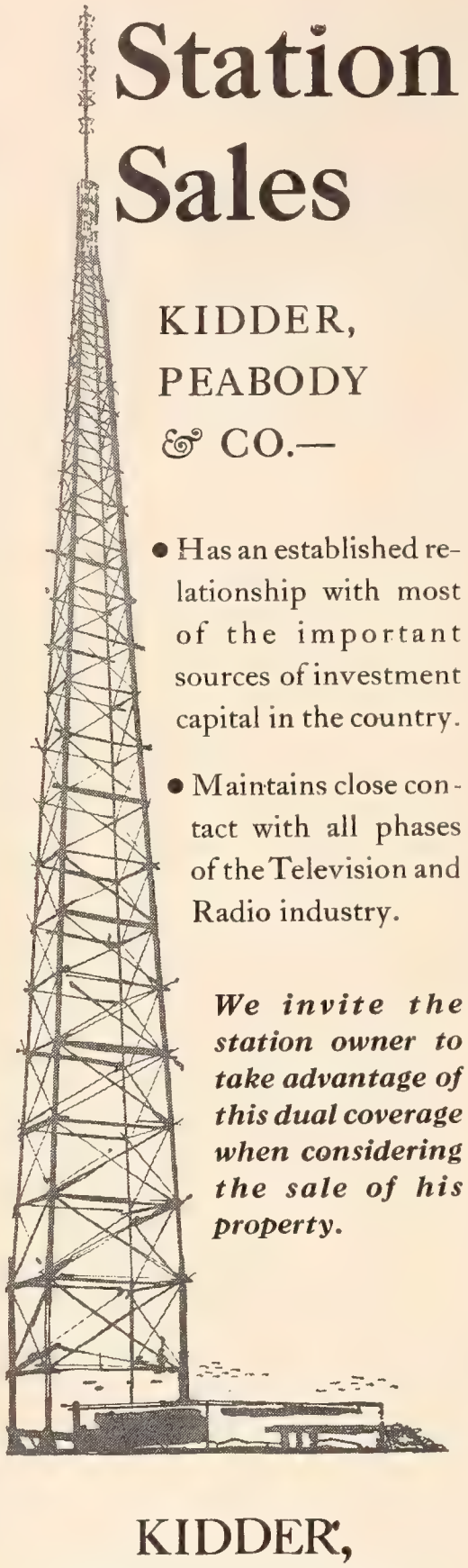


Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Station Sales

KIDDER, PEABODY & CO.—



- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

announcing opportunity through a search for comics and writers. But then an iron curtain of fear blocks out the sunlight. For it is fear, fear of lack of judgment that provides management with the theory that denies opportunity to new talents.

The Comedy Workshop has stood firm as a beacon inviting bright talents to make the skies light up with their starry talents. No one has matched the sustained record of longevity of the Comedy Workshop—now 525 meetings old—now in its 12th year. This is the only activity of its kind. No one has welcomed so many embryo writers and performers—to encourage or discourage their talents.

No one area has a monopoly on talent; it may eventually gravitate to the talent centers of Hollywood and New York, but its breeding ground is local America. The Comedy Workshop envisions a "minor-league" training program for comics and writers, but this needs the cooperation of management, the networks, films, stage and night clubs, who benefit most from new talent.

I'm worried about the state of comedy in America today. I feel that it will get worse next year. By 1958, all film companies will have made their backlogs available for tv. The competition will get fiercer and fiercer, and force more cut-backs in live shows. I am worried—aren't you?

George Q. Lewis, Dir.
The Comedy Workshop.

Testimonial

EDITOR:

You can't imagine how many compliments and comments I've had [on an On All Accounts sketch, B•T, Oct. 22]—from station and agency people from Maine to California.

What fun. Another testimonial re the far-reaching effects of B•T.

Bobbie Landers, Timebuyer
John W. Shaw Adv. Inc., Chicago

First in the Field

EDITOR:

Congratulations on B•T's election to the Audit Bureau of Circulation. I am not surprised at all that your publication is the first in the field to be awarded this mark of distinction in the publishing field . . .

Gustav K. Brandborg, Gen. Mgr.
KVOO Tulsa, Okla.

Broken Connection

EDITOR:

To set the records straight: In your report of the sale of KWSM-AM-TV to WSTV Inc. [B•T, Nov. 5] you stated that the buyer had an interest in this station.

The Neptune Broadcasting Co. (WSTV Inc.) owns now-dark channel 46 in Atlantic City. They have no connection whatever with this station.

Jerome Sill, Pres.
WFPG Atlantic City, N. J.

[EDITOR'S NOTE: Mr. Sill is right. He purchased WFPG from Neptune Broadcasting Co. in September.]

KGW-TV Drop-Out

EDITOR:

Thanks for the plug you gave KGW-T[V] [B•T, Oct. 22] regarding our on-the-air da[te]. However, there is a rather substantial d[if]ference between 16,000 watts and 316,0[00] watts.

Walter E. Wagstaff, Mgr.
KGW-TV Portland, Ore.

[EDITOR'S NOTE: B•T regrets that somewhe[re] in the processing of the item on KGW-TV's D[ec.] 17 opening date 300,000 watts were lost. KGW-T[V] will operate on ch. 8 with maximum power, 3[16] kw.]

Author's Aid

EDITOR:

At the present time I am engaged in wr[it]ing a book for publication in the near futu[re] on radio and tv.

If possible I would like to get your writt[en] permission to refer to B•T as one of t[he] leading publications in the industry. Also, I would like to include some of the featur[es] you carry regularly in my writing.

Dan Kalenak
Odessa, Tex.

Farm Tv Programming

EDITOR:

In a television manual we are preparin[g] for our associates, we want to treat the su[b]ject of farm programming over tv, and w[e] would like very much, if possible, to quo[te] from the excellent article on that subject [in] B•T of April 4, 1955.

If you would be able to give us repri[nt] permission, we would, of course, credit B•T and we would remember your courtesy mo[st] gratefully.

Michael London, Dir. of Studio Training
United Electronics Laboratories
Louisville, Ky.

Reprint Rules

EDITOR:

Some weeks ago you kindly gave us pe[r]mission to reproduce some material you ha[ve] printed in B•T. We find that material i[n] your magazine very frequently is the typ[e] of information from which we wish to dra[w] facts, or often a reprint.

Our particular interest at this moment [is] to use a few paragraphs from your issue [of] Oct. 29. We would propose to reproduc[e] these paragraphs and use them for dire[ct] mail on behalf of radio. We would, [of] course, credit your magazine.

In a letter from you sometime ago, whic[h] we seem to have misfiled, you gave us pe[r]mission for this sort of thing by which w[e] could facilitate or speed up the process wit[h]out a letter such as this for each use, but [I] do not recall precisely your instructio[ns] thereto. We would appreciate a restateme[nt] because we do wish to make use of m[a]terial from your magazine regularly and fr[e]quently.

H. E. Studebaker, Pres.
KUJ Walla Walla, Wash.

[EDITOR'S NOTE: B•T's reprint requiremen[ts] are simple: credit must be given to us as t[he] source, material must not be quoted out of co[n]text, and, to protect our copyright, we shou[ld] be sent a copy of all material reproduced fro[m] our pages.]

BULLETIN:

B.T BREAKS ALL CIRCULATION RECORDS.....

DELIVERS MORE PAID COPIES THAN ALL OTHERS

COMBINED IN ITS FIELD.

With the November 5 issue, B•T hit another record—20,300 copies, biggest yet for a run-of-the-week issue. Of these 19,178* were bought and paid for. The rest were distributed as checking and service copies.

Interested in reaching national and regional advertisers and agencies? You get over 5,000* of them every week in B•T. These are paid for—not giveaways. (and our display rates are only slightly higher than those of free-controlled claimants).

B•T is a member of the Audit Bureau of Circulations—the only publication in the field to enjoy this privilege.

There's no abracadabra to Audit Bureau audits. It is a standard of measurement of PAID circulation. The rules were written by advertisers and agencies. B•T has met them, alone in its field.

BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

*YOU'RE SURE WHEN THEY'RE PAID

IT PAYS TO ASK "IS IT PAID?"

Buy KMPC and KSFO

Reach 9 out of 10 Californians!

KSFO 560 kc San Francisco
Reaches 4½ Million Northern Californians

KMPC 710 kc Los Angeles
Reaches 7½ Million Southern Californians

GOLDEN WEST BROADCASTERS
KMPC KSFO
Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President
National Representatives:
AM Radio Sales Company

our respects

to WARD DRUMMOND INGRIM



FAITH is a commodity that was in short supply among radio executives a few years ago when television dazzled national advertisers with new and expensive enticements.

But Ward D. Ingrim, general manager of the Don Lee Broadcasting System, was firm in his conviction that radio could grow with television, not merely live with it.

Don Lee, the pioneer regional radio network on the West Coast, feeds its own extensive program originations plus Mutual to 57 stations in California, Oregon, Washington, Arizona, Nevada, Idaho, British Columbia, Alaska and Hawaii, including owned & operated KHJ Los Angeles and KFRC San Francisco. The Don Lee Div. of RKO Teleradio Pictures Inc. also includes KHJ-TV Los Angeles (Don Lee pioneered in tv too, establishing W6XAO Los Angeles in 1931). Mr. Ingrim headquarters at KHJ-AM-TV's spacious, modern $3 million facility in Hollywood.

The Don Lee general manager also is a director of Mutual and a director of Radio Advertising Bureau. He is president, treasurer and 47½% owner of San Francisco-Oakland Television Inc., contestant for tv ch. 2 in the Bay Area.

Under Mr. Ingrim's stewardship, the Don Lee network is enjoying the biggest average daytime audience in its history and business is booming. The local business surge is the heaviest since 1948 and national sponsors, reversing their antipathy of several years toward networks in general, have been signing in significant numbers since this past summer. Don Lee did not lose national business to the extent national networks did and has held to the same daytime rate since 1948.

"Don Lee does what radio can do best—news and information," Mr. Ingrim explains. "Generally music is left to the independent stations. The listener doesn't tune Don Lee for background-type programming. Rather, it is selective tuning and this assures the advertiser deep penetration and full listener attention."

Justification for Mr. Ingrim's faith in the sales impact of both radio and tv is shown in the individual progress of the Don Lee stations. KHJ-TV is substantially ahead of any previous year in both local and national sales. KHJ will score its highest year in both categories with national business running 50% above last year. KFRC is having its biggest year in local sales while natio business is topping last year.

Ward Drummond Ingrim was born M 2, 1910, in Stockton, Calif., but he grew in the San Francisco Bay Area, chiefly O land and Berkeley. His father was in printing business but the smell of ink the rumble of the press failed to bring the journalism in him. "I just always wan to sell," he recalls.

After receiving his B.S. in business adm istration in 1931 from the U. of Califor at Berkeley, he was offered a job at KJ San Francisco. He soon learned how to nounce, to write copy and then to sell.

In 1935 he switched to KFRC as salesm and the next year he became commerc manager after the shuffle of personnel Don Lee and CBS parted company (C bought KNX Los Angeles in 1936) and regional network joined Mutual. In 19 Mr. Ingrim became assistant manager KFRC in addition to his sales post. He w successful especially in developing regio accounts new to radio.

As 2nd Lt. Ingrim, he went into the Ar Air Force public relations in 1942 a served in the Pacific, handling radio for Seventh Air Force. He was released in 19 as a major.

National sales experience came to M Ingrim next when he joined the Chica office of John Blair & Co., as account exe tive. His specialty was Don Lee, then r resented by Blair. He was moved to Bla New York office in 1946 as account exe tive and he became a stockholder in the fi

Mr. Ingrim returned to the West Coast 1948 as director of advertising for Don L and its stations and the following year was made vice president in charge of sa and advertising. When General Telera acquired Don Lee in 1951, he became ex utive vice president of Don Lee and v president and director of General Telerad He relinquished these titles in 1954 for present position when the San Francis Oakland Television bid was filed.

Mr. Ingrim married Mary Elizabeth T rey of Everett, Wash., in 1940. They ha one child, Mary Ann, 14, and make th home in suburban San Marino, Calif.

He has been active in community a professional organizational work, includi the Hollywood Chamber of Commerce.

AMPEX Approves irish FERRO-SHEEN TAPE for Revolutionary VIDEOTAPE* Recorder

A full hour's TV program—picture and sound—on a single 12½-inch reel of magnetic tape, ready for instantaneous playback . . . that's the electronic miracle made possible by the epoch-making Ampex **Videotape** Recorder unveiled last spring. The television industry immediately bought up the available prototype models of the amazing new machine, and one of the first questions to come up was, of course, "Which tape?" The Ampex **Videotape** Recorder records on a special 2-inch wide tape, which must be made to the most rigid specifications to capture frequencies as high as 4,000,000 cycles per second. All along, Orradio Industries, manufacturers of the famous **irish** ***FERRO-SHEEN*** process tapes, had been working with Ampex, so they were ready for the question. Now **irish** ***FERRO-SHEEN*** **Videotape** is available in production quantities, and delivery has just been completed on the television industry's first full-scale commercial order.

The successful adaptation of the exclusive **irish** ***FERRO-SHEEN*** process to the extraordinarily exacting requirements of commercial **Videotape** production is the culmination of a long-term research and development program—implemented by the same staff and facilities responsible for the development and current production of the five famous **irish** ***FERRO-SHEEN*** tapes for audio tape recorders: Shamrock, Green Band, Long Play, Double Play and Sound Plate.

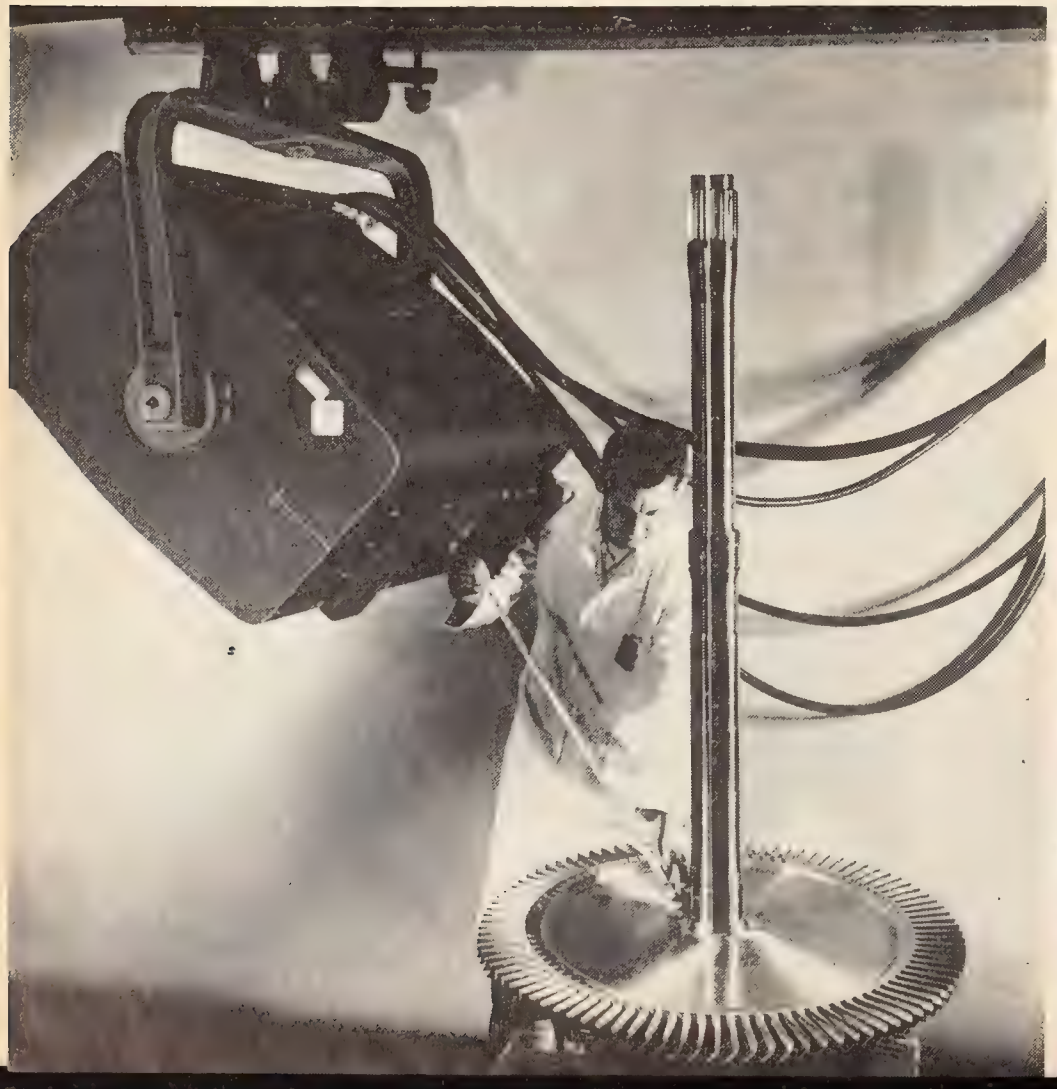


*Reg. T.M. Ampex Corp.

ORRADIO INDUSTRIES, INC.
OPELIKA, ALABAMA
World's Largest Exclusive Magnetic Tape Manufacturer
Export: Morhan Exporting Corp., 458 B'way, New York 13, N.Y., U.S.A.
Canada: Atlas Radio Corp., Ltd., Toronto, Ontario

Typical of Cleveland's economic character is this photo of the Cuyahoga River sho
industrial plants, fast modern highways, river transportation, and railroads.

An X-Ray machine tests a jet engine part for internal flaws. Cleveland is a center of development of aircraft equipment and fuels and is the nation's largest producer of jet engine parts.



Cleveland-Hopkins, already the world's largest municipal
port, is being further expanded to the tune of $20 mil
This new terminal building was dedicated last spring.



About 750 vessels (of which the Humphrey is the largest
Cleveland's port and dock facilities. A $50 million ha
improvement program will be completed in 1957 to ac
modate increased shipping expected from the St. Law
Seaway development.





Cleveland blast furnaces produce pig iron for midwest iron and steel industry. Cleveland area now supplies about 3% of the nation's total industrial capacity; expects to double that percentage when the St. Lawrence Seaway is completed.

THE BEST LOCATION IN THE NATION

Cleveland is in the center of the great Northern American market. Within 500 miles is 58% of the population, 67% of the nation's manufacturing plants producing 74% of all the country's products, and 79% of America's payroll.

The nation goes to Cleveland for one-fifth of its vacuum cleaners, one sixth of its bolts and nuts, one-sixth of its tractors, nearly 10% of its machine tools, and within the Cleveland area are more than 3000 industrial plants turning out a full two-thirds of many types of products manufactured in our land. An industrial center since the Civil War, Cleveland is at the start of another upsurge in industrialization.

Two Storer stations are located in this so-strategic city to any national advertiser. Each is dominant in its respective field, and both deliver audience at the market's lowest cost per thousand.

For radio, WJW; television, WJW-TV (CBS).

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Portland, Ore.	Miami, Fla.
WSPD	**WJW**	**WJBK**	**WAGA**	**WBRC**	**WWVA**	**WGBS**
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

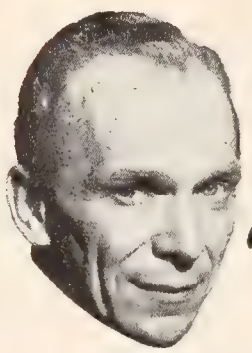
SALES OFFICES

TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager
} 118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689





FOLKS RELY FOR WHAT-TO-BUY
ON DALE MORGAN

the NEW DALE MORGAN SHOW

Weekdays 5:30 to 9:00 a.m.

Yes . . . for years in Denver, folks have listened to DALE MORGAN'S *warm, believable salesmanship and responded at the point of sale!*

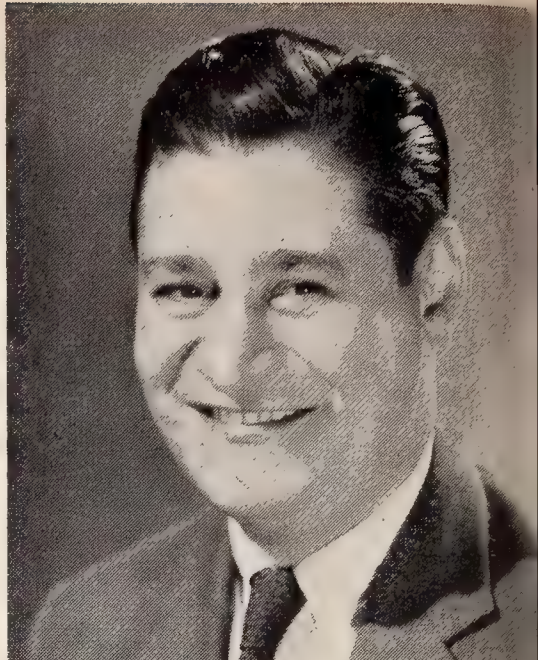
Now . . . here's audience-familiar DALE MORGAN in KLZ's *prime morning time* with the *new* "DALE MORGAN SHOW" . . . local, regional and world news . . . weather news . . . music . . . human interest and current topic interviews in the DALE MORGAN manner.

It's KLZ's *top rated* AM time! Pulse (June 1956) shows KLZ with 8 out of 12 quarter hour firsts in the 6 to 9 AM period . . . a mighty close second in the other four.

Let DALE MORGAN sell *your* product to this morning audience. He's doing it every day for dozens of other national and local advertisers.

For complete information, contact your KATZ MAN *or* KLZ *Radio sales*

KLZ Radio 560 KC
CBS FOR THE ROCKY MOUNTAIN AREA



RICHARD S. PAIGE

on all accounts

AIDING in the sales planning and develo ment of many NBC-TV programs falli within the "magazine concept" and th moving over to the agency side as buyer f the same type offerings was "not a painf transition" for Dick Paige, media director North Adv. Inc., Chicago.

In fact, he reports, he is deriving h "greatest satisfaction" from insight he gaining into the reasons behind the needs clients for whom he once helped tailor n work properties.

This perspective is enhanced by the fa that he also is responsible for print me activities.

Mr. Paige pulled up stakes from NB TV's sales planning and development forc last December and joined the new launched North agency as media direct

Within the past 10 months he has be involved in the purchase of numerous n work tv properties, network radio, spot and extensive print schedules for Nort clients—the Toni Co., The Englander C and Lanvin-Parfums, Inc.

Richard S. Paige was born in Fitchbu Mass., on Nov. 12, 1914, and attend Townsend Harris Hall High School a City College of New York.

Joining the Army in January 1942, rose from private to captain, last serving property officer for the Quartermaster b depot servicing the Central Pacific Theat

Encountering Horace Schwerin (who w then conducting food studies for the Off of Quartermaster General), Mr. Pa worked as a statistician. Upon release fr active duty in 1946, he joined Mr. Schw in's new program and commercial testi service as research head.

Mr. Paige joined NBC-TV's resea department in 1950 in charge of audie measurements.

These have been active months for M Paige at North. He has been involved, on half of Toni, in buying network tv sho plus assorted network radio and spot tv a supervision of printed media.

Mr. Paige, who is a bachelor, lives Chicago's lake front.

Louisville's
BEST KNOWN FIGURE



11

The WHAS-TV Channel 11 figure dances up a storm to promote Stokely Van Camp's "Hayloft Hoedown" on promotion slides. On other occasions, he points to Pillsbury Ballard's "Stars of the Grand Ole Opry".

He's a dependable little guy, backed by power, personnel and performance. Immediately recognizable, he is the figure people in this market tune to and depend upon. During every telecast hour, he reminds viewers of excellent Channel 11 programs.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

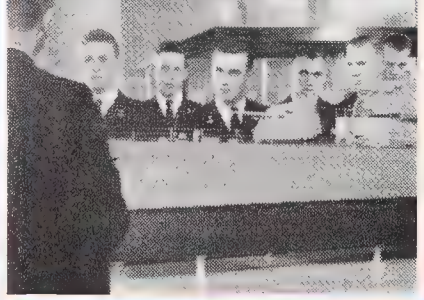
ZIV GIVES YOU A

"MEN OF Annapo

ZIV'S NEW STAR-SPANGLED RATING WINNER

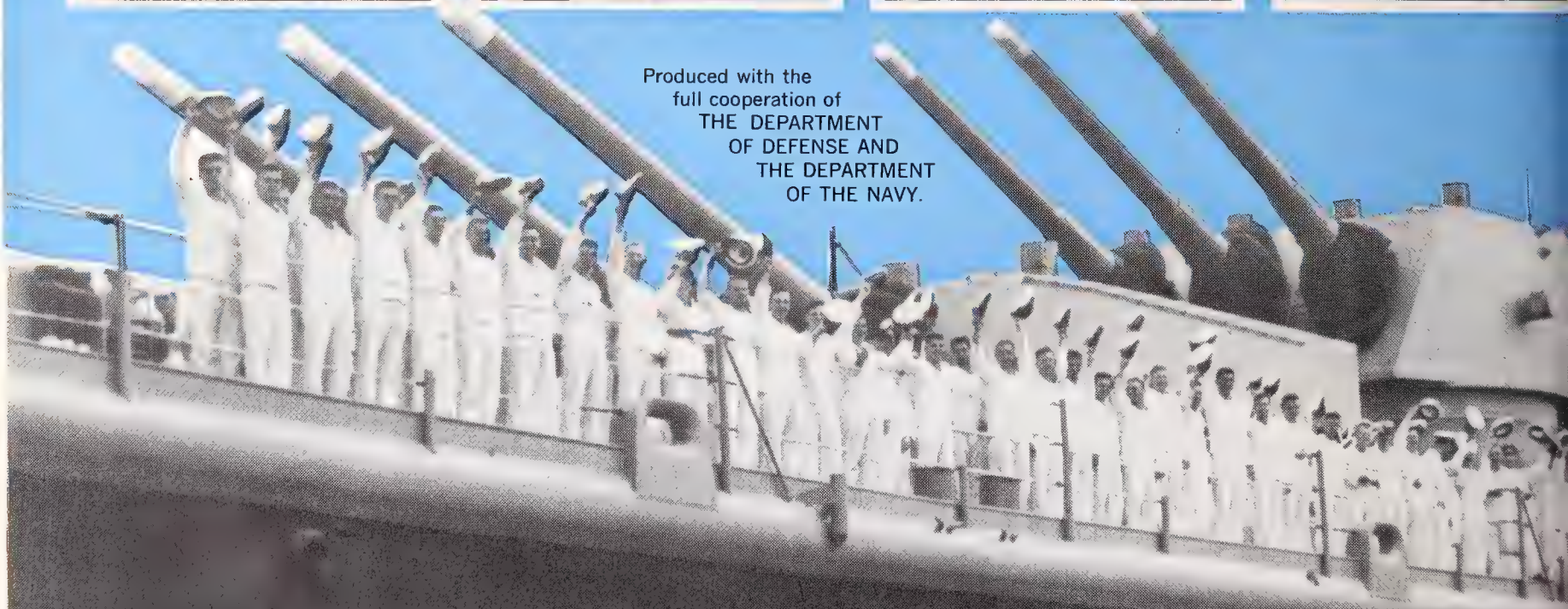
STARRING THE U. S. MI











Produced with the
full cooperation of
THE DEPARTMENT
OF DEFENSE AND
THE DEPARTMENT
OF THE NAVY.

SPINE-TINGLING! SURGING WITH EXCITEMENT, SENTIMENT and HEROISM!

Nothing on tv can compare! Week after week your viewers thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen.

SEQUENCE AFTER SEQUENCE FILMED AT ANNAPOLIS!

BIG AND LAVISH... with Hollywood stars and thousands of U.S. Midshipmen, Navy planes, ships and equipment ... "Men of Annapolis" is a program people recommend.

...TION! FAST-MOVING, THRILLING TALES OF MEN AND ADVENTURE!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

FULLER PAINT
IN 18 WESTERN MARKETS!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

WGN-TV
CHICAGO

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

QUALITY BAKERS
OF AMERICA
IN 21 MARKETS!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

WNAC-TV
BOSTON

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

KYW-TV
CLEVELAND

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

OHIO OIL CO.
IN 13 MIDWEST MARKETS!

SAFEWAY STORES
IN OKLAHOMA CITY!

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

KPRC-TV KLZ-TV
HOUSTON DENVER

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

CARNATION CO.
IN 20 PACIFIC COAST MARKETS!

SYRACUSE SAVINGS BANK
IN SYRACUSE, N. Y.

MEN OF ANNAPOLIS

ALREADY *SNAPPED UP* BY:

WSM-TV
NASHVILLE

KATV
LITTLE ROCK



MOVE FAST
...some other smart ad-...
...this up your market
...or phone collect today
...audition presentation.

ZIV Television

PULSE Says WPTF has

Double the LISTENERS

of its Nearest Competitor



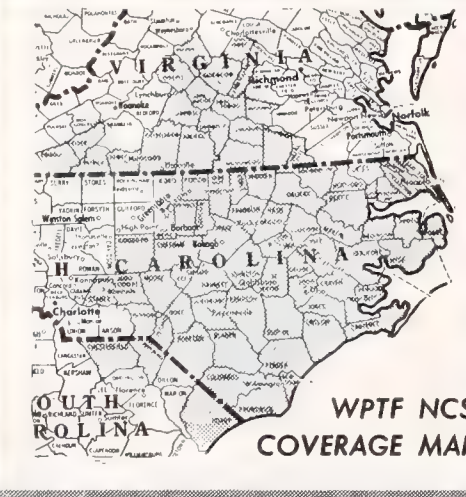
Here's the 1956 Area Pulse covering 32 North Carolina counties. WPTF leads during every quarter-hour . . . with well over twice the audience of a regional network and six to seven times the average audience of any other station.

WPTF's average share of audience inched up from an even 36% in 1955 to 36.7% in 1956. This, coupled with an average increase of 10% in homes using radio, means that WPTF is delivering more listeners now than during any of the past three years the Pulse has been made.

SHARE OF AUDIENCE

Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12Mid.
WPTF	35	35	40
Regional Network	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns.)	40	43	38
Homes Using Radio	25.2%	27.0%	26.6%



WPTF NCS COVERAGE MAP

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING
TELECASTING

Vol. 51, No. 20 NOVEMBER 12, 1956

FIRST REPORT: CBS, NBC TV SALES

- **B•T computations reveal actual 1955 gross, net time figures**
- **Two top chains grossed $317,828,310, netted $260,981,206**
- **Discounts given to all advertisers disclosed in Celler records**

THE TWO largest television networks—CBS and NBC—grossed $317,828,310 in time sales in 1955. Their net was $260,981,-206.

These figures, first of their kind ever disclosed for the television industry, were computed by B•T from network records filed with the Celler House Antitrust Subcommittee at its September hearings in New York. Previously, the only guide to individual network revenues has been supplied by Publishers Information Bureau tabulations of network gross business. This information, however, does not take into account the varied discounts which the networks apply to the one-time card rate figures used by PIB in its analyses.

The discount question was one of the principal ones taken up with network presidents Frank Stanton of CBS and Robert W. Sarnoff of NBC by the antitrust unit during the hearings, as is described below.

A further B•T computation of the network information shows:

For CBS:

$175,367,422	gross for regular network service
$142,294,365	net for regular network service
$ 321,442	gross for Extended Market Plan service
$ 298,131	net for Extended Market Plan service
$175,688,864	gross for combined regular—EMP service
$142,592,496	net for combined regular—EMP service

For NBC:

$142,139,446	gross for regular network service
$118,388,710	net for regular network service

These gross figures are lower than the 1955 grosses of $189,018,121 for CBS-TV and of $163,384,796 for NBC-TV reported by PIB [B•T, Feb. 13], whose compilations of the expenditures of national advertisers for tv network time are reported each month in summary form by B•T. There is, however, nothing alarming in the differences. PIB figures are generally higher than the actual gross billings of the networks, due to the method by which the data is compiled.

PIB gets its gross time sales figures by multiplying the time each station broadcasts each network program by that station's gross network rate for that time period. But differences in time zones and in times at which delayed broadcasts are put on the air may drop a Class A rate estimated by PIB to a Class C rate actually billed by the network. Nor do PIB calculations take into account such special arrangements as are frequent in network practice, particularly in connection with sporting events, where the advertiser pays for, say, the first hour of a play-by-play telecast and the remainder is carried by the network without charge for the remainder of the time. If such a tv network sportscast were to run 2½ hours, PIB figures would show gross charges for 1½ hours of network time which would not appear on the network's own records.

Stemming from the print media measurements in which pages or column inches are measured and the gross space rates applied to provide a means of comparison between individual publications or between media, such as newspapers versus magazines, broadcast network gross time sales are compiled from lists of sponsored network programs and the station line-up and time of broadcast for each, the dollar figures being computed by PIB.

Network testimony upon which the B•T analysis is based disclosed the amount of gross time sales to each advertiser by program on the two networks that year, and, even more importantly, the percentage discount given to the advertiser. These discounts range from 0 to 25% for CBS-TV; from 0 to 48% for NBC-TV.

In the case of NBC-TV, the figures supplied the committee were yearly grosses for each advertiser. CBS-TV computed an average weekly gross and furnished the number of programs and the number of times those programs appeared weekly. B•T computed annual gross expenditures for CBS-TV on the basis of that information, and reached the net figure by applying the appropriate discount to the particular account's gross.

The information on all advertisers, broken down by the programs they sponsored, is presented on following pages. All figures with the exception of the net time sales are those in the hearing record; the net figures for both networks are B•T computations.

On CBS-TV's rate card, station-hour discounts, computed on gross weekly billing for U. S. station time only (of stations actually used), are offered to advertisers using network broadcasts for 26 or more consecutive weeks. These range from 2½% for 10 through 19 station hours per week, to 15% for 90 or more station hours per week. Two or more network contracts for the same advertiser (excluding contracts for shared-sponsorship programs) may be combined in computing the station-hour discount rate. The station-hour discount does not apply, however, to the 8-10:30 p.m. New York time period unless the advertiser uses at least 60 stations.

CBS-TV also offers an additional annual discount on station time charges at the end of 52 weeks of network broadcasting. For consecutive-week advertisers, this comes to 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks; for alternate-week advertisers, it amounts to 26 times 5% of the largest amount of weekly gross billing that has run consecutively for 26 alternate weeks.

In lieu of station-hour and annual discounts, CBS-TV offers an overall discount of 25%, computed on gross weekly billing for station time, to advertisers who use a weekly minimum of $100,000 of gross billing for station time during 52 consecutive weeks of an established overall discount year. Billing of shared sponsorship programs and Extended Market Plan station time may be included, within certain limitations.

NBC-TV's rate card provides for weekly discounts and annual continuity discounts.

Weekly discounts are offered to advertisers sponsoring one or more program periods in the same rate classification for 26 weeks (either consecutive or alternate) within a designated 52-week discount year. These are allowed on all gross billings for time for eli-

IN 1955: CBS-TV NET $142,592,496; NBC-TV NET $118,388,710

gible program periods used during each week of the discount year, and range from 5%, where the aggregate percentage of hour rate charged for program periods used is 40 to 59%, up to 15% where the aggregate percentage is 200% or more. Aggregate percentage is defined as "the total of the percentages of the hour rate charged for program periods used during the week."

The rate of these weekly discounts is reduced if the advertiser uses fewer than 100 U. S. stations for programs broadcast between 8 and 11 p.m. New York time Monday through Friday and between 7 and 11 p.m. New York time Saturday and Sunday. If fewer than 65 stations are used in these periods, the weekly discount is reduced by 10 percentage points; if 65 to 84 are used, it is reduced by 5 percentage points; if 85 to 99 are used, the reduction is 2½ percentage points.

The annual continuity discount is offered in addition to the weekly discount. It amounts to 10% and is allowable on gross time billings for periods of equal duration and in the same rate classifications which were used for 52 consecutive weeks. In lieu of the annual continuity discount, an advertiser using a minimum of 200% of the hour rate per week for 52 weeks will be allowed a 10% discount on total gross time charges during the 52-week period.

Neither the weekly discount nor the annual continuity discount is applicable to programs sold in less than 15-minute segments, to those for which less than 40% of the applicable hour rate is charged, or to sports and other special events programs.

Both CBS-TV and NBC-TV have special inducement arrangements for their respective plans to encourage advertisers to use their smaller-market affiliates—the Extended Market Plan in the case of CBS-TV, and the Program Extension Plan at NBC-TV.

The nature of discounts given by tv networks and why they vary from very small discounts or in some cases none at all to a maximum of 48% was explored by the House Antitrust Subcommittee during its hearings in New York at which the CBS-TV and NBC-TV figures reprinted herewith were entered into the record.

Examining Dr. Frank Stanton, CBS president, on the CBS-TV discounts, committee Chief Counsel Herbert N. Maletz asked if it is correct "that an advertiser who uses a weekly minimum of $100,000 gross billing for station time during 52 consecutive weeks of an established overall discount year receives a 25% overall discount?"

"In lieu of other discounts," Dr. Stanton replied.

The hearing record continues:

Mr. Maletz: Now to illustrate, Dr. Stanton, how the discount structure works, let us take the Procter & Gamble account in 1955. Is it not correct that since the advertiser had over one-half million dollars in average weekly billings and can qualify for the 25% overall discount, it follows that Procter & Gamble received this 25% deduction for all its programs including, for example *Guiding Light,* which runs for 15 minutes during the day in Class C time, and for the program *Topper,* which ran for 30 minutes in the evening in Class A time, is that right?

Dr. Stanton: That is correct.

Mr. Maletz: Therefore, on an overall basis, a large advertiser like Procter & Gamble would receive discount deductions of about $135,000 a week, 25% of $544,300; is that right?

Dr. Stanton: I do not quarrel with your computations.

Mr. Maletz: Would it be correct to say that there are at least a dozen such large corporations that received a 25% discount on their weekly gross billings in 1955, such as Kellogg, Pillsbury Mills, Westinghouse, Liggett & Myers, Lever Brothers, General Mills, Bristol-Myers, R. J. Reynolds, American Home Products, Colgate-Palmolive, Toni and General Foods?

Dr. Stanton: I would have to examine the list but if you have done so I accept your word. At the present time I think there are six advertisers on the overall discount basis.

Mr. Maletz: Now it is also correct, is it not, that an advertiser with a smaller budget who wished to purchase a program that, let us say, ran for 26 alternate weeks, that that small advertiser would, at best, be entitled to a discount of 5%?

Dr. Stanton: Well, we can certainly come up with a hypothetical example that would satisfy that question. Yes, Mr. Maletz.

Mr. Maletz: And other small advertisers might qualify for only 2½% station hour discounts or, indeed, no discount at all? Is that right?

Dr. Stanton: Yes, there are advertisers who got no discount during the period of the analysis you asked for.

Mr. Maletz: Now is it not a fact that the CBS Network discount list for 1955 shows the following contracts and discounts as between competitors, and these example are only illustrative: First, that R. J. Rey nolds received a 25% discount as compare with 12½% to Philip Morris; Bristol-Myer obtained a 25% discount as compared wit 5% for Wildroot and 5% for Noxzem Chemical, 9.5% for Carter Products an 15% for Yardley; 23% for National Dair as compared with 5% for American Dairy is that correct?

Dr. Stanton: If those are taken off th sheets, yes. May I say, though, that som of those advertisers had at earlier time earned a higher discount. There is nothin in the discount structure that discriminates anyone who wants to buy the amount o business or the number of stations or th number of programs qualifies on the dis count structure.

Mr. Maletz then turned his questionin to the Robinson-Patman Act, asking if is not a fact that this Act "prohibits quantit discounts not based on cost savings where a injury to competition results." Bruce Brom ley, special counsel for CBS, admitted tha it is. But when Mr. Maletz continued: "Nov if television shows are commodities withi the meaning of the Robinson-Patman Ac is it or is it not a fact that the entire CB discount rate structure may be in violatio of the Robinson-Patman Act?" Chairma Emanuel Celler ruled Mr. Bromley nee not answer the question.

Chairman Celler then himself asked M Bromley if he believed that tv is a servic rather than a commodity and for that reaso had come to the conclusion that the Robi son-Patman Act is not applicable to tel vision, which Mr. Bromley said was correc But when asked whether he thought the Ac should be amended to embrace tv as a se vice, Mr. Bromley said he would not favo such an amendment. Pressed for his rea sons, Mr. Bromley replied: "I think we ar in enough trouble with the Robinson-Patma Act as it is now, and to extend it to service would get us into a perfect mire."

When, subsequently, NBC President Rob ert W. Sarnoff submitted the statement o NBC-TV advertisers, their gross billing and the discounts allowed them by NBC-TV Mr. Maletz did not question him about th variations in discounts given to various ad vertisers but plunged right into the questio of the Robinson-Patman Act and its appl cability or not to tv programs. Replyin for NBC, John F. Sonnett, special counse said the network's position is that "NBC an any broadcaster are not subject to the Rob inson-Patman Act."

Asked if there is "any logical basis" fo not extending the scope of the Act to in clude services, Mr. Sonnett replied that " would be a mistake and perhaps unconstitu tional . . . and certainly as a matter o policy I think it would be very unwise t attempt to impose a requirement on ind viduals who sell services that they shou receive the same as some other individu for services, because I do not believe th services of any two people are ever th same and I do not think that Congre could validly legislate that."

ABC TALENT PACTS

ABC has four limited exclusivity, long-term talent contracts for which the network pays an aggregate $650,000 to $700,000 a year, according to information filed with the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.).

These include Martin Block, whose five-year contract expires in 1958; Ozzie and Harriet Nelson, 10 years expiring in 1959; Don McNeill, 10 years expiring in 1960, and John Daly, ABC vice president in charge of news and public affairs, 10 years expiring in 1963.

Walt Disney, ABC reported, is the only producer with which ABC has a contract of more than five years, for the network's *Disneyland* and *Mickey Mouse Club* tv programs. ABC has no contracts with any other producer, writer, director or "so-called creative talent," the report said.

The House Antitrust Subcommittee sought the information in its investigation of alleged monopoly in television by the networks.

CBS-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLINGS

THE TABLES which follow show CBS-TV's list of advertisers for 1955. They were submitted by the network to the House Antitrust Subcommittee in September. CBS-TV broke down the information by each program sponsored by a particular advertiser, the days per week of that show, the number of times it appeared during the year, average weekly gross for the show, and the average weekly discount allowed by the network. The last column, total annual net billing, was computed by B•T after first compiling an annual gross for each show and then applying the appropriate discount.

The total gross billing for all regular network advertisers in 1955 was $175,367,422. The computed B•T net was $142,294,365 for that year.

In addition, CBS-TV also submitted information concerning advertisers under its Extended Market Plan service for 1955. That information is not detailed in the tables. A B•T computation of the EMP advertisers totaled a gross $321,442 and a net $298,131. Accordingly, the overall network gross was $175,688,864; the net was $142,592,496.

Client	*Days per week*	*Program*	*No. of Programs Carried*	*Average Weekly Gross*	*Average Weekly Discount %*	*Annual Net $*
FORD DIV. OF FORD MOTOR CO.	1	*Ford Star Jubilee*	4	$135,100.00	*15.0	**459,340**
HAWAIIAN PINEAPPLE	1	*House Party*	52	12,100.00	15.0	**534,820**
S. C. JOHNSON & SON		*Red Skelton, Life with Father Spotlight Playhouse*	26	38,000.00	* 5.0	**938,600**
KELLOGG	1	*Godfrey & Friends*	5	47,700.00	25.0	**178,875**
KELLOGG	1	*Lassie*	8	39,200.00	25.0	**235,200**
KELLOGG	1	*Wild Bill Hickok*	30	20,900.00	25.0	**470,250**
KELLOGG	1	*Garry Moore*	52	8,800.00	25.0	**343,200**
KELLOGG	2	*Godfrey Time*	104	16,900.00	24.0	**667,888**
KELLOGG	2	*House Party*	104	18,600.00	24.0	**735,072**
LINCOLN MERCURY	1	*Toast of the Town Ed Sullivan Show*	52	84,400.00	25.0	**3,291,600**
P. LORILLARD CO.	1	*Two for the Money*	42	47,000.00	24.5	**1,490,370**
P. LORILLARD CO.	1	*Father Knows Best Appointment with Adventure*	47	45,500.00	24.0	**1,625,260**
MILES LABORATORIES	1	*Garry Moore*	52	10,400.00	*20.0	**432,640**
MILES LABORATORIES	1	*Bob Crosby*	14	10,200.00	*20.0	**114,240**
PET MILK	1	*Red Skelton Spotlight Playhouse*	25	40,500.00	*5.0	**961,875**
PILLSBURY MILLS	1	*Godfrey & Friends*	12	44,900.00	15.0	**457,980**
PILLSBURY MILLS	4	*Godfrey Time*	208	39,200.00	25.0	**1,528,800**
PILLSBURY MILLS	4	*House Party*	208	39,800.00	25.0	**1,552,200**
PRUDENTIAL INSURANCE CO.	1	*You Are There*	24	45,600.00	16.0	**919,296**
PRUDENTIAL INSURANCE CO.	1	*Garry Moore*	12	14,500.00	16.0	**146,160**
REVLON INC.	1	*Danger*	38	45,000.00	23.0	**1,316,700**
REVLON INC.		*$64,000 Question*				
REVLON INC.	1	*Appointment with Adventure*	5	46,600.00	20.0	**186,400**
REVLON INC.	1	*Johnny Carson*	13	36,800.00	20.0	**382,720**
		Public Defender				
SCHLITZ BREWING CO.	1	*Playhouse of Stars*	52	43,700.00	22.0	**1,772,472**
SINGER SEWING MACHINE CO.	1	*Four Star Playhouse*	26	42,800.00	5.0	**1,057,160**
SYLVANIA ELECTRIC CO.	1	*Beat the Clock*	53	40,300.00	21.0	**1,687,361**
MILES LABORATORIES	1	*Robert Q. Lewis*	38	9,200.00	20.0	**279,680**
BENDIX DIV. OF AVCO	1	*Doug. Edwards & The News*	33	25,100.00	17.5	**683,348**
S. C. JOHNSON	1	*Robert Q. Lewis*	35	11,200.00	18.5	**319,480**
GOLDSEAL	1	*The Jo Stafford Show*	21	25,800.00	17.5	**446,985**
CAMPBELL SOUP	1	*Abbott & Costello*	9	16,249.00	12.0	**128,692**
CAMPBELL SOUP	1	*Lassie*	36	37,700.00	13.5	**1,173,978**
WESTINGHOUSE ELECTRIC	1	*Studio One—Summer Theatre*	52	73,637.00	25	**2,871,843**
WESTINGHOUSE ELECTRIC	1	*Best of Broadway*	6	72,950.00	15	**372,045**
YARDLEY	1	*Garry Moore*	52	17,300.00	15	**764,660**
LIGGETT & MYERS	3	*Perry Como*	75	73,200.00	25	**1,372,500**
LIGGETT & MYERS	1	*Tv Top Tunes*	9	45,100.00	22	**316,602**
LIGGETT & MYERS	1	*Gunsmoke*	13	48,900.00	23	**489,489**
LONGINE	3	*Chronoscope*	39	29,100.00	5	**359,385**
LEVER BROS.	1	*Uncle Johnny Coons*	26	10,500.00	25	**204,750**
LEVER BROS.	1	*Uncle Johnny Coons*	14	13,200.00	15	**157,080**
LEVER BROS.	1	*Talent Scouts*	26	39,200.00	20	**815,360**
LEVER BROS.	1	*G. Moore*	7	9,300.00	25	**48,825**
LEVER BROS.	1	*G. Moore*	13	10,600.00	25	**103,350**
LEVER BROS.	2	*Godfrey Time*	104	18,000.00	25	**702,000**
LEVER BROS.	3	*Art Linkletter*	156	29,000.00	25	**1,131,000**
CONVERTED RICE	1	*G. Moore*	34	13,500.00	17.5	**378,675**
			19		5	
BEST FOODS	1	*Robert Q. Lewis*	40	9,000.00	10	**324,000**
P & G	5	*Road of Life*	130	39,000.00	25	**760,500**
P & G	1	*Bob Crosby*	4	9,300.00	25	**27,900**
P & G	5	*Guiding Light*	260	48,000.00	25	**1,872,000**
P & G	5	*Brighter Day*	260	49,000.00	25	**1,911,000**
P & G	5	*Welcome Travelers*	260	82,000.00	25	**3,198,000**
P & G	5	*On Your Account*	260	86,000.00	25	**3,354,000**
P & G	1	*I Love Lucy—Whiting Girls*	27	53,000.00	25	**1,073,250**
P & G	1	*Topper*	20	45,000.00	25	**675,000**
P & G	1	*Down You Go—It's Always Jan*	18	48,000.00	25	**648,000**
P & G	1	*The Line Up—Undercurrent*	20	49,000.00	25	**735,000**
P & G	1	*Favorite Husband*	15	36,000.00	25	**405,000**
SOILAX	1	*Garry Moore*	12	11,400.00	5	**129,960**

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross $	Average Weekly Discount %	Total Annual Net $
ANHEUSER BUSCH INC.	1	*Damon Runyon Theatre*	38	27,900.00	21	837,558
CARTER PRODUCTS	1	*Meet Millie*	25	39,800.00	9.5	900,475
GENERAL MILLS INC.	1	*Burns & Allen*	6	48,700.00	15	248,370
GENERAL MILLS INC.	1	*Tales of the Texas Rangers*	13	16,100.00	20	167,440
GENERAL MILLS INC.	1	*Life with Father*	7	30,250.00	25	158,813
GENERAL MILLS INC.	1	*Lone Ranger*	52	14,500.00	25	565,500
GENERAL MILLS INC.	3	*Bob Crosby*	152	17,800.00	25	676,400
GENERAL MILLS INC.	1	*Captain Midnight*	16	12,900.00	15	175,440
GENERAL MILLS INC.	1	*Garry Moore*	18	9,300.00	25	125,550
GENERAL MILLS INC.	3	*Valiant Lady*	152	27,800.00	25	1,056,400
GENERAL MILLS INC.	2	*Robert Q. Lewis*	68	7,000.00	25	178,500
GENERAL MILLS INC.	1	*Willy*	20	30,600.00	25	459,000
GENERAL MILLS INC.	2	*Barker Bill*	87	18,300.00	25	597,038
GERBER PRODUCTS	1	*Bob Crosby Show*	18	13,500.00	5	230,850
MINNESOTA MINING	2	*Godfrey Time*	14	10,800.00	17.5	62,370
MINNESOTA MINING	1	*Godfrey Time*	15	11,200.00	5	159,600
NATIONAL DAIRY	1	*Big Top*	52	30,000.00	23	1,201,200
QUAKER OATS INC.	1	*Contest Carnival*	38	17,700.00	17.5	554,895
QUAKER OATS INC.	1	*Sgt. Preston of the Yukon*	14	18,800.00	20	210,560
PHARMACEUTICALS INC.	1	*Doug. Edwards & the News*	33	23,600.00	23	599,670
PHARMACEUTICALS INC.	1	*Meet Millie*	26	36,800.00	18	784,576
W. A. SHEAFFER PEN CO.	1	*Two for the Money*	11	50,850,00	13	486,635
MAYTAG CO.	1	*Star Time Playhouse—Navy Log*	13	43,300.00	5	534,755

AT THE outset of the House Antitrust Subcommittee investigation of networks B•T editorially protested the public disclosure of business secrets. It has been this publication's belief that the revelation of confidential information could unfairly put networks at a competitive disadvantage. Now that the material has been made available for public inspection, however, it is B•T's obligation to present it. This publication is, after all, a news magazine.

The Editors

W. A. SHEAFFER PEN CO.	1	*Star Time Playhouse—Navy Log*	12	43,300.00	5	493,620
SIMONIZ CO.	1	*Bob Crosby*	47	9,900.00	20	372,240
SIMONIZ CO.	1	*Garry Moore Show*	21	9,600.00	20	161,280
U. S. STEEL CORP.	1	*U. S. Steel Hour*	13	73,900.00	5	912,660
WANDER CO.	1	*Captain Midnight*	14	17,300.00	7.5	224,030
BROWN & WILLIAMSON	1	*Robert Q. Lewis*	7	12,200.00	10	76,860
MINNESOTA MINING	1	*Godfrey Time*	19	12,300.00	5	222,010
DOW CHEMICAL	1	*Godfrey Time*	26	13,500.00	5	333,450
BROWN & WILLIAMSON	1	*Lineup—Undercurrent*	26	52,000.00	20	1,081,600
AMERICAN OIL CO.	1	*Person to Person*	26	16,275.00	5	401,990
BRISTOL MYERS	1	*Four Star Playhouse*	26	42,615.00	20	886,392
BRISTOL MYERS	1	*Godfrey Time*	52	8,799.37	25	343,170
BRISTOL MYERS	1	*Godfrey Time*	52	11,732.50	25	457,560
BRISTOL MYERS	1	*Garry Moore*	6	12,540.00	15	63,950
BRISTOL MYERS	1	*Garry Moore*	52	10,301.88	25	401,770
BRISTOL MYERS	1	*Stage Seven*	1	35,962.50	25	26,970
BRISTOL MYERS	1	*Alfred Hitchcock*	51	40,754.25	25	1,558,850
CHRYSLER CORP.	1	*Climax-Shower of Stars*	52	78,512.50	25	3,061,980
JULES MONTENIER	1	*What's My Line*	26	36,877.50	5	910,870
WILDROOT	1	*Robin Hood*	6	42,672.38	5	243,230
JOHNSON & JOHNSON	1	*Robin Hood*	7	41,596.87	5	276,610
WESSON OIL	1	*Valiant Lady*	17	15,612.00	17.5	218,950
REMINGTON RAND	1	*What's My Line*	26	40,425.00	5	998,490
HAMM BREWING	1	*Person to Person*	52 wkly 26 alt.	11,448.00	7.5	550,640
FRIGIDAIRE	2	*Godfrey Time*	90	24,675.00	17.5	916,050
FRIGIDAIRE	1	*A. Godfrey & His Friends*	18	45,615.75	15	697,920
CHEVROLET	1	*Garry Moore*	5	15,265.00	25	57,240
FRIGIDAIRE	1	*My Favorite Husband*	13	39,198.00	20	407,650
BUICK	1	*J. Gleason—The Honeymooners*	14	53,130.75	25	557,870
R. J. REYNOLDS	1	*I've Got A Secret*	52	48,472.50	25	1,890,420
R. J. REYNOLDS	1	*Topper—Crusader*	19 alt. 13 wkly	44,491.50	22.5	655,130
R. J. REYNOLDS	1	*Bob Cummings*	26	41,325.00	25	805,830
R. J. REYNOLDS	1	*You'll Never Get Rich*	8	46,557.75	25	279,340
PHILIP MORRIS	1	*I Love Lucy*	18	50,194.50	22.5	700,210
PHILIP MORRIS	1	*Public Defender*	17	34,417.50	12.5	511,960

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross $	Average Weekly Discount %	Total Annual Net $
Noxzema Chemical Co.	1	*Person to Person*	13	28,942.50	5	**357,440**
Pabst Brewing Co.	1	*Blue Ribbon Bouts*	16	60,744.00	25	**728,928**
State Farm Mutual Insurance Co.	1	*Red Barber's Corner*	16	12,350.81	15	**167,971**
Helene Curtis	1	*Robert Q. Lewis*	35	11,975.00	15	**356,256**
Helene Curtis	1	*Professional Father*	13	43,600.00	15	**481,780**
Helene Curtis	1	*Professional Father*	13	13,100.00 (2)	—	**170,300**
American Home Prod.	5	*Love of Life*	260	90,000.00	25	**3,510,000**
American Home Prod.	5	*Secret Storm*	238	41,300.00	25	**1,474,410**
American Home Prod.	1	*A. Godfrey Time*	18	8,500.00	25	**114,750**
American Home Prod.	1	*Doug. Edwards & The News*	54	24,400.00	25	**988,200**
American Home Prod.	1	*Name That Tune*	6	33,500.00	25	**150,750**
American Home Prod.	1	*Name That Tune*	14	28,200.00	25	**296,100**
American Home Prod.	1	*Down You Go*	7	42,200.00	25	**221,550**
American Home Prod.	1	*Wanted—Quiz Kids*	11	29,700.00	25	**245,025**
American Tobacco Co.	1	*Jack Benny—Pvt. Secretary*	52	50,800.00	25	**1,981,200**
American Tobacco Co.	2	*Doug. Edwards & The News*	104	35,700.00	25	**1,392,300**
Borden Co.	1	*Garry Moore*	39	11,600.00	10	**407,160**
Carnation Co.	1	*Bob Crosby*	8	16,000.00	15	**108,800**
Carnation Co.	1	*Burns & Allen*	26	49,300.00	19	**1,038,258**
Colgate Palmolive	3	*Strike It Rich*	260	54,600.00 (1)	25	**3,549,000**
Colgate Palmolive	3	*The Big Payoff*	156	56,400.00	25	**2,199,600**
Colgate Palmolive	1	*Strike It Rich-Millionaire*	52	47,900.00	25	**1,868,100**
Toni Company	1	*Talent Scouts*	7	45,100.00	25	**236,775**
Toni Company	1 1	*A. Godfrey & His Friends* *Frankie Laine*	44	50,200.00	25	**1,656,600**
Toni Company	1-2	*Valiant Lady*	76	9,200.00	25	**495,656**
Toni Company	1	*Bob Crosby*	52	7,500.00	25	**292,500**
Toni Company	1	*Garry Moore*	26	8,000.00	20	**166,400**
Toni Company	1	*Garry Moore*	6	9,600.00	25	**43,200**
Toni Company	1	*Garry Moore*	2	9,700.00	25	**14,550**
Toni Company	1-2	*A. Godfrey Time*	57	8,700.00	25	**316,109**
B. F. Goodrich	1	*Burns & Allen*	20	44,400.00	1.25	**876,900**
Norwich Pharmacal	1	*Sunday News Special*	52	10,000.00	12.5	**455,000**
C. Swanson & Sons	1	*Robert Q. Lewis*	17	9,400.00	11	**142,222**
C. Swanson & Sons	1	*Bob Crosby*	17	9,400.00	11	**142,222**
C. Swanson & Sons	1	*Bob Crosby*	13	13,500.00	22	**136,890**
Gillette Safety Razor		*Kentucky Derby*	1	40,000.00	15	**34,000**
Gillette Safety Razor		*Preakness*	1	40,000.00	15	**34,000**
Gillette Safety Razor		*Belmont Stakes*	1	37,800.00	15	**32,130**
Aluminum Co. of America		*See It Now*	27	31,000.00	7.5	**774,225**
Amana Refrig.	1	*Phil Silvers*	7	46,527.50	5	**309,408**
Gen. Elec.	1	*20th Century Fox*	16	72,392.50	20	**926,624**
Corn Prods.	1	*Robert Q. Lewis*	39	10,323.75	10	**362,363**
Corn Prods.	1	*Godfrey Time*	45	9,431.93	19.3	**342,521**
Chun King	1	*Garry Moore*	26	13,205.00	5	**326,164**
Lanolin Plus	1	*Robert Q. Lewis*	16	13,675.00	7.5	**202,390**
Wrigley	1	*Gene Autry*	52	13,942.50	10	**652,509**
S. O. S.	1	*Bob Crosby*	26	12,335.00	12.5	**280,621**
S. O. S.	1	*Garry Moore*	13	13,665.00	15	**159,998**
A. E. Staley	1	*Garry Moore*	25	12,860.00	5	**305,425**
Scott Paper	1	*Valiant Lady*	4	11,012.50	22	**34,359**
Scott Paper	1	*Garry Moore*	17	12,890.00	21	**173,113**
Scott Paper	1	*Bob Crosby*	13	11,679.00	21.3	**119,488**
Scott Paper	1	*Bob Crosby*	30	9,835.00	21	**233,090**
Scott Paper	1	*Garry Moore*	26	9,600.00	21	**197,184**
Scott Paper	1	*Omnibus*	26	20,727.00	10	**485,012**
Gen. Foods	1	*Johnny Carson*	22	40,961.00	25	**675,857**
Gen. Foods	5	*Portia Faces Life*	135	46,000.00	25	**931,500**
Gen. Foods	1	*Christmas Show*	1	75,200.00	25	**56,400**
Gen. Electric	1	*Jane Froman*	26	15,190.00	25	**296,205**
Gen. Electric	1	*Ray Milland*	26	30,104.50	15	**665,309**
Gen. Electric	1	*Parade of Light*	1	22,432.50	15	**19,068**
Gen. Electric	1	*G. E. Theatre*	52	47,280.00	24.7	**1,851,296**
CBS Columbia	1	*Willy*	7	9,000.00	—	**63,000**
CBS Columbia	1	*Godfrey & Friends*	9	51,853.00	15	**396,675**
CBS Columbia	1	*Talent Scouts*	7	32,482.00	2.1	**222,599**
CBS Hytron	1	*Talent Scouts*	7	6,500.00	2.1	**44,545**
CBS Columbia	1	*Life with Father*	19	8,500.00	—	**161,500**
Gen. Foods	1	*I Love Lucy*	13	45,638.00	25	**444,971**
Gen. Foods	1	*Mamma*	51	35,703.00	25	**1,365,640**
Gen. Foods	1	*Our Miss Brooks*	51	34,844.00	25	**1,332,783**
Swift & Co.	1	*Garry Moore*	8	12,980.00	12	**91,379**
Swift & Co.	1	*Garry Moore*	34	10,976.00	6.9	**347,434**
Swift & Co.	1	*Garry Moore*	21	9,452.00	11	**176,658**

(1) Time is furnished without charge to sponsor on two out of five days a week in return for which sponsor (A) makes this program available on the two days at a nominal cost and (B) sponsor makes another program available twice a week at nominal cost.

(2) Because of failure to sell alternate week, sponsor permitted to pick up for station payment only.

CBS-TV

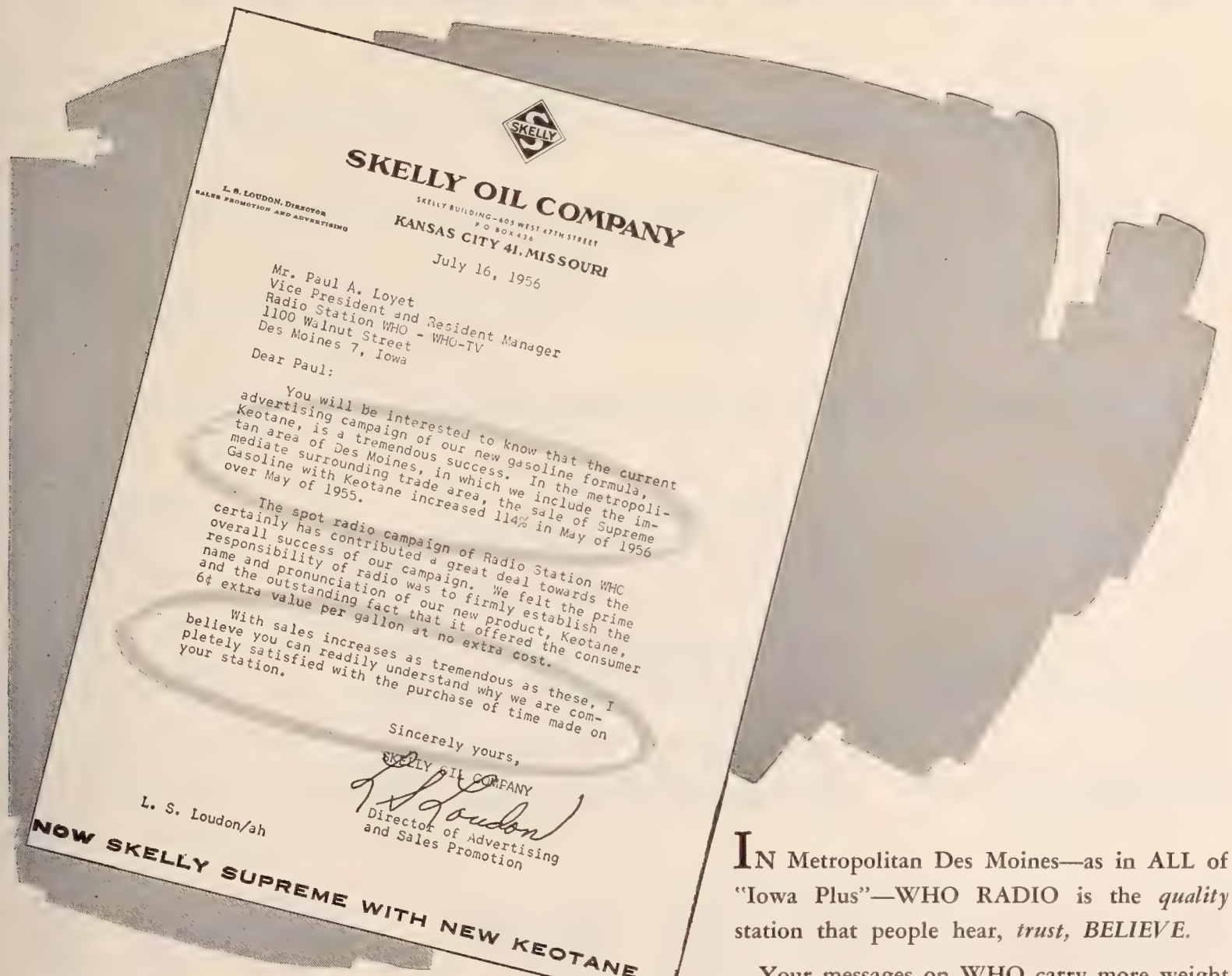
Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Discount %	Annual Net $
PROCTER & GAMBLE	1	*Jackie Gleason*	26	25,914.00	15	**572,699**
NESTLE CO.	1	*Jackie Gleason*	38	24,871.00	15	**803,333**
NESTLE CO.	1	*Stage Show*	14	43,255.00	21	**478,400**
SHEAFFER PEN	1	*Jackie Gleason*	13	24,324.00	7.5	**292,496**
COMSTOCK	1	*Garry Moore*	12	12,052.00	5	**137,393**
ALUMINUM	1	*Omnibus*	26	20,700.00	10	**484,380**
SCHICK	1	*Jackie Gleason*	25	24,859.00	7.5	**574,864**
GEN. FDS.	1	*December Bride*	52	50,000.00	25	**1,950,000**
ZENITH RADIO	1	*Omnibus*	13	20,000.00 (3)	50	**130,000**
NORCROSS	1	*Omnibus*	15	19,800.00	10	**267,300**
AMERICAN DAIRY	1	*Bob Crosby*	24	12,222.50	5	**278,673**
CBS HYTRON	1	*Garry Moore*	6	14,452.00	12.5	**758,730**
REGAL PALE BREWING	1	*Harry Owens Show*	52	4,890.00	20	**203,424**
CALIFORNIA BREWING	1	*The Star & Story*	2	4,200.00	10	**7,560**
Network Participating Program.						
REVLON PRODUCTS	2	*Morning Show*	28	6,400.00	5	**85,120**
FLORIDA CITRUS	3	*Morning Show*	23	9,862.00	10	**68,048**
CAMPBELL CEREAL	2	*Morning Show*	16	2,436.00	5	**18,514**
MONSANTO CHEM.	5	*Morning Show*	28	15,000.00	17.5	**693,000**
LYON VAN & STORAGE	3	*Panorama Pacific*	158	1,200.00	7.38	**58,536**
HILLS BROS.	3	*Panorama Pacific*	156	1,200.00	7.38	**57,795**
REXALL DRUG	3	*Panorama Pacific*	3	1,050.00	2.5	**1,024**
MONSANTO CHEM.	2	*Panorama Pacific*	28	700.00	17.5	**8,085**
W. A. SHEAFFER INC.	3	*Panorama Pacific*	33	1,050.00	2.5	**11,261**
LORRAINE BURTON SALAD	1	*Panorama Pacific*	27	350.00	2.5	**9,214**
SWIFT & CO.	2	*Panorama Pacific*	64	700.00	2.5	**21,840**
J. P. STEVENS	3	*Panorama Pacific*	12	1,050.00	2.5	**4,095**
WISHBONE SALAD DRESSING	5	*Panorama Pacific*	40	1,750 00	5	**13,300**
STERLING DRUG	2	*Panorama Pacific*	18	700.00	2.5	**6,143**
PHILIP MORRIS	3	*Panorama Pacific*	126	1,050.00	7	**41,013**
PROCTER & GAMBLE	5	*Panorama Pacific*	25	2,250.00	5	**10,688**
CONVERTED RICE	3	*Panorama Pacific*	39	1,050.00	5	**12,968**
READER'S DIGEST	4	*Panorama Pacific*	4	1,400.00	2.5	**1,365**

CBS CLIENTS RECEIVING NO DISCOUNTS

MASLAND	1	*Garry Moore*	4	$ 12,700.00	**$ 50,800**
SERTA ASSOCIATES	1	*Garry Moore*	4	15,100.00	**60,400**
SEVEN UP	1	*Bob Crosby*	4	13,900.00	**55,600**
ECAP	1	*You Are There*	20	39,400.00	**788,000**
MASLAND	1	*Garry Moore*	12	12,900.00	**154,800**
NASH KELVINATOR	1	*Danger*	12	34,100.00	**409,200**
DOESKIN PRODUCTS INC.	1	*Robert Q. Lewis*	13	10,400.00	**135,200**
SIMMONS CO.	1	*My Favorite Husband*	9	33,100.00	**297,900**
MASLAND	1	*Garry Moore*	8	12,200.00	**97,600**
RONSON	2	*Doug. Edwards & News*	36	87,200.00	**1,569,600**
LONGINE	1	*Conquest*	2	57,800.00	**115,600**
LONGINE	1	*Thanksgiving*	1	55,500.00	**55,500**
INTERNATIONAL HARVESTER	1	*Halls of Ivy*	20	25,000.00	**500,000**
NABISCO	1	*Halls of Ivy*	21	26,700.00	**560,700**
AMANA REFRIG.	1	*Basketball*	10	14,600.00	**146,000**
AMANA REFRIG.	1	*Football*	5	65,000.00	**325,000**
AMANA REFRIG.	1	*Pacific Coast Basketball*	2	4,200.00	**8,400**
GENERAL FOODS	1	*Three For Tonight*	1	120,000.00*	**120,000**
GENERAL FOODS	1	*Jo Stafford*	4	22,500.00*	**90,000**
BAUER & BLACK	1	*Godfrey Time*	11	11,700.00	**128,700**
C.B.S. COLUMBIA	1	*See It Now*	1	13,500.00	**13,500**
COLUMBIA RECORDS	1	*See It Now*	1	27,000.00	**27,000**
STERNS NURSERY	1	*Morning Show*	5	1,300.00	**6,500**
KENDALL CO.	1	*Morning Show*	16	3,200.00	**51,200**
MULLINS MFG.	1	*Morning Show*	1	3,300.00	**3,300**
REXALL DRUG	3	*Morning Show*	3	9,900.00	**9,900**
EDISON CHEM.	1	*Morning Show*	1	3,300.00	**3,300**
HOOVER CO.	2	*Morning Show*	5	9,300.00	**23,250**
CRANE CO.	1	*Morning Show*	15	3,200.00	**48,000**
SHULTON	1	*See It Now*	1	90,000.00*	**90,000**
MAYBELLINE	1	*Robert Q. Lewis*	1	10,900.00	**10,900**
MAYBELLINE	1	*Jack Paar*	1	6,800.00	**6,800**
MAYBELLINE	1	*See It Now*	1	40,400.00*	**40,400**
PIONEER RUBBER CO.	1	*Panorama Pacific (1)*	10	300.00	**3,000**
MORTON SALT CO.	1	*Panorama Pacific (1)*	13	300.00	**3,900**
WESSEN HOUSEWARE	1	*Panorama Pacific (1)*	7	300.00	**2,100**
PUREX CORP.	2	*Panorama Pacific (1)*	26	700.00	**9,100**
MULLENS MFG.	1	*Panorama Pacific (1)*	1	300.00	**300**
CARTER PRODS.	1	*Panorama Pacific (1)*	2	300.00	**600**
BONNE BELL INC.	2	*Panorama Pacific (1)*	24	700.00	**8,400**
YARDLEY OF LONDON	1	*Panorama Pacific (1)*	8	300.00	**2,400**
GEN. MILLS	2	*Panorama Pacific (1)*	26	800.00	**10,400**
KENDALL CO.	1	*Panorama Pacific (1)*	16	300.00	**4,800**

(3) Special allowance as part of settlement of litigation.
(1) Shared sponsorship program for which separate discount schedule is applicable, but discount not earned in above instances.
* Contract price for special programming: includes both time and program.

WHO Radio helps 114% Sales Increase for Skelly Oil in Metropolitan Des Moines!



SKELLY OIL COMPANY

SKELLY BUILDING—605 WEST 47TH STREET
P. O. BOX 436
KANSAS CITY 41, MISSOURI

L. S. LOUDON, DIRECTOR
SALES PROMOTION AND ADVERTISING

July 16, 1956

Mr. Paul A. Loyet
Vice President and Resident Manager
Radio Station WHO - WHO-TV
1100 Walnut Street
Des Moines 7, Iowa

Dear Paul:

You will be interested to know that the current advertising campaign of our new gasoline formula, Keotane, is a tremendous success. In the metropolitan area of Des Moines, in which we include the immediate surrounding trade area, the sale of Supreme Gasoline with Keotane increased 114% in May of 1956 over May of 1955.

The spot radio campaign of Radio Station WHO certainly has contributed a great deal towards the overall success of our campaign. We felt the prime responsibility of radio was to firmly establish the name and pronunciation of our new product, Keotane, and the outstanding fact that it offered the consumer 6¢ extra value per gallon at no extra cost.

With sales increases as tremendous as these, I believe you can readily understand why we are completely satisfied with the purchase of time made on your station.

Sincerely yours,
SKELLY OIL COMPANY

L. S. Loudon
Director of Advertising
and Sales Promotion

L. S. Loudon/ah

NOW SKELLY SUPREME WITH NEW KEOTANE...

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Peters, Griffin, Woodward, Inc., *Exclusive National Representatives*

IN Metropolitan Des Moines—as in ALL of "Iowa Plus"—WHO RADIO is the *quality* station that people hear, *trust, BELIEVE.*

Your messages on WHO carry more weight because they are delivered by trusted voices and are backed by excellent programming sponsored by America's leading companies.

Skelly's Mr. Loudon KNOWS what all this means to advertisers—and so do your Colonels at Peters, Griffin, Woodward. *Ask* them!

15.6% Food Dominance

Market figures prove 15.6% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

	Food Dollars Spent	Percentage
WXEX-TV	$230,866,000	100%
Station B	$199,661,000	86.2%
Station C	$199,700,000	86.5%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

CBS-TV

Client	Days per week	Program	No. of Programs Carried	Average Weekly Gross $	Total Annual Net $
Southern Calif. Plasterers	1	*Tournament of Roses*	1	3,600.00	**3,600**
Magla Prods.	1	*Panorama Pacific (1)*	2	300.00	**600**
Wemar Corp.	1	*Panorama Pacific (1)*	1	300.00	**300**
Weco Prods.	2	*Panorama Pacific (1)*	10	700.00	**3,500**
Amer. Cone & Pretzel Co.	1	*Panorama Pacific (1)*	2	400.00	**800**
Calgon Inc.	1	*Panorama Pacific (1)*	11	300.00	**3,300**
Coast Fisheries	2	*Panorama Pacific (1)*	18	700.00	**6,300**
E. L. Bruce	2	*Panorama Pacific (1)*	26	700.00	**9,100**
Polaroid Corp.	1	*Panorama Pacific (1)*	5	450.00	**2,250**
In-Sinkerator	2	*Panorama Pacific (1)*	26	700.00	**9,100**
Lincoln Mercury	1	*Pan Amer. Road Race Film*	1	1,100.00	**1,100**
Curtiss Candy Co.	1	*Tales of the Texas Rangers*	5	20,100.00	**100,500**
Ralston Purina	1	*Robert Q. Lewis*	5	10,500.00	**52,500**
Ralston Purina	1	*Garry Moore*	4	13,100.00	**52,400**
Armour	1	*Captain Midnight*	6	15,500.00	**93,000**
Falstaff Brewing Corp	1	*Game Of The Week*	25	467,900.00*	**467,900**
Ideal Toys	1	*Winky Dink & You*	13	12,100.00	**157,300**
Monsanto Chem Co.	1	*Winky Dink & You*	4	16,200.00	**64,800**
National Carbon	1	*A. Godfrey & Friends*	3	48,500.00	**145,500**
Lewis Howe	1	*Swaps v. Nashua Match Race*	1	62,000.00*	**62,000**
Larsen Co.	1	*Bob Crosby*	5	13,800.00	**69,000**
Elgin Natl. Watch Co.	1	*Person To Person*	9	37,300.00	**335,700**
Amoco	1	*Years of Crisis*	1	27,200.00	**27,200**
Block Drug	1	*Danger*	2	33,300.00	**66,600**

(1) Shared sponsorship program for which separate discount schedule is applicable, but discount not earned in above instances.
* Contract price for special programming: includes both time and program.

NBC-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLING

THE TABLES which follow show NBC-TV's list of advertisers for 1955. NBC-TV broke down the information by each program sponsored by a particular advertiser, the total gross charged for the show, and the discount allowed by the network.

The total net time figures listed in the last column are B•T computations arrived at by deducting the appropriate discount. The total gross billing for all advertisers in 1955 was $142,139,446. The computed B•T net was $118,388,710.

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
Aluminum Co. of America			
Alcoa Hour	482,883	9	**439,424**
Ding Dong School	8,187	15	**6,959**
Feather Your Nest	6,815	15	**5,793**
Matinee	7,769	15	**6,604**
Tennessee Ernie Ford	7,081	15	**6,019**
World of Mr. Sweeney	7,525	15	**6,396**
Today—Home—Tonight	378,065	17½	**311,904**
American Doll Co.			
Pinky Lee	65,595	20	**52,476**
American Chicle Co.			
Caesar's Hour	985,959	7½	**912,012**
Summer Theatre	194,340	25	**145,755**
Victor Borge Show	35,106	0	**35,106**
Zoo Parade	374,691	0	**374,691**
American Home Products			
Midwestern Hayride	133,545	23	**102,830**
Today—Home—Tonight	250,726	20	**200,581**
G. Washington Coffee (Am. Home)			
Today—Home—Tonight	90,336	10	**81,302**
American Tobacco Co.			
Best In Mystery	89,982	16	**75,585**
The Big Story	1,101,091	20	**880,873**
Your Hit Parade	1,048,946	20	**839,157**
Justice	447,773	10	**402,996**
Robert Montgomery	967,903	18	**793,680**
Your Play Time	317,975	16	**267,099**
American Viscose			
Today—Home—Tonight	69,640	10	**62,676**
Charles Antell Inc.			
Easter in New York	18,405	0	**18,405**
TV Academy Awards	17,336	0	**17,336**
Hollywoods Best	83,535	25	**62,651**
Search For Beauty	775,770	33	**519,766**
Ted Mack Matinee	73,356	33	**49,149**
Today—Home—Tonight	40,688	0	**40,688**
Armstrong Cork Co.			
Circle Theatre	1,370,020	7	**1,274,119**
Associated Products			
Arthur Murray Party	299,975	25	**224,981**
Tony Martin	477,233	0	**477,233**
Atlantis Sales Corp.			
Howdy Doody	114,328	20	**91,462**

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
Pinky Lee	31,466	20	**25,173**
World of Mr. Sweeney	273,002	5	**259,352**
Today—Home—Tonight	71,280	0	**71,280**
Avco Mfg. Co.			
Midwest Hayride	365,026	22	**284,720**
NCAA Football	314,766	0	**314,766**
Today—Home—Tonight	50,965	0	**50,965**
Hazel Bishop			
Dunninger Show	458,691	25	**344,018**
Place The Face	524,671	25	**393,503**
Raye—Berle	391,388	13	**340,508**
Color Spread	235,040	0	**235,040**
This Is Your Life	1,117,945	7	**1,039,689**
Bissel Carpet Co.			
Today—Home—Tonight	487,173	20	**389,738**
Borden Co.			
A Date With Life	400,030	24	**304,023**
Justice	918,268	24	**697,884**
Make The Connection	497,438	24	**378,053**
People's Choice	509,545	24	**387,254**
Way Of The World	1,369,450	24	**1,040,782**
California Packing Co.			
Today—Home—Tonight	381,880	17½	**315,051**
Campbell Soup Co.			
Dear Phoebe	822,426	7	**764,856**
Howdy Doody	178,441	18	**146,322**
Pinky Lee	31,682	20	**25,346**
Star Stage	410,703	6	**386,061**
Today—Home—Tonight	31,682	0	**31,682**
Chesebrough-Ponds			
Cotton Bowl Game	23,743	0	**23,743**
Star Stage	331,946	6	**312,029**
Today—Home—Tonight	43,511	0	**43,511**
Chrysler Div.			
It's a Great Life	2,123,111	15	**1,804,644**
Shrine Game	149,100	0	**149,100**
Today—Home—Tonight	9,713	0	**9,713**
DeSoto Div.			
You Bet Your Life	2,759,016	25	**2,069,262**
Today—Home—Tonight	4,819	0	**4,819**

* Total net time figures are B•T computations.

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
DODGE BROTHERS DIV.			
Nat'l Open Golf Championship	72,549	15	**61,667**
PLYMOUTH DIV.			
Plymouth News Caravan	2,718,393	23	**2,093,163**
CLUETT PEABODY			
Today—Home—Tonight	210,948	17½	**174,032**
COCA COLA INC.			
Coketime	2,551,241	11	**2,270,604**
COLGATE PALMOLIVE CO.			
Comedy Hour	1,434,553	25	**1,075,915**
Colgate Variety Hour	1,956,295	20	**1,565,036**
Ding Dong School	208,317	25	**156,238**
Feather Your Nest	1,132,571	22½	**877,743**
Howdy Doody	984,250	29	**698,818**
Modern Romances	1,784,306	22½	**1,382,837**
CONTINENTAL BAKING CO.			
Howdy Doody	965,189	21	**762,499**
CROWELL-COLLIER			
Today—Home—Tonight	85,446	12½	**74,765**
CUDAHY PACKING CO.			
Today—Home—Tonight	322,516	17½	**266,076**
HELENE CURTIS			
Caesar's Hour	242,163	0	**242,163**
Today—Home—Tonight	270,979	20	**216,783**
DOW CHEMICAL CO.			
NCAA Football Scoreboard	155,461	0	**155,461**
Medic	1,473,825	10	**1,326,443**
Today—Home—Tonight	433,968	17½	**358,024**
EASTMAN KODAK CO.			
Kodak Request Performance	1,010,300	16	**848,652**
Norby	425,977	16	**357,821**
Screen Directors Playhouse	533,925	16	**448,497**
FORD MOTOR CO.			
Ford Theatre	2,621,434	16	**2,202,005**
Producers Showcase	763,664	3	**740,754**
GENERAL DYNAMICS CORP.			
Youth Wants to Know	135,140	5	**128,383**
GENERAL ELECTRIC CO.			
Dear Phoebe	497,838	6	**467,968**
I Married Joan	602,163	6	**566,033**
New Years Eve Times Sq.	12,088	0	**12,088**
Medic	275,468	0	**275,468**
Today—Home—Tonight	164,669	10	**148,202**
GENERAL FOODS CORP.			
Bob Hope Show	409,466	13	**356,235**
Caesar's Hour	78,357	0	**78,357**
Commando Cody	269,317	20	**215,454**
Fury	256,565	20	**205,252**
Pinky Lee	135,585	17½	**111,858**
Roy Rogers	2,227,459	18	**1,826,516**
Roy Rogers Champ. Rodeo	79,870	13	**69,487**
Today—Home—Tonight	288,237	17½	**237,796**
GENERAL MILLS CORP.			
Ding Dong School	313,960	5	**298,262**
GENERAL MOTORS CORP.			
A. C. SPARK PLUG DIV. (GM)			
Big Town	827,137	13	**719,609**
General Motors Motorama	78,450	15	**66,683**
Wide Wide World	85,153	15	**72,380**
BUICK MOTOR DIV. (GM)			
Milton Berle	1,046,864	15	**889,834**
Nat'l Football League Championship	56,689	0	**56,689**
Color Spread	25,208	0	**25,208**
Today—Home—Tonight	42,924	0	**42,924**
CADILLAC MOTOR DIV. (GM)			
Today—Home—Tonight	22,426	0	**22,426**
CHEVROLET MOTOR DIV. (GM)			
The Chevy Show	465,627	14	**400,439**
Dinah Shore Show	2,436,224	14	**2,095,153**
Today—Home—Tonight	4,819	0	**4,819**
PONTIAC MOTORS (GM)			
Pontiac Playwrights	554,748	15	**471,536**
GUIDE LAMP (GM)			
Wide Wide World	85,764	15	**72,899**
OLDSMOBILE DIV. (GM)			
Academy Award Presentation	113,369	14	**97,497**
Patti Page—Perry Como	34,472	15	**29,301**
Max Liebman Presents	1,545,927	0	**1,545,927**
Today—Home—Tonight	5,464	0	**5,464**

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
PONTIAC DIV. (GM)			
Jack Carson Show	233,685	13	**203,306**
Red Buttons	598,339	11	**532,522**
Wide Wide World	103,896	15	**88,312**
Today—Home—Tonight	45,527	0	**45,527**
UNITED MOTORS DIV. (GM)			
Wide Wide World	168,417	15	**143,154**
GENERAL TIME CORP.			
Today—Home—Tonight	132,708	10	**119,437**
GERBER PRODUCTS CO.			
Ding Dong School	653,355	12	**574,952**
GILLETTE SAFETY RAZOR CORP.			
All Star Baseball	100,396	35	**65,257**
Blue Grey Football Game	135,959	35	**88,373**
Cavalcade of Sports	2,979,145	46	**1,608,738**
Gillette Summer Sportreel	298,651	45	**164,258**
Rose Bowl Football Game	210,878	35	**137,071**
1955 World Series	428,524	35	**278,541**
TONI CO. (GILLETTE)			
Arthur Murray Party	305,994	25	**229,496**
Dollar a Second	354,801	25	**266,101**
Jan Murray Time	149,125	25	**111,844**
Pinky Lee	9,738	20	**7,790**
Tony Martin	327,491	24	**248,893**
Perry Como	154,200	0	**154,200**
People Are Funny	1,212,783	20	**970,226**
So This Is Hollywood	1,269,650	24	**964,934**
PAPER-MATE CO. (GILLETTE)			
People Are Funny	1,139,853	10	**1,025,868**
GLIDDEN CO.			
Today—Home—Tonight	191,252	12½	**167,346**
GOODYEAR TIRE & RUBBER CO.			
Goodyear Tv Playhouse	2,082,162	8	**1,915,589**
No Room At the Inn	42,626	6	**40,068**
GROCERY STORE PRODUCTS CO.			
Today—Home—Tonight	128,466	10	**115,619**
GROVE LABS			
Today—Home—Tonight	564,434	20	**451,547**
GULF OIL CO.			
Life of Riley	1,988,745	16	**1,670,546**
NCAA Football	69,931	0	**69,931**
HALLMARK CARDS INC.			
Hallmark Hall of Fame	1,076,118	4	**1,033,073**
HARTZ MOUNTAIN PRODUCTS			
Captain Hartz & His Pets	232,374	5	**220,755**
H. J. HEINZ CO.			
Captain Gallant	1,510,577	16	**1,268,885**
Today—Home—Tonight	289,349	20	**231,479**
INTERNATIONAL CELLUCOTTON PRODUCTS CO.			
Cameo Theatre	205,566	25	**154,175**
Kleenex Summer Theatre	187,427	25	**140,570**
Midwestern Hayride	229,883	25	**172,412**
Perry Como Show	233,779	0	**233,779**
INTERNATIONAL SHOW CO.			
Ding Dong School	63,565	0	**63,565**
Howdy Doody	121,675	0	**121,675**
Pinky Lee	149,241	6	**140,286**
Today—Home—Tonight	19,643	0	**19,643**
ANDREW JERGENS CO.			
First Love	1,245,001	23	**958,650**
S. C. JOHNSON & SONS			
Rob't Montgomery Presents	1,967,793	8	**1,810,377**
JOHNSON & JOHNSON			
Ding Dong School	67,040	0	**67,040**
Imogene Coca Show	187,454	0	**187,454**
Pinky Lee	73,042	0	**73,042**
Musical Chairs	88,992	0	**88,992**
Ted Mack Matinee	55,395	0	**55,395**
Tennessee Ernie	119,020	0	**119,020**
World of Mr. Sweeney	60,243	0	**60,243**
Today—Home—Tonight	162,382	10	**146,144**
KELLOG CO.			
Howdy Doody	434,088	15	**368,975**
KENDALL CO. (BAUER & BLACK)			
Today—Home—Tonight	181,724	10	**163,551**
KRAFT FOODS CO.			
Kraft Theatre	3,655,710	19	**2,961,125**
Tom Corbett Space Cadet	543,188	13	**472,577**

* Total net time figures are B•T computations.

GATES Hy-Watter 5 SERIES
MORE WATTS PER DOLLAR INVESTMENT

5ᵛarama!



Ultra linear audio, automatic recycling, individual cooling of each of three cubicles for lower operating temperature, much lower spurious radiation, lowest tube set cost, lowest power consumption and lowest initial cost. — This is "5ᵛ arama", broadcasting's entirely new 5KW transmitter, setting sales records. —

A Gates sales engineer would enjoy telling you the BC-5P story and an attractive brochure is yours too, just for the asking.

GATES

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
LEVER BROTHERS CO.			
Big Town	811,883	13	**706,338**
Lux Video Theatre	3,881,050	20	**3,104,840**
LEWIS HOWE CO.			
Imogene Coca Show	289,125	7½	**267,441**
Musical Chairs	134,968	7½	**124,845**
1955 Variety Show	77,702	0	**77,702**
Color Spread	50,566	0	**50,566**
LIGGETT & MYERS TOBACCO CO.			
Dragnet	2,707,323	16	**2,274,151**
Matinee Theatre	106,497	12	**93,717**
P. LORILLARD CO.			
Truth or Consequences	2,267,423	16	**1,904,635**
MANHATTAN SOAP CO.			
Ding Dong School	667,340	15	**567,239**
JOHNS MANSVILLE CORP.			
Meet the Press	576,293	6	**541,715**
MAYTAG CO.			
Raye—Berle	80,995	0	**80,995**
Color Spread	63,653	0	**63,653**
Today—Home—Tonight	107,551	15	**91,418**
MENNEN CO.			
Ding Dong School	232,374	5	**220,755**
MILES LABS			
Ding Dong School	335,146	17	**278,171**
Concerning Miss Marlowe	132,985	17	**110,378**
Modern Romances	109,100	17	**90,553**
Tennessee Ernie Ford	281,966	17	**234,032**
World of Mr. Sweeney	289,067	17	**239,926**
MINNESOTA MINING & MFG. CO.			
Today—Home—Tonight	20,318	15	**17,270**
MINUTE MAID CORP.			
Tennessee Ernie Ford	57,300	5	**54,435**
Tournament of Roses Parade	57,952	0	**57,952**
MOBILE HOMES			
Today—Home—Tonight	151,642	12½	**132,687**
MORTON SALT CO.			
Today—Home—Tonight	182,739	10	**164,465**
MUSTEROLE			
Today—Home—Tonight	139,488	10	**125,539**
DROMEDARY CO. (NAT'L BISCUIT)			
Tennessee Ernie Ford	89,389	0	**89,389**
World of Mr. Sweeney	93,322	0	**93,322**
Today—Home—Tonight	4,508	0	**4,508**
HILLS BROTHERS CO. (NAT'L BISCUIT)			
Today—Home—Tonight	353,311	17½	**291,482**
NORTHAM & WARREN CORP.			
Today—Home—Tonight	252,528	15	**214,649**
EVINRUDE MOTORS (OUTBOARD M & M)			
Today—Home—Tonight	86,982	12½	**76,109**
PAN AMERICAN AIRWAYS			
Meet the Press	452,135	6	**425,007**
PAN AMERICAN COFFEE BUREAU			
Today—Home—Tonight	116,506	10	**104,855**
PEPPERELL MFG. CO.			
Today—Home—Tonight	70,720	10	**63,648**
PFAFF SEWING MACHINE CO.			
Today—Home—Tonight	198,549	12½	**173,730**
PHILCO CORP.			
Philco Tv Playhouse	1,619,025	8	**1,489,503**
POLAROID CORP.			
Today—Home—Tonight	223,357	12½	**195,437**
POLK MILLER			
Today—Home—Tonight	155,704	10	**140,134**
PROCTER & GAMBLE			
Caesar's Hour	118,195	0	**118,195**
Cameo Theatre	199,650	25	**149,738**
Ding Dong School	102,345	25	**76,759**
Fireside Theatre	1,882,856	25	**1,412,142**
Golden Windows	281,165	25	**210,874**
It Pays To Be Married	720,075	46	**388,841**
Loretta Young	2,142,410	25	**1,606,808**
Matinee Theatre	330,731	32	**224,897**
Concerning Miss Marlowe	725,541	25	**544,156**
Tennessee Ernie Ford	1,228,677	48	**638,912**
This Is Your Life	1,178,080	25	**883,560**
Today—Home—Tonight	14,740	0	**14,740**

NBC-TV ADVERTISERS, BILLINGS—1955

Client and Program	Total for 1955 Gross Time $	Amount of Discount %	Total* Net Time $
PUREX CORP.			
Big Surprise	261,830	6	**246,12**
RADIO CORP. OF AMERICA			
Milton Berle	152,597	0	**152,59**
Caesar's Hour	602,899	7½	**557,68**
Producer's Showcase	767,979	3	**744,94**
Raye—Berle	152,575	0	**152,57**
REMINGTON RAND			
Caesar's Hour	328,441	7½	**303,80**
R. J. REYNOLDS TOBACCO CO.			
Camel News Caravan	4,534,090	25	**3,400,56**
Feather Your Nest	589,844	25	**442,38**
Bob Cummings Show	1,406,848	25	**1,055,13**
Sports Highlights 1955	14,235	25	**10,67**
REYNOLDS METAL CO.			
Do It Yourself	396,603	13½	**343,06**
Frontier	477,135	13½	**412,72**
Mr. Peepers	689,697	13½	**596,58**
Color Spread	222,866	0	**222,86**
ROTO BROIL			
Today—Home—Tonight	245,985	12½	**215,23**
SAWYERS INC.			
Pinky Lee	55,723	9	**50,70**
Today—Home—Tonight	23,907	0	**23,90**
SCOTT PAPER CO.			
Father Knows Best	733,872	16	**616,45**
My Little Margie	1,295,438	16	**1,088,16**
SERUTAN CO.			
Juvenile Jury	217,282	6	**204,24**
W. A. SHAEFFER PEN CO.			
Today—Home—Tonight	246,974	12½	**216,10**
SIMONIZ CO.			
Best In Mystery	139,413	6	**131,04**
The Big Story	965,433	6	**907,50**
Today—Home—Tonight	90,122	0	**90,12**
SPEIDEL CORP.			
The Big Surprise	258,500	6	**242,99**
Caesar's Hour	341,358	0	**341,35**
Today—Home—Tonight	61,260	0	**61,26**
STATE FARM INSURANCE CO.			
Red Barber Show	427,102	18	**350,22**
STANDARD BRANDS INC.			
Howdy Doody	630,828	12	**555,12**
Color Spread	49,513	0	**49,51**
Tennessee Ernie Ford	495,428	17	**411,20**
STARKIST			
Today—Home—Tonight	334,983	17½	**276,36**
SUNBEAM CORP.			
Milton Berle	152,888	0	**152,88**
Raye—Berle	156,543	0	**156,54**
Color Spread	591,888	0	**591,88**
Today—Home—Tonight	369,332	12½	**323,16**
SWEETS CO. OF AMERICA			
Happy Felton's Spotlight	96,950	17	**80,46**
Pinky Lee	683,658	16	**574,27**
World of Mr. Sweeney	61,400	12	**54,03**
Winchell & Mahoney	611,483	27	**446,38**
Today—Home—Tonight	3,667	20	**2,93**
SWIFT & CO.			
Swift Show Wagon	1,443,604	6	**1,356,98**
Today—Home—Tonight	343,074	17½	**283,03**
THE TEXAS CO.			
Donald O'Connor Show	586,028	13	**509,84**
Texaco Star Theatre	1,136,074	7	**1,056,54**
UPJOHN			
Today—Home—Tonight	70,757	10	**63,68**
U. S. TIME CORP.			
Pinky Lee	63,045	20	**50,43**
WARNER LAMBERT			
Your Hit Parade	1,013,400	6	**952,59**
Robt. Montgomery Presents	393,740	30	**275,61**
Your Play Time	317,952	8	**292,51**
WASHINGTON STATE APPLE COMM.			
Today—Home—Tonight	89,454	10	**80,50**
J. A. WRIGHT			
Today—Home—Tonight	123,590	10	**111,23**

* Total net time figures are B•T computations.



The new advertising strategy based on Politz research

Radio — and only radio — can sell your customers while they're at work, at play, or *on the way!* This unique strength of radio is used with maximum effectiveness, at minimum cost, through the startling new advertising technique called The Nation's Voice.

Based on important facts collected by Alfred Politz Research Inc., the Nation's Voice is the strategy of using a relatively small number of truly *great* radio stations in important markets.

Among the 2,883 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach. In the area served by these 48 stations, there are 29 million radios in automobiles alone! *This is in addition* to the 70,000,000 other sets reachable through the Nation's Voice.

The Politz studies, in five separate markets, show conclusively that people *trust, respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station. These studies also show that in areas where television is most highly developed, two thirds of the adult population listen to radio on any given day — and within a week, 87.8% listen!

The Nation's Voice Story is in brief presentation form in all Christal offices. It is a story that every advertiser should know. Call now and arrange for a demonstration.

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

RADIO SPOT ONLY FOR LEEMING, PACQUIN

Companies, which operate under same management, announce plans for entire 1956-57 advertising budget at luncheon given in New York by Peters, Griffin, Woodward, station representatives.

THE entire 1956-57 advertising budget of Thomas Leeming & Co. and Pacquin Inc., companies operating under the same management, is going into spot radio in order to take advantage of spot's quickness in reaching prospects and its opportunities for merchandising at the local level.

This reasoning was spelled out by company and agency officials at a luncheon which took on a somewhat unusual aspect from the fact that it was attended not only by officials of client, agency and station representation firm, but also a sizeable number of the stations being used in the campaign.

It is the first time in 16 years that the Leeming (Ben-Gay) and Pacquin (Silk 'n' Satin, hand creams) companies have concentrated their advertising in spot radio exclusively. In the past they have been regular users of Sunday newspaper supplements.

The luncheon at which the decision was explained and the campaign strategy outlined was held Oct. 31 in New York under the auspices of Peters, Griffin, Woodward Inc., station representation firm. On hand were officials of approximately a dozen PGW-represented stations, who stayed over for the occasion after attending the Radio Advertising Bureau's second annual National Radio Advertising Clinic [B•T, Nov. 5] and key executives of Leeming-Pacquin and of their agency, William Esty Co., as well as PGW officials. The purpose, PGW explained, was to enable the stations and the client and agency to discuss the campaign face to face.

In the campaign, which opened in late October with firm orders for six months, Leeming-Pacquin is using more than 200 radio stations in approximately 200 markets, with spot announcements throughout the day and early evening. A separate series of commercials has been distributed for each of the three products being advertised.

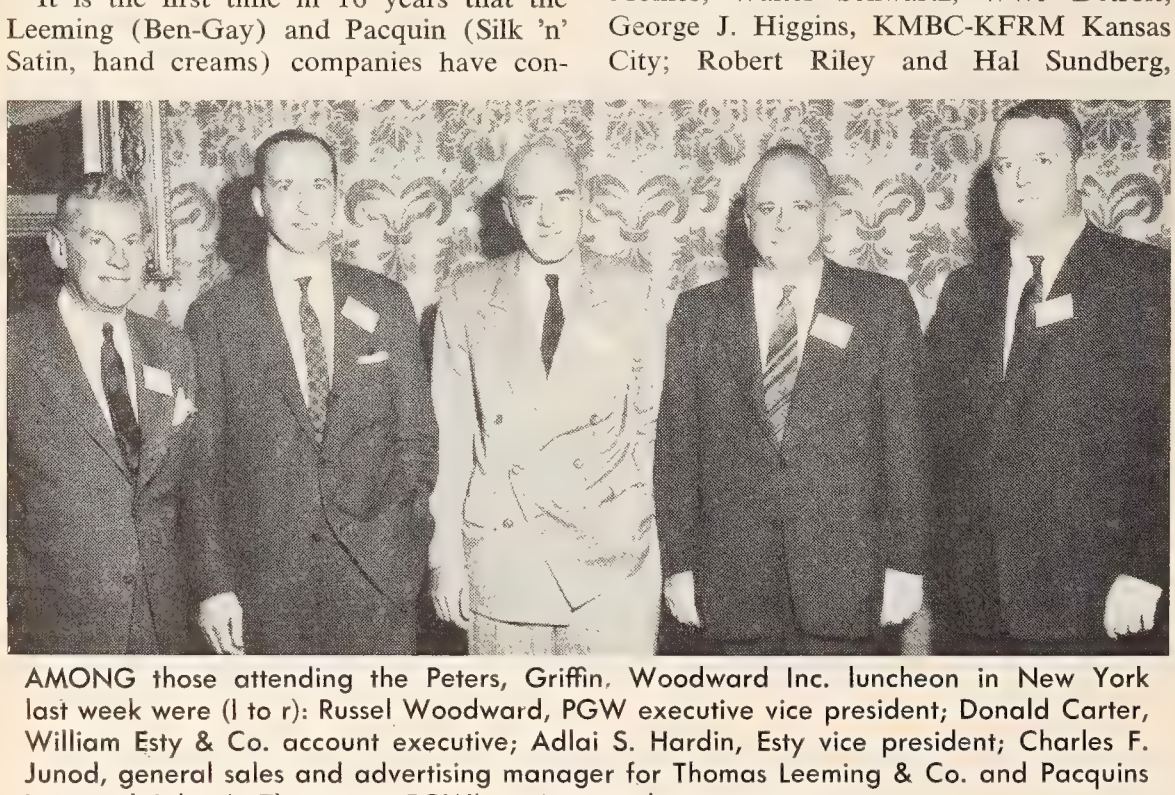
Charles F. Junod, general sales and advertising manager for Thomas Leeming and Pacquin, and Donald Carter, Esty account executive for the three products, were principal speakers at the luncheon. John A. Thompson, assistant sales manager for PGW, was luncheon host.

Others present included the following from the Esty company:

Adlai S. Hardin, vice president; William Young, vice president or merchandising; Walter Wright, merchandising manager; R. C. Grahl, head timebuyer; Robert Kriso and Hal Simpson, timebuyers.

From PGW-represented radio stations: John M. Rivers, WCSC Charleston, S. C.; John McIntosh Jr., KYW Cleveland; Robert Harter and Woody Woods, WHO Des Moines; Walter Schwartz, WWJ Detroit; George J. Higgins, KMBC-KFRM Kansas City; Robert Riley and Hal Sundberg, WMBD Peoria, Ill.; R. W. (Gus) Youngsteadt, WPTF Raleigh, N. C.; C. L. (Chuck) Burrow, WBZ-WBZA, Boston-Springfield; A. W. (Bink) Dannenbaum Jr., and Perry B. Bascom, Westinghouse Broadcasting Co.

From PGW: Russel Woodward, executive vice president and radio director; John A. Thompson, assistant sales manager; Frank B. Woodruff, promotion and research director; Jones Scovern, vice president and business manager and Donald W. Frost, radio account executive.



AMONG those attending the Peters, Griffin, Woodward Inc. luncheon in New York last week were (l to r): Russel Woodward, PGW executive vice president; Donald Carter, William Esty & Co. account executive; Adlai S. Hardin, Esty vice president; Charles F. Junod, general sales and advertising manager for Thomas Leeming & Co. and Pacquins Inc., and John A. Thompson, PGW's assistant sales manager.

BSF&D, Hudson to Terminate Their 22-Year Association

A 22-YEAR-OLD association of Hudson Motors and Brooke, Smith, French & Dorrance, Detroit, will be terminated "either on Dec. 1 or the end of that month," George Staudt, advertising manager of the Hudson Motors Div., American Motors, told B• Thursday. The agency had served notice t resolve potential competitive conflicts."

Mr. Staudt said that his firm had not ye fully discussed a new agency, declining com ment on reports that the $2.8 million accoun would go to Geyer Adv., Detroit, whic handles the Nash Div. of American Motors Sam H. Ballard, president of Geyer, also de clined comment.

Hudson, at one time an $8 to $10 millio account, came to BSF&D in 1934, and as i gradually lost its place among the top U. S automakers after the war, cut its advertisin proportionately. Basically a print media user Hudson's sole broadcast activity was on co-operative basis with the Nash and Kel vinator Divs. on ABC-TV's *Disneyland.*

BSF&D gave Hudson a flexible termina tion date to allow the automaker to complet its introductory campaign for the 195 models. No indications were given as to jus what "potential competitor" (to Hudson would be taken on by the agency.

Agencies Courting Bulova For Electric Shaver Account

AT LEAST 14 advertising agencies hav been soliciting Bulova Watch Co., Flushing N. Y., in an attempt to handle the company' newest product, an electric shaver for men The shaver currently is being tested durin the pre-holiday season but no advertisin has been placed for it. Bulova's watch an radio advertising is serviced by McCann Erickson, New York.

Stanley Simon, vice president and treas urer of Bulova, told B•T that "we ar happy with McCann-Erickson" but as fo the shaver, it is still in the "trial distributio stage." He said Bulova will not make decision about its advertising agency fo the new product until after the first of th year.

In the shaving line, McCann-Erickson currently handles Mennen, with its shavin cream and Gem razor accounts.

Whirlpool-Seeger Names VP's

ELECTION of three executives, includin John L. Bricker, marketing director, as vic presidents of Whirlpool-Seeger Corp. wa announced Friday by Elisha Gray II, it press president, following a board meeting Mr. Bricker, formerly merchandising direc tor of Colgate-Palmolive Co., joined Whirl pool-Seeger Corp. last March and will con tinue to direct marketing of RCA Whirlpoo brand products. Other new vice president are Robert L. Evans, general manager o W-S's Clyde (Ohio) Div., and William E Mahaffay, an engineering specialist, who will direct engineering, research and devel opment. Edward C. Cudmore, secretary and assistant treasurer, was appointed controller

Ball to Miller Brewing

APPOINTMENT of Edward G. Ball as it advertising manager has been announced by Miller Brewing Co., Milwaukee, a sub stantial radio and television advertiser.

Mr. Ball, formerly vice president of Math isson & Assoc., Miller's agency, suceeds Vernon S. Mullen Jr., who resigned las summer.



"want to bat yourself 1.000?"

"Then try that big league team up there in Maine, like all these sharp young radio and TV buyers keep saying!" Smart counsel from Al Schacht, baseball's famous clown-prince-turned-*restaurateur*, who delivers a great pitch at his East 52nd Street dugout in New York. A big favorite with his fans from Madison Avenue.

"No curve about it," he says. "The best nine in Maine are those pay-off counties around the Bangor home-plate. Half-a-billion retail sales tucked right in their back pocket! And the hottest double-play combination to cover 'em is WABI radio and WABI-TV. Got the bleachers packed with 432,000 customers, all hollering for more!"

Al knows what he hears — and he hears a lot these days. When it's three and two, and you're looking for the big one, the wise timebuyers know you can always count on WABI radio and WABI-TV to belt out the winning run on your product. Get your advertising out of the sandlots and play it big league up in Maine!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

MJ&A Board Chairman James R. Adams Dies

BURIAL of James Randolph Adams, 58, board chairman of MacManus, John & Adams, Bloomfield Hills, Mich., was held Thursday at Holy Sepulchre Cemetery in that Detroit suburb. One of the three founders of MJ&A (along with W. A. P. John and Theodore F. MacManus), Mr. Adams died Monday night following a brief illness.



MR. ADAMS

Following service in World War I, Mr. Adams joined Studebaker Corp. as editor of that firm's house organ. He later joined the Chicago advertising agency of Critchfield & Co. as copywriter on the Ford-Lincoln account and in 1927, moved to Campbell-Ewald, Detroit, in a similar capacity on Chevrolet.

In 1934, MJ&A was founded. Last year, Mr. Adams succeeded Mr. John as board chairman with Ernest A. Jones assuming the presidency. Credited with personally having written $200 million worth of copy, Mr. Adams saw MJ&A rise to $40 million in annual billing, servicing such accounts as Cadillac, Pontiac, Dow Chemical Co. and Minnesota Mining & Mfg. Co.

Survivors include a son, Charles F. Adams, and two daughters, Mrs. Marilyn Heckencamp and Mrs. Ellen Ann Conlin.

Basketball Sponsors Sign

CARTER PRODUCTS Inc., through Sullivan. Stauffer, Colwell & Bayles, New York, and Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, New York, have signed as the first two sponsors of NBC-TV's 1956-57 coverage of National Basketball Assn. games, William R. (Billy) Goodheart Jr., NBC-TV sales vice president, announced last week. Carter, for Rise push-button shave cream, will sponsor one-quarter of the Dec. 15 and Dec. 22 games, plus one-quarter of six alternate week games starting Jan. 12. B-M, for Bufferin and Vitalis, will sponsor one-quarter of seven games (alternate weeks) starting Jan. 5.

J & J Adds Two CBS-TV Shows

JOHNSON & JOHNSON (medical supplies), New York, in addition to continued alternate sponsorship of *Robin Hood,* has increased its advertising budget by signing for quarter-hour segments of both the *Garry Moore Show* and *Our Miss Brooks* on CBS-TV. Effective Jan. 11, the firm will sponsor on alternate Fridays the 10:30-45 a.m. segment of *Garry Moore* and the 2:15-30 p.m. portion of *Our Miss Brooks.* Young & Rubicam, New York, is the agency for Johnson & Johnson.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 13 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk Co. through Gardner, and S. C. Johnson & Son through Foote, Cone & Belding (also Nov. 27).

Nov. 14 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 21, 28).

Nov. 16 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 23).

Nov. 18 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 25).

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Nov. 12-16 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 19-21, 23, 26-28, 30, Dec. 3-7, 10-14).

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 13 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 20, 27, Dec. 4, 11).

Nov. 13 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 20, 27, Dec. 4, 11).

Nov. 14 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also Nov. 28, Dec. 5).

Nov. 15 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 22, 29, Dec. 13).

Nov. 16 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 30, Dec. 14).

Nov. 17 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 24, Dec. 1, 8).

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 19 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 26, Dec. 3).

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 2, 9).

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

Nov. 27 (9:30-10:30 p.m.) *March of Medicine,* Smith, Kline & French through Doremus-Eshleman.

Nov. 30 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald.

Dec. 1 (9-10 p.m.) *Alcoa Playhouse,* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 9).

Dec. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet through Campbell-Ewald.

Dec. 8 (1-2 p.m.) *Fashion Show,* Warner Bros. Co. through C. J. LaRoche.

Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Dec. 15 (10:30-11 p.m.) *Hit Parade,* Richard Hudnut through BBDO.

[Note: This schedule will be corrected to press time of each issue of B•T]

McNeely Joins Buchanan

JOHN F. McNEELY has joined the San Francisco office of Buchanan & Co. as senior account executive and group supervisor for the Tidewater Oil Co. account, according to William Dasheff, executive vice president in the agency's New York office.

Mr. McNeely was one of the founders of KSDJ (now KCBQ) San Diego and formerly operated his own advertising and public relations firm in Los Angeles. For the past three years, he has been account supervisor and assistant to the president of West-Marquis Inc., Los Angeles.

Zenith Appoints Earle Ludgin

APPOINTMENT of Earle Ludgin & Co. Chicago, to handle consumer-trade adver tising for Zenith Radio Corp.'s radio, tv phonograph and high fidelity products ha been announced by the corporation. The agency will assume the account, recently re signed by BBDO to make room for the Philco business [B•T, Oct. 15, 8], within 30 days, according to L. C. Truesdell, Zenith vice president and sales director. MacFarland, Aveyard & Co. continues to handle the company's hearing aid advertising. Zenith is a sponsor of NCAA football on NBC-TV.

MAD ABOUT WJBK RADIO Detroit

ASHE & KOLHOFF, Inc.

9370 GRAND RIVER AVENUE · DETROIT 4, MICHIGAN · TEXAS 4-6660

Muntz TV

October 26th, 1956

Mr. Harry R. Lipson
Vice President and
Managing Director
WJBK-Radio
Detroit, Michigan

Dear Mr. Lipson:

Eight years of steady advertising over WJBK-Radio and eight years of steadily increasing daily sales, call for a few kudos in your direction.

The WJBK broadcasts are used to secure home demonstrations. We rely on this technique instead of elaborate showrooms, which enables us to offer Muntz TV sets at market shattering prices. Your ace air salesmen - Don McLeod, Clark Reid, Tom George and Casey Kasem, never fail to make our phones and cash registers ring.

We employ a realistic and practical merchandising approach to give full value to our customers. We are, therefore, specially conditioned to appreciate a practical and realistic sales tool such as WJBK.

Keep working for us.

Sincerely,

Albert Ashe George Kolhoff

Albert Ashe George Kolhoff

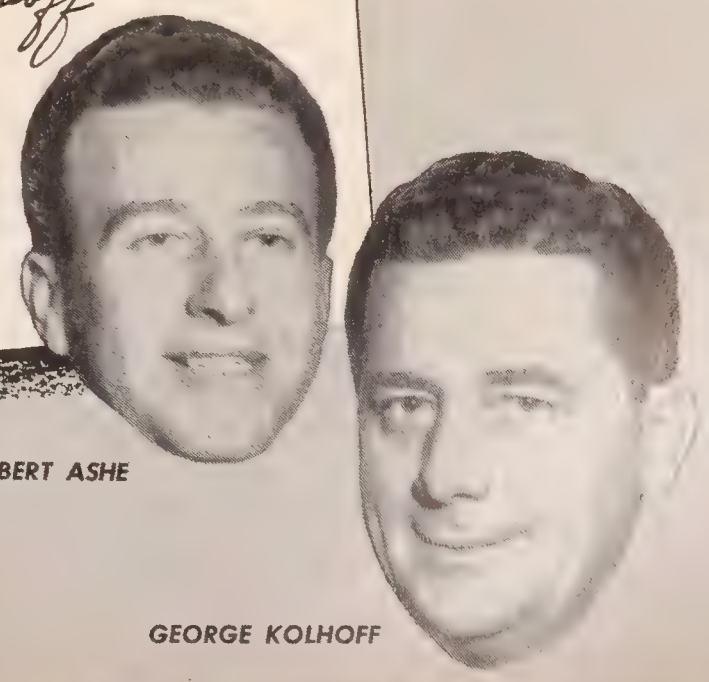
for
MUNTZ-TV

AA
GK /vt

Michigan's Most Powerful Independent Station

10,000 WATTS DAY
1,000 WATTS NIGHT
1500 KC

Realistic Profitable Results *Always!*



ALBERT ASHE

GEORGE KOLHOFF

TOM HARKER
Vice Pres. in Charge of Sales
118 E. 57th, N. Y. 22, MU 8-8630

A STORER STATION

Represented by THE KATZ AGENCY, INC.

Gas Assn. to Sponsor 'Playhouse 90' Half-Hour

THE AMERICAN Gas Assn. will sponsor on alternate Thursdays a half-hour of the 90-minute *Playhouse 90* on CBS-TV, effective Jan. 10. It will be the association's first use of network tv as an advertising medium.

The purchase was announced Thursday by William H. Hylan, CBS-TV's vice president in charge of network sales, and Frank H. Trembly, chairman of the National Gas Industry Television Committee.

AGA will sponsor the 10:30-11 p.m. portions (alternate weeks) of *Playhouse,* which is seen 9:30-11 p.m. EST. The agency is Lennen & Newell, New York.

An AGA-CBS joint announcement pointed up that the association represents 400 ga utility companies, serving 95% of the house holds using gas, and manufacturers, equip ment suppliers, transmission companies an gas producers.

With the sale to American Gas, and wit Marlboro cigarettes set to sponsor the othe 10:30-11 p.m. segment on alternate week *Playhouse 90* has achieved sell-out statu

DENTIFRICES IN LOS ANGELES TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Crest (Benton & Bowles)	8	2	10-2/3	127
2.	Gleem (Compton)	9	3	10	99
3.	Colgate Dental Cream (Ted Bates)	7	1	7-2/3	91
4.	Ipana (Doherty, Clifford, Steers and Shenfield)	5	2	5-1/3	66
5.	Brisk (William Esty)	4	1	4	41
6.	Pepsodent (Foote, Cone & Belding)	1	1	1	23
7.	Kolynos (Grey)	(P)	1	2	13
8.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	2	2	1-1/2	8
9.	Ammident (Harry B. Cohen)	(P)	1	1	3

LOS ANGELES INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Brisk (William Esty)	4	6	34	189
2.	Colgate Dental Cream (Ted Bates)	7	3	14-2/3	121
3.	Crest (Benton & Bowles)	8	3	13-2/3	120
4.	Gleem (Compton)	9	3	11	60
5.	Ipana (Doherty, Clifford, Steers and Shenfield)	5	3	6-1/3	46
6.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	2	3	7-1/2	28
7.	Pepsodent (Foote, Cone & Belding)	1	1	1	8
8.	Ammident (Harry B. Cohen)	(P)	1	1	1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Five Advertisers Signed By 'Today', 'Home', 'Tonight'

SIGNING of five advertisers for particip tions on NBC-TV's, *Today, Home* and *T night,* amounting to almost $2 million gross billings, was announced last week Roy Porteous, manager of sales for NB TV's participating programs.

The advertisers and number of particip tions on the programs: American Radiat & Standard Sanitary Corp., New Yor through BBDO, New York, 78; W. Young Inc. (Absorbine Jr. liniment), Sprin field, Mass., through J. Walter Thompso New York, 78; Florida Citrus Commissio Lakeland, Fla., 55; Firestone Tire & Rubb Co. (Foamex and Velon products), Akro through Grey Adv., New York, 30, and t Carrier Corp., Syracuse, through N. Ayer & Son, New York, 30.

Erwin, Wasey of Minnesota Names White as President

WILLIAM G. WHITE, executive vice pr ident of Erwin, Wasey Co. of Minnes has been named president of the Minnes organization, it has been announced David Williams, president of Erwin, Was Co., national agency with headquarters New York City. Mr. White succeeds M Martin, veteran Minneapolis-St. Paul adv tising man, who will continue his assoc tion with the firm as a consultant.

Mr. Williams also announced the sel tion of two new vice presidents for the M nesota agency: Donald J. Herzog, an count executive for the past five years, a William J. Nee, radio-tv director and count executive since 1952.



NEW OFFICERS of Erwin, Wasey Co. of M nesota discuss a layout. L to r: William White, president; Donald J. Herzog, vi president, William J. Nee, vice presiden

IF RADIO TV IS YOUR BUSINESS-

THEN THIS IS FOR YOU

- TIME BUYERS
- ESTIMATORS
- RESEARCHERS
- STATION AND NETWORK REPRESENTATIVES
- MEDIA DIRECTORS
- ACCOUNT EXECUTIVES
- SALES MANAGERS

HAVE YOU REGISTERED YET?

THE RADIO & TELEVISION EXECUTIVES SOCIETY

PRESENTS THE 1956-57

TIME BUYING AND SELLING COURSE

NOVEMBER 13, 1956—MARCH 19, 1957

SIXTEEN LUNCHEON SEMINARS . . . LIVELY AND PROVOCATIVE . . .
OUTSTANDING SPEAKERS FROM THE ENTIRE INDUSTRY . . .

HOTEL SHELTON
LEXINGTON & 49th ST.
First session: Nov. 13

TUESDAYS 12:15 p.m.
Registrants—$3.00
Non Registrants—$4.00

Send with your check NOW to:

Time Buying & Selling Course
Radio & TV Executive Society
Hotel Biltmore—Madison Avenue
New York 17, N. Y.

REGISTRATION $10

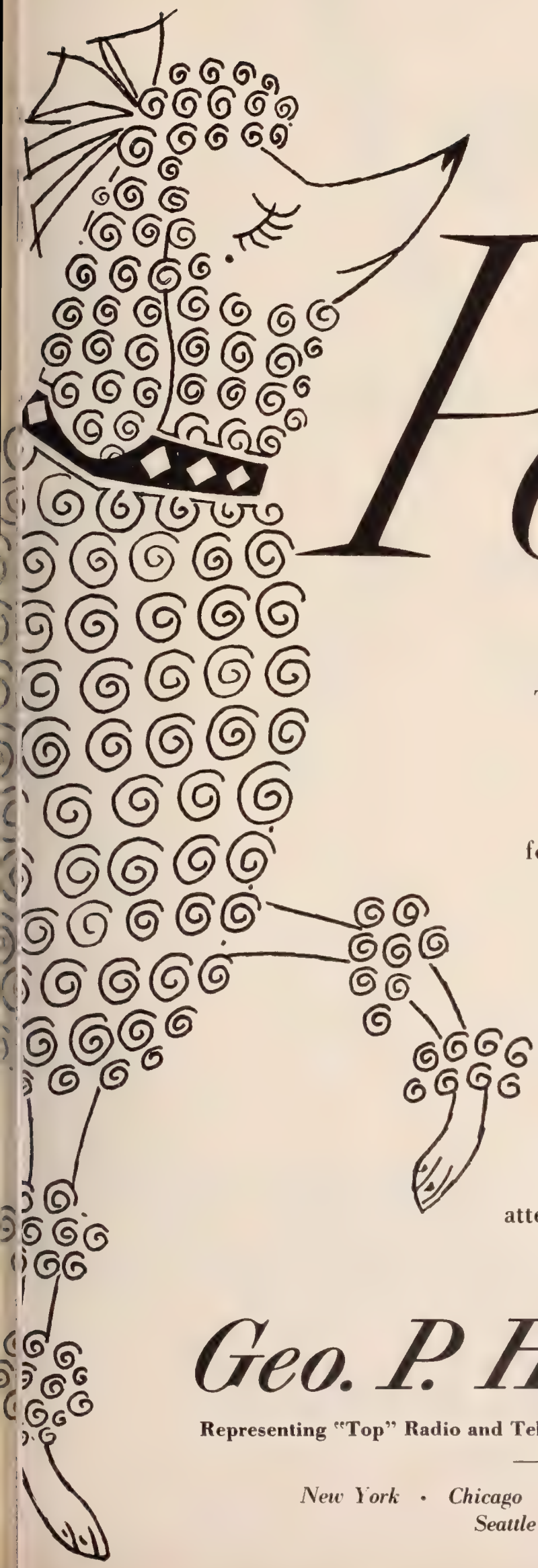
NAME . . . . . .

FIRM . . . . . .

ADDRESS . . . . . .

. . . . . .

THERE ARE No Pampered



Pets!

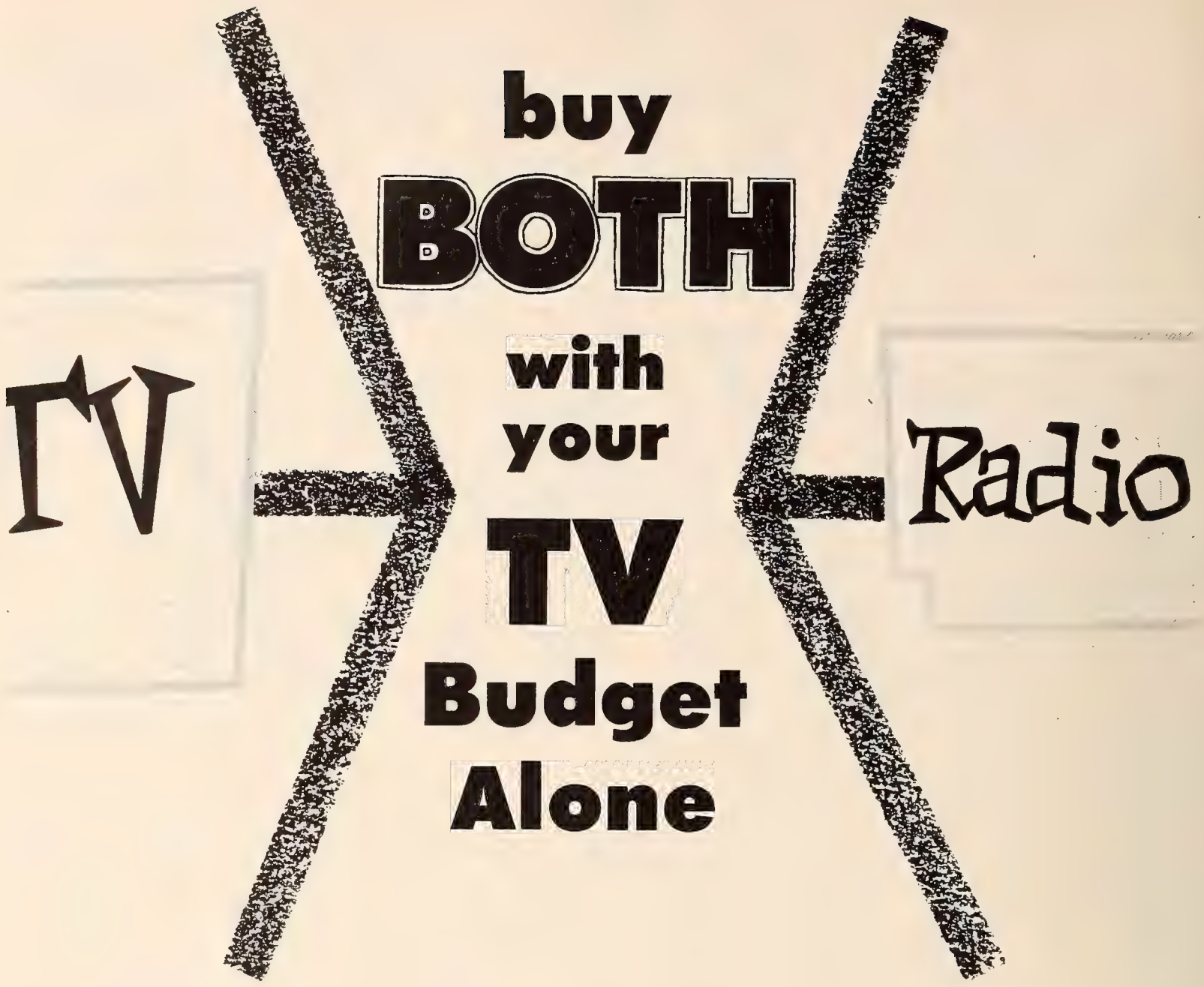
There are no pampered pets on the Hollingbery list. No single station gets all the choice attention and service for no station or group of stations account for as much as ten per cent of the total billing — An "ID" on the smallest station gets the same attention and service as a program on the largest station. The Hollingbery man — the salesman is judged by "orders" not how well he caters to the whims of a selected few.

It's a sad situation where pampered pets get all the attention. That can't happen to a Hollingbery station.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis



In the Twin City market you can buy solid television "IMPACT" on WTCN-TV . . . *AND* because of the favorable WTCN-TV rates you have plenty of budget left over to buy "FREQUENCY" on WTCN Radio! S-T-R-E-T-C-H your media dollar to include *both* radio and television in this $4,000,000,000.00 market!

WTCN Radio and WTCN-TV combine to give you a massive audience at a low cost-per-thousand! Let your Katz representative prove to you that WTCN Radio and WTCN-TV are your best buys!

"The Station of the Stars"

WTCN Radio
1280 kilocycles 5,000 watts

WTCN-TV
***Channel* 11 316,000 watts**

MINNEAPOLIS-ST. PAUL

Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

ABC Network

LATEST RATINGS

ARB

TOP TEN TV SHOWS (OCT. 8-14)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating	Viewers (000)
1.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	54.4	48,180
2.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	42.6	33,950
3.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	41.6	40,300
4.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	35.6	
5.	G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	35.4	30,740
6.	I've Got A Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10	35.4	29,540
7.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	35.3	29,350
8.	Red Skelton	S. C. Johnson & Son Pet Milk Co.	Foote, Cone & Belding Gardner	CBS	100	Tues., 9:30-10	34.8	
9.	You Bet Your Life	DeSoto	BBDO	NBC	155	Thurs., 8:30-9:30	34.3	
10.	Jackie Gleason	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	33.8	33,890
	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin Paus Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles	NBC	128	Sat., 8-9		32,630
	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	176	Wed., 7:30-8:30		28,750
		American Dairy Derby Foods	Campbell-Mithun McCann-Erickson					
	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	170	Sat., 10-10:30		27,860
	Your Hit Parade	Richard Hudnut	BBDO	NBC	175	Sat., 10:30-11		27,860

Copyright by American Research Bureau

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING SEPT. 22)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week					(Average for all Programs)		(619)
1.	Dragnet	Anahist	Ted Bates	NBC	142	Tues., 8-8:30	1,333
2.	People Are Funny	Crowell-Collier Brown & Williamson Anahist	Grey Ted Bates Ted Bates	NBC	170	Thurs., 8-8:30	1,238
3.	Best of Groucho	De Soto	BBDO	NBC	191	Wed., 9-9:30	1,143
4.	Truth or Consequences	Crowell-Collier Anahist	Grey Ted Bates	NBC	169	Wed., 8-8:30	1,143
5.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,048
6.	Counter-Spy	participating sponsors and agencies		MBS	451	Fri., 8-8:30	1,048
7.	Treasury Agent	participating sponsors and agencies		MBS	453	Tues., 8-8:30	1,048
8.	Notre Dame Football Games	Pontiac	MacManus, John & Adams	MBS	326	Sat., 1:30-conc.	1,048
9.	Gangbusters	participating sponsors and agencies		MBS	450	Wed., 8-8:30	1,000
10.	Official Detective	participating sponsors and agencies		MBS	452	Thurs., 8-8:30	1,000
Evening, Multi-Weekly					(Average for all Programs)		(714)
1.	News of World	Miles Lab	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,143
2.	One Man's Family	participating sponsors and agencies		NBC	179	Mon.-Fri., 7:45-8	1,143
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,048
Weekday					(Average for all Programs)		(1,143)
1.	Young Dr. Malone (1st Half)	Toni	North Adv.	CBS	186	Wed., Fri., 12:30-45	1,809
2.	Helen Trent (1st Half)	Ex-Lax	Warwick & Legler	CBS	187	Fri., 12:30-45	1,714
3.	Helen Trent (1st Half)	Carter	Ted Bates	CBS	188	Mon., Wed., 12:30-45	1,714
4.	2nd Mrs. Burton (1st Half)	Colgate	Wm. Esty	CBS	191	Mon., Fri., 2:15-30	1,667
5.	2nd Mrs. Burton (2nd Half)	Standard Brands	Ted Bates	CBS	191	Mon., Wed., Thurs., Fri., 2:15-30	1,667
6.	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	196	Tues., Thurs., 1:15-30	1,667
7.	This Is Nora Drake (2nd Half)	Toni	North Adv.	CBS	172	Thurs., 2:30-45	1,619
8.	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	194	Mon., Tues., Thurs., 12:45-1	1,619 1,619
9.	Aunt Jenny	Lever	Foote, Cone & Belding	CBS	197	Mon., Wed., Fri., 1:15-30	1,571
10.	Arthur Godfrey	Norwich	Benton & Bowles	CBS	200		1,571
Day, Sunday					(Average for all Programs)		(429)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-2	1,000
2.	Weekend News	Texas Co.	Kudner	ABC	190	Sun., 1:30-35	809
3.	Old Fashioned Revival Hour	Gospel Broadcasting	R. H. Aber Co.	ABC	214	Sun., 4-5	714
Day, Saturday					(Average for all Programs)		(667)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,333
2.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 1-1:05	1,286
3.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	182	Sat., 10-10:05	1,048

Gumbinner Gets $3 Million In Block Drug Co. Billing

BLOCK DRUG Co., Jersey City, N. J., last week appointed Lawrence C. Gumbinner Adv., New York, to handle six of its products—billing approximately $3 million yearly—effective Jan. 1.

Three of these—Omega oil, Laxium and Poslam ointment—billing well over $200,000 with a substantial part of it in broadcast media, were resigned in September by Emil Mogul Co., New York, because of "product conflicts and other considerations" [B•T, Sept. 24]. Two other products—Sterakleen denture cleanser and Minipoo dry shampoo—billing $150,000 (out of $200,000 total) in radio-tv, will go to Gumbinner from Dowd, Redfield & Johnstone, New York.

Last September, spokesmen at Mogul Co. said that Block had offered Mogul these two DR&J accounts, but DR&J Executive Vice President Edmund F. Johnstone then claimed to have no knowledge of such an impending move.

The sixth product assigned Gumbinner—Amm-I-Dent toothpaste—has been "at liberty" since the end of August, when Block dropped Harry B. Cohen Adv., New York, then handling that account along with three others which subsequently went to Sullivan, Stauffer, Colwell & Bayles [CLOSED CIRCUIT, Aug. 27, B•T, Sept. 17]. Amm-I-Dent will comprise the largest billing of the Block products.

Proprietary Drug Advertisers Need Copy Change, Says Foss

PROPRIETARY (non-prescription) drug advertisers, alarmed over the inroads made in sales by the ethical drug industry, should look first to their advertising copy before taking up the crying towel, members of the Sales Executives Club of St. Louis were told Nov. 2 by Gene K. Foss, marketing vice president of Grove Labs.

Mr. Foss, pointing to the $1.15 billion ethical drug market as against the $650 million proprietary drug business, said that while the discoveries of "wonder drugs" such as cortisone, acth, and aureomycin have had an immeasurable effect on the boom, one of the causes for the lag in non-prescription drug sales lay in the lack of "reason-why" copy.

While the ethical drug field is propagating its cause through such tv shows as *Medic* and *March of Medicine*, Mr. Foss charged many proprietary drug houses are filling the airwaves with exhortations about "miracle ingredients" that have absolutely no meaning to the average viewer. The reason for this, said Mr. Foss: "these commercials don't explain just what's supposed to be in these so-called 'miracle ingredients'." He said another fault, in radio-tv as well as print copy, is that of "over-commercialization"—for example, taking the term lanolin and applying it to so many products that the public loses the true meaning of lanolin.

Mr. Foss said Grove Labs, realizing the shortcomings in proprietary drug copy, has changed its strategy. He cited the advertising of Citroid Compound, an anti-histamine cold preparation, which was introduced to the public with radio-tv spots that spelled out its benefits, told how the drug ingredients actually worked, and reported what actual lab studies showed as results. He said Grove also scrapped the formula of employing "glib-tongued" professional actors in favor of four selected newcasters on radio and tv, while for its print ads, it runs exceptionally long explanatory ads.

Sheen Offered as Co-op

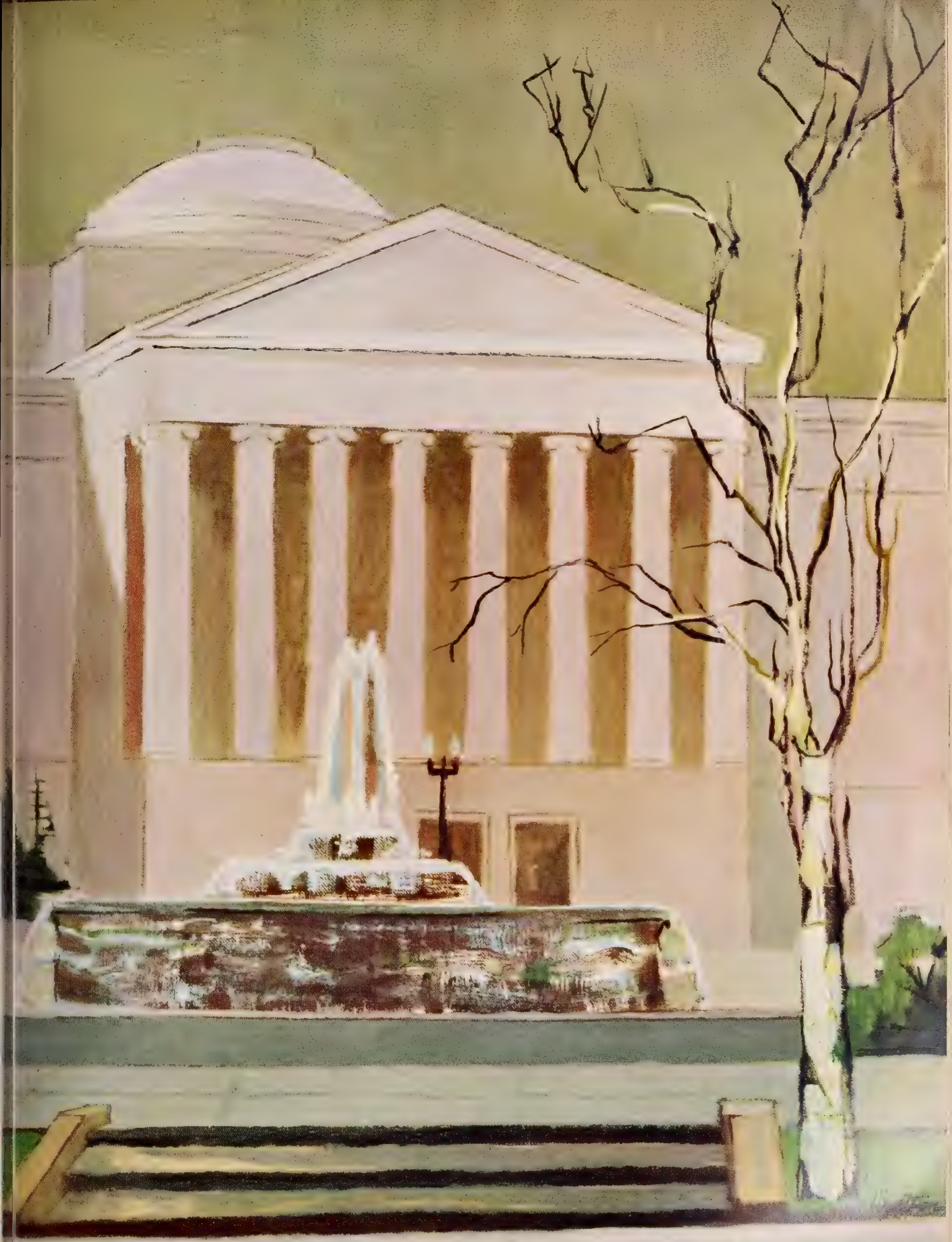
ABC-TV's *Life Is Worth Living*, featuring Bishop Fulton J. Sheen, will return on Dec. 3 (Mon., 9-9:30 p.m. EST) and is being made available for local co-op sponsorship.



THE NATIONAL GALLERY:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



THE NATIONAL GALLERY

by William Walton.
Eighth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Reprints of this series available on request.

Hal Davis Appointed To Post at Grey Adv.

HAL DAVIS, vice president of promotion and publicity and member of the board of directors and the marketing plans board at Kenyon & Eckhardt, New York, has been named vice president of radio and television and a member of the plans board of Grey Adv., it was announced last week by Arthur C. Fatt, president.



MR. DAVIS

Mr. Davis, who will report to Alfred L. Hollander, vice president in charge of radio-tv for the agency, joins Grey on Jan. 1 but will leave K&E early next month to handle the promotion and management of a Middle East tour of the Benny Goodman band. W. Stephen Dietz, chairman of K & E's market plans committee, will take over as acting director of the promotion and public relations department, succeeding Mr. Davis. Mr. Dietz has been with K&E for the past year and before that was an account supervisor at Ogilvy, Benson & Mather, New York.

Mr. Davis' appointment is part of a major expansion of Grey's radio-television operations, which have grown to represent more than a third of its total billing.

Lottery Suspected in Folger West Coast Radio Promotions

A WEST COAST coffee company promotion—which enlists radio spots to publicize the gimmick—is under suspicion as a lottery by the FCC.

The Commission has asked 34 radio stations in California, Washington and Oregon to give it more information on the J. A. Folger & Co. "doorbell ringing" promotion. The inquiry was sent to stations which had filed applications for license renewal and which, the FCC understood, were carrying the promotion.

The purported campaign involves the Folger message over the airwaves admonishing listeners to be prepared for the Folger representatives visit. If the door is opened by a person holding a can of Folger's coffee, the coffee firm promises that its representative will present a gift to the homeowner.

This may constitute a lottery, the FCC intimated, since the need for winning the prize involves having a can of Folger's coffee in one's hands. This may constitute the consideration—one of the three elements of a lottery, it was explained. The other two elements of a lottery involve chance and a thing of value.

An FCC spokesman said that the Commission had just been informed about the promotion and was not aware that it had been broadcast for more than five years.

The promotion was the subject of a suit in 1952 in California, brought by the Raymond R. Morgan Co., Hollywood advertising agency, against Benton & Bowles for infringement. The jury brought in a $375,000 verdict against Benton & Bowles. While judgment was on appeal, Benton & Bowles settled with Morgan for an undisclosed sum. In denying infringement, Benton & Bowles claimed there was nothing original about the idea, that it was not copyrightable, and that it was not a lottery.

The Commission has been investigating two other purported lottery programs. One, involving the Caples Co.'s *Play Marko* bingo type program, is the subject of a law suit by the advertising company against the Commission. The other is a program called *Ringo,* promoted by the Azrael Advertising Co., Baltimore, Md.

Lentheric to Shift Account To Earle Ludgin & Co. Agency

LENTHERIC Div. of Helene Curtis Industries is set to shift its estimated $1.2 million perfumes-and-cosmetics account from Grant Adv. Inc. to Earle Ludgin & Co., probably effective Jan. 1, it was reported last week. Ludgin agency already handles Spray Net for Helene Curtis and Stopette for its subsidiary, Jules Montenier, and adds the Tweed line of perfumes and hair spray, for which principally radio has been used. Lentheric was purchased recently from Olin Mathieson Chemical Corp. Earl Ludgin & Co. past fortnight also gained the Zenith (see separate story) and Easy washing machine accounts, the latter active in radio and television [AT DEADLINE, Nov. 5], representing estimated combined annual billings of more than $3 million.

BUSINESS

Universal-International (Universal Pictures Co., New York) through Donahue & Co., N. Y., last week began advance tv spot announcement campaign in 35 markets with more than 400 spots to be used in advance of its scheduled January release of "Written on the Wind" feature.

Shulton Inc. (toiletries), Clifton, N. J., through Wesley Assoc., N. Y., to sponsor special, one-time program, *Victor Borge's Comedy in Music* on CBS-TV, Dec. 11 (9-10 p.m. EST). Firm sponsored similar program featuring Mr. Borge last June.

Harris, Upham & Co. (stock brokerage firm), N. Y., renews *Wall Street Final* for additional 13 weeks on ABC Radio. Program is aired Monday through Friday, 5:55-6 p.m. Agency: Albert Frank-Guenther Law, same city.

AGENCY APPOINTMENTS

Colgate Palmolive Co., N. Y., has appointed Bates & Co., N. Y., for Fab, effective Jan. 1.

Quaker Oats Co., Brunswick, N. J., appoints Clinton E. Frank Inc., Chicago, Ill., for its Flako line of baking mixes, effective Jan. 1.

Reddi-Wip Inc., L. A., appoints D'Arcy Adv., St. Louis, Mo., effective Dec. 1. Advertiser spends about $1 million in all media.

Rival Packing Co., Chicago, makers of Rival dog food, appoints McCann-Erickson Inc., same city.

Diamond Match Co., N. Y., appoints Doremus & Co., same city, for its new product, Charcoal Briquets.

A&A PEOPLE

Robert M. Curtis, account supervisor, J. Walter Thompson Co., N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as vice president and account executive in Bristol-Myers unit.

Lee F. Desmond, vice president and assistant to division president, Dodge Div. of Chrysler Corp., Detroit, promoted to vice president in charge of advertising, sales promotion and other activities for Dodge passenger cars and trucks.

Robert R. Warriner, vice president in charge research, marketing, Scheideler & Beck, N. Y., to Donahue & Coe, same city, as research director.

West Gillingham, formerly account executive with W. B. Doner & Co., Detroit, to Betteridge & Co., same city, as executive vice president.

Charles J. Thompson, account service chief, Richard Seller Adv., Portland, Ore., and **Don James,** copy chief, promoted to vice presidents. **Mike Pipes** joins agency as account executive and **Alan Barzman** named copywriter.

Ralph E. Head, merchandising executive and supervisor, BBDO, N. Y., appointed director of marketing and merchandising. He succeeds **Lyle J. Purcell,** resigned to become executive vice president of Select Magazines Inc., same city.

Cory D. Clark, advertising manager, Carnation Co., L. A., cereals division, to Compton Adv. Inc., same city, as senior account executive, effective Nov. 15.

John C. Vivian, MacManus, John & Adams Inc., N. Y., to McCann-Erickson Inc., Detroit, as account executive.

Douglas M. Bomeisler Jr., *Architectural Forum,* to Ogilvy, Benson & Mather, N. Y., as account executive.

R. R. Glenn, N. W. Ayer & Son, Detroit, to R. Jack Scott Inc., Chicago, as account executive. Also joining firm: **C. E. Spungin,** as account executive; **Joseph Pedott,** head of his own adv. agency, as account executive; **Robert Woolson,** Lucas-O'Connor Films, as tv producer; **Tom Harty,** Lloyd M. Rosenow Inc., Chicago, to production manager; **Jack J. Freeman,** Kuttner & Kuttner Inc., N. Y., as art director, and **Esther Friedland,** Aubrey, Finlay, Marley & Hodgson Inc., Chicago, to copy staff.

Mauriel Medearis, account executive, Frank Block Assoc., St. Louis, Mo., to Al Maescher Adv. Inc., Clayton, Mo.

Edward G. Ball, vice president, Mathisson & Assoc. Inc., Milwaukee, Wis., to Miller Brewing Co., same city, as advertising manager.

FLASH TO RADIO STATIONS FROM RCA THESAURUS! - TV's HOTTE



THE NEW LAWREN

Lawrence Welk, one of Television's greatest successes and the nation's biggest band attraction, is now ready to make money for your *radio* station.

Lawrence Welk's star is sky-high and still climbing! *Now,* RCA Thesaurus has captured the excitement of the fabulous Welk TV show for a 30-minute radio program. They're all here to build audiences for you — the same stars, the style, the *sell* that put Lawrence Welk's show consistently among the top ten TV shows, and also make it the most popular musical variety show on TV!

Here's *modern* radio programming...the kind that turns in peak sales performance. And here's what makes the difference: all New Orthophonic High Fidelity recordings . . . over 150 selections to date, most of which have not been previously recorded or transcribed by Welk . . . Welk himself emceeing, opening and cl the shows, introducing the tunes and the local announcer. entire Welk troupe, including "Champagne Lady" Alice Lo cordianist Myron Floren, violinist Dick Kesner, organist Burk, and all the rest of this winning team!

All this, plus special sponsor sales kits, including brochures, tion discs, promotion material recorded by Welk, and more!

Your sales tools are ready now, and you can start the shows D ber 3rd. If you are not a subscriber to the RCA Thesaurus li service, now is the time to get complete information about the Lawrence Welk Show and RCA Thesaurus for your market. other top name programs and features are available to subscr for the one low subscription price. Call for details today!

SUCCESS STORY NOW READY TO SELL FOR YOU. PRESENTING . . .



LAWRENCE WELK SHOW

BUILD BILLINGS WITH NEW RCA THESAURUS CHRISTMAS "SELL TUNES"

SELL-TUNES are the unique new commercial tunes that come to RCA Thesaurus subscribers free of additional cost. They're designed to boost station income and sales for sponsors. SELL-TUNES are tailored to all kinds of campaigns — automotive, food, furniture, and others . . . over 100 of them! And now, RCA Thesaurus presents 20 new Christmas SELL-TUNES made especially for holiday sponsors. Ask about them, and the "Big 26 for '56" package of commercial holiday features.

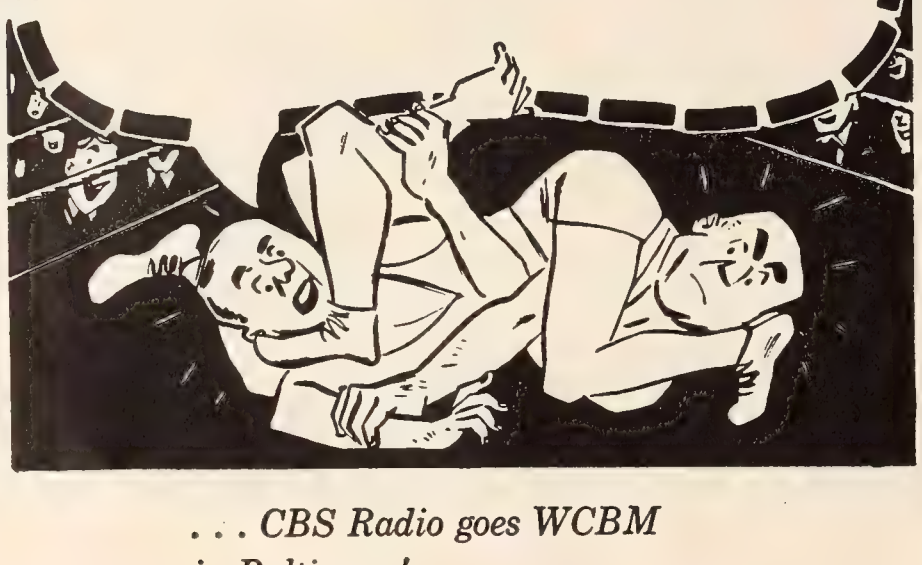
IS THE SALES-BUILDING RCA THESAURUS AVAILABLE IN YOUR MARKET?

Check your RCA Thesaurus representative today! There's a treasury of sales-building features available through your single RCA Thesaurus subscription. Over 25 big shows, 5,000 musical selections, including QUICKIE TUNES (less than two minutes each), SELL-TUNES and SELL-EFFECTS (more than 2,000 singing commercial jingles, commercial sound effects, program signatures, time and weather jingles). You also get the RCA Thesaurus local merchandising and sales aids, like "Shop at the Store with the Mike on the Door," plus many other wonderful features. Check your Thesaurus representative today!

RCA RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 • 445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-3530 • 522 Forsyth Bldg., Atlanta 3, Ga., JAckson 4-7703 • 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 • 1016 N. Sycamore Ave., Hollywood 38, Calif., OLdfield 4-1660

Heard the Latest?



. . . CBS Radio goes WCBM in Baltimore!

. . . this is the kind of news you'll like to hear—if you're *wrasslin'* with a Baltimore radio schedule.

. . . it simplifies matters because all you have to do is give WCBM a top spot on your schedule!

. . . and you'll be advising your clients right* . . . WCBM's own programming plus CBS features will give WCBM an even bigger "*hold*" on this fast growing market.

. . . if you want to "*pin down*" the facts call, write or wire direct . . . or contact our representatives.

**1st or 2nd in 146 out of 212 ½-hour rating periods 1st—104 times, 2nd—42 times*

WCBM

CBS RADIO AFFILIATE
10,000 WATTS ON 680 K. C.
BALTIMORE 13, MD.

Exclusive National Representatives THE BOLLING COMPANY, INC.

NO CHANGE SEEN IN CONGRESS POSTS

Democrats' retention of control probably means continuance of Senate and House leadership and chairmanships of committees controlling and/or investigating radio-tv.

WITH the Democrats retaining control o Congress, no change is expected in Senat and House leadership and in chairmanship of committees which have jurisdiction ove radio and tv broadcasting or which hav investigations underway in the industry.

Sen. Lyndon B. Johnson (D-Tex.) is ex pected to remain as Senate majority leade and Sen. William F. Knowland (R-Calif. as minority leader. Both have family inter ests in radio and tv stations.

The death of Rep. J. Percy Priest (D Tenn.) [B•T, Oct. 15], chairman of th House Interstate & Foreign Commerce Com mittee, brings Rep. Oren Harris (D-Ark.) next ranking Democrat, into line for th chairmanship. Rep. Harris, chairman of th committee's Transportation & Communica tions Subcommittee and an acknowledge congressional expert on radio-tv legislation had no opposition for re-election.

Sen. Warren G. Magnuson (D-Wash.) chairman of the Senate Interstate & Foreig Commerce Committee, which has been in vestigating the tv networks and uhf-vh allocations problems, defeated his GOP op ponent, Gov. Arthur Langlie.

Sen. John W. Bricker (R-Ohio), rankin Republican on the Senate group, was not u for re-election. Sen. Bricker initiated th probe as chairman in the 83d Congress an has called for regulation of the network by the FCC.

House Speaker Sam Rayburn (D-Tex. and Rep. Joseph W. Martin Jr. (R-Mass.) House minority leader, were re-elected.

Also re-elected were Rep. Emanuel Celle (D-N.Y.), chairman of the House Judician Committee and its Antitrust Subcommittee which has been investigating alleged monop oly by the tv networks, and Rep. Joe L Evins (D-Tenn.), chairman of the Hous Small Business Committee's Subcommitte No. 1, which held hearings on alleged Whit House and network influence on the FCC

Ranking Republican members of thre House groups were re-elected: Charles A Wolverton (Mass.) on the House Commerc Committee; Kenneth B. Keating (N.Y. on the Celler Antitrust Subcommittee, an William M. McCulloch (Ohio) on the Evin Subcommittee.

These members of the Senate Commerc Committee were re-elected: Sens. A. S. Mik Monroney (D-Okla.), George A. Smathe (D-Fla.), Sam J. Ervin Jr. (D-N.C.), Ala Bible (D-Nev.) and John Marshall Butle (R-Md.). Sen. James H. Duff (R-Pa.), an other member, lost his Senate seat to Demo crat Joseph S. Clark Jr., Philadelphia mayo Edward Jarrett will continue as chief cler of this committee, with Bertram O. Wis

The Next Move Is Yours . . .



It looked like a stalemate when our original 816 foot tower crashed. But we've strengthened our position by moving to a new 1356 foot tower generating 100,000 watts of power. Now 1,000,000 Oklahomans are watching Your next move. Make sure they catch it by mating your products to the Channel FIVE picture.

KGEO-TV

The Center of Attraction

ENID, OKLAHOMA

FULL ABC NETWORK

REPRESENTED BY JOHN E. PEARSON CO.

man as assistant chief clerk. Kenneth A. Cox will continue as special radio-tv counsel heading the committee's tv investigation, and Wayne T. Geissinger, assistant committee chief counsel, will represent the minority for the tv probe.

Of other members of the House Commerce Committee who will not return in the 85th Congress, two died: Reps. William T. Granahan (D-Pa.) and Carl Hinshaw (R-Calif.). Reps. Arthur G. Klein (D-N.Y.) and Richard W. Hoffman (R-Ill.) did not seek re-election. Rep. F. Ertel Carlyle (D-N.C.) was defeated in the primaries and Reps. Don Hayworth (D-Mich.) and James I. Dolliver (R-Iowa) were unseated in last Tuesday's elections. Rep. Hoffman is principal owner of WHFC-AM-TV and WEHS (FM) Chicago.

Rep. Harris Ellsworth (R-Ore.), part owner of KRNR Roseburg, Ore., was unseated in the Tuesday voting. Democrat Charles H. Brown, a former tv producer *(Ozark Jubilee,* ABC-TV), unseated Rep. Dewey Short (R-Mo.). Robert D. Holmes, Democrat, general manager of KAST Astoria, Ore., was elected governor of that state.

James H. Ballard, FCC, Dies

JAMES H. BALLARD, 51, chief of the FCC's Budget & Fiscal Div., Office of Administration, died last Monday night of coronary thrombosis. Mr. Ballard joined the FCC as an audit clerk in June 1934.

STREIBERT RESIGNS AS USIA DIRECTOR

THEODORE C. STREIBERT, director of the U. S. Information Agency since its organization in 1953 and former board chairman of MBS, resigned last week because of "family responsibilities." USIA is the parent organization of the Voice of America.



MR. STREIBERT

Mr. Streibert's resignation becomes effective Thursday. He had no immediate announcement of future plans.

In a letter to President Eisenhower, Mr. Streibert said he is leaving the government because of "personal considerations." He wrote: "Although as you know, I undertook this work originally with a commitment for only one year. I have now completed more than three years of service, and my family responsibilities will not permit further continuances."

Mr. Eisenhower's reply: "You and your colleagues have developed the U. S. Information Agency into a strong arm in our country in our struggle for world freedom. It has now been firmly established.

"It presents the truth about the United States and our foreign policy factually to all the world which is free to hear its voice, and many behind the Curtain who are not free have managed to hear it also. You have every reason to be proud of your accomplishments."

International Radio Talks Planned at Washington Meet

FIRST MEETING in preparation for the 1959 International Radio Conference was held last Thursday in Washington, with more than 60 representatives of government agencies and private industry meeting with State Dept. officials.

Submitted to the conference was a State Dept. proposal for the establishment of working committees on the various factors which will be under review at the international conference, probably to take place in Geneva, Switzerland. The 1959 conference will review and revise the radio spectrum last reviewed in 1947 at the Atlantic City, N. J., meeting.

After formation of an executive committee, another meeting will be held to map out the work of the various committees.

Last week's meeting was held under the aegis of the U. S. State Dept., with Francis Colt DeWolf, chief of the telecommunications division, presiding. Among those present were A. Prose Walker, NARTB; Philip Siling and James Veitch, RCA; Leon Brooks, CBS, and Virgil M. Graham, RETMA.



ALL VIDEO TRANSMISSION TEST STANDARDS in a suitcase

The Original Full Rack and the Portable Unit Produce the same Precise Test Signals.



TELECHROME INCORPORATED

Model 1003-B

Video Transmission Test Signal Generator

★ Completely self contained ★ Portable
★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep
★ White window ★ Composite sync ★ Regulated power supply.

Now, Telechrome Video Transmission Test Equipment is available as a completely portable 12¼" standard rack mounting unit.

Everyday these Test Signals generated by Telechrome equipment, are transmitted Coast-to-Coast by NBC, CBS, ABC, the Bell System, Canadian Bell and leading independent TV stations throughout the U S and Canada Hundreds of network affiliated TV stations and telephone TV centers thus check incoming video signals.

The compact, inexpensive, portable Model 1003-B is all that is required to generate signals for local and remote performance checking of your entire video, cable, or micro-wave facilities.

DELIVERY 30 DAYS

Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

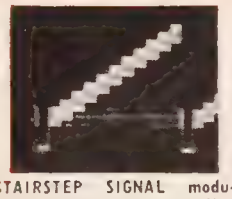
The Nation's Leading Supplier of Color TV Equipment
75 Ranick Drive Amityville, N. Y.
Lincoln 1-3600



MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.

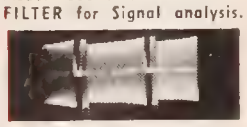


WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

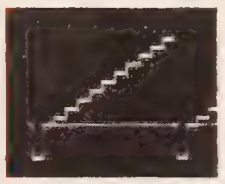


STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

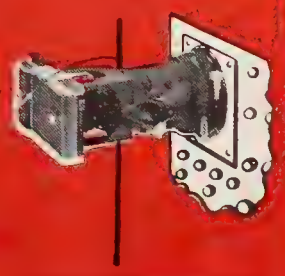
Model 608-A HI-LO CROSS FILTER for Signal analysis.



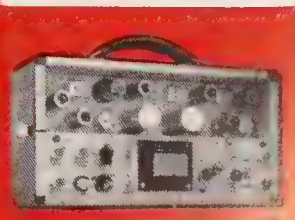
MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



152-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.



1004-A VIDEO TRANSMISSION TEST SIGNAL RECEIVER for precise differential phase and gain measurements. Companion for use with 1003-B.


ESSO
GOLDEN
ESSO EXTRA

MEET A MAN

WE WORK FOR!

Chances are you thought it was the other way around. But this man—symbolic of 25,000 Esso Dealers—doesn't work for us. In fact, the shoe is on the other foot!

Actually he's our customer—a very important customer . . . an independent businessman who buys Esso products from us and resells them to you at his Esso Station. He chose the Esso Sign for a very definite reason. He believes that our products—together with our reputation and our methods of doing business—give him the best possible chance for personal success.

The records bear out the wisdom of his choice. Over 990 dealers have been with us 30 years or more. Another 3,021 have served you at the Esso Sign for over 20 years; still another 4,385 for more than 10 years. They could have sold another brand at any time, but they like the way we operate and the way you prefer the ever-improving products we supply—such as our new GOLDEN ESSO EXTRA.

So next time you stop in at an Esso Dealer's, look at him in a new light. He's doing an important job and he's doing it well. He's making his own way in a highly competitive business. And though we're dedicated to helping him in that business all we can, please remember this—your Esso Dealer may wear an Esso uniform . . . but he's in business for himself.

WHAT'S BEHIND THIS SUCCESSFUL RELATIONSHIP?

Because it might be of general interest, we highlight here some of the principles, unchanged throughout the years, under which we do business with the men who sell you our products:

- The motoring public is best served by the distribution of petroleum products through service stations operated by independent merchants.
- Our customers, the Esso Dealers, are free to run their businesses as they see fit.
- We do not enter into exclusive dealing contracts on gasoline, oil, tires, batteries or accessories. We try to sell our Esso Dealers on stocking and merchandising our Esso and ATLAS products because we feel it is to our mutual advantage that they do so.
- Esso leadership, through research, is assurance to our dealers that we will continue to supply them with the best in product quality.
- We know it is good business and, therefore, urge our dealers to maintain clean and attractive looking stations and to provide prompt and courteous service, because experience and consumer research have proved that these attract more customers.
- When we have the opportunity to deal with someone who has demonstrated his ability as a good merchandiser, we do so in preference to one who is neglectful of his business.
- Twenty percent of Esso Dealer outlets are owned by doctors, lawyers, widows, estates, legislators, educational institutions, and people in just about every walk of life. These we lease and, in turn, sublease to dealers. Seventy percent are either owned by the dealer himself or leased by him from others.
- We consult with representative groups of our dealers on new merchandising programs and dealer problems in order to obtain the benefit of their opinions and comments.
- We and our dealers are dependent upon each other for success. For this reason, we must work together in every possible way.

ESSO STANDARD OIL COMPANY

Esso

This message appeared recently in newspapers in major cities in the area served by Esso Dealers

KOB GIVEN 10 DAYS TO ADJUST FOR WABC

FCC, complying with court directive, sets limit for Albuquerque to agree to protect New York station's 1-A signal.

THE FCC on Friday told KOB Albuquerque, N. M., that it would have 10 days to agree to revise its 770 kc facility to protect ABC-owned WABC New York, the Class 1-A station on that frequency.

Acting on an appeals court directive that it solve the 15-year-old skeleton—KOB has been operating on 770 kc on a temporary basis since 1941—the Commission sent a letter to KOB outlining its proposed solution. It asked KOB to respond within 10 days whether it was willing to accept the interim solution. If not, it was implied, the Commission could do nothing but order the New Mexico station off the air.

The KOB situation goes back to 1940 when that station (then owned by the *Albuquerque Journal*) was granted clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection on 1180 kc in the North American Regional Broadcast Agreement. After a few months operation on 1030 kc, KOB was given temporary authority to operate on 770 kc. It has been operating on 770 kc under that temporary permission since then. The NBC affiliate, using 50 kw daytime and 25 kw nighttime, is now owned 50% by Time Inc. and 50% by A. Wayne Coy, former FCC chairman.

After several years of litigation the U. S. Court of Appeals in Washington in September ordered the FCC to either take KOB off 770 kc or to permit it to remain on that frequency with appropriate restrictions to protect WABC. It directed the FCC to report on what it planned to do by Nov. 11, and to order the action by Nov. 26.

Westinghouse Broadcasting Co.'s WBZ Boston is the Class 1-B station on 1030 kc, to which KOB is licensed.

The Commission's letter last week said it had three choices in complying with the court's order; either to take KOB off the air or to permit it to continue operating on 770 kc or 1030 kc with appropriate protection to the dominant stations on those frequencies.

It concluded, the Commission said, that the best solution in the public interest was to permit KOB to continue on 770 kc with proper protection to WABC. It also noted that this was an interim solution with no prejudice to existing proceedings which might change matters. This was understood to be a reference to the pending clear channel and daytime skywave cases, some action on which may be forthcoming later this month. There has been Commission discussion regarding the cancellation of the 10-year-old clear channel proceeding [B•T, Oct. 29].

In asking that KOB respond in 10 days to its suggested solution, the Commission asked that KOB also tell how long it thought it would take to directionalize its antenna in order to protect WABC at the .5 millivolt per meter, 50% skywave contour. Privately, it was strongly implied that the Commission feels that KOB should be able to revise its antenna structure in about 90 days.

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

Shreveport Review Denied

A REQUEST to review the February 1955, Shreveport, La., ch. 3 grant to KTBS that city was denied by the U. S. Supreme Court last week. The appeal had been made by KWKH Shreveport, the unsuccessful applicant, which claimed the FCC discriminated against its application because of its ownership by the *Shreveport Times*. An appeals court last May upheld the Commission's grant to KTBS.

Slight Tower Revisions Offered by Air Group

THE Air Transport Assn. of America las week expressed approval—with some mod ification—of the FCC's proposal to requir tall tower tv applicants to use joint tower or "antenna farms" or justify why they can do so. The FCC in March called for com ments on the proposal [B•T, April 2] an has granted several extensions of the dead line for comments, the last of which expire last Monday.

ATA's statement, the only one to be re ceived by the FCC within the last tw months, expressed approval of the aims o the FCC proposal, but suggested that certai parts be re-phrased. Where the proposa reads that an over-500 ft. tower reque will not be granted unless the applicant ca make a showing that "the proposed towe will not constitute an *undue* hazard to ai navigation," ATA wants to drop "undue.

The association, which claims membe ship of 47 airlines, contends the words "men ace" and "hazard" themselves are ominou enough and would be sufficient to cover th problem. "Undue" would make interpreta tion more difficult, the association said.

ATA also requested that the proposal b re-worded to include all who filed applica tions to modify existing stations, to cove those cases where an increase in tower heigh is requested. The FCC proposal specifie only applicants for new stations and thos seeking to change station location.

The FCC proposals drew general objec tions by most broadcasters who filed durin the summer [B•T, July 9]. Most wanted t see specific criteria before the rule was pu into effect. Others felt it was an unjust bu den to require an applicant to justify why h cannot locate in an antenna farm or nea an existing tall structure. There were som claims that this constituted an abdicatio by the FCC of its legal duty to judge ap plications in the public service.

The Commission's tall tower proposa followed a year-long joint aviation-broad cast-government study of tall towers an their apparent threat to airplanes.

Among other suggestions made by th joint committee was legislation assignin responsibility for abandoned towers. Th is under study by FCC for recommendation to Congress in January.

Loyola Zone Plea Denied

THE FCC last week denied a petition b Loyola U. (WWL New Orleans) for re arrangement of the boundary lines of Zone I and III in order that ch. 11 could be a located to New Orleans. Loyola holds construction permit for New Orleans' ch. (WWL-TV) but has been prohibited fron starting construction pending resolution o New Orleans deintermixture proposals Loyola envisioned the assignment of ch. 1 to New Orleans by changing the Zone I boundary line so that the transmitter o WTOK-TV Meridian, Miss., would lie i Zone II, where 190-mile co-channel spacin is required, instead of Zone III, where 220 mile spacing is necessary.



Say, who is this guy "Milk" up at WJR, anyway?

Well, fellows, "Milk" offered a lot of weight-conscious listeners a chance to eat heartily and take off pounds simultaneously.

Any wonder they addressed 4,255 letters to "Milk," WJR, Detroit 2, Michigan?

That was the address for a free booklet offered by an advertiser who sells milk. The booklet was full of good advice on how to lose weight, still eat lots —and, naturally, drink lots of milk.

The offer was made on a noon newscast. Of the 4,255 requests, metropolitan Detroit accounted for nearly half.

Your Henry I. Christal representative will be glad to tell you all about WJR and its more than 16 million listeners.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*



Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

FCC COOL ON PROPOSAL TO LIFT STATION LIMIT

THE FCC isn't too happy about the various proposals which would permit ownership of an unlimited number of broadcast stations provided no one owner's facilities covers more than 25% of the population.

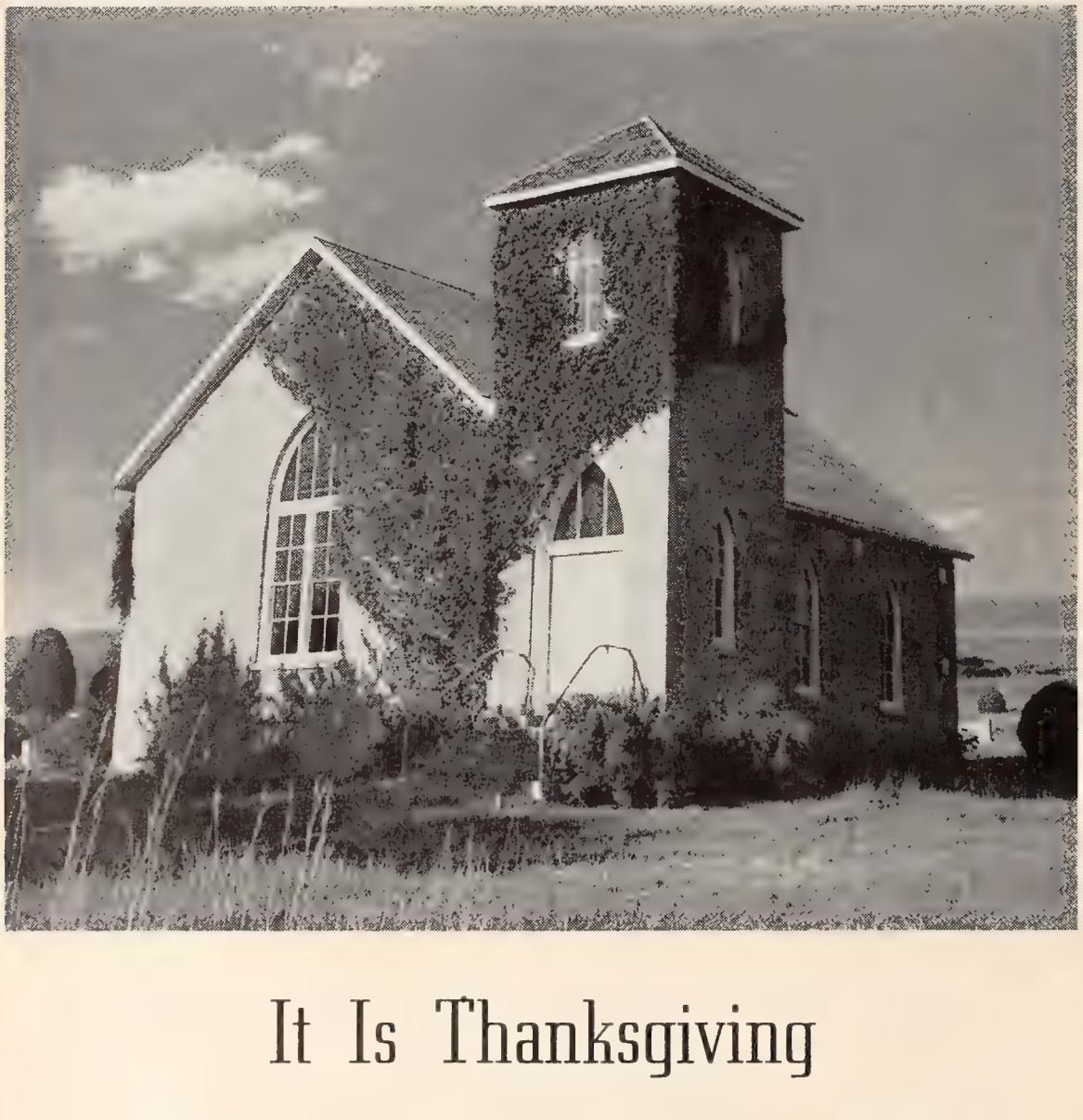
The first inkling of the Commission's position on this proposal—advanced by several congressmen in the last Congress—was contained in its brief on the Storer Broadcasting Co. case filed last week with the U. S. Court of Appeals in Washington.

The appellate court ruling that the FCC does not have the power to limit ownership by a flat general ruling was reversed by the U. S. Supreme Court last May. The Supreme Court remanded the case to the lower court to consider other Storer objections to the multiple ownership rules. These include the Commission's holding that even 1% ownership may be considered in taking into account the number of stations owned by a single entity and also whether the ownership limitations are arbitrary or capricious. The FCC limits ownership of broadcast facilities for a single person or company to not more than seven in each of the broadcast services (am, fm, and tv).

The FCC position on the 25% proposals was contained in this language: "Furthermore, any different rule which utilized population served as the governing standard . . . would necessarily considerably increase the number of communities in which Storer would have control of a scarce outlet of local expression."

The smaller the cities chosen, the Commission said, the fewer outlets there are. This means greater concentration of control it was implied.

The Commission said: "While it might be reasonable to utilize a population standard it is clearly well within the bounds of reasonable judgement to use a standard based upon the number of communities in which there is control, particularly where that standard does not impose unequal population results."



It Is Thanksgiving

Once again, the people of Kansas gather together to give thanks for their many blessings. Once again, the labor and faith of our farm families has been rewarded far beyond all expectations.

We at WIBW enjoy a double share of this Thanksgiving spirit. First, as farmers ourselves; and second as a long established friend and welcome daily visitor into the homes of these farm families.

We are human enough to derive our greatest pleasure from this enviable listener relationship and pledge ourselves to its continuance.

Ben Ludy

Gen. Mgr., WIBW and WIBW-TV, Topeka
KCKN, Kansas City

FCC Waives Mileage Limit In Lancaster, Pa., Grant

FIRST WAIVER of FCC rules coverin minimum mileage separations between t stations was granted by the Commission las week. Comr. Rosel H. Hyde dissented.

In granting Peoples Broadcasting Co.' application for ch. 21 Lancaster, Pa., th FCC waived Sec. 3.698 to permit the pro posed transmitter site less than one mile shor of the 60-mile separation required to preven oscillator or sound image interference. Peo ples is licensee of WLAN-AM-FM Lan caster. Comr. Hyde opposed the majorit action. He contended the action was prece dent for whittling away of the rule.

In another tv grant, the FCC awarded ch 3, Bryan, Tex., to Brazos Broadcasting Co which is 50%-owned by KWTX Broadcast ing Co. (KWTX-AM-TV Waco, Tex.)

In another tv action, the Commission ap proved a 72-mile transmitter-site move fo ch. 13, KOVR (TV) Stockton, Calif., and de nied a petition by ch. 40, KCCC-TV Sacra mento, calling for a hearing on KOVR's pro posed move. KOVR plans to move from it present site on Mt. Diablo to Butte Mt. about 40 miles northeast of Stockton and 7 miles from Mt. Diablo. KCCC-TV, whic claimed KOVR was attempting to move in o Sacramento and get the ABC affiliation nov held by KCCC-TV, a fortnight ago filed a application for KOVR's Stockton facilit [B•T, Oct. 29]. The Commission last wee returned that application to KCCC-TV.

Atheist Seeks 'Equal Time'

A slightly different equal time plea was sub mitted to the FCC last week, the day befor election day. Robert H. Scott, Saratoga Calif., atheist, asked the FCC to refuse t renew the license of ABC-owned KGO Sa Francisco. Mr. Scott charged that KGO per mitted atheists to be calumniated by a min ister and that it had refused him equal tim to answer the alleged smear.

Mr. Scott was the principal in the 194 FCC "Scott Decision" which held in essens that broadcast licensees must not discrimi nate against atheists. The document was i response to a pleading by Mr. Scott for th revocation of the licenses of several Sa Francisco radio stations because they woul not permit him to expound atheism ove their facilities. The California freethinke sought revocation preceedings again in 1947 The FCC's Scott Decision was the subject o an House subcommittee inquiry in 1948.



MUSHROOMING SALES...

are yours for the asking in the ENTIRE Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. True, because no station or group of stations delivers complete coverage of this mighty industrial area as does WFMY-TV.

50 Prosperous counties — 2 Million Population

$2.5 Billion Market — $1.9 Billion Retail Sales.

Call your H-R-P man today for full information.



Greensboro
Winston-Salem
Durham
High Point
Reidsville
Salisbury
Chapel Hill
Danville, Va.
Martinsville, Va.
Pinehurst
Fort Bragg
Sanford

WFMY-TV . . . Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS
Since 1949

Sales of WIND, KWIE Get Approval by FCC

AMONG station sales approved by the FCC last week was the record $5.3 million purchase of WIND Chicago by Westinghouse Broadcasting Co. [B•T, Aug. 27]. Also involved in the sale is a ch. 20 construction permit for WIND-TV, which is not on the air.

Westinghouse's purchase of independent WIND (560 kc, 5 kw directional) from Ralph L. Atlass and associates topped by $1.3 million the previous record price paid for a radio station. That was the $4 million paid for WNEW New York by a group headed by Richard D. Buckley, Jack Wrather and John L. Loeb.

Also approved by the FCC last week was the acquisition by Cascade Broadcasting Co. (KIMA-AM-TV Yakima, Wash.) of 100% ownership of KWIE Kennewick, Wash. Cascade, 40% owner, purchased the remaining 60% interest from Clarence J. McCredie and Harold A. Clark for over $96,000.

Congress to Take Look At Broadcast Tax Relief

A Congressional committee is scheduled to consider changes in Sec. 1071 of the Internal Revenue Code which provides tax relief for broadcasters selling radio or tv stations, it was announced last week.

The hearings, to begin Nov. 19, will look at more than 30 "loopholes" in the current tax laws. The list was submitted by Treasury Dept. and Congressional tax staff experts to a House Ways and Means Subcommittee headed by Rep. Wilbur D. Mills (D-Ark.). Among the items cited by the staff were "unintended benefits and hardships" affecting bond dealers, insurance companies, oil and mineral producers and other groups.

The provision dealing with tax relief for broadcasters permits stations owners who sell one station in order to conform to the FCC's multiple ownership rules to delay paying taxes on their gain, if any, until the second property is sold. The provision was inserted in the tax laws in 1941 when the FCC promulgated its multiple ownership rule—forcing the sale of stations in many parts of the country where the same owners held more than one outlet in the same community.

In September the Commission announced that it was going to become more strict in its issuance of tax relief certificates [B•T, Oct. 1]. It had issued such relief when a broadcaster sold one station in order to buy another and remain within the ownership limits. The Commission said that it would only issue relief when a station was required to be sold by a change in FCC regulations. This policy became effective Oct. 15.

It is this construction of Sec. 1071 for which the Commission seeks approval, it is understood. It also would like Congressional guidance on the question whether tax relief certificates should be issued where the selling broadcaster reinvests his gains in property subject to depreciation, it was explained. The Commission has no position on this point, it was noted.

The $6.5 million purchase of WAGA-AM-FM-TV Atlanta, Ga., from Storer Broadcasting Co. by the Washington Post Co. (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) was signed a few minutes before midnight Oct. 15, thus making Storer eligible for tax relief.

Cps for Eight New Ams Granted by Commission

EIGHT am grants were announced by the FCC last week. Cities and permittees:

Atlantic Beach, Fla.—Voice of the Sea, 1600 kc, 1 kw daytime. William A. Partain III, sole owner, is southeastern division manager of Alexander Hamilton Institute (home study).

Miami, Fla.—Frieda Bcstg. Corp., 1260 kc, 5 kw daytime, directional antenna. Principals are Keith, Frieda and Roger Moyer, who control WTIM Taylorsville, Ill., and WTAY Robinson, Ill.

Starke, Fla.—Ben Akerman, 1580 kc, 1 kw daytime. Mr. Akerman is general manager of WGST Atlanta, Ga., and former 50% owner of WSTN St. Augustine, Fla.

Pine City, Minn.—Pine County Bcstg. Co., 1350 kc, 1 kw daytime. Pine County president-30% owner is Richard K. Power, 50% owner-manager of WSHB Stillwater, Minn. Dewey S. Campbell, WSHB employe, is vice president-12% owner, Pine County, and John C. Hunter, business interests, owns 58%.

Laurel, Miss.—Voice of the New South, 1260 kc, 1 kw daytime. Frank E. Holladay and Joseph W. Carson, each 25% owners of WLSM Louisville, Miss., and WCLD Cleveland, Miss., are equal partners in the Laurel facility. Mr. Carson is manager of WMOX Meridian, Miss., and Mr. Holladay is commercial manager.

Final decisions in hearing cases resulted in grants for:

Newburyport, Mass. — Theodore Feinstein, 1470 kc, 500 w daytime.

Muleshoe, Tex. — Blackwater Valley Bcstrs., 1570 kc, 250 w daytime. Muleshoe Bcstg. Co application was denied.

Raymondville, Tex.—Hale Schaleben and Van N. Culpepper, 1240 kc, 250 w unlimited. Denied were applications for the same facilities by John F. Thorwald for Harlingen, Tex., and KVOZ Laredo, Tex., seeking to move from 1490 to 1240 kc.

FCC Extends Rules Deadline

THE Nov. 15 deadline for comments on the FCC's proposals to revise Part I of its rules of procedures [B•T, Oct. 22] was extended last week to Dec. 15. An informal conference to explain the changes has been scheduled for Nov. 30 in the Dept. of Commerce auditorium, with FCC officials and Federal Communications Bar Assn. specialists participating. The new rules were prepared, over a year's time, by a special 15-man FCC committee, headed by Associate General Counsel J. Smith Henley, in coordination with a special FCBA committee on practices and procedures, headed by Benedict P. Cottone.

Demix Comments Date Moved Back to Dec. 3

THE FCC last Thursday extended to Dec. 3 the deadline for comments in the 13 cases where it proposes to deintermix tv channel assignments. The deadline was Nov. 15.

At the same time, the Commission withdrew those parts of Appendix A of its June 25 report dealing with formulae for computing coverage of uhf and vhf stations. Instead, the Commission suggested that those filing responses use the tables and curves carried in the existing rules plus any other "engineering facts, judgments and assumptions as may be logically demonstrated as pertinent."

The allegedly newer figures and curves recommended for use in Appendix A had been attacked by the Assn. of Federal Communications Consulting Engineers and others. Basically, the validity of newer formulae were questioned on the ground that departures from average computations could be extreme in figuring uhf coverage, particularly in irregular terrain.

Comr. John C. Doerfer dissented to the extension; he felt the deadline should be Jan. 15. Comr. Robert E. Lee dissented to any extension. Both concurred in the deletion of the June 25 report's technical standards.

The deintermixture proposals were termed an interim action pending an overall review of the television allocations structure. Involved in the interim deintermixture proposals are Evansville, Ind.; Charleston, S. C.; Elmira, N. Y.; Springfield, Ill.; St. Louis, Mo.; Miami, Fla.; Hartford, Conn.-Providence, R. I.; Duluth, Minn.-Superior, Wis.; Mobile, Ala.-New Orleans, La.; Madison, Wis.; Norfolk-Portsmouth-Newport News, Va.; Peoria-Rock Island, Ill.; Fresno-Santa Barbara, Calif., and Albany-Schenectady-Troy, N. Y.

CBA Survey Shows Benefits Of Class IV Power Increase

A HORIZONTAL power increase from 250 w to 1 kw for all Class IV radio stations would raise revenues "significantly" and help national representatives in the sale of time, according to a survey conducted by Community Broadcasters Assn. The association last April asked FCC to amend its rules and standards to permit the power increase.

CBA's survey showed that 77% of Class IV operators believe the power change would boost income and 84% see a definite aid to sale of national time. It revealed that 45% of stations promise improved service to more people day and night, especially school information and sports, if the increase is granted. A total of 36.5% mention better farm programming, market reports, community projects, political broadcasts, emergency weather and road condition reports.

The survey indicated 46.7% mentioned stronger and clearer signals at night as important factors in improving service, with 28.7% mentioning better daytime signals. As to Conelrad, 11.9% said they could give better civil defense service.

First Forced-Air-Cooled Design
...STILL GOING STRONG



STILL A FAVORITE
RCA-892-R power triode, one of broadcasting's first forced-air-cooled, high-power designs.

Introduced to broadcasters nearly two decades ago, the famous forced-air-cooled power type RCA-892-R is the tube that helped make air cooling a reality in high-power designs. This is the tube that led to important transmitter simplification, substantial operating economies, and easy maintenance *above and beyond all previous concepts in AM station operation.*

With power-house reliability, RCA-892-R has "taken the gaff" through the years. The tube is another typical example of RCA time-proved designs that are paying handsome dividends in lower tube cost per hour of operation—and uninterrupted program time around the clock.

For long-term power performance, always specify RCA. Your RCA Tube Distributor is ready to handle your call for RCA tubes of all types for station operations.

How To Get More Hours From An RCA-892-R

- Reduce filament voltage to the minimum for required output at acceptable distortion level—then increase by the amount required to compensate for line-voltage regulation.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- When handling tube, lift it by the handles to avoid mechanical damage. Do not bump glass envelope or grid arm.
- Operate spare tubes periodically.
- Operate RCA-892-R within RCA ratings. Always follow the instructions packed with each tube.

RCA®

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA
TUBE DIVISION • HARRISON, N. J.

ZIV ESTABLISHES RE-RUN DIVISION

Weis appointed general manager of new unit, Florsheim named general sales manager. Lawrence takes over Weis' former post at World.

ECONOMEE Tv, which handles certain reruns of Ziv Television Programs' tv film series, last week was named a division of Ziv Tv, and as part of the change-over Pierre Weis was appointed general manager of the unit and Stanley J. Florsheim was promoted to general sales manager.

Economee has been functioning as a Ziv Tv unit since 1954 and has gradually broadened the base of its operations. It currently handles 11 rerun film series, reported to include *Favorite Story, Boston Blackie, Corliss Archer, Yesterday's Newsreel* and *Living Book*, a total of 575 half-hours of programming. A spokesman said that Economee sells directly to stations in contrast with Ziv Tv which sells to national, local and regional advertisers as well as stations. He added that Economee will take over station syndication of a series from Ziv on a "certain run" level (second, third, fourth), depending on the program.

Mr. Weis comes to his new post from Ziv's World Broadcasting System, where he has been general manager for the past several years. He joined World in 1951 as sales manager. Replacing Mr. Weis at World is Dick Lawrence, who has been with the company since 1950, recently as World's national sales manager.

Mr. Florsheim has been with Ziv in various sales posts since 1948. Since 1954 he has been assigned to Economee Tv as a sales executive.

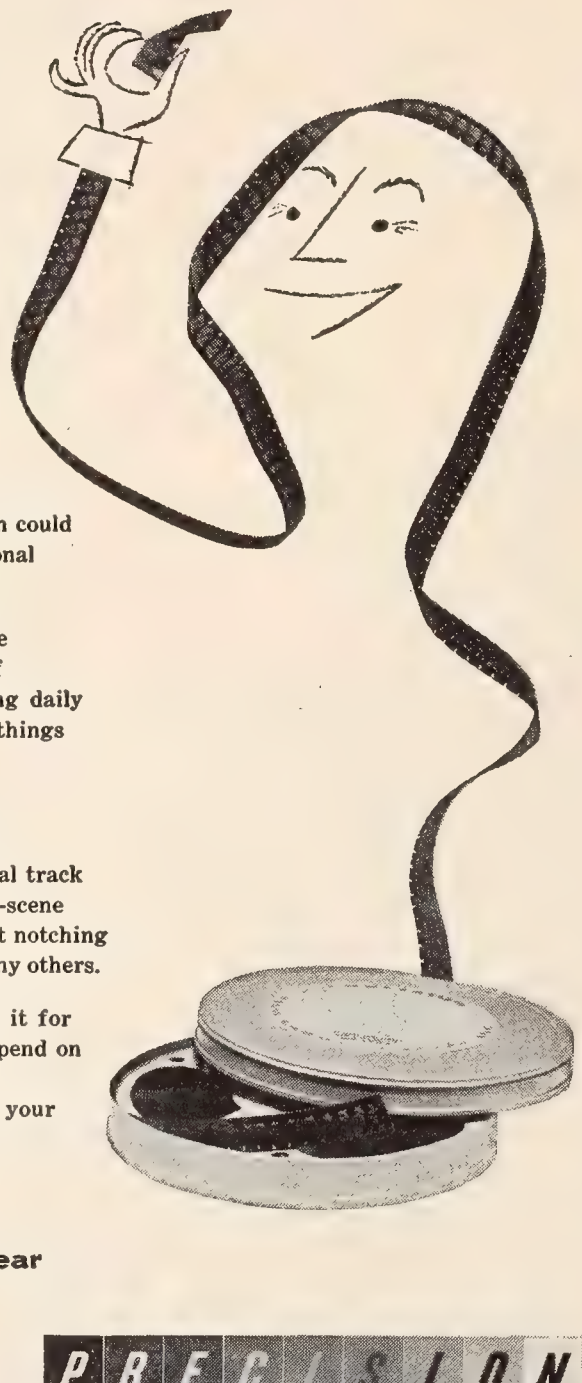


MR. WEIS



MR. FLORSHEIM

THIS IS JUST THE BEGINNING OF 16 MM!



Talk was that other film sizes than 16mm could do better jobs in the industrial, educational and commercial fields.

Not while there is a film laboratory like Precision, bringing 16mm to the peak of perfection. In fact, we are demonstrating daily that 16mm can do more – and better – things in movies than have been done before.

Precision Film Laboratories developed unique equipment to realize the fullest potentialities in 16mm, such as the optical track printer; timing, fades, dissolves, scene-to-scene color corrections, invisible splices without notching originals; direct electric printing and many others.

No, 16mm is just beginning. Depend on it for your next film project and, of course, depend on Precision to do exactly the right job in bringing life and sparkle to the best of your production efforts.

you'll see  and hear

PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision

Suit by Composer Settled Out of Court by Song Ads

SONG ADS FILM-Radio Productions Hollywood, fully covered by Lloyds of London, made an out of court settlement last week for an undisclosed sum with composer publisher Don Robertson in a dispute involving musical radio-tv spots for Burgermeister Beer [B•T, Sept. 3]. At issue was an ad lib passage whistled by one performer for two bars and not conforming to the Song Ads score. Mr. Robertson claimed the ad lib passage was taken from his popular song, "The Happy Whistler."

The song writer obtained an injunction against use of the commercial and it was withdrawn from use. Song Ads now is redoing the spots exactly as before to eliminate the ad lib portion. The commercial production firm said the settlement was made without admission of liability by any of the parties. In addition to Song Ads and San Francisco Brewing Co. (Burgermeister) the suit also named BBDO and stations KNX KMPC and KLAC all Los Angeles.

FILM PEOPLE

Bob Novak, radio-tv supervisor, the March of Dimes Inc., to Rountree Production Inc., Washington, D. C., as vice president

Jack House, head of station relations and tv account supervisor, William Esty Co. N. Y., to Screen Gems, N. Y., as account executive.

Edward I. Adler, western sales manager Community Club Awards (packaging company), and formerly salesman for WVDA Boston, to CBS-TV Film Sales as account executive in Colorado, Wyoming and Nebraska.

Dave Schooler, eastern sales manager, Major Tv Productions, N. Y., named sales manager, Minot Tv, same city.

Lewis Mansfield named to managerial staff of Consolidated Film Industries, Hollywood

Herbert J. Leder, director of tv film department, Benton & Bowles, N. Y., named story editor, Guild Films Co., same city.

The U. P. election service
was fast, accurate, and superb.

—Walter Cronkite

TV FILM FRONT ACTION SPURRED BY LEVER BROS.

Company's six agencies meet in effort to arrive at detailed proposal that can be presented at formal meeting on establishing new technical standards in television commercials.

ACTION along the tv film front in New York is breaking out this week as a direct result of meetings held by Lever Bros. for its agencies and film producers [B•T, Nov. 5].

Meanwhile, Lever Bros.' agencies (film production experts) met last week to sift through material in an effort to come up with a detailed proposal that can be presented at a formal meeting on establishing new technical standards in tv commercial film.

Lever and its six agencies have been involved in this quest of lifting the quality of filmed tv commercials. The agencies include J. Walter Thompson Co., Foote, Cone & Belding, Sullivan Stauffer, Colwell & Bayles, BBDO, Kenyon & Eckhardt and Ogilvy, Benson & Mather.

The National Television Film Council, New York, which has a membership composed of agency, film producers and distributers, lab processing, network and station personnel, among others, has scheduled a luncheon for this Thursday (Nov. 15) to hear the Lever Bros. agency viewpoint.

The Assn. of Film Producers, New York, meets Thursday in closed session on the matter of print quality, print distribution and the possibility of operating a closed-circuit tv system for testing tv film commercials before they are aired.

Richard E. Dube, assistant program manager of Lever and prime mover of the firm's project to improve film quality, will speak before the NTFC as will Marshall Rothen of K&E, Fred Raphael of JWT, and Walter Selvin of SSC&B. These men have been active in the Lever program.

Mr. Dube has a film background. He formerly was associated with 20th Century-Fox and Eagle-Lion and is considered a pioneer in kinescope.

Rainbow Pictures Makes Three Key Appointments

THREE key appointments to the staff of Rainbow Pictures Inc., Miami, Fla., have been announced by Walter Resce, president of the motion picture producing company. Mr. Resce said that the new appointments represent the first step in a proposed expansion of Rainbow Pictures.

Frank Brodock has been named general sales manager. Mr. Brodock was associated with the Jam Handy Organization, Detroit film firm, for 17 years. Oscar Barber, formerly with the Stickland Film Co., Atlanta, has been named chief editor-director of Rainbow. Willard Jones has been placed in charge of production. He was previously with WSYR-TV Syracuse, N. Y.



SY WEINTRAUB, president of KMGM-TV Minneapolis, and Charles C. (Bud) Barry, vice president in charge of tv for Loew's Inc., pose with Leo, the famous Metro-Goldwyn-Mayer trademark which KMGM-TV will use in promoting the MGM films it will begin programming on the station Dec. 1 [B•T, Nov. 5].

Challenge to SAG Residuals Comes Up in Court Thursday

OPPOSING a suit by Screen Actors Guild to collect residual fees due actors for re-runs of the syndicated tv series *Cowboy G-Men*, Hollwood producer Harry B. Donovan this Thursday will go before the Los Angeles Superior Court with a demurrer claiming that the 1952 SAG television contract constitutes restraint of trade.

To be filed by Beverly Hills attorney Murray G. Chotiner, the demurrer will claim that residual structure for third and subsequent re-runs on tv actually is constructed to force producers into making more films and not just to get extra pay for actors.

Mr. Donovan's Telemount Pictures made the series of 39 films between 1952-54 and initially distributed them through the now defunct United Artists Television Corp. The series now is distributed by Flamingo Films. Mr. Donovan admitted he still has to recover two-thirds of $700,000 he invested in the program.

John L. Dales, national executive secretary of SAG, last week said, "SAG gladly accepts Henry P. Donovan's challenge that he be a guinea pig in testing the validity of the guild's television film contract which he signed and which calls for re-run payments to actors for re-showings of television pictures. We have complete confidence that Mr. Donovan will not be able to aviod paying his legal contractual commitments to actors. At the time Mr. Donovan signed the contract with SAG, he raised no objection to the residual payment clause which is standard throughout the entire industry."

SAG had scheduled its annual membership meeting in Hollywood last Friday night. This issue and the problem of theatrical films going to television were among the items to be considered.

Sales Upsurge Shown In NTA Yearly Report

ANNUAL report of National Telefilm Assoc. for fiscal year ending July 31, 1956, and released last week reveals exhibition contracts written during the period amounted to $5,793,795, as compared with $2,386,915 in the previous fiscal year. Net income totaled $441,877, or 68 cents per share, as against a deficit in the 1955 period.

Film rentals showed gains in each successive fiscal quarter, the report stated, aggregating $3,818,627 for the 12 months, as compared with $1,417,515 last fiscal year. Net deferred income was reported up 219%, amounting to $386,835 on July 31, 1955, and $1,234,540 on July 31, 1956.

Ely A. Landau, NTA president, pointed out that major new productions acquired during the 1956 fiscal year, which made "substantial contributions to earnings and future prospects," included 52 motion pictures of 20th Century-Fox; the major portion of Paramount Pictures' pre-1948 short subjects library; 10 features from David O. Selznick, and *The Sheriff of Cochise* and *Lilli Palmer Theatre* half-hour tv film series.

Mr. Landau, referring to the company's newly-formed NTA film network, claimed it "has introduced a long needed element of competitive programming in many of the country's television markets." Several weeks ago, NTA concluded a transaction with 20th Century-Fox, under which the motion picture company acquired a 50% interest in the NTA film network, and in a separate action, NTA also committed itself to purchase tv rights to a library of 390 motion pictures from Fox for $30 million [B•T, Nov. 5].

Eight Sales Announced By INS-Telenews Newsfilm

EIGHT INS-Telenews Newsfilm sales were announced in New York last week by Robert H. Reid, International News Service's tv sales manager. Hamm Brewing Co., through Campbell-Mithun, bought *This Week In Sports* for showing on KXLF-TV Butte, Mont. Bethlehem Steel Corp. will sponsor the program on WBUF (TV) Buffalo, N. Y., and other stations buying the show were KGNC-TV Amarillo, Tex.; WISH-TV Indianapolis; WKOW-TV Madison Wis., and WTVO-TV Rockford, Ill.

Studebaker dealers, via Benton & Bowles, have purchased Telenews' *Weekly News Review* for showing in New York City, with station and time to be negotiated. Newsfilm has been purchased by KPHO-TV Phoenix and United Automobile Workers, Detroit, through Henry J. Kaufman Agency, Washington, and is being sponsored by United on CKLW-TV Windsor, Ont.

Film Producer Gershman Dies

FUNERAL services were held in Los Angeles last Thursday for Edward L. Gershman, president of Academy Pictures Inc., New York, producers of animated television commercials and training films. Mr. Gershman, who died in New York Nov. 2, formed Academy Pictures five years ago.

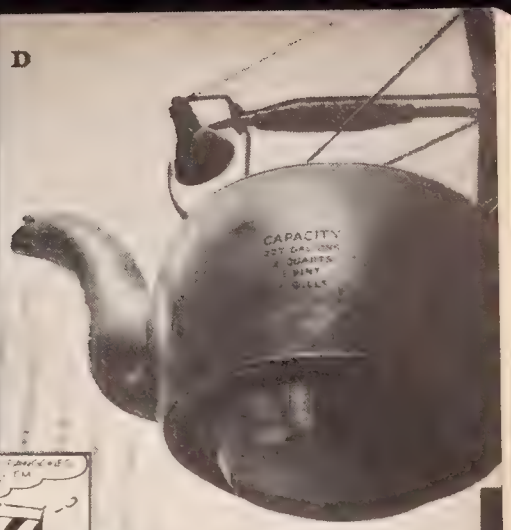
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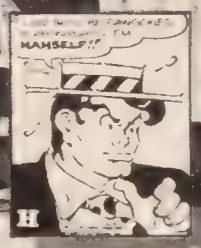
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RADIO-TV HELP OUT IN CLEVELAND STRIKE

Strike of city's dailies, coupled with elections and warm weather, hurt retailers. Broadcast media help offset loss in store traffic.

RETAIL BUSINESS in Cleveland, sharing a widespread sales slump caused by unseasonably warm weather and the national election, began to pick up Thursday as the city's newspaper shutdown entered its second week and as a spell of cold weather quickly stirred interest in fall merchandise.

Given numerous assists by radio and tv, retailers felt their intense use of announcements and newscasts was helping offset the loss of neyspaper white space in promoting special items and inducing store traffic.

All three tv stations were carrying extra newscasts as national and world developments moved through a critical period. The city's am and fm outlets added large numbers of news features, joining tv stations in supplying bulletin boards and other facilities in public places.

Department stores quickly turned to broadcast media. May Co., largest department store in Ohio, bought time on two tv and five radio stations and was planning to use the third tv outlet if suitable time could be cleared, according to Max Schwartz, advertising manager. Normally the store is not a heavy radio-tv buyer, he said.

Both institutional and specific item co are used on radio and tv, he told B•T, wi the former emphasizing telephone servic trading stamps and completeness of lin The May Co. items scheduled for Sunda *Plain-Dealer* were switched to television.

While refusing to go into details, M Schwartz indicated the store has felt t newspaper strike. He observed that Ne York retailers were off 6% for the late week and said temperatures had been runni as much as 30 degrees above the same peri a year ago. "You can't take away accept media and not feel the loss," he said. "W hope radio and tv will help offset loss newspapers."

Cleveland temperature went into the 7 Tuesday, setting an all-time record and d pressing sales of fall-winter merchandise.

Food chains weren't feeling the weath or loss of white space as much as dry goo stores, B•T was told. One important cha executive reminded that people build mea around perishables and will shop for foo whether it's hot or cold. Food stores in th city normally start major newspaper adve tising Tuesday and Wednesday, earlier in th week than is the case in many cities. The radio-tv copy last week generally featur perishables, and use of announcements w notably increased.

Higbee Co., second largest store in volun and leading radio-tv user among Clevela retailers, concentrated on specific mercha dise in its broadcast periods. Higbee's add an afternoon quarter-hour to its KYW-T *Home* window. H. W. Alexander, advertis ing manager, told B•T that advertising a celerates or decelerates a trend, with peop spending money if business is good. He, to commented on the effect of the warm weat er and elections on current sales.

Newspaper Wage Dispute

The strike began Nov. 1 when the Clev land Newspaper Guild struck the *Press* in contract dispute over wage raises. The sh down quickly extended to the *News* a *Plain-Dealer* as other unions entered t scene.

Signs that negotiations might lead to settlement began to appear Wednesday wh union-management conferences lasted ov an hour. A longer session was held Thu day, another sign that progress was bei made.

May Co., Higbee, Sterling-Linder-Dav Halle Bros., Baileys, Sears and Federal we among retailers turning to broadcast med A number of local auto dealers bought m time, with General Motors introducing th cars Friday.

At WGAR, Carl George, general ma ger, told B•T the station "is aware that ra cannot substitute for a newspaper a WGAR does not intend to attempt any su replacement." He emphasized, howev that the station is offering many special ne and advertising services during the stri including obituaries and recorded letter- editor type of interviews. News statio were set up around the city. A special ne feature, *WGAR Presents,* with special n



How much should a Tape Recorder cost?

$45,000* **The new Ampex Videotape Recorder** at $45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

$1,315* **The Ampex Model 350 studio console recorder** at $1,315, costs less per hour than any other similar recorder you can buy. Year after year it continues to perform within original specifications and inevitably requires fewer adjustments and parts replacements than machines of lesser quality.

$545* **The Ampex Model 601 portable recorder** at $545 gives superb performance inside and outside of the studio. This price buys both the finest portable performance available and the most hours of service per dollar.

YOU CAN PAY LESS FOR A TAPE RECORDER BUT FOR PROFESSIONAL USE YOU CAN'T AFFORD TO BUY LESS THAN THE BEST

*Net price as of August 1, 1956 and subject to change.

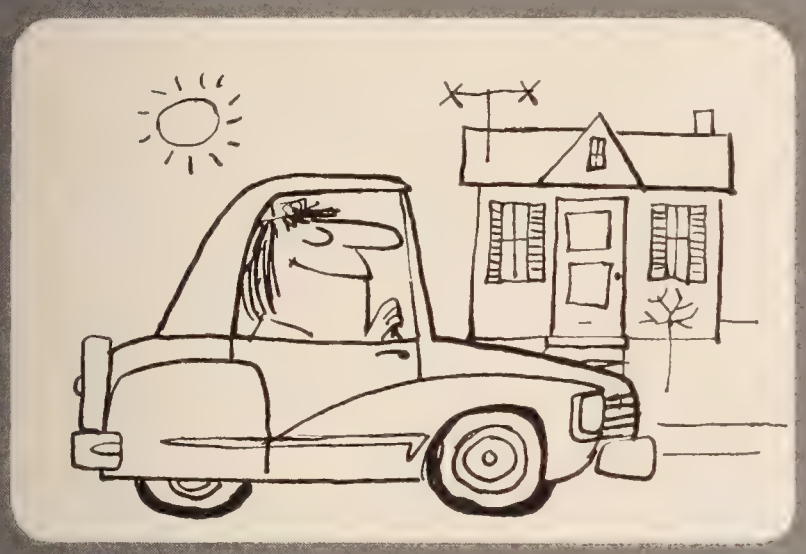
SIGNATURE OF PERFECTION IN MAGNETIC TAPE RECORDERS
934 Charter Street • Redwood City, California

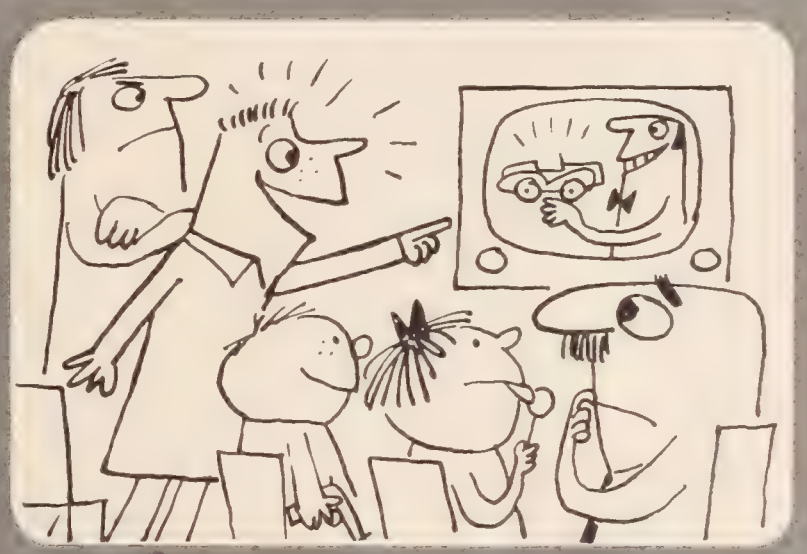
AMPEX CORPORATION

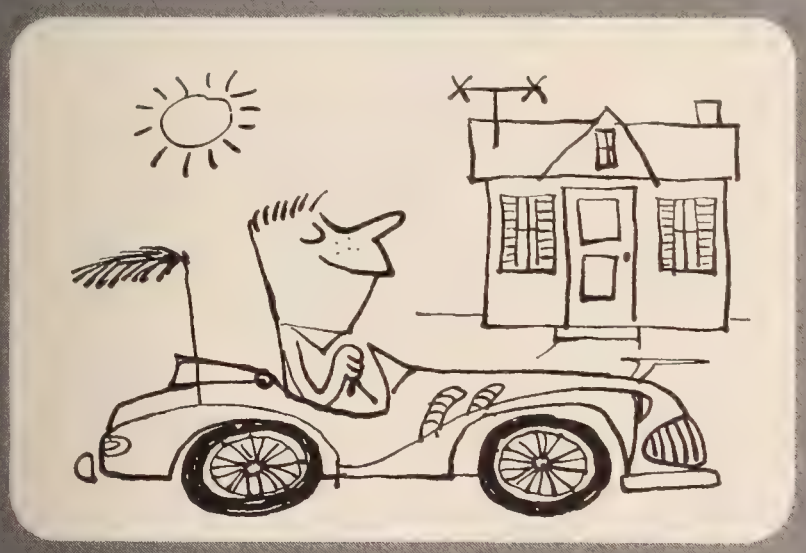
We're moving more motor cars in motorized San Diego!

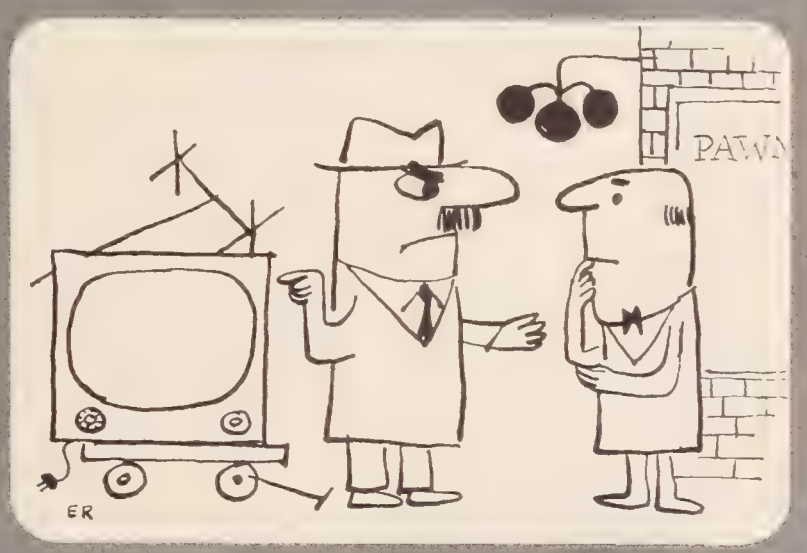












San Diego County has
342,352 motor vehicles registered*
—that's 113% more than in 1945!

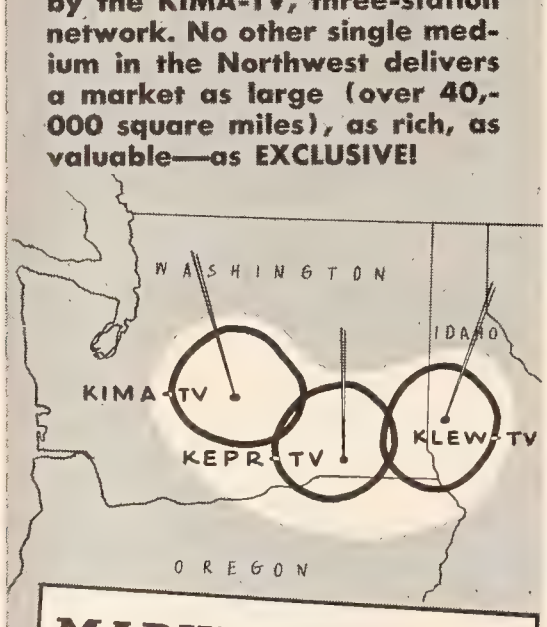
This, in the Nation's 19th Market,
where more people are making more,
spending more and watching
Channel 8 more than ever before.

**State of Calif. Dept. of Motor Vehicle Registrations, Dec. 31, 1955.*

KFMB 8 CBS TV
WRATHER-ALVAREZ BROADCASTING, INC
Represented by Edward Petry & Co., Inc.
SAN DIEGO
America's more market

The
PACIFIC NORTHWEST'S
Largest exclusive coverage

Combine Massachusetts, New Hampshire, Connecticut and Rhode Island and you'll approximate, in area, the tremendous new market created by the KIMA-TV, three-station network. No other single medium in the Northwest delivers a market as large (over 40,000 square miles), as rich, as valuable—as EXCLUSIVE!



MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and it's Satellites
KEPR-TV and KLEW-TV
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

sical theme was added. The station was ready to operate 24 hours a day if world news developments warranted.

WERE expanded its am news service and converted WERE-FM into a 24-hour air newspaper that included movie, theatrical, radio-tv, women's and similar features. Bulletin service was supplied public places. Suburban news was brought in direct from news desks of weekly newspapers. All United Nations sessions were broadcast.

WJW-TV added nine daily five-minute news periods and other features. Crowds were drawn to its front-window newspaper board, with still photos and bulletins changed frequently. An AP ticker was installed in Gray Drug Store at Sixth and Euclid. WJW's am service included news features and also carried many additional retailer newscasts and announcements. Shows where listeners phone the station were described as popular, with main topics shifting from routine matters to obits, rentals, cars for sale and community exchange items.

KYW-AM-TV revamped news operations, according to Rolland V. Tooke, vice president of Westinghouse Broadcasting Co. All resources were utilized to keep the public informed. A sound truck roamed around, giving five-minute newscasts, with special permission of the mayor. Headlines were posted in prominent spots. Both stations cancelled commercial shows Nov. 1 to bring UN sessions.

J. Harrison Hartley, WEWS (TV) station director, said the schedule had been overhauled to expand news coverage. Some news was carried every half-hour. A 1½-hour Nov. 4 Sunday feature emphasized stories, cartoons and other types of material handled by newspapers. To meet a demand for program information, WEWS used tapes across the bottom of the screen at suitable spots.

WDOK, WSRS, WHK and WJMO turned over all available time to special news service and provided facilities for retailers.

The newspaper guild started a daily newspaper, *The Reporter,* described as having 100,000 circulation. Its advertising columns in early issues were not widely used by major retailers. This followed the trend during the strike 11 months ago in Detroit, where large stores used radio-tv rather than the guild publication.

Radio Pioneer Billings Dies After Heart Attack

FORD BILLINGS, 60, pioneer in the radio industry, died Nov. 4 in Waterbury, Conn., following a heart attack. He was a prominent figure in the early days of radio, serving with various stations and organizations in the 1920's and 30's.

After 1940, Mr. Billings devoted most of his time to station consultant work in the East and Midwest. He joined Robert S. Keller Inc. (station representative) in 1952 but poor health forced his resignation. For the past few years, he has been engaged in hotel management.

Mr. Billings is survived by a sister, Mrs. Llewellyn Thomas, and a daughter, Mrs. John Saundrys.

Check of KFMB-AM-TV Books Sought by Director Alvarez

MARIA HELEN ALVAREZ, director and 39% owner of KFMB-AM-TV San Diego, Calif., filed suit last week to make station officials show her the books, although a station official said the books were available for her inspection.

Mrs. Alvarez alleged that George Whitney, KFMB-AM-TV vice president and general manager, had refused to let her see the station's records and that the board of directors had not met since last May 4. It was on that date that she terminated her service as vice president of Wrather-Alvarez Broadcasting Co., licensee of the station.

Mr. Whitney denied her charges last Thursday in testimony before the San Diego Superior Court. He said the station had refused to provide her with a special compilation of figures without the consent of other directors but that the books in their entirety were available to her "as always." He said a telegram to that effect had been sent her a week before.

Other stockholders in the station are J. D. Wrather Jr., president and 39% owner, and the Edward Petry Co., station representatives.

Mr. Whitney testified in a hearing after Mrs. Alvarez petitioned the court for a writ of mandate.

Frank King, Rep. Firm Head, To KFWB Sales Managership

FRANK KING, head of his own West Coast station representative firm, has been appointed general sales manager of Crowell-Collier's newly acquired KFWB Los Angeles, it was announced last week by Acting General Manager Robert M. Purcell. Mr. King assumes his position immediately, succeeding Mort Sidley, resigned.

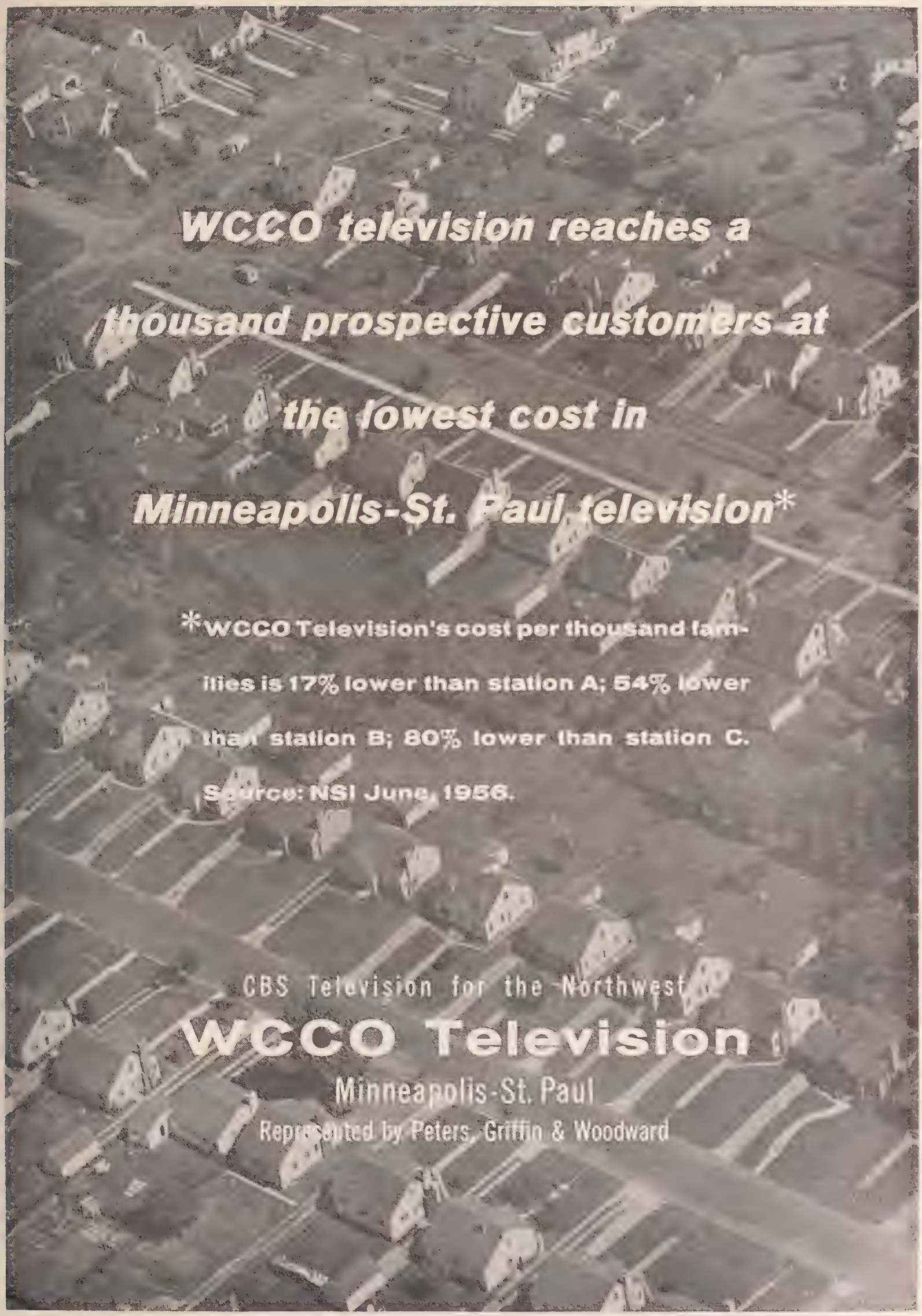


MR. KING

Mr. King started his broadcasting career in New York in 1934 and one time was general sales manager of KNX and KTTV (TV), both Los Angeles, and general manager of KABC-TV Los Angeles. He retains his ownership of the representation firm, Frank King & Co., which has offices at 3780 West Sixth St., Los Angeles and in the Hearst Bldg., San Francisco. Frank King & Co. Thursday announced that Milton H. Klein has joined the company's Los Angeles office. Mr. Klein formerly was account executive at KABC-TV.

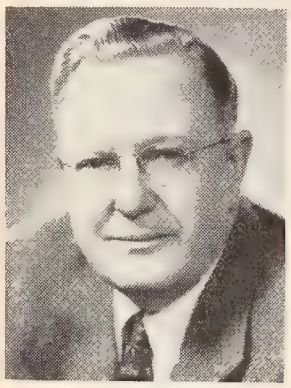
KTMS Joins Don Lee

KTMS Santa Barbara, Calif., owned by the *Santa Barbara News Press,* will join the Don Lee Broadcasting System Dec. 1, replacing KDB there, it was announced last week by Norman Ostby, Don Lee vice president in charge of station relations.


WCCO television reaches a
thousand prospective customers at
the lowest cost in
Minneapolis-St. Paul television*
*WCCO Television's cost per thousand families is 17% lower than station A; 54% lower than station B; 80% lower than station C.
Source: NSI June, 1956.
CBS Television for the Northwest
WCCO Television
Minneapolis-St. Paul
Represented by Peters, Griffin & Woodward

KMBC Broadcasting Co. Appoints New Officers

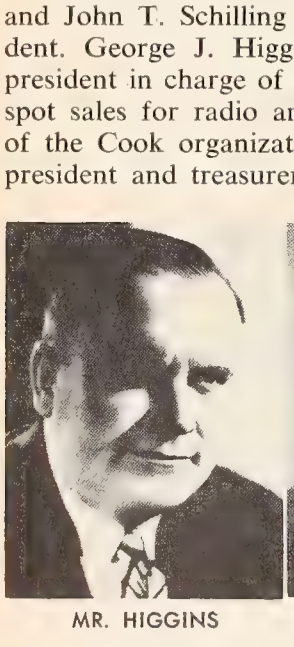
NEW OFFICERS and directors of the KMBC Broadcasting Co. were announced last week following a meeting of directors of the Cook Paint & Varnish Co. of Kansas City, Mo., owners of KMBC-AM-TV Kansas City and KFRM Concordia, Kan.



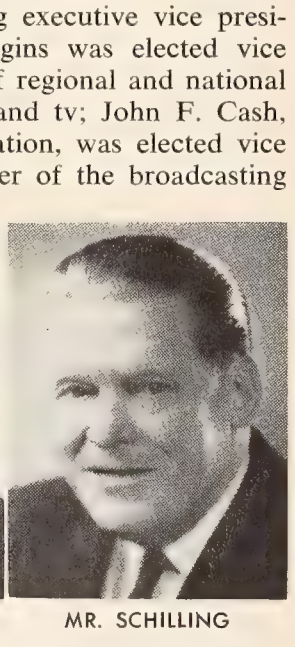
MR. DAVIS

Lathrop G. Backstrom, president of the Cook company, was elected chairman of the board of the broadcasting corporation, a wholly-owned Cook subsidiary, succeeding Robert B. Caldwell, who died Sept. 3.

Donald D. Davis was named president and John T. Schilling executive vice president. George J. Higgins was elected vice president in charge of regional and national spot sales for radio and tv; John F. Cash, of the Cook organization, was elected vice president and treasurer of the broadcasting company. M. D. Blackwell, of the law firm of Caldwell, Garrity, Eastin, Blackwell & Oliver, was elected secretary and also to the board of directors.



MR. HIGGINS



MR. SCHILLING

Staff appointments by the KMBC Broadcasting Co. include Mori Greiner, as manager of KMBC-TV; Dick Smith, manager of KMBC and KFRM; Ed Dennis, local tv sales manager, and Glen Augspurger, local radio sales manager Henry Goldenberg continues as chief engineer.

Mr. Schilling and Mr. Goldenberg have been associated with the broadcasting company and its predecessor radio station since 1922. Mr. Davis joined the Cook radio organization in 1931, after having previously handled Cook advertising as an agency account executive. Mr. Higgins came to KMBC in 1950.

WBEC Duluth Studios Burn; KDAL Help Offer Accepted

IN a friendly "hands-across-the-street" gesture, KDAL Duluth came to the assistance of a rival, WBEC Duluth, on Nov. 2 after fire swept the building in which WBEC was located. KDAL offered WBEC the space from which KDAL customarily originates its remote programs and WBEC went on the air with a loss of only 10 minutes of broadcasting.

Bob Detmann, vice president and chief engineer of KDAL, set the wheels in motion for the assistance plan. He saw WBEC staff members hauling equipment from the burning building and telephoned KDAL President Dalton LeMasurier. They agreed to make the offer to WBEC and the latter station accepted. Engineers made the connection to WBEC's transmitter from KDAL's studios and the station was back on the air.

Funk Sale of KDAY to McCaw For $650,000 Is Confirmed

PAPERS completing the sale of KDAY Santa Monica, Calif., for $650,000 to broadcaster J. Elroy McCaw were signed in Los Angeles Thursday [CLOSED CIRCUIT, Oct. 22]. KDAY was acquired from J. D. Funk, publisher of the daily *Outlook*.

KDAY, following FCC approval, will transfer to Gotham Broadcasting Co., licensee of WINS New York. Gotham is owned 75% by Mr. McCaw and 25% by Jack Keating. Other stations in the McCaw-Keating group are KTVR (TV) Denver (50%), KYA San Francisco and KONA-TV Honolulu (50%). Mr. McCaw owns KTVW (TV) Seattle, and has just sold his 100% interest in KORC Mineral Wells, Tex., and his 33⅓% interest in KLOQ Yakima, Wash.

George A. Baron is to continue as vice president and general manager of KDAY, it was announced following the signing by Mr. McCaw. KDAY operates on 1580 kc with 10 kw daytime but is rushing construction of new 50 kw facilities newly approved by the Commission to assure full coverage of the greater Los Angeles market. KDAY, which converted from foreign-language to a "modern" music-news format last August, has pending an application for full time operation. The sale was negotiated by Arthur Hogan through Albert Zugsmith Co., Los Angeles.

WBZ-TV Offers New Tower Facilities to Other Vhfs

WBZ-TV Boston has set a target date of Jan. 1 for the completion of its new 1200 ft. tower (1349 ft. above sea level), which Donald H. McGannon, president of parent Westinghouse Broadcasting Co., said would be "available to all the vhf stations in the Boston area."

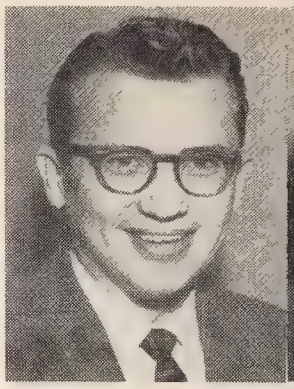
The tower is being fabricated by Ideco-Dresser Co., Columbus, Ohio, and will be topped by a custom-built RCA 6-bay superstile antenna. Construction is under the supervision of W. H. Hauser, WBZ-AM-TV chief engineer. Hurricane Carol destroyed the previous WBZ-TV tower Aug. 31, 1954, and the station has been operating with temporary facilities since then.

In announcing that the tower would be available to other area stations, Mr. McGannon cited FCC and Civil Aeronautics Authority recommendations for "antenna farms" to lessen the hazard to air traffic.

Separate Program Managers Named at WMAQ-WNBQ (TV)

APPOINTMENT of separate program managers for NBC owned radio and tv properties in Chicago has been announced by Jules Herbuveaux, network vice president and general manager of WMAQ and WNBQ (TV) that city.

Robert Dressler, former producer-director of WNBQ's, *Adults Only*, was appointed program manager of that station and Richard Johnson was promoted from production manager of WMAQ-WNBQ to program manager of WMAQ.



MR. JOHNSON



MR. DRESSLER

In their newly-created posts, Messrs. Dressler and Johnson will report to Harry Trigg, programming director of the radio-tv stations, according to Mr. Herbuveaux. Mr. Trigg assumed his position two months ago [B•T, Sept. 10].

Ekberg KFYR-AM-TV Pres.; Fitzsimonds Resigns Stations

F. E. FITZSIMONDS has resigned as executive vice president of the Meyer Broadcasting Co. (KFYR-AM-TV Bismarck, N. D.) and William A. Ekberg has been named president, succeeding Mrs. P. J. Meyer, widow of the company's founder.

The actions were announced following a meeting of the company's board of directors in Bismarck a fortnight ago.

Mr. Fitzsimonds, who also announced that he had disposed of his interest in the company, said that he had no announcement to make at this time concerning future plans.

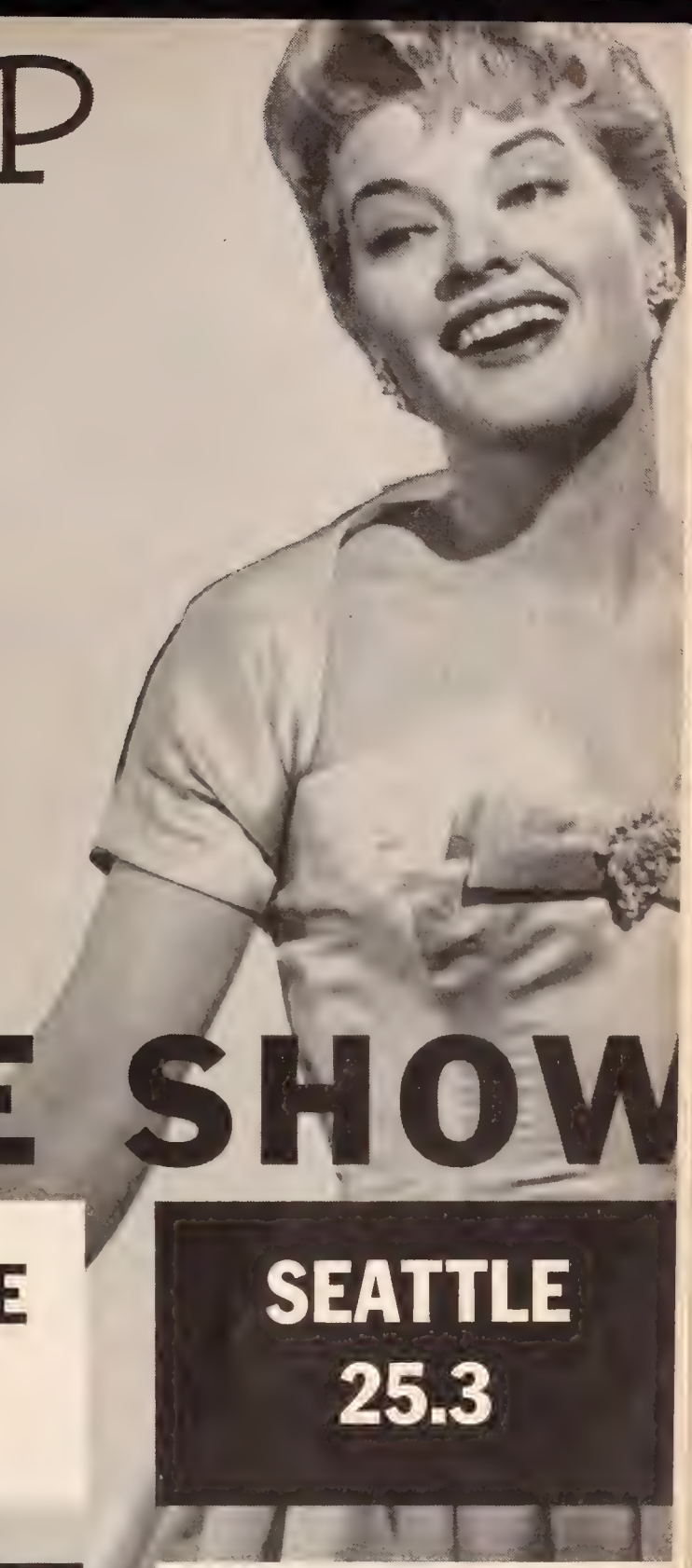
Mr. Ekberg has been serving as general manager of the stations since December of last year. Previous to that, Mr. Fitzsimonds was vice president and general manager.

Other officers elected at the directors meeting were Gordon V. Cox, secretary, and Mrs. William A. Ekberg, treasurer.

Louis W. Schine Dies

LOUIS WILLIAM SCHINE, 63, secretary-treasurer of Schine Enterprises and an officer of the Patroon Broadcasting Corp (WPTR Albany, N. Y.), died Tuesday in Harkness Pavillion, Columbia Presbyterian Medical Center, New York. Mr. Schine who, with his older brother, J. Myer Schine, founded a chain of hotels, movie houses and other entertainment interests, is survived by his wife, the former Martha Rubin; a son Donald; a daughter, Mrs. Ross Higier; five grandchildren and his brother.

CAN'T HELP LOVIN' THOSE RATINGS*!



PATTI PAGE SHOW

BOSTON 30.4	**MILWAUKEE** 28.0	**SEATTLE** 25.3
ST. LOUIS 23.4	**SAN DIEGO** 23.1	**JACKSONVILLE** 24.5

*N. S. I. – A. R. B.

FOR AVAILABILITIES ON THESE 78 TERRIFIC MUSICAL ¼ HOURS WITH PATTI PAGE, THE "PAGE 5" SINGERS AND JACK RAEL'S 18 PC. ORCHESTRA

call your nearest **SCREEN GEMS** sales office

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

WOR-TV STANDBY TOWER HIT BY PLANE; SIX KILLED

Twin-engine aircraft strikes 50 ft. below top of 760-ft. unused facility in North Bergen, N. J., hits apartment.

A twin-engine private plane crashed into the 760-foot standby tower of WOR-TV New York early Thursday afternoon and then plunged into a nearby apartment house. Six persons were killed.

The tower, unused since WOR-TV transmitting facilities were moved to the Empire State Building in October 1953, was lighted by automatic devices and in accordance with Civil Aeronautics Administration requirements, according to station spokesmen. The plane struck 50 feet from the top, CAA reports indicated.

John B. Poor, vice president of RKO Teleradio Pictures Inc., licensee of the WOR station, said "the company deeply regrets that its tower was involved in this accident," and pointed out: "The tower was erected in October 1949. It was placed on a standby basis as an emergency tv transmitting facility in October 1953 when WOR-TV transmission went into operation at the Empire State Building. Since its construction the tower has been lighted by WOR on the recommendation and according to the specifications of the CAA."

The plane apparently was lost in a heavy overcast that lay over the New York area at the time. It was reported unofficially to be registered in the name of Gaseteria Inc. of Indianapolis Co. and carried the name "Bonded Gas & Oil Co." on its side. Commercial planes were operating at the time.

Although damage to the tower was first reported to be relatively slight, a crew of riggers was put to work Friday morning to dismantle the top 75 feet. This followed a move by officials of North Bergen, N. J., where the tower is located, to evacuate some 2,500 persons from their homes in a 15-block area around the structure Thursday night as a precaution against the possibility it had been damaged enough to cause toppling. The dismantling of the upper structure was slated for completion by about noon Friday. Whether the 50-foot mast which stood atop the 760-foot tower would be mounted from a new platform on the shortened structure was not ascertained immediately.

Original cost of the tower was placed at $2.5 million.

Reconstructing the crash, a station spokesman said a watchman stationed on the tower premises heard a noise about 12:51 p.m. Thursday and climbed up to an observation platform at the 550-foot level, could see no damage and did not see the plane. The apartment building into which the aircraft fell was located six blocks away.

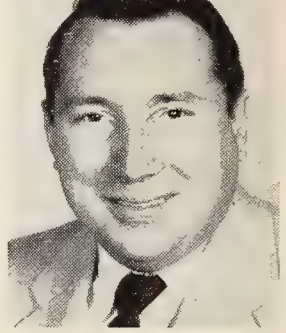
The tower was the subject of a court fight a year or so ago when North Bergen residents sought to have it removed as a hazard, particulary in icy wintry weather. WOR-TV replied that its construction had been approved by all the proper authorities, including the North Bergen zoning officials, and the court upheld the station.

This is the seventh tragedy since 1950 involving an airplane colliding with a broadcast tower. There was one in 1950, when a plane rammed the 204 ft. tower of KWAK Stuttgart, Ark.; two in 1951 when one aircraft struck the 280 ft. tower of KSDN Aberdeen, S. D., and another struck the 375 ft. tower of KXLA Pasadena, Calif. and three in 1953, when a plane struck the 1,036 ft. structure of WHUM-TV Reading Pa.; an aircraft hit the 370 ft. tower of WPTR Albany, N. Y., and a plane crashed into the 538 ft. tower of WBCK-TV Battle Creek, Mich. During that time there were also three airplane-tower collisions involving power company structures.

The New Jersey accident occurred the same week that comments were due on an FCC proposal which would require tv applicants to justify antenna locations away from established antenna "farms" or in areas of high structures (see story page 66).

W. B. Pape Gets New Post With WALA-TV Parent Firm

W. B. PAPE, general manager of WALA-TV Mobile, Ala., has been elected to vice president and general manager of the parent firm, Pape Television Inc. Mr. Pape formerly held the title of national sales manager and has been with the station 10 years. He also will continue as general manager of the station.



MR. PAPE

He replaces H. K. Martin, who died suddenly last summer, as vice president. Mr. Pape is the nephew of W. C. Pape, president of Pape Television Inc.

WCKY Elects New Directors

TWO NEW DIRECTORS for WCKY Cincinnati were elected last week at a stockholders meeting of L. B. Wilson Inc., operator of the station. They are Fred A. Dowd president of the First National Bank of Cincinnati, and John H. Clippenger of the law firm of Taft, Stettinius & Hollister.

C. H. Topmiller was re-elected president general manager; Thomas A. Welstead, vice president, and Jeanette Heinz, secretary treasurer. Essie Rupp was named assistant secretary-treasurer.

WTMJ-TV Increases Color

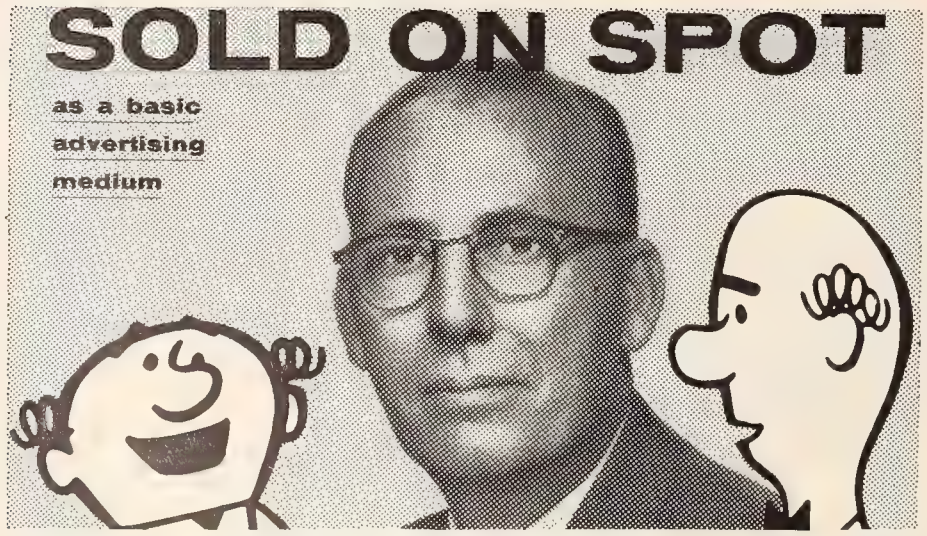
WTMJ-TV Milwaukee a fortnight ago launched an expanded schedule of color tv programming, averaging 15 hours weekly of live local programs plus network programs and local color film segments.

Chief color block is 11 a.m.-6:30 p.m. with all local live fare in color tv and containing a four-hour period when virtually every program is colorcast.

Advertisers aiming to establish a strong new product personality are

SOLD ON SPOT

as a basic advertising medium



HENRY J. MUESSEN, President and Chairman of the Board of Piel Bros., puts it this way: "There's no doubt that Bert and Harry sold themselves. However, without Spot's flexibility and great cumulative audiences, they never would have made the grade so fast. They are established salesmen and stars in their own right, thanks to Y&R and Spot Radio and Television."

NBC SPOT SALES



IT'S FIRST

So Get The BIG Station

WFBL

SYRACUSE, N. Y.

That's right . . . FIRST!

morning . . . afternoon . . . night

WFBL local selling personalities hold the biggest audience; have demonstrated real sales power; and serve the fastest growing market in the East.

Look at the rating:

HOOPER RADIO AUDIENCE INDEX

September-October 1956 — **Syracuse, New York**

Share of Radio Audience

	WFBL	B	C	D	E
Mon. Thru Sat. 8 a.m. - 12 noon	**29.2**	26.8	15.7	15.3	12.1
Mon. Thru Sat. 12 noon - 6 p.m.	**29.5**	22.2	15.5	24.4	7.8
Mon. Thru Sat. 6 p.m. - 10:30 p.m.	**29.8**	13.7	19.4	28.4	6.1

Representatives: Peters, Griffin, Woodward, Inc.

One of the Founders Corporation's Group of Stations: Associated with KPOA and the Inter-Island network, Honolulu; WTAC, Flint, Mich.; and KTVR, Channel 2, Denver.

WFBL
SYRACUSE, N.Y.

Pearson Names Percival San Francisco Manager

APPOINTMENT of Martin H. Percival, account executive, NBC Spot sales, San Francisco, as general manager of the John E. Pearson Co. office in San Francisco was announced last week by John E. Pearson, president.



MR. PERCIVAL

Mr. Percival previously had been in timebuying and account executive capacities with Sullivan, Stauffer, Colwell & Bayles; Grey Adv., and McCann-Erickson, all New York. Tim Timothy will continue as supervisor of Pearson's west coast operations, headquartering in San Francisco.

Marshall Field III Dies After Operation in N. Y.

MARSHALL FIELD III, 63, president of Field Enterprises Inc. and former radio station owner and publisher, died after a brain operation in New York Thursday.

Mr. Field, Chicago multi-millionaire and founder of the *Chicago Sun-Times,* was director and principal stockholder in Field Enterprises, which at one time operated WSAI Cincinnati, KJR Seattle, KOIN Portland and WJJD Chicago. He died in a New York hospital which he had entered Oct. 21.

Mr. Field, as head of Field Enterprises, disposed of the last of his am radio properties in 1953 with sale of WJJD to Plough Inc, for an estimated $900,000 [B•T, Aug. 10, 1953] retaining WFMF, its fm outlet, now operated by Functional Music Inc.

He founded the *Chicago Sun* in 1941 and combined it with the *Times* in 1947, surrendering the post of editor-publisher to his son, Marshall Field Jr. in 1950. He also was a co-founder of New York's old *PM* and established the Field Foundation.

Petry Girls Go to School

EDWARD PETRY & Co., New York, has organized a school of radio-tv procedure for its secretaries to equip them for "their roles as virtual assistants to salesmen in handling, development and acquisition of business."

As outlined last week by Lee Redfield, manager of Petry's special services department, the 21-day program is as follows: The first day is devoted to an introduction to the company, its policies and telephone procedure. The next five days are spent on learning marketing and facilities data on all Petry-represented stations. The following five days are spent in the research department for a basic understanding and evaluation of ratings. The last 10 days are devoted to learning office procedure and how business is handled and developed.

Survey of TV Com'ls

With the support of the General Federation of Women's Clubs and other civic and social agencies around the country, the National Audience Board is beginning a survey of tv commercials. Unusual factor is that the organization, normally concerned with "good taste" in tv offerings, is as much interested in sales impact of the commercials reviewed.

Survey, in the form of questionnaires, to be distributed by CFWC and some 36 other groups in at least 64 cities, will cover commercials of network, national spot and local origin during the week from Nov. 26 through Dec. 2.



Reprinted from Weekly Variety, Wednesday, Oct. 24, 1956

WYZE Goes for $125,000

SALE of WYZE Atlanta, Ga., for $125,000 was announced last week. Contingent on FCC approval, Greater South Broadcasting Co., made up of Paul Whitcraft and associates, will sell the 1480 kc, 5 kw daytime station to Henry Lanham, former part-owner of WTAM Decatur, Ga.; George C. Nicholson and Chester Jones, owners of WAUG Augusta, Ga.; Roy V. Harris, Augusta attorney, and Bill MacRae, Atlanta representative for Clarke-Brown Co. and H-R Representatives. WYZE is independent. Paul H. Chapman Co., broker firm, negotiated the sale.

REPRESENTATIVE APPOINTMENTS

KLIF Dallas, Tex., appoints John Blair Co. Dallas, Tex., exclusive national sales representative.

WMFD-TV Wilmington, N. C., appoints Wagner-Smith Assoc., N. Y., and James S. Ayers Co., Atlanta, Ga., as national representatives.

WADS Ansonia, Conn., appoints Walker Representation Co.

STATION PEOPLE

John Campbell, former merchandising director, KABC-TV Hollywood, rejoins staff as account executive. **Martin Hoag** named assistant merchandising director.

Merrill Rawson, Portland, Ore., station representative, to KEX, same city, as account executive.

James S. Spight, account executive, KSTN Stockton, Calif., to KGDM, same city, as general sales manager.

Randy Rainwater, formerly with Noe-Mac Bcstg. group, appointed local sales manager for WMGY Montgomery, Ala. **Chuck Elliott,** WMGY disc jockey, to promotion manager and **Bob Clark** to program director.

Russ Coglin, KROW Powell, Wyo., appointed sales manager.

Joseph Dowling, sales promotion director, WTOP-TV Washington, D. C., to WHCT Hartford, Conn., as sales promotion manager.

Russell Furse, operations director for both KSBW-TV Salinas-Monterey and KVEC-TV San Luis Obispo, both Calif., resigned. **Gary Ferlisi,** studio supervisor at KSBW-TV, named operations director; **Fred Beck** appointed manager and operations supervisor of KVEC-AM-TV.

Al Browdy, KCOP (TV) Los Angeles, promoted to chief engineer succeeding **Marvin Wentworth,** resigned.

Gene Brook, sales-service director-production manager, WBEN Buffalo, N. Y., to program manager.

John T. Baker, sales promotion manager, WPAY Portsmouth, Ohio, appointed program director.

Pat Williams, KRBB-TV El Dorado, Ark., to promotion manager.

NIELSEN CONFIRMS KCMC-TV AREA DOMINANCE

1. KCMC-TV registers coverage in **32** counties in **4** states

2. KCMC-TV has **monthly** circulation **96%** or higher in 23 counties!

3. KCMC-TV has **weekly** circulation **90%** or higher in 23 counties!

4. KCMC-TV has **daily** circulation **70%** or higher in 23 counties!

The 32-county area contains 197,000 homes with 88,450 TV homes—not including the home county of any other TV station

The Powerhouse of the Southwest

KCMC-TV

CBS abc

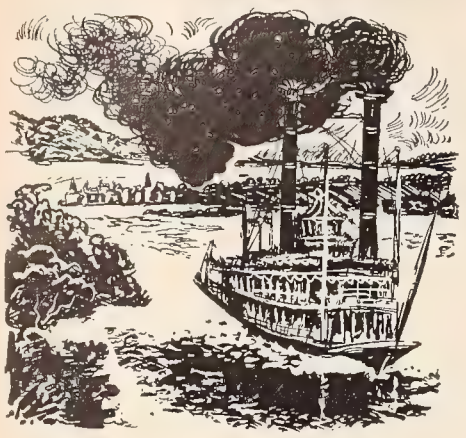
Walter M. Windsor
General Manager

CHANNEL 6
Texarkana, Texas–Arkansas

Richard M. Peters
Dir. Natl. Sales & Promo.

MAXIMUM POWER—100,000 WATTS

Represented by Venard, Rintoul & McConnell, Inc.



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

RADIO-TV, WITH ASSIST OF MACHINES, SPEED ELECTION RETURNS OVER NATION

Three tv and four radio chains put over 680 staffers on task of keeping up with and putting out rapid tabulations.

THE radio and tv networks brought the minute-by-minute story of President Eisenhower's landslide re-election last week to the nation with efficiency and machine-like accuracy.

Because of the early hour that the Eisenhower landslide was both visible and audible to the nation, Trendex figures on network viewing (i.e. sets in use) understandably fell off as the evening wore on, although the share of audience maintained a steady level. The Trendex report released the day after the election covered the period from 8:30-11 p.m. EST. The Trendex tv figures follow:

	Sets in Use	Rating	Share
8:30-9 p.m. (ABC and CBS)	65.2%	40.8	62.6
9-9:30 (all three networks)	63.4	55.2	87.0
9:30-10 " " "	61.6	53.3	86.4
10-10:30 " " "	60.8	52.1	85.8
10:30-11 " " "	54.7	47.7	87.4

A total of seven hours of commercial time was pre-empted on the tv networks: ABC-TV, 1½ hours; CBS-TV, 2½ hours, and NBC-TV, 3 hours. On radio, the national networks had a total of 2 hours 55 minutes of commercial time pre-empted (1 hour 45 minutes on CBS Radio; 1 hour 5 minutes on Mutual and five minutes on ABC Radio). In addition, a half-hour of co-op *(It's Polka Time)* on ABC-TV was pre-empted. On NBC Radio, 45 minutes of commercial time on the Pacific Coast regional hookup was pre-empted.

Scores of radio and tv stations across the country reported full accounts of election activities to B•T. Many began by peppering the air with get-out-the-vote public service announcements and promotion before election day. On election night affiliates cut into network coverage on the hour or half-hour to bring local and state results. Stations brought out full manpower forces and equipment to gather voting results quickly and transmit them to audiences. Some of the stations had special electronic and other equipment like that used by networks.

Across the country, stations tied in their coverage with that of local newspapers and with stations in other cities to round up quick balloting results. Stations had remote crews at candidates' homes, for interviews with both winning and losing candidates, and at campaign headquarters. Many had special commentators and election analysts. Some outlets ran their own polls on the outcome, before and during the election coverage.

Highlights for each network:

CBS

CBS-TV, which carried election returns 8:30 p.m.-4 a.m. EST under the sponsorship of Westinghouse Electric Corp., claimed its audience coverage was almost twice as large as that of any other television network. It based this claim on Trendex figures during the 9-11 p.m. period when all networks were rated competitively. Trendex, according to CBS-TV, credited that network with a 25.3, NBC-TV with a 13.8 and ABC-TV 13.1.

CBS News' coverage on both television and radio was handled by a team of nearly 300 reporting, technical and producing personnel, with Walter Cronkite as anchor man on tv and Robert Trout in a similar role on radio. Sig Mickelson, CBS vice president in charges of news and public affairs, directed overall operation.

CBS reported two innovations this year in its coverage. It set up a special network of observers in 38 key states, who provided latest vote totals and trends by direct wire communication (instead of relying upon wire service reports). The second change was the setting up of a special 10-man desk that processed teletype reports of changing state totals through seven separate operations in 70 seconds.

Univac, Remington Rand's high-speed computer, predicted by 8 p.m. that President Eisenhower would be elected with a popular majority of 7,314,000 votes.

A feature of CBS Radio's coverage was the setting up of a "war desk," manned by Ned Calmer, which kept listeners informed of developments in the Middle East crisis and the struggle in Hungary. Edward R. Murrow, in a telephone report from Tel Aviv, described latest conditions in the Middle East on both radio and television.

NBC

Returns on NBC-TV and NBC Radio started at 9 p.m. and 8:30 p.m., respectively, and continued through 4 a.m., under the sponsorship of Oldsmobile Div. of General Motors, Sunbeam Corp. and RCA.

More than 300 NBC employes were assigned to election night operations. William R. McAndrew, director of NBC News, had overall coverage responsibility. Anchor men on NBC-TV were Chet Huntley, David Brinkley and Bill Henry; on NBC Radio the role was filled by Merrill Mueller.

NBC arranged a special transcontinental electronic network, developed with the cooperation of International Business Machines Teleregister Corp., and AT&T. As election data from each of the 48 states was assembled, it was translated on IBM cards which flashed the reports to a battery of IBM computer-analyzers in NBC's New York election central in Radio City. The results then were announced with the visual aid of a 50-foot bank of Teleregister tally boards, which automatically updated the IBM-computed totals continuously, and a 75-foot electronic map of the U. S.

NBC-TV on occasions utilized the four- and five-way split screens.

ABC

ABC-TV and ABC Radio commenced coverage at 8:30 p.m. EST and signed off the next morning at 4. Sponsor was the Buick Div. of General Motors Corp.

John Daly, vice president in charge of news, special events, public affairs and sports, headed a staff of 300 assigned to

WBKB IS CHICAGO

Channel **7** **WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"A NOVEMBER NIGHT IN CHICAGO"



A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago—Photography: Hedrich-Blessing

election night activity. Mr. Daly served as anchor man for the networks, assisted by Quincy Howe, who offered spot analyses of the returns.

ABC utilized the Underwood Corp.'s Elecom 125 computing device. Political analyst Louis Bean, who headed the research team that fed statistics into Elecom, stated that the machine had made its prediction of an overwhelming Eisenhower triumph by 8:05 p.m. ABC also used a special team of *Collier's* magazine researchers, headed by Louis Harris, to spot trends throughout the evening from the results in 54 historically key voting areas across the country.

MBS

Mutual's coverage, which ran from 8 p.m. through 3 p.m., under the sponsorship of the Kohler Co. (plumbing equipment), Kohler, Wis., was keyed to reaction overseas of developments in the election plus gubernatorial and congressional contests that promised to be close.

This broadcast pattern was decided upon by Brad Simpson, assistant to the president, and John D. Whitmore, MBS executive producer in charge of news and special events, who directed a staff of 80. Mutual previously had made plans to emphasize overseas reaction in its broadcasts and, according to a spokesman, felt by mid-afternoon on election day that there would be an Eisenhower "landslide" but "dog-fight battles" in Congress and gubernatorial posts. Accordingly, the network revised its plans to place greater emphasis on those races.

Mutual reported 227 switches to centers throughout the U. S. plus London and Paris during its seven-hour coverage. Reports abroad were provided by Mutual reporters and by correspondents of *Newsweek* magazine. Early Wednesday morning Mutual carried a short-waved reaction report from Israel by special correspondent Ben Feller.

Westinghouse Broadcasting Co. had a tie-in with WNYC New York, which is municipally owned. Lines linked WNYC with WBC's outlets in Boston, Cleveland, Pittsburgh, Fort Wayne, San Francisco and Portland, Ore., for a "free interchange of bulletins" among the stations.

Thirteen radio stations operated a private cross-country reporting service Tuesday night, feeding each other reports that were beeped on the air. Some of the stations claimed they were able to keep well ahead of networks in forecasting trends and analyzing local developments.

Participating stations were WWDC Washington, WNEW New York, WHDH Boston, WIND Chicago, WIBG Philadelphia, WERE Cleveland, WJBK Detroit, WINN Louisville, WIBC Indianapolis, WDGY Minneapolis, KYA San Francisco, KOL Seattle, and KMPC Los Angeles.

WPEN Philadelphia had a bit of extra excitement election night when fire broke out in the engine room just as first bulletins were being broadcast. Smoke filled the first floor of the station, with Jules Rind, manning the anchor desk, pumping a hand fire extinguisher between fast-breaking stories. The blaze was put out and election reporting went on as usual.

RADIO-VIDEO SCORE 'LANDSLIDE,' TOO

Head of American Heritage Foundation cites near record vote 'as a tribute to the power and responsibility of the great radio and television industry.'

LAST WEEK'S ELECTION was a "landslide success" for radio-tv's effort to help get out the vote, as well as for President Eisenhower.

As expressed by John C. Cornelius, president of the American Heritage Foundation, which co-sponsored with the Advertising Council this year's register and vote drive:

"The near record vote on Nov. 6 is a tribute to the power and responsibility of the great radio and television industry who so persuasively dramatized the duty and privilege of voting as the highest mark of citizenship. May I congratulate all of you for your public spirited accomplishment in reminding our fellow citizens to exercise their priceless heritage in taking advantage of the secret ballot afforded in a free election."

Mr. Cornelius, before his retirement last year from BBDO, was executive vice president of the agency, handling midwestern and western operations.

In the previous presidential election of 1952, the vote hit an all-time high of about 61.6 billion. The estimate this year was approximately 60 million, in comparison with 48 million in 1948. While this year's turnout did not equal that of four years ago, the fact that nation-wide apathy existed only last spring and little excitement or interest was noted around convention time in August, the sheer number of votes last Tuesday was greeted with delight by the foundation.

Activates Would-Be Voters

As noted by Brendan Byrne, associate director of the foundation, it was radio-tv's power in "converting the millions of potentials into actual votes" that must be acknowledged. He said he was happy to convey this acknowledgement of a "tremendous debt that the country owes to radio and television" for the media's efforts in making "bleacher citizens into participating (and voting) citizens."

Mr. Byrne cited radio-tv's coverage in spot announcements on radio, films and tie-ins, as well as "full shows" in pointing up the citizen's right and duty in voting. "It was a tremendous accomplishment," he continued, "and to the radio and tv industry may I say: 'Thank you. Well done'."

Don Newman, director of radio-tv, Vernon Pope public relations organization, New York, public relations counsel for the foundation, said his "conservative" estimate would be the use of a minimum $10 million worth of national radio and tv time devoted to the campaign this year (spots and participations) alone. Mr. Newman called the radio-tv support "truly magnificent," citing cooperation from producers, directors, writers and radio-tv personalities with whom he came in contact.

"During the last four days of the campaign alone," he reported, "more than 80 network radio and tv shows urged listeners and viewers to go to the polls and vote." He said there was no doubt that this was "a vital contributing factor in effecting a large turnout at the polls."

After the election, Mr. Cornelius sent the following wire to a long list of radio-tv personalities:

"Inspiring turnout at the polls is a tribute to the wonderful help the entire communications industry and you particularly gave to the non-partisan 'register-inform yourself vote' movement."

The Advertising Council, via its volunteer agency, Leo Burnett Co., Chicago, shipped one-minute radio and tv spots to all stations for the register-and-vote campaign.

The Vernon Pope firm worked closely with radio and tv networks, program personalities and stars. Top efforts along this line noted by Mr. Byrne were the *Lassie* program of Nov. 4 on CBS-TV, which was based on the voting theme, and the *You Are There* program on the same day and same network which treated the story of Susan B. Anthony.

Nearly 150 organizations—NARTB among them—actively worked with the foundation and the council in this year's campaign. Gen. Walter Bedell Smith, member of RCA and NBC boards, is chairman of the foundation. Last July, Mr. Cornelius noted that radio-tv broadcasters sparked a "test registration" drive in Davenport, Iowa in late May that added nearly 2,300 newly registered persons.

For the first time, the foundation was able to insert special appeals in broadcasts during the Democratic and Republican conventions last August. The registration campaign was concentrated in the August-October period, the vote drive from October up to election time.

FCC RULES DEMOCRAT BID FOR EQUAL TIME INVALID

Four days after Stevenson broadcast Commission says networks were not obliged to accede to demand.

ENGULFED in the avalanche of balloting and election returns Tuesday was the windup of an equal time issue that started the week before when President Eisenhower spoke on all networks Oct. 31 on the Middle East situation [B•T, Nov. 5].

After that talk, Adlai Stevenson asked for equal time from all networks to render his opinion on the crisis. When the networks were unable to obtain a ruling from the FCC in time to guide their decision, each of them granted Mr. Stevenson the time for a broadcast Thursday.

But on Monday this week the Commission told the networks that they had not been obliged to give the time. Because of the decision, CBS and MBS offered Mr. Eisenhower further time on Monday night but he declined. ABC reported that it had declined to give additional time to the GOP when National Committee Chairman Leon

ard Hall requested it after Mr. Stevenson was granted facilities. Since Mr. Hall did not renew his request following the FCC decision, ABC did not feel it necessary to offer it.

In last week's ruling, the Commission was split three ways. Republican Comrs. George C. McConnaughey, John C. Doerfer and Robert E. Lee, and Democratic Comr. T. A. M. Craven constituted the majority. Democratic Comrs. Robert T. Bartley and Richard A. Mack maintained the position which the Commission took in its first response—that the question was too involved and complicated to be answered immediately. Republican Comr. Rosel H. Hyde also iterated his previous position—that Sec. 315 of the Communications Act made no distinction between a candidate speaking as a candidate or as a public official.

The FCC's telegram to all networks declared, after reviewing its earlier response: "The majority has now after further examination of this problem reached a conclusion that we do not believe that when Congress enacted Sec. 315 it intended to grant equal time to all presidential candidates when the President uses the air lanes in reporting to the nation on an international crisis." Comr. Lee was ill when the Commission issued its first answer to the network's plea for a ruling following Mr. Stevenson's request for equal time [B•T, Nov. 5].

James A. Finnegan, Mr. Stevenson's campaign manager, charged that last Monday's ruling was a "political" ruling and that the Democrats would ask the appropriate committee of Congress to investigate the Commission's action in this matter.

Private Citizen Tries Tv To Sell Stevenson Ticket

PROBABLY the only full-length political telecast not paid for during the late campaign by any one party or political organization, but by an individual voter, was seen on WABD (TV) New York election eve, at 12:30-1:30 a.m. EST. The voter: S. Richard Stern, president of S. R. Stern Labs (Duets dietetic cookies), New York, a registered Republican and in 1952, an Ike booster, who went on the air simply as "Dick Stern, private citizen." This time, however, Mr. Stern "wasn't going to make the same mistake twice." He was for Adlai E. Stevenson, Democratic aspirant—"all the way."

Mr. Stern told B•T that as a disenchanted Republican, he joined the Volunteers for Stevenson-Kefauver in New York, first "licking the proverbial envelopes," later hopping from street corner to street corner, soapbox in hand, spreading the Stevenson gospel. Finding too many of his listeners "woefully uninformed about the issues at stake," Mr. Stern then decided to buy tv time through his firm's agency Carlos Franco Assoc., New York. He contracted for an hour of post-midnight time (cost: $1,280) on WABD (TV) New York on Nov. 5, going on the air armed only with his voice, an American Flag, a soapbox and a poster-size picture of Mr. Stevenson.

By the end of the week, the newcomer to tv said he had been "besieged by a lot of people who wanted to sponsor 'Dick Stern, private citizen' talking on any subject." He also had received more than half his money back in voluntary donations by Thursday, the station reported.

Ted Cott, vice president of DuMont Broadcasting Co. and general manager of WABD (TV), told B•T that the station "has the matter [of a show by Stern] under advisement," but to date, no prospective advertiser had been identified.

Tv Was Deciding Factor In Campaign, Says Coyle

DID TELEVISION turn the trick in last week's presidential election?

The answer is "yes," according to William E. Coyle, director of public relations, promotion and advertising for WRC-AM-FM Washington, who gave his reasons in a talk last Wednesday before the Washington Chapter of the American Public Relations Assn.

The GOP used tv more effectively throughout the campaign, said Mr. Coyle.

"It was announced early that President Eisenhower would concentrate on television, whereas Mr. Stevenson began his barnstorming tours early, forcing him into the position of rebuttal by Mr. Eisenhower—a bad tactical position," he declared.

"Mr. Nixon didn't want to go on tv until he had a definite format, and when he finally did go on, everybody agreed his format was outstanding."

All four major candidates, however, used television as "any well-planned advertising campaign," Mr. Coyle said.

"Years ago, political techniques made stumping the country important," he added. "Tv has brought a rebirth of the personal approach of candidates. There is less and less straight party voting; people split the ticket because they know candidates better. Tv—and radio—are responsible."



A CONTRACT covering the entire local election returns last week on KPIX (TV) San Francisco is signed by Jozo Sugihara, president of Pacific Trading Co., U. S. sales agent for Kikko Man seasoning. With him are (l) Dick Guggenheim, of D'Evelyn-Guggenheim agency, and Harry Diner, KPIX account executive. The sponsorship consisted of 12 five-minute segments from 6 p.m. to midnight.

WGAR Cleveland Signs For 'Krickcast' Reports

WGAR Cleveland, Ohio, last week joined more than 95 radio and tv stations who broadcast daily reports on the weather furnished by Irving P. Krick Assoc. of Denver.

The *Krickcasts*, which originate from studios in the Krick Denver laboratories, are heard on individual stations from Ohio westward as well as on CBS and Intermountain-Mutual networks in the Rocky Mountains and the west coast regions. Each broadcast is specifically tailored to the region or city to be covered. In addition to currrent weather reports and forecasts, the *Krickcasts* feature weather lore and forecasts for long periods in the future, which are developed by new electronic machine methods.

Ullman Buys 'Lucky Mileage'

THE RADIO show *Lucky Mileage* has been purchased from Mike Gold of Hollywood by Richard H. Ullman Inc., of Buffalo, N. Y., it was announced last week by Mr. Ullman, president of the latter firm. Mr. Ullman said the name of the program has been changed to *Melody Mileage* and that it has been sold to several stations, including KFWB Los Angeles; KGMS Sacramento, Calif.; KXYL Houston, Tex.; WIBC Indianapolis, Ind.; WESC Greenville, S. C.; WNOE New Orleans; WAPI Birmingham, Ala.; WCMS Norfolk, Va.; KANY Shreveport, La., and KBIG Fresno, Calif.

RFS Sets 9 New Radio Series

NINE new five-minute radio serials will be made available to stations on an exclusive basis in their cities by Republic Features Syndicate, New York, it was announced last week by Lyle Kenyon Engel, president of RFS. The series include: *Our Heritage*, with Westbrook Van Voorhis; *Your Economy*, with T. H. Mitchell; *This Age of Ours*, with Quentin Reynolds; *The Fine Arts of Eating*, with actor Vincent Price; *Sportopics*, with Russ Hodges; *The Windup*, with actor Chester Morris; *The Frightened*, with Boris Karloff; *The Gag Bag*, with Peter Donald, and *American Agent*, with Lee Bowman.

Capitol Names Callison

MAX K. CALLISON, Capitol Records district sales manager with headquarters in Cleveland, has been appointed to the newly-created position of national sales manager, effective Nov. 1, with offices in New York. Another new Capitol post, assistant national sales, has been filled by William B. Tallant, staff assistant, who will headquarter in Hollywood. Both appointments were announced by J. K. Maitland, Capitol vice president and director of national sales.

Get U. S. Recording Contract

ALLIED Record Mfg. Co., Hollywood, and American Sound Corp., Belleville, N. J., have been awarded the national federal supply contract for recording and trans-

cription services for the year ending Oct. 31, 1957, according to a joint announcement by the firms. The new contract marks the ninth consecutive year that Allied has been prime contractor for U. S. agencies, the company states.

PROGRAM SERVICES PEOPLE

Alfredo Antonini, CBS Radio, N. Y., musical director, to SESAC transcription library as orchestral leader.

Harry Snyder, Associated Press broadcast membership executive for Tennessee and Carolinas, resigned to join American Cotton Mfrs. Institute.

PROGRAM SERVICE SHORTS

RCA Thesaurus, radio transcription library, has reported latest subscribers to service include WCHB Inkster, Mich.; WWNC Asheville, N. C. and KOTN Pine Bluff, Ark.

Universal Recording Corp., Chicago, has opened new studios at 48 E. Walton St.

Langlois Filmusic Inc., N. Y., supplier of pre-recorded music for television films, has opened new Hollywood office at 1548 North Highland with George R. Jones as manager. Telephone: Hollywood 9-5846.

WABC New York and **WGN Chicago** were among clients in 38 markets to sign for Ziv Radio's *Fred Waring and His Pennsylvanians,* 30-minute transcribed musical program for the fall season, Ziv has announced. Series being sponsored on national, regional and participating basis.

'STUDIO OF THE FUTURE' IN PLANNING BY NBC-TV

Network acknowledges it has 'studio of future' on drawing boards, but says it's years away. E. B. Weiss, Doyle Dane Bernbach, bares NBC plans, with description.

NBC PLANS for a new, virtually automatic television "studio of the future" have been revealed.

E. B. Weiss, director of merchandising for Doyle Dane Bernbach, New York, reported the plans in the course of a 63-page study of "the coming electronic communications revolution—and its impact on the total world of marketing."

Without confirming details, NBC authorities acknowledged that they do have plans for a "studio of the future" on their drawing boards, but said it was still years away from actuality.

Mr. Weiss' booklet, however, described it this way:

"Talking about tv—radical innovations in tv studio program production are not far away. NBC, for example, is actually planning a studio so flexible and sensitive to production needs that it almost thinks for itself. This studio will actually adapt itself spacially, mechanically and electronically to script requirements. *It will follow directions it issues to itself from a piece of tape.* The controlling tape will:

"(A) Cause the studio to expand or contract as required.

"(B) Cause the floor to assume the shape, height and depth demanded by the scene.

"(C) Swing the cameras to shooting position, select the lenses, focus, cause the light to rise, tilt, lower, pan, dim as needed.

"Absent from the studio floor will be camera dollies, mike booms, cameramen, boom operators, electricians, dolly pushers. The performers and the directors will have the television stage to themselves—and a little tape shall lead them!"

Mr. Weiss' reference to the NBC plan is only one of a vast number of new developments in work and in prospect—electronic computers, production devices, closed-circuit tv uses, tv tape recording, wall television sets with three dimensional pictures, wrist telephones and telephones with tv, among many others—that Mr. Weiss says will produce a revolution in the science of electronic communications during the next 10 years. In retailing, he says, one result will be to put the whole burden of selling on just two "media"—advertising and interior display.

Network Newsmen Caught In Hungary During Uprising

NEWSMEN Ernest Leiser of CBS, Frank Bourgholtzer of NBC and Russell Jones and Anthony J. Cavendish, both with United Press, were among those reported last week to have been caught in Hungary as the result of the Soviet Union's massive attack against the Iron Curtain satellite's rebel uprising.

According to the U. S. State Dept., the men, except for Mr. Cavendish who is a staff correspondent and a British subject, were among American correspondents inside the U. S. legation in Budapest.

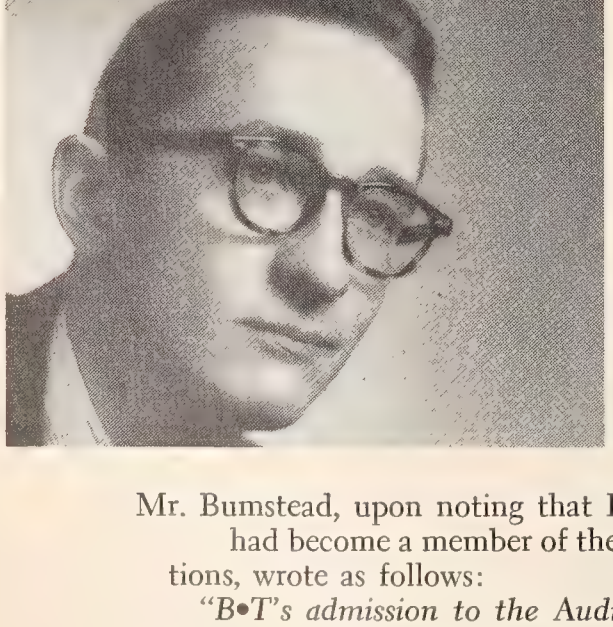
Meanwhile, it was learned that CBS correspondent Dan Karasik was operating from Vienna contacting all sources possible to determine the fate of three CBS staff cameramen. The three, all permanent staffers who had accompanied Mr. Leiser in Hungary, had not been heard from, nor were their whereabouts known. One was an Austrian and the others German nationals.

Another CBS newsman, Frank Donghi, news assignment editor, had been busy filming the Hungarian story. He got out of the country with the civilian convoy which reached Vienna last week. Mr. Donghi was slated to appear on *World In Crisis* yesterday (Sunday, 5-6 p.m. EST) on CBS-TV which reported on the Middle East and Hungary crises. On the program, Mr. Donghi will fill in for Mr. Leiser.

CBS-TV Boosts DeLumen, Fox

IRA DeLUMEN, manager of production cost control for CBS-TV, has been named operations department business manager, it has been announced by Edward L. Saxe, vice president in charge of operations for CBS-TV. Robert Fox, assistant manager of production cost control, has been promoted to Mr. DeLumen's former post.

Media Buyer Sold on Audit Bureau of Circulations



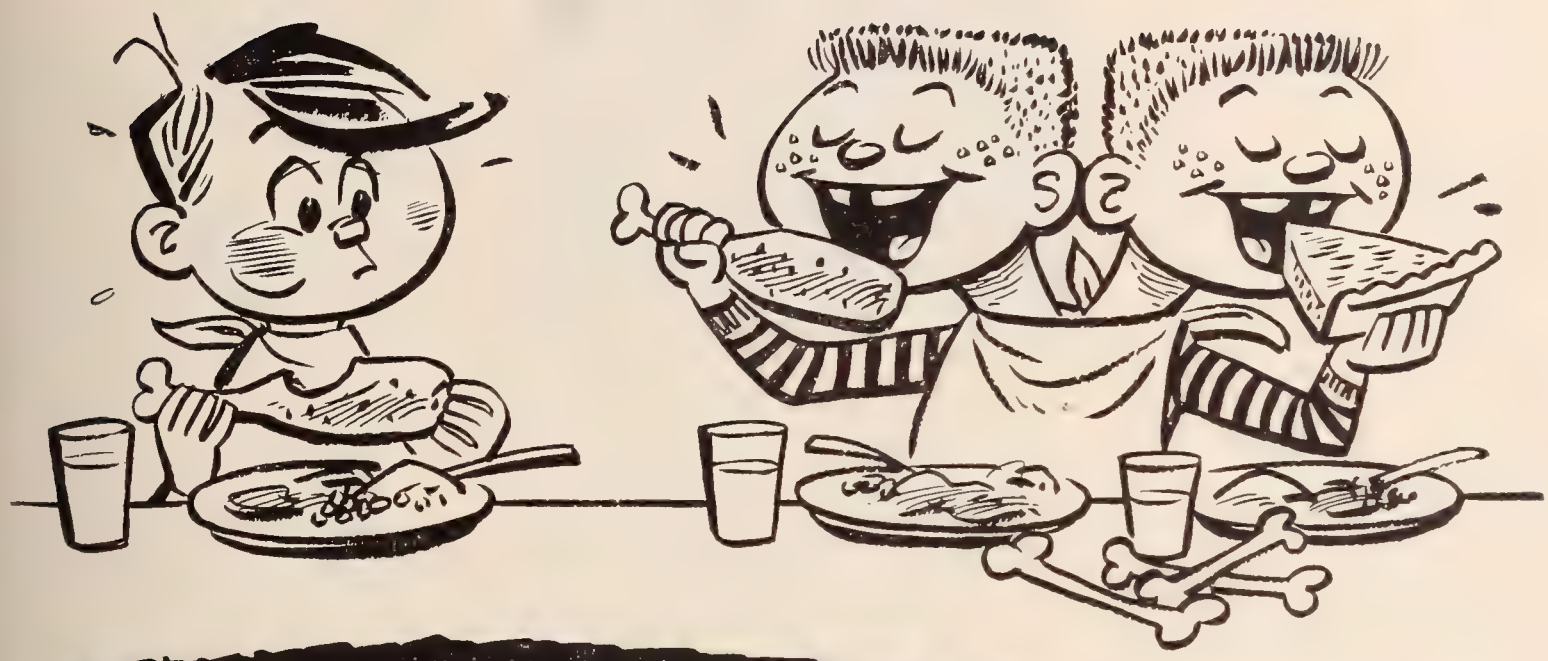
ROGER C. BUMSTEAD
Media Director
MacManus, John & Adams, Inc.

Mr. Bumstead, upon noting that Broadcasting • Telecasting had become a member of the Audit Bureau of Circulations, wrote as follows:

"B•T's admission to the Audit Bureau of Circulations is a significant milestone in your history. As a Media Director, A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

2 heads are better than 1



ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!

And in the Portland, Oregon Market

KOIN-TV delivers

OVER TWICE THE AUDIENCE

of any other station!

TOP RATINGS

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

MAXIMUM POWER ON CHANNEL 6

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 358,000 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Sources: May 10, 1956, Sales Management "Survey of Buying Power"
March 1, 1956, ARF-Nielsen set count projected to October 1

KOIN-TV

Channel 6 — Portland, Oregon



THE **BIG**
MR. SIX
IN THE WEST

Represented Nationally by CBS Television Spot Sales

Bell's Science Color Series To Debut Nov. 19 on CBS-TV

A NEW science color series sponsored by the Bell System, New York, will be unveiled on Nov. 19 over CBS-TV with the presentation of the first program, "Our Mr. Sun" (10-11 p.m. EST). Three other programs are planned in the film series but dates for telecasting have not been determined. The agency for Bell is N. W. Ayer & Son, New York.

The initial program deals with scientific studies concerned with the sun, and will replace *Studio One*. Future programs that are in various phases of production are concerned with the weather, cosmic rays, and circulation of the blood.

The series is being produced and directed by Frank Capra, motion picture director, under the general supervision of a scientific advisory board, consisting of specialists in the various fields of science. Animated sequences of "Our Mr. Sun" were made by UPA Pictures Inc. The series, which is designed to give the public a broader knowledge and understanding of what science is and how scientists work, will be made available for exhibition in schools, colleges and before other organizations after its tv use.

Food, Drug Ads Dominate ABC Radio's Morning Time

FOOD and drug advertisers have accounted for more than $5 million in billings on ABC Radio's morning block since September 1955 when the network started segment selling of this period, it was announced last week by Don Durgin, vice president in charge of the network.

Mr. Durgin said that the food and drug group presently constitutes about two-thirds of all business on ABC Radio in the morning. He added that contracts for the present season in the morning block amounts to $3 million The morning block includes *Don McNeill's Breakfast Club* (9-10 a.m EST), *My True Story* (10-10:30 a.m. EST), *When A Girl Marries* (10:30-10:45 a.m. EST), *Whispering Streets* (10:45-11 a.m. EST), *Grand Central Station* (11-11:15 a.m. EST) and *The Jack Paar Show* (11:15-11:30 a.m. EST).

Sullivan to Get Top Award Of National Audience Board

ED SULLIVAN has been named to receive the National Audience Board's highest award for 1956, for his integration of public service features with entertainment on his *Ed Sullivan Show* on CBS-TV (Sun., 8-9 p.m. EST). Marlo Lewis, producer of the program, also will be honored by NAB.

NAB officials noted that the Sullivan's show had presented three public service features dealing with Army, Navy, Marine and Air Force subjects this year and also had carried features and public service announcements in behalf of such national charities and organizations as City of Hope, Muscular Distrophy, March of Dimes, Red Cross, National Safety Council, 4-H Clubs of America, and Civil Defense.



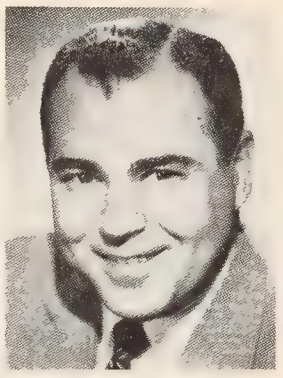
BOB A. ROTH, commercial manager of KONO-TV San Antonio, Tex., signs a contract making that station an ABC-TV affiliate, effective Jan. 21. Also taking part in the signing are Oliver Treyz (l), head of ABC-TV, and Alfred R. Beckman, national director of station relations for the network. KONO-TV, owned by Mission Telecasting Corp., is on ch. 12 with 316 kw visual and 158 kw aural power.

Benny Set for CBS Yule Show

CBS RADIO will present a special, 55-minute Christmas program, featuring Jack Benny and other members of his regular cast, on Dec. 2 (5:05-6 p.m. EST) under the sponsorship of the Minnesota Mining and Mfg. Co., Minneapolis and Detroit, through MacManus, John & Adams, New York. Minnesota Mining is sponsoring the program during the outset of the Christmas season to advertise its Scotch Brand cellophane tape, Scotch Brand gift wrap tapes and Sasheen ribbon. Time and talent for the special show is estimated at $35,000.

Shepard Gets New NBC Post

H. W. (HANK) SHEPARD, since last May director of special projects, NBC owned stations, has been named to a new post, director of business development, at California National Productions Inc., Robert D. Levitt, vice president and general manager of CNP, an NBC subsidiary, announced Wednesday.



MR. SHEPARD

Mr. Shepard, director of Radio Spot Sales at NBC for more than a year before he moved to special projects, will direct all new business enterprises of California National. He has been with NBC since 1950 when he was a sales presentation writer. A year later, he advanced to supervisor of NBC's sales promotion division and in 1952 became manager of new business and promotion for NBC Spot Sales.

Rozett CBS Radio Director Of Administrative Operatio

CBS Radio President Arthur Hull Hayes nounced last week the appointment of W P. Rozett, director of accounting for network, as director of administrative erations, a new executive post. Mr. R will be suceeded by George B. Stadtmu now director of accounting for CBS Rad San Francisco (office at KCBS there).

In his new post which is effective Dec Mr. Rozett will report to James M. Sew administrative vice president of CBS Ra Mr. Rozett joined CBS in 1952 as a su visor in the accounting department, mo later to assistant to the comptroller, bu director and finally director of accoun Mr. Stadtmuller started with CBS in as a member of the network's accour department in New York, transferrin 1949 to San Francisco as accounting dire there.

Secondari Joins ABC News

APPOINTMENT of John H. Secon newsman-novelist, as chief of ABC's W ington bureau has been announced John Daly, vice president in charge of n special events, sports and public affairs the network. Mr. Secondari replaces son Rash, who has joined NBC in Wash ton. Since 1951, Mr. Secondari has a freelance writer with three novels and hour-long television plays to his credit. was a CBS newsman in Italy and Greec

CBS-TV at Aluminum Bow

THE NATION's first Aluminum Bowl ball game, to be played by two coll selected out of a roster of schools by National Assn. of Intercollegiate Athle will be carried live by CBS-TV, Dec. 2 12 noon EST, CBS-TV sports director liam C. MacPhail announced last week. game will be played in Little Rock, Selections will be made on Nov. 25 b Duer, NAIA executive secretary, and Berry, a representative of the Alumi Bowl Assn.

Knox to CBS Detroit Sales

CORNELIUS V. S. KNOX Jr., an acc executive with CBS Radio in New since 1954, has been advanced to sales ager of the network in Detroit, it been announced by John Karol, vice p dent in charge of network sales, CBS R Mr. Knox replaces William W. Firmin, has been appointed eastern sales manag CBS Radio [B•T, Oct. 22].

Two CBS Employes Drown

TWO CBS Central Div. employes drowned in the Detroit River Oct. 26 serving as crew members on a yacht o by H. Leslie Atlass, CBS vice president general manager of WBBM-AM-TV cago. They were Kurt Darr, 47, radio gineering maintenance supervisor, and W. Muth, 41, a painter. Mr. Muth crossing a gangplank and fell into the and Mr. Darr, fully clothed and unab swim, dived in to assist him.



BEST BUY—

My Little Margie on WHIO-TV



VERY LITTLE ON COST

$75 per 1-Minute Spot!

VERY, VERY

Remember this show's record-breaking run. Now we can offer it to You!



LARGE ON INTEREST

STARS—Gale Storm and Charles Farrell. Five times per week—1-1:30 P.M.



'ERY, VERY, VERY LARGE

)N SELL!

Some Facts on WHIO-TV Coverage and Market:

Set Count 511,310

Families 593,200

Retail Sales .....$3,361,973,000 (Sales Management)

Coverage .....26 Ohio Counties, 10 Indiana Counties

September Pulse—15 of the Top 15 Weekly Shows. 8 of the Top 10 Multi-Weekly Shows.

Now Scheduling—Participations Open.
Call George P. Hollingbery.
National Representative.

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

WHLI

"THE VOICE OF LONG ISLAND"

SELLS

BIG
INDEPENDENT MARKET-
NASSAU COUNTY

BUYING INCOME
PER FAMILY

$8,187

• 3rd Among U. S. Counties

GIVES

BIG
BONUS COVERAGE

(Nassau, parts of Queens, Suffolk and Brooklyn.)

POPULATION	2,903,765
NET INCOME	$6,132,673,150
RETAIL SALES	$3,268,444,450

Data Source: Sales Management

DELIVERS

BIGGEST DAYTIME AUDIENCE
in the
MAJOR LONG ISLAND MARKET

According to the most recent Pulse Survey...one station...WHLI has a larger daytime audience in this market than any other station!

WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V P. SALES

Represented by Gill-Perna



NEGOTIATIONS for alternate-week half-hour sponsorship of ABC-TV's *Wire Service*, effective Jan. 3, have been finalized by Miller Brewing Co. and network in Milwaukee. Taking part in the pact-signing are (l to r) John Reilly, ABC-TV account executive; Norman R. Krug, Miller president, of Mathisson & Assoc., agency handling the Miller account. Contact was placed through ABC-TV's Chicago office. The dramatic series began on the network Oct. 4 (9-10 p.m. EDT).

Networks, AFTRA Seek Agreement on Contract

RADIO and television networks and the American Federation of Television & Radio Artists planned to hold continuous meetings over the weekend in an effort to reach agreement on a new two-year contract before the expiration of the current pact this Thursday. AFTRA announced strategy for a strike several weeks ago in the event such action is deemed necessary by the union [B•T, Oct. 1].

Although spokesmen for union and networks would not comment on the progress of negotiations, indications last Thursday were that an amicable agreement would be reached. An AFTRA official acknowledged that a "tentative" agreement had been reached on portions of the contract dealing with the radio networks and the transcription companies, and said the television provisions were to be discussed at sessions last Friday and over the weekend, if necessary. In radio, AFTRA is reported to have made several concessions sought by the networks.

NETWORK PEOPLE

Robert M. Fairbanks, program promotion-merchandising manager, KNX Hollywood and CBS Pacific Radio Network, to KNXT (TV), same city, and CBS Tv Pacific Network as assistant sales promotion manager.

Lee Cooley, producer-director-writer of CBS-TV's *Perry Como Show* from 1950-55 and producer of Mr. Como's NBC-TV series through last June, signed by CBS-TV to produce and create musical tv programs.

Al Ludington, associate producer, ABC-TV's *Afternoon* and *Famous Film Festivals,* father of son, Thomas Frederick, Oct. 18.

ELECTRONICS SALES JUMP SEEN BY '66

Sylvania spokesman foresees jump from $9 to $15.5 billion for total electronics investment. Gives break-down of figures.

THE U. S. electronics industry—curre estimated at $11.5 billion—will double sales and revenues by 1966, an official Sylvania Electric Products Inc., predic Thursday.

Speaking before the eastern regional c vention of the New York Society of Secu Analysts, Sylvania's marketing direc Frank W. Mansfield, foresaw the growth the present $9 billion investment in e tronics to that of $15.5 billion within next decade. This growth, he said, will c through "new money" obtained from fina ing and reinvested profits. Breaking do his talk into various facets of the electro business, Mr. Mansfield charted the gro of the industry as follows:

Television (overall): set sales for 1956 probably hold to the 1955 figure of 7,4 000, with dollar volume at "factory do value estimated at $966 million. Set s by 1969 will rise to 8.2 million annually volume of over $1.1 billion. By 1960, sales will have touched the 10.6 mil figure at a factory value of $1.5 mill Within the next 10 years, the current 42 lion sets in use (76% of U. S. homes us tv) will jump to 74 million sets in use 96%), equaling "virtual saturation."

Color Tv's Outlook

Color television: an increase of 100, tv sets will be effected by the U. S. view public between now and the end of 195 small figure due in part to the relatively h cost of color sets. However, as sets declin price (to $325 in 1957, $220 in 1960, $ in 1963, and $150 in 1966), sales will cl until in 1960, people will be buying 2.2 lion color sets a year, a figure to be m than trebled (to 7.9 million) by 1966. C versely, Mr. Mansfield predicted, black-a white set sales will "have dwindled to million . . . in 1966."

Radios in homes: current home set s are about 8.1 million at a total factory va of $162 million, with 8.5 million sets marked for sale in 1957 "with a value proximately the same." The set figure continue to gain slowly as the years pass indicated, with 1966 being able to boas 9.6 million home sets sold at $182.4 mil factory value.

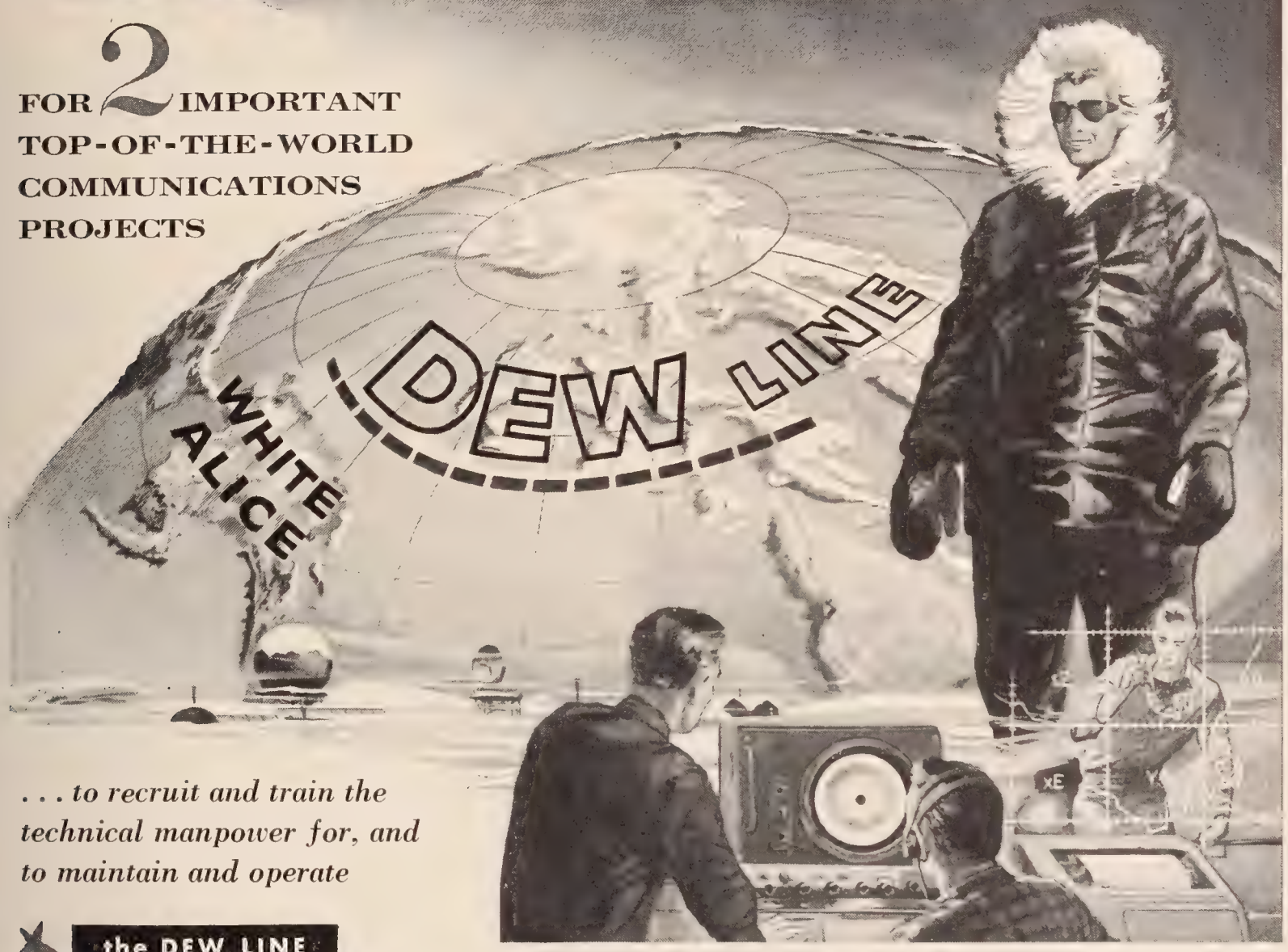
Automobile radios: sales will range fr 6-7 million sets over the next 10 years, v current sales at aggregate value of $120 lion, a figure which, by 1966, will be creased by $30 million.

Records, phonographs, hi-fi compone these should "maintain an increasing ume" between now and 1966, with the rent $160 million sales figure rising to $ million in 1957 and to $185 million 1966.

Radio-tv broadcasting revenues, "m than $1.94 billion this year," should bu

IT&T has been selected

FOR 2 IMPORTANT TOP-OF-THE-WORLD COMMUNICATIONS PROJECTS



. . . to recruit and train the technical manpower for, and to maintain and operate

★ the DEW LINE

★ WHITE ALICE

Young Men

Outstanding career opportunity for qualified men in Electronics, Transportation and Supply or Diesel and Mechanical fields. Send resume of previous experience and education to: Personnel Director, Federal Electric Corporation, Box 347, Lodi, New Jersey.

Two of the greatest Arctic construction jobs ever attempted are drawing to a dramatic climax.

One, the Distant Early Warning (DEW) Line, will flash the *first* warning of an enemy approaching from the north. It is America's latest answer to the challenge of maintaining world peace.

The other, Alaska Integrated Communications Exchange (White Alice), is a vital network including "over-the-horizon" and "line-of-sight" microwave links connecting isolated communities and defense installations across Alaska, as well as existing telephone and telegraph services.

Manpower of the highest order in skills, stamina and intelligence is imperative. The U. S. Air Force has selected Federal Electric Corporation, a subsidiary of International Telephone and Telegraph Corporation, to operate and maintain both these far-flung installations.

Federal Electric Corporation's experience on military assignments in the Arctic . . . in the maintenance of specialized navigational equipment for the Air Force . . . as a field service and maintenance organization for IT&T's laboratories and factories . . . coupled with the world-wide experience of IT&T, make this an ideal partnership for so broad and technical an undertaking.

IT&T — INTERNATIONAL TEL AND TEL

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N. Y.

up "rapidly" to a figure close to $6 billion by 1966.

Military electronics: "by far the largest market," will increase "continually" over the next decade, with 1956's figure of $2.9 billion rising to $3.1 billion by the end of 1957, to $3.8 billion in 1963, and by 1966, "to an excess of $4.1 billion."

Commercial and industrial electronics, which already has expanded greatly in recent years, "will show a greater percentage gain than any other area in which electronic products are used . . . over the next decade." By the end of this year, electronics sales to commerce and industry will "fall just short of $1 billion," while by 1966, they will approach $2.1 billion.

The repair and replacement business, currently estimated at $844 million, is expected to jump $100 million by next year, and by 1966, will be close to $2 billion.

Sales, Earnings Reported Up For Minnesota Mining & Mfg.

SALES for the third quarter and first nine months of 1956 were up 14% and 16%, respectively, over 1955, along with increases in earnings on common stock, it was announced Tuesday by Minnesota Mining & Mfg. Co. (broadcast tapes, other products), St. Paul, Minn.

The company reported fourth quarter results probably would surpass those for the period ended Sept. 30.

Herbert P. Beutow, president, reported sales of $81,453,319 for the third quarter and of $235,948,905 for nine months this year, compared to $71,067,503 and $202,713,004 for those periods in 1955. Earnings were $9,315,631 for July-September against $8,904,112 that quarter last year and $26,986,398 for nine months compared with $24,685,380 in 1955.

New York Tv Tube Racket Costs GE $1 Million Yearly

GENERAL ELECTRIC Co. last week was reported to be losing about $1 million a year in the New York area because of the illegal reprocessing of defective tubes and their sale to dealers. RCA "was said to have suffered heavy losses, also."

These statements were made last week by Daniel V. Sullivan, Bronx district attorney, in connection with the investigation his office is conducting into the tv tube racket. He revealed that all major tv tube manufacturers are cooperating in the probe, and said the holdover Bronx October grand jury will visit tube manufacturing plants of GE and RCA on Nov. 21.

Mr. Sullivan described the activities of one Bronx television repair man to indicate the operations of tube "racketeers." The repair man, Mr. Sullivan said, had obtained tubes that failed in service, and had altered the code to indicate they were still covered by a one-year factory warranty insuring the refund of their sale price. The tubes were then reprocessed and sold them to dealers "at big discounts" as new tubes, Mr. Sullivan stated.

Radio-Tv Set Output Rises in September

RADIO and tv set production in September was substantially above August, according to Radio-Electronics-Tv Mfrs. Assn. Radio output totaled 1,319,189 sets in September as compared to 990,845 in August and 1,302,350 in September 1955. Tv production totaled 894,211 sets in September, 612,927 in August and 939,515 in September 1955.

Nine-month radio output totaled 9,535,896 sets as compared to 9,949,620 in the same 1955 period. Tv set output for nine months totaled 5,259,271 units compared to 5,760,506 a year ago.

Of September tv sets, 96,785 had uhf tuners compared to 90,419 in August. Only 19 tv sets produced in September contained tuners for the fm broadcast band.

Retail sales of radios totaled 756,345 units in September compared to 681,152 in August and 753,068 in September 1955. Nine-month radio set sales totaled 5,405,052 in 1956 compared to 3,942,676 in the same 1955 period. Retail radio figures do not include auto sets, which are sold direct to manufacturers.

Retail sales of tv sets totaled 763,881 in September compared to 566,158 units in August and 978,838 in September 1955. Nine-month sales totaled 4,603,599 sets compared to 5,149,977 a year ago.

Manufacturer sales of tv picture tubes totaled 1,249,624 in September compared to 1,099,605 in August. Nine-month picture tube sales totaled 8,087,352 units as against 7,680,781 a year ago.

Following are radio and tv set production figures during September, a five-week work month, and the first nine months of 1956:

	Tv	Auto Radio	Total Radio
Jan.	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
March (5 wks.)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 wks.)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
Aug.	612,927	198,087	990,845
Sept. (5 wks.)	894,211	349,790	1,319,189
TOTAL	5,259,271	3,060,093	9,535,896

Zenith Head Distributes 'Time' Story on Color Tv

THE contested story in *Time* magazine on color television [B•T, Oct. 29] was back in circulation last week, being distributed—with underlining added to give extra emphasis to certain portions—by Zenith Radio Corp. President E. F. McDonald Jr. to all Zenith franchised dealers.

A note signed by Comdr. McDonald called attention to a paragraph in the *Time* story that said Polk Bros., Chicago, had sold 1,600 color sets this year. Comdr. McDonald said he had wondered how Polk Bros. managed to do it, and had "learned the answer." He said: "A friend of mine received a circular letter from Polk Bros. that announced a special deal on color tv. He phoned, and was offered for $379.39, a brand new 1957 RCA Victor color tv receiver that lists for $495."

The note said Zenith does not think it dealers "should take losses to help us introduce new items" and that this is one reason Zenith will not introduce color "until it is what the public wants and can be sold without sacrificing *your* profits . . ."

The article, which ran under the heading of "Faded Rainbow," drew the fire of RCA officials as soon as it was published. Robert L. Werner, RCA vice president and general attorney, protested in a letter to *Time* that the story was "biased and damaging" and that "unlike RCA's popular tv receivers, the colors in *Time's* colored account are not true, nor are they compatible with fact."

Exhibitors Get Good Results At Chicago Hi-Fidelity Show

EXHIBITORS from ranks of manufacturers, suppliers and distributors reported "highly satisfactory" sales results at the fifth annual High Fidelity Show in Chicago which ended last Monday, according to the show's sponsor.

An estimated 36,000 people attended the three-day exposition and music festival, the latter sponsored by John S. Knight's *Chicago Daily News*, at the Palmer House. The show was sponsored by the International Sight & Sound Exposition Inc. and for the first time required a small admission charge (50 cents). The fee resulted in attracting the type of attendance which exhibitors felt were the "best sales prospects," according to S. I. Neiman, ISSE president.

Chicago fm stations participated in the hi-fi demonstrations. Next year, the show will be held in mid-September, Mr. Neiman announced.

Uniterm Service Set Up For Electronic Patents

UNITERM SERVICE, which analyzes, edits and compiles all U. S. electronic patents is the newest project of Information for Industry Inc., Washington, D. C.

The system reduces complex subjects to basic words and handles them as "digits" eliminating complicated vocabulary and indexing problems, according to Lynn J. Bartlett Jr., president of Information for Industry. The service is prepared by electronic engineers.

Current subscribers to the system receive the Uniterm Service containing information on all patents issued in 1955. Mr. Bartlett said that subscribers for 1956 will receive two cumulative indexes containing complete data on patents issued since Jan. 1, 1956 and those renewing in 1957 will receive a minimum of four cumulative issues, published on a regularly quarterly schedule, for that year.

GE Ships Tv Equipment

GENERAL ELECTRIC Co. reported last week it had shipped a 35-kw transmitter and a four-bay bat-wing antenna to WRAL-TV Raleigh, N. C. (ch. 5), a 5 kw transmitter to KNAC-TV Fort Smith, Ark. (ch. 5), and a 10 kw transmitter to KGGM-TV Albuquerque (ch. 13).

WMT-TV WILL SOON* PUT INTO OPERATION ONE OF THE WORLD'S THREE HIGHEST TOWERS.

People watch programs, not towers. *Without* the new tower the last Pulse showed that 15 of the top 15 once-a-week shows are on WMT-TV, 10 of the top 10-multi-weekly shows are on WMT-TV. The 25-county Area Pulse showed WMT-TV first in share of audience, with 418 out of a possible 461 quarter-hour firsts. Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each. *With* the new tower it will be easier than ever to watch WMT-TV's programs.

WMT-TV • CBS for Eastern Iowa • Mail address: Cedar Rapids • National representatives: The Katz Agency

** Target date: December*

NEW PROMOTION for
NEW PROGRAM FORMAT
IN ROCHESTER, N. Y.




BOB TREBOR

WVET has five men who have proved they can charm ADULTS into hearing and acting on sales messages . . . with MELODY and NEWS plus PERSONALITY. Backed by new local advertising , they're spear-heading WVET into TOP RATINGS all day and all night. In Rochester, your best radio buy is the NEW WVET music-and-news format .


WILL MOYLE


TOM DECKER


KEN POWELL


BOB GLACY

★ MELODY FIDELITY
Good music for listening pleasure

★ NEWS COVERAGE
every hour on the hour.



5000 WATTS
1280 KC

WVET
ROCHESTER, N. Y.

MUSIC
NEWS
ABC

Represented Nationally by
THE BOLLING COMPANY

Sarkes Tarzian Reports Sales

SARKES TARZIAN Inc.'s Broadcast Eqiupment Div., Bloomington, Ind., last week reported shipment of an image orthicon camera, a film projector and other equipment to KGVO-TV Missoula, Mont. The division also reported shipments of a 100-slide automatic projector to KEYT (TV) Santa Barbara, Calif., and to NBC-TV in Los Angeles.

MANUFACTURING PEOPLE

Lionel M. Searle, manager of operations, Philco Corp., Sandusky, Ohio, to vice president and general manager of Philco's automotive division. He succeeds **William H. Chaffee,** resigned. **William A. McCracken,** vice president in charge of manufacturing, Kellogg Switchboard & Supply Co., Chicago, replaces Mr. Searle.

Henry F. Argento, vice president and general manager in charge of radio-tv operations, Raytheon Mfg. Co., Chicago, named vice president of commercial sales with headquarters in Walthan, Mass.

Richard W. Walker, formerly with E. Norman Kegan Co., N. Y., management consulting firm, to Transitron Inc., Manchester, N. H., as vice president.

Robert L. Shaw, national sales manager, radio and television division, Sylvania Electric Products Inc., Buffalo, N. Y., to general sales manager, succeeding **Bernard O. Holsinger,** transferred to New York headquarters as director of corporate sales promotion.

James W. Shackleford, southeastern regional manager, Allen B. DuMont Labs, Clifton, N. J., receiver division, promoted to manager of division's Southern Zone.

Claude B. Coddington, accountant, General Electric Co.'s tube sales department, to district sales manager for upstate New York, with headquarters in Schenectady. He succeeds R. M. Thompson, named marketing analyst in tube sales headquarters' marketing research section.

Henry O. Wolcott, general manager of Electromec Inc., an instrument manufacturing subsidiary of Electronic Specialty Co., Los Angeles, appointed chief engineer and production manager, instrument division, Federal Telephone & Radio Co., IT&T subsidiary, Clifton, N. J. A cofounder of former Technomatic Co. of California, Mr. Wolcott was one of first designer-builders of general purpose, large-screen oscilloscopes, tv tubes, and more recently, has been designing high-fidelity components for custom-made tv sets.

Richard M. Fielding, advertising-sales promotion manager, Philco Corp., Philadelphia, TechRep division, appointed supervisor of public relations, government and industrial division.

Sherman M. Fairchild, president, Fairchild Recording Equipment Co., elected executive vice president of the Audio Engineering Society. Ruben E. Carlson, vice president-general manager of Fairchild, named chairman of AES' Standards Committee.

G. C. Whitaker, president, Graflex In Rochester, N. Y., elected director, Gene Precision Equipment Corp.

R. C. Pontz, plant personnel manager, R Tube Div. plant, Lancaster, Pa., to ma facturing manager of power, pick-up a phototube manufacturing, and succeeded **E. C. McFerren,** plant personnel mana in Cincinnati, Ohio. **Jules F. Maier,** m ager of scheduling, Harrison, N. J., pl division, named administrator, divisio tube industry sales.

Miles M. Dawson, brig. gen. (retired), U. Army Corps of Engineers, to Westingho Electric Corp., as manager of distribut services dept.

Burtis E. Lawton, electronic service a sales manager, H. S. Martin & Co., Eva ton, Ill., appointed senior applications gineer in industrial tube sales departme Allen B. DuMont Labs., Clifton, N. J.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments three vidicon film cameras to WBRE- Wilkes-Barre, Pa., and KDKA-TV Pi burgh; live color studio cameras to WBA TV Baltimore and WBRE-TV, six sect superturnstile vhf antenna to KNAC- Fort Smith, Ark., 25 kw vhf transmitter a new model 6 kw driver to KOOK-TV H lings, Mont., and 25 kw amplifier to KR (TV) Jefferson City, Mo.

Westinghouse Electric Corp., Metuchen, J., introduces miniature all-transistor po ble radio receiver which measures six inc in width, three and one-eighth inches height and one and five-eighths inches depth. Suggested retail price is $49.95.

Motorola Inc., Chicago, announces new transistor pocket model (66T) addition portable radio line. Among features are transformers and provision for 125 m watts of power and 200 hours of batt life from four Penlite cells. Market pric $64.95.

Admiral Corp., Chicago, announces int duction of two pocket transistor radios e weighing less than one pound and (Series 7M1) claimed to be the only one its size equipped for seven transistors o printed circuit board. Model 4P2 is fo transistor set with suggested price starting $39.95, while 7M1 retails for $59.95. measure 5¾ inches long, 3½ inches h and 1½ inch thick and contain outlet for tional plug-in earphone. Firm also repo order of 1,500 21-inch television receiv from Hotel Corp. of America. Sets, es cially designed for use with Jerrold E tronics Corp.'s antenna system, to be u in Chicago, New York, Cleveland, Bos and Washington hotels.

Michigan Electronics Inc., Chicago, nounces new "Travel-Corder" battery-

BUY WSTV-TV

STEUBENVILLE-WHEELING

AND GET PITTSBURGH FREE!

ONLY WSTV-TV OFFERS YOU THIS SALES PROTECTION

1. **GUARANTEED VIEWERSHIP** with top CBS and ABC programs among over 771,381* TV homes in the richest steel and coal producing area in the world.

2. **FREE BONUS** of Pittsburgh coverage. Our rate is based on our Wheeling-Steubenville coverage (AA Rate 1 hr. $450), giving you the lowest cost per thousand in the tri-state area.

3. **MEASUREMENT OF ADVERTISING RESULTS.** Soon to be published — the first Index of Advertising Effectiveness that enables you, Mr. Advertiser, to measure your own results and compare WSTV-TV with any other station on your schedule.

4. **MERCHANDISING ASSISTANCE** — including help in distribution, store displays, newspaper ads, etc.

WSTV-TV IS ONE OF THE SMARTEST, SAFEST BUYS IN TV. ASK FOR FULL INFORMATION TODAY.

*Television Magazine Receiver Circulation Report, October

WSTV-TV

STEUBENVILLE, OHIO

Represented by AVERY-KNODEL

CBS-ABC-CHANNEL 9

230,500 WATTS



A member of the FRIENDLY GROUP

WSTV-TV, WSTV-AM, Steubenville, Ohio
WBMS-AM, Boston, Mass.
WPIT-AM, Pittsburgh, Penna.

GEN'L MGR. John J. Laux, Steubenville, Ohio. ATlantic 2-6265 • **NAT'L SALES MGR.** Rod Gibson, 720 Fifth Avenue, N. Y. 19. JUdson 6-5536

erated portable tape recorder comprised of recording and playback unit designed for professional executives and traveling men. Product is housed in metal case and weighs three pounds, powered by two batteries. Tape is contained in cartridge of cigarette-pack size and may be erased when desired. Cartridge is reusable indefinitely for full hour of recording.

Kay Labs, San Diego, reports record profit of $150,515 on deliveries totaling nearly $2,000,000 in first three quarters. Figures compare with loss of $44,834 on deliveries of $836,560 in corresponding period of 1955.

Institute of High Fidelity Mfrs., N. Y., last week announced election of ORRadio Industries, Opelika, Ala., as general member and The Elektra Corp., N. Y., associate member.

Crescent Industries Inc., Chicago, reports continuing record distributor shipments during September for four-speed high-fidelity phonograph and tape recorder lines. Month's shipments were four-five times those of September 1955, according to James F. White, Crescent sales manager. He also announced four-point dealer program, including promotion for hi-fi pre-recorded tape, floor kits and point-of-sale display materials.

Magnecord Inc., Chicago, appoints McLoud & Raymond Co., Denver, as representative for Magnecord tape recorder equipment in five western states.

BPA'S FIRST SEMINAR CONVENES FRIDAY

Dr. Kent will ask for more data on effectiveness of advertising in radio and tv during two-day sessions in Chicago.

AN EARNEST PLEA for more qualitative data on effectiveness of advertising and sales messages in broadcast media will be set forth by a leading research specialist at the Broadcasters Promotion Assn.'s first annual seminar in Chicago Nov. 16-17.

The appeal will highlight an analysis of audience research, language content study and effect and impact of messages in a Friday luncheon address by Dr. Leonard Kent, vice president and research department director, Needham, Louis & Brorby Inc., Chicago. He will speak on market selection for use of broadcast media.

Media research will constitute one of a number of topical talks during the two-day seminar at the Sheraton Hotel, for which advance registration of regional station promotion and other representatives had reached over 160 by last Thursday. Major BPA objective is to sell radio-tv promotion intramurally and in competition with other media, and to provide an arena for interchanges of problems and views among midwestern station executives [B•T, Oct. 29, 22].

Among subjects to be raised are promotion of and differences in selling radio-tv time, audience measurement evaluatio and promotion areas, pros and cons merchandising, promotion from the vantag point of independent radio and uhf tv st tions and feature films and syndicated pac ages.

Reasons for new program mortalities b cause of slippery audience and sponsor hol and need for better promotion and exploi tion by local stations, as related to me chandising cooperation, will be canvass during a panel session Saturday morning Don Paul Nathanson, president of Nor Adv. Inc., Chicago. He will discuss clie audience promotion needs, largely in t area of network television, expressing t belief shows should be sold like produc [B•T, Nov. 5]. Some large agencies ha incorporated "exploitation" specialists wit in their structure.

Efforts by rating services to supply qua titative information to agencies weigh against agency interest in ascertaining t effect and impact of advertising-sales me sages will be explored by Dr. Kent in thr major research areas. He will review su factors as repetition and testimonials broadcast advertising.

After Friday morning's opening BP organizational meeting, Dave Partridge, a vertising and sales promotion manag Westinghouse Broadcasting Co., will mod ate the time sale promotion panel.

With Larry Webb, managing director Station Representatives Assn. as moderat the sales representative panel later Frid morning will delve into client-station lationships. Wells Barnett, Blair-Tv a John T. Blair & Co., will discuss significa differences in selling radio and tv tim while Arthur Bagge, midwest radio sa manager, Peters, Griffin, Woodward In Chicago, will explain differences in selli agency timebuyers and account executiv

Station sales promotion efforts wh prove helpful to representatives in selli time will be aired by Dudley Brewer, C cago manager of The Branham Co. Dwi S. Reed, H-R Represenatives Inc., will rou out the panel, with views on local and gional station contact and promotion.

Dr. Kent's luncheon address will be f lowed by a representative panel on audie measurement systems, under chairmans of Dr. Seymour Banks, director of me and research planning, Leo Burnett C Chicago, with 30 minutes allotted for qu tions and answers. Audience promotion w be explored Friday afternoon under ch manship of Gene Godt, promotion ch WCCO Minneapolis.

A tour of NBC-owned WNBQ (TV) C cago color facilities, a reception co-hosted B•T and *Advertising Age* and a banq (entertainment to be announced) will rou out Friday activities.

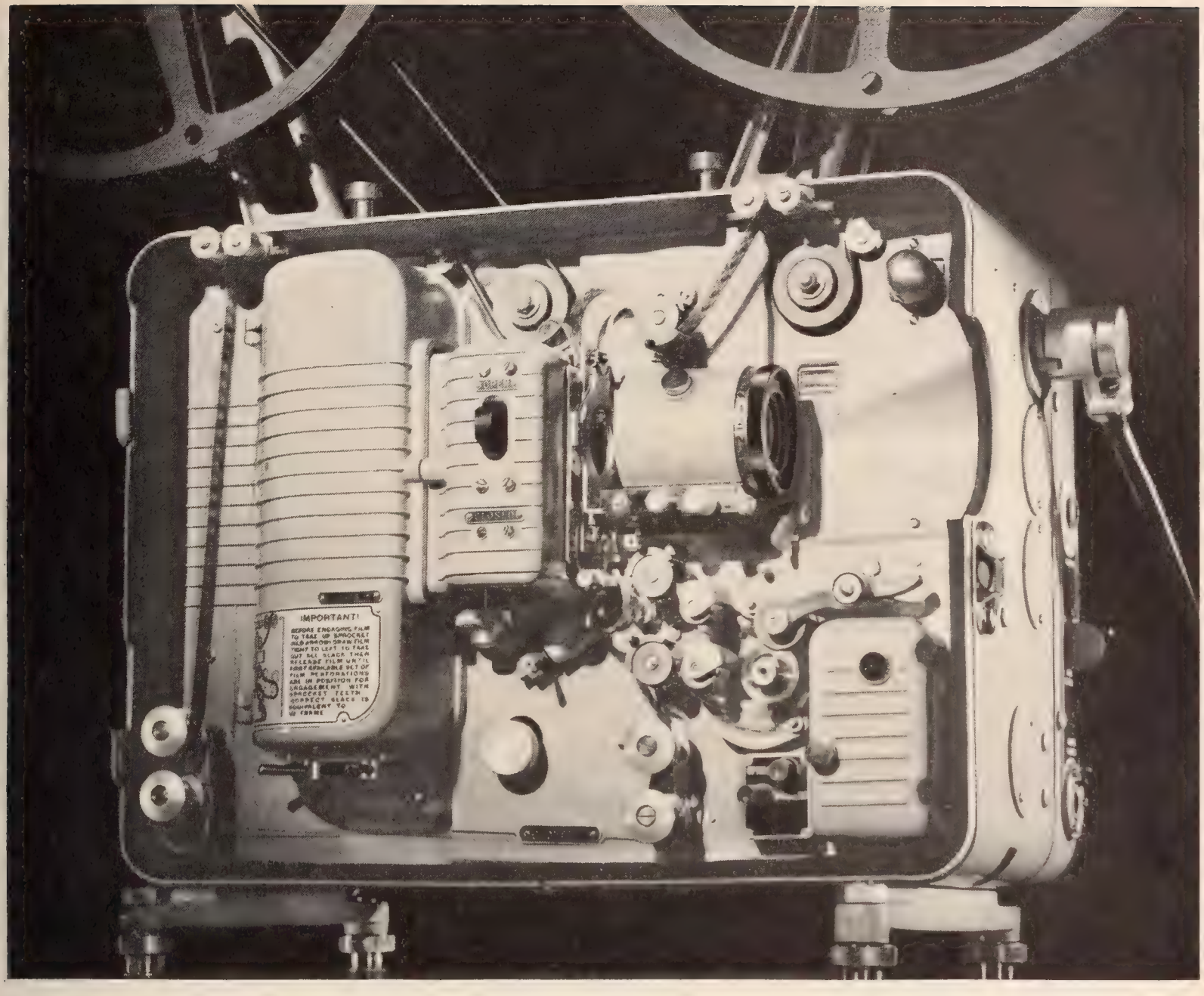
Progam for First Annual Seminar
Broadcasters' Promotion Association

Registration: Thursday evening Nov. 15, fr 6-9 p.m., and starting 8 a.m. Friday, Nov. Registration fee: $25 includes complete ses —two morning meetings, one afternoon m



YEARS AGO OKLAHOMANS GOT THEIR NEWS FROM SMOKE SIGNALS! TODAY THE KRMG NEWSMOBILE QUICKLY TAKES THEM TO THE SCENE OF ACTION . . . BROADCASTS NEWS WHILE IT IS HAPPENING . . . ANOTHER REASON WHY KRMG IS OUT IN FRONT, AND THE STATION FOR YOU IN THE RICH TULSA MARKET! ASK YOUR BLAIR MAN!

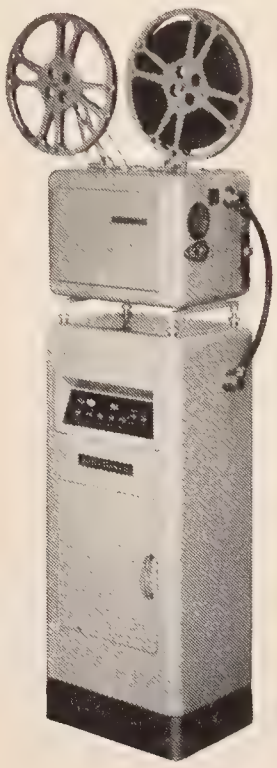
740 KC
50,000 WATTS
KRMG
TULSA
OKLAHOMA



BELL & HOWELL VIDICON PROJECTORS

Versatile Programming . . . Low Initial Cost

Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.



As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

Talk to your Systems Supplier soon. His quotation will be a pleasant surprise. Or write for specifications on Design 614 CVBM projector. Bell & Howell, 7139 McCormick Road, Chicago 45, Ill.

FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell

ing, two luncheons, cocktail party, banquet and entertainment.

Friday, Nov. 16

8:30 a.m.—Opening session: Outline of purposes and formation of Broadcasters' Promotion Assn.
1. Distribution of mimeographed preliminary plans.
2. Discussion.
3. Appointment of committees.
   a. By-laws and objectives, membership structure and dues.
   b. Annual national convention.
   c. Association services.
   d. Nominating committee for officers.

9:30 a.m.—How to promote the sale of time to:
1. Local accounts.
2. Local-national co-op situations.
3. National and regional acounts.

Speakers: Donald D. Davis, vice president, KMBC and KMBC-TV Kansas City.
Frederick Gregg, account executive, Young and Rubicam, New York.
Third speaker to be announced.

Moderator: Dave Partridge, adv. sales promotion mgr., Westinghouse Broadcasting Co., New York.

20-minute question and answer period following.

10:45 a.m.—15-minute break.

11 a.m.—(a) Significant differences between selling tv and radio time.
Speaker: Wells Barnett, Blair-Tv and John T. Blair Co., New York.

(b) Does the job of selling the time buyer differ from selling the client and the account executive?
Speaker: Arthur Bagge, midwest radio sales manager, Peter, Griffin, Woodward, Chicago.

(c) The kind of sales promotion that is most helpful to representatives in selling station time to agencies and advertisers.
Speaker: Dudley Brewer, manager, Branham Co., Chicago.

(d) Importance of station contact and promotion among local and regional brokers, jobbers and distributors.
Speaker: Dwight S. Reed, vice president, H-R Representatives, Chicago.

Moderator: Larry Webb, managing director, Station Representatives Assn., New York City.

15-minute question and answer period following.

12 Noon—Lunch

1 p.m.—How we select markets for broadcast media to be used and what information stations can best supply to help us arrive at our decisions.
Luncheon speaker: Dr. Leonard Kent, vice president and director of research, Needham, Louis & Brorby, Chicago.
15-minute question and answer period following.

1:45 p.m.—15-minute break.

2 p.m.—Evalution of audience rating systems.
1. Diary method.
Speaker: James W. Seiler, director, American Research Bureau, Washington.
2. Meter method.
Speaker: William Wyatt, vice president, A. C. Nielsen Co., Chicago.
3. Telephone coincidental method.
Speaker: Frank Stisser, vice president, C. E. Hooper, New York.
4. Recall method.
Speaker: Dr. Sydney Roslow, director, The Pulse, New York.

Moderator: Dr. Seymour Banks, director of Media Planning & Research, Leo Burnett Co., Chicago.

30-minute question and answer period following.

3:30 p.m.—15-minute break.

3:45 p.m.—Audience promotion.
1. Print advertising.
2. Publicity.
3. Station-sponsored special events.
4. Direct mail to civic organizations.
5. Exploitation.
6. Utilizing facilities of program department.

Speakers:
Foster H. Brown, promotion manager, KMOX St. Louis.
Joe G. Hudgens, promotion director, KRNT-AM-TV Des Moines.
Bruce Wallace, promotion manager, WTMJ and WTMJ-TV Milwaukee.
Edward Wallis, advertising and sales promotion manager, KYW and KYW-TV Cleveland.

Moderator: Gene Godt, director of promotion, WCCO Minneapolis.

20-minute question and answer period following.

4:45 p.m.—Recess.

5 to 6 p.m.—Tour of color telecasting facilities of WNBQ.

6:30 to 7:30 p.m.—Cocktail party courtesy of *Advertising Age* and BROADCASTING • TELECASTING.

7:30 p.m.—Dinner and entertainment (no speakers).

Saturday, Nov. 17

9 a.m.—Merchandising cooperation pros and cons.
1. Merchandising of the advertising.
2. Merchandising of sponsored products.
3. Dealer relationships.
4. Audience promotion in behalf of sponsor.
   (a) What the client wants in merchandising assistance.
   Speaker: R. S. McDonald, director of advertising, Quaker Oats Co., Chicago.
   (b) What the agency expects in the way of merchandising service for its clients.
   Speaker: Donald P. Nathanson, president, North Adv., Chicago.
   (c) How far can the station go providing merchandising service to advertisers?
   Speaker: Max E. Buck, manager, WRCA-TV New York.

Moderator: R. David Kimble, account executive, Grey Adv., New York.

15-minute question and answer period following.

10:15 a.m.—15-minute break.

10:30 a.m.—Round table discussions (table-hopping invited).
1. Independent radio station promotion.
Table leader: Samuel Elber, director of promotion, WER Cleveland.
2. Uhf station promotion.
Table leader: Robert Van Ro promotion manager, WXIX M waukee.
3. Entries in competitions for cit tions and awards, and adverti ers' promotion contests—pr and cons.
Table leader: Roy C. Pederse promotion manager, WDA AM-TV Fargo, N. D.
4. Trade paper advertising.
Table leader: R. David Kimbl Grey adv., New York.
5. How to promote feature fil and syndicated film package
Table leader: Joe M. Baisc general manager, WREX-T Rockford, Ill.

12 Noon—Lunch.

Business session to complete o ganization of Broadcasters' Prom tion Assn.
Election of officers.
Adjournment.

Committee Tells NART Strategy Against AT&T

Action of Assn.'s Television Transmission Tariffs Committee during impending bid in 1955 for higher tv transmission rates revealed in minutes meeting entered in record of House Antitrust Subcommittee.

THE television industry's Fabian strateg against the formidable American Telephon & Telegraph Co.'s impending bid last yea for higher tv transmission rates is hig lighted in a document which has been en tered in the hearing record of the Hous Antitrust Subcommittee.

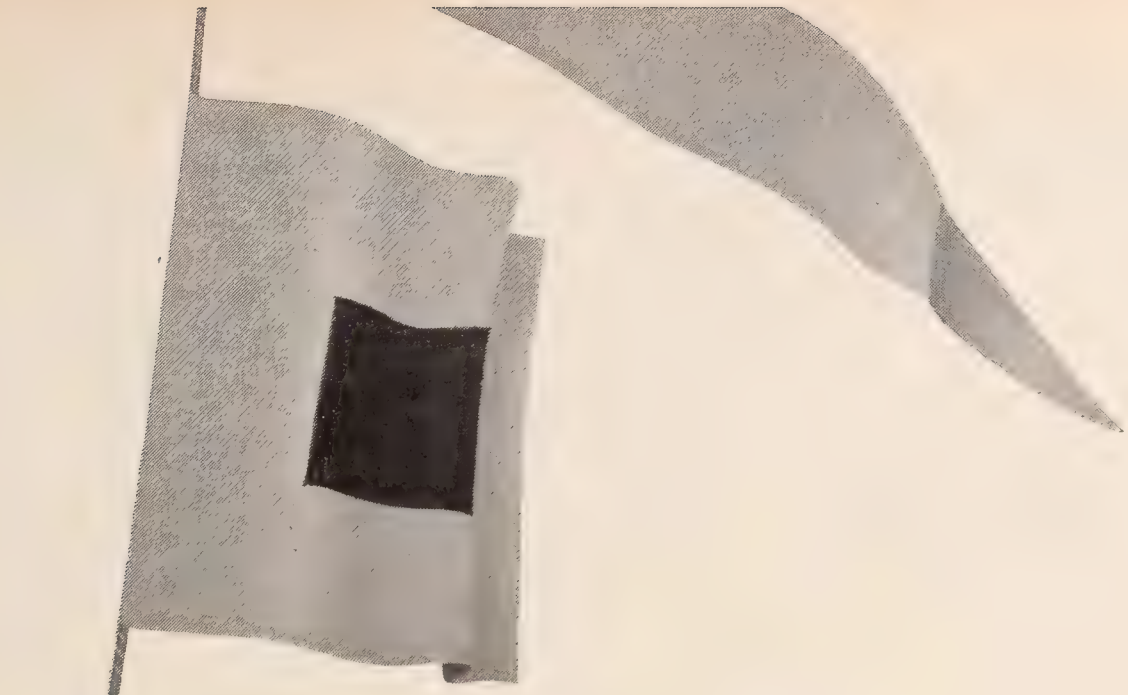
The entry, made in connection wit testimony by two broadcasters before th congressional subcommittee in New Yo last September [B•T, Sept. 24], consisted the minutes of a meeting of NARTB's Tel vision Transmission Tariffs Committee Sep 13, 1955, in New York.

The two broadcasters, Walter C. Bridge WEAU-TV Eau Claire, Wis. (ch. 13), an Vance L. Eckersley, WGBI-TV Scranto Pa. (ch. 22) expressed fear of Sec. 4.63 (c) of the FCC's rules, which requires tha a station discard its private relay syste when AT&T service is made available.

At the 1955 meeting, the NARTB com mittee, headed by CBS Inc. Vice Presider Richard Salant, discussed the possibilitie before the industry in (1) attempting a re duction of AT&T rates at that time and (forestalling an anticipated AT&T bid for tv transmission rate increase of up to 49%

The FCC has had under consideratio since 1948 but has taken no final action o a proposal to investigate the "reasonabl ness" of AT&T charges for video transmis sion.

The 1955 meeting was attended by M Salant; Joseph A. McDonald, NBC.; Williar Trevarthen, ABC; James Ebel, KOLN-T



when the STORM WARNINGS go up . . .
will your ANTENNA TOWER be ready?

This simple periodic check could prevent damage to your tower . . . keep your station from being knocked out when hurricanes, gales or ice storms hit. Published as a service to the Broadcasting Industry by Dresser-Ideco Co., designers and builders of antenna towers. *Clip and save this page or write for reprints.*

check tower alignment, which is quickly done with a transit by a surveyor. If your guyed tower is out of alignment, call in a competent erector to re-align. Self-supporting towers seldom go out of alignment . . . consult the designer of your tower if this occurs.

check tightness of all nuts and bolts.

inspect for bent members and have any you find replaced immediately by the tower manufacturer or a competent tower erector.

secure all transmission line supports.

inspect antenna supports for correct positioning and tightness.

● Simple and easy, isn't it? And well worth many times the cost in peace of mind and assurance when storms strike. Check twice a year is our recommendation . . . before and after the stormy season in your area. And if you're blessed with a less vigorous climate, once a year should be enough.

IDECO®

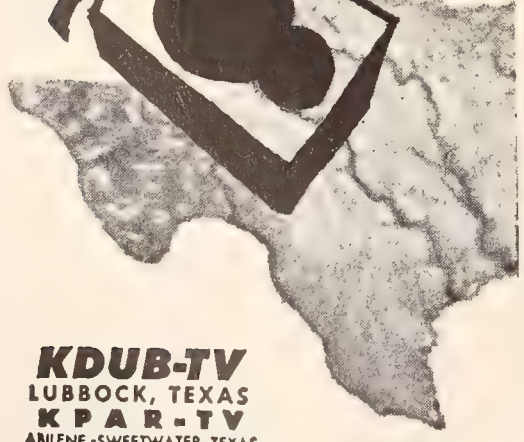
DRESSER-IDECO COMPANY
One of the Dresser Industries
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

all or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

1 economical package
BIG even for Texas—



serving a population larger than Dallas or Houston!



KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS
CBS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Lincoln, Neb.; Lee B. Wailes, Storer Broadcasting Co.; Chris J. Witting, then Westinghouse Broadcasting Co., and Thad Brown, Joseph Sitrick, Dan Shields and President Harold E. Fellows, all of NARTB.

TTTC was told it had the alternatives of (1) meeting occasionally to show its muscles as a "holding action" on the AT&T move to boost rates; (2) dissolving, and (3) engaging counsel for an "active" campaign against a rate increase.

Members were told that AT&T had a "caravan" attempting to "sell" tv stations around the country on the value of AT&T services. It was estimated $40,000-$50,000 would be needed to determine if NARTB had a case against AT&T and $250,000 to conduct a "full hearing" before the FCC. A 49% increase in the current rates would mean an added $20 million to the industry yearly in transmission costs, it was said.

Mr. Trevarthen felt the industry's only recourse was to "discredit" AT&T figures, since the public would have little sympathy for an industry which has been publicized in terms of great financial success.

Mr. Salant said Western Union eight months before had proposed the networks and WU form a corporation to duplicate AT&T services, estimating this could be done for one-third the AT&T costs, but WU wasn't able to back up its estimates with figures, he said, adding that a study to get these figures would cost $500,000. WU also overlooked serious economic, engineering and legal problems involved in such a move, he said. Such a system would take two to three years to set up and would be obsolete in from four to five years, he said, concluding that AT&T "really has no competitor."

W. D. Rogers Jr., WDUB-TV Lubbock, Tex., unable to be present, sent a wire suggesting "we play all the delayed tactics in the book" to hold back the AT&T proposal, adding that with the growth of tv AT&T's complaint that it is getting less return from its investment than formerly is "without point of argument" and, anyway, AT&T is "anxious" to maintain "top relations with our industry."

Mr. Salant felt that if too many stations have their own relay systems, AT&T rates might go up for those remaining on AT&T lines. He felt Congress would have to sanction increased use of private relay systems.

Mr. Ebel thought the industry should keep several irons in the fire to keep AT&T "off balance." He suggested a public relations campaign, an engineering study of private relay network systems, the Western Union proposal and a study of the FCC's material on the subject. Mr. Salant was agreeable to this, but felt AT&T should understand the industry is ready to call its bluff.

Mr. Wailes thought AT&T probably is "away ahead" of TTTC in figuring out the industry's possible alternatives to AT&T service.

Mr. Ebel felt any of the proposals would be expensive and would have to be financed by the networks and larger tv stations.

Mr. Trevarthen felt that an experiment to determine the cost of duplicating AT service might be carried on in one sectio keep down extra expenses—from Los geles to San Francisco, for example, but Ebel said AT&T would point out any ample as an exceptional case.

Mr. Brown felt the present makeup the FCC represents "more than ever common carrier viewpoint."

Mr. Fellows told the group the mere istence of TTTC was a "reasonable thr to AT&T, but that NARTB could "sc AT&T "just so far." Pointing to the sibility of making it an all-industry ef instead of an NARTB project (once sidered, but discarded), Mr. Fellows thou an all-industry group would show AT that the industry is prepared to fight.

The committee decided to seek appr of the NARTB Tv Board for a plan wh would use voluntary contributions inst of NARTB general funds for the propo $50,000 initial study and (if deemed essary) the projected $250,000 to conc a full hearing before the FCC. (A N York law firm, Cravath, Swaine & Mo later was engaged for the prelimin study.)

A four-man subcommittee was named draft the resolution to the Tv Board; n with Harold Cowgill, chief of the FC Common Carrier Bureau, to discuss mate on AT&T rates in Commission files, and draft a letter to tv members of NARTB questing contributions for the initial $50, fund. There were some suggestions brunt of this amount might be borne by networks and the 20 or 30 largest tv stati

Named to the subcommittee were three network representatives and WI Mr. Witting (since moved to the pa Westinghouse Electric Corp.), who wer be accompanied by NARTB's Mr. Br on the visit to Mr. Cowgill. It was expla that the plan should be kept secret and unless approved by the board, bec publicity, in case of disapproval by board, would be "disastrous" to TT work.

Also entered in the congressional committee record were the results o FCC staff study, dated March 11, 1 conducted by Mr. Cowgill, indicating FCC had no reason for delaying fo FCC proceedings on reasonableness AT&T rates on grounds of lack of perso The staff study said AT&T would have burden of demonstrating reasonablene the rates, with the FCC staff in positio ask for any other information it wants cross-examine AT&T if desired. The ceeding would be no more complex many other FCC projects over the years staff report said, and could be done wit persons over two man years at a cost of 500. A projected timetable for a fina cision gave the study 12 months (Marc 1955, to March 15, 1956). The que therefore, is on the question of lawfulne the AT&T rates and whether the n warrants a formal proceedings, the sta port said.

The FCC later, on Nov. 30, 1955, de



A message from a distinguished soldier: GENERAL JAMES A. VAN FLEET

Why our National Security Depends on Strong Railroads

"The railroads of the United States are a great basic military asset. They are as much a part of the military strength of the nation as our Army, Navy, Air Force, and Marines, because none of these great armed services could long operate without the logistical support which railroads provide."

So says General James A. Van Fleet, U. S. Army (Ret.), former Commander of the 8th Army in Korea.

"Therefore," he points out, "we have now and always will have vital need for strong, vigorous, progressive railroads, with reserves of traffic capacity and trained manpower upon which the Armed Forces can draw for their own combat and strategic requirements. *To maintain such a rail plant in readiness, it must be used in peacetime.*"

That's one vital reason why it is important to you — and to the nation — that our public policies should give to railroads equal treatment and opportunity with other forms of transportation. Then each form can do for you the things which it does best, and America's modern railroads will be able to serve you with increasing efficiency and economy.

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.

to take no action pending further studies and findings.

An NARTB interoffice memorandum in June 1954, also entered in the record, cautioned the association against any rash action in petitioning the FCC for action on the proceeding, on grounds of expense and complexity. The report noted NARTB has no evidence except complaints of broadcasters on high costs and expressed the opinion that many of these were "prompted" by Raytheon Corp., which it said was in the "microwave business" and "they are pushing for all they are worth, including formally trying to get our support."

DEFENSE OF MUSIC-NEWS MADE BEFORE N. J. ASSN.

WBC's McGannon, in speech to New Jersey broadcasters, defends maligned format, predicts big radio year ahead.

THE COMING YEAR will give broadcasters their "second chance to establish radio" and can be turned into a year of "great success . . . a year in which we will bring a new dimension to radio," Donald H. McGannon, president of Westinghouse Broadcasting Co., told the New Jersey Broadcasters Assn. last Thursday.

Jerome P. McCarthy, WTOA Trenton, was named president of the New Jersey Assn., succeeding Gordon Giffen, WKDN Camden. John G. Struckell, WWBZ Vineland, was elected vice president, and Bob McDougal, WAAT-WATV (TV) Newark, was named secretary-treasurer. Retiring President Giffen joins the executive committee. Next meeting of the association will be held next spring at Rutgers U., New Brunswick.

Speaking at the group's annual dinner meeting Thursday night at Trenton, Mr. McGannon also came to the defense of so-called "music and news stations," and struck out at suggestions that reductions in power be given to what some critics have called "electronic jukeboxes." Suggestions of this sort are "reckless," particularly in the absence of evidence that stations have defaulted in their obligations, and in the absence of "any definition of terms," he charged.

He did not identify the authors of such suggestions, but John B. Poor, Mutual president, said in a speech to the Radio & Television Executives Society in New York a fortnight ago that ". . . it might not be a bad idea, as this is of purely local importance or significance, to restrict all music and news stations to 1,000 w or 250 w, something like that, and give the stations that really are performing a public service the big power frequencies and give them the power so that they can really go out" [B•T, Nov. 5].

Mr. McGannon said he was "not at all reluctant to indicate that the music and news format is a completely sound and proper method, in my judgment, of operating a radio station." He said, "It is being met with tremendous acclaim on the part of the public. Nobody likes music and news but people.

"The listener has come to rely on radio as a service medium, but if it is to serve truly, it must serve in a local manner," said the head of WBC, whose own radio stations gave up their NBC affiliations in favor of independent operation a few months ago. He pointed out that WBC stations had their own reporters on the scene for direct-line coverage of such recent major stories as the political conventions and the elections, and broadcast directly from the United Nations Security Council and General Assembly sessions on Egypt and Hungary.

Speaking on "1957: a New Dimension in Radio," Mr. McGannon called upon broadcasters to approach "with deadly seriousness and determination" the task of building radio "so that it will be virtually impregnable against any sort of factors or changes which might attack it in the future. Let us plan and project creatively to bring this medium into its rightful position of fundamental service to the public. . . .

"Radio is not only far from disappearing or dying or declining, but rather has grown bigger and healthier than it ever was in its biggest heyday. For example, in 1945, at the end of wartime and before there was any national tv set density, the leaders in the broadcasting industry were sitting around saying that they never had it so good with a gross revenue of $425 million."

Yet, he continued, radio's gross revenues continued to mount from year to year, reaching an all-time peak of $624 million in 1952. Radio's income has come down somewhat from that peak, but even at its lowest post-1952 level "it represented revenue of $121 million over the 1945 level." He saw 1956 as being "in all probability the peak year for national spot and local income."



FIRST meeting of new NARTB Membership Committee was held Thursday in Washington. Taking part were (l to r), seated: Co-chairmen J. Frank Jarman, WDNC Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore, and standing: Robert T. Mason, WMRN Marion, Ohio; William Holm, WLPO LaSalle, Ill.; Ben Sanders, KICD Spencer, Iowa; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Joseph E. Baudino, Westinghouse Broadcasting.

Record 2,158 NARTB Member Reported at Committee Mee

MEMBERSHIP of NARTB has reached a all-time high of 2,158, the association Membership Committee was told at a Thur day session in Washington by Everett Revercomb, secretary-treasurer. A new driv is expected to increase the figure.

J. Frank Jarman, WDNC Durham, N. C and Kenneth L. Carter, WAAM (TV) Balt more, committee co-chairmen, presided the meeting. They directed discussion the membership campaign and reviewed d tails of the drive, which is being conducte by board members in conjunction with Jac Barton, NARTB station relations manage and his staff.

Mr. Revercomb reported a net gain 137 members in a year, with 104 new a and 41 tv stations joining and eight associa members withdrawing. Membership no comprises 1,358 am, 334 fm affiliates of a stations, 23 fm-only, 317 tv, 119 associate three tv networks and four radio network He said 294 stations subscribe to the telev sion code. There are 32 special service su scribers who take NARTB information reports.

Since last Aug. 16, Mr. Revercomb sai the association has acquired 65 am, 2 fm only and 12 tv station members plus 11 code subscribers.

Attending the meeting, besides the c chairmen, were Robert T. Mason, WMR Marion, Ohio; William Holm, WLPO L Salle, Ill.; Ben Sanders, KICD Spence Iowa; F. Ernest Lackey, WHOP Hopkin ville, Ky.; Joseph E. Baudino, Westinghous Broadcasting Co. Absent were James H Moore, WSLS Roanoke, Va.; Harold P. Se KRON-TV San Francisco, and W. D Rogers, KDUB-TV Lubbock, Tex. NART staff also participated.

"I rely on Ad Age to keep me posted"

says **ALBERT G. WADE, II**
President
Geoffrey Wade Advertising

"Advertising Age is a 'must' every Monday morning. I rely on it to keep me posted on the latest developments in our industry—its comprehensive news coverage plus the many feature sections make it not only interesting, but factual and worth while reading."



ALBERT G. WADE, II

Mr. Wade began his advertising apprenticeship in 1937 as a continuity writer for radio station WLS. He later became a program producer and in 1939 joined the Wade Agency as a copywriter. In 1942 he developed the radio package show "Quiz Kids" with the originator, Louis G. Cowan.

During World War II, Mr. Wade served the Office of War Information as Chief of Radio Section for Propaganda in the Balkans and Middle East. After the war he rejoined the Wade Agency as assistant general manager in charge of radio and television. In 1951, following the death of his father, Walter A. Wade, Jeff Wade assumed active management of the agency.

Keeping posted on fast-moving advertising and marketing news, trends and developments is a "must" for most top executives today. That's why you'll find a majority of the important ones—who are important to you—relying every week on Advertising Age. There's something about AA's dynamic news coverage, its timely portrayals of current trends and problems that rates top readership—not only in the homes and offices of those who *activate* important market-media decisions, *but in those of executives who shape these decisions.*

Take Geoffrey Wade Advertising, for example. In 1955, it ranked 25th among the top 36 agencies in radio-tv billing, with an expenditure of $11 million.* Among its heavy broadcast advertisers is Miles Laboratories, which placed an estimated $3,089,500 in spot tv for the first six months of this year, and $2,059,987 in network advertising.**

Every week, nine paid-subscription copies of Ad Age get read, discussed and routed among important decision-shapers at the Wade agency. *Further, seven paid-subscription copies* reach the advertising, sales and other management executives at Miles Laboratories.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*Broadcasting-Telecasting's 1955 report
**N. C. Rorabaugh Co. for Television Bureau of Advertising



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3



MACON'S BOOMING . . .
AND WMAZ & WMAZ-TV
COVER IT MOST
EFFECTIVELY!

388 million retail dollars spent last year in Middle Georgia. Population up 100% in last decade. New industries, rich farms. Capital of this thriving market — Macon, home of WMAZ and WMAZ-TV.

Remember, Atlanta only knocks at the door . . . gives only fringe coverage. WMAZ and WMAZ-TV take you inside, deliver the whole booming market. To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5
WMAZ-TV
Channel 13 — CBS-ABC-NBC
Represented Nationally by
AVERY-KNODEL
INCORPORATED

PANEL PARTICIPANTS SET FOR RTNDA MEET

Radio session at Milwaukee convention to be headed by Charles Day, WGAR Cleveland, and Jack Knell, WBTV (TV) Charlotte, N. C., will be chairman of tv workshop.

PANEL participants have ben set for radio-tv workshops at the forthcoming Radio-Television News Directors Assn. annual convention in Milwaukee, with advance registration of 150 for the three-day sessions starting Thursday.

The radio session that afternoon will be be headed by Charles Day, WGAR Cleveland, with panelists including George Comte, manager of radio-tv, The Journal Co. (WTMJ-AM-TV Milwaukee), and Mrs. Grace Abrahamson, president of Milwaukee County Federation of Women's Clubs and vice president-program chairman, Milwaukee County Radio-Tv Council.

Jack Knell, WBTV (TV) Charlotte, N. C., will be chairman of the tv workshop panel Friday afternoon featuring William Monroe Jr., WDSU-TV New Orleans; William Small, WHAS-TV Louisville; Robert Shafer, WCCO-TV Minneapolis, and Francis E. Whitmarsh, WBZ-TV Boston.

Key speakers at the convention, to be held at Milwaukee's Plankinton House, include NARTB Pres. Harold E. Fellows, Saturday banquet speaker; Sig Mickelson, CBS news and public affairs vice president, who will keynote the opening session Thursday morning, and Sol Taishoff, editor-publisher of B•T, Thursday luncheon speaker [B•T, Nov. 5].

While not officially on the agenda, the controversial issue of free and equal access to courtroom, congressional and other public proceedings is likely to arise during the convention, along with coverage activities involving international news. Announcement of the first annual Paul White award, named for the late veteran newsman and RTNDA awards, presented in cooperation with Northwestern U.'s Medill School of Journalism, will highlight Saturday activity.

Complete agenda follows:

Wednesday, Nov. 14

2 p.m.—Board Meeting, Chinese Room.
7-9 p.m.—Registration, mezzanine.
8-11 p.m.—Pre-convention reception, sponsored by Pabst Brewing Co., Pabst Blue Ribbon Hall, Milwaukee.

Thursday, Nov. 15

8:30 a.m.-5:30 p.m.—Registration, mezzanine.
9:30 a.m.—Opening session (Lotus Room), keynote speech by Sig Mickelson, CBS vice president in charge of news and public affairs.
12:30 p.m.—Reception and Lunch (Pfister Hotel), sponsored by Sears, Roebuck & Co. Welcoming address by Mayor Frank P. Zeidler of Milwaukee. Main address by Sol Taishoff, editor-publisher of B•T.
2 p.m. — Radio Workshop session (Lotus Room). Charles Day, WGAR Cleveland, Ohio, as moderator, and including as participants George Comte, manager of radio-tv, *The Journal Co.* (WTMJ-AM-TV Milwaukee); Mrs. Grace Abrahamson, president of Milwaukee County Federation of Women's Clubs and vice president-program chairman, Milwaukee County Radio-Tv Council, and an agency representative to be announced.
6:30 p.m.—Reception and dinner, sponsored by Jos. Schlitz Brewing Co., Schlitz Country Club Bldg., Milwaukee (transportation furnished by General Motors Corp.)

Friday, Nov. 16

9 a.m.—Business session and election of officers, Lotus Room.
12:30 p.m.—Reception and lunch, sponsored by Miller Brewing Co., Miller Inn, Milwaukee. Address by John Fisher, Canadian Tourists' Assn.
2 p.m.—Television Workshop session (Lotus Room). Jack Knell, WBTV (TV) Charlotte, N. C., as moderator, and including as participants William Monroe Jr., WDSU-TV New Orleans; William Small, WHAS-TV Louisville, Robert Shafer, WCCO-TV Minneapolis and Francis Whitmarsh, WBZ-TV Boston.
6:30 p.m.—Reception and dinner, sponsored by Chrysler Corp., Sky Room.

Saturday, Nov. 17

8 a.m.—Network breakfast (room not announced).
10 a.m.—Weather reporting roundtable (Lotus Room). Tom Eaton, WTIC Hartford, as moderator. Address by Ted Gleiter, U. S. Weather Bureau.
11:30 a.m.—Address by Nezih Manyas, assistant director of Turkish Information Office.
12:30 p.m.—Reception sponsored by Ford Motor Co. (Sky Room).
1 p.m.—Luncheon sponsored by Allis-Chalmers (Sky Room). Address by Charles Campbell, director, British Information Service.
2:30 p.m.—Critique of award-winning presentations, Lotus Room.
6 p.m.—Reception (Sky Room) sponsored by WTMJ-AM-TV Milwaukee.
6:30 p.m.—Annual RTNDA banquet. Address by NARTB President Harold E. Fellows. Announcement of winner of first annual Paul White Award and RTNDA awards presented in conjunction with Northwestern U. (Jack Shelley, WHO-AM-TV Des Moines, awards chairman.)

Sunday, Nov. 18

9 a.m.—Board meeting (Chestnut Room).

U. S. Reliance on Radio Stressed by CBS' Hayes

RADIO is a "necessity" for the American people and a medium of efficiency and economy without equal for the advertiser, Arthur Hull Hayes, president of CBS Radio, said in a speech prepared for delivery before the Detroit Adcraft Club last Friday.

He cited the public's reliance on radio as indicated by such factors as the extent of listening (the equivalent of two working days per week per family), the number of sets in the U. S. (142 million), the rate of new radio set purchases (more than 14 million this year, or more than twice the number of tv sets bought), and actual surveys on the subject (49% of those queried said radio was a necessity as compared to 23% who put tv in that category).

100 mw or ONE watt



Buy the Power You Need!

ONLY Raytheon TV microwave links offer you this choice

PLUS THESE FEATURES

- **Simultaneous transmission of monochrome or full NTSC color plus program audio**
- **Rugged, versatile—for portable or fixed installations**
- **Available in 6,000, 7,000, 13,000 Mc bands**
- **Uses stable, long-life klystron**

Raytheon KTR-100 series (100 mw RF output) TV microwave links provide reliable, high quality transmission of video and audio at lowest cost. When you need additional power to overcome "grazing" conditions or for longer hops, the extra 10 db power output of the KTR-1000 series (one watt RF output) meets your requirements.

Only Raytheon gives you this choice. You buy the power you actually need; and if lower power does the job, you save up to 25%.

For broadcasters and common carriers Raytheon KTR links provide outstanding service—proved by excellent performance in nearly 200 television installations.

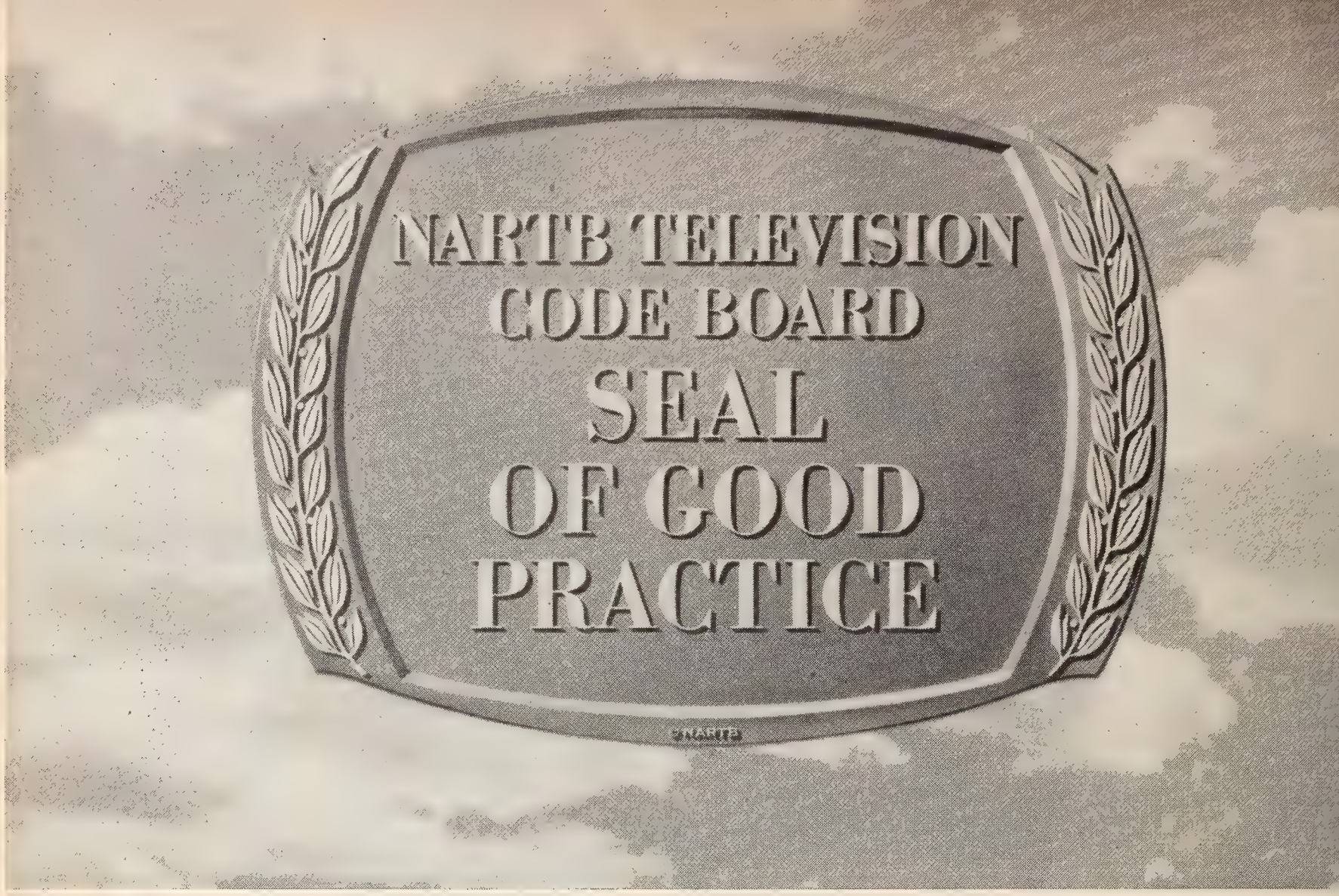
You will be interested in further information on the complete KTR series. Write Dept. 6120 for complete data.

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THEY'RE PUTTING MUSCLE IN THE CODE

A B•T Interview with NARTB Tv Code Board Chairman G. Richard Shafto

Q. To start at the beginning, how old is the Television Code?
A. It's been in effect for four and a half years.

Q. And you've been chairman of the Code Review Board for how long?
A. I've been chairman of the Code Review Board well over a year, since June 1955, and have served as a member of the Code Board since June 1954.

Q. Just to get it on the record, how many stations are members of the Code?
A. There are 293, plus the three networks.

Q. Why don't you have the other 200 tv stations?
A. We find there are some stations which have adopted operating policies that prevent their complying with the standards of the Code —and for that reason they are not eligible to become subscribers. For example, we find some stations in some communities selling television announcements for prices comparable to the price of radio announcements. Due to the high cost of operating a television station, these stations find themselves required to place five or six announcements back to back. They say they cannot survive and meet Code standards.

We have no practical aspiration that the total number of operating television stations will all be Code subscribers. There will always be stations that will operate by different standards—if you will, lower standards—which the Code Review Board will not accept as subscribing members.

Q. Isn't that a stigma for those stations that don't have the Code?
A. Not necessarily. This is a pretty democratic country and those stations may be rendering a service to their communities which might not otherwise be rendered unless they had the economic wherewithal to continue their operations. They have educated their public to that manner of telecasting, and at least they endeavor to convince us that their public does not find it objectionable. Therefore, they hold different views from the majority of stations which seek and desire to conform to the standards set up in the Code.

Q. In the entire history of the Code since its adoption in March (I think it was) 1952, has there been any punitive action taken against any station?
A. There has not.

Q. How many stations in the entire history of the Code have resigned?
A. Five or six have resigned during the past year because of their non-conformance, or difference in policy with the Code Review Board. There were several drop-outs in prior years because of non-payment of dues.

Q. Do you think the Code has accomplished anything?
A. We have seen some very tangible evidence of the Code's accomplishments.

We've seen network programs that have changed their commercial content to conform to the Code time limitations. We have seen questionable performances of dramatic programs wherein the producers have been warned about repetition. Recently, stations have rejected tens of thousands of dollars in revenue.

Q. What kind of business is this?
A. Intimate personal products advertising; there have been double-product or piggy-back announcements; there has been pitch advertising, and to some extent commercial religious programs.

Q. What do you mean by personal products?
A. Intimate personal products, those connected with feminine hygiene, for example. Recently the Code Board issued an interpretation on hemorrhoid remedies as being in that intimate personal product class and it has resulted in substantial cancellations around the country for one particular product which was advertised on a national basis.

Q. How do you justify the fact that the Federal Trade Commission might approve of this product or has not brought any action against it?
A. The Federal Trade Commission is distinguished from the Code



THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

MAN ON A 21-INCH HOT SPOT

THERE's no more thankless job than the chairmanship of NARTB's Tv Code Review Board, but a lot of broadcasters are thankful that the assignment is being handled by G. Richard Shafto, WIS-AM-TV Columbia, S. C. Mr. Shafto has been in industry hot spots for over two decades, helping to pioneer such undertakings as Broadcast Music Inc. and other activities.



MR. SHAFTO

Once a radio ham and later "Sparks" on oil tankers, he worked with RCA Labs, Western Electric and Graybar before joining WIS in 1932 as general manager. He has served a number of terms on the NARTB and predecessor NAB boards and was chairman of the NBC Stations Planning & Advisory Committee.

In 1954 NARTB President Harold E. Fellows named Mr. Shafto to the Tv Code Review Board and elevated him to chairman in the spring of 1955 after the term of the first chairman, John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich., had expired. Mr. Fetzer stayed on several months in an *ex officio* role.

A quiet executive of extensive experience, Chairman Shafto has devoted much time and energy to the Code.

in this substantial respect: The Federal Trade Commission is chiefly concerned with truthfulness of advertising. We did not rule on the truthfulness of the advertising. We ruled on the fact that the product was of intimate personal nature which was not a fit subject for discussion in mixed company in the living room. It might be acceptable for other advertising media but it was just not suited for television.

Q. Are your standards essentially the same as those of the FTC?

A. Both our standards and those of the Federal Trade Commission deal with truthfulness in advertising. In addition, the Code concerns itself with standards of good taste and the program responsibility of the broadcaster.

Q. Could a station comply with the Code and still be under fire from the FTC?

A. I don't believe that he could be in violation of the Federal Trade Commission and comply with the Code.

Q. But suppose the FTC comes up with a new ruling against an advertiser like the recent liver pills decision?* Many stations may have carried that advertising in good faith.

A. That gets back to the portion of the Code that deals with truthfulness in advertising. Here we have an authoritative body which declares a particular piece of advertising, based on technical standards, to be untruthful. If a station persists in carrying that advertising, thereafter—he becomes in violation of the Code.

Q. In the light of the Federal Trade Commission's action on the liver pills, would the Code Board notify its subscribers of the FTC's activity and ask them to be guided accordingly?

A. The Code Board is constantly doing just that in each and every bulletin to its subscribers. The bulletin last month notified all subscribers of the latest FTC cease-and-desist order.

Q. What are your views on the Federal Trade Commission's entry into the field of monitoring broadcast programs?

A. We feel that anything that makes all of us in the industry more conscious of the fact that the public demands and expects good programming performance should not give us concern. Membership in the Television Code is the best indication that a vast majority of the stations in the country desire and endeavor to conduct their stations in such a manner as to please the public. If the Federal Trade Commission should discover broadcasting practices which are untruthful

*** Federal Trade Commission on Oct. 12 announced it had found that Carter Products Inc. misrepresented the curative powers of Carter's Little Liver Pills. This was the second such ruling by the FTC on this product; the first ruling was in 1943.**

Movies on TV Steal Audience... only WAKR-TV HAS THEM IN Prime Viewing Hours

IN THE LARGE AKRON AREA

WAKR-TV is the only station received in the Akron Area that carries a regular daily schedule of **GOOD MOVIES.** The new **Selznick, 20th Century Fox** and **Columbia** pictures are widely viewed during class A time!

PARTICIPATION AT BARGAIN PRICES with the WAKR-TV "49" SATURATION PLAN

in excess of 100,000 homes now receive WAKR-TV*

*Videodex Sept. 1956

Audio And Video

Movies On TV Steal Audience

By TOM O'MALLEY and BOB CUNNIFF
Beacon Journal Special Writers

NEW YORK—The neighborhood movie house owner who used to scream about the cruel inroads of television on his audience will shortly be joined by TV networks complaining about the audiences stolen away by TV movies. Independent stations all over the U. S. are making deals for old movie classics and if the current trend continues, there's talk that the future of live television would be considerably jeopardized.

The problem, of course, is that sponsors will pay the current whopping price for a live show only so long as a vast audience is there to watch. If everyone, or almost everyone, is off watching an old Warner Bros. product, then they'll clear out of live TV soon enough.

One striking fa... abo... watching old class... with her swim show. Est... will do it for a ... then forget it ... England.

Reprinted from Akron Beacon Journal Sept. 18, 1956

WAKR-TV • WAKR-RADIO

RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

or displeasing to the public—and which we have not been able to detect in our monitoring—we would welcome knowledge of them.

Q. Isn't that a very dangerous area of activity for a government agency to get into? Doesn't it verge on censorship?

A. I think it becomes dangerous only to the extent that we decline to regulate ourselves voluntarily. I have no fear of government censorship as long as we do what in our own good judgment and experience constitutes good programming.

Q. Have you ever contacted advertisers or advertising agencies in connection with complaints from the public or reports by your monitoring?

A. We've had many conferences with advertising agencies, but for the most part they have come to us. Again bearing in mind that we are not an enforcement agency, they have come to us because of station unwillingness to accept their advertising copy or because of complaints which came to them from the station or because of interpretations that the Code Review Board has made.

Q. Is there any commercial religious problem in connection with the Code?

A. There have been several commercial religious programs brought to the attention of the Code Review Board. I don't think that they constitute a problem.

Q. Do the commercial religious broadcasts conform to the Code?

A. The Code suggests that the stations should not sell their time for commercial religious programs. That counsel is suggestive rather than prohibitive, and the individual station must determine its own policy in that regard.

Q. Have there been public complaints or complaints from religious groups which object to this kind of broadcasting?

A. Our complaints have largely come from religious groups who find themselves unable to secure commercial time on television stations. They have made representations to the Code Board that the suggestion that stations not sell their time for religious programming be modified. The Code Review Board has not seen fit to make any such modifications.

Q. Let's go back to some of these production matters which you described very briefly a moment ago. We'll confine it to the networks. Can you be specific about the kind of presentation on the networks that has been found objectionable by the Code Board?

A. There were instances of offensive language and there were cases of a racial character which caused rather widespread objections from viewers. Other cases involved indecent dress and dance routines.

Q. Did these instances occur on the air and were they criticized after that presentation or is there some system in effect by which people submit material in advance of the performance for preview by the Code?

A. There is no previewing technique involved in the Code.

Q. So each of these instances actually took place on the air?

A. They did. But bear in mind that there is such a close understanding between the staff of the Television Code Review Board and the continuity acceptance departments of the three networks that it might safely be said that the vast majority of objectionable material is weeded out—by discussion—before its production on the network level. These were the overflow; they were either borderline cases or outright slips.

Q. Before the adoption of the Code there was considerable discussion — I recall even Congressional hearings—about the alleged abundance of blue material on tv comedy shows and the rather widespread use of the undraped female form. Is there any problem with those two now?

A. Neither is a serious problem at this time. But extreme precautionary measures have been taken by the continuity acceptance departments of the networks with the individual producers and in some cases with the individual performers who were primarily guilty.

Q. This discussion has been confined to network programs. Is there a similar application with regard to syndicated film?

A. In the case of syndicated film, as you are aware, we have been carrying on negotiations with the Alliance of Television Film Producers, whose members produce approximately 75% of the new syndicated film in use by television stations today. We've made very satisfactory progress. Specifically, the Alliance has adopted the Code as its standard. We are now in the negotiation stages of their setting up an office and establishing a liaison and bringing their members into formal membership in the Television Code. Of course, whatever privileges are accorded

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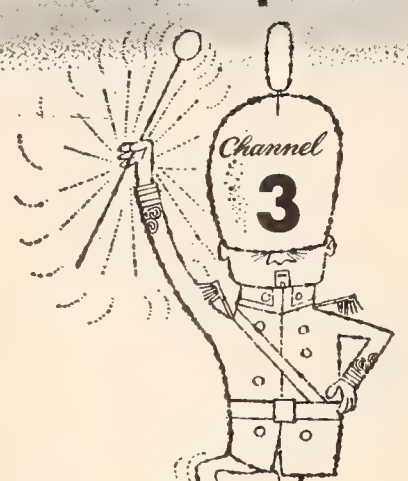
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LEADS IN 54% of the rated quarter hours from 5:00 P.M. to 10:00 P.M. Sundays and 6:30 P.M. to 10:00 P.M. Monday through Friday.

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LEADS IN 67% of the rated quarter hours from 1:00 P. M. to 6:30 P.M. Sundays.

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the Alliance will likewise be made available to all television film producers.

Q. Has there been, to your knowledge, any case of a television station censoring out of a syndicated film material which it felt was objectionable or refusing to show the film?

A. There have been very limited instances in the case of syndicated film. You should bear in mind that syndicated film is prepared specifically with television in mind. There have been innumerable cases with respect to feature films which were prepared primarily for theatre showing.

Q. If stations are finding in feature films material which is objectionable under the NARTB Television Code, is it logical to assume then that this Code is much stricter in its application than the movie code?

A. There is no question about that.

Q. What's the reason? Why is there a difference between material acceptable on the air and material that is considered all right for theatre exhibition?

A. Our experience has taught us that a difference exists. First, in the earlier days of television a large portion of the program content came from feature films, practically all of which had been passed by movie boards of censors. Yet they were found to contain abundant amounts of material which viewer complaints showed to be objectionable. Having seen the practical effect — namely that there was a distinction between the film intended and accepted for showing in the theatre and the same film as shown in the living room—we have come to the conclusion that there is a sharp distinction between theatre program fare and programming that is acceptable for television showing. We attribute that distinction to the fact that the television performance is substantially a family group performance; it is more intimate, it is in the home, often occurs in family groups of variable ages. There is less opportunity to pre-select among that group what is acceptable and what is not acceptable. Finally, I think that because of the very nature of television and its impression or sales impact upon its viewers, we must establish a more stringent code for the living room than we have for the theatre.

Q. You mentioned the particular problem of the films that were originally made to be shown in the theatres. Does each station edit those films itself or does it get them already edited for tv use?

A. The responsibility is with each station to review its own film, and in practice most stations do edit and time these films for production purposes as well as to determine the quality of the print, because many of those prints are so old and beat up. The Code Review Board screens those feature films about which we have had complaints. Several film distributors have requested our opinion following such screenings, and have made deletions of objectionable material before shipment to stations.

Q. Have you given any thought to setting up preview machinery similar to the motion picture industry's code board, to provide clearance at the source, so to speak?

A. A great deal of discussion and thought has been given that. It has been the conclusion of the Television Code Review Board that previewing is not within the concept of our operations and that it would constitute an impractical task.

Q. Do you think that previewing would be too expensive, or that the problem is really not very important?

A. Initially, it was more important than it is today. Experience has taught producers what constitutes good program material for television. Previewing would involve the clearance of scripts before production—and the examination of thousands of films. It would be a terrific task, and it is doubtful that this industry is prepared to sustain the cost of previewing.

Q. Would you refuse to give an advisory opinion to a subscriber?

A. Not at all. We're continually engaged in giving advisory opinions to subscribers.

Q. Would you look at a particular film program, for example, in advance? Or read the script and say that you feel this is not within the Code or that the Code was violated?

A. Within reasonable limitations. You should never lose sight of the fact that the Code Board is not a censorship body. The station operator is the one in the final analysis who must determine the acceptability of what it is going to put on the air. We're happy to give advisory opinions to a reasonable extent within the capacity of our staff.

Decisions in Advance

Q. The charge has been made that the Code Board refuses to help stations decide in advance whether to accept or reject specific advertisements. Is that so?

A. We think such a charge is unfounded. The Code Board will always give to subscribing stations its interpretation of the Code with respect to any problem. Thereafter, the station must, of course, make its own decision to accept or reject.

Q. The word is around the industry that the Code Board has several persistent violators who refuse to conform with the Code, but still show the seal. Why don't you kick them out?

A. We are moving in that direction. However, we must abide by the Code regulations which require that we first fully inform the station of complaints against it. Next, we must discuss these complaints in detail with the station manager. Finally, we bring formal charges to the Television Code Review Board against these persistent violators.

We have thoroughly monitored some stations on two occasions and our staff is now calling upon them to point out their defections by time and date. We shall bring formal charges to withdraw the Code seal if necessary. However, that is a long procedure, and we have adopted the policy of asking non-conforming stations to resign from the Code without prejudice. We hope that they will then improve their operations and eventually return as Code subscribers.

Q. If someone resigns will you announce it?

A. No, we feel that to be unfair. However, it is possible to deduce which stations resign, since the Code Board publishes a list of its subscribers. We have no desire to make a public example of a station which in good faith resigns until it can conform. It is much

We have not discovered bait-switch advertising on any U.S. tv station

more difficult to conceal the identity of a station against which the Code Review Board brings formal charges.

Q. How many stations are in this stage of persistent violations of the Code?

A. We have three stations in the East who are known to have persistently violated the Code and possibly others scattered throughout the country. We have not yet completed full monitoring reports on every Code-subscriber station.

Q. These three stations which you mentioned as being under close scrutiny, are their violations in respect to the production parts of the Code or to the commercial parts?

A. They are almost entirely in the area of time standards and excessive commercial activity.

Q. You say these three persisting violators will be permitted to resign without prejudice so that they can conform and come back. Does that mean that they have contracts that must run before they can clean up their stations?

A. When we speak of persistent violators, we're thinking in terms of the willful violators and we're asking the willful violator to resign. Where the only violation is in the form of a contractual commitment with a definite time to run and beyond that time there will be conformity, we would not anticipate asking that station to resign.

Q. Has any station ever resigned from the Code?

A. Five or six have resigned because of non-conformance with Code provisions.

Q. Over what period of time?

A. They have occurred in recent months. They all resulted from our monitoring, which has become very extensive during 1956.

Q. So buttoning this up then, you'd say five or six stations have resigned from the Code within the last several months and that another three are under very close scrutiny and may be asked to resign unless they bring their practices into conformity with the Code?

A. That is correct. I think on the affirmative side I should state that twice that number of stations were under careful scrutiny. By cooperation with our staff, these stations have changed their practices and now conform to the Code. So—there has been a degree of salvation.

Q. How serious is the bait-switch advertising problem?

A. There is no bait-switch advertising on any television station in the United States that we have been able to discover by monitoring, and every Television Code subscriber in the United States has responded in the negative to a telegram as to whether he was carrying bait-switch advertising.

Q. Has the Better Business Bureau said anything on that subject?

A. I understand that several Better Business Bureaus, which initially charged telecasting with considerable bait-switch advertising, have modified their stands. I believe that Lowell Mason, former member of the FTC, made a subsequent speech in which he acknowledged that there is no bait-switch advertising on television stations.

Q. The FTC, which he has just left at the expiration of his term, only recently announced the formation of a rather extensive monitoring system of television as well as radio commercials. You feel they just won't find any bait-switch ads on television?

A. We have no concern whatsoever about any being found on television.

Q. When you say on television, do you mean Code subscribers?

A. So far as we can ascertain, the story's the same for both Code subscribers and non-Code subscribers. Bear in mind that our monitoring, particularly in the metropolitan markets, has been complete as regards both subscribers and non-subscribers — we've monitored all stations. Responses to our telegraphic inquiries about bait-switch advertising made it clear that it had never existed, except in metropolitan centers. It is in these large cities that we have done our most thorough monitoring.

Q. How does your monitoring system work?

A. We have used a variety of monitoring methods. Our major monitoring has been done for us by those commercial firms which are engaged in surveying radio and television station audiences. Many of the well known firms in that field have been



MOTORMAN ON CODE ACTIVITIES

ALL-AROUND maestro, trouble-shooter and fire-extinguisher of the NARTB Television Code is Edward H. Bronson, who has spent four quiet but highly eventful years as head of the Code Review Board's operating unit. Mr. Bronson took the job of tv code affairs director in 1952 after serving as station director of WBNS-TV Columbus, Ohio. He had entered radio at WCOL Columbus in 1936, becoming assistant to J. Harold Ryan, World War II assistant director of censorship on leave from the Storer stations. When John E. Fetzer, of WKZO-AM-TV Kalamazoo, Mich., took over the censorship job, Mr. Bronson remained as assistant. After the war he served as station manager at Mr. Fetzer's WJEF Grand Rapids, Mich. Since assuming the NARTB tv code job he has directed enforcement, monitoring and other activities for the Code Review Board, of which G. Richard Shafto, WIS-AM-TV Columbia, S. C., is chairman, having succeeded Mr. Fetzer, the first code chairman. Mr. Bronson has one of those jobs where the less heard about operating details the better the job is being done. Quoting Mr. Bronson, "I've made a lot of acquaintances but damn few friends on this assignment."



MR. BRONSON

employed in one market or another.

Q. How much money did you spend on monitoring last year?

A. In excess of $20,000 in the last 10 months, exclusive of staff salaries.

Q. What is your full budget?

A. Our full budget is about $110,000 for a one-year period.

Q. You say you monitor both Code subscribers and non-subscribers. On the basis of this monitoring can you give a general appraisal of Code enforcement between the subscribing and non-subscribing stations?

A. Ninety percent of the 64 Code subscribers monitored in recent months have been found to be without violation. In the major markets most of the violations have been among those non-subscribing stations.

Q. One final question on bait-switch advertising. Are we to believe that this whole bait-switch was a mirage from the start and that there never was any of it? Or was it terminated to answer the Code Board?

A. The extent of bait-switch advertising on television stations in the United States was never more than an insignificant amount. I think the total incidents of bait-switch would be fewer than five in the whole United States.

Q. Then bait-switch is no longer regarded as a problem?

A. That is right. It has been cleaned up in the few metropolitan areas where it ever existed.

Q. Have you ever had complaints about products advertised? Take, for example, mail order. You recall the radio Christmas ornament fiasco.

A. Yes, we have. But I should make it clear that there's no prohibition in the Code against mail order business. Our complaints, therefore, fall in the category of misrepresentation, pitch advertising, and excessive commercialism.

Q. Is pitch advertising a serious problem?

A. The form of excessive commercialism known as pitch advertising is found fairly frequently—particularly in metropolitan areas.

Q. What's being done about it?

A. We take our detailed monitoring report, sit down with the station managers, point out to them wherein they violate the Code, then suggest corrective steps.

Q. What if anything is being done about a company that has widespread distribution and is using pitch advertising generally? It is a 15-minute commercial—there is no other way you can describe it.

A. A 15-minute commercial is taboo. The Code Review Board and the staff are very well acquainted with the problem. The Code Review Board has already issued to those stations its interpretation with respect to pitch programs, banning 15-minute commercials. Clearly, therefore, persistent violations of the Code in this manner will bring about a request for the station's resignation.

Q. Is there any present plan to amend the Code?

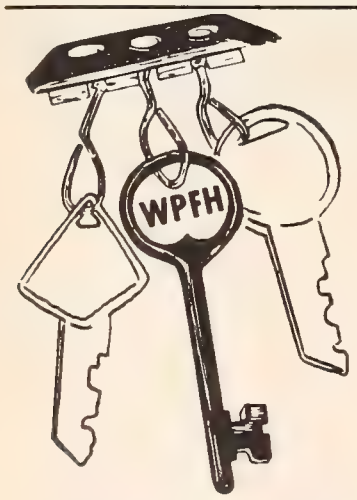
A. The Code has undergone several amendments recently and will certainly undergo more. It is the purpose of the Code to reflect good taste in television program content. In addition, the Code attempts to define what is good advertising practice on television stations. Consequently, a change in public taste—and improvements in advertising practice—will provide reasons for amending the Code. The Code is a living, going standard, which must be kept timely.

Q. Have there been any demands from subscribers for relaxation of advertising time limitations?

A. There have been some subscriber complaints—from both stations and networks—that the advertising time limitations are too stringent. I expect we'll always have such complaints.

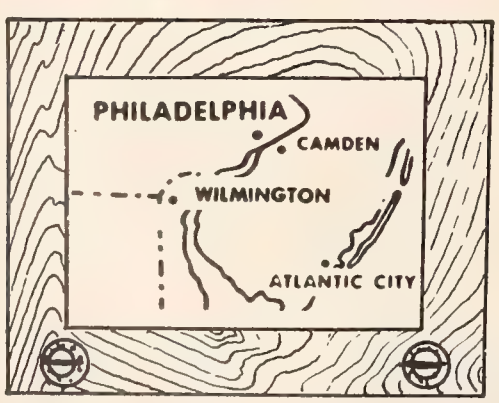
Q. When such complaints come in, is any consideration given to re-examining the Code in light of changed conditions?

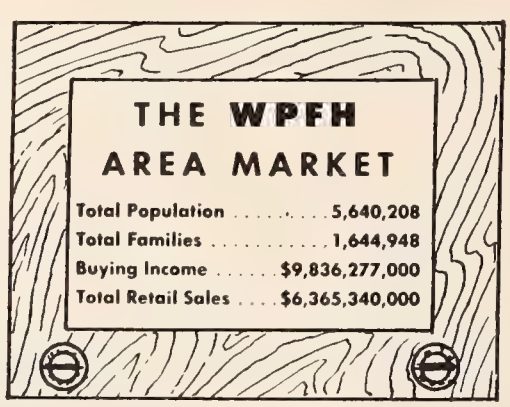
A. It is constantly under consideration. Only a few months ago, the Television Code removed a discriminatory limitation on the advertising content of news broadcasts. Our monitoring revealed widespread station usage of two commercial announcements plus an ID. Close examination of this prevailing practice convinced the Code Review Board that it was not objectionable to our viewers—was at the same time good advertising practice—and the Code was amended accordingly.



IT TAKES ONLY ONE

WPFH is the only key you need to unlock the rich Greater Delaware Valley market. 316,000 watts — ready and willing to carry your sales story to an eager-to-buy audience that extends from Philadelphia to Allentown, from Wilmington to Atlantic City. Don't stand outside looking in. Contact Paul H. Raymer Co. Inc. today.





NATIONAL REPRESENTATIVE **Paul H. Raymer Co. Inc.**

WPFH TELEVISION — CHANNEL **12** — *SERVING GREATER DELAWARE VALLEY*

Q. What volume of mail or other communications does the Code Board receive from the public, from people outside the broadcasting business?

A. I can't give you exact figures on such mail, except that it has been large on occasions. Whenever a story about the Code appears in magazines of general circulation, the responsiveness of the public is immediately indicated by a flood of mail to the Code Board. We've had instances of mail in quantities of several hundred following publication of a given story.

Q. Has there been mail of similar quantity as a consequence of any particular program or any particular commercial which was either widely or repeatedly broadcast?

A. Not of equal quantity. There has been mail, but of lesser quantity.

Q. Can you give us specific examples of instances on the air as apart from magazines articles which have provoked the most mail?

A. I do not wish to name specific programs, inasmuch as the Code Board deals confidentially with complaints against station and network programs. Recent mail complaints have dealt with indiscreet language and reflect current consciousness of racial issues.

Q. Have you had any evidence of organization or organized mailing?

A. Yes, there has been evidence of organized mailing—particularly among the dries, on alcoholic beverage advertising.

Q. Does the Code Board make any affirmative effort to keep in touch with public taste? Is there a device for communicating with the public?

A. Yes, we do. You'll recall that the showing of the Television Code Seal by stations originally contained an invitation to submit either inquiries or comments relating to the programs to the Television Code Review Board and gave the address in Washington. That same invitation was introduced into every article concerning the Code where we are given an opportunity to confer with the author of the article—an open invitation which we frequently issue.

Q. Is the Code Board's address still displayed on the seal displayed by the stations in letters large enough to be read?

A. They are not always large enough to read. Many times the address is given orally. However, when a station professes that its programs are in conformity with the high standards of performance and displays the Code seal, everyone who disagrees with the quality of the station's programs knows how to reach the station.

Q. Do you think the stations are properly promoting their acceptance of the Code by displaying the seal?

A. No, I do not. Many people know about the existence of the Code through the magazines and the press. Stations can benefit themselves through a better job of identity as Code subscribers. The Code Board is enlarging the material available to the stations for this purpose.

Q. Are there any stations that have done a particularly good job of this?

A. Since the redesign of the Code seal about a year ago, we have had a substantial increase in the display of the Code seal in class AA and class A times. That's in contrast with the prior use of the Code seal chiefly as a sign on and sign off.

Q. Has any station ever complained to the board about the practices of another station—a competitor?

A. Yes, they have and I think that's quite natural.

Q. Do you encourage it?

A. We don't encourage it because it brings very little satisfaction to the complaining station. All of our dealings with Code subscribers are confidential, so the fellow who complains about the other fellow's misdoings does not have the satisfaction of knowing what may or may not have been done about his complaint.

Q. Do many of them complain about the money they lose in subscribing to the Code?

A Tinge of Regret

A. They don't complain—but occasionally they show a tinge of regret at giving up tens of thousands of dollars of annual revenue from a single objectionable advertiser.

Q. What about Elvis Presley? Have you had any complaints about Elvis Presley?

A. Yes, we've had a few complaints about Elvis Presley.

Q. What has happened?

A. Nothing. They fall in the category of individual expressions of approval or disapproval. No basic question of Code violation was involved.

Q. How could you expect any really significant amount or volume of complaints to actually reach the Code Board? People don't know where to write to the Code Board. They know there is a Code and that somewhere there is somebody that runs it but that's about the extent of their information. Isn't that so?

A. It is our view that the general public is quite well aware of the existence of the Code Board. I must admit that knowledge has come through magazines and press stories about the Code activity. However, there is one other fertile source for complaints and that is the Federal Communications Commission.

Q. There is a serious question whether the vast majority of the public is aware of the existence of the FCC. I'm asking only if there is any thought given to the very significant problem of communications from the public to this board which is actually arbitrating the program standards of television today?

A. You place undue importance on the public communicating directly with the Code Board. The purpose of the Code is to elevate the standards of performance by the individual station. Extensive monitoring provides the Code Board with abundant information on station performance.

Q. By whose standards?

A. By the standards voluntarily adopted by the stations themselves. They read those standards, they subscribe to them and they make voluntary application to conform to the Code. Nothing could be more salutary in effectuating good programming than for



BETTER BALANCED MUSIC PROGRAMMING

Thomas S. Land, co-owner and general manager of WFIW, Fairfield, Illinois, writes:

"The Sesac Library, with its conveniently catalogued selection of numerous familiar musical numbers, easily gives WFIW a basic music foundation which is well accepted by an extremely loyal audience . . . the daily Gospel music program, the daily Here Comes the Band, pop disc jockey shows . . . liberally sprinkled with music by Richard Maltby, Skitch Henderson, Eddie Safranski, the ever popular daily Country Time show, Barbershop Time, Polka Time and tunes by the Main Street Band are anticipated with great eagerness. . . . These shows add variety to the station's format that would be difficult to duplicate. . . .

"We have definitely found it possible to obtain Better Balanced Top Quality Programming at low cost with the Sesac Library."

a listener, who is in disagreement with the program content, to make his complaint known directly to the station.

In this interview, we have dealt entirely with two aspects of the Code—program content and advertising practice. There we deal mostly with prohibitions. However, the Code is very comprehensive on the affirmative side of the broadcasters' responsibilities for the advancement of education and culture—as well as excellence and good taste in programming. Its sections on community responsibility, controversial issues and religious programs provide a broad pattern for the development of good program balance.

Q. You said that roughly two-thirds of television stations subscribe to the Code. Is the ratio any higher for the tv circulation? Would an audience figure be more than two-thirds?

A. The vast number of homes reached by the three networks, all of whom subscribe to the Code, must be added to the circulation of the Code subscribing stations. Together, the influence of Code standards is felt in practically every television home.

Q. What do you see in the way of Code performance in the years ahead?

A. I think we have to see the whole forward movement of the Code in its broader view. Clearly, the first objective of the Code was to bring into membership as many stations as possible. At that point, we defeated our objective if we became highly critical of the stations' performances. We were all new in television. We were trying to find out what the public would and would not accept and clearly they would accept some things a few years ago that they will not accept today. Now we have about reached a plateau of membership in the Code. We'll always be striving for more membership but from a practical standpoint the growth in membership is going to be gradual from here on out. Now we're moving into the second phase, in which we say to a voluntary Code subscriber: "Here are instances in which you have not conformed; we urge you to conform, we'll assist you in bringing about conformity."

From there we move into another phase in which we say to the subscriber: "You're unwilling to conform; in fairness to the station which does conform, we request that you give up the seal and terminate your membership in the Code." Now that process brings about a greater public acceptance for those stations who do conform. From that point we move forward to an area where we say to the station: "It is in your best interest to identify yourself to your own viewing public as a Code conforming station. It will elevate your prestige in the minds of your viewers. It will also bring about, we believe, a greater acceptance for your facilities on the part of the advertiser because he is interested in the company which his products keep and you are attesting to the fact that you are going to have a higher standard of performance in your station."

Q. There, as you visualize it, the Code stations will be quality stations and the non-code stations something else or something less?

A. Exactly.



FIFTH-OF-A-CENTURY Club was formed by pioneer North Carolina broadcasters at recent Greensboro, N. C., meeting. Members (all vice presidents) of the club are (l to r) J. Frank Jarman, WDNC Durham, N. C.; Allen Wannamaker, WBIG Greensboro; Richard H. Mason, WPTF Raleigh; Harold Essex, WSJS-AM-TV Winston-Salem; Cecil B. Hoskins, WWNC Asheville; Frank Lambeth, WMFR High Point, and Virgil Evans, WBT Charlotte (representing J. Robert Covington of WBT Charlotte).

Ed Smith Named President Of North Carolina Assn.

ED SMITH, WIRC Hickory, was elected president of North Carolina Assn. of Broadcasters at a meeting held at Greensboro. He succeeds Allen Wannamaker, WBIG Greensboro. Other officers elected at the meeting, held over the Nov. 3 weekend, were E. Z. Jones, WBBB Burlington, radio vice president; Harold Essex, WSJS-AM-TV Winston-Salem, tv vice president and Cecil B. Hoskins, WWNC Asheville, re-elected secretary.

Elected to the board were Gaines Kelley, WFMY-TV Greensboro; Ed M. Anderson, WBBO Forest City; Jack Younts, WEEB Southern Pines and Jack P. Hankins, WELS Kinston.

WUNC-TV, U. of North Carolina tv station, was commended for its work in the educational field and for its cooperation in feeding programs to commercial stations. Mr. Essex, speaking for Broadcasting Foundation of N. C., reported all stations will be asked to contribute to a fund to sponsor scholarships at the North Carolina Communications Center.

A new organization, Fifth-of-a-Century Club, was formed (see photo).

Researcher Boyle Tells AMA Qualities of Top Commercial

TELEPHONE sampling has helped to define the successful tv commercial as having no more than three points to make, a minimum of scene changes, delivered on-screen by an announcer who not only exudes a warm personality but maintains a slow-paced (120 words per minute) delivery, the copy testing research group of the American Marketing Assn. was told last week.

Addressing the group in New York, Jack Boyle, president of Qualitative Research Inc., a Trendex subsidiary, asserted that "in too many commercials, the sponsor is wasting half his commercial time was irrelevant material." According to Mr. Boyle, phone interviews have helped Trendex determine that 65% of viewers of "the average network program" see at least part of the commercial, 20% pay no attention at all, while 15% cannot be reached "no matter how good the commercial is." Mr. Boyle pointed out that "it is with the 20% who generally pay no attention that improved tv commercials can pay off."

Telephone interviewing has proved to be more successful than face-to-face sampling, Mr. Boyle claimed, because of a low rate (5%) of refusals, ease in matching samples, low cost, ease of screening out unqualified respondents and the availability of a national telephone area sample. Qualitative Research uses any or all of three methods: immediate recall, delayed (24 hours) recall, and cumulative effect—the latter being a combination of factors determined by calling before, during and after a campaign.

Art Appreciation

BROADCASTERS have a taste for art—their own art of broadcasting and the efforts of others in portraying it on canvas. Radio Advertising Bureau last week reported 5 of 20 paintings exhibited at the Oct. 29-30 clinic held in New York two weeks ago were sold within two days.

Purchasers of the five: Frederick S. Houwink, general manager of WMAL Washington (two paintings, "Central Source" and "Music Man"); Robert B. Jones Jr., vice president-general manager, WFBR Baltimore ("Sky Pattern"), and Donald W. Thornburgh, president-general manager, WCAU Philadelphia ("Live Mikes" and "Rooftop Listener"). The paintings, nine of which were reproduced in B•T, Oct. 29 issue, are priced from $125 to $225.

400 Attendance Expected For SDX Louisville Meet

MORE than 400 members of Sigma Delta Chi are expected to converge on Louisville, Ky., Nov. 28 for the journalistic fraternity's three-day national convention. Mason R. Smith, SDX president, will preside over the convention.

In one of the convention highlights, Dr. Alberto Gainza Paz, publisher of *La Prensa* in Buenos Aires, Argentina, will address the Thursday night (Nov. 29) dinner meeting. A Thursday forum of newspaper radio-tv executives discussing election coverage will be moderated by Turner Catledge, managing editor of the *New York Times*. Members of the panel will be Sig Mickelson, CBS vice president in charge of news and public affairs; Davidson Taylor, NBC vice president in charge of public affairs; Julius Frandsen, United Press election coverage coordinator, Washington, and William Beale, Associated Press Washington bureau chief.

A Friday morning forum will disucss "A Free Press, A Free World." Taking part will be Clark R. Mollenhoff, moderator and Washington correspondent for the *Des Moines Register* and *Tribune* and *Minneapolis Star* and *Tribune;* Abbott Washburn, deputy director of U. S. Information Agency; William Arthur, managing editor of *Look* magazine; Guy Easterly, publisher of *LaFollette* (Tenn.) *Press,* and Edward Barrett, dean of the Columbia U. School of Journalism.

A professional chapter meeting, also Friday morning, will be chaired by Sol Taishoff, editor-publisher of B•T and SDX vice president in charge of professional affairs.

Social activities will include a tour of the Bluegrass horse farms near Lexington. Convention hosts will be the Louisville SDX professional chapter and undergraduates of the U.'s of Kentucky and Indiana.

Landau, Bricker Set by RTES

ELY LANDAU, president of the NTA Film Network, will be the speaker at the Nov. 21 roundtable luncheon of the Radio & Television Executives Society in New York. Mr. Landau has just completed a $30 million tie-up with 20th Century-Fox [B•T, Nov. 5]. On Nov. 14 the regular monthly luncheon of the RTES will feature a talk by Sen. John Bricker (R-Ohio), former chairman of the Senate Interstate & Foreign Commerce Committee and outspoken critic of the networks.



A Disturbing Ferry Tale

THE OMAHA motorist wheeled his thinking in reverse, for a second take on the jingle coming over his car radio: "Brooklyn, Queens, Staten Island motorists . . . save time! relax! With the Brooklyn-Staten Island ferry!" This jingle was aired 100 times between Oct. 15 and Oct. 21 on KFAB, KOIL and WOW, all in Omaha.

The campaign is another "radio awareness" test conducted by the Radio Advertising Bureau, which transplants a legitimate commercial from one section of the country to another where the product is entirely unknown. The jingle in Omaha originally was created for the 69th St. Brooklyn Ferry Corp., New York.

Pulse Inc. is interviewing pedestrians to determine the depth of penetration achieved by the jingle. Hundreds already have called participating stations. A special announcement explaining the test will be broadcast on the stations once interviewing is completed.

Film Called 'Mass Slander' By Cooperative League Head

A FILM produced by the National Tax Equality Assn., Chicago, "The Senator's Daughter," has been termed "mass slander" against co-ops, mutuals and other non-profit groups by Jerry Voorhis, executive director of the Cooperative League of the USA, Washington.

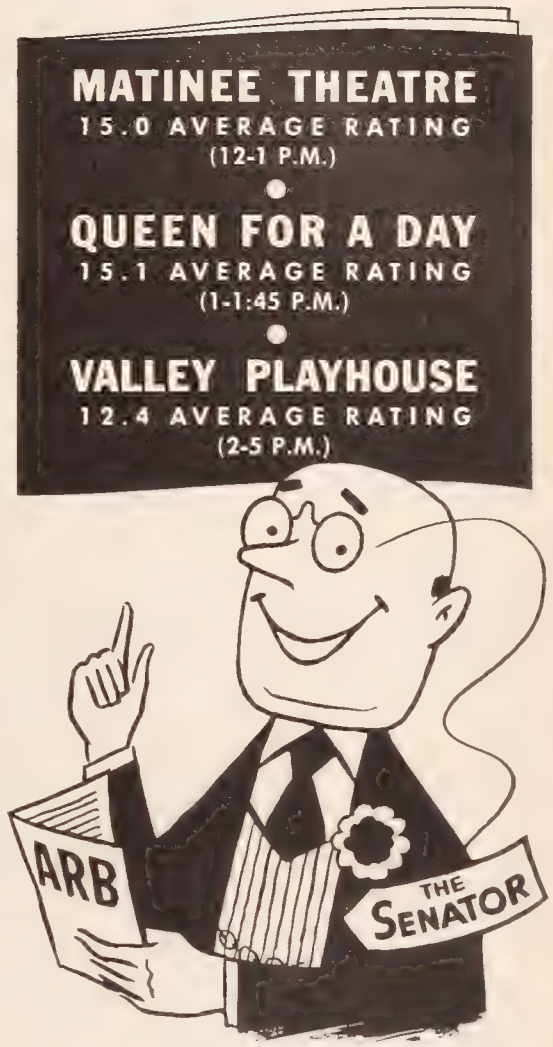
In a letter sent to television program directors, Mr. Voorhis says that the 27½-minute movie "is of such character that equivalent time must be granted on request to any of the types of business organizations so slandered."

Mr. Voorhis charges that the "National Tax Equality Assn. is supported by contributions from large corporations. According to official records, it has posed as a small business group, and, with its Washington affiliate, the National Associated Businessmen, its sole purpose is to destroy co-ops."

In Chicago, Vernon Scott, executive director of the National Tax Equality Assn., branded the league's charges of slander as "ridiculous" and said it would continue to offer the film to tv stations for which it had bought time. The "Senator's Daughter" is booked to run on some 50 stations. Business is placed through Lauesen & Salomon, Chicago agency.

Mr. Scott charged that two years ago the cooperative league "went to all ends" to keep a similar film, "Citizen Dave Douglas," off television but it was carried ultimately on some 250 outlets.

12.8 Afternoon Spots Available on KCRA-TV



The Senator says, "It's in the Book!"

ARB credits KCRA-TV with a Noon to 5 P.M. average rating of 12.8, an average Share of Audience of 75.5%.

In this four-station market no other station leads KCRA-TV in any quarter hour of this time period.

Choice station breaks and one-minute participations are still available at low afternoon rates.

Petry has the book that shows how strong day and night programming has made KCRA-TV the highest rated NBC station in the West.

*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
represented by
Edward Petry & Co.

RAB Transfers Karl Steeves To Newly Formed Sales Unit

TRANSFER of Radio Advertising Bureau research director, Karl Steeves, to RAB's national sales staff, and formation of a new sales unit consisting of Mr. Steeves and RAB salesman, Ted Maxwell, were announced last week by vice president-general sales manager John F. Hardesty. The new unit, which will attempt to tell radio's story to key executives in the food field, will mark the first time RAB has maintained a "category" sales force, one that would concentrate on specific products.

According to Mr. Hardesty, the Steeves-Maxwell unit will act as the prototype for future RAB units of its kind. Before joining RAB's research staff in 1954, Mr. Steeves had been with Fact Finders Inc. and ABC's research department.

Shoemaker Fills RAB Post

JAMES H. SHOEMAKER, station relations staff member of Radio Advertising Bureau, has been named manager of membership, a new RAB position, Station Service Director Arch L. Madsen announced last week. The new post, Mr. Madsen said, is a direct result of RAB's stepped up station membership drive.

Advertisement

LEXINGTON HOTEL
Introduces
New PRE-REGISTRATION System

This pre-registration system works as follows:—The guest will request that he be pre-registered on the date of his expected arrival. His registration will be so marked, and on the date of his scheduled arrival he will be registered into the room long before his arrival. Upon his arrival, he does not have to wait in line to register. He merely goes to the Assistant Manager and requests the key for his room, which has already been set aside for him. Thus, by a minimum of delay, regardless of how many people may be waiting in the lobby, he is immediately taken to his room which cannot be released to anyone else under any circumstances because it is already sold for the night. Thus, if the guest encounters any delay along his route, regardless of how long, he does not have to worry that his reservation will be cancelled that night because of the lateness of his arrival. *The room is his for the night.* The following morning, all such pre-registered guests are checked to see if they did arrive. If a guest fails to arrive at all. the Assistant Manager will check him out so that the guest does not incur any expenses beyond the evening of his scheduled arrival. As this bill will be charged to the guest's account it would be expeditious for all guests using this system to hold a credit card from the Lexington Hotel.

Home of the famous Hawaiian Room

The Management

LEXINGTON HOTEL
Lexington Ave. at 48th St.
New York City



MRS. R. I. C. PROUT, president of the General Federation of Women's Clubs, has announced that NBC-TV's *Home* show will air federation news bulletins to its 5,000,000 members each Monday at 11 a.m., plus a report on the federation's work the first Wednesday of each month. Discussing the arrangement on the *Home* set are (l to r) Mrs. Prout, John W. McPherrin, NBC general program executive who devised the plan, and star of the *Home* show, Arlene Francis.

WSAAA Plans Expansion

PLANS to expand the Western States Advertising Agencies Assn. to at least five major western cities were announced last week by Walter Marto, chairman of the WSAAA Chapter Committee. Eventual expansion to all 11 western states is contemplated. WSAAA is the successor to Southern California Advertising Agencies Assn.

Markets under consideration for new WSAAA chapters include San Francisco, Oakland, Sacramento, San Diego, Portland, Seattle, Tucson and Phoenix, Mr. Marto said. His committee has prepared organization procedures and rules to be presented at the next WSAAA board meeting Nov. 19 in Los Angeles.



ATTENDING Indiana Broadcasters Assn. reception in advance of NARTB Region 4 conference in Indianapolis [B•T, Oct. 22] are (l to r) Daniel C. Park, WIRE Indianapolis and IBA president; NARTB President Harold E. Fellows; Howard Bell, assistant to president and state association coordinator, and Edward F. Baughn, WPAG Ann Arbor, Region 4 host director.

Schechter Assocs. Adds Three Branch Offices

A. A. SCHECHTER ASSOCS., New York public relations agency, has announced the opening of branch offices in Chicago, Los Angeles and London, effective Nov. 1. The addresses are Tribune Tower, Chicago 11; Guaranty Bldg., Los Angeles 28.

The new overseas office is located at 2 Mansfield St., London W. 1.

Erwin Expands Brokerage To Cover 7-State Area

RALPH ERWIN, Tulsa broker of theatre and radio-tv properties, has extended his services to clients in Louisiana. Mr. Erwin now provides licensed service to exhibitors and station owners in Texas, Louisiana, Arkansas, Missouri, Kansas, Colorado and Oklahoma.

Headquarters of the firm continue to be located at 1443 South Trenton in Tulsa.

PROFESSIONAL SERVICE PEOPLE

Mel Goodman, Compton Adv., N. Y., casting director and commercial producer, to Henry C. Brown Inc., N. Y. talent agency, vice president in charge of commercial talent.

Joe Leighton, formerly with West Coast public relations staffs, Young & Rubicam and J. Walter Thompson Co., named manager, Hollywood office of Milburn, McCarty Assoc., N. Y., public relations firm.

Madeleine Greer Rand, managing director, Facts Consolidated, S. F., resigns to open her own market research office at 3133 Jackson St., same city.

Mort Schwartz and **Len Luskin** announce formation of Schwartz-Luskin Talent Agency, N. Y.

Ingrid C. Kildegaard, research director, Assn. of Junior Leagues of America Inc., N. Y., to Advertising Research Foundation, same city, as research statistician.

PROFESSIONAL SERVICE SHORT

Wilcox-Gay Corp. (parent firm of Majestic Radio and Television), Chicago, appoints The Martin Co., same city, to handle its public relations.

Larrabee Assoc., Washington, announces opening of new office in Miami, Fla., located at 530 Biscayne Blvd. and to be headed by G. R. (Kelly) Cullins, formerly sales director of Washington office.

Radio Operational Engineering School, Burbank, Calif., offering, without cost, condensed guide to FCC's regulations for posting at station transmitters. Guide serves as checklist for operators to avoid violation of FCC rules.

N. Y. Tests Tv in Education

A PILOT program to test tv as a dispenser of instructional courses now is underway at two teachers' colleges and a high school in New York State. The experiment, which began on Oct. 31, was authorized by the state legislature earlier in the year and has a $200,000 appropriation. Objective is to determine the extent to which the state should use tv in its educational program. Program includes biology instruction at Albany Teachers College, demonstration of methods for teaching spelling to third graders at Brockport Teachers College, and geometry lessons at Memorial High School, Levittown, N. Y.

WHYY-TV Buys Equipment

PURCHASE of $300,000 in RCA broadcast equipment by ch. 35 WHYY-TV Philadelphia, community-sponsored educational tv station, has been announced by the station and RCA. Included among the uhf equipment for the station, which plans to begin operations in the near future, are 12½ kw transmitter, a transmitting antenna, three monochrome image-orthicon cameras and a monochrome film-camera system.

EDUCATION SHORTS

RCA Institutes, N. Y., announces that scholarships with annual grants of $800 each for study toward a bachelors degree have been awarded to the following graduates of the institutes: **Floyd W. Barrett,** Abilene, Tex.; **Frederick B. Smith,** Oceanside, N. Y., and **William P. Delaney,** Bergenfield, N. J.

Educational Tv & Radio Center, Ann Arbor, Mich., and **Joint Council on Educational Tv,** Washington, D. C., have published a booklet outlining steps involved in establishing and operating educational tv stations. Copies of brochure, "Educational Television for Your Community," may be obtained by writing to Educational Tv & Radio Center.

►KDKA Pittsburgh observing its 36th anniversary this month.

►CKOV Kelowna, B. C., celebrated its 25th anniversary Nov. 4.

►WGAR Cleveland, Ohio, has commenced 19th season of its *City Club Forum* broadcasts.

►Phil Sutterfield, sports director, WNOX Knoxville, Tenn., has celebrated his 20th year in broadcasting.

►CBS Housewives Protective League marked its 21st birthday recently.

►OLDEST Catholic dramatic program in U.S., *Ave Maria Hour,* has passed its 22d anniversary.

►FRANK L. MARKS, transmitter and antenna supervisor, WGR Buffalo, has celebrated his 27th year with the station.

►LEWIS & GILMAN, advertising-public relations agency, Phila., has marked its 14th anniversary.

►JOHN F. GILL, radio newscaster, WGR Buffalo, began his 18th year with the station.

►KXLY Spokane, Wash., marked its 34th birthday.

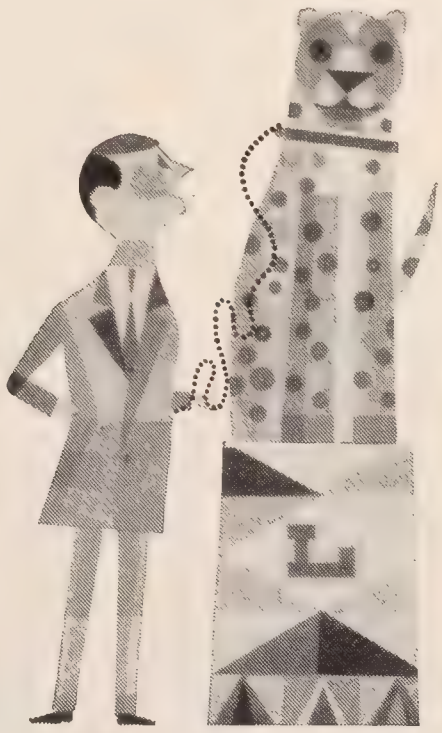
►WKBW Buffalo, N. Y., has passed its 31st birthday.



TWENTY YEARS of sponsorship of WEEI Boston meteorologist E. B. Rideout by H. P. Hood & Sons (dairy products) brought forth a special celebration. Congratulating Mr. Rideout (c) are (l to r) G. W. LaBorie, Hood marketing director; F. F. Oakes, assistant to the marketing director; Frank Christian, Kenyon & Eckhardt; Thomas Y. Gorman, WEEI general manager, and Paul B. Eaton, the dairy firm's advertising manager.

Likes his spots...

particularly on WXIX! Littman's, Milwaukee furrier, finds participations and a rotating spot schedule on WXIX a sound buy. Mr. Arthur A. Littman reports "WXIX is an excellent medium. Its results exceed any other form of advertising we have used before for the comparable money spent. We're going to renew with great additional expenditure." Like to see yourself in a good spot? Ask CBS Television Spot Sales to change your spots to Milwaukee's best buy.



WXIX

CBS Owned · Channel 19 · Milwaukee
Represented by CBS Television Spot Sales

4TH COMMERCIAL TV BEGINS IN ENGLAND

New outlet, covering Yorkshire from a transmitter at Emley Moor, opening night advertising time was completely sold out.

ENGLAND's fourth commercial tv station, covering Yorkshire from a transmitter at Emley Moor, began operations Nov. 3, with its opening night's commercial time completely sold out to 47 advertisers.

In connection with the inauguration of the Yorkshire station, Independent Television Authority, which has a monopoly on commercial television broadcasting in Great Britain, as the BBC has a monopoly on non-commercial tv and radio, pointed out that this fourth station completes the first stage of ITA operations, which began 14 months ago when the country's first commercial tv station began broadcasting to the London area. The second stage will start next year, ITA said, when stations to serve Central Scotland and South Wales and the West of England go on the air.

A total of 33,436 commercial spots were telecast during the first year of commercial tv in Great Britain, for which advertisers paid $26,563,972 (£9,487,133), according to data compiled by England's Television Press Agency. Figures are based on TPA's monitoring service.

In London, where commercial tv in England began in September 1955, a total of 15,836 tv spots were broadcast during the 12-month period at a total cost of $15,922,-242 (£5,686,515). Revenue was divided roughly 60% to Associated Rediffusion, contractor for weekday programs, and 40% to Associated TeleVision, contractor for weekend programs.

In Birmingham, where commercial tv went on the air in February, advertisers spent $4,839,472 (£1,728,383) to broadcast 11,-652 spots. This revenue was divided roughly 55% to ATV and 45% to Associated British Cinemas Tv, weekend program contractor.

In Manchester, where commercial tv had six months operation, a total of 5,948 spots were broadcast at a cost of $5,802,258 (£2,072,235), divided approximately 80% to Granada Tv, weekday program contractor, and 20% to ABC Tv, weekend contractor.

No program sponsorship is permitted in Great Britain. The program contractors, who provide programs for the commercial tv stations on a weekday or weekend block basis, derive their revenue from the sale of commercial spots between programs or at "natural" breaks within the tv shows.

Safeguards Slipping

WHEN commercial television was introduced into Great Britain a little more than a year ago, elaborate precautions were taken to prevent program sponsorship or other attributes of tv in the United States which the British feared might lead to over-commercialization.

How effective have these safeguards been? B•T herewith reprints in its entirety an item from the Nov. 2, 1956, issue of the London weekly, *Commercial Television News:*

"Plans are prepared for the making of a whole series of 15-minute commercials for the *News of the World.* The agents are J. Walter Thompson and the films will be made by Meadway (Television) Ltd."

Indonesia Makes Plans For Commercial Radio

INDONESIA will have commercial radio within the next few years, three executives of the Indonesian Republic's radio system said at Toronto, Ont., where they will study aspects of commercial radio and television for half a year. They are in Canada under the Colombo Plan for aid to Southeast Asia.

Television is not planned for at least five years, the Indonesians said. At Toronto, the three executives are taking courses at the Ontario government's Ryerson Institute of Technology.

Chrysler to Sponsor Canadian Spectaculars

CONSIDERED the most expensive program undertaken in Canadian television, the *Chrysler Festival* will make six appearances on the national Canadian tv network, starting Nov. 14. The one-hour program will feature internationally famous stars of stage, screen and tv, some of whom are Canadians who have achieved fame outside their own country.

Host for the programs will be Hume Cronyn, Canadian-born, New York tv actor, who also will appear on one of the shows with his wife, Jessica Tandy. Hostess will be Canadian tv personality Elaine Grand, who is now doing tv shows in London, England. She will fly to Canada with a guest actor for each show. In addition to the Nov. 14 date, other dates set are Nov. 28, Jan. 23, Feb. 20, March 20 and April 17.

Stars to appear on *Chrysler Festival* include Eartha Kitt, Edmund Hockridge, Percy Faith, Larry Adler, Tito Gobbi, Pilar Lorengar, Peter Sellers, Bob Hamilton Trio, Giselle Mackenzie, Jan Rubes, Glenn Gould and Oscar Peterson. A number of dance groups, including the Royal Winnipeg Ballet, have also been signed for the program. The program will be telecast from the stage of the Loew's Uptown Theatre at Toronto and is being produced for the Chrysler Corp. of Canada by the Canadian Broadcasting Corp.

Spanish Tv Goes on Air, 600 Madrilenos Own Sets

SPAIN'S first television station began regular programming Oct. 28 on a non-commercial basis in Madrid. The government-operated station will be on the air from 10 p.m. to 1 a.m. daily and movies and circuses will make up the majority of the shows.

At the present time there are approximately 600 receivers in Madrid, with sets selling for 11,000 pesetas ($246) each. A second station is expected to go on the air in Barcelona in the near future and other Spanish outlets are planned in Valencia, Bilbao, Seville, Corunna, Vigo Saragossa, Valladolid and Malaga.

Liberace Files Libel Suit

A LIBEL SUIT against the *London Daily Mirror* and one of its columnists, William Connor, has been filed by tv performer Liberace. The British high court issued a writ on behalf of the American pianist against the tabloid newspaper and Mr. Connor, who writes under the name of Cassandra.

The pianist complained to reporters on a visit to Paris last month that some British columnists had implied he was an "unmanly man." He said attacks in connection with his British concert tour had put his mother, Mrs. Frances Liberace, to bed under a doctor's care.

Under British procedure, such suits do not specify the amount of damages sought, the amount being fixed by the court if it finds an article libelous.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati— Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP 15 ONCE-A-WEEK TELEVISION PROGRAMS

August, 1956

New York 17 County Area (By Pulse Inc.)			London Tv Area (by Pulse Ltd.)		
		Program Average Rating August			Program Average Rating August
$64,000 Question	Tuesday	27.3	$64,000 Question	Saturday	63
Ed Sullivan	Sunday	25.8	Sun. Night At Blackpool	Sunday	61
Climax	Thursday	24.3	Highway Patrol	Saturday	59
$64,000 Challenge	Sunday	24.3	Scarlet Pimpernel	Sunday	59
What's My Line	Sunday	24.1	Stage One	Sunday	59
Medic	Monday	23.9	I Love Lucy	Sunday	58
Alfred Hitchcock	Sunday	23.5	Star Time	Thursday	58
GE Theatre	Sunday	21.1	Tv Playhouse	Thursday	56
Lux Video Theatre	Thursday	21.1	Roy Rogers	Sunday	55
Best of Groucho	Thursday	20.3	Spot The Tune	Thursday	55
Jackie Gleason	Saturday	19.7	The Way Home	Saturday	55
Godfrey's Talent Scouts	Monday	19.4	Dragnet	Friday	53
Steve Allen	Sunday	19.4	Number Please	Sunday	53
Dragnet	Thursday	19.3	Yakety Yak	Sunday	51
R. Montgomery Summer Theatre	Monday	19.3	Ted Ray	Saturday	50
			Treasure Chest	Friday	50

German Newspaper Group To Sue Commercial Tvs

THE German Newspaper Publishers' Assn. has announced it will file legal suit against existing German broadcasting organizations now launching commercial segments in their otherwise non-commercial programs. The association will base its suit on the belief existing stations are not allowed to invade advertising as they have a monopoly in broadcasting and as privately-operated stations are not allowed in Germany under present legal requirements.

German newspaper publishers obviously are endorsing a privately-owned commercial network comparable to ITA in Britain while existing stations are trying to keep any competition out of the broadcasting field.

Bavarian Radio, the first organization which has launched commercial program segments, previously offered German publishers and other interests a 50% share in profits from its commercial operations. This offer, however, was turned down.

Canada Radio Set Sales Up

RADIO RECEIVER SALES in Canada for the first seven months of this year were up 16.7% over last year, according to the Dominion Bureau of Statistics, Ottawa. A total of 351,729 sets were sold in this period compared to 301,486 in the same period in 1955. The total included 164,978 home sets, 134,844 auto receivers, 35,657 portable receivers and 16,250 combination sets. More than half the sets, 195,099 to be exact, were sold in the Province of Ontario.

In a report of radio receiver sales over the past decade, the Broadcast Advertising Bureau, Toronto, Ont., reports radio set sales from 1946 to 1955 at 6,340,541, with imports of 489,379 sets. Total sales include 4,061,686 home receivers, 1,142,783 auto receivers, 309,900 portable sets, and 826,172 combination sets in this 10-year period.

Italy Plans Commercial Tv

RAI-TV is planning to start commercial television in Italy in February of next year. Commercial tv will come in the form of commercial segments in the normal RAI-TV program schedule for existing stations. This means that Italy is not going to adopt the British pattern of a separate commercial (ITA) network but is following the trend set by German stations which are presently adding commercial time segments.

Commercial time over RAI-TV for the start will be confined to 10 minutes daily.

CARTB Meet Set for March

THE 1957 meeting of the Canadian Assn. of Radio & Television Broadcasters has been set March 25-27 at the Chateau Frontenac Hotel, Quebec City, Que.

INTERNATIONAL PEOPLE

Phil Stone, promotion manager of CHUM Toronto, Ont., to executive vice president.

F. W. Ellis, vice president, James Lovick & Co., Vancouver, B. C., named manager, new office of McCann-Erickson, same city.

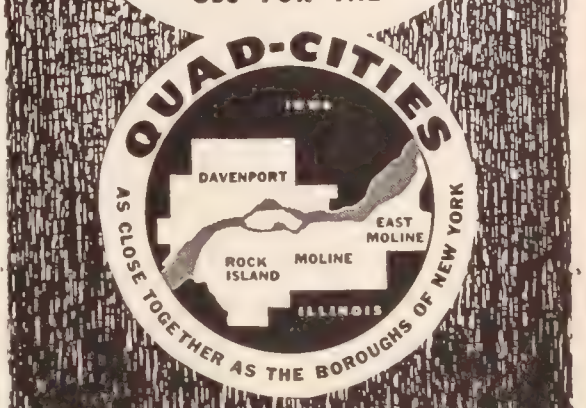
Tom Huntley, sales executive of CKNW New Westminster, B. C., to advertising manager. **Clay Hawkins,** sales manager of CKY Winnipeg, Man., succeeds him.

Al Hammond, manager, CFCF Montreal, Que., to general sales manager of commercial products division, Canadian Marconi Co., Montreal.

G. B. Lodge, radio-tv department, Ronalds Adv. Agency, Montreal, Que., to radio-tv director, agency's Toronto, Ont., office.

Mrs. Ada Siegel, 39, UN correspondent for Canadian Broadcasting Corp., died last month.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WHBF
coverage area has
376,700
consumer spending units
with
$1,339,059,000.
total retail sales
(S. M. Buying Power)
CBS FOR THE


WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL



2 heads are better than one
...IN BUFFALO
WGR-TV
BUFFALO
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WAVE HOLDS SAFETY CONTEST

WAVE Louisville, Ky., conducted a contest for the best safety spot written by a child. The station received 104 entries from children within the WAVE area and has recorded the best four for use on the air. The entrants' own voices were used in the recordings.

NAME THE STATION AND WIN

KWBU Corpus Christi, Tex., is conducting a name-the-station contest in conjunction with its new programming policies. It plans to change its call letters on Jan. 1, 1957. Listeners are being given the opportunity to pick the new call letters and win prizes at the same time. Anyone within the continental limits of the U. S. is eligible to enter the contest, which ends Nov. 30.

NEW DISC JOCKEY RECORD

DON FRENCH, disc jockey, KTSA San Antonio, Tex., claims the world's championship for continuous radio broadcasting—130 hours. The marathon was conducted from the display window of Brooks Shoe Store and was credited for record sales during the five days. According to reports reaching B•T, the previous champ was Ray J. Williams, manager, KCSJ-AM-TV Pueblo, Colo. who was on the air for 125 continuous hours [B•T, Oct. 1].

WHHM ISSUES BROCHURE

WHHM Memphis, Tenn., is distributing a brochure giving backgrounds of the programs available over the station. Booklet also includes pictures of the talent featured and of the executive staff plus a map showing WHHM's coverage.

WMCA EDITORIALS BACK

BROADCAST of editorials on controversial issues will be resumed on Nov. 16 by WMCA New York. The station has been airing the editorials on a weekly basis in the late fall for the past two years, with each series running about six to seven months.

Nathan Straus, president of WMCA, will present the broadcasts with time provided by the station for responsible individuals to give the opposing view. First program this year will be "New Political Parties for Old," suggesting two new national political parties in place of present party lineup.



A CONTRACT for news and feature programs over KOSI Denver has been signed by *The Rocky Mountain News,* Scripps-Howard newspaper in that city. The programs were sold on a straight time basis, according to David M. Segal (c), KOSI president. With him at the signing are B. W. Lewis (l), advertising director of the newspaper and Robert Boyd, the *News'* circulation manager.

FEATURES TEENAGE M.C.'S

TEENAGE disc jockeys have been added as daily features of a record show on KQV Pittsburgh. A different teenager is chosen each afternoon to participate during a 25-minute segment of a regular program emceed by Al Nobel.

CKVL MARKS ANNIVERSARY

CKVL Verdun, Que., marked its 10th anniversary by sending large birthday cakes, complete with 10 candles and a dime somewhere in the cake, to advertisers and advertising agency executives in Toronto, Montreal and New York, on Nov. 1.

ABC EXCHANGES WITH JAPAN

ABC RADIO, in conjunction with Japan's ABC Radio (Asahi Broadcasting Co.), will celebrate the latter's fifth anniversary next Sunday by exchanging a 30-minute segmen of the Nov. 11 *Sunday Music Hall* for a tape of the traditional Tomoyakko (Kabuki dance for placement in the Nov. 18 broad cast. *Music Hall* is heard Sundays, 7:35 10 p.m. EST.

A SEW, SEW PROMOTION

A MENDING kit, enclosed in a match book cover carrying publicity material on the *Russ Naughton Show,* is being distributed by WDRC Hartford, Conn. The kit equipped with needles, buttons and thread is offered to listeners if they write in and enclose a self-addressed envelope.

WBZ-TV PHONES AUSTRIA

A WBZ-TV newscaster, Arch MacDonald phoned Rev. Fabian Flynn, a Boston Priest in Austria last week and questioned Rev Flynn about his conversation with Cardina Mindzenty regarding the Cardinal's reactio to the demand that he take over as the pre mier of Hungary. Father Flynn told Mr MacDonald that Cardinal Mindzenty doe not want to be premier. His "only desire i to continue as leader of the Catholic Church in that country, Father Flynn reported.

REISSUE DEAN'S TV DRAMAS

INCREASING interest in the career of th late James Dean, movie and tv star, ap parently has played an important part i the rescheduling on television this mont of three dramas featuring Mr. Dean. NBC TV will repeat "Harvest," a Thanksgivin play first presented on *Robert Montgomer Presents* on Nov. 12, 1954. CBS-TV wil carry, Nov. 16, "The Unlighted Road" o *Schlitz Playhouse of Stars,* originally show on that program last year and first repeate last June. CBS-TV also has reschedule "I'm a Fool" on the Nov. 18 *General Elec tric Theatre,* which presented the drama two years ago.

ARMY-NAVY GAME ON MUTUAL

MUTUAL has obtained exclusive radio broadcasting rights to the Army-Navy foot ball game to be played Dec. 1 at Municipa Stadium, Philadelphia. Mel Allen will pro vide the play-by-play commentary for the game between the service academies.

DJ in Jail

BECAUSE he "played too many Elvis Presley records," J. C. Atkinson, WAUG-AM-FM Augusta, Ga., disc jockey, was put in the local jail during the recent centennial celebration in that community. The show went on, however, from the pokey, with Mr. Atkinson doing a broadcast from 11 a.m. to 1 p.m. A hundred fans finally bailed him out by paying wooden nickels especially made for the centennial celebration.



Also send for details on the new Lawrence Welk Library Package

VOA COVERS UPRISINGS

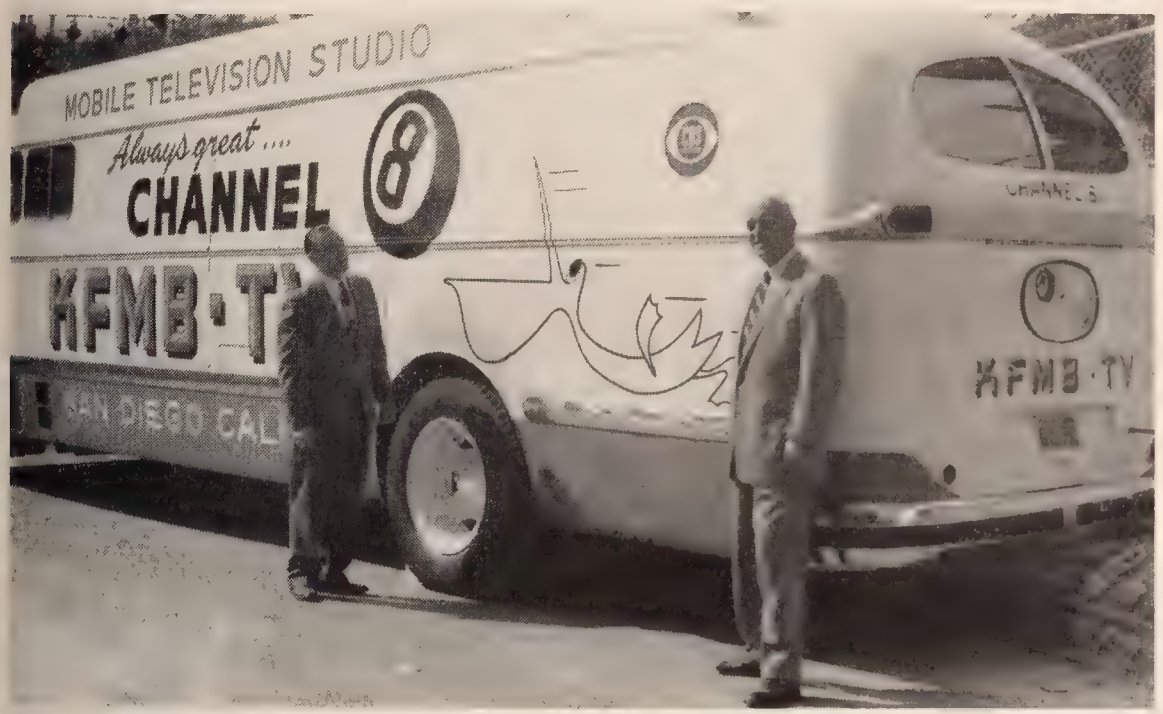
THE Voice of America's news broadcasts to Eastern Europe were put on an around-the-clock schedule from Oct. 26-29 to inform the people under Soviet communist control of the extent of the uprisings in Hungary and Poland.

The parent U. S. Information Agency said the news broadcasts supplanted regular features, commentaries, special events and rebroadcasts of early news reports, all normally carried by VOA at many hours of the day. Broadcasts to other parts of the world also featured news of the uprisings, USIA said.

WVET-TV LAUNCHES COLOR

LAST WEEK WVET-TV Rochester, N. Y., claimed to be the first station in that city to originate an all-color show. Starting this Wednesday, the station, which shares ch. 10 between CBS-TV and ABC-TV, launches a series of six 15-minute color Christmas films at 7:15 p.m. EST. Programs will be sponsored by the local RCA dealers and distributors.

NEW ROLLING STOCK ARRIVES IN SAN DIEGO, BALTIMORE



INSPECTING KFMB-TV San Diego's new mobile unit are Charlie Abel (l), chief engineer of the station, and George Whitney, vice president and general manager of Wrather-Alvarez Broadcasting Inc., which owns KFMB-TV. The unit was used for a remote pickup of Vice President Richard Nixon's address from Balboa Park Ford Bowl.



LESLIE H. PEARD JR. (1), manager of WBAL-TV Baltimore, accepts delivery on a new remote mobile unit for the NBC outlet from William McCullough, designer-builder of the aluminum, 30-ft. long, 12-ft. high vehicle. With them are D. L. Provost, vice president and general manager of the Radio and Television Div. of the Hearst Corp., and Hugh Morris (r) of the White Motor Truck Co. The unit was acquired with an eye to handling baseball, football and other remotes. It is air conditioned and accomodates five cameras and video tape equipment.

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests ***Stainless*** *Towers*

Write for descriptive literature

Stainless, inc.
NORTH WALES • PENNSYLVANIA

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

BMI
MILESTONES
for December
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the December package commemorates a special event of national importance:
"FUN WITH MUSIC"
December 2, 1956
"LATIN AMERICAN CARNIVAL"
December 9, 1956
"AMERICA'S BEACON TO THE WORLD"
(Bill of Rights Day)
December 15, 1791
"MILESTONES IN MUSIC"
December 24, 1956
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

HOOK, LINE AND 'LUCY'

A FISHING hook was sent to editors by Young & Rubicam, New York, with a card enclosed reading: "We wouldn't try to lure you . . . into catching the Monday, Nov. 19, telecast of *I Love Lucy* on CBS-TV. But—We just can't help plugging Lucy and Desi's funniest burlesque on Florida deep-sea fishing that ever hit the channels. Don't let this big one get away!"

PURCHASES TROUBLE SLIDES

IN WHAT is termed a "new twist in visual advertising," Dick Pavek, a tv repairman, has purchased the trouble slides of KGNC-TV Amarillo, Tex. When program delays occur, a slide appears with the following: "It's not your set but when it is . . . call Peacock Television Service."

REPORT FROM CYPRUS

NBC CLAIMED last week that its correspondent in Cyprus, Bob Abernathy, was the first U. S. newsman to report from there after Britain and France launched their operation against Suez. NBC noted that Mr Abernathy was on a circuit and had begun broadcasting at 1:37 a.m. EST an eyewitness report of French paratroops departing the island base only 31 minutes after an Associated Press bulletin had reported an announcement that the joint British-French operation was underway.

WBBM TO COVER OLYMPICS

WBBM Chicago, has sent sportscaster John Carmichael to cover the Olympic games in Melbourne, Australia—"The only individual in the United States providing coverage for a local radio station," according to the CBS outlet. From Nov. 2 to Dec. 8, a large segment of the *Chicago Daily News* sports editor's daily *Texaco Sports Final* will be devoted to direct reports from the Olympics and stopping-off places. His commentary will be beamed through cooperation of the Australian Broadcasting Commission over Radio Austrialia VLC-9 Melbourne.

Imagination Plus New Name Equals Results

WABJ Adrian, Mich., has given a not so new idea a new, copyrighted name and parlayed it into a 100% increase in revenue at a cost of practically nothing since last January.


MR. CESSNA

James Gerity Jr., owner of Gerity Broadcasting Co., and officials of the station reasoned that WABJ could not compete with more powerful stations for the national dollar. Something would have to be added, they decided, that no other station could duplicate in the Adrian market in order to attract listenership and local advertising. "Audioscope" (which has been copyrighted), idea of General Manager Robert W. Cessna, was the result.

As explained by WABJ to listeners, "Audioscope means personalized radio featuring the voices and doings of you and your neighbor." Obviously, Audioscope is local interest programming.

In planning the new format, Mr. Cessna and Program Director Bud Stone took into account radio's inherent advantages —immediacy, intimacy and imagination. They decided that WABJ would be *where* the local news was happening, *when* it was happening and have it reported by the people *making* the news. This meant utilizing portable tape recorders, telephone recorders and live remote broadcasts when feasible.

After the original idea had been expanded, the next thing needed was a distinctive sound trademark. The idea of a heartbeat was accepted as having personal identification with everyone.

Audioscope now was ready as an 18-hour magazine-type program, with sections within the main format. A week before the show went on the air last January, a teaser promotion campaign began, both on the air and in the local papers. Local news sources were contacted and asked to become part of Audioscope.

Eight reports in as many 15-minute segments between 6 and 8 a.m. are the only regularly-scheduled portions of Audioscope. These include fire, local police, weather, state police, sports, farm news and schools. Other segments are broadcast on a non-scheduled basis as soon as they are received.

Acceptance by both audience and advertisers was immediate. Two men visited the studio and insisted on seeing "That Audioscope thing." Through their Audioscope reports, air personalities have been developed. In six months, billings were doubled and have continued to grow with adjancies to Audioscope reports at a premium.

Shortly after Audioscope began, an ice storm made it impossible for school buses to make their routes. As a result, 28 county schools used Audioscope to inform the public of the situation. An advertiser saw the possibilites, and this winter similar announcements will be sponsored.

The only extra cost of Audioscope to WABJ was the rental price of a telephone beeper, plus direct mail and newspaper promotion. "We had the tape recorders, the manpower, the telephone. All that was really added was imagination," reports Mr. Cessna.

Because of its success in Adrian, Audio scope also is being used by WPON Pontiac, Mich., the second Gerity radio station.

CHICAGO ART DIRECTORS HONOR TOP COMMERCIALS

Twenty-five agencies and advertisements take awards during Chicago exhibition.

TWO agencies—Gardner Adv. Co. and Leo Burnett Co.—emerged with top medal awards and two others—D'Arcy Adv. Co. and Needham, Louis & Brorby—with merit honors for best live technique film commercials in competition sponsored by the Art Directors Club of Chicago.

Medal and merit winners for full animation film commercials were North Adv. Inc. and McCann-Erickson (Cleveland), respectively. NL&B also won a merit award for limited action commercials.

Winners of the 24th Annual Exhibition of Advertising and Editorial Art were announced Thursday by Burton Cherry, ADCC president, at its exhibit in the Mid-America Prudential Bldg. Television entries numbered 103, of which 25 (three medal, four merit, 18 honorable mentions) were selected.

Gardner and Burnett won medals for Pet Milk and Pabst Brewing Co. live technique commercials. D'Arcy and NL&B were honored for their work on Standard Oil (of Indiana) and S. C. Johnson (wax) spots. Kling Film Enterprises handled production on Pabst and Standard.

Art directors honored were Roland Martini (Gardner), Norman Jonsson (Burnett) and Scott Park (NL&B). Valentino Sarra, Sarra Inc., was the photographer on Pet Milk and Hal Roach, Hal Roach Studios, for Johnson's Glo-Coat.

On full animation spots, North was cited for its work on behalf of The Toni Co., with Lou Keller, art director, and photography by UPA-Hollywood. McCann-Erickson was runnerup for commercials involving Standard Oil Co. of Cleveland (Baron gas), with Earl Klein, art director, and Ron Maidenberg and Bill Littlejohn, photographers.

Limited action commercials merit honor went to Needham, Louis & Brorby for its Campbell Soup Co. (V-8) work, photographed by Animation Inc., with Mr. Park as art director.

In the print classification, 248 of 1,800 entries were honored.

Receiving honorable mentions in television were these agencies for accounts as listed by category:

Live technique film commercials—Leo Burnett Co., (for Kellogg's Sugar Smacks and Procter & Gamble's Joy); full animation film commercials—Young & Rubicam Inc. (Northern Paper Mills napkins) and Leo Burnett Co. (Kellogg Corn Flakes); limited action commercials—McCann-Erickson (for Swift & Co., Brown & Serve Sausages) and Leo Burnett (Kellogg Corn Flakes); live and animated commercials—McCann-Erickson (Derby Foods Inc., Peter Pan peanut butter); miscellaneous—Needham, Louis & Brorby Inc. (Household Finance Corp.); McCann-Erickson Inc. (Illuminating Co.); Ketchum, MacLeod & Grove (Peoples National Gas, Thorofare Supermarkets).

No medal or merit awards were made for live-animation commercials or in the miscellaneous category. Awards were based on entries prepared between Sept. 15, 1955, and Sept. 15, 1956, and submitted by advertisers, art directors, artists and photographers in areas located between Pittsburgh and Denver and Canada and New Orleans.

Judges in the tv competition were Norman Tate, N. W. Ayer & Son, New York; David Zilis, Leo Burnett Co., Chicago, and Harry Lange, vice president in charge of tv production, Kling Film Enterprises, Chicago. Some 350 art and advertising representatives attended the awards banquet.



"Yuh can lissen to KRIZ Phoenix while I fix dat drain!"

De Forest Honored by BMI, Other Pioneers to Follow

FIRST in a series of Broadcast Music Inc. programs devoted to radio and television pioneers will be *The Man Who Gave Us Radio,* honoring Lee de Forest. The de Forest script, which will be sent to more than 2,700 radio and tv stations, will mark the 50th anniversary of Mr. de Forest's invention of the audion tube, which was demonstrated in New York on Oct. 26, 1906.

Future mailings from BMI will contain scripts, together with photographic material from the Library of Congress Archives. Among pioneers to be featured in subsequent scripts are Edison, Fleming, Marconi, Fessenden, Armstrong, Sarnoff and Carey.

Md. U. Script Award Planned

ANNOUNCEMENT of a 1957 Victor Frenkil Tv Script Award has been made by the U. of Maryland.

Students currently enrolled in colleges and universities offering courses in radio or television are eligible for the $500 award. Entries must be original, not previously-produced, dramatic scripts, one hour in length. Complete rules for the contest may be obtained by writing George F. Batka, director, Radio-Television Div., Department of Speech, U. of Maryland, College Park, Md.

WWJ
DETROIT
FIRST IN DETROIT
• PROGRAMMING
• EXPERIENCE
• SALES RESULTS
ASK DETROITERS!
BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Repersentatives:
PETERS, GRIFFIN, WOODWARD, INC.

Somewhere Every Day
Radio and Television Stations are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
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KANSAS CITY, MO.

Honor Due Three Executives For Philanthropy Activities

BERNARD C. (BEN) DUFFY, president of BBDO, New York; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., and Ogden R. Reid, president and editor, *The New York Herald Tribune*, will be honored for their "philanthropic efforts in behalf of many worthy causes" by the Federation of Jewish Philanthropies at the annual dinner Dec. 5 in New York of the federation's advertising, broadcasting and publishing division.

Cited for their humanitarian efforts by Lawrence Valenstein, board chairman of Grey Adv., New York, and chairman of the division, were Mr. Goldenson for his work in behalf of United Cerebral Palsy Assns. Inc., the March of Dimes, United Jewish Appeal, the Will Rogers Memorial Hospital, and the Anti-Defamation League to B'nai B'rith; Mr. Duffy for his work in behalf of the Greater New York Fund, the Cardinal's Committee for the Laity, and National Conference of Christians and Jews; Mr. Reid for his paper's fresh air fund that allows underprivileged children the chance to attend summer camp, and the annual *Herald-Tribune* forum for high school and college students.

WJAN, Girl Scouts Take Top Radio Contest Prize

WJAN Spartanburg, S. C., and the local Girls Scouts Council won first prize in the $2,000 Action for Peace in Our Town national radio contest, the sponsoring Institute for International Order announced last week in New York. WJAN and the Girls Scouts each will receive $400 for their public service program dedicated to the keeping of municipal peace and order.

Second place winners—at $200 each—were WGAR Cleveland and that city's branch of the Women's International League for Peace and Freedom.

Third prize winners and local organizations cited at $100 each: WKAL Rome, N. Y., and the Rome Committee for the United Nations and WWDC Washington and the Women's International League for Peace and Freedom (D. C. Chapter). Fourth prize winners at $50 each: WKDA Nashville and that city's Business and Professional Women's Club; WBUX Doylestown, Pa., and the Local League of Women Voters chapter; KBRO Bremerton, Wash., and the Bremerton Community Theatre and WTAG Worcester, Mass. and the United World Federalists.

Judges for the contest, which will be repeated next year, were MBS commentator Cecil Brown, ABC Vice President of News and Public Affairs John Daly, CBS News Director John F. Day, Arthur W. Hepner of the NBC *Monitor* staff, Louis M. Lyons, curator of the Nieman Foundation, and John Crichton, executive editor, *Advertising Age*.

Nominations Now Being Taken For Alfred I. duPont Awards

NOMINATIONS for the 14th annual radio-tv awards of the Alfred I. duPont Awards Foundation now are open, according to an announcement by foundation curator O. W. Riegel, Washington & Lee U., Lexington, Va.

Three awards will be given for performances in 1956: one to a radio or television station of large power for outstanding broadcast performance in the public interest, a second will recognize over-all performance of a station of smaller power, and a third will go to a radio or tv commentator whose work has been distinguished by "aggressive and consistently excellent and accurate gathering of news in the public interest."

Each award carries a stipend of $1,000 and offers the winner the privilege of establishing a scholarship or fellowship for the benefit of the broadcasting industry. Radio-tv personnel as well as the general public may submit nominations.

Awards for Service to Vets

WABT (TV), WAPI, WBRC-AM-TV, all Birmingham, Ala., United Press and Associated Press are being honored today (Monday) by the National Veterans Day Assn. The awards are for cooperation with such



SEVEN Washington area radio statio in recognition of the "continuous a prosperous" use of radio by Woodwa & Lothrop department store, presented plaque to one of their best accoun Kevin B. Sweeney, RAB president (l), shown here making the presentation James Hardy, Woodward & Lothrop a vertising vice president, at a lunche honoring the Capital city departme store. Sponsoring the tribute were WGM WMAL, WRC, WTOP and WWDC, Washington; WGAY Silver Spring, M and WPIK Alexandria, Va.

groups as the American Legion, Veter of Foreign Wars, Disabled American V erans, Marine Corps Assn. and the Uni Spanish War Veterans, during the past years.

Jan. 2 Deadline Announced For Ohio State U. Awards

DEADLINE for submitting entries for 1957 American Exhibition of Educatio Radio & Television Programs, sponsored Ohio State U., is Jan. 2. Known as "Ohio State Awards" competition, the ev is held yearly in conjunction with the u versity's Institute for Education by Rad Tv, directed by Dr. I. Keith Tyler.

Purpose of the competition is to furt the broadcasting of significant educatio radio and tv programs, whether sustain or commercially sponsored, by singling outstanding series for special honors.

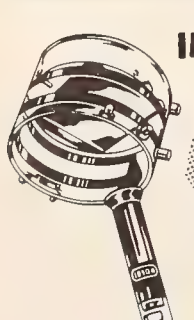
Award winners for 1957 will be nounced May 6 and the prize-winning p grams will be available for review dur the institute, May 8-11 in Columbus. Ad tional information and entry blanks for 1957 competition may be obtained by w ing to the institute, 19 Derby Hall, O State U., Columbus 10, Ohio.

AWARD SHORTS

Lloyd E. Yoder, NBC vice president a general manager, WRCV-TV Philadelph cited by Robert E. Sessions, president local Chamber of Commerce and Frank Newburger Jr., president, Philadelphia-Ba more Stock Exchange for his "outstandi public service in education." Award was recognition of WRCV-TV's presentation *Invest in America* series.

William H. Sylk, president, WPEN Phi

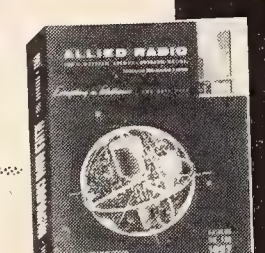
BROADCAST TUBES are always in stock at ALLIED



IMMEDIATE DELIVERY ON

RCA 1850-A

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.



Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

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Chicago 80
Phone: HAymarket 1-6800

Helphia and **Harry S. Sylk,** vice president, honored by State of Israel for their "exemplary service in establishment and development of State of Israel."

Douglas Y. Smith, vice president and general manager, RCA Tube Div., Harrison, N. J., cited by Cooper Union (his alma mater) for his "scientific resourcefulness."

Leslie C. Johnson, vice president and general manager, WHBF-AM-TV Rock Island, Ill., honored with certificate for public service contribution to religious life of community by Lutheran Church, Missouri Synod, producer of *This Is the Life* tv series.

George R. Dunham, general manager, WNBF-AM-TV Binghamton, N. Y., received award from local chapter of Boy Scouts of America in "appreciation for service station has rendered to youth of community."

NBC and its **WMAQ-AM-TV** Chicago, given "distinguished public service" citation by Union League Club of Chicago last month for stations' *City Desk* program which focuses public attention on civic problems.

KDKA-TV Pittsburgh, Pa. cited last month by State Medical Society for *House Call,* program dealing with medical profession. KDKA also received awards for public service from Boy Scouts of America, Pa. Assn. for Blind, Lutheran Church and Western Pa. Multiple Sclerosis Society Inc.

Waldo Abbot, director of WUOM, U. of Michigan, Ann Arbor, received personal citation for "dinstinguished service" from National Assn. of Educational Broadcasters during its convention in Atlanta, Ga. last month.

George W. Henyan, consultant, General Electric Co.'s electronic tubes sales operation, honored at banquet in recognition of his 40 years of service with GE.

WSJS-FM Winston-Salem, N. C. received

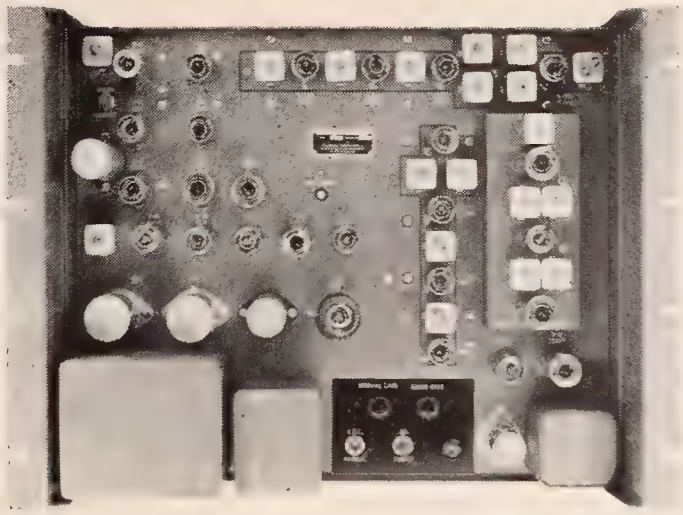
SDX Plaque to KDKA

A BRONZE TABLET marking KDKA Pittsburgh as an "historic site in journalism" was dedicated last Monday (Nov. 5) by officers of the Tri State Professional Chapter of Sigma Delta Chi, national journalistic fraternity. The plaque was presented to Harold C. Lund, Pittsburgh vice president of the Westinghouse Broadcasting Co.

Significantly, the presentation took place on the eve of the 10th presidential election since KDKA's broadcast of the Harding-Cox election returns Nov. 2, 1920. The plaque dedicated last week is a duplicate of a Sigma Delta Chi plaque presented on KDKA's 35th anniversary in 1955. The original plaque is to be installed in the East Pittsburgh plant of the Westinghouse Electric Co., scene of KDKA's history-making broadcast in 1920.

NEMS-CLARKE MODEL TR-1

WOAY KXJB
KLEW KZTV
KVOO KFBC
KIDO WABI
WGBS KMID
WDMJ KNOX
KVAL WFLB
WICA WNBF
KLIX WFAM
KFXJ KDLO
CMQ WKSN
KSTF KGUL
KTRE WSPD
KDRO KVEC
KBES WIRI
WRTV WKBN
KIMA WGBI
WWTV WBOC
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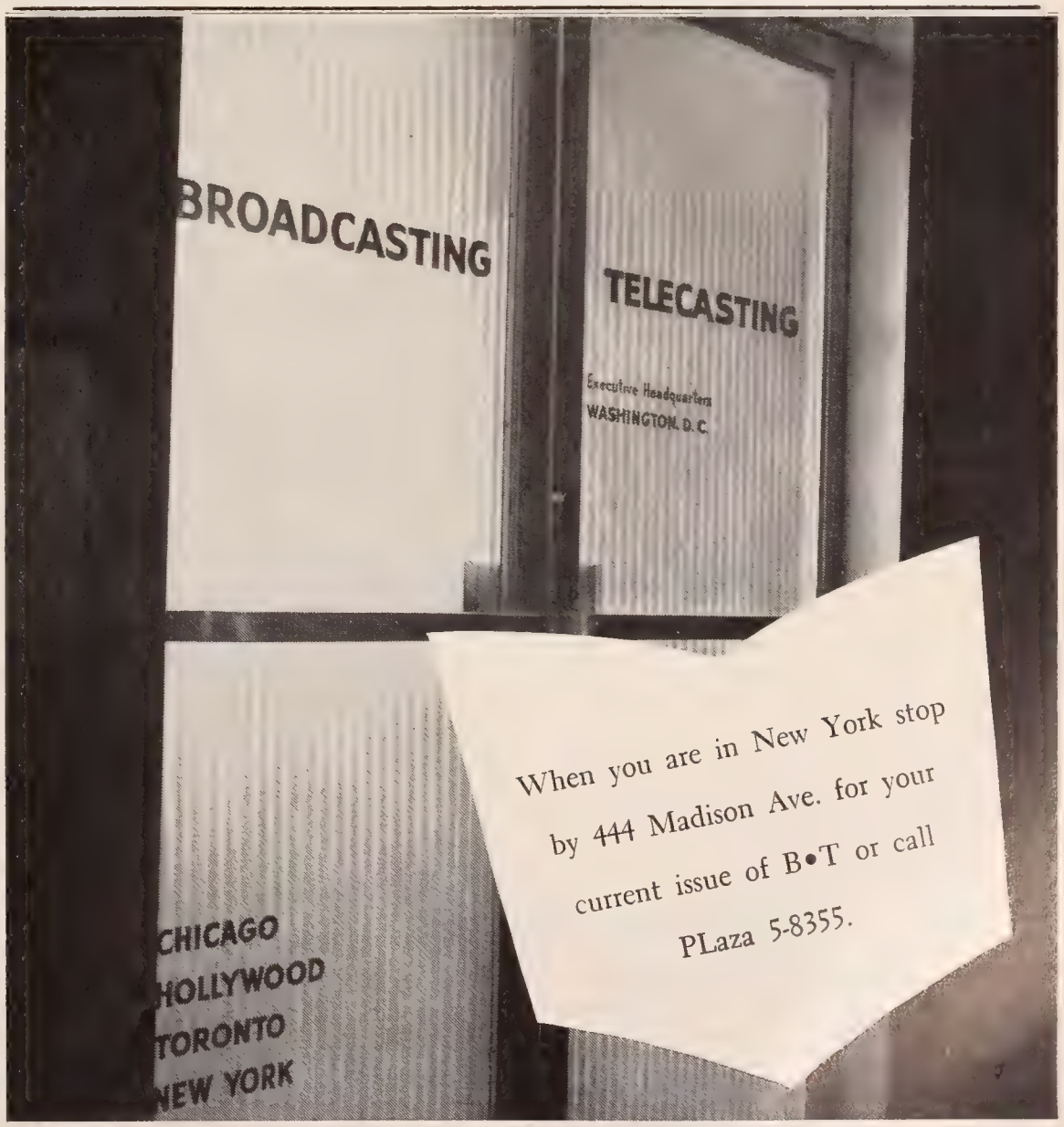


TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. G-1 For Further Information



citation from United Press for being member of its news distribution system for past 20 years.

Jim Reid, WPTF Raleigh, N. C., sportscaster, winner of annual Lee Kirby Memorial Award as state's outstanding sports announcer.

Frank Silvernail, BBDO, N. Y., and **Dorothy Gordon,** *New York Times,* received gold Radio Pioneer pins in honor of their "outstanding service as past presidents" of N. Y. Chapter of Radio Pioneers.

WTAO Boston received certificate of appreciation from Air Force for its "outstanding cooperation and continuous effort to further national security of U. S."

MCA-TV's *Dr. Hudson's Secret Journal* tv film series has been commended by American Medical Assn., through its Physicians Advisory Committee on Television, Radio & Motion Pictures, as "one of television's finest offerings . . . that portrays medicine in an accurate and favorable light."

WMGM New York cited last month with commendation for service to protestantism by New York State Council of Churches for its "generous assistance in relaying newsworthy events, services and participations in protestant action."

KLZ-AM-TV Denver, Colo., received citation for its arrangements to have Edgar Bergen and Charlie McCarthy visit local orphanages and for "continued active support" of local United Funds drive.

WGN-TV Chicago cited by Loyola U., that city, for its contributions of "public service time to educational and cultural programs" on university's *Learning Brings Adventure* series on station.

WSB Atlanta, Ga., cited for promoting "Operation Clean Up" by United Committee of Senior, Junior and Women's Chambers of Commerce.

WOWL Florence, Ala., received 1955 National Safety Council Public Interest Award from Alabama Department of Public Safety for its annual teenage safe driving contest.

Station Authorizations, Applications
(As Compiled by B • T)

November 1 through November 7

Includes data on new stations, changes in existing stations, ownership changes, hearings cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modificati trans.—transmitter. unl.—unlimited hours. k kilocycles. SCA—subsidiary communications thorizations. SSA—special service authorizati STA—special temporary authorization.

AM-FM Summary through Nov. 7

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,947	3,081	165	332	126
Fm	516	545	38	43	0

FCC Commercial Station Authorizations
As of October 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearing	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

TV Summary through Nov. 7

Total Operating Stations in U. S.:

	Vhf	Uhf	Tot
Commercial	374	91	46
Noncom. Educational	17	5	22

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Tot
Commercial	325	316	65
Noncom. Educational	23	21	4

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Tot
Commercial	1,039	337	811	566	1,37
Noncom. Educ.	63		36	27	6
Total	1,102	337	847	593	1,44

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

New Tv Stations . . .

APPLICATIONS

New Bedford, Mass.—Wilson Bcstg. Corp. vhf ch. 6 (82-88 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,010.25 ft. Estimated construction cost $560,913, first year operating cost $475,755, revenue $492,458. P. O. address 85 William St., Worcester, Mass. Studio location New Bedford. Trans. location Gay's Head, Mass. Geographic coordinates 41° 19′ 38″ N. Lat., 70° 48′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Howe Assoc. Principals include **George F. Wilson** (67.27%), **Kathleen I. Wilson** (12.73%) and others. Wilson Bcstg. holds cp for ch. 20 **WAAB-TV Worcester, Mass.,** and is former owner of WAAB there. Filed Nov. 7.

Greenwood, Miss.—Greenwood Bcstg. Co., vhf ch. 6 (82-88 mc); ERP 30.4 kw vis., 15.4 kw aur.; ant. height above average terrain 347 ft., above ground 383 ft. Estimated construction cost $145,250, first year operating cost $78,000, revenue $120,000. P. O. address Box 414, Greenwood. Studio and trans. location 5 mi. west Greenwood o Miss. Rte. 10. Geographic coordinates 33° 31′ 3 N. Lat., 90° 16′ 09″ W. Long. Trans. and ant. G Legal counsel Stephen Tuhy, Washington. Cor sulting engineer, Page Creutz, Steel & Wald schmitt, Washington. **Cy N. Bahakel,** 100% owne of applicant, also owns **WABG Greenwoo WLBJ Bowling Green, Ky.; WRIS Roanoke, Va WOOD Lynchburg, Va.; WLPH Huntington, W Va.; WKIN Kingsport, Tenn.,** and **WKOZ Kos ciusko, Miss.** Filed Oct. 31.

Elk City, Okla.—Video Independent Theatre Inc., vhf ch. 8 (180-186 mc); ERP 0.712 kw vis 0.356 kw aur.; ant. height above average terrai 88.75 ft., above ground 148 ft. Estimated construc tion cost $37,822, first year operating cost $100, 000, revenue $100,000. P. O. address Box 133 Oklahoma City 1, Okla. Studio and trans. loca tion 111 S. Main St. Geographic coordinates 35 24′ 41″ N. Lat., 99° 24′ 27″ W. Long. Trans. Sarke Tarzian, ant. Prodelin. Legal counsel Spearma & Roberson, Washington. Consulting enginee Guy C. Hutcheson, Arlington, Tex. Applican owns **KVIT (TV) Santa Fe, N. M.; KSTP (TV Hot Springs, Ark.;** 12.5%, **KWTV (TV) Oklahom City, Okla.,** and is applicant for new tvs at Mid land, Tex., and Sioux Falls, S. D. Filed Nov. 5

Reliance, S. D.—Midcontinent Bcstg. Co., vh ch. 6 (82-88 mc); ERP 53.2 kw vis., 32.2 kw aur. ant. height above average terrain 1,112 ft., abov ground 711 ft. Estimated construction cost $225, 100, first year operating cost $90,000, revenu $95,000. P. O. address % **Joseph Floyd,** Phillip Ave. and Eighth St., Sioux Falls, S. D. Studi location to be determined. Trans. location Medi cine Butte. Geographic coordinates 43° 57′ 55 N. Lat., 99° 36′ 11″ W. Long. Trans. and ant. RCA Legal counsel Dow, Lohnes & Albertson, Wash ington. Consulting engineer A. D. Ring & Assoc. Washington. Principals include equal owners Mr Floyd, **N. L. Bentson** and **Edmond R. Ruben.** Mid continent is licensee, **KELO-AM-TV Sioux Falls** and **KDLO-TV Florence, S. D.** Same interests control **WLOL-AM-FM Minneapolis, Minn.** Filed Nov. 5.

Monahans, Tex.—Tri-Cities Bcstg. Co., co-partnership of J. Ross Rucker, J. B. Walton and Helen Winborne Walton vhf ch. 9 (186-192 mc); ERP 27.5 kw vis., 13.8 kw aur.; ant. height above average terrain 619 ft., above ground 637 ft. Estimated construction cost $149,061, first year operating cost $160,000, revenue $160,000. P. O. address Box 1118, Monahans. Studio and trans. location 2.5 mi. east of Pyote on U. S. Hwy. 80. Geographic coordinates 31° 32′ 44″ N. Lat., 103° 04′ 48″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Rucker is 36% owner-pres.-gen. mgr., **KVKM Monahans.** Waltons have oil, ranching and business interests. Filed Nov. 7.

Salt Lake City, Utah—U. of Utah vhf ch. 7

CALIFORNIA

Independent
$60,000.00

Agricultural and clean industry area. Exclusive market in need of owner-manager. Tremendous tax advantages with $15,000.00 down payment required.

Network
$225,000.00

This market is keeping ahead of the state growth. Ideal climate. Chance for good operator to realize money back in four to five years. Requires at least one-half cash.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

(174-180 mc); ERP 22.9 kw vis., 13.8 kw aur.; ant. height above average terrain 3,067 ft., above ground 140 ft. Estimated construction cost $304,000, first year operating cost $40,000, no revenue. P. O. address Salt Lake City 12. Studio location U. of Utah. Trans. location Mount Vision. Geographic coordinates 40° 36' 20" N. Lat., 112° 09' 58" W. Long. Trans. and ant. RCA. Legal counsel E. R. Callister, Salt Lake City. Consulting engineer C. Richard Evans, Salt Lake City. Proposed facility is for non-commercial educational purposes. Filed Nov. 6.

Ponce, Puerto Rico — Portorican - American Bcstg. Co., vhf ch. 7 (174-180 mc); ERP 0.578 kw vis., 0.289 kw aur.; ant. height above average terrain 113 ft., above ground 139 ft. Estimated construction cost $98,800, first year operating cost $80,000, revenue $85,000. P. O. address Box 786, Ponce. Studio location 164 Villa St. Trans. location El Vigia. Geographic coordinates 18° 01' 22" N. Lat., 66° 37' 14" W. Long. Trans. and ant. Gates. Legal counsel Everett D. Johnston, Washington. Consulting engineer George C. Davis, Washington. Principals include Alfonso Gimenez Aguayo (pres.-41.4%), mgr., **WPAB Ponce; Juan A. Wirshing** (vp.-11.5%), and **Inocencia Bigay vda. Soltero Machuelo** (32.7%). Applicant is licensee, WPAB. Filed Nov. 1.

APPLICATION AMENDED

Augusta, Me.—Application of **Pine Tree Telecasting Corp.** seeking new tv on ch. 10 amended to change ant. height above average terrain to 559.7 ft. and make other ant. changes. Filed Nov. 7.

Existing Tv Stations . . .

ACTIONS BY FCC

WSBA-TV York, Pa.—Granted mod. of cp to change ERP to 132 kw vis., 66.1 kw aur., specify trans. and studio location (not move), change type trans. and ant. and make other equipment changes. Announced Nov. 6.

WFRV-TV Green Bay, Wis.—Granted mod. of cp to change ERP to 93.3 kw vis., 56.2 kw aur., modify ant. for non-DA and correct coordinates (not move), ant. 1,119.75 ft. Announced Nov. 6.

APPLICATIONS

WJW-TV Cleveland, Ohio—Seeks cp to make changes in ant. system of existing tv. Filed Nov. 1.

WSES (TV) Philadelphia, Pa.—Seeks mod. of cp (which authorized new tv) to change ERP to 219.2 kw vis., 118.2 kw aur., change trans. location to Architect's Bldg., 17th & Sansom Sts., Philadelphia, make ant. and other equipment changes. Filed Nov. 7.

Allocations . . .

ACTIONS BY FCC

Bozeman, Butte, Mont—FCC by notice of further proposed rule-making in Docket 11798, invites comments by Dec. 10 to proposal to give Bozeman vhf channel by shifting ch. 6 from Butte to Bozeman, and substituting uhf ch. 28 at Butte. Announced Nov. 1.

Nacogdoches, Tyler, Tex.; Lake Charles, De Ridder, Crowley, La.—FCC finalized rule making in Docket 11792 and assigned ch. 19 to Nacogdoches (in addition to its present ch. 40) by deleting it from Tyler, and Lake Charles, and substituting ch. 61 in Tyler and ch. *14 (educational) in Lake Charles. These changes also necessitated substituting ch. 76 for ch. 21 in Crowley, and ch. 70 for ch. 14 in De Ridder. Changes are effective Dec. 10. Announced Nov. 1.

FCC invites comments by Dec. 10 to following proposals for changes in tv table of assignments. ments:

Altoona, Johnstown, Pa.—By **WARD-TV Johnstown, Pa.** (channel 56) insofar as it requests shifting ch. 19 from Altoona to Johnstown, but rejected proposal to shift ch. 56 from Johnstown to Altoona and request for show cause order to specify operation of WARD-TV on ch. 19 in lieu of ch. 56.

Arecibo, Aguadilla, P. R.—By **Hector Reichard** to shift ch. 13 from Arecibo to Aguadilla. Announced Nov. 1.

FCC, by separate memorandum opinions and orders, denied requests for amendments to outstanding notices of rule making, but included following petitions as counterproposals in respective dockets:

Springfield, Ill.; Terre Haute, Ind.; St. Louis, Mo.—By **WICS (TV) Springfield, Ill.** (ch. 20) to delete ch. 2 from Springfield and assign it to Terre Haute, as well as to St. Louis. (Outstanding rule-making in Docket 11747 would make Springfield all uhf by deleting its only vhf ch. 2 and giving it to St. Louis and adding chs. 26 and either 36 (taking latter away from St. Louis) or 39 to Springfield in addition to its present chs. 20 and educational *66.)

Ainsworth, Omaha, Neb.—By **KMTV (TV) Omaha, Neb.** (ch. 3) to assign either uhf ch. 16 or vhf ch. 7 to Ainsworth in lieu of outstanding proposal in Docket 11830 to assign ch. 3 to Ainsworth. Announced Nov. 1.

Nadine, Hobbs, N. M.; Monahans, Tex.—FCC by report and order, denied petition and amendment thereto by **Video Independent Theatres Inc.**, and terminated rule-making proceeding in Docket 11793 initiated by Video's petition to assign ch. 9 to Nadine, amended to request that assignment to Hobbs, by deleting it from Monahans and substituting ch. 35 at latter place. Application is now on file for ch. 9 in Monahans. Announced Nov. 1.

Translators . . .

APPLICATION

Winnemucca, Nev.—**Winnemucca Lions Club**, ch. 76 (842-848 mc) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w, ERP to community 53.6 w. P. O. address Box 732, Winnemucca. Estimated population to be served 3,500. Estimated construction cost $6,352, first year operating cost $724. Filed Nov. 7.

New Am Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—Application of **David M. Segal** seeking cp for new am on 740 kc, 500 w D, dismissed (request of applicant). Announced Nov. 1.

Anna, Ill.—**Anna. Bcstg. Corp.** granted 1440 kc, 500 w D. P. O. address P. O. Box 450, Paducah, Ky. Estimated construction cost $16,150, first year operating cost $35,000, revenue $50,000. Equal partners are: **Pierce E. Lackey**, owner of WPAD-AM-FM Paducah and **F. E. Lackey**, owner of WHOP-AM-FM Hopkinsville, Ky. Announced Nov. 1.

Galesburg, Ill.—Application of **Knox County Bcstg. Corp.** seeking cp for new am on 1590 kc, 5 kw D, returned (dated wrong). Announced Nov. 2.

Shreveport, La.—**Twin-City Bcstg. Co.** granted 1300 kc, 1 kw D. P. O. address 206 Texas Eastern Bldg., Shreveport. Estimated construction cost $28,800, first year operating cost $48,000, revenue $60,000. Principals include **Charles E. Ray** (president-11.88%), owner, KLUV Haynesville, La., and 11.88%, WEND Baton Rouge, La., and **Joel E. Wharton** (4.95%), owner of KLVI Vivian, La. Announced Nov. 1.

Raeford, N. C.—Application of **North State Bcstg. Co.** seeking cp for new am on 1430 kc, 1 kw D, dismissed (Sec. 1.381 of rules). Announced Nov. 1.

Martin, Tenn.—**Jones T. Sudbury** granted 1410 kc, 1 kw D. P. O. address 215 N. 10th St., Blytheville, Tenn. Estimated construction cost $20,400, first year operating cost $40,000, revenue $45,000. Mr. Sudbury is local commercial manager of **KLCN Blytheville.** Announced Nov.1.

APPLICATIONS

Hattiesburg, Miss.—**Dave Arnold Matison Jr.** 1310 kc, 1 kw D. P. O. address 420 S. 21st Ave., Hattiesburg. Estimated construction cost $13,300, first year operating cost $33,000, revenue $38,500. Mr. Matison is 25% owner, **WAML Laurel, Miss.**, and 12.5% **WDAM-TV Hattiesburg.** Filed Nov. 6.

Farmington, N. M.—**Herman A. Cecil** 960 kc, 1 kw D. P. O. address 1115 Linden, Texarkana, Ark. Estimated construction cost $16,470, first year operating cost $31,200, revenue $44,400. Mr. Cecil is commercial mgr., **KOSY Texarkana.** Filed Nov. 7.

Jonesboro, Tenn.—**Mountain View Bcstg. Co.** 1590 kc, 5 kw D. P. O. address Box 53, Jonesboro. Estimated construction cost $36,650, first year operating cost $32,000, revenue $45,000. Principals include **Roy E. Faircloth** (pres.-51%), automobile dealer, and **Margaret** and **Hubert Ralph Moore** (20%), partners in Mountain Music Makers, entertainment. Filed Nov. 7.

Neillsville, Wis.—**Central Wisconsin Bcstg. Inc.** 1260 kc, 1 kw D. P. O. address % **Howard Sturtz Jr.**, Box 163, Neillsville. Estimated construction cost $18,096, first year operating cost $38,000, revenue $42,000. Principals include **Herman North** (pres.-79.6%), pres., Neillsville Bank, and theatre interests; Mr. Sturtz (v. p.-20%), mgr., Neillsville studios of **WDLB-AM-FM Marshfield, Wis.**, and orchestra leader. Filed Nov. 7.

APPLICATION AMENDED

Quincy, Wash.—Application of **L. D. Adcox, Donald R. Nelson, Gene R. Johnsick & Richard C. Singleton d/b as Quincy Valley Bcstrs.** seeking cp for new am on 1370 kc, 1 kw D, amended to change ant.-trans. and studio location, make changes in ground system and delete remote control point. Filed Nov. 2.

Existing Am Stations . . .

ACTION BY FCC

KURA Moab, Utah—Application seeking mod. of cp (which authorized new am), to extend completion date, returned (not properly notarized). Announced Nov. 1.

WTOE Spruce Pine, N. C.—Application seeking transfer of control returned (not properly filled



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station wítn , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD *Manufacturing Co, Inc*

out). Announced Nov. 7.

APPLICATIONS

WJOI Florence, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Nov. 1.

WKJG Fort Wayne, Ind.—Seeks cp to make changes in ant. system (decrease height of No. 5 tower, remove fm ant.). Filed Nov. 2.

WWVR Terre Haute, Ind.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Filed Nov. 7.

KCKN Kansas City, Kan.—Seeks cp to change ant.-trans. and studio location, install new trans., make changes in ant. (decrease height) and make changes in ground system. Filed Nov. 1.

WESO Southbridge, Mass.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Nov. 1.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system. Filed Nov. 1.

KGAY Salem, Ore.—Seeks mod. of license and cp to change name to KGAY Inc. Filed Nov. 1.

KELO Sioux Falls, S. D.—Seeks mod. of cp to make change in DA system. Filed Nov. 5.

KELO Sioux Falls, S. D.—Seeks mod. of cp (which authorized install new combined am-tv tower) to make changes in new tower. Filed Nov. 7.

WTUC Union City, Tenn.—Seeks cp to change frequency from 1580 kc to 620 kc, increase power from 250 w to 1 kw, install new ant. (increase height), make changes in ground system and trans. Filed Nov. 7.

WAJR Morgantown, W. Va.—Seeks mod. of cp (which authorized change frequency, power, install new trans. and DA-2 and change ant.-trans. location) to change ant.-trans. location. Filed Nov. 2.

APPLICATIONS AMENDED

KFOX Long Beach, Calif.—Application seeking cp to change ant.-trans. location, install new ant. and operate trans. by remote control, amended to change name to **Hogan Bcstg. Corp.** Filed Nov. 2.

WYSR Franklin, Va.—Application seeking mod. of cp (which authorized new am) to change frequency from 1570 kc to 1250 kc, increase power from 250 w to 1 kw and change type trans., amended to change name to WYSR Inc. Filed Nov. 2.

APPLICATION RESUBMITTED

WMAJ State College, Pa.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Nov. 1.

New Fm Stations . . .

ACTION BY FCC

Lockport, N. Y.—Application of **Union Sun & Journal Inc.** seeking cp for new fm returned (improperly filed re name, signature, balance sheet). Announced Nov. 5.

APPLICATION

Dallas, Tex.—Metropolitan Bcstg. Corp., 105.3 mc, ERP 11.1561 kw unl. P. O. address 3707 Gaston, Dallas. Estimated construction cost $3,590, first year operating cost $6,300, revenue $10,000. Principals include **Theodore Bisland** (pres.-19.4%), medical doctor; **Frank Joseph Haahn** (10.1%), engineer, Continental Electronics, Dallas; **Anthony J. Schirato** (10.1%), interior decorator; **Adele Goodwyn Needham** (10.1%), nurse; **Perry Q. Needham** (10.1%), medical doctor; **Sydnie G. Smith** (10.1%), medical doctor, and **Julian K. Hirschberg** (10.1%), engineer, Chance Vaught Aircraft, Dallas. Filed Nov. 7.

Existing Fm Stations . . .

APPLICATION

WDSU-FM New Orleans, La.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 3.38 kw, ant. height above average terrain to 586.5 ft. Filed Nov. 2.

Ownership Changes . . .

ACTIONS BY FCC

KFI Los Angeles, Calif.—Granted transfer of control from **Earle C. Anthony** to **Earle C. Anthony, Security-First National Bank of Los Angeles and Eugene Overton**, trustees. No consideration. Corporate change. Announced Nov. 1.

WWPB Miami, Fla.—Granted assignment of license to WSKP Inc. for $160,000. Sole owner of WSKP Inc. is Ohio Music Corp. Principals are Pres. **William O'Neil**, 75% and Vice Pres. **J. W. Lemmon**, 25%. Announced Nov. 1.

WBBA Pittsfield, Ill.—Granted transfer of control from **Keith Moyer** to **G. B. Meyer** through sale of 55% for $25,500. Mr. Meyer, who has interest in **WTIM Taylorville, Ill.**, will own 80% of WBBA. Announced Nov. 1.

WCVS Springfield, Ill.—Granted transfer of control from **Harold L. Dewing** to **Harold L. Dewing** and **M. Helen Dewing**, as family group. Mr. Dewing is transferring one share of stock to his wife. Announced Nov. 6.

KANS Wichita, Kan.—Granted assignment of license from **Kenyon Brown** and **Frank J. Lynch d/b as KANS Bcstg. Co.**, to **State Bcstg. Co. (KBYE Oklahoma City, Okla.)** for $55,000. Mr. Brown and Mr. Lynch each own 49.9% of State Bcstg. Announced Nov. 6.

KBUN Bemidji, Minn.—Granted assignment of license from **Butler Bcstg. Co.** to **Paul Bunyan Bcstg. Co.** for $65,000. **J. W. Potter Co.** and Potter interests (*Rock Island* [Ill.] *Argus*), owners of Paul Bunyan Bcstg., own controlling interest, **WHBF-AM-FM-TV Rock Island, Ill.** Announced Nov. 1.

KSWM-AM-TV Joplin, Mo.—Granted transfer of control from **Austin A.** and **Eleanor F. Harrison** to **WSTV Inc.** for $591,000. WSTV Inc. is licensee of **WSTV-AM-FM-TV Steubenville, Ohio**, and has contracted to buy **WBLK-AM-TV Clarksburg**, and **WPAR-AM-FM Parkersburg**, both **W. Va.**, pending FCC approval. WSTV principals own **WFPG-AM-TV Atlantic City, WPIT Pittsburgh** and **WBMS Boston.** Announced Nov. 1.

KSHO-TV Las Vegas, Nev.—Being advised that application for assignment of cp (ch. 13) to **Moritz Zenoff and Wilbur Clark d/b as C & Z** indicates necessity of hearing. Announced Nov. 1.

WLEU Erie, Pa.—Granted assignment of license from **Joseph P. Wardlaw Jr.** to **L. E. U. Bcstg. Co.** Stock transaction. No change in ownership. Announced Nov. 6.

WRAK-AM-FM-TV Williamsport, Pa.—Being advised that application seeking assignment of licenses from **WRAK Inc.** to **WGAL Inc.** (J. Hale and John F. Steinman) for $125,000 indicates necessity of hearing. Steinman family owns **WGAL-AM-FM-TV Lancaster, WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg** and **WRAW Reading**, all **Pa.**, and **WDEL-AM-FM Wilmington, Del.** Announced Nov. 1.

KBKI Alice, Tex.—Granted transfer of control from **Buford Nicholson, Givens A. Parr** and **George Prowse** to **Jules J. Paglin** and **Stanley W. Ray Jr.** for $37,650. Messrs. Paglin and Ray own **WBOK New Orleans; WXOK Baton Rouge** and **KOAK Lake Charles**, all **La.**; **KYOK Houston, Tex.**, and **WLOK Memphis, Tenn.** Announced Nov. 1.

KMUL Muleshoe, Tex.—Granted assignment of license from **John Burroughs** and **Leola Randolph**, partnership, to **John Burroughs, Leola Randolph and Gilbert Lamb d/b as Radio Station KMUL**, for $1,866. Mr. Lamb, station manager, will own 20% and others 40% each. Announced Nov. 6.

WNAM Neenah, Wis.; WFRV-TV Green Bay, Wis.—Granted transfer of control from **Clayton Ewing, S. N. Pickard, F. J. Lenfesty** and **George E. Bills** to **Clayton Ewing, S. N. Pickard** and **George E. Bills** as voting trustees. Corporate change. Announced Nov. 6.

WPLY Plymouth, Wis.—Granted acquisition of negative control by **Milton Maltz** and **Robert Wright** through purchase of stock from **Samuel Rieder** for $22,000. Mr. Maltz and Mr. Wright will each own 50%. Announced Nov. 1.

WOBT Rhinelander (Town of Pelican), **Wis.**—Granted transfer of control from **Dr. C. A. Richards, Folke Becker, James Cleary** and **Clyde Estabrook** to **James Cleary** and **Clyde Estabrook** for $18,000. Announced Nov. 6.

WTRW Two Rivers, Wis.—Granted transfer of control from **Chris** and **Wendell Hansen** and **Charles Whitford** to **Francis C. Schmitt** for $22,000. Announced Nov. 1.

KVOC Casper, Wyo.—Granted assignment of license to **William F. Shutts** and **Duane W. Simons d/b as KVOC Bcstg. Co.** through sale of 52% interest held by **Hanway-Perry** group for $45,000. Mr. Shutts and Mr. Simons are present 48% owners. Announced Nov. 1.

APPLICATIONS

WKTS Brooksville, Fla.—Seeks assignment of cp from **Roy O. Hawthorne Jr. and Elmo B. Kitts d/b as Hernando Bcstg. Co.** to **Elmo B. Kitts tr/as Hernando Bcstg. Co. for $50. Filed Nov. 1.**

WGMA Hollywood, Fla.—Seeks assignment of license from **South Jersey Bcstg. Co.** to **Eastern Bcstg. Service Inc.** for $65,000. Co-owners of proposed assignee are **Jack Barry** and **Daniel Enright**, Barry & Enright Productions Inc., N. Y. Filed Nov. 1.

WAAG Adel, Ga.—Seeks assignment of license from **W. M. Forshee, Robert A. Davis and M. E. Shepherd d/b as Cook County Bcstg. Co.** to **W. M. Forshee and M. E. Shepherd d/b as Cook County Bcstg. Co.**, for $7,500. Filed Nov. 7.

WAGA-AM-FM-TV Atlanta, Ga.—Seeks assignment of license from **Storer Bcstg. Co.** to **The Washington Post Co. (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.)** for $6,500,000. Filed Nov. 1.

WTAM Decatur, Ga.—Seeks assignment of license and cp from **Republic Bcstg. System Inc.** to **WTAM Inc.** for $85,000. Proposed assignee is 100% owned by **Emil J. Arnold**, 49% owner, **WALT Tampa, Fla.**; 51%, **WINN Louisville, Ky.**, and 50%, **WMFJ Daytona Beach, Fla.** Filed Nov. 5.

WINI Murphysboro, Ill.—Seeks assignment of license from **Cecil W. and Jane A. Roberts** to **Robert D. and Martha M. Rapp** for $17,600. Filed Nov. 7.

KLEE Ottumwa, Iowa—Seeks assignment of license from **Mid-America Bcstg. Co.** to **J. William O'Connor** (owner, **WPFA Pensacola, Fla.**) and **Jack Lester** for $52,500. Filed Nov. 1.

KFBI Wichita, Kan.—Seeks transfer of negative control from **C. Howard Lane** *et al.* through sale of 50% to **H & E Balaban Corp.** for $102,000. Balaban firm owns 50%, **WTVO (TV) Rockford, Ill.**; 50%, **WMCM (TV) Grand Rapids, Mich.**; 50%, **WICS (TV) Springfield, Ill.**; is applicant for WICS satellite in White Heath, Ill.; for tv cp in Birmingham, Ala., and has 50% interest in application pending for assignment of license of **WRIT Milwaukee, Wis.** Filed Nov. 7.

WJMS Ironwood, Mich.—Seeks acquisition of positive control by **William L. Johnson** through purchase of stock from **Eva Johnson.** Mr. Johnson, former 37.74% owner, will own 58.2%. Filed Nov. 6.

KLOS Albuquerque, N. M.—Seeks acquisition of positive control by **Western Bcstg. Co.** through purchase of stock from **J. W. Sutherland** and **A. F. Riekeman** for $2,000 and assumption of obligations. Equal owners of Western are **Frank P. Redfield**, pres.-gen. mgr.-25% owner, **KIFN Phoenix, Ariz.**; **Edgar B. Pool, Dr. Henry J. J. Steffens Jr.**, and **H. Walker Harrison**, equal owners of KIFN. Filed Nov. 5.

KBWL Blackwell, Okla.—Seeks acquisition of positive control by **Dr. Forrest G. Conley** through purchase of stock from **E. N. Haynes** for $4,000. Dr. Conley, present pres.-29.8% owner, will own 89%. Filed Nov. 7.

WABV Abbeville, S. C.—Seeks assignment of license from **Mildred Allen** and **Edithe Mooneyham d/b as Abbeville Bcstg. Co.** to **J. A. Gallimore** for $25,000 and assumption of $5,000 obligations. Mr. Gallimore and wife own **WSNW Seneca, S. C.**; **WSSC Sumter, S. C.**; 60% **WBAW Barnwell, S. C.**; 60%, **WLFA LaFayette, Ga.**, and 52%, The Journal Co., Seneca newspaper-printing firm. Filed Nov. 5.

Brookings, S. D.—Seeks assignment of license from **Louis Jack Dublon, Eugene J. Patek** and **Robert J. Reimers, co-partners d/b as Brookings Bcstg. Co.** to **Robert J. Reimers, Eugene J. Patek and Eider C. Stangland, co-partners d/b as Brookings Bcstg. Co.** for $8,250. Mr. Stangland is former farm director, **KSOO Sioux Falls, S. D.** Filed Nov. 2.

Hearing Cases . . .

FINAL DECISIONS

Newburyport, Mass.—FCC announced its decision of Oct. 31 granting application of **Theodore**

Continues on page 138

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Immediate vacancy for assistant manager with guarantee of promotion to manager within year. Must have board experience and be willing to take air shift during indoctrination. Sales experience desirable. Vacancy is at one of a chain which will be expanded soon. Must have car. Prefer young, married announcer, or program director with several years air experience. Good starting salary with regular increases and incentive bonus. Reply by letter with audition, photograph and complete resume with references. Box 446C, B•T.

Wanted: Hardselling radio station manager and radio commercial manager. Also television sales manager. Excellent opportunities and permanent. Aaron B. Robinson, The Dixie Network, P. O. Box 309, Jackson, Tenn.

Salesmen

We have openings for salesmen who have sold Negro radio. This opportunity is with company which owns 100% Negro stations in New York, Chicago and Norfolk. Will guarantee you good money plus chance for advancement in management. Send full resume. Box 329C, B•T.

Time salesman with fundamental knowledge of advertising principles, ability to write good copy, strong on sales. Either newspaper or radio background. State age, education, experience, present income, photo (will be returned), and martial status. Good starting salary, opportunity to advance, age 25-35. Job in South Carolina. Box 426C, B•T.

Announcer-salesman. Texas station needs top man experience in small markets, to assist manager with sales, service and airwork. Special events and sportscasting helpful. Excellent salary and commission. Box 438C, B•T.

Ideal opportunity for top-flight experienced salesman in major market with tremendous sales figures. Box 453C, B•T.

Outstanding sales opportunity for aggressive, young top-flight salesmen in top major Florida market. $100.00 guarantee or draw, which ever you prefer, plus 15% commission. This is a fast growing organization that wants only top-flight producers that will grow with us. Send all details to Box 457C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Experienced salesman wanted immediately for 1000 watt independent. We'll pay well for proven ability. Radio Station KCHR, Charleston, Missouri.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Need enterprising salesman for top station in market—fine opportunity in growing radio-tv corporation group—send photo and full details first letter. Walt Dennis, WTAC, Flint, Michigan.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Top southwestern music and news independent needs good, experienced, popular music disc jockey. Send recent photo and tape, plus resume of experience. Box 316C, B•T.

Immediate opening for announcer with minimum of one year commercial experience. Kilowatt daytimer in eastern market. 40 hour week, overtime pay, vacation and other benefits. Must have car. Must be willing to settle permanently in growing organization with excellent advancement opportunities. Starting wage up to $75.00 per week with regular increases at six month intervals. Send tape, resume, and photo. Not interested in recent graduates nor recent AFRS announcers. Box 445C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. Tape not returnable. Box 459C, B•T.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Needed experienced quality announcer. No drifters. Permanent staff job. Start $70.00 per week. Contact Sam W. Anderson, Manager, KFFA, Helena, Ark.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-engineer, first class ticket. Immediate opening, daytime operation. Send tape. KLOH, Pipestone, Minn.

Experienced announcer. Radio and tv staff plus DJ. Tape, picture, resume, requirements to Art Bolin, WARM, Scranton, Pa.

Experienced staff announcer. Strong news, commercial delivery. Contact Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Announcer-DJ with good commercial delivery. Must be dependable and permanent. Good pay to right man. Experienced preferred but not necessary. Send resume and tape to John Garrison, WFUN, Huntsville, Alabama.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Position open for experienced staff announcer . . . salary $325 per month. Must have several years experience in a quality station. Forward audition tape, state experience and references. Francis M. Kadow, WOMT, Manitowoc, Wis.

Play-by-play sports announcer for basketball, baseball and football. Present man joining KMOX. Man we hire must also do tv sports and radio commercial work. Minimum of two years broadcast experience. Send tape, audition of play-by-play work, complete background and recent photo to Merrit Milligan, WTAD, KHQA-TV, Quincy, Illinois.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Pennsylvania independent with accent on quality wants all around staff man with same. Full details and tape with first letter please. WVSC, Somerset, Pa

New station open December. Announcer with first class ticket, announcer-writer, salesman. Complete details and tape. Box 762, Colorado Springs, Colorado.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education, experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

Technical

Chief engineer. Capable of taking complete charge of medium market midwestern kilowatt am and uhf-tv. Only interested in man looking for permanent position. Send complete qualifications, salary requirements and photo. Box 366C, B•T.

Assistant to technical operating manager 50,000 watt station with small electronic development laboratory attached. Unusual opportunity for young technical man with practical broadcasting experience and knowledge of electronic circuits with talent for experimenting. Location small seashore town near Boston, congenial living condition, good salary and rapid advancement to man properly qualified. Give details, education and experience first letter. Box 421C, B•T.

Engineer-announcer. Live wire engineer with some board experience for central Texas small market station. Excellent working conditions. New equipment. Above average salary. Box 439C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Help wanted: Chief engineer—250 watt—daytime —some announcing. Good pay. Stable operation. Must be experienced as chief. Contact Glen Stanley, KBOE, Oskaloosa, Iowa.

Minimum Wage $100 a Week

We need an announcer with a proven selling record who can handle a permanent 40-hour-a-week shift of mostly pop and standard music. Some news. He must like towns of 10,000 in the Southwest. If it takes more than $100 to lure you away from your present job just say so and let us be the judge. Daytime work. Include audition tapes and discs.

Box 454C, B•T

RADIO

Help Wanted—(Cont'd)

Technical

1000 watt daytime indie wants engineer with first class ticket and minimum of five years experience. Excellent opportunity to settle in a permanent position as chief engineer. Call, or wire or write KJOE, Shreveport, Louisiana. Salary depends on experience and ability. Unless you are looking for permanency don't waste our time.

Wanted: Engineer with first class license. Excellent working conditions. Paid vacation. Announcing not necessary but chance for combo work if interested. Send full details to Roy Judge, KWSH, Wewoka, Oklahoma.

Chief engineer needed immediately for 5000 watt Mutual station. Good working conditions. Starting salary $450. Must be able to work board shift. Also need combination man with first class ticket. Please contact Mr. McAdams, KYOS, Merced, California. Phone: Randolph 2-6251.

First class engineer, studio maintenance, remotes, etc. Contact Leo Jylha, WBCM, Bay City, Michigan.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

WFNC, Fayetteville, North Carolina, needs first class operator. Write giving experience and references. Good hours, New equipment. Opportunity to work with multiplexing.

First class engineer for newspaper owned am-fm station in northern Indiana's lake region. Some announcing. Write giving phone number or call collect, Fred Gresso, WRSW, Warsaw, Indiana.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Programming-Production, Others

News director—challenging local news job open in active small market. Kilowatt independent. Newsman with excellent background wanted. Experienced, aggressiveness and maturity prerequisites. Box 318C, B•T.

Program director—outstanding kilowatt indie with top rating and excellent staff in 20,000 single station market seeking family man with comprehensive PD experience. Administrative and creative ability paramount. Box 319C, B•T.

Wanted in southern New England. Experienced newsman-newscaster to join award winning news staff. Please send full details first letter and tape. Letters will not be reviewed unless accompanied by tape. Tape will be returned. We want someone thoroughly schooled in local news writing in short form and able to put their own material on the air. Just newsmen apply, no neophytes, no announcers, please! Box 376C, B•T.

Girl with all-around small station experience in upper midwest. Bookkeeping and traffic knowledge essential but other talents desirable. Furnish background information and salary required. Box 417C, B•T.

Southwest, 50,000 watt CBS outlet needs competent newscaster who can qualify as reporter, writer and editor. Send audition tape with complete background and snapshot in first reply to KWKH, Shreveport, Louisiana.

Wanted—female continuity writer, reliable and permanent. Contact Floyd Brown, WRMN, Elgin, Illinois. No calls.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

Situations Wanted

Managerial

Man and wife team desires managerial position in small market. Seven years experience all phases—now employed. Box 356C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Experienced general manager, or sales manager, radio-tv. Young, aggressive, with outstanding sales record and excellent industry references. Have reorganized radio stations into profitable operations and constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

Manager: Sales and administrative background, college, educated, presently 5 figure earnings, good reference, age 31. Box 403C, B•T.

Radio station manager do you need an assistant? Young, dependable woman. Excellent references. Can assume responsibility. Southeast preferred. Box 413C, B•T.

Station manager: Also one man sales department. Billing $65,000 yearly. Seeks challenge, large market. Director of State Broadcaster's Assn. First. Excellent references. Box 418C, B•T.

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

Salesmen

First phone. Experienced all phases except sales. Ready to learn. Box 416C, B•T.

Announcers

Experienced disc jockey and staff announcer. Looking for permanent position. Presently employed. Can do play-by-play. Box 203C, B•T.

Experienced announcer. Married—knows music. Excellent newscaster, good DJ. One year at present station. Desire to relocate. Box 221C, B•T.

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 347C, B•T.

Eight year radio-tv sports commercial. Top play-by-play all sports. Top commercial job. Available immediately. Address all replies to Box 360C, B•T.

DJ personality with sales appeal, available now. Go anywhere. Reliable. Ready. Box 380C, B•T.

Gal DJ, strong commercials, knows music, library work, typing. Go anywhere. Box 381C, B•T.

Will trade: One good announcer with five years radio and tv experience as staff, news weather, and MC, for one job in radio or tv offering a liveable salary and pleasant working conditions in Colorado, New Mexico, or in the west. Permanent. Details, etc., on request. Box 405C, B•T.

With 5kw NBC affiliate in major market. Can do anything on mike and do it well. Looking upward, anyone there. Box 406C, B•T.

First phone, announcer. Six years as DJ, news editor, PD. Prefer morning. Box 414C, B•T.

Announcer 2½ **years** experience, journalism background, above average voice, married, references, available immediately, will go anywhere. No actual local news experience but confident I can handle it. Box 422C, B•T.

Superior basketball sportscaster available for season. Want permanence; northeast, midwest, sports-minded station. Experienced all sports, sales, staff. College grad., 25, married, vet. Employed sports-sales $450. Box 424C, B•T.

Announcer, 2½ years experience, references, want to locate in North Carolina. Box 423C, B•T.

Commercial DJ—presently employed—wish to relocate in northeast. Minimum salary—$85. Box 431C, B•T.

Reliable? Undeniable! Know-how? And how! Qualified? Verified! Versatile, saleable tape? Available! Box 432C, B•T.

Family man, 30, radio, tv, shown biz background, seeks position with opportunity for advancement. Box 433C, B•T.

Stop here for experienced news, disc, sports announcer. Family. References. Box 434C, B•T.

Recent graduate, desires fulltime position in radio station, assisting all staff members, with some announcing everyday. Tape, resume. Box 448C, B•T.

Radio school graduate, versatile voice. Seeking good spot. Midwest preferred. Box 451C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Women, announcer, commentator, experienced, preferably Pittsburgh or tri-state area. Box 456C, B•T.

Newsman—deejay—5 years—strong air salesman —27—B.A.—family, permanent. Bob Gaynor, 73000 Harding, Miami Beach, Fla.

I'm desperate. Doesn't anyone need a radio-tv announcer with five years experience? Phone or write J. Reynolds, KBST, Big Spring, Texas.

Announcing school graduate with 1st phone desires first position with directional. State salary and hours. Bershire 7-6721 after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

Chief engineer—radio pioneer. 35 years licensed commercial and radio telephone. 30 years chief engineer. Complete resume and photo on request. Box 292C, B•T.

Experienced, capable chief engineer—construction, maintenance, directionals, remote control, 250w to 50kw. Box 404C, B•T.

Second phone, experienced, veteran, single, 22. Have tape. Will travel. Box 412C, B•T.

First phone, five years experience. Desire xmtr shift. No announcing. Box 415C, B•T.

Chief engineer-salesman, limited announcing. Available immediately. Highest character and technical references. Write or phone Bill Alford, 495 Guava Street, Bartow, Florida.

Recent 1st phone desires his first position as operator. Alexander Sipich, 101 Gilbert Lane, San Diego, California.

(Continued on next page)

BROADCAST and TV ENGINEERS

RCA... has several attractive openings for aggressive, sales-minded engineers with at least 5 years technical experience in the Radio and Television Broadcasting Industry.

FIELD SALES

Interesting assignments in various territories selling RCA transmitters, antennas and studio equipment to station engineers and executives. Must have ability and personality for dealing with top-level engineering and managerial personnel.

SALES & PRODUCT ADMINISTRATION

Several openings for technically qualified personnel to perform variety of duties in administering sales program of radio and TV broadcasting equipment. Act in technical liaison capacity between salesmen, customer, engineering and production. Only occasional travel.

•

Please send detailed resume of training experience and salary desired—which will be confidentially received and acknowledged—to:

Mr. John R. Weld
Employment Mgr., Dept. 1-00

RADIO CORPORATION OF AMERICA
Camden 2, New Jersey

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Sell more with production. Our service adds new voices, new ideas, more sales. Write for information. Production. Box 375C, B•T.

Apprenticeship over: News editor-reporter-announcer seeks permanent position anywhere. Four years metropolitan radio-tv, two years Europe. Journalism Degree. 31, married. Cal Holm, 2113 W. Lapham Street, Milwaukee. Tel.: EV 3-5833.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Salesman

Our well-known company, due to expansion has two territories open: South (includes Georgia, Alabama and South Carolina). Midwest (includes Ohio, Indiana, Michigan). We require previous sales experience. Liberal drawing account and commissions should reward right men with minimum of $20,000 per year. Our present sales staff are informed of this ad. All answers strictly confidential. Send complete resume to: Richard Ullman, Inc., 295 Delaware Avenue, Buffalo, New York.

Technical

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relationship. One of nation's top stations. State experience, education and provide a recent snapshot. Reply. Box 268C, B•T.

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

Experienced tv engineer—chief or assistant. Permanent position. Established Pennsylvania CBS station. Excellent opportunity. Box 447C, B•T.

Growing station in expanding market needs studio engineer with previous experience who desires position involving operation, construction and maintenance. Vhf channel 2, brand new equipment. Maximum power January 1st. Top pay. Contact Grant French, KOOK-TV, Billings, Montana.

South Florida vhf television station has immediate opening for engineer. First phone license and car necessary. Forward resume to Ross McPherson, Chief Engineer, WEAT-TV, P. O. Box 70, West Palm Beach, Florida.

Immediate opening chief engineer. Experience with uhf desired. Established station. Secure position. Contact George Gartland, WARD-AM-TV, Johnstown, Pa.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Film director, experienced, to head two man department for midwest vhf. Must be able to handle booking and other administrative duties as well as editing. 16mm camera experience desirable but not required. State qualifications, salary requirement, and date of availability in first letter. Box 400C, B•T.

News director—midwest NBC-TV affiliate capable of directing local news staff. Open effective immediately. Send photo, disc, and resume. Box 407C, B•T.

Situations Wanted

Managerial

Personable, versatile tv executive—20 years in industry. Excellent combination man. Strong on sales, production, programming, live shows and announcing. Excellent record achieving personnel teamwork. Can secure additional staff if needed. Outstanding personal and business references. Now employed. Box 402C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman, 9 years radio, one tv, with proven sales record, best references. With present employer over five years. Want larger market. Box 444C, B•T.

Announcers

Over ten years radio-tv. Announcer-producer. Prefer southwest or Florida. Single, best references. Presently heading department. Box 401C, B•T.

Announcer-director—now working in a metropolitan three station market. Desires position with a future and opportunity for advancement. Married—reliable—six years experience in broadcasting—willing to travel for right job. Box 455C, B•T.

Technical

Tv engineering job desired. All around operation. 1st phone, no experience. Box 410C, B•T.

Technician, first phone, age 33, married, family. Completed 17 months technical school. Diploma radio and tv communications. Box 427C, B•T.

Director of engineering—chief engineer. 8½ years tv, network o&o and local station. All phases including construction. 20 years broadcast and allied. Top references. Locate anywhere. Box 436C, B•T.

Programming-Production, Others

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Girl Friday desires assistant directorship to write, produce, direct. Two years tv fundamentals. On-camera experience. Age 21. College background. Further details, references, snapshot on request. Box 365C, B•T.

Tv director. Seven years radio-tv. Excellent references. Married, 26. Box 408C, B•T.

Three years teaching all phases tv programming and production. 2 years director and assistant. Seeking position small station with potential. Box 430C, B•T.

News—sports director, write, and air news and sports. Natural for radio-tv operation, 16mm cameraman, finest references. Box 452C, B•T.

News director for television. 6 years experience in news alone. 1909 Montague Street, Rockford, Illinois.

FOR SALE

Stations

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

For sale—250 single station—fulltime in northeast. Price, $36,000.00. $18,000 cash. No agents. Money-maker for owner-operator. Presently, absentee-ownership. Box 440C, B•T.

Small metropolitan market station with earnings record. Price $250,000—29% down, balance 5 years at 5%. Paul H. Chapman, 84 Peachtree, Atlanta.

Now available. Quality radio and vhf television properties. Southwest. Down payments ranging from $15,000 to $100,000 cash. Written inquiries from qualified principals are cordially invited. Information not available by telephone. Ralph Erwin. Broker. 1443 South Trenton. Tulsa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

FOR SALE—(Cont'd)

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Complete fm station, $2,495.00. GE BT-1A 250 watt transmitter, frequency monitor, single ring antenna, 350' ⅞ coax on spool. Box 411C, B•T.

Tubes, five 6155/4—125 purchased new in September by manufacturer, now surplus due to equipment redesign. Lot $75.00. Box 419C, B•T.

RCA phasor and antenna terminal equipment for three tower directional array. Available about January 1, 1957. RCA-WA-3A grating generator, composite genlock. Make offer. WHIO-TV, Dayton, Ohio.

688' guyed 40 lb. windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase run-down station in southeast or far west. Station owner. Box 442C, B•T.

Equipment

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Wanted: RCA BTF 10-B 10 kw fm transmitter. Advise price, terms and easiest delivery. Box 379C, B•T.

Wanted to buy: RCA BC-2B studio consolette. Box 428C, B•T.

Wanted—complete studio and transmitting equipment for 1000 watt station. Box 437C, B•T.

Wanted: Six RCA or Andrew #13852 transmission line bayonet insulators. J. F. Cerny, WJOL, Joliet, Illinois.

Wanted: Tower. 550 to 1000 feet, Channel 6 antenna, 40 to 100kw transmitter. Roy E. Giles, WRIS, Roanoke, Virginia.

Base insulator for 300' tower, fm studio-xmtr link, modulation monitor, console, turntables, in good condition, write: Solt, 132 Watson Rd., N. Syracuse, N. Y.

Any or all equipment for 1kw am station. State particulars first letter. J. T. Sudbury, 215 N. Tenth Street, Blythville, Arkansas.

Wanted several used mobile 6 and 12 volt two-way units. Write complete description, condition and prices. Jess Tepner Chevrolet Co., Craighton, Nebraska.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk W-B, 821 19th Street, N.W., Washington 6, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted—(Cont'd)

WANTED

SALESMEN
COPYWRITERS
ANNOUNCERS
ENGINEERS

Immediate Placement

SHIELD RADIO-TV PERSONNEL

Box 630
Palm Beach, Florida
Phone JU 2-8531

Managerial

Large established midwestern radio station—CBS affiliate—has opening for manager.

Wire full qualifications and salary requirements.

Box 450C, B•T

Salesmen

NOW READ THIS!!!

Top Eastern 50kw Independent

Needs

Aggressive, Experienced, Proven

RADIO SALESMAN

$10,000-$12,000 GUARANTEE

RUSH resume and picture to

Box 409C, B•T

(All material will be regarded as highly confidential and will be returned.)

RADIO TIME SALESMEN

Two experienced radio time salesmen wanted for 30 counties in central Illinois and metropolitan Peoria. Liberal drawing account against commission to qualified experienced men with automobile. If you are a floater, drunkard, check artist and otherwise undependable do not apply. Contact John R. Livingston, WPEO, Inc., Peoria. Phone 4-9249.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted immediately by one of the fastest growing stations of the Bartell Group—man with first phone — accent on voice and copywriting. Excellent opportunity for advancement and an assured future with one of America's leading group of broadcasters. Send resume and tape to BARTELL BROADCASTERS, 522 W. Wisconsin Avenue, Milwaukee, Wisconsin. All tapes returned promptly.

D.J's

Augment your income $95-$250 a week selling unique franchise record distribution service. Major labels and artists only. Write for details.
Box 435C, B•T

Situations Wanted

Management

GENERAL MANAGER

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operations. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one more move as I have never been a "floater". Box 460C, B•T

TELEVISION

Help Wanted

Managerial

Long established midwestern VHF—CBS TV affiliate—serving large rural and metropolitan area is considering applications for general manager position. Wire immediately full details of your qualifications and salary requirements.

Box 449C, B•T

TELEVISION

Help Wanted—(Cont'd)

Announcers

WANTED: Immediate opening—experienced TV announcer. Knowledge of Directoring helpful. Give background, salary expected for 48 hour week. Contact Program Director, WUSN-TV, Charleston, S. C.

Programming-Production, Others

NEWS DIRECTOR WANTED

Top-flight radio-TV news department in midwest major market needs an experienced aggressive news director. Must have executive ability and be thoroughly experienced in local reporting and writing. Local TV newsreel experience helpful. Salary open. Top character, and business references required. Tell your complete story in first letter. Attach small photo. Confidential.

Box 384C, B•T

FOR SALE

RARE BUSINESS OPPORTUNITY

Wish to dispose of business manufacturing portable radio studios as I must devote fulltime to station management. Will assign all ownership and manufacturing rights and inventory for under $3,000. Real opportunity for person with promotional ability. E. C. Stangland, Manager, KBRK, Brookings, S. D.

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 255C, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

Continues from page 132

Feinstein for new am on 1470 kc, 500 w D, in Newburyport. Comr. Craven abstained from voting. Announced Nov. 5.

Shreveport, La.; El Dorado, Ark.—FCC by order of Oct. 31 made effective immediately initial decision of Sept. 26 and granted applications of **Twin-City Bcstg. Co.**, for new am to operate on 1300 kc, 1 kw D, at Shreveport and El Dorado Bcstg. Co. to increase power of **KDMS El Dorado** on 1290 kc from 1 kw to 5 kw D. Announced Nov. 1.

Muleshoe, Tex.—FCC announced its decision of Oct. 31 granting application of Blackwater Valley Bcstrs. for new am on 1570 kc, 250 w D, in Muleshoe, provided applicant files within 60 days application for mod. of permit specifying ant. site conforming with Commission's rules and standards, and denying competing application of **Muleshoe Bcstg. Co.** Comr. Craven abstained. Announced Nov. 5.

Raymondville, Harlingen, Laredo, Tex.—FCC announced its decision of Oct. 31 granting application of **Hale Schaleben and Van N. Culpepper** for new am on 1240 kc, 250 w unl. in Raymondville; denying application of **John F. Thorwald** for new am in Harlingen, seeking same facilities, and denying for default application of **Border Bcstrs. Inc.**, to change frequency of **KVOZ Laredo** from 1490 kc to 1240 kc, operating as before with 250 w unl. Comr. Craven abstained. Announced Nov. 5.

INITIAL DECISIONS

WKNB-AM-TV New Britain, Conn.—Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward grant of applications of **New Britain Bcstg. Co.**, for mod. of cp of station **WKNB-TV** (ch. 30) **New Britain, Conn.**, and for transfer of control of New Britain Bcstg. Co. (WKNB and WKNB-TV) from **Julian Gross** *et al.* to **National Bcstg. Co.** Announced Nov. 1.

Salem, New Castle, Ind.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of **Don H. Martin** to increase power of **WSLM Salem** from 250 w to 1 kw D on 1220 kc, and denying application of **Courier-Times Inc.**, for new am on 1220 kc, 250 w DA-D in New Castle, Ind. Announced Nov. 1.

OTHER ACTIONS

KOBY San Francisco, Calif.—FCC by memorandum opinion and order, on pleading by **Milton Stern Jr.**, designated for hearing application for assignment of license of KOBY from **Bay Radio Inc.** to **Mid-America Bcstrs. Inc.** but permitted Sept. 5 grant to remain in effect. Comr. Bartley abstained. Comr. Doerfer dissented. Announced Nov. 1.

WMFJ Daytona Beach, Fla.—FCC by memorandum opinion and order of Oct. 31: (1) granted petition by **WMFJ Inc.**, for reconsideration of Sept. 5 order requiring reversion of WMFJ to **W. Wright Esch**; (2) set aside that portion of Sept. 5 memorandum opinion and order which postponed effective date of assignment of license of WMFJ from Mr. Esch to WMFJ Inc., pending decision in hearing on protest by Theodore Granik and William H. Cook and directed reversion of WMFJ to Mr. Esch, and (3) authorized WMFJ Inc., to continue operation of WMFJ pending Commission's decision after hearing. Announced Nov. 1.

Key West, Fla.—Designated for consolidated hearing applications of **Ken-Sell Inc.** and **Florida Keys Bcstg. Corp.** for new ams on 1500 kc, 250 w DA unl.; made WTOP Washington, D. C., party to proceeding. Comr. Craven abstained from voting. Announced Nov. 1.

Mt. Pleasant, Iowa—FCC by order of Oct. 31 dismissed with prejudice, for failure to prosecute, application of Henry County Bcstg. Co. for new am to operate on 1340 kc, 100 w unl., at Mt. Pleasant. Announced Nov. 1.

Paducah, Ky.—FCC by memorandum opinion and order denied Oct. 1 supplement to petition by **WSIL-TV Harrisburg** (ch. 22), **Ill.**, requesting deferment of final action in Paducah ch. 6 comparative proceeding pending study and examination of possibility of making Harrisburg and Southern Illinois area substantially uhf by refusing to add additional vhf stations in area, or, alternatively, include in grant condition staying construction until further order of Commission following determination whether additional vhf service should be introduced in area. Denial of supplemental petition is without prejudice to WSIL-TV's Aug. 3 petition for rule-making to assign ch. 3 to Harrisburg and to order WSIL-TV to show cause why its authorization for ch. 22 should not be modified to show operation on ch. 3. Announced Nov. 1.

WGMS-AM-FM Bethesda-Washington—FCC by memorandum opinion and order of Oct. 31: (1) granted motions by **The Good Music Station Inc.**, and **RKO Teleradio Pictures Inc.**, to vacate that portion of Sept. 13 memorandum opinion and order which postponed effective date of grant of assignment of license and cp of station WGMS Bethesda, Md., and license of WGMS-FM Washington, D. C., from The Good Music Station Inc., to RKO Teleradio Pictures Inc.; (2) in accordance with order of Court of Appeals, set aside those portions of Sept. 13 memorandum opinion and Oct. 12 order which delayed reassignment to assignor, and set aside those portions which postponed effective date of grant pending decision in hearing on protest by Lawrence M. C. Smith; (3) authorized RKO Teleradio to continue operation of WGMS and WGMS-FM pending Commission's decision after hearing, and (4) ordered evidentiary hearing on Smith protest to be held upon issues and at time and place to be specified in subsequent order. Comrs. Hyde, Bartley and Lee concurred in part and dissented in part and issued statements; Comr. Doerfer dissented and issued statement. Announced Nov. 1.

KOB Albuquerque, N. M.—FCC by memorandum opinion and order of Oct. 31 acted on pleading in proceeding involving applications of Albuquerque Bcstg. Co. for mod. of cp of KOB for regular operation on 770 kc with 50 kw unl. (now licensed on 1030 kc, 10 kw unl., but operates on 770 kc, 50 kw D, 25 kw N), and for license to cover cp as modified and authority to determine operating power by direct measurement, as follows: (1) affirmed examiner's ruling admitting evidence based on representative transmitter sites, and denied requests by Westinghouse Bcstg. Co. **(WBZ Boston, Mass.)** and American Bcstg. Co. **(WABC New York, N. Y.)** for modification of that ruling; (2) granted KOB petition requesting burden of proceeding with introduction of evidence under certain issues be placed on WABC and, accordingly, placed burden under issues 1 through 10, 17 through 19, and 25 on KOB, issues 11 through 16, and 20 through 22 on WABC, and issue 26 on Commission; (3) denied request of KOB that show cause orders be issued to WABC, WBZ and KOB or that licenses be called up for renewal and consolidated with instant proceeding; (4) struck, at KOB request, issues 23 and 24 as originally proposed by KOB, and dismissed as moot WABC petition for clarification of these issues; (5) granted in part petition by The Baptist General Convention of Texas **(KWBU Corpus Christi)** and modified issue 26 to determine whether license of KWBU should be modified to specify daytime only operation; (6) denied KWBU request for reconsideration of its petition for inclusion of issue relating to possible operation by it on 770 kc, and (7) on petition of KXA Inc **(KXA Seattle, Wash.)**, modified issue 17 to determine nature and character of program service now being rendered by KOB, WABC, WBZ and KXA. Comr. Craven abstained. Announced Nov. 1.

WLBR-TV Lebanon, Pa.—FCC announced its order of Oct 31 which, on its own motion, postponed oral argument from Nov. 13 to date to be set later, in proceeding on transfer of control of **Lebanon Television Corp.** (WLBR-TV, ch. 15) from **Lebanon Bcstg. Co.** *et al.*, to **Triangle Publs. Inc.**, in order to have time to consider certain pleadings. Announced Nov. 2.

KSIX-TV Corpus Christi, Tex.—FCC by order of Oct. 31 denied Aug. 10 petition by **KVDO-TV Corpus Christi** (ch. 22) for reconsideration of Commission action of July 13 in refusing to impose condition upon grant of application of K-SIX Television Inc. (KSIX-TV, ch. 10) at Corpus Christi, which would prohibit construction until such time as Commission decides rule-making proceeding based on KVDO-TV petition for deintermixture at Corpus Christi. Announced Nov. 1.

Clarksburg, W. Va.—FCC by memorandum opinion and order of Oct. 31, granted petition by **Ohio Valley Bcstg. Corp.**, *et al.* applicant, for review of Chief Hearing Examiner's order refusing permission to file additional pleading and accepted same; granted **Clarksburg Pub. Co.**, protestant, plea to extent of construing Issue No. 3 to encompass determination whether full disclosure of terms and conditions of payment agreement between Ohio Valley Bcstg. Corp. and **Clarksburg Bcstg. Corp.** was made to Commission by Ohio Valley; otherwise denied petition to enlarge or clarify. Proceeding involves application of Ohio Valley for a new tv station **WBLK-TV Clarksburg** (ch. 12), and for transfer of control of Ohio Valley from **News Pub. Co.** to WSTV Inc. (Dockets 11004, 11691). Announced Nov. 1.

Routine Roundup . . .

November 1 Decisions

BROADCAST ACTIONS

By the Commission

Actions of Oct. 31

KUMV-TV Williston, N. D.—Granted applications for private tv intercity relay system between Bismarck and Williston to transmit programs from applicant's station KFYR-TV (ch. 5, Bismarck), to KUMV-TV (ch. 8) through chain of six stations near Baldwin, Underwood, Max, Plaza, Stanley and Wheelock, distance of about 165 miles.

WWPF Palatka, Fla.—Granted increase of D power from 500 w to 1 kw, continuing operation on 1260 kc, 500 w-N, DA-N.

WIVI Christiansted, V. I.—Granted change operation from 1230 kc, 250 w, unl., to 1040 kc, 250 w, unl., trans. to be operated by remote control.

KSTN Stockton, Calif.—Granted change operation on 1420 kc from 1 kw, DA-1, unl., to 1 kw, 5 kw-LS, DA-2, unl., engineering conditions.

WFMQ-FM Hartford, Conn.—By letter, denied request for waiver of rules to permit regular fm broadcasts for less than required daily and weekly minimum of 5 and 36 hours, respectively.

WSIG Mount Jackson, Va.—FCC by memorandum opinion and order, on protest and petition for reconsideration filed by **WHBG Harrisonburg, Va.**, postponed effective date of its Sept. 5 grant to increase power of station WSIG Mount Jackson, from 1 kw to 5 kw, DA, install DA and change trans., operating D only on 790 kc; scheduled application for oral argument on Nov. 13 on economic issues; and designated application for evidentiary hearing on Jan. 16, 1957, on other issues.

KRAM Las Vegas, Nev.—Granted renewal of license on regular basis.

WNYC New York, N. Y.—By letter, denied request for waiver of Sect. 1.324 (b) of rules and for STA to broadcast after 10 p.m. EST (its licensed sign-off time), proceedings of United Nations "regarding the current crisis and potential threat to peace in the Middle East". Commission held that reasons advanced for waiver of Sect. 1.324(b) are not sufficient to warrant waiver of long-standing rule which was adopted to insure protection from objectionable interference to stations licensed to operate unlimited time.

November 1 Applications

Accepted for Filing

License to Cover Cp

KDES Palm Springs, Calif.—Seeks license to cover cp which authorized new am.

KRKS Ridgecrest, Calif.—Seeks license to cover cp which authorized new am.

KUVR Holdrege, Neb.—Seeks license to cover cp which authorized new am.

KFMA Davenport, Iowa—Seeks license to cover cp which authorized increase power, change studio location, install new trans. and operate trans. by remote control.

WBIQ (TV) Birmingham, Ala.—Seeks license to cover cp which authorized new non-commercial tv.

Modification of cp

WPCF Panama City, Fla.—Seeks mod. of cp (which authorized change frequency, power, install new trans. and DA-2 and change ant.-trans. location) to extend completion date.

WKXY Sarasota, Fla.—Seeks mod. of cp (which authorized change frequency and install DA-D) to extend completion date.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system.

WARE Ware, Mass.—Seeks mod. of cp (which authorized change hours operation and install DA-N) to extend completion date.

WBRB Mount Clemens, Mich.—Seeks mod. of cp (which authorized new am to extend completion date.

WEAV Plattsburgh, N. Y.—Seeks mod. of cp (which authorized increase power, install new trans., change ant.-trans. location and make changes in DA system) to extend completion date.

WVET Rochester, N. Y.—Seeks mod. of cp (which authorized change ant.-trans. location) to extend completion date.

KBBC Centerville, Utah—Seeks mod. of cp (which authorized new am) to extend completion date.

RENEWAL OF LICENSE AMENDED

KFOX Long Beach, Calif.—(Change name to Hogan Bcstg. Corp.), **KWIP Merced** and **KJOY Stockton**, both Calif. (change name to Joseph Gamble Stations Inc.)

RENEWAL OF LICENSE RESUBMITTED

KCOY Santa Maria, Calif.

November 2 Applications

ACCEPTED FOR FILING

Modification of Cp

WSES (TV) Philadelphia, Pa.—Seeks mod. of cp (which authorized new tv) to extend completion date to 5-28-57.

November 5 Applications

ACCEPTED FOR FILING

Modification of Cp

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to extend completion date.

KMOT (TV) Minot, N. D.—Seeks mod. of cp (which authorized new tv) to extend completion date to 5-5-57.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new tv) to extend completion date to May 1957.

License to Cover Cp

KMJ-TV Fresno, Calif.—Seeks license to cover cp which authorized install auxiliary ant. system at main trans. location.

November 6 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Action of November 5

KRAM Las Vegas, Nev.—Granted authority to operate transmitter by remote control while using non-DA ant.

Actions of November 2

KJLT North Platte, Neb.—Granted license covering increase power, change DA-D to non-DA using #2 tower of present DA system and installation of new trans., move trans. approx.

600 ft. south of present location and specify studio location.

WLSU Baton Rouge, La.—Granted license covering changes in licensed station.

WQAM-FM Miami, Fla.—Granted request to cancel license; call letters deleted.

Following were granted extensions of completion dates as shown: WAIQ Andalusia, Ala. to 5-1-57; WPRO-TV Providence, R. I. (main trans. & ant.), to 5-19-57; WMBR-TV Jacksonville, Fla. (main trans. & ant.) to 1-7-57; KIEM-TV Eureka, Calif. to 6-1-57; WTVS (TV) Detroit, Mich. to 5-30-57; WSES (TV) Philadelphia, Pa. to 5-28-57; KBID-TV Fresno, Calif. to 5-9-57; KETC (TV) St. Louis, Mo. 5-6-57.

Following were granted extensions of completion dates as shown: WARE Ware, Mass. to 3-1-57, conditions; WEAV Plattsburgh, N. Y. to 12-19, conditions; WPCF Panama City, Fla. to 12-20, conditions; WKXY Sarasota, Fla. to 3-28-57, conditions; KBBC Centerville, Utah to 2-21-57; WBRB Mt. Clemens, Mich. to 4-15-57, conditions.

Actions of October 31

WMIT Clingman's Peak, N. C.—Granted license covering changes in fm broadcast station, ant. 3,100 ft.

KGAY Salem, Oreg.—Granted mod. of cp and license to change name to KGAY, Inc.

WJAX-FM Jacksonville, Fla.—Granted cp to change ERP to 7.7 kw.

KGMS Sacramento, Calif.—Granted mod. of SCA requesting both simplex and multiplex basis.

KMLB-FM Monroe, La.—Granted STA to waive requirements of Sec. 3.261 of rules to permit station KMLB-FM to remain silent for period of 30 days from Nov. 1 to test public reaction in order to determine whether to return to air or request cancellation.

KWOW Pomona, Calif.—Granted CP to change ant.-trans. location, make changes in ground system and operate trans. by remote control.

WTMV East St. Louis, Ill.—Granted cp to make changes in ant. and ground system (remove side mounted fm ant.).

Following were granted extensions of completion dates as shown: **WETV (TV) Atlanta, Ga.**, to 5-1-57; **KBST-TV Big Spring, Tex.**, to 5-5-57; **WQMC (TV) Charlotte, N. C.**, to 4-1-57; **WITN (TV) Washington, N. C.**, to 5-26-57; **KPAR-TV Sweetwater, Tex.**, to 5-21-57; **WSBA-TV York, Pa.**, to 5-22-57; **KGMS-TV Sacramento, Calif.**, to 5-21-57.

Actions of October 29

KOAM-TV Pittsburg, Kans.—Granted license for tv broadcast station (ch. 7).

WBRZ (TV) Baton Rouge, La.—Granted license for tv broadcast station and change description of trans. and studio location (not move) (ch. 2).

WALA-TV Mobile, Ala.—Granted license for tv broadcast station (ch. 10).

WOAY-TV Oak Hill, W. Va.—Granted license for tv broadcast station (ch. 4).

WKBN-TV Youngstown, Ohio (main trans. & ant.)—Granted license for tv broadcast station (ch. 27).

KFMB-TV San Diego, Calif.—Granted license covering changes in facilities of tv broadcast station; ERP vis. 245 kw, aur. 123 kw.

WTVJ (TV) Miami, Fla.—Granted license covering changes in facilities of tv broadcast station, and specify studio location.

WSYR-TV Syracuse, N. Y. (main. trans & ant.)—Granted license covering change facilities of tv broadcast station; ERP vis. 100 kw, aur. 50 kw.

KABC-TV Los Angeles, Calif. (main trans. & ant.)—Granted license covering changes in tv broadcast station.

KGO-TV San Francisco, Calif. (main trans & ant.)—Granted license covering change facilities of tv broadcast station.

November 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

WJBL Holland, Mich.—Seeks license to cover cp which authorized new am.

KTVO (TV) Kirksville, Mo.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KMMT (TV) Austin, Minn.—Seeks mod. of cp to extend completion date to 4-20-57.

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp to extend completion date to 4-1-57.

RENEWAL OF LICENSE

KRAM Las Vegas, Nev.; KULE Ephrata, Wash.; KUSC (FM) Los Angeles, Calif.

November 7 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 15 to file response to that portion of "Petition to Enlarge Issues" which deals with comparative television coverage, filed by Department of Education of Puerto Rico in ch. 3 proceeding, Mayaguez, P. R. Action Nov. 6.

Meredith WOW Inc., Omaha, Neb.—Granted petition for extension of time to Nov. 30, to answer appeal filed by **KODY North Platte, Neb.**, from order of Chief Hearing Examiner filed Oct. 15, granting petition to intervene of Meredith WOW Inc., in KODY am proceeding. Action Nov. 6.

By Chief Hearing Examiner James D. Cunningham

Jesup, Ga.—Upon request of **Altamaha Bcstg. Co.**, Jesup, order that oral argument on its motion to dismiss with prejudice am application of **Wayne Bcstg. Co.**, Jesup, will be held commencing at 9:30 a.m., Nov. 6. Action Nov. 1.

Babylon, N. Y.—Because of illness of examiner assigned to preside in proceeding on am application of WGLI Inc., Babylon, ordered that hearing is continued from Nov. 2 to Nov. 9. Action Nov. 1.

Victoria, Tex.—Because of illness of examiner assigned to preside in ch. 19 proceeding, Victoria (**Victoria Television Co.** and **Alkek Television Co.**), ordered that prehearing conference is continued from Nov. 2 to Nov. 9. Action Nov. 1.

Trebit Corp., Flint, Mich.; W. S. Butterfield Theatres Inc., Flint—Granted joint motion for extension of time from Nov. 2 to Nov. 7 to file responses to petition of **Lake Huron Bcstg. Corp.**, Saginaw, to intervene in ch. 12 proceeding, Flint. Action Nov. 2.

KOBY San Francisco, Calif.—Ordered that hearing shall commence on Jan. 16, in matter of application for consent to assignment of license of **Bay Radio Inc.** (KEAR, now changed to KOBY), San Francisco, to **Mid-America Bcstrs. Inc.** Action Nov. 5.

Little Rock, Pine Bluff, Ark.—Due to illness of examiner assigned to proceeding on am applications of **Sepia Bcstg. Co.**, Little Rock, and **Radio Pine Bluff**, Pine Bluff, hearing conference scheduled for Nov. 7 and formal hearing scheduled for Nov. 15 are continued indefinitely. Action Nov. 6.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On oral request of applicants in am proceeding (**Grand Prairie Bcstg. Co., *et al.***), and without objection by Broadcast Bureau, ordered that further hearing is scheduled for 2 p.m., Nov. 2. Action Oct. 31.

Pachuta, Laurel, Miss.—On oral request of applicants, and without objection by Broadcast Bureau, ordered that hearing is continued from Nov. 5 to Nov. 26, on applications of **Mississippi Bcstg. Co.** (WCOC-TV), Pachuta, and **Laurel Television Co.**, Laurel (ch. 7). Action Nov. 1.

Rochester, Minn.—To accommodate hearing examiner's schedule, and without objection by counsel for parties, ordered that hearing now scheduled for Nov. 15 is rescheduled for Nov. 14 re am application of **Rochester Bcstg. Co.** Action Nov. 5.

Indian City Bcstg. Co., Anadarko, Okla.—Granted "Request for Continuance" in proceeding on its am application and date for applicant to furnish proposed exhibits is extended from Nov. 5 to Nov. 19; start of evidentiary hearing is continued from Nov. 21 to Dec. 6; date for applicant to advise of its plans, if any, to call any other witnesses is extended from Nov. 9 to Nov. 23, and date for Broadcast Bureau to notify counsel for applicant of its desire to cross-examine applicant's engineer is extended from Nov. 15 to Nov. 29. Action Nov. 5.

Mount Kisco, N. Y.—On oral request of counsel for applicant, and without objection by counsel for other parties, ordered that further hearing in proceeding on am application of **Radio Mount Kisco Inc.**, is continued from Nov. 5 to Nov. 7. Action Nov. 5.

WCBQ Sarasota, Fla.—Granted motion for further continuance of hearing from Nov. 6 to Nov. 28 re its applications for cp to replace expired cp and for mod. of cp. Action Nov. 5.

By Hearing Examiner Hugh B. Hutchison

Plainview, Slaton, Tex.—Ordered that prehearing conference will be held on Nov. 26 in proceeding on am applications of **Plainview Radio**, Plainview, and **Star of the Plains Bcstg. Co.**, Slaton; no witnesses will be examined on date indicated and record will not be opened. Action Nov. 5.

Is Your Listing Correct?

FINAL preparation of the 1957 BROADCASTING YEARBOOK & MARKETBOOK is underway. Am and fm stations, as well as other firms in related radio fields, which have not returned their completed questionnaires are urged to do so immediately. Concerns, which should be listed in the directory YEARBOOK & MARKETBOOK but which have not received questionnaires are asked to contact B•T, 1735 DeSales St., N. W. Washington, D. C.

November 7 Applications

ACCEPTED FOR FILING

Modification of Cp

WNEM-TV Bay City, Mich.—Seeks mod. of cp to extend completion date to 1-15-57.

License to Cover Cp

WJOE Ward Ridge, Fla.—Seeks license to cover cp which authorized new am.

RENEWAL OF LICENSE

KROG Sonora, Calif.

UPCOMING

NOVEMBER

Nov. 14: Maine Radio & Television Broadcasters Assn., August House, Augusta.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., Santa Rita Hotel, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 23-25: National Assn. of Television & Radio Farm Directors, Conrad Hilton Hotel, Chicago.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 28-30: Sigma Delta Chi national convention, Louisville.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

BROADCASTING • TELECASTING

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Elections: Status Quo

RESULTS of last week's national elections portend retention of the *status quo* in the relations of government toward telecommunications. Re-election of the Eisenhower-Nixon team augurs no change either in administration attitude toward broadcast regulation or in the general makeup or philosophy of the FCC.

And retention of control of Senate and House by the Democrats would indicate no change in Congressional attitudes, except for the prospect of somewhat dampened investigatory ardors, now that the elections are over. With the exception of the chairmanship of the House Interstate Commerce Committee, which passes from the late Rep. Percy Priest (D-Tenn.) to Rep. Oren Harris (D-Ark.) as ranking majority member, no other changes in important committee chairmanships on either side are likely.

This is not to say that the various committees that have been investigating broadcasting—mainly television—are going to fold their tents. Chances are the same committees will continue to probe and to duplicate one another's work, wasting the time of the FCC and of licensees, and spending the taxpayers' money with abandon. But the activity may come in fits and snatches, until 1958 when the by-elections approach.

The past year or so has been a nightmare for broadcasters and for the FCC. It was a period of unprecedented Congressional investigations triggered by the uhf-vhf dispute and by a rash of inquisitions into purported monopoly control in television. The Congress which convenes in January is a new legislature and it starts from scratch. But since the Democratic control continues and few important changes on committees dealing with communications are indicated, it is to be presumed that the same lines of inquiry will be pursued.

No changes are in the immediate offing on the FCC. The next term expiration is that of Chairman George C. McConnaughey on June 30, 1957. He assumed office in 1954 and was promptly named chairman by President Eisenhower. His nomination for a new seven-year term should be virtually automatic, since he has handled the admittedly difficult task efficiently and with a minimum of discord. Moreover, his Congressional relations have been unusually good, even though he is a Republican and the Congress has been under Democratic control.

With the election behind them, it is to be hoped that broadcasters will be given respite from the inquiries that have plagued them so they can turn their hands full time to the task of building and stabilizing their businesses. And the FCC, if relieved of the necessity of spending half of its time shuttling between the Post Office Building and the Capitol, would be in a better position to catch up on its own work and perhaps have time to decide those ancient cases that have been mildewing for from two to 10 years.

It's About Time

IT IS unpleasant and yet gratifying to learn that the Television Code Review Board is cracking down, if that is not too strong a phrase, on stations which have persistently violated the code while displaying the code's Seal of Good Practice.

It is unpleasant because we would prefer not to believe that in today's television economy it is necessary for a station to accept tasteless advertising.

It is gratifying because, whatever we would prefer to believe, we know that some stations have been violating the commercial provisions of the code ever since the code's adoption. The longer these violations were permitted to go on without at least a moderate expression of disapproval, the more pointless the code appeared to be.

The code was pointless enough in its original conception.

At the time of the adoption of the code, which became effective March 1, 1952, we expressed skepticism of its purposes. It seemed to us that unless it were vastly more vigorously applied than its predecessor code for radio, the television code would degenerate into a document of cynical utility—to be displayed in answer to criticism while conditions that created the criticism were left unchanged.

We momentarily discarded our skepticism when, in September 1953, the Television Code Review Board announced it would take action against violators. At that time the board ordered Edward H. Bronson, director of tv code affairs, to begin intensive monitoring in search of commercial abuses.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Election didn't go his way last night!"

Mr. Bronson and his colleagues must have looked at an appalling volume of television advertising in the more than three years since then. The wonder is that so few violations were uncovered. It was not until some time in 1956 that the first code subscriber was asked to resign or voluntarily did so—the record is not clear as to which—because of non-conformance with the commercial provisions of the code.

Altogether, according to G. Richard Shafto, chairman of the Tv Code Review Board, whose exclusive interview appears in this issue, "five or six" stations have resigned as code subscribers in this year and three others are under close scrutiny and may be asked to resign unless they elevate their standards.

A penalty confined merely to the removal—by acquiescence—of the Seal of Good Practice without public announcement of any kind does not appear harsh enough for any station which willfully disregards the principles which the seal represents. Yet this approach, however temperate, does have its practical merits: It at least guarantees that the seal will not be shown by a substandard station; it does not precipitate a public scandal which might easily result in wrongly creating an impression that stations other than the offender were involved.

As a long-range procedure, the "unpublicized resignation" policy now in force could be effective—if conscientiously pursued.

But it will do no good to arrange the resignations of a few violators this year if there is no firm intent to continue monitoring and ousting offenders in the future. The Seal of Good Practice will be meaningful only when a viewer can depend upon its being shown only by stations which fully abide by the standards.

That Idiotic Sec. 315

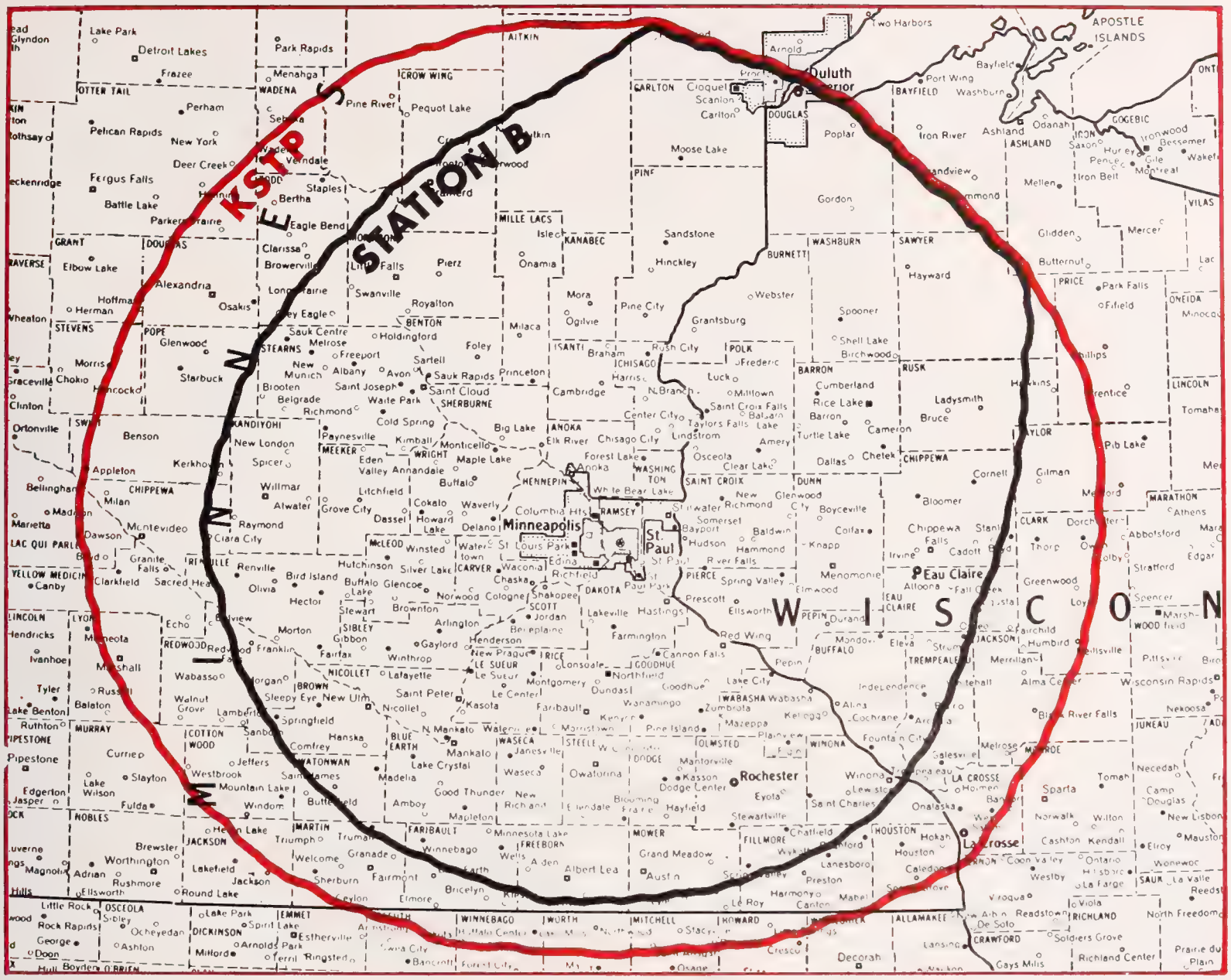
FOR broadcasters, no review of the 1956 elections is complete without reference to the inane law that governed their presentation of politics in the campaign period preceding the elections.

Since the adoption of Sec. 315, the political broadcasting law, in 1934, no national election campaign has occurred without irritating and costly crises for broadcasting.

The trouble is, of course, that no federal statute can successfully substitute for intelligent editorial discretion. This point was made embarrassingly clear when the FCC tried to interpret the law as it applied to President Eisenhower's Oct. 31 speech on the foreign situation.

On Nov. 1 a majority of the FCC said it could not decide whether the speech fell under Sec. 315 and hence whether competing candidates were entitled to equal time. Last Monday, the majority found the speech was not political. Meanwhile, the networks had given Mr. Stevenson and several splinter party candidates the time.

Unless broadcasters unite in finding a suitable cure for the present idiocies of the political broadcasting law, it will be difficult to believe that they are serious when they talk about freedom of broadcasting.



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**Advertising Research Foundation Report "U. S. Television Households," March, 1956.*

KSTP-TV

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Buy the "Right Time" for Your Audience



KMBC-TV has a top-rated show for any audience you want!

KMBC-TV OF KANSAS CITY provides a top-rated selection for any type of audience you seek. These latest Telepulse rankings show how your sales message reaches more of the right people more of the time on Channel 9.

TOP-RATED NEWSCAST (General Family Audience)
"The 10 O'clock News," by Lionel Schwan, highest-rated news show, network or local, in the market. Ranks No. 2 in the Telepulse listing of Top Ten Kansas City multi-weekly shows.

TOP-RATED LOCAL WOMEN'S SHOW (Housewives)
Bea Johnson's "Happy Home," 1:30-2:00 p.m., Monday through Friday. Consistently the top show in its field in this three-station market.

TOP-RATED EVENING MOVIE (General Family Audience)
"Premiere Playhouse," 10:15 p.m. to sign-off, Monday through Friday. An ideal vehicle for low-cost, high impact selling with Jim Lantz as host and salesman.

TOP-RATED KID SHOWS "Whizzo's Wonderland," with Frank Wiziarde as "Whizzo, the Clown," 11:00 a.m. to noon, Monday through Friday. "Mickey Mouse Club," 5:00 to 6:00 p.m., Monday through Friday, highest-rated multi-weekly show in the market!

TOP-RATED LOCAL DAYTIME VARIETY SHOW (Housewives)
"Noon," 12:00 to 1:00 p.m., Monday through Friday. This biggest local production in Kansas City television features Rev Mullins and a cast of top entertainers plus famous guest stars.

TOP-RATED SPORTS SHOW (Men)
"Sam Molen's Sports," 10:08 p.m., Monday through Friday. Beats all network and local sport show competition!

From the above, you can see why you're money ahead when you select your audience from the top-rated line-up on KMBC-TV. So right now, select your nearest phone and contact your Colonel from Peters, Griffin, Woodward, Inc. for availabilities.



See Peters, Griffin, Woodward, Inc. for availabilities.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station

Basic ABC-TV Affiliate

DON DAVIS, president
JOHN T. SCHILLING, Executive Vice Pre
GEORGE HIGGINS, Vice President and Manager
MORIE GREINER, Manager, KMBC-TV
DICK SMITH, Manager, KMBC-KFRM Ra

...and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kans**

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 19, 1956 35¢ PER COPY

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20.2% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 20.2% more on drugs* than families in Grade B area of any other RICHMOND market TV station

Amount Spent on Drugs by Grade B Area Families

WXEX-TV	$12,205,000
Station B	$10,130,000
Station C	$10,155,000

* Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President — NBC BASIC—CHANNEL 8 — Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

Speed and power and trained news gatherers are the combination that makes WBRE-TV's News Coverage looked for . . . sought for and bought in Hill Country, U.S.A. That's where WBRE-TV and only WBRE-TV delivers the daily doings of interest to each of the hundreds of communities and to the millions of folks who live and work in these 17 Northeastern Pennsylvania Counties.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.



Powerhouse of the animal kingdom is the Rhinocerous who can cover ground at the amazing speed of 200 yards in less than 17 seconds.

The TV LEADER in Des Moines!

★ **337 FIRSTS**
in 462 quarter hours surveyed

★ **9 of top 10**
multi-weekly shows
local news ratings up to 35.4

★ **9 of top 10**
once-a-week shows

SOURCE: Latest A·R·B for Des Moines Metropolitan Area

KRNT-TV

DES MOINES TELEVISION-CHANNEL 8 IN IOWA

FULL POWER - FULL COVERAGE

CBS TELEVISION

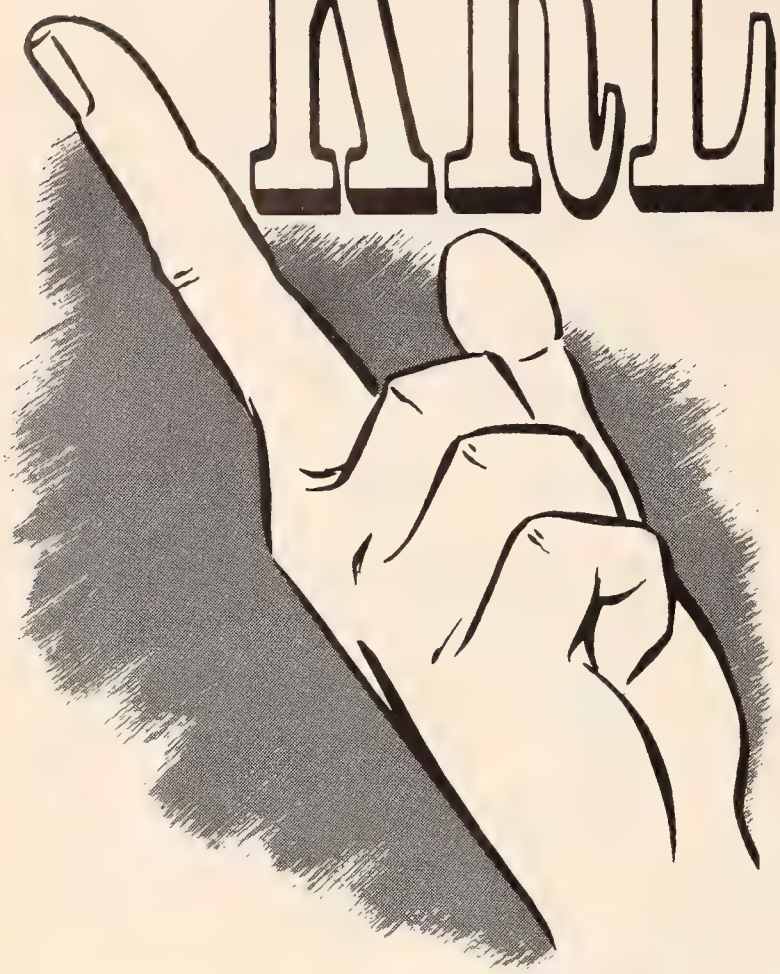
A COWLES OPERATION

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD

RADIO • CBS • DALLAS



is the only Full-Time 50,000 Watt Station in the Dallas-Ft. Worth area!

- **ONE ORDER**
- **ONE BILLING**
- **MAXIMUM COVERAGE**
- **MINIMUM COST**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

KRLD

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit.

NO CHANGE • AB-PT President Leonard H. Goldenson, now running ABC, has taken pains to spike growing impression in Washington that new ABC regime was abandoning network's campaign for at least three competitive television stations in major markets. Impression had been caused by published statements of Oliver Treyz, new vice president in charge of television, that ABC-TV hoped to gain access to key markets by superior programming.

B•T

IT'S understood Mr. Goldenson last Friday wrote Sen. Warren G. Magnuson, chairman of Senate Commerce Committee, saying that although ABC-TV did plan to beef up programs, it still needed government action to provide enough facilities to go around. Mr. Goldenson told Sen. Magnuson his letter was prompted by informal inquiry by Senate Commerce Committee staff member as to whether ABC policy had changed.

B•T

IN THE MARKET • Paramount Pictures Corp. is quietly searching for more tv stations to buy. Dick Giesmer, assistant treasurer and one of key assistants to Paul Raibourn, Paramount vice president and tv expert, has been on road looking at properties. He's shopping carefully in market which has seen tv station prices scoot skyhigh. Paramount now owns KTLA (TV) Los Angeles and 26.6% of DuMont (WABD [TV] New York and WTTG [TV] Washington).

B•T

STATION representative circles stirred last week with receipt of questionnaire from FCC network study staff. Questionnaire, seeking information on contracts with stations, commissions, and operating methods of representative firms, follows by few months meeting between representatives' delegation and study staff on form and substance of questionnaire. Representatives have long sought FCC action to divorce networks from station representation activities.

B•T

DEINTERMIXTURE HEARINGS • Looks as if there might be further deintermixture proceedings in individual cases before FCC after Dec. 3, when comments on 13 unmixing proposals are due. In fact, there probably will have to be full evidentiary hearings before Commission can issue show cause orders to delete vhf channels from those cities where grants are outstanding. That was gist of what FCC was told by its legal experts last Monday at special meeting to discuss procedures for dealing with deintermixture problem. Commissioners didn't like it, but finally saw legal merit of staff's arguments, it is reported. *IT'S doubtful that FCC will vote to demix all seven of cities where it is proposed to unscramble the vhf-uhf and where grants on vhf channels are outstanding, but there might be few and that's where additional hearings apparently will be required. Seven are Evansville, Ind., where WTVW (TV) operates on ch. 7; Fresno, Calif., where KFRE-TV operates on ch. 12; Madison, Wis., where WISC-TV operates on ch. 3; Hartford, Conn., where WTIC holds grant for ch. 3; New Orleans, La., where WWL holds grant for ch. 4; Peoria, Ill., where WIRL holds grant for ch. 8, and Springfield, Ill., where WMAY holds grant for ch. 2. All grantees are forbidden to construct pending outcome of unmixing proceedings.*

B•T

END OF STORY • One of longest institutional broadcast advertising campaigns concludes at end of year when Goodyear Tire & Rubber Co. discontinues sponsorship of *Greatest Story Ever Told* after 10-year run on ABC Radio. No reason was forthcoming from either Goodyear, which continues sponsorship of *Goodyear Playhouse* on NBC-TV, or agency, Kudner Adv., but it's understood that *Story* budget will go into print media in 1957.

B•T

WHEN FCC official 1955 radio income figures are released in week or so they will bear out B•T's estimate that radio total time sales moved up after 5% dip in 1954 from 1953 all-time high. B•T's estimate for 1955: $455,649,000. Official total for 1954: $451,330,000; for 1953: $477,206,000.

B•T

PLEDGE OF ALLEGIANCE • New idea designed to stir station interest in observance of NARTB Radio Standards of Practice will be submitted to association's directors at February meeting. Since NARTB plans to adopt audible and visual symbols indicating adherence to standards, it's felt stations using these symbols should sign pledge affirmatively showing they intend to live within terms of document. Radio standards have lacked any enforcement weapon comparable to tv code seal and monitoring service.

B•T

FINAL financial data, wrapping up Crowell-Collier $16 million purchase of Consolidated radio-tv properties [B•T, April 30 et seq.], is due to be filed with FCC this week, it's understood. This involves sale of $6 million in preferred Crowell-Collier stock to economist Eliot Janeway and associates, part of financial transactions to raise $11 million. At time application for FCC approval filed [B•T, Oct. 15], illness of Mr. Janeway prevented completion of negotiations of that phase. Other $5 million is being secured by Crowell-Collier through sale of its Springfield, Ohio, printing plant to Webb & Knapp. This includes lease-back arrangement.

B•T

RULE OF THUMB • It has long been common knowledge that Publishers Information Bureau figures for gross time purchases of tv network advertisers have been somewhat higher than grosses actually charged by networks, because PIB must operate on absolute time-and-rate basis, with no regard for repeat broadcasts, which might change time of broadcast from Class A to Class B or C for part of network, and other unknown variables. Comparison of actual gross charges reported by CBS-TV and NBC-TV to Celler committee (see page 29) and PIB figures show PIB report of combined gross time sales for two tv networks 6.6% higher than actual for full year of 1955, 7.4% higher for first six months of 1956. Rule of thumb, then, is to figure PIB as running 7% above network's own gross, but with realization this may not be true for any individual advertiser's tv network time purchases.

B•T

IT'S still unannounced, but Television Bureau of Advertising is all set to open branch office on West Coast, possibly within six months. City not selected yet, but it'll be Los Angeles or San Francisco. Other places considered were Chicago and Detroit [B•T, Nov. 5].

B•T

MISSING SPOT • Plans for making regular compilations of spot radio expenditures, according to advertiser, have been considered by Radio Advertising Bureau authorities, but rejected as being impractical at present time. Officials hope, however, that some alternative approach to problem of securing more complete information on spot radio investments may be devised in not too distant future.

B•T

LEVER Bros., hot on subject of prodding larger market tv stations to replace 16mm equipment with 35mm for projection of films, particularly tv commercials (see story, page 72), is prepared—should Television Bureau of Advertising fail to spadework proposal, and thus far apparently TvB has not acted—to bring issue squarely to station representation firms. If Lever takes this road, it can be expected to specify markets.

B•T

ANOTHER FILM NETWORK? • Insiders say that Robert Schmidt, vice president of RKO Teleradio Pictures, will sound out stations during upcoming cross-country trip on feasibility of starting another film network. Film network long has been pet project of Thomas F. O'Neil, president of RKO Teleradio Pictures, but it could not be confirmed that corporation still is thinking of such an operation.



Latest
METRO PULSE
WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE
WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN
WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER
WHB first all day with 45.6% of audience. Mon.-Fri., 7 a.m.-6 p.m.; Sat., 8 a.m.-6 p.m.

at WHB... 87% renewal

87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal! Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results* station. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the men from **Blair,** or WHB General Manager, **George W. Armstrong.**

WHB

10,000 watts—710 kcs.
Kansas City, Missouri

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY	**WHB**	**WQAM**
Minneapolis-St. Paul	Kansas City	Miami

Represented by John Blair & Co.

KOWH	**WTIX**
Omaha	New Orleans

Represented by Adam Young Inc.

at deadline

Radio At-Large Directors Voted Back to NARTB Board

EIGHT at-large directorships on NARTB Radio Board voted back into by-laws by second referendum within year. Members voted 735 to 290 to restore at-large directorships, slated to die next spring under first referendum held last winter. Second vote was ordered when membership petition last summer contended original vote, which wiped out at-large bracket, was held without stations understanding issues involved.

NARTB currently holding election to fill two vacancies on Radio Board. Nominated to Dist. 6 post vacated by death of David Wilson, KPLC Lake Charles, La., were Sam W. Anderson, KFFA Helena, Ark., and F. C. Sowell, WLAC Nashville. Dist. 6 includes Arkansas, Louisiana, Mississippi and Tennessee. In Dist. 14, mountain states, George C. Hatch, KALL Salt Lake City, and Wayne Phelps, KALG Alamogordo, N. M., were nominated to fill post vacated when Walter Wagstaff left KIDO Boise, Idaho, to join KGW-TV Portland, Ore. Final ballots were mailed Wednesday, returnable Nov. 28.

Rogers Re-elected Chairman Of Tv Bureau of Advertising

W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., was re-elected board chairman of Television Bureau of Advertising last Friday at second annual membership meeting, held in New York with estimated 125 present.

Gene Accas, TvB operations director, was elevated to vice presidency, though this was not formally announced Friday.

Other officers, and all board members whose terms expired this year, were re-elected along with Chairman Rogers. These include Roger Clipp, Triangle stations, as secretary, and Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va., as treasurer. Directors re-elected: Otto Brandt, KING-TV Seattle; Kenneth L. Carter, WAAM (TV) Baltimore; Gordon Gray, WOR-TV New York; Robert Lemon, WTTV (TV) Bloomington, Ind.; George B. Storer Jr., Storer Broadcasting Co., and Robert R. Tincher, WHTN-TV Huntington, W. Va.

Tv board in separate meeting approved 1957 budget totaling approximately $750,000.

Partridge Nominated to Head New Broadcasters Promotion Assn.

DAVE PARTRIDGE, advertising and sales promotion manager of Westinghouse Broadcasting Co., nominated Friday for presidency of Broadcasters Promotion Assn. at organization meeting in Chicago (early story page 76). Election was scheduled Saturday.

Nominated to board of directors were Joe Zimmerman, WFIL Philadelphia; William Wiggins, WTOP Washington; Joe Hudgens, KRNT Des Moines; Gene Godt, WCCO Minneapolis; John Keyes, WMAQ Chicago; Arthur Schofield, Storer Broadcasting Co.; Bruce Wallace, WTMJ Milwaukee; Montez Tjaden, KWTV (TV) Oklahoma City; Sam Elber, WERE Cleveland; Roy Pederson, WDAY Fargo, N. D.; Foster Brown, KMOX St. Louis; Marian Annenberg, WDSU New Orleans, and Charles Wilson, WGN Chicago.

GREY FLANNEL CHAPS?

ON STREETS of New York (including Madison Ave.), 10-gallon hats are as rare as skin divers in Sahara Desert—that is, up to now. To "promote the true Texas spirit," Troy McDaniel of KGBT-TV Harlingen has sent "a bona-fide Stetson" to each salesman at H-R Television, KGBT-TV's national sales representative. Stetsons will be worn when calls on agency row are made in behalf of that station and other Texas outlets, says H-R.

News Directors Assn. Pledges Active Opposition to Canon 35

ACTIVE participation by Radio-Television News Directors Assn. in concerted drive to have American Bar Assn. amend Canon 35 on radio-tv coverage of court proceedings was voted by news association Friday at its annual convention in Milwaukee.

Upon recommendation of its Freedom of Information Committee, chairmanned by Nick Basso, WSAZ Huntington, W. Va., association authorized incoming slate to seek representation in media conferences with ABA on Canon 35. Incoming President Ted Koop, CBS news and public affairs, Washington, was instructed to consult with NARTB on extent and manner of participation.

RTNDA also adopted resolution commending NARTB Freedom of Information Committee and stations KWTX (TV) Waco; KLZ-AM-TV, KBTV (TV) and KOA-AM-TV Denver; WKY-TV Oklahoma City; KTIV (TV) Sioux City; WIBW-TV Topeka and WSAZ-TV Huntington for their work during past year in preservation of freedom of information.

Miami was selected for next year's annual convention.

'Home' Moves, 'Ding Dong' Out; New Cullen Show in at NBC-TV

IN WHAT is reported to be move to strengthen its Mon.-Fri. morning lineup, NBC-TV, effective Dec. 31, is shifting *Home* show to 10-11 a.m. EST from former 11 a.m.-noon slot and placing new show, *The Price Is Right* (audience participation with Bill Cullen), into 11-11:30 slot, making *Ding Dong School* (10-10:30) casualty after 1,105 consecutive telecasts.

According to Mort Werner, vice president for national tv programs, Dr. Frances Horwich, creator, star and producer of *Ding Dong*, will continue as supervisor of children's programs for NBC.

FCC After $2 Million More

FCC urging about $2 million increase in budget for fiscal 1958, it's understood, to take care of expanding broadcast services (am and tv matters still actively growing), growing backlog in safety and special services activities. Full complement of commissioners, bureau chiefs and other executives met with Bureau of Budget Friday, received sympathetic hearing, according to informed sources. FCC operating with $7,828,000 for fiscal 1957.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 64.

LEVER'S BUYING • Lever Bros. (Pepsodent), N. Y., planning to use minutes, chain breaks, and station identifications for radio spot schedule to start Jan. 1 in more than 100 markets. Contracts range from 13 to 52 weeks, depending on market. Foote, Cone & Belding, New York, is agency.

OPEN TO SUGGESTION • Dancer-Fitzgerald-Sample, N. Y., in preparing 1957 plans for Liggett & Myers (L & M cigarettes), N. Y., is asking for television availabilities of all kinds.

J-B PLANNING • Jacoby-Bender (JB watchbands), Woodside, N. Y., reportedly conferring with representatives of all major networks preparatory to setting up radio-tv allocations for calendar year 1957. J-B is said to have set aside well over $200,000 for purchase of network and spot, using both media. Its agency, Friend-Reiss, N. Y., is said to be lining up 40 national markets for spot coverage.

NATIONAL LOOKING • National Airlines, Miami, understood looking for new advertising agency. Grant Adv., Chicago and New York, has resigned account.

CHRISTMAS CANDY • Fanny Farmer Candy, Rochester, buying pre-Christmas radio spot schedule in number of scattered markets. Agency: Charles L. Rumrill & Co., Rochester.

TEXACO TV • Texas Co. (Texaco gasoline products), N. Y., will launch tv spot campaign in eastern and southern U. S. Dec. 1, running for "indefinite time." Agency, Cunningham & Walsh, N. Y., is as yet undecided about number of markets and stations, and is still lining up station availabilities.

BLIND DATES • Levolor-Lorentzen Inc. (Levolor venetian blinds), N. Y., is surveying 30 national markets for use in firm's spring campaign via tv spot announcements, scheduled to get under way early January. Friend-Reiss Adv., N. Y., is agency.

RADIO FOR MEDICINE • Chesebrough-Ponds (Pertussin cough medicine), N. Y., plans to launch 13-week radio spot announcement drive Dec. 31 in approximately 30 winter-weather markets. Agency: McCann-Erickson, N. Y.

COFFEE CAMPAIGN • Aborn's Coffee Div., Jos. Martinson's & Co., N. Y., planning to increase frequency in radio-tv spot schedule in New England after first of year on Yankee Network stations and WNAC-TV and WBZ-TV Boston. Agency: Anderson & Cairns, N. Y.

MORE FOR BRYLCREEM • Harold F. Ritchie Co. (Brylcreem hair dressing), Clifton, N. J., plans expansion of film participations toward end of month in six southeast cities on test run (placing commercials earlier in evening than heretofore) in adventure type series. Agency: Atherton & Currier, N. Y.


THERE CAN BE ONLY ONE LEADER!
in Central New York it's WHEN TV
HERE ARE THE FACTS
Total Television Quarter Hours during the last 12 months.
PULSE
ARB
WHEN-TV 567 647
OPPOSITION 281 377
TIES 12 25
A TELEPULSE REPORT
WHEN-TV
SYRACUSE Television Audience
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

ABC Radio Affiliates Back Up Network Concept

STRONG affirmation of network radio given Friday by ABC Radio Affiliates Advisory Board following meeting at Westchester Country Club, Harrison, N. Y. In unanimous statement, network radio was depicted as "unmistakably gaining new strength both with audiences and advertisers."

Statement was critical of "will 'o the wisp of independent station rating superiority [which] has been publicized by a few instances of recent network disaffiliations which we believe were ill-advised." Board said average network station "outrates" average non-affiliated station "consistently across the country, providing better service to the community as well as better ratings."

Eight-man board concluded: "As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box."

Henderson Elected IRE President

ELECTION of John T. Henderson, principal research officer, National Research Council, Ottawa, Canada, as president of the Institute of Radio Engineers for 1957 announced by IRE after mail balloting. He succeeds Arthur V. Loughren, color television consultant.

Yasujiro Niwa, president of Tokyo (Japan) electrical engineering college, succeeds Herre Rinia, director of research of Philips Research Labs, Eindovan, Holland, as IRE vice president. Elected as directors for 1957-58: D. E. Nobel, Motorola Inc., Chicago, and Samuel Seeley, Case Institute of Technology, Cleveland. New regional directors: F. A. Polkinghorn, Bell Telephone Labs, Whippany, N. J., Region 2; Kenneth Newton, Bendix Aviation Corp., Kansas City, Region 6; A. B. Oxley, RCA Victor Co., Montreal, Region 8.

Network for Pan-Am. After All

PAN-AMERICAN World Airways, which only last month announced it was pulling out of network tv *(Meet the Press)* and allocating its $1 million-plus radio-tv budget into spot buys [AT DEADLINE, Oct. 22] has made about face. Pan-Am will sponsor Edward R. Murrow's *See It Now* series "exclusively" on CBS-TV next year. Pan-Am, through J. Walter Thompson Co., N. Y., will co-sponsor Dec. 2 *See It Now* program featuring Danny Kaye's UNICEF World Tour with Shulton Inc. (through Wesley Assoc.) on lineup of 173 stations, and effective January, will carry *See It Now* alone for nine programs on 106 stations.

Evansville Dispute in Court

DISPUTE among stockholders of ch. 7 WTVW (TV) Evansville, Ind., scheduled to be aired publicly today (Mon.) when probate court holds hearing to determine whether to issue temporary injunction against Rex Schepp and brother, B. F. Schepp. Suit, brought by other stockholders, already has resulted in board removing Rex Schepp as president-general manager, appointing stockholders Ferris Traylor as president, Joseph E. O'Daniel as vice president-general manager. Schepps under temporary order to keep hands off station operation.

BRAINS OVER BEAUTY

REVLON Inc., which "couldn't do" with its *Most Beautiful Girl in the World* program, having postponed its debut number of times for various reasons, Friday said it would place *Can Do,* $50,000 quiz show in NBC-TV's Mon., 9-9:30 p.m. EST time slot originally assigned to *Most Beautiful,* effective Nov. 26. According to Revlon, firm is not dropping plans for *Most Beautiful* because it "has reasonable investment in this show . . . and will use it after further development, should we want to put a fourth show on the air."

RAB Board Approves Plans For 1957 Promotion Activities

SALES and promotional activities of Radio Advertising Bureau under its record $820,000 budget for 1957 will include continuation of all present services, plus expansion of national sales staff (now consisting of 10 salesmen and three-man sales development department) and inauguration of new service which will supply each RAB member with detailed basic information on some eight different major retail categories, for use in local selling. These were among plans approved by RAB board Friday (also see story, page 78).

President Kevin B. Sweeney also reported that reaction to RAB's four regional management conferences this year was such that six will be scheduled in 1957. They'll be held during August-September. RAB's 60 area sales clinics will be held in January-February; third National Radio Advertising Clinic will again be in late October, and bureau's 20 major-city sales "blitzes" will be conducted throughout year. Board, in confirming meeting schedule, also held unanimously that only other broadcast meeting RAB will participate in will be NARTB convention.

WRGP-TV Half Interest Sold; WEBK Sold for $134,000

SALE by Will Cummings of half-interest in ch. 3 WRGP-TV Chattanooga, Tenn., to 50%-owner Ramon G. Patterson disclosed Friday in application filed for FCC approval. Price (for 1,185 shares of stock): $87,000. Mr. Patterson also owns 20% of WAPO Chattanooga.

Also sold Friday: WEBK Tampa, Fla., for $134,000, from Hillsboro Broadcasting Co., to W. Walter Tison. Mr. Tison is former owner. WALT Tampa, formerly held 20% interest WTVT (TV) there. WEBK, daytimer, is 1300 kc with 1 kw. Sales are subject to FCC approval.

Procedural Comments Postponed

FCC Friday extended to Dec. 17 time for filing comments on proposed revision of Part I of Rules, dealing with practice and procedures [B•T, Oct. 15]. Deadline had been Nov. 15. Conference on proposed changes scheduled for Nov. 30 at Dept. of Commerce auditorium under aegis of Federal Communications Bar Assn., with FCC staff participating.

PEOPLE

STEUART H. BRITT, formerly vice president, plans board member and research director, Needham, Louis & Brorby, Chicago, appointed administrative vice president of Earle Ludgin & Co. He will assist Earle Ludgin, board chairman, and Vincent R. Bliss, agency president, freeing them for more creative work and client service.

ROBERT J. STEINLE, account supervisor and assistant sales promotion director, Amos Parrish & Co., N. Y., Friday named promotion manager of NBC-TV merchandising division, reporting to NBC-TV Merchandising Manager Murray Heilweil.

Justice Dept. Debating Action on AB-PT Plans

POSITION of Justice Dept. on AB-PT's announcement it is going into feature film production (see story, page 27) unclear at week's end, except for statement attributed to William Kilgore, enforcement chief, antitrust division, that some action may be taken before many days. He was reported as saying "We have a choice of three things. We can do nothing. We can move into the judgment court and seek to stop them from producing. Or we can move under the antitrust law generally." Justice Dept. sources pointed out consent decree signed by what was United Paramount Theatres does not prohibit film production activities. AB-PT sources state Justice Dept. advised of plans. Impression is that Justice Dept. reaction will be furnished AB-PT this week.

WINR, Tv Permit Go for $165,000

WINR Binghamton, N. Y., and tv grant for ch. 40 there, bought Friday by *Binghamton* (N. Y.) *Press* for $165,000, subject to FCC approval. Albert B. Engelbert, *Press* general manager, said newspaper plans to speed opening of tv facility as soon as practicable. WINR originally sold to Peter A. Bordes and Joseph L. Rosenmiller Jr., both of New York, under agreement signed last summer. They relinquished purchase rights, involving same price, in favor of other broadcast expansion when informed *Press* was interested in acquiring WINR. Messrs. Bordes and Rosenmiller operate WESO Southridge, Mass. WINR is regional facility on 680 kc. Seller is Southern Tier Radio Service Inc., with Donald W. Kramer, Binghamton mayor, as owner-president.

New Representative Firm Formed

FORMATION of Wagner-Smith Assoc., New York, announced Friday by William J. Wagner and Roy V. Smith as radio-tv representative firm with offices at 280 Madison Ave. They have been operating Alaska Radio-Tv Corp., subsidiary of Alaska Broadcasting system, which handles CBS Radio and CBS-TV stations in Alaska, and will continue to handle properties under new operation. New firm to handle spot representation for WMFD-TV Wilmington, N. C., effective Dec. 1.

Chicago Meet Likes NBC Plans

UNANIMOUS approval of NBC Radio's new program plans [B•T, Nov. 12, also see story, page 95] given by 26 affiliates attending regional meeting in Chicago Friday, network officials reported. With this approval added to that of "overwhelming majority" of 30 affiliates at opening regional meeting in New York preceding day, NBC authorities felt acceptance by preponderance of affiliate body was virtually certain. Three similar regional sessions scheduled this week and next Monday.

the week in brief

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AB-PT formation of Am-Par Pictures Corp. to make theatrical pictures is latest example of trend toward closer movie-television alliance *27*

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Top 200 tv spot advertisers, Jan.-Sept. *121*
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President of KWFT Wichita Falls, Tex., becomes chairman of RAB board; radio promotion organization gets record budget of $820,000 for 1957 ..... *78*

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Sig Mickelson, CBS news head, warns radio-tv news directors that only continual pressure will win coverage rights to public events; group elects Ted Koop, CBS Washington, president; gives White Award to Hugh Terry, KLZ Denver *84*

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*Reg. U. S. Patent Office

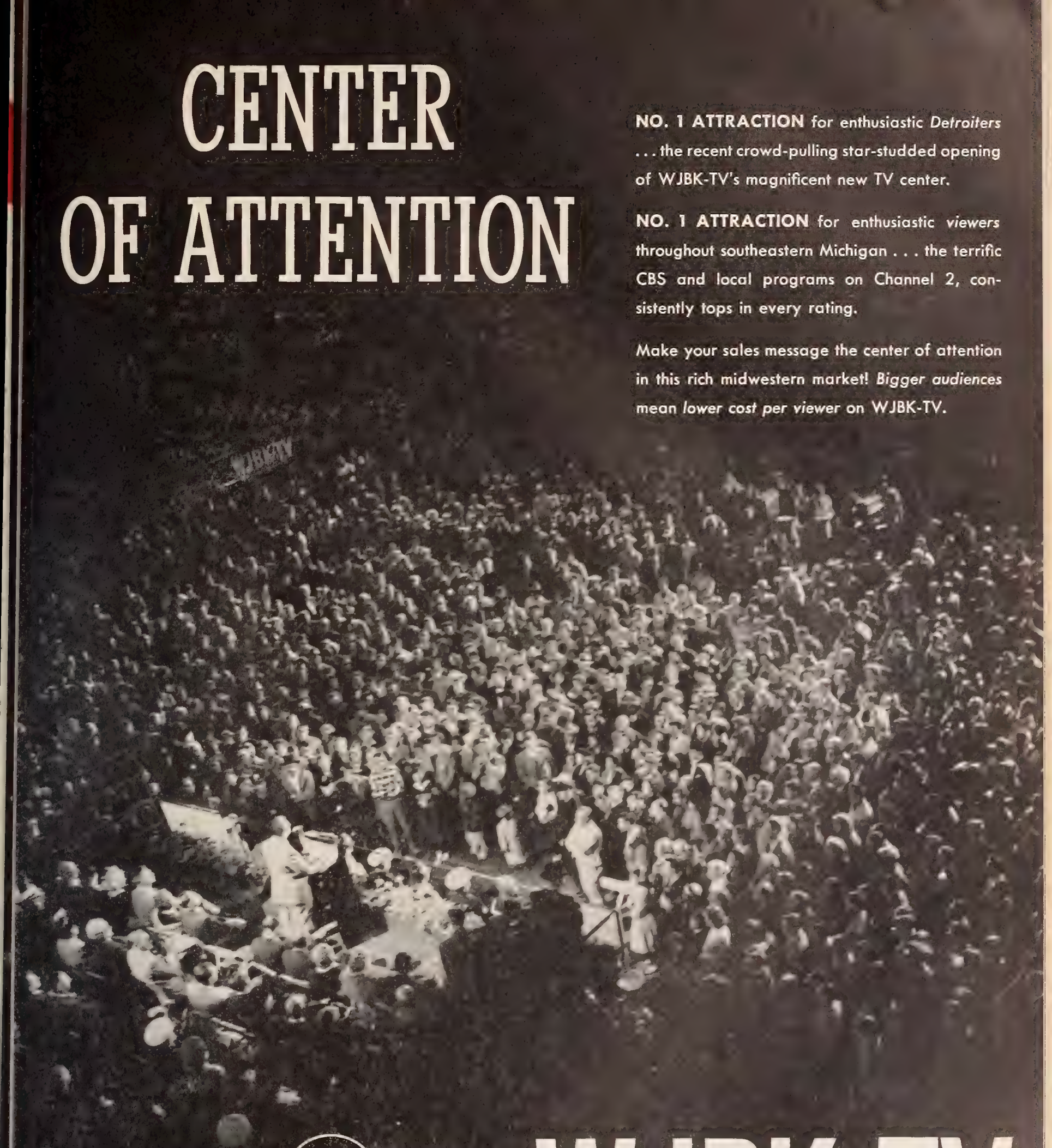
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CENTER OF ATTENTION

NO. 1 ATTRACTION for enthusiastic *Detroiters* . . . the recent crowd-pulling star-studded opening of WJBK-TV's magnificent new TV center.

NO. 1 ATTRACTION for enthusiastic *viewers* throughout southeastern Michigan . . . the terrific CBS and local programs on Channel 2, consistently tops in every rating.

Make your sales message the center of attention in this rich midwestern market! *Bigger audiences* mean *lower cost per viewer* on WJBK-TV.



CHANNEL 2 DETROIT

WJBK-TV

7441 Second Blvd., Detroit 2, Mich. TRinity 3-7400

A STORER STATION

Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 118 E. 57th, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco 4, Cal.



IF YOU HAD A MILLION

(THE MILLIONAIRE)

NEW TO SYNDICATION! Clean up in your region or market with the dramatic powerhouse that has a **32.4** average Nielsen rating for 19 months on the CBS Network . . . plus a 51% higher average ARB rating than competing "Kraft TV Theatre" during the same period! As THE MILLIONAIRE, this film series is now in its *third big year* on CBS for Colgate-Palmolive!

2nd HIGHEST RATED NETWORK DRAMATIC SHOW (July Nielsen) —and if it can do this nationally, imagine what it will do for *your* product in *your* markets! Audience composition? Couldn't be better! . . .

MEN **32%**	WOMEN **46%**	CHILDREN **22%**

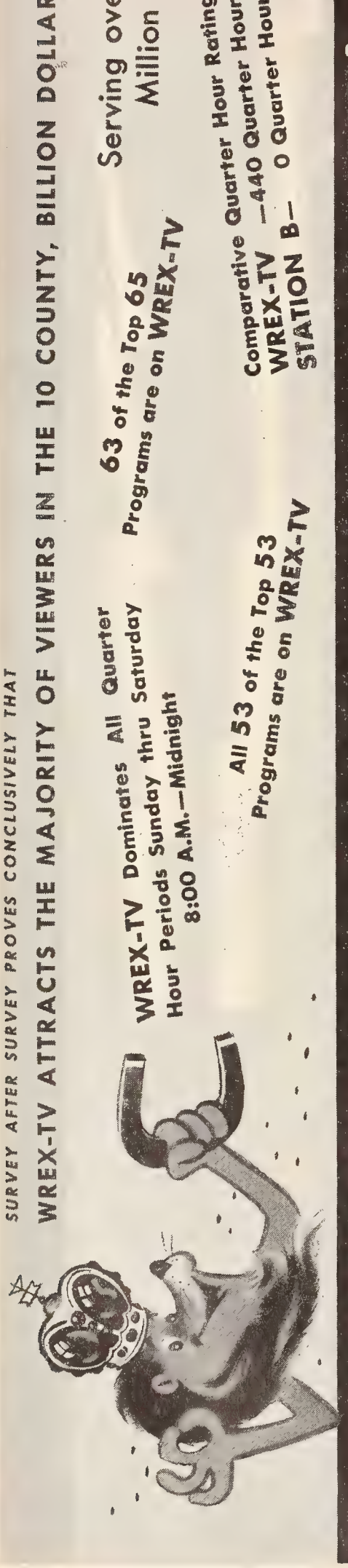
Source: ARB 18-month average

A DON FEDDERSON PRODUCTION from the same master showman who brewed sales magic with "Do You Trust Your Wife". . . "The Lawrence Welk Show". . . "Liberace". . . "Life With Elizabeth." All hits, no misses!

Call MCA today for your finest film availability in years!



YOU CAN NOW SPONSOR, IN YOUR MARKETS, THESE 39 HALF-HOUR FILM HITS FROM AMERICA'S 2ND HIGHEST RATED NETWORK DRAMA SERIES

SURVEY AFTER SURVEY PROVES CONCLUSIVELY THAT
WREX-TV ATTRACTS THE MAJORITY OF VIEWERS IN THE 10 COUNTY, BILLION DOLLAR MARKET
WREX-TV Dominates All Quarter Hour Periods Sunday thru Saturday 8:00 A.M.—Midnight
63 of the Top 65 Programs are on WREX-TV
Serving over a Quarter Million T-V Sets
All 53 of the Top 53 Programs are on WREX-TV
Comparative Quarter Hour Ratings: WREX-TV —440 Quarter Hours or 100 Per Cent STATION B— 0 Quarter Hours or 0 Per Cent
Pulse Survey September 1956

WREX-TV CHANNEL 13, Rockford, Illinois CBS-ABC AFFILIATIONS
Represented by H-R Television, Inc.

JACK AND THE BEANSTALK

WITH a standout musical score, an exciting cast and a so-so book, the *Producer's Showcase* colorcast of "Jack and the Beanstalk" Nov. 12 provided a wonderfully pleasant, if not compelling, evening for big and little viewers.

Somehow the plot, blown up and made moral, didn't move along very fast. But this didn't matter when there were such songs to be sung, such dances to be danced. The viewer's only real problem was keeping still himself in the face of such gaiety.

Yes, the glory of "Jack and the Beanstalk" was Jerry Livingston's music with Helen Deutsch's words, a score in solid show tradition. The music's pre-show promotion value was incalculable. After hearing "The Ballad of Jack and the Beanstalk," "Looka Me," "He Never Looks My Way" and others on the radio beforehand, the audience was well primed for opening night. With the songs still ringing, it seems sad that tv spectaculars don't get extended runs.

Production costs: Approximately $150,000.
Sponsored by RCA and Whirlpool-Seeger through Kenyon & Eckhardt Inc. and Buick Motors Div. of General Motors Corp. through Kudner Agency Inc. on NBC-TV Nov. 12, 8-9:30 p.m. EST.
Executive producer: Mort Abrahams; producer: Alvin Cooperman; director: Clark Jones; book and lyrics: Helen Deutsch; music: Jerry Livingston; orchestra-chorus conductor: George Bassman; vocal arranger: Ray Charles; scenery, costumes: Rouben Ter-Arutunian; costume supervisor: Rose Bogdanoff; choreographer: Rod Alexander; associate producer: Leo Davis; production supervisor: Shelley Hull.
Stars: Celeste Holm, Cyril Ritchard, Peggy King, Arnold Stang, Leora Dana, Billy Gilbert, Dennis King, Joel Grey.

AIR POWER

IT's perhaps unfortunate that CBS-TV and the Prudential people picked such a poor time and the badly-performed "The Day North America Is Attacked" with which to propel their long-awaited *Air Power* series into living rooms all over the U. S. We were sufficiently unnerved the past 14 days with the news out of the Kremlin vis-a-vis the Egyptian and Hungarian situations without needing a mock H-bomb attack on the U. S. to keep us from falling asleep the night of Nov. 11. Granted, such a show might have pleased Val Peterson, Civil Defense administrator who has been fruitlessly trying to sell the complacent American public on CD. Coming as it did on the heels of the extraordinary United Nations General Assembly session in search of a restored Middle Eastern status quo, it might, however, evoke the charge by some persons that the Air Force and a major network are "war mongering."

Whatever weight the employment of actual USAF brass hats might have had in bringing home the thankless job of the men and women of the Continental Air Defense Command and Strategic Air Forces was dispelled the minute the first of the generals—CONAD's chief, Earl E. Partridge—opened his mouth. To paraphrase Gen. Karl von Clausewitz, who felt peace to be too important to be trusted to the generals, neither should acting.

We can't exactly blame CBS-TV for injecting—eight times, no less—the disclaimer that what we were watching was not an attack, but a military exercise. After all, it was on a strikingly similar occasion—the eve of the Munich conference in 1938—that Orson Welles unleashed his Mercury theatre gremlins on the U. S. public with near-disastrous results.

Though sufficiently packed with enough realism to frighten everyone at the Soviet Embassy from the junior third secretary up, it's a pity the series didn't get under way with, say, the beginning of aviation at Kitty Hawk, rather than the end of civilization on H-Day. Advance reports from other quarters have it that producer-writer Perry Wolff's staff has come up with some exciting stuff for future telecasts, including heretofore classified film on World War II. Should this be the case, we will eagerly look forward to them.

Production costs: $45,000 (premiere only).
Sponsored by Prudential Insurance Co. of America, through Calkins & Holden, N. Y., on CBS-TV (pre-empting Bell Telephone Co.'s Telephone Time *6-6:30 p.m. slot for Sunday, Nov. 11 only) for the next 25 weeks, 6:30-7 p.m. EST.*
Produced and written by Perry Wolff; assoc. producer: James B. Faichney; senior editor: Peter Poor; narrator: Walter Cronkite; editors: Leo Zochling, E. Harlan Whitehead, Peter Curran; production manager: Norton Bloom; research: James McDonough; music score: Norman Dello Joio; conductor: Alfredo Antonini; a CBS Public Affairs Presentation.

THE PILOT

WHEN Margaret Sullavan failed to appear for the first scheduled showing of *Studio One's* "The Pilot" on Oct. 8, she must have had good reason. We suspect she had read the script.

In telling (this time with Nancy Kelly) the story of Sister Mary Aquinas, the first nun to gain a pilot's license and a pioneer in teaching aeronautics in high schools, the portrayal was so shadowy it completely failed to show why she was such an inspiration to her students.

It is difficult to tell in an hour the good a person does in a lifetime of teaching, but one feels that a biographer can at least try. The writer became so involved in unimportant incidents that too little attention was paid the nun's life or personality and she became just another member of the cast.

To say that we were unimpressed does not mean that Westinghouse was. It felt moved to give up its interior commercials for the telecast. If this was out of a desire not to be associated with the play any more than absolutely necessary, it was a wise move.

Production costs: $38,000.
Sponsored by Westinghouse through McCann-Erickson on CBS-TV Mon., Nov. 12, 10-11 p.m. EST.
Producer: Felix Jackson; associate producer: Charles Schultz; director: Paul Nickell; teleplay: Paul Crabtree.

KRON is TV in SF



San Franciscans are sold on KRON-TV

ADVENTURE TIME
6 P.M. Mon.-Fri.
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD



SEEDS tell the Story of

41,081 WRITTEN REQUESTS FOR SEEDS CONFIRM KPRC RADIO LISTENERSHIP AND COVERAGE!

Dramatic proof of listenership and coverage was obtained when **KPRC** offered free tomato and zinnia seeds. 41,081 requests from 126 Texas counties confirmed again what market-wise timebuyers have known for over 31 years . . . on the Texas Gulf Coast (and in 89 other counties) they really listen to **KPRC!**

FIVE GOOD REASONS why Texans listen to KPRC!

1. NEWS



News gathered by seven full time news specialists for 15 daily shows is written and edited for Texas listeners. Five AP wires for regional and national coverage. Direct wire to U. S. Weather Bureau.

2. MUSIC



Music shows feature well known Texas personalities. Veteran entertainer, Lee Norton, uses his famous character originations, "Pancho" and "Fatheringay." Zany Bob Byron spins discs, cuts capers. Others include Bruce Layer, Biff Collie, Bob Winset and Dick Eason.

3. ARTIST



Artist Don Estes, with several hit records no on the RCA-VICTOR label is a strong favorit with the weaker sex. Don, former NBC vocalis is featured daily on "Sunrise Serenade," singin all the latest pop tunes and spinning record

KPRC-RADIO LISTENERSHIP *in Texas*

Primary counties*— with at least 50% as many requests per hundred radio homes as from home county.

Secondary counties*— with 25-50% as many requests per hundred radio homes as from home county.

Tertiary counties*— with up to 25% as many requests as from home county.

*Based on NARTB formula

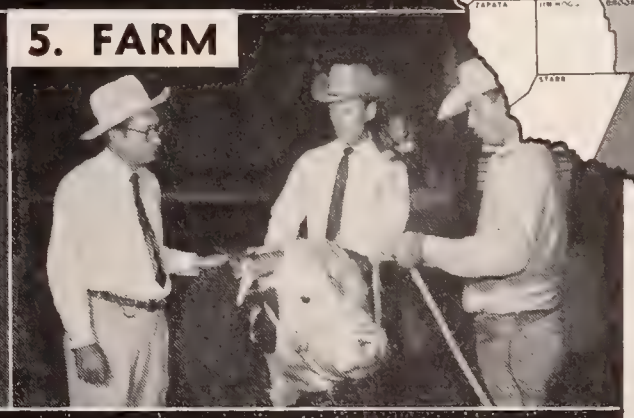
You buy a lot of Texas when you buy . . .

4. FOLK



Folk music, Texas style, is provided by ever-popular Curly Fox, Miss Texas Ruby and the "Foxchasers." Curly, "World Champion Old Time Fiddler," and Texas Ruby draw thousands each month with their personal appearances.

5. FARM



Farm news, local, regional and national, is gathered and edited by George Roesner, "Dean of Texas Farm Broadcasters," and his sidekick, "Buck" Buchanan. These two personally cover all Gulf Coast livestock shows, conventions, farm youth activities and other rural events.

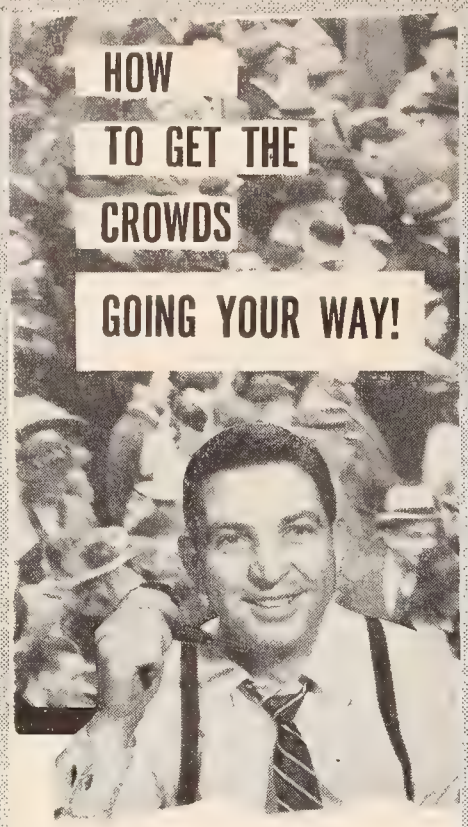
NBC **KPRC** 950 HOUSTON ON YOUR DIAL

5000 watts

Jack Harris,
Vice President & General Manager

Jack McGrew
National Sales Manager

Nationally Represented by
Edward Petry & Co.



Biggest Twin Cities traffic jams are in store aisles—downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

The local businessman will tell you too that WLOL-delivered crowds reach first for WLOL-sold brands. It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle-jammers your way!

WLOL

Top Independent Radio in

MINNEAPOLIS • ST. PAUL

1330 on the dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES

How Time Flies

EDITOR:

Sure appreciate the write-up [ON ALL ACCOUNTS] in your Nov. 5 issue. It's a good way to prove your wide readership. I'm getting tearsheets from friends all over the country.

Somehow or another we got my age mixed up. It isn't that I mind being made six years older. It's just that some of our folks around the office figure it took me 28 years to get out of college . . .

Lowe Runkle, President
Lowe Runkle Co.
Oklahoma City

[EDITOR'S NOTE: B•T regrets that in the process of printing, Mr. Runkle's birthdate was inadvertently changed from 1908 to 1902.]

One-Man Undercurrent

EDITOR:

SOMEBODY WAS SOLD BROOKLYN BRIDGE AND STATEN ISLAND FERRY WITH THAT CLOSED CIRCUIT ITEM IN B•T, NOV. 12. THE UNDERCURRENT OF DISCONTENT IS CONFINED TO ONE BROADCASTER WHO HAPPENS TO BE BOARD MEMBER OF NARTB. HE'S DOING HIS BEST TO WHIP UP A STORM BUT THUS FAR THE ONLY LETTER, PHONE CALL OR PERSONAL MESSAGE WE HAVE HAD FROM OUR VERY OUTSPOKEN MEMBERSHIP THAT EVEN SUGGESTS WE SHOULD PARTICIPATE IN NARTB REGIONAL MEETINGS HAS COME FROM HIM. THE KINDEST THING I CAN SAY ABOUT THE GUY WHO FED YOU THIS IS THAT HE'S GROSSLY MISINFORMED.

Kevin B. Sweeney, Pres.
Radio Advertising Bureau, New York

Legal Notice

EDITOR:

Your issue of Nov. 5 contains a notice of the application of the M.V.W. Radio Corp., Panorama City, Calif., to the FCC for a new am facility. My name is mentioned in connection with this application. However, this is in error.

Although I am an attorney, I did not prepare the application, nor do I have any interest in this matter. The use of my name and address was unauthorized.

Saul R. Levine, Attorney at Law
Los Angeles, Calif.

[EDITOR'S NOTE: The address of M.V.W. Radio Corp. was given on the application to the FCC as % Saul Robert Levine, Suite 1007, 6399 Wilshire Blvd., Beverly Hills, Calif.]

BBB Is Amused

EDITOR:

The Indianapolis Better Business Bureau in its May 1956 *Indianapolis Better Business Bureau News* publication reproduced with your permission a cartoon drawn by Sid Hix [which originally appeared in B•T July 25, 1955].

This cartoon depicts a television announcer in a jail cell saying into a microphone, "Our sensational offer of a life time guaranteed, complete rebuilt sewing machine for only $2.98 comes to you from a new location this week."

The Denver Better Business Bureau publishes a newspaper, *Safeguard,* which is distributed to consumers throughout the U. S. Would you give us permission to use the Sid Hix cartoon in our next issue . . .?

W. Dan Bell, Gen. Mgr.
Denver Area Better Business Bureau, Denver, Colo.

[EDITOR'S NOTE: Permission is granted, provided B•T is credited as the source.]

Testimonial

EDITOR:

. . . I think you people are doing an excellent job in the broadcasting and telecasting field . . .

Harry Parnas, Media Dir.
Doyle Dane Bernbach Inc., New York

America Presents America

EDITOR:

The U. S. Information Agency would like permission to reprint the review of "America Presents America" which appears in the Oct. 22 B•T.

It is our intention to distribute this reprint to television stations throughout the country, as well as to groups and organizations interested in the work we are doing.

Myrtle Bergheim, Pub. Info. Staff
U. S. Information Agency, Washington

[EDITOR'S NOTE: B•T is always glad to grant permission to reprint its articles; asks only that proper credit be given.]

England to Illinois

EDITOR:

Almost daily I am receiving the BBC television from London. This operates on a channel between 40 and 45 mc and comes in QSA-5 with only a nine-ft. piece of wire for an antenna.

I wonder if this is some sort of a record for tv DX. I am not a DX hound so far as television is concerned but due to propogation conditions a week or so ago I felt that if I looked in the right spot I could perhaps get European television . . . which I did. I also received foreign langauge tv audio a few hundred kc below the audio of the BBC-TV station. This audio is am.

Ed Howell, Tech. Sup.
WMIX Mt. Vernon, Ill.

Radio in a Tv Era

EDITOR:

I should appreciate two copies of the BBDO report on radio in the television era from your issue of October 1, 1956.

Robert C. Diefenbach
WRC Washington, D. C.

EDITOR:

Please send us 50 reprints . . .

Tim Elliot, Pres.
WICE Providence, R. I.

EDITOR:

Please send six reprints . . .

Bill Stenson
Campbell-Mithun, Chicago, Ill.

EDITOR:

. . . five reprints of BBDO's Radio Study.

Frank Edwards, Sta. Mgr.
KBTN Neosho, Mo.

TOP RATING IN CINCINNATI!

America's number one mystery adventure series rings up top ratings everywhere. In a key market like Cincinnati, for example, ELLERY QUEEN not only has the **highest rating*** of any syndicated program—it also **outrates** top network favorites such as **$64,000 Question, Climax, Jackie Gleason, Alfred Hitchcock, Dragnet,** and many, many others.

** 24.7 Pulse, September 10, 1956*

the ELLERY QUEEN *series*

starring

HUGH MARLOWE





Your own survey will prove to you that more people are **ELLERY QUEEN** fans than for any other mystery adventure series. No wonder! Books, anthologies, Ellery Queen magazines, motion pictures, network radio series, all with multi-million, astronomical circulations, and now the brilliantly-produced television series are your guarantee of the big audiences you want. Let **TPA** demonstrate to you how the **ELLERY QUEEN** series can best serve you, too.



tpa *Television Programs of America, Inc.*

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN
Chairman — President — Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

WTVJ NEWSMEN CIRCLE THE GLOBE TO



In South Florida, viewers expect and receive outstanding new coverage from WTVJ's PRESTIGE news department. A staff o 14 newsmen insure the WTVJ audience of 'round-the-cloc coverage of all local, state and regional news.

Adding to the completeness of this coverage, WTVJ's camer crews during the past year alone, traveled to 11 States and 2 foreign countries to gather "local" news stories affecting th south Florida community.

Another plus service of Florida's first and most experience television station . . . another reason why the majority of sout Floridians watch WTVJ and continue to buy the products an services of its advertisers.

CBS TELEVISION NETWORK

Basic Affiliate

BRING SOUTH FLORIDA AWARD WINNING NEWS!





RTNDA "Gold Trophy Award For Outstanding TV News Operation in the Nation." 1952



RTNDA "Gold Trophy Award For Outstanding TV News Operation in the Nation." 1953



"HEADLINERS Award For Outstanding Local News". 1956

FLORIDA'S FIRST TELEVISION STATION

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ Channel 4 MIAMI

BUY



TO SELL 2/3 OF CALIFORNIA

These two Big Impact stations

KBIG Catalina
KBIF Fresno

cover all 8 Southern California counties via the salt-water route.

KBIG, broadcasting on 740 kc with 10,000 watts from both Hollywood and Catalina, is the only independent powerful enough and popular enough to register audiences consistently in all three major Southern California metropolitan areas:
LOS ANGELES — America's 3rd market
SAN DIEGO—the 19th
SAN BERNARDINO—the 32nd

KBIF, 900 kc with 1000 watts is the most powerful and popular independent covering Fresno, the nation's No. 1 Farm Market, and its prosperous San Joaquin Valley neighbors.

With the two John Poole high-quality center-dial music-and-news radio stations, you reach ⅔ of the people and the retail sales of the No. 2 State, at statistically the lowest cost-per-thousand listeners. Buy both stations: KBIG and KBIF for KBIG rates plus 25%. Your Weed man has the whole story.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

JOHN HOWARD WOOD



"TRANSITION" has been the watchword of a new era—not the mere by-product of an old order—during the past 19 months for the *Chicago Tribune* and its radio-tv properties in the tower built by the late Col. Robert R. McCormick.

With the vanishing breed of titan has come a greater delegation of authority by top echelons of networks, newspapers and allied fields, observers point out. It takes a business executive with rare perspicacity and acknowledged ability to mold a capable management team to meet today's challenge-of-change in an expanding broadcast industry.

J. Howard Wood seems to have achieved that objective as president of WGN Inc. (WGN-AM-TV Chicago) within a relatively short span that underscores his nearly 40 years in the newspaper field. He is credited with laying groundwork for results which have made their mark on the local radio-television scene and throughout the industry.

Succeeding Col. McCormick as president after the death of the *Tribune* editor-publisher in the spring of 1955, Mr. Wood eventually initiated a series of moves looking toward revitalization of WGN-AM-TV as greater adjuncts of the 109-year-old newspaper.

Reorganization of WGN Inc. has progressed steadily under Mr. Wood, with appointment of Ward L. Quaal, former Crosley executive and a recognized top industry executive, as general manager and a new management plan for vestment of increased responsibility in department heads.

Inherent in Mr. Wood's thinking is the concept that the radio-tv arms, as wholly separate *Tribune* entities, must be "self-sustaining and must operate in such a manner as to afford maximum service to the public and to clients who help make the American system of broadcasting the finest."

Born in Downers Grove, Ill. (Jan. 2, 1901), John Howard Wood actually started his newspaper career as a carrier boy on his father's *Canton* (Ill.) *Daily Register,* graduating to the circulation mail room and cub reporter at 16. He enrolled at Lake Forest (Ill.) College in 1918 and also edited two weekly newspapers *(Highland Park Press* and *Lake Forester).*

Receiving his A. B. degree in 1922, Mr. Wood attended Harvard Graduate School on a university scholarship for a year, then taught English literature and history at Middlesex School in Concord, Mass., for two years. He joined the *Tribune* as North Shore reporter in 1925 and three years later was placed in charge of the Investors' Guide feature in its financial section. He was named financial editor in 1932.

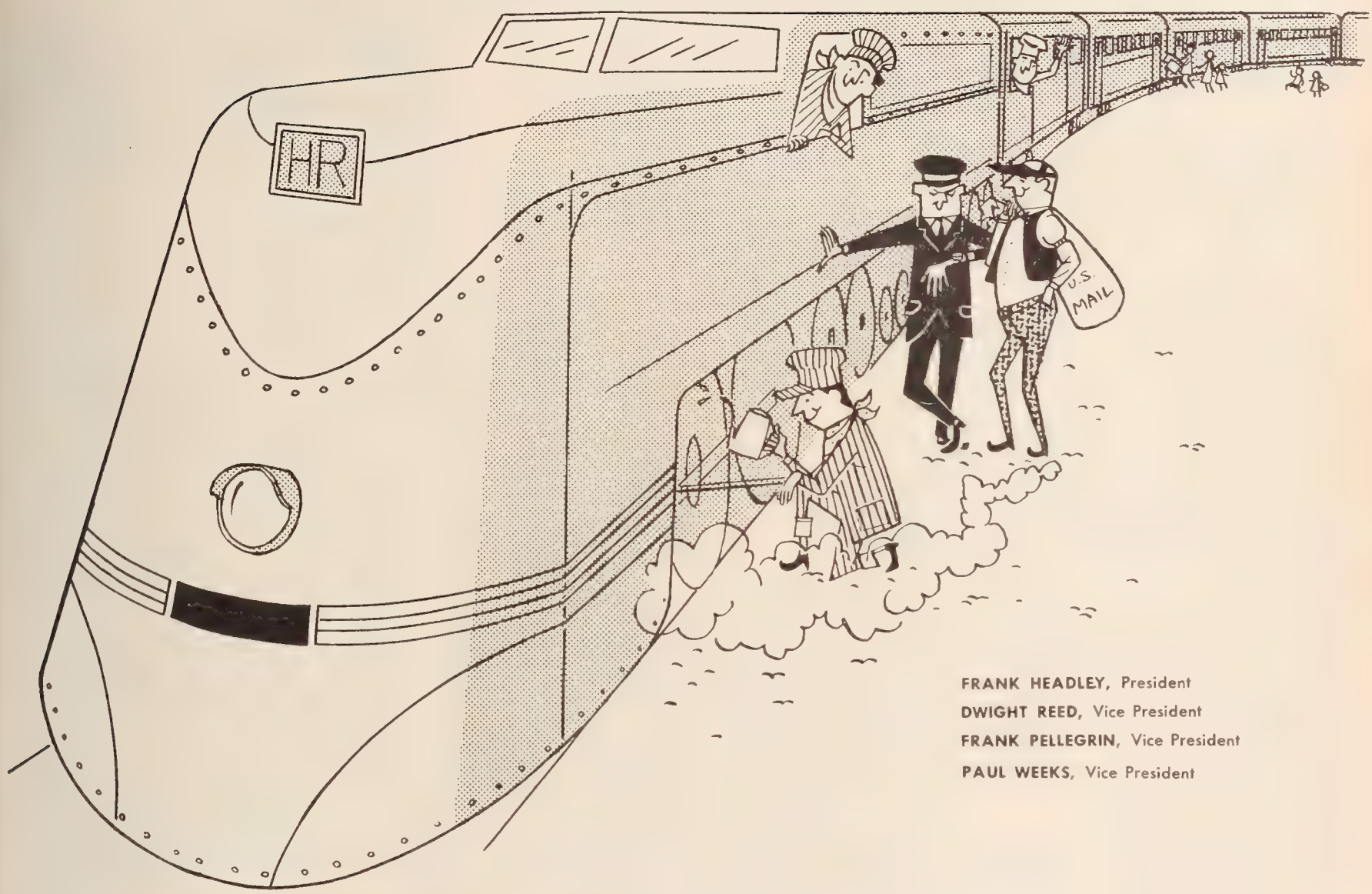
Mr. Wood was named assistant auditor-controller of the Tribune Co. in 1939 and auditor-controller of the company and WGN Inc., plus five other subsidiaries, on May 15, 1942. He was elected treasurer in 1951, continuing in that post until May 16, 1955, when he became Tribune Co. vice president and president of WGN Inc. He was appointed business manager of the *Tribune* and elected Tribune Co. director in 1954, becoming general manager of the newspaper in June 1955. (Chesser M. Campbell, former MBS director, is president of the Tribune Co., which recently acquired the *Chicago American* in a further expansion that may presage purchase of other broadcast properties sometime in the future.)

In his present position, Mr. Wood also has managed to syncretize competitive elements of the newspaper and radio-tv properties, with evidences of greater cooperation among aural-visual-print media representatives who previously were merely on speaking terms. He feels the potential of color tv is "almost unlimited" in programming-advertising but cautions "high selectivity" in approach.

Mr. Wood is a director of WGN Inc., WPIX Inc. (New York), Chicago Tribune-New York News Syndicate, News Syndicate Co., Illinois Atlantic Corp., Ontario Paper Co. Ltd., Quebec North Shore Paper Co., Quebec and Ontario Transportation Co. Ltd. and Manicouagan Power Co.—all Tribune Co. subsidiaries or affiliates. Additionally, he is an executor of Col. McCormick's will and trustee of the McCormick-Patterson trust (which controls the Tribune Co.) and Robert R. McCormick Charitable trust.

Mr. Wood married the former Ruth Hendrickson in 1928. They live in Lake Bluff, Ill., and have two daughters—Mrs. John K. Diedericks and Ann, and two sons, John (now in military service) and Robert (high school student). Mr. Wood's hobbies are fishing and golf and he is a member of the Knollwood Country Club, University Club of Chicago, Chicago Club and Lake Zurich Golf Club. He is a trustee of Lake Forest College.

WORKING PARTNERS



FRANK HEADLEY, President
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RADIO H-R TELEVISION

Everyone at H-R "*goes out on time.*" This means the working partners who head up this firm, as well as the members of our growing staff. The available time of the radio and TV stations we represent, is still the personal selling responsibility of H-R's working partners, the same as it was the day we joined together to form H-R. Then as now, buyers of time and the stations we serve, know that all of us are always "*out on time*" and that H-R "always sends a man to do a man's job.

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RAndolph 6-6431

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Hollywood 2-6453

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YUkon 2-5701

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Dallas, Texas
RIverside 2-5148

101 Marietta Street
Bldg.
Atlanta, Georgia
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JAckson 8-1601

910 Royal Street
Canal 3917
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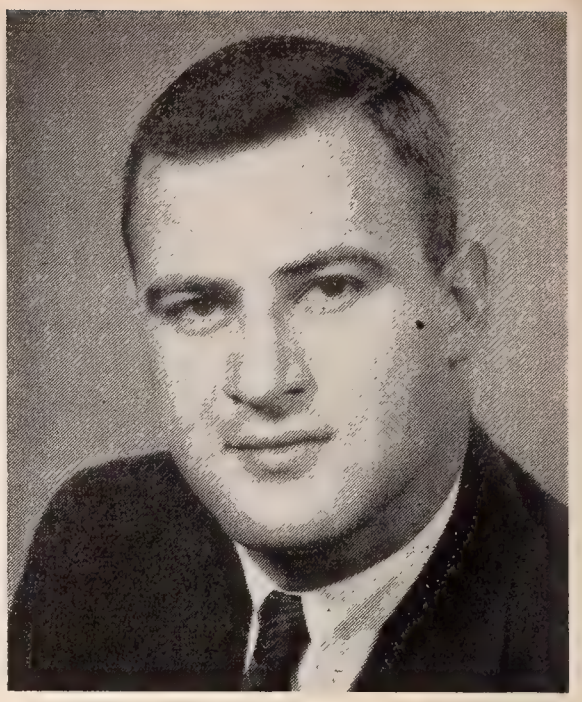
Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

KTVW
CHANNEL 13

SEATTLE-TAKOMA, WASHINGTON

J. Elroy McCaw, Owner
William Veneman, General Manager



JUSTIN THEODORE GERSTLE

on all accounts

IN some small way, the Procter & Gamble people in Cincinnati should be happier these days on account of the teamwork former Yale football coach (now CBS sportscaster) Herman Hickman instilled in Justin Theodore Gerstle, 26, during the latter's days as guard on the Eli eleven. Mr. Gerstle, now a timebuyer on P&G at Benton & Bowles, New York, is convinced that in media, teamwork plays as vital a role—if not more so—than on the gridiron.

A quick glance at the agency's media department table of organization indicates that its breakdown bears a striking similarity to a schematic football formation, with buyers such as Just Gerstle doing their utmost to see that the client scores with his buying public.

Born a New Yorker, Mr. Gerstle left Yale Law in 1952 to seek his goal in advertising, began by joining the Benton & Bowles mailroom with the next hop (January 1953) to the agency's store audit staff. In April of that year, he became an assistant buyer on Parliament and Conoco Oil in the diversified products group, and in March 1954 was transferred in a similar capacity to the Procter & Gamble account group, assisting on Prell shampoo and Pinit home permanent. Later, he was named full timebuyer for Canada on Fluffo, Ivory Snow, Prell and Tide, and in February this year found himself off the Canadian roster and in on the introductory campaign of P&G's new Crest fluoride toothpaste.

In April, he was given the added responsibility as spacebuyer on Camay, Whirl, and an as-yet-unidentified product. He dropped these and assumed his Tide duties in September, a task which the husky guard asserts is "all 'tide' and no ebb."

This would not seem to be too farfetched a view to take in light of P&G's formidable radio-tv expenses in network and national spot campaigns.

A sailing enthusiast ever since boyhood, Mr. Gerstle can often be found on a windy day running out the tide on the Long Island Sound (off Rye, N. Y., his home) in his 20-ft. sloop, the *Caramba*.

When it comes to cost based on coverage, Keep this in mind: wkmh cost per M is lowest of all Detroit stations at all Hours!*

*6 A.M. TO 6 P.M.

SAVE up to 15%

by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMH Dearborn Detroit

5000 WATTS

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.



KWKH SHREVEPORT

MAKES SPLASH IN TURKEY CREEK!

KWKH *inundates* an 80-county daytime SAMS area, covering an almost endless list of cities, farms and settlements — including even Turkey Creek (La.)!

We're "in the swim of things" at home in Shreveport, too. The March, 1956, Pulse credits KWKH with top rating in 55% of all daytime quarter hours—IN 100% OF ALL NIGHTTIME QUARTER HOURS!

Cost-per-thousand homes is 46.4% less than the second Shreveport station. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING
TELECASTING

Vol. 51, No. 21 **NOVEMBER 19, 1956**

MOVIE-TV MERGER PATTERNS DEVELOP

- **AB-PT announces subsidiary to produce theatrical pictures**
- **It's latest in series of major tv-movie alliances this year**

SIGNS became clearer last week that television and the motion pictures are ending an era of enforced co-existence and are entering one of willing co-partnership for their mutual advantage.

On top of the growing numbers of television-motion picture alliances formed largely during the past year, American Broadcasting-Paramount Theatres Inc., ABC parent, last week announced formation of a motion picture production company to add to its broadcasting and theatre operations. Though this action amounts to a departure from the general business drift of motion picture production companies assuming participation in television, it points up an apparent economic principle: The motion picture-tv marketplace is a two-way street.

AB-PT intends to start producing motion pictures through a subsidiary, Am-Par Pictures Corp., according to Sidney Markley, AB-PT vice president who last week was put in charge of film production activities. He will continue also to be in charge of theatre rearrangements. Irving H. Levin has been elected president of the new subsidiary and Harry L. Mandell, vice president.

Though the production and exhibition arms of Paramount were severed several years ago under the terms of a consent decree, Mr. Markley indicated last week that the new subsidiary is not barred from production. He said the Dept. of Justice has been "fully informed of AB-PT's plans for producing pictures, even though the Paramount consent decree does not prohibit the company from making films." It was reported unofficially that AB-PT's reasoning is that the consent decree provides that Paramount Pictures is barred from motion picture exhibition activities but does not stipulate that the theatre company is prevented from producing motion pictures.

AB-PT's plans to enter the motion picture production field were not unexpected, as the company had indicated interest in such an activity before a convention of the Theatre Owners of America in New York a few months ago. Considerable discussion at the meeting was devoted to a shortage of product for theatres, and several theatre chain owners, in addition to AB-PT, touched upon production plans.

Mr. Markley last week said that production by Am-Par Pictures Corp. is "aimed at helping to overcome the shortage of pictures for theatres." He made no mention of whether the company will produce films for tv, but a spokesman later told B•T that no such plans were envisioned. This latter view also has been substantiated by Leonard H. Goldenson, AB-PT president, in his recent statement indicating AB-PT's plans for film production.

At the outset, Am-Par Pictures' activities will be on a "relatively modest scale," according to Mr. Markley. As the new subsidiary's production experience increases, Mr. Markley said, "anticipations are that its efforts can be enlarged on a sound and practical basis." In addition to the exhibition of its pictures in theatres operated by AB-PT subsidiaries, Mr. Markley revealed, the new production company plans to release its films throughout the country and in foreign markets through arrangements with established distribution groups.

Mr. Levin has been active in both motion picture production and distribution for more than 10 years. He has been associated with Mutual Productions and with his own production companies that released pictures through RKO. Mr. Mandell is a motion picture veteran of more than 20 years, having worked for such major film companies as Warner Bros., Eagle Lion and David O. Selznick.

Perhaps the company having the closest parallel with AB-PT is RKO Teleradio, though there are certain sharp differences in their organizational structures. They are similar in that both own and operate radio and tv stations and networks (AB-PT with ABC and RKO Teleradio with Mutual) and both are involved in theatrical production (RKO Teleradio with RKO Radio Pictures). RKO Teleradio, however, has no theatrical exhibition arm but distributes films for television through RKO Television and has announced plans to produce tv programs through RKO Pathe.

RKO Teleradio Pictures as a corporate





BE IT WIDE SCREEN

OR 21-INCH

. . . there's an increasing area of common ground, as is evidenced by the wholesale business negotiations transacted between the motion picture capital and television interests in recent months. Newest development: plans of American Broadcasting-Paramount Theatres to enter motion picture production. AB-PT will make theatrical movies.

Photos: Scene from Paramount's "The Ten Commandments" and from an NBC-TV color spectacular

entity evolves from a broadcasting enterprise —General Teleradio Inc.—which in July 1955 purchased RKO Radio Pictures for $25 million from Howard Hughes [B•T, July 25, 1955]. Early this year, RKO Teleradio sold the RKO library of 740 features and 1,000 short subjects for $15.1 million but retained the studio production facilities [B•T, Jan. 2].

RKO Teleradio, with its activities spread over motion picture production, radio and television broadcasting and tv film production and distribution, is in the unique position of utilizing the facilities of each of its enterprises for the advantage of all. Perhaps it epitomizes the "co-partnership" concept. Only last month it set up an integration-coordination plan under which the motion picture company's personnel and facilities will be made available to Mutual for station relations, sales, sales service, news and program purposes [B•T, Oct. 8]. RKO Radio Pictures similarly coordinates with RKO Television.

In another recent extensive tie-up between the movies and television, National Telefilm Assoc. sold a 50% interest in its NTA Film Network to 20th Century-Fox Film Corp., and in a separate transaction, NTA committed itself to purchase a library of 390 motion pictures from Fox for $30 million [B•T, Nov. 5]. Of particular significance to Fox (aside from the financial terms) was its partnership in a film network, which currently is providing service to 110 stations on a one and one-half hour weekly basis, and plans to provide additional programming by the first of 1957.

While Fox has been in tv film program production for several years through a subsidiary, TCF-TV, the activities of this latter organization promise to be expanded through the parent company's new association with NTA. In a corollary transaction, Fox committed itself to produce the pilots of four new half-hour tv series not later than March 1957, which NTA will distribute.

Columbia Pictures Corp., through its tv production and distribution subsidiary, Screen Gems Inc., was the first major studio to break into tv on a large scale several years ago. It now has a catalogue of some 20 program series prepared especially for television presentation and distribution, placing it among the leaders of tv distributors and producers. Columbia withheld its feature film library from tv until this past summer, and with a flood of major feature film product headed for the airwaves this fall, decided to follow suit. It releases film from its pre-1948 library to stations through Screen Gems.

Loew's Inc.'s approach to tv has been, in some ways, similar to Screen Gems' in that it is making its feature properties available to tv through a wholly-owned subsidiary, MGM-TV. Last summer, the motion picture company announced details of a three pronged invasion of television, covering release to the medium of 770 feature films and 900 shorts produced before 1949; acquisition of interests in tv stations and production of programs especially for television [B•T, June 25]. Charles C. (Bud) Barry, a former NBC vice president, was named vice president in charge of tv operations.

In the ensuing period, Loew's has sold its library in 20 markets, highlighted by sale of the features to CBS, the King Broadcasting Co.'s two tv outlets, and Triangle Publications' tv stations for an estimated $16-20 million. Loew's also has acquired 25% stock interest in three television stations—KMGM-TV Minneapolis, KTTV (TV) Los Angeles and KTVR (TV) Denver—placing this motion picture company squarely in tv with no ifs or buts.

Warner Bros., which wet its feet in television with production of the *Warner Bros. Presents* series for ABC-TV, tumbled all the way last spring when it sold its library of 850 features and 1,500 shorts to PRM Inc., an investment company, for $21 million. An interesting sidelight is that PRM, through Associated Artists Productions, its television subsidiary, announced plans recently to produce movies for theatres.

Paramount Pictures Corp. has substantial interests in two tv stations and sole ownership of a third. In Los Angeles, Paramount, through its wholly owned subsidiary, Paramount Television Productions, owns and operates KTLA (TV). Paramount Pictures also has a 26.6% interest in DuMont Broadcasting Corp., which owns and operates WABD (TV) New York and WTTG (TV) Washington, and holds a similar proportional interest in Allen B. DuMont Labs, manufacturer of tv sets and other electronics.

Paramount Pictures is active in color tv through its 50% ownership of Chromatic Labs, New York. Chromatic for some years has been working with the Lawrence color picture tube, which uses a single gun compared to the conventional three-gun color tube. Earlier this year, Chromatic and DuMont Labs entered into an agreement for research and development on the Lawrence tube and receiver circuitry, looking forward to the launching sometime late next year of color tv sets priced perhaps as low as $350.

Paramount is the only major studio that has withheld its feature film library from television. It disposed of its short subject library early this year to UM&M Tv Corp. for about $3.5 million and this property was obtained by NTA, which purchased UM&M. But Paramount, to date, has stood firm on its feature film product.

The multi-faceted motion picture tv trading lends credence to an oft-quoted business quip: "If you can't beat 'em, join 'em."

WHEN WILL TV GET NEW MOVIES?

HOLLYWOOD studio officials and representatives of the various guilds are continuing night discussions behind closed doors at the Motion Picture Producers Assn. looking toward some formula for the release of post-1948 feature films to television. The big push toward a new policy started in early September and the conferences have been held intermittently since [B•T, Sept. 10]. The next meeting was scheduled for tomorrow night (Tuesday) but this will be postponed, interrupted by a theatrical premiere.

Some observers feel it is no longer a question of will the post-48 films be released, but merely "when." Producers are keeping an eye on other producers to watch if they might break rank and deal individually, and also on major distributors of older movies to tv.

They are especially watching those distributors who have acquired big blocks of old features and are peddling the pre-1948 films to tv with considerable profit. The Hollywood producers would like to know how long these distributors will hold off making terms with the guilds so they can increase earnings by selling their post-48 titles to tv. Some talks with the guilds have already been held by certain top distributors but not with too much success, according to West Coast sources. The central problem is union demand for special residual payments on features released to television.

Aside from MPPA officials and representatives of the major studios, the Hollywood talks include Screen Actors Guild, Screen Directors Guild and Screen Writers branch of Writers Guild of America West. The Society of Independent Motion Picture Producers is representing that segment of production.

Discussions so far have been exploratory with producers reportedly proposing that a 25% portion of tv revenue be knocked out in one hunk for all guilds, leaving it up to the guilds to barter among themselves as to how this should be subdivided. Naturally this puts the producer group at an advantage in one sense. Each guild conceives of its contribution to the movie as the most essential and hence the guilds would beat one another into submission to the producer demand. In another sense it is a disadvantage. The time consumed in inter-guild bickering could leave the producers too long out of the tv market.

Meanwhile, John L. Dales, national executive secretary of Screen Actors Guild, has announced he plans to negotiate a separate agreement with producers that from now on, when an actor is employed to appear in a theatrical picture, he will get two contracts—one for the theatrical showing and another calling for additional pay if the picture is televised.

Other guilds are watching this development closely and it may well signal a practical solution to the problem. Some observers feel, should this pattern ensue, it would mean that all new feature production will involve two contracts with the guilds, one for theatre releases and one for tv. This would leave those films in the period since Aug. 1, 1948, to constitute merely an industry "block" of pictures on which the current meetings at MPPA could turn attention. But the block of titles is a big one.

MORE TV DOLLAR FIGURES REVEALED

Detailed billings shown for CBS-TV, NBC-TV for first half of 1956

ADDITIONAL figures made available last week by the House Antitrust Subcommittee showed that the two biggest television networks—CBS and NBC—grossed $182,508,663 for time sales in the first six months of 1956. Their total net for the first half of 1956 was $151,161,158.

Like the figures released by the congressional committee for the calendar year 1955 [B•T, Nov. 12], the 1956 half-year figures were the first of their kind ever disclosed for the tv industry.

Also last week the House subcommittee headed by Rep. Emanuel Celler (D-N. Y.) made available additional figures for 1955 showing NBC-TV billings from advertisers who received no discounts from the network. Based on B•T computations, this non-discount figure of $12,843,853—added to the $142,139,446 NBC-TV gross billings for 1955 from advertisers who received discounts—brings the total NBC gross for 1955 to $154,983,299. This same $12,843,853 non-discount figure for 1955, added to the NBC-TV net figure of $118,388,710 billed from advertisers who received discounts in 1955, brings the total NBC-TV net for time sales in 1955 to $131,232,563. This compares with CBS-TV's 1955 total gross of $175,688,864 and net of $142,592,496 as reported by B•T Nov. 12. The additional NBC-TV figures bring the total gross for both CBS and NBC for the 1955 calendar year to $330,672,163 and the total net for both networks to $273,825,059 for last year.

B•T computations of the network figures for the first six months of 1956 show:

For CBS:

$94,971,957	gross for regular network service
75,753,647	net for regular network service
473,972	gross for Extended Market Plan service
333,225	net for Extended Market Plan service
95,445,929	gross for combined regular-EMP service
76,086,872	net for combined regular-EMP service

For NBC:

$87,062,734*	gross for entire network service
75,074,286*	net for entire network service

The difference in the spread of CBS gross and net for the six months ($95,445,929 and $76,086,872) and the NBC gross and net billings ($87,062,734 and $75,074,286) indicates that CBS gave substantially higher total discounts than NBC.

Both the CBS and NBC discount systems were explained in the story in B•T's Nov. 12 issue. A further explanation of the application of CBS discounts was made by CBS President Frank Stanton in his testimony in September before the Celler Subcommittee and carried by B•T Nov. 12. Additional explanation of NBC's application of its discount system is as follows:

NBC has two principal categories of discounts—weekly and annual.

The NBC weekly discount for a particular program might vary from week to week with variations in the advertiser's total weekly purchase. Thus, if he sponsors a half-hour period (60% of the hour rate) for at least 26 weeks he will earn a 6% discount. If he concurrently adds another half-hour for 13 alternating weeks, the discounts would be:

Week 1:	60% of hour rate	6% discount
Week 2:	60% of hour rate	
	60% of hour rate	
	120% of hour rate	10% discount

NBC figures submitted for 1955 and Jan.-June 1956 were aggregated over the calendar year or portion and in some cases, such as that above, the discount rates do not correspond to discount rates shown in NBC's tv rate guide.

In other cases, the calendar year may not correspond to the advertiser's discount year. For example, an advertiser may have earned the 10% annual discount for sponsoring a period for 52 consecutive weeks ending in June 1955. He may resume use of the program period in September 1955 under a contract ending in June 1956. The 10% annual discount would not be earned on the resumed program period, so he would get the 10% annual discount for the first six months of 1955, but none for September-December 1955 period. A case such as this would not correspond to the published discount rates because of variations in advertising composition and pattern for a calendar year.

NBC's Special Incentive Plans

1. *Matinee Theatre* **Charter Client Plan.** On Oct. 31, 1955, the live, one-hour color drama *Matinee Theatre* was begun in a mid-afternoon Monday-through-Friday period. To attract advertisers to this "radical and costly innovation in daytime programming . . . at the outset," NBC offered an introductory incentive plan to advertisers who placed orders in advance of the program's premiere date. These advertisers received bonus announcements as follows: 2 for every 11 purchased, 4 for every 22 purchased, 7 for every 32 purchased and 10 for every 42 purchased.

2. **THT Summer Incentive Plan.** This applied to *Today, Home* and *Tonight* and was designed to encourage advertisers to use these programs in summer months to offset sharp declines in purchases in such programs in the summer because of changes in viewing habits and complications caused by variations in observance of Daylight Saving Time and Standard Time in the various markets where the program was broadcast. Bonus announcements are offered any advertiser who orders a designated 14-week summer period, based on a sliding scale ranging from one bonus announcement for 7-11 paid announcements to 18 bonus announcements for 52-54 paid announcements.

3. **Program Extension Plan.** This plan was designed to encourage NBC tv advertisers to order stations in smaller markets which were in need of network programs and revenue to establish successful operations and which were not being used by advertisers because of the small additional circulation they provided. Under the plan, a group of about 50 small market affiliates, with network rates aggregating about $6,000 for the entire group, were designated as Program Extension Plan (PEP) stations. An advertiser ordering a designated number of these stations (in terms of gross rates) received additional stations in the group without charge as a "dividend"—the more he ordered, the more he received without charge. The "dividend" was scaled from 50% for an order including stations aggregating $1,500 in gross rates to 100% for stations aggregating $3,000 in gross rates. This plan, NBC says, helped develop additional network sponsored programs in these markets and contributed "substantially" to the stations' successful operation.

Other Programs

NBC discounts on certain multi-sponsored programs or programs sponsored on other than a regular weekly or alternate weekly basis represent adaptations or pro-rata modi-

IN ALL OF 1955: CBS-TV NET $142,592,496, NBC-TV NET $131,232,563
FIRST HALF 1956: CBS-TV NET $76,086,872, NBC-TV NET $75,074,286

*NBC's billings under its Program Extension Plan (see Special Incentive Plans below) are included in both gross and net figures, but on a net basis, since the advantage to the advertiser is in the form of a bonus, instead of a straight discount. Of the network's other special incentive plans only the "THT Summer Incentive Plan" might apply to the January-June figures in a few cases where the plan was inaugurated by the advertiser before June 30.

fications of the regular discount structure. They are:

Type—Hour, co-sponsored weekly by 3 advertisers

Minimum Term	*Discount*
52 consecutive weeks	10%

Type—Hour, co-sponsored by 3 advertisers 3 out of 4 weeks

Minimum Term	*Discount*
39 telecasts in 52 weeks	7½%

Type—Hour, co-sponsored by 3 advertisers 2 out of 3 weeks

Minimum Term	*Discount*
35 telecasts in 52 weeks	6%

Type—Half-hour, sponsored by 1 advertiser 3 out of 4 weeks

Minimum Term	*Discount*
39 telecasts in 52 weeks	6% weekly plus 7½% continuity

In the fall of 1955 NBC offered a special discount to all advertisers buying time in the Monday-Friday 5-6 p.m. time period. This discount was applied to gross time billings for purchases in these periods in addition to other applicable discounts.

NBC rates for sports and special events programs are fixed on a case-by-case basis because they "represent a distinct category of programs involving unusual costs, and of unusual value to NBC's overall program service." These rates were shown in the NBC tabulations.

NBC noted that in some cases where it seeks to develop a time period which has not yet demonstrated its audience and thus is found unsaleable for this reason, the network "may offer the time period at a price which reflects an allowance from the rate card in order to achieve a sale."

The network said broadcasting is "unique" in that its circulation and programming must be furnished on a continuing basis at the broadcaster's cost, whether or not it is sold, and broadcast time cannot be "stockpiled in inventory for future use." Failure to sell a period which the broadcaster must program anyway means both loss of revenue for the period plus the cost of programming it. Broadcasting is also unique in that each unit of its program product is non-comparable with other units, every program being a distinct advertising adventure with circulation potentials different from other programs. These circulation values are subject to the "hazards of showbusiness," are established only by the "light of experience" and change with shifts in the public taste, competitive programming and other variables. These considerations place a special premium on continuity and stability of sales and on keeping sold all periods programmed for sale.

These specific sales incentives are reflected in NBC's weekly discounts for a minimum of 26 weeks of programming (consecutive or alternating) in a 52-week period; in discounts for daytime periods, where the discount incentive is "twice as great" as that for evening periods because the same discounts are allowed as for evening time, although the time costs are half as much; annual discounts for 52-week continuity, which assure the network savings in sustaining program cost and sales for a year; and separate discounts for THT programs scaled in terms of number of announcements in any one or more of these three programs, although the gross price per announcement for each program is different.

Therefore, NBC said, there is no "fixed relationship between dollar volume" and the rate of discount earned under NBC's discount structure, for the rate of discount depends on the pattern and composition of advertising and one advertiser can spend less and still earn a higher rate of discount than another.

Thus, an advertiser buying a half-hour evening period on a 56-station basic network lineup for 20 weeks in a year would have a gross time cost of $900,000 and earn no discount; whereas, an advertiser buying a quarter-hour daytime period for 52 consecutive weeks would have a gross time cost of about $750,000 and earn a 15% (5% weekly, 10% annual) discount; and one who bought 104 announcements in a year in *Tonight* on the 59-station maximum lineup for that program would have a gross time cost of about $560,000 and would earn a 20% discount, besides receiving bonus announcements under the THT Summer Incentive Plan if at least seven of his announcements were scheduled during the summer.

CBS-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLINGS

THE TABLES which follow show CBS-TV's list of advertisers for January-June 1956. They were submitted by the network to the House Antitrust Subcommittee. CBS-TV broke down the information by each program sponsored by a particular advertiser, the days per week of that show, the number of times it appeared during the half-year, average weekly gross for the show, and the average weekly discount allowed by the network. The last column, total Jan.-June net billing, was computed by B•T after first compiling a six-month gross for each show and then applying the appropriate discount.

The total gross billing for all regular network advertisers in the 1956 half-year was $94,971,957. The computed B•T net was $75,753,647 for that period.

In addition, CBS-TV also submitted information concerning advertisers under its Extended Market Plan service for the same 1956 period. That information is not detailed in the tables. A B•T computation of the EMP advertisers totaled a gross $473,972 and a net $333,225. Accordingly, the overall network gross was $95,445,929; the net was $76,086,872.

Clients	*Days per week*	*Program*	*No. of Programs Carried*	*Average Weekly Gross*	*Average Weekly Dis. Percent*	*Total 6-Month Net $*
FORD DIV. OF FORD MOTOR CO.	1	*Ford Star Jubilee*	6	$ 138,500.00	15	**706,350**
HAWAIIAN PINEAPPLE	1	*House Party*	26	13,300.00	15	**293,930**
S. C. JOHNSON & SONS	1	*Red Skelton*	12	43,600.00	5	**497,040**
KELLOGG CO.	1	*Godfrey & Friends*	13	50,910.00	25	**496,373**
KELLOGG CO.	1	*Garry Moore*	22	10,100.00	25	**166,650**
KELLOGG CO.	1	*Lassie*	13	43,800.00	25	**352,050**
KELLOGG CO.	2	*Godfrey Time*	52	21,000.00	25	**409,500**
KELLOGG CO.	2	*House Party*	52	22,400.00	25	**436,800**
KELLOGG CO.	1	*Wild Bill Hickok*	26	23,500.00	25	**458,250**
P. LORILLARD CO.	1	*Two for the Money*	21	51,700.00	19	**879,417**
P. LORILLARD CO.	1	*Appointment with Adventure $64,000 Challenge*	13	48,500.00	24	**479,180**
MERCURY	1	*Ed Sullivan Show*	26	94,000.00	25.5	**1,833,000**
MILES LABORATORIES	1	*Garry Moore*	25	11,100.00	10	**249,750**
MILES LABORATORIES	1	*Bob Crosby*	25	10,700.00	10	**240,750**
PET MILK	1	*Red Skelton*	13	46,900.00	5	**579,215**
PILLSBURY MILLS	1	*Godfrey & Friends*	13	50,200.00	15	**554,625**
PILLSBURY MILLS	3 plus	*Godfrey Time*	96	47,000.00	25	**916,500**
PILLSBURY MILLS	3 plus	*House Party*	96	47,700.00	25	**930,150**
PRUDENTIAL INSURANCE CO.	1	*You Are There*	26	49,000.00	22	**933,720**
PRUDENTIAL INSURANCE CO.	1	*Garry Moore*	7	16,000.00	15	**95,200**

SHOULD AGENCY BE PRODUCER, TOO?

Today's high tv costs demand it, says BBDO's Duffy



THE VETERAN agency president, Ben Duffy of BBDO, was the "substitute" speaker at last Wednesday's Radio & Television Executives Society luncheon in New York (Sen. John W. Bricker of Ohio cancelled his scheduled speech). No advance word was given as to the subject of Mr. Duffy's talk, which turned out to be a thought-provoking view of how a leading agency looks at television today. His text, condensed, follows:

OUR everyday lives have proved that we like to watch tv from time to time. But those times seem to be fewer and farther between nowadays . . . because we want to see a *good* show. We want good entertainment. Our tastes have grown more sophisticated, more critical, more selective.

On the other hand, working in the medium as we do, we know all the problems involved in coming up with increasingly better entertainment to sell products. We also know that the television advertiser doesn't have an unlimited budget.

The problem is to find a way to satisfy both sides of our double personality. Namely, to give the best entertainment in the world, with the most economical method of presentation.

Costs can *not* keep rising forever, mainly because that kind of money is getting scarcer and scarcer. Fewer and fewer sponsors can afford a network show every week. Co-sponsorship is an accepted way out. So is multiple sponsorship, despite the fact that some product identity is naturally lost in the latter system. But if the traffic can't bear a much higher tariff, it's also a cold hard fact that prices aren't likely to get much lower.

The result is that higher costs have virtually necessitated the agency's re-entry into the field of television production.

In the early days of television, program production was a function of the agency.

Over the course of several years, that control of agency production was given over to networks and to independent packagers. The agency viewed shows; commented on shows; bought shows on a supermarket basis. Only rarely did the agency get into the actual production of these shows before the pilot film stage had been reached.

But times have changed and now the agency *must* become a co-producer. It doesn't seem practical that the agency can ever again become *sole* producers of network television shows, although we do this on occasions, like 10 years ago. For one thing, the field of television production today, with reruns, color, and all the other little headaches, has become more complex. An agency is not in the business to make money as producers or owners of television packages.

LEAVE THE GOVERNMENT OUT OF IT

DEPARTING from text, Mr. Duffy asserted, "The worst thing in the world [for the industry] would be the government legislating hours of programming." Although he did not specify further, it was understood that Mr. Duffy was referring to congressional and other government probes of alleged network "monopoly" in tv programming and such proposals as one made before congressional investigating committees that hours of network option time be reduced, by legislation if necessary.

Mr. Duffy's position is that if the radio-tv industry, which operates in a free society, is to keep the "air" free, it must regulate itself and not be constantly "running down to Washington [and to the FCC] with our little problems." In another deviation from his text, Mr. Duffy said that if networks can produce programs "better" than agencies, program package producers and "anybody else," then they should produce all programs. His intimation was, however, that this was not the case.

But the co-producing role is a perfectly logical one for us. It is a middle-of-the-road approach to the problem of program control that neatly bridges the two extremes of past years. It is a role that an agency can play well for all concerned.

First of all, what will be the effect on the package producer? I feel it can only help his cause along. The expense of television today has already eaten into the ranks of marginal producers, since they have a much harder time raising the necessary capital to go into production. It has also served to eliminate some of the inferior products of marginal producers from the market, since such material is now too expensive to toy around with. But for the competent, talented producer, the agency's new system of operation can help secure his success. It stands to reason that if an agency is *part* of a show, it must be solidly *behind* that show. This reduces the risk of a cancellation after a 13-week period, since this "trial" run is largely absorbed in pre-telecast conference between agency and producer. Close agency cooperation with the producer also allows him to get the bugs out of his show before the advertiser sees it and increases the likelihood he will be consulted on future properties.

Secondly, what will be the effect on the sponsor? The agency's co-producer status assures the client that his wishes will be transmitted as quickly and as effectively as possible into the final product. It eliminates for the client most of the risk of buying into a product that never stands up to the pilot film. It adds for the client an extra creative dimension to the production of a quality series. And it assures the fact that the agency will be as aware of what is going into the production of the series as the producer himself. In other words, it gives the advertiser his *real* dollar value for what he pays.

Thirdly, what will be the effect on the agency? Aside from the fact that it creates a heavy load for agency programming personnel, this new sort of operation guarantees the agency a much closer liaison between the other two interested parties—clients and producers. The solving of minor day-to-day problems will probably eliminate the big ones that used to crop up "out of the blue," so to speak.

Television might be compared to a boy growing up. It's out of its infancy now, and well into the teens. It's becoming wiser, smarter, more sophisticated. And it's also costing a lot more money to rear. It has problems that are bigger and more complex now than they were when it was a small boy. More than ever, it needs a mother *and* a father working on a *full-time* basis to make it a mature, well-rounded, fully integrated and responsible individual worthy of representing any corporation in the country on the highest level.

We in the agency business have an all-important product to sell—service—whether it be productive or creative. We would be failing in our duty and obligation to our clients if we did not step in now in an effort to stymie the spiraling costs of television through our own efforts as producers. We do it in every other phase of our clients' advertising.

For example, we have been producers, co-producers, and even package creators in radio, and I think now is the time for us to step into television in order to protect our clients.

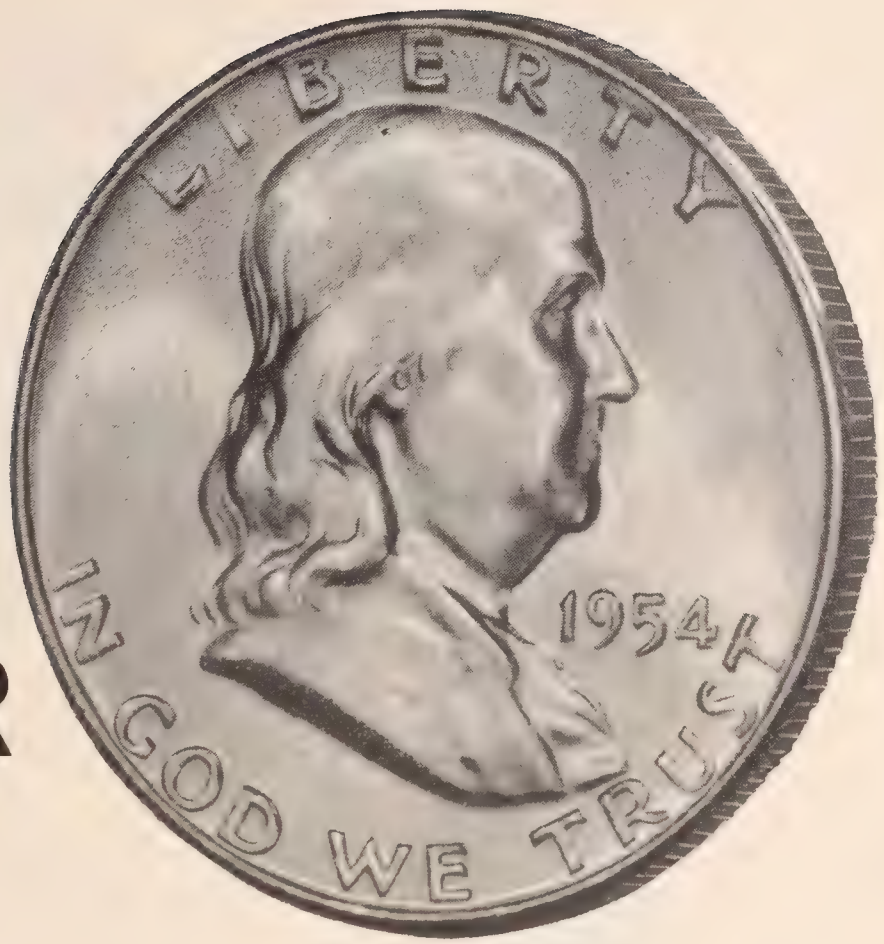
The so-called day of expensive programming meaning good programming is a day of the past. Good creative programming at controlled cost should be our goal.

CBS-TV

Clients	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Dis. Percent	Total 6-Month Net $
REVLON INC.	1	*$64,000 Question*	26	56,800.00	25	**1,107,600**
REVLON INC.	1	*Appointment with Adventure $64,000 Challenge*	13	48,700.00	20	**506,480**
SCHLITZ BREWING CO.	1	*Playhouse of Stars*	26	49,900.00	22.5	**1,005,485**
SINGER SEWING MACHINE CO.	1	*Four Star Playhouse*	12	48,300.00	5	**550,620**
SYLVANIA ELECTRIC CORP.	1	*Beat the Clock*	24	42,700.00	11	**912,072**
BULOVA WATCH CO.	1	*Two for the Money*	5	54,900.00	5	**260,775**
CAMPBELL SOUP CO.	1	*Lassie*	13	43,400.00	20	**451,360**
CAMPBELL SOUP CO.	1	*Garry Moore*	4	11,700.00	23	**36,036**
CAMPBELL SOUP CO.	1	*House Party*	4	13,000.00	23	**40,040**
STANDARD BRANDS INC.	1	*Godfrey Time*	4	13,900.00	22	**43,368**
STANDARD BRANDS INC.	1	*Valiant Lady*	4	12,700.00	22	**39,624**
PROCTOR & GAMBLE	5	*Search for Tomorrow*	26	56,000.00	25	**218,400**
PROCTOR & GAMBLE	5	*Guiding Light*	26	54,500.00	25	**212,550**
PROCTOR & GAMBLE	5	*Brighter Day*	26	54,000.00	25	**210,600**
PROCTOR & GAMBLE	5	*Love Story 4/2 As the World Turns*	26	103,500.00	25	**403,650**
PROCTOR & GAMBLE	5	*On Your Account 4/2 Edge of Night*	26	104,000.00	25	**405,600**
PROCTOR & GAMBLE	1	*I Love Lucy*	13	57,900.00	25	**564,525**
PROCTOR & GAMBLE	1	*Its Always Jan*	20	52,200.00	25	**783,000**
PROCTOR & GAMBLE	1	*Bob Crosby*	26	9,400.00	25	**183,300**
PROCTOR & GAMBLE	1	*Bob Crosby*	4	9,900.00	25	**29,700**
PROCTOR & GAMBLE	1	*Undercurrent-Line Up*	7	52,900.00	25	**277,725**
WESTINGHOUSE ELEC.	1	*Studio One*	25	80,700.00	25	**1,513,125**
YARDLEY	1	*Garry Moore*	26	13,100.00	15	**289,510**
CONVERTED RICE	1	*Garry Moore*	13	14,000.00	5	**172,900**
LIGGETT & MYERS	1	*Gunsmoke*	13	50,200.00	24	**495,976**
LIGGETT & MYERS	1	*Gunsmoke*	7	52,000.00	24	**276,640**
LIGGETT & MYERS	1	*Do You Trust Your Wife*	2	48,100.00	20	**76,960**
BEST FOODS	1	*Garry Moore*	5	15,840.00	5	**75,240**
LEHN & FINK	1	*Sun Lucy Show*	14	33,600.00	20	**376,320**
LEVER BROS.	1	*Talent Scouts (Lipton)*	13	45,000.00	20	**468,000**
LEVER BROS.	2	*Godfrey Morn. Show*	26	19,000.00	15	**209,950**
LEVER BROS.	3	*Art Linkletter*	26	34,800.00	25	**226,200**
LEVER BROS.	1	*Garry Moore*	26	20,800.00	25	**405,600**
ANHEUSER-BUSCH INC.	1	*Damon Runyon Theatre*	24	29,800.00	21	**565,008**
BROWN & WILLIAMSON INC.	1	*Baseball Preview*	6	10,100.00	15	**51,510**
COLGATE-PALMOLIVE	1	*Baseball Preview*	7	10,300.00	25	**54,075**
BROWN & WILLIAMSON INC.	1	*The Lineup-Undercurrent*	13	56,100.00	20	**583,440**
CURTISS CANDY	1	*Tales of the Texas Rangers*	13	20,700.00	5	**255,645**
EASY WASHING MACH. CORP.	1	*Godfrey Time*	37	13,600.00	21	**279,344**
EASY WASHING MACH. CORP.	2					
GENERAL MILLS INC.	2	*Valiant Lady*	52	23,250.00	25	**453,375**
GENERAL MILLS INC.	2	*Bob Crosby Show*	52	21,700.00	25	**423,150**
GENERAL MILLS INC.	1	*Garry Moore*	26	10,200.00	25	**198,900**
GENERAL MILLS INC.	1	*Tales of the Texas Rangers*	13	17,200.00	25	**167,700**
GENERAL MILLS INC.	Alt. 1 Wkly.	*Lone Ranger*	24	16,700.00	25	**300,600**
GERBER PRODUCTS	1	*Bob Crosby Show*	26	15,200.00	17.5	**326,040**
MAYTAG CO.	1	*Navy Log*	14	47,750.00	5	**635,075**
MENNEN CO.	1	*Damon Runyon Theatre*	1	27,400.00	5	**260,300**
NATIONAL DAIRY	1	*Big Top*	26	33,400.00	23	**668,668**
PHARMACEUTICALS INC.	1	*Sunday News Special*	25	10,100.00	25	**189,375**
PHARMACEUTICALS INC.	1	*Meet Millie*	5	41,600.00	19	**168,480**
PHARMACEUTICALS INC.	1	*Guy Lombardo Diamond Jubilee Joe & Mabel*	16	47,100.00	25	**565,200**
QUAKER OATS	1	*Sgt. Preston of the Yukon*	26	41,500.00	20	**863,200**
W. B. SHAEFFER PEN CO.	1	*Navy Log*	12	47,300.00	5	**539,220**
U. S. STEEL CORP.	1	*U. S. Steel Hour*	13	79,800.00	5	**985,530**
BROWN & WILLIAMSON	1	*Robert Q. Lewis*	8	12,300.00	10	**88,560**
CARTER PRODUCTS	1	*Meet Millie*	5	43,200.00	5	**205,200**
MINN. MINING & MFG. CO.	1	*Godfrey Time*	7	12,400.00	2.5	**84,630**
W. A. SHEAFFER PEN CO.	1	*Robert Q. Lewis*	2	10,000.00	2.5	**19,500**
WANDER CO.	1	*Captain Midnight*	14	17,500.00	7.5	**226,625**
MENNEN CO.	1	*Damon Runyon Theatre*	1	8,500.00 (2)		**8,500**
AMERICAN OIL CO.	1	*Person to Person*	13	18,922.50	5	**233,699**
BRISTOL-MYERS	1	*Alfred Hitchcock*	26	47,763.75	25	**931,398**
BRISTOL-MYERS	1	*Garry Moore*	26	10,643.55	25	**207,558**
BRISTOL-MYERS	1	*Four Star Playhouse*	13	47,074.50	25	**458,981**
BRISTOL-MYERS	2	*Arthur Godfrey Time*	26 Contig. 26 Non-Contig.	22,700.00	25	**442,650**
BRISTOL-MYERS	1	*Arthur Godfrey Time*	26	13,349.37	25	**260,306**
BRISTOL-MYERS	1	*Arthur Godfrey Time*	4	10,991.68	25	**32,976**

(2) Because of failure to sell alternate week, sponsor permitted to pick up for station payment only.

A HALF DOLLAR



will go a long way these days on WHO Radio!

Take 9 a.m. to 12 noon as an example . . .

FAR be it from us to suggest that radio is the *only* worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. *Especially on WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual *listening* homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for $1.01—*ALL LISTENING TO WHO!*

That's the half-dollar *minimum.* With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra *home* sets and 573,000 *car* radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.
National Representatives



The Rugged Courage..

The rugged courage of such heroes as Robert E. Lee, J.E.B. Stuart, "Stonewall" Jackson vitalizes the inheritance behind our expanding, industrial South. Today's economic growth stems similarly from the courage and vision of modern leaders who link the traditions of the old South and aggressive progress of the new.

WRVA-TV—Richmond's own (and newest) television station—forges another bond in this strengthening chain. Closely tied to Richmond tradition for over 30 years through long-respected WRVA Radio, WRVA-TV continues the finest standards of creative leadership, imaginative programming, community service through experienced, competent and responsible management.

WRVA-TV *belongs* to Richmond. Its highest aim will be to earn the continuing loyalty of Richmond viewers.

Represented nationally by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

CBS-TV

Clients	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Dis. Percent	Total 6-Month Net $
BRISTOL-MYERS	1	*Arthur Godfrey Time*	16	13,750.00	25	**165,000**
BRISTOL-MYERS	1	*A. Godfrey & His Friends*	2	57,948.00	25	**86,922**
GENERAL MOTORS (BUICK MOTORS)	1	*Jackie Gleason in the Honeymooners*	26	55,421.25	25	**1,080,710**
GENERAL MOTORS (CHEVROLET DIV.)	1	*Garry Moore*	26	16,080.00	25	**313,560**
GENERAL MOTORS (FRIGIDAIRE DIV.)	1	*Do You Trust Your Wife*	2 Alt, 22 Wkly.	43,934.25	22.5	**817,172**
CHRYSLER CORP.	1	*Climax-Shower of Stars*	26	89,387.81	25	**1,743,066**
HAMM BREWING	1	*Person to Person*	26 Wkly. 13 Alt.	13,234.50	5	**326,905**
HAZEL BISHOP	1	*Bob Crosby*	6	14,760.00	21	**69,962**
HAZEL BISHOP	1	*Bob Crosby*	12	13,093.12	20	**125,693**
HAZEL BISHOP	1	*Garry Moore*	8	14,835.00	20	**94,944**
HAZEL BISHOP	1	*Garry Moore*	9	10,895.62	20	**78,451**
HAZEL BISHOP	1	*Arthur Murray Party*	6	48,343.75	13	**252,356**
JOHNSON & JOHNSON	1	*Robin Hood*	13	48,451.50	5	**598,382**
WILDROOT	1	*Robin Hood*	13	48,570.00	5	**599,840**
JULES MONTENIER	1	*What's My Line*	13	42,465.00	5	**524,443**
REMINGTON RAND	1	*What's My Line*	13	45,712.50	5	**564,556**
R. J. REYNOLDS	1	*Bob Cummings*	4 Alt. 17 Wkly.	47,940.00	25	**755,055**
R. J. REYNOLDS	1	*Crusader*	13	50,644.50	25	**493,789**
R. J. REYNOLDS	1	*Phil Silvers*	12	53,505.00	25	**481,545**
R. J. REYNOLDS	1	*I've Got a Secret*	26	56,224.50	25	**1,096,388**
WESSON OIL	1	*Valiant Lady*	5 Contig. 21 Non-Contig.	14,280.94	21	**293,332**
WESSON OIL	1	*Bob Crosby*	5	12,048.12	17	**49,999**
AMERICAN HOME PROD.	5	*Love of Life*	130	64,000.00	25	**1,248,000**
AMERICAN HOME PROD.	5	*Secret Storm*	130	63,000.00	25	**1,228,500**
AMERICAN HOME PROD.	1	*Arthur Godfrey Time*	26	9,100.00	25	**177,450**
AMERICAN HOME PROD.	3	*Doug. Edwards & The News*	78	82,500.00	25	**1,608,750**
AMERICAN HOME PROD.	1	*Name That Tune*	19	40,500.00	25	**577,125**
AMERICAN TOBACCO CO.	1	*Jack Benny* *Private Secretary*	26	56,000.00	25	**1,092,000**
AMERICAN TOBACCO CO.	1	*Doug. Edwards & The News*	30	24,200.00	25	**471,900**
CARNATION CO.	1	*Bob Crosby*	13	16,600.00	15	**183,430**
CARNATION CO.	1	*Burns & Allen*	13	54,200.00	19	**570,726**
COLGATE PALMOLIVE	3	*Strike It Rich*	130	64,500.00 (1)	25	**1,257,750**
COLGATE PALMOLIVE	3	*Big Payoff*	78	63,300.00	25	**1,234,350**
COLGATE PALMOLIVE	1	*The Millionaire*	26	54,300.00	25	**1,058,850**
COLGATE PALMOLIVE	1	*Crusader*	13	51,000.00	25	**497,250**
COLGATE PALMOLIVE	1	*Bob Cummings*	5	52,000.00	25	**195,000**
COLGATE PALMOLIVE	1	*My Friend Flicka*	21	41,700.00	25	**656,775**
B. F. GOODRICH	1	*Burns & Allen*	13	50,500.00	5	**623,675**
TONI CO.	1	*Valiant Lady*	26	9,800.00	25	**191,100**
TONI CO.	1	*Bob Crosby*	26	9,600.00	25	**187,200**
TONI CO.	1	*Garry Moore*	26	9,800.00	25	**191,100**
TONI CO.	1	*Talent Scouts*	13	51,400.00	25	**501,150**
TONI CO.	1	*A. Godfrey & His Friends*	13	53,800.00	25	**524,550**
TONI CO.	1	*Arthur Murray Party*	5	47,500.00	20	**190,000**
TONI CO.	1	*Person to Person*	4	41,400.00	15	**140,760**
AMERICAN HOME PROD.	1	*Wanted-Quiz Kids*	12	28,300.00	25	**254,700**
NORWICH PHARMACAL	1	*Sunday News Special*	1	9,500.00	12.5	**8,313**
GILLETTE SAFETY RAZOR		*Kentucky Derby*	1	44,600.00	15	**37,910**
GILLETTE SAFETY RAZOR		*Belmont Stakes*	1	41,400.00	15	**35,190**
BELL TELEPHONE SYSTEM	1	*Telephone Time*	12	50,253.75	25	**452,286**
AMANA	1	*Phil Silvers*	13	51,975.00	5	**641,891**
CBS HYTRON	1	*Garry Moore*	13	15,239.00	13	**172,353**
GENERAL ELECTRIC	1	*G. E. Theatre*	26	53,130.00	24.5	**1,042,942**
GENERAL ELECTRIC	1	*20th Century Fox*	13	80,410.00	20	**836,264**
GENERAL FOODS	1	*Mama*	26	38,921.00	25	**759,960**
GENERAL FOODS	1	*Our Miss Brooks*	26	37,052.00	25	**647,514**
GENERAL FOODS	1	*December Bride*	26	52,102.00	25	**1,015,989**
GENERAL FOODS	1	*I Love Lucy*	13	47,916.25	25	**467,181**
GENERAL FOODS	1	*Doug. Edwards & The News*	2	28,840.00	25	**43,260**
GENERAL FOODS	1	*Mighty Mouse*	7	18,656.25	25	**97,944**
GENERAL FOODS	1	*Johnny Carson*	12	42,367.50	25	**381,312**
GENERAL FOODS	1	*Circus*	1	93,883.12	25	**70,412**
LANOLIN PLUS	1	*Name That Tune*	7	43,807.00	5	**291,317**
NESTLE CO.	1	*Lone Ranger*	2	19,294.00	19	**31,256**
NESTLE CO.	1	*Stage Show*	26	46,188.00	22	**936,693**
A. E. STALEY	1	*Garry Moore*	14	13,950.00	5	**185,535**
WRIGLEY	1	*Gene Autry*	26	14,925.00	10	**349,245**

(1) Time is furnished without charge to sponsor on two out of five days a week in return for which sponsor (A) makes this program available on the two days at a nominal cost and (B) sponsor makes another program available twice a week at nominal cost.

CBS-TV

Clients	Days per week	Program	No. of Programs Carried	Average Weekly Gross	Average Weekly Dis. Percent	Total 6-Month Net $
S. O. S.	1	*Garry Moore*	13	14,382.50	15	**158,932**
S. O. S.	1	*Bob Crosby*	13	14,747.50	15	**162,965**
SCOTT PAPER	1	*Valiant Lady*	26	11,050.00	22	**224,094**
SCOTT PAPER	1	*Bob Crosby*	26	9,915.00	22	**201,076**
SCOTT PAPER	1	*Bob Crosby*	22	12,945.00	22	**222,136**
SCOTT PAPER	1	*Omnibus*	13	23,202.44	10	**271,463**
LANOLIN PLUS	1	*Robert Q. Lewis*	10	14,120.00	7.5	**130,610**
CORN PRODS.	1	*Godfrey Time*	20	12,630.00	8	**232,392**
CHUN KING	1	*Garry Moore*	13	14,027.50	5	**173,246**
CBS COLUMBIA	1	*Godfrey & Friends*	11	53,595.00	14	**507,009**
ALUMINUM	1	*Omnibus*	13	23,202.44	10	**271,463**
SWIFT & CO.	1	*House Party*	4	17,055.00	10	**61,398**
REGAL PALE BREWING	1	*Harry Owens*	26	5,310.00	20	**110,448**
		Network Participating Programs				
PROCTOR & GAMBLE	5	*Captain Kangaroo*	6	12,192.48	25	**18,288**
BROWN SHOE	2	*Captain Kangaroo*	27	2,167.00	10	**26,330**
KOOL AID	1	*Captain Kangaroo*	3	4,154.75	25	**9,349**
AMERICAN HOME	1	*Captain Kangaroo*	8	3,889.18	25	**23,334**
HAMILTON BEACH	1	*Good Morning*	6	2,909.40	5	**16,581**
LYON VAN & STORAGE	3	*Panorama Pacific*	60	1,350.00	5	**25,650**
STAR IMPORT	2	*Panorama Pacific*	2	1,140.00	4.94	**1,084**
KENTILE INC.	2	*Panorama Pacific*	7	990.00	2.5	**3,378**
READERS DIGEST	3	*Panorama Pacific*	3	1,350.00	2.5	**1,316**
PROCTOR & GAMBLE	5	*Panorama Pacific*	25	2,250.00	5	**10,688**
PHILIP MORRIS	3	*Panorama Pacific*	78	1,185.00	7.38	**28,536**
NATIONAL BISCUIT CO.	3	*Panorama Pacific*	18	1,485.00	2.5	**8,687**
HILLS BROS.	3	*Panorama Pacific*	63	1,485.00	7.38	**28,884**
STERLING DRUG	2	*Panorama Pacific*	44	790.00	2.5	**16,946**
GENERAL MILLS	2	*Panorama Pacific*	30	900.00	2.5	**13,163**
GENERAL FOODS	5	*Panorama Pacific*	15	1,975.00	9.75	**5,347**
LAMBERT PHARMACAL	2	*Panorama Pacific*	55	790.00	2.5	**20,027**

CBS-TV CLIENTS RECEIVING NO DISCOUNT—JANUARY-JUNE 1956

MASLAND	1	*Garry Moore*	9	13,000.00		**117,000**
SERTA ASSOC.	1	*Garry Moore*	13	15,300.00		**198,900**
PHARMA-CRAFT	1	*Beat the Clock*	2	44,900.00		**89,800**
STEEL COMPANIES	1	*Add. by Admiral Ben Moreell*	1	20,900.00		**20,900**
RALSTON PURINA	1	*Robert Q. Lewis*	8	12,600.00		**100,800**
RALSTON PURINA	1	*Garry Moore*	4	13,300.00		**53,200**
AMERICAN SAFETY RAZOR	1	*Game of the Week*	13	28,800.00		**374,400**
FALSTAFF BREWING CO.	1	*Game of the Week*	13	9,400.00		**122,200**
ELGIN NATIONAL WATCH CO.	1	*Person to Person*	10	41,600.00		**416,000**
GENERAL MOTORS	1	*Orange Bowl Game*	1	300,000.00*		**300,000**
BAUER & BLACK	1	*Captain Kangaroo (1)*	10	1,900.00		**19,000**
NESTLE CO.	2	*Captain Kangaroo (1)*	8	5,800.00		**23,200**
SKILL BUILT TOOL CO.	1	*Good Morning (1)*	1	1,400.00		**1,400**
STERN'S NURSERIES	1	*Good Morning (1)*	16	2,300.00		**36,800**
AMERICAN MEAT INST.	1	*Panorama Pacific (1)*	13	500.00		**6,500**
CONVERTED RICE	3	*Panorama Pacific (1)*	39	1,100.00		**14,300**
STERN'S NURSERIES	1	*Panorama Pacific (1)*	1	300.00		**300**
VAN FRANK SALES	1	*Panorama Pacific (1)*	9	500.00		**4,500**
DOW CHEMICAL CO.	1	*Panorama Pacific (1)*	12	500.00		**6,000**
POLAROID CAMERAS	1	*Panorama Pacific (1)*	5	500.00		**2,500**
CALGON INC.	1	*Panorama Pacific (1)*	6	500.00		**3,000**
EVINRUDE MOTORS	1	*Panorama Pacific (1)*	7	500.00		**3,500**
BROOKLYN PRODS.	2	*Panorama Pacific (1)*	8	900.00		**3,600**
E. L. BRUCE	2	*Panorama Pacific (1)*	28	900.00		**12,600**
BELTONE HEARING AID	1	*Panorama Pacific (1)*	7	500.00		**3,500**
CARTER PRODS.	2	*Panorama Pacific (1)*	3	1,000.00		**1,500**
TIDEWATER ASSOC.	2	*Panorama Pacific (1)*	12	1,000.00		**6,000**
UNION OIL OF CALIF.	1	*Sports*	4	4,500.00		**18,000**
BAUER & BLACK	1	*Godfrey Time*	4	13,800.00		**55,200**
SEVEN-UP	1	*Bob Crosby*	4	16,300.00		**65,200**
AMANA	1	*Basketball*	10	4,200.00		**42,000**
SHULTON	1	*See It Now*	2	78,700.00		**157,400**
SHULTON	1	*Victor Borge*	1	68,200.00		**68,200**
J. P. STEVENS	1	*Omnibus*	13	23,900.00		**310,700**

(1) Shared sponsorship program for which separate discount schedule is applicable, but discount not carried above instances.

* Contract price for special programming: includes both time and program.

NBC-TV ADVERTISERS: THEIR GROSSES, DISCOUNTS, NET BILLINGS

THE TABLES which follow show NBC-TV's list of advertisers for he first six months of 1956 to which discounts were granted. NBC-TV broke down the information by each program sponsored by a particular advertiser, the total gross charged for the show, and the discount percentage allowed by the network.

The total net time figures listed in the last column are B•T computations arrived at by deducting the appropriate discount. The total gross billing for all advertisers in the January-June period was $87,062,734. The net, as computed by B•T, was $75,074,286 for the same six-month period.

Client and Program	*Gross Time $*	*Amount of Discount %*	**Net Time 6 Mos.*
ALUMINUM CO. OF AMERICA			
Alcoa Hour	1,080,823	8	**994,357**
Today—Home—Tonight	87,903	0	**87,903**
AMERICAN CHICLE CO.			
Caesar's Hour	566,502	7	**526,847**
Zoo Parade	254,617	0	**254,617**
AMERICAN HOME PRODUCTS			
Midwestern Hayride	224,046	7	**208,363**
Today—Home—Tonight	207,952	20	**166,362**
AMERICAN MEAT			
Today—Home—Tonight	239,341	10	**215,407**
AMERICAN RADIATOR & STANDARD SANITARY CORP.			
Today—Home—Tonight	282,018	20	**225,614**
Color Spread	77,591	0	**77,591**
YOUNGSTOWN KITCHEN			
Today—Home—Tonight	45,842	20	**36,674**
Queen For A Day	189,805	5	**180,315**
AMERICAN TOBACCO CO.			
Adventure Theatre	57,143	16	**48,227**
Big Story	620,867	18	**509,111**
Hit Parade	594,575	18	**487,552**
Justice	460,590	10	**414,531**
AMERICAN VISCOSE			
Today—Home—Tonight	118,160	10	**106,344**
ARMSTRONG CORK CO.			
Circle Theatre	980,498	8	**902,058**
HAZEL BISHOP			
This Is Show Business	117,699	0	**117,699**
This Is Your Life	307,348	6	**288,907**
BISSELL CARPET SWEEPER CO.			
Today—Home—Tonight	134,758	10	**121,282**
BLOCK DRUG CO.			
Matinee Theatre	174,690	0	**174,690**
Today—Home—Tonight	192,918	17½	**159,157**
BORDEN CO.			
A Date With Life	929,955	20	**743,964**
People's Choice	1,088,927	14	**936,477**
BROWN & WILLIAMSON			
Comedy Hour	550,378	7½	**509,100**
It Could Be You	26,442	15	**22,476**
Steve Allen Show	30,656	7½	**28,357**
Tennessee Ernie	344,650	15	**292,953**
CALIFORNIA PACKING CO.			
Today—Home—Tonight	233,244	17½	**192,426**
CAMPANA SALES CO.			
Queen For A Day	56,960	5	**54,112**
CAMPBELL SOUP CO.			
Star Stage	618,098	6	**581,012**
CHESEBROUGH-PONDS			
Star Stage	623,964	6	**586,526**
Today—Home—Tonight	42,937	0	**42,937**
CHICKEN OF THE SEA			
Queen For A Day	84,900	5	**80,655**
CHRYSLER CORP.:			
CHRYSLER DIV.			
It's A Great Life	1,082,000	15	**919,700**
DODGE DIV.			
Cotton Bowl Game	85,250	0	**85,250**
DESOTO DIV.			
Best of Groucho	58,637	17	**48,669**
You Bet Your Life	1,418,782	25	**1,064,087**
PLYMOUTH DIV.			
Plymouth News	1,585,716	14	**1,363,716**
CLUETT PEABODY			
Today—Home—Tonight	154,918	17½	**127,807**
COCA COLA CO.			
Coke Time	1,455,630	7	**1,353,736**
COLGATE PALMOLIVE CO.			
Feather Your Nest	843,021	15	**716,568**
Howdy Doody	288,455	32	**196,149**
Modern Romances	870,651	15	**740,053**
CONTINENTAL BAKING CO.			
Howdy Doody	340,108	32	**231,273**
CORN PRODUCTS			
Queen For A Day	267,970	15	**227,775**
CROWELL-COLLIER			
Today—Home—Tonight	55,539	12	**48,874**
HELENE CURTIS			
Caesar's Hour	554,277	0	**554,277**
Queen For A Day	268,120	5	**254,714**
Today—Home—Tonight	255,429	20	**204,343**
DOW CHEMICAL CO.			
Matinee	93,543	0	**93,543**
Queen For A Day	84,540	5	**80,313**
Today—Home—Tonight	53,556	0	**53,556**
EASTMAN KODAK			
Nat. Open Golf Tournament	77,275	0	**77,275**
Screen Directors Playhouse	1,124,324	6	**1,056,865**
FORD MOTOR CO.			
Ford Theatre	1,434,667	16	**1,205,120**
Producers Showcase	445,445	0	**445,445**
GENERAL CIGAR CO.			
Championship Bowling	175,263	6	**164,747**
NBA Pro. Basketball	133,441	0	**133,441**
GENERAL FOODS CORP.			
Fury	639,170	20	**511,336**
Today—Home—Tonight	12,998	17½	**10,723**
Roy Rogers	1,239,198	20	**991,358**
Topper	122,413	23	**94,258**
GENERAL MOTORS CORP.:			
Promise For America	105,098	14	**90,384**
A. C. SPARK PLUG DIV.			
Big Town	461,355	14	**39,677**
Wide Wide World	234,183	15	**199,056**
CHEVROLET MOTOR DIV.			
The Chevy Show	707,673	14	**608,599**
Dinah Shore	1,560,436	19	**1,263,953**
GUIDE LAMP			
Wide Wide World	233,896	15	**198,812**
OLDSMOBILE DIV.			
Academy Awards	128,247	15	**109,010**
Patti Page—Perry Como	7,080	15	**6,018**
Max Liebman Presents	789,321	2	**773,535**
PONTIAC MOTOR DIV.			
Pontiac Playwright Hour	1,089,855	15	**926,377**
Wide Wide World	545,755	15	**463,892**
UNITED MOTORS SERVICE			
Wide Wide World	473,494	15	**402,470**
GILLETTE SAFETY RAZOR CO.			
Cavalcade of Sports	2,158,674	46	**1,165,684**
Palm Beach Golf Champ.	118,049	35	**76,732**
Rose Bowl Game	202,941	35	**131,912**
PAPER MATE			
People Are Funny	474,397	22	**370,030**
TONI CO.			
Patti Page	28,286	0	**28,286**
Perry Como	340,427	0	**340,427**
People Are Funny	656,607	24	**499,021**
Truth or Consequences	194,028	24	**147,461**
GLIDDEN CO.			
Today—Home—Tonight	233,970	12½	**204,724**
GOODYEAR TIRE & RUBBER CO.			
Goodyear Tv Playhouse	1,124,106	9	**1,022,936**
His Way, His Word	101,696	13	**88,476**
GROVES LABORATORIES			
Today—Home—Tonight	315,908	20	**251,726**
GULF OIL CO.			
Life With Riley	1,051,158	16	**882,973**
H. J. HEINZ CO.			
Captain Gallant	806,413	16	**677,387**
INTERNATIONAL SHOE CO.			
Pinky Lee	79,384	20	**63,507**
ANDREW JERGENS CO.			
Comedy Hour	548,236	7½	**507,118**
Steve Allen Show	30,522	7½	**28,233**

* Net time figures are B•T computations

NBC

Client and Program	Gross Time $	Amount of Discount %	*Net Time 6 Mos.
S. C. Johnson & Sons			
Robert Montgomery Presents	1,069,729	8	**984,151**
Outboard Marine & Mfg.:			
Evinrude Div.			
Today—Home—Tonight	69,212	12½	**60,561**
Lawn Boy Div.			
Today—Home—Tonight	110,086	12½	**96,325**
Johnson & Johnson			
Today—Home—Tonight	63,987	10	**57,588**
Matinee Theatre	83,408	0	**83,408**
Kendall Co.			
Bauer & Black			
Howdy Doody	118,899	20	**95,119**
Today—Home—Tonight	52,047	7	**48,404**
Kraft Foods Co.			
Kraft Theatre	2,009,897	16	**1,688,313**
Color Spread	26,928	0	**26,928**
Lever Brothers Co.			
Big Town	468,608	14	**403,003**
Gordon MacRae	460,733	12	**405,445**
Lux Theatre	2,252,851	22	**1,757,224**
Liggett & Myers Tobacco Co.			
Dragnet	1,495,502	19	**1,211,357**
Matinee	461,179	12	405,838
P. Lorillard Co.			
Truth or Consequences	1,027,214	6	**965,581**
Manhattan Soap Co.			
Ding Dong School	227,102	5	**215,747**
Johns Mansville Corp.			
Meet The Press	327,872	6	**308,200**
The Mennen Co.			
Ding Dong School	355,789	5	**338,000**
NBA Pro Basketball	249,305	0	**249,305**
Miles Laboratories			
Ding Dong School	299,677	15	**254,725**
Queen For A Day	230,512	17	**191,325**
Tennessee Ernie	221,044	17	**183,467**
Miller Brewing Co.			
Today—Home—Tonight	10,183	20	**8,146**
Minnesota Mining & Mfg.			
Today—Home—Tonight	101,746	20	**81,397**
Scotch Lite			
Today—Home—Tonight	10,183	20	**8,146**
Minute Maid			
Tennessee Ernie	161,990	5	**153,891**
Tournament of Roses Parade	67,235	0	**67,235**
Mobile Homes			
Today—Home—Tonight	143,664	15	**122,114**
Mutual Benefit Health Assoc.			
Zoo Parade	296,331	6	**278,551**
Olin Mathieson Chemical Corp.			
Today—Home—Tonight	56,007	13	**48,726**
Pan American Airways			
Meet The Press	258,461	6	**242,953**
Philco Corp.			
Today—Home—Tonight	141,936	10	**127,742**
Polaroid Corp.			
Today—Home—Tonight	99,585	10	**89,627**
Polk Miller			
Today—Home—Tonight	46,121	10	**41,509**
Procter & Gamble			
Champion Bowling	110,960	25	**83,220**
Fireside Theatre	1,400,894	25	**1,050,596**
Loretta Young Show	1,425,321	25	**1,068,991**
Matinee Theatre	1,065,020	37	**670,963**
Queen For A Day	753,946	25	**565,460**
Medic	424,482	25	**318,362**
Tennessee Ernie	1,296,233	40	**777,740**
This Is Your Life	1,042,663	25	**781,997**
Purex Corp., Ltd.			
Big Surprise	539,419	6	**507,054**
Down You Go	45,575	6	**42,841**
Festival of Stars	50,520	6	**47,489**
Reddi Wip			
Queen For A Day	121,695	5	**115,610**
Remington Rand			
Caesar's Hour	535,207	7½	**495,066**
R. J. Reynolds Tobacco Co.			
Camel News Caravan	2,385,967	10	**2,147,370**
Sports Highlights	14,204	12	**12,500**
Reynolds Metal Co.			
Frontier	881,414	13½	**762,423**
H. F. Ritchie			
Today—Home—Tonight	41,701	20	**33,361**
Scott Paper Co.			
Father Knows Best	1,155,963	16	**971,009**
Simoniz Co.			
Big Story	635,283	6	**597,166**
Today—Home—Tonight	4,106	0	**4,106**
Speidel Corp.			
The Big Surprise	490,987	6	**461,528**
Down You Go	90,806	6	**85,358**
Sperry Hutchinson Co.			
Today—Home—Tonight	464,020	20	**371,216**
State Farm Insurance Co.			
Red Barber Show	391,980	15	**333,183**
Standard Brands			
Howdy Doody	153,542	26	**113,621**
Tennessee Ernie	754,038	17	**625,852**
Sweets Co.			
Pinky Lee	651,689	12	**573,486**
Paul Winchell	481,363	19	**389,904**
Swift & Co.			
Today—Home—Tonight	118,552	0	**118,552**
Tennessee Ernie	337,899	14	**290,593**
Uncle Johnny Coons	204,906	8	**188,514**
Upjohn			
Today—Home—Tonight	159,660	10	**143,694**
Warner-Lambert			
Adventure Theatre	114,825	6	**107,936**
Your Hit Parade	651,536	6	**612,444**
Washington State Apple Comm.			
Today—Home—Tonight	57,036	10	**51,332**
J. A. Wright			
Today—Home—Tonight	102,627	10	**92,364**

* Net time figures are B•T computations

NBC-TV CLIENTS RECEIVING NO DISCOUNTS—JAN.-JUNE 1956

Client and Program	Gross Time $
Aladdin Industries	
Today—Home—Tonight	15,030
Allen Industries	
Today—Home—Tonight	22,632
American Motors	
Today—Home—Tonight	4,501
American Safety Razor Co.	
Today—Home—Tonight	74,815
American Thermos	
Today—Home—Tonight	29,127
Armour & Co.	
George Gobel Show	571,772
Asco Electronics Co.	
Today—Home—Tonight	19,778
Associated Products	
Dear Phoebe	58,680
Tony Martin Show	78,148
Avco Mfg. Co.	
Bendix Home Appliances	
Comedy Hour	550,481
Steve Allen Show	30,742
Crosley	
Midwestern Hayride	211,643
B. T. Babbitt Co.	
Matinee	47,447
Barcolo Mfg. Co.	
Today—Home—Tonight	62,080
Bayuk Cigars	
Meet the Champions	73,697
Beech-Nut Packing Co.	
Dr. Spock	283,755
Beltone Hearing Aid	
Today—Home—Tonight	35,730
Bristol Myers Co.	
Today—Home—Tonight	66,978
E. L. Bruce	
Today—Home—Tonight	55,968
Calgon Inc.	
Today—Home—Tonight	30,518
Caloric Appliance Corp.	
Today—Home—Tonight	43,188
Camfield Mfg. Co.	
Today—Home—Tonight	23,055
Canvas Awning	
Today—Home—Tonight	5,490

"A PACKED HOUSE EVERY PERFORMANCE"



"FANNY" starring Lawrence Tibbett, Billy Gilbert and June Roselle

A LOOK AT THE BOX OFFICE*

	National	WICU
Mickey Mouse Club	19.5	**33.6**
Loretta Young	25.0	**54.0**
Playhouse of Stars	23.4	**57.5**
Eddie Fisher	9.0	**44.3**
George Gobel	28.7	**56.0**
People Are Funny	22.1	**54.3**
Fireside Theatre	25.3	**54.5**
Medic	25.6	**52.3**
Life of Riley	24.0	**56.0**

*Telepulse February, 1956

. . . or as they say on Madison Avenue . . .

HOW'S THAT FOR PICKING THEM OFF THE BAT?

Around the Erie area, WICU is the only VHF station within 100 miles. It reaches 3 states and 2 countries! *(That's the way the money folds!)*

WICU ratings in the upper 30's, 40's and 50's are the rule of thumb. (That's called *hitting the nail on the head with a saw!)* Check WICU's scoreboard below or better still, *toss it down the well to see how high the numbers splash!* WICU's daytime availabilities are crawling with sales opportunity. *(Run that up the flagpole before a bunch of timebuyers and compare it for salutes!)*

For sell, for ratings, for a packed house every performance, the station for every advertising lane, gully and Madison Ave. is WICU. *(How's that for skipping it across the water to see if it reaches the other side?)*

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

NBC

Client and Program	Gross Time $
CARRIER CORP.	
Today—Home—Tonight	166,153
CONGOLEUM NAIRN	
Today—Home—Tonight	72,094
DAMAR PRODUCTIONS	
Today—Home—Tonight	3,212
DIAMOND ALKALI CO.	
Today—Home—Tonight	36,790
DIXIE CUP CO.	
Queen for a Day	132,560
Today—Home—Tonight	25,603
DONAHUE SALES CORP.	
Today—Home—Tonight	69,189
DORMEYER CORP.	
Perry Como Show	161,841
DRACKETT CO.	
Today—Home—Tonight	33,218
DOUGLAS FIR PLYWOOD ASSOC.	
Today—Home—Tonight	71,078
ESQUIRE INC.	
Today—Home—Tonight	5,139
FIRESTONE TIRE & RUBBER CO.	
Today—Home—Tonight	85,048
FRITO CO.	
Today—Home—Tonight	77,547
GEMEX CORP.	
Today—Home—Tonight	48,402
GENERAL ELECTRIC CO.	
Medic	460,535
GENERAL TIME CORP.	
Today—Home—Tonight	20,891
GERBER PRODUCTS	
Ding Dong School	179,713
GIBSON REFRIGERATOR CO.	
Today—Home—Tonight	126,495
GOLD SEAL	
Patti Page	55,895
Perry Como Show	300,868
GRUEN WATCH CO.	
Today—Home—Tonight	51,304
HALLMARK	
Hall of Fame	408,785
HARTZ MOUNTAIN PRODUCTS	
Capt. Hartz & His Pets	6,595
HOOVER CO.	
Today—Home—Tonight	42,462
INTL. CELLUCOTTON PRODUCTS	
Patti Page	85,548
Perry Como Show	466,958
KENTILE INC.	
Matinee	21,610
Today—Home—Tonight	39,599
KIPLINGER WASHINGTON AGENCY	
Today—Home—Tonight	5,226
LAU BLOWER	
Today—Home—Tonight	20,633
LEVOLOR-LORENTZEN	
Today—Home—Tonight	30,377
LEWIS-HOWE CO.	
Today—Home—Tonight	51,961
MAICO	
Today—Home—Tonight	18,967
MAIL POUCH TOBACCO CO.	
Today—Home—Tonight	28,102
MAYBELLINE CO.	
Today—Home—Tonight	24,148
Matinee	26,977
Queen for a Day	104,522
Color Spread	159,067
MOTOROLA	
Matinee	26,340
NORTH AMERICAN INSURANCE	
Today—Home—Tonight	71,054
NORTH AMERICAN PHILLIPS	
The Twisted Cross	76,171
NOXEMA CHEMICAL CO.	
Patti Page	28,975
Perry Como Show	331,708
PARKER BROTHERS	
Today—Home—Tonight	10,365
PATTERSON SARGENT CO.	
Today—Home—Tonight	48,496
PET MILK SALES CORP.	
George Gobel	560,842
PFAFF SEWING MACHINE	
Today—Home—Tonight	59,506
PLASTONE CO.	
Today—Home—Tonight	36,195
A. H. PONDS	
Today—Home—Tonight	39,944
QUAKER OATS	
COAST FISHERIES	
Today—Home—Tonight	58,602
QUALITY COURTS	
Today—Home—Tonight	4,605
RADIO CORP. OF AMERICA	
Milton Berle	249,188
Caesar's Hour	21,694
Producer's Showcase	495,504
Martha Raye	250,300
READER'S DIGEST	
Today—Home—Tonight	6,152
RUST CRAFT PUBLISHING	
Today—Home—Tonight	12,788
SAVINGS & LOAN FOUNDATION	
Color Spread	80,145
SAWYERS INC.	
Today—Home—Tonight	22,495
SANDURA CO.	
Queen for a Day	96,245
Today—Home—Tonight	9,604
SCHICK	
Robert Montgomery Presents	1,077,875
SEALY INC.	
Today—Home—Tonight	74,914
SEIBERLING RUBBER	
Today—Home—Tonight	75,717
SEVEN-UP	
Today—Home—Tonight	18,744
SHALER CO.	
Today—Home—Tonight	91,970
SIMMONS	
Medic	49,491
SIMPLICITY PATTERN	
Today—Home—Tonight	100,079
SMITH, KLINE & FRENCH	
March of Medicine	128,056
SO. CALIF. COMM. FOR STEVENSON	
Political Address	4,050
STERN'S NURSERIES	
Today—Home—Tonight	7,208
SQUINT CO.	
Today—Home—Tonight	18,278
SUNBEAM	
Milton Berle	249,473
Martha Raye	249,897
SYLVANIA ELECTRIC PRODUCTS	
Matinee	116,532
TEWELES SEED CO.	
Today—Home—Tonight	4,703
THE TEXAS CO.	
Texaco Star Theatre	905,246
UNITED AUTO WORKERS	
UAW 20th Anniversary	30,326
U. S. RUBBER CO.	
Color Spread	560,533
VICK CHEMICAL CO.	
Today—Home—Tonight	28,551
WEBSTER CHICAGO	
Tony Martin	105,750
WESTINGHOUSE ELECTRIC CORP.	
Today—Home—Tonight	13,171
WHIRLPOOL SEEGAR CORP.	
Milton Berle	248,413
Martha Raye	250,134
J. B. WILLIAMS	
Color Spread	26,257
Today—Home—Tonight	10,421

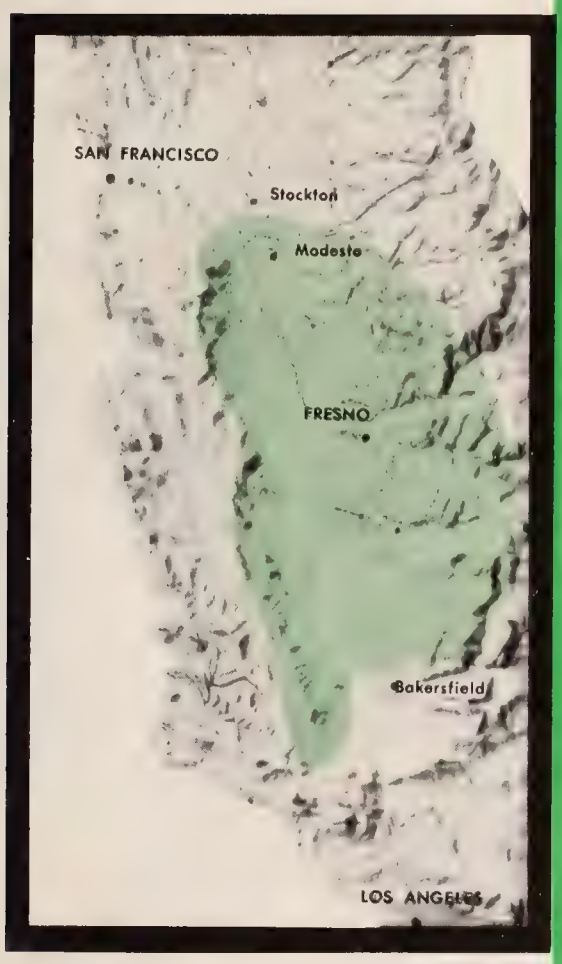
NBC-TV CLIENTS RECEIVING NO DISCOUNTS—1955

THE TABLES which follow show NBC-TV's list of advertisers for the calendar year 1955 who received no discounts. The list of purchases by these non-discounted advertisers, which totaled $12,843,853, became available last week and are to be added to the NBC-TV gross and net times sales figures for 1955 reported [B•T, Nov. 12], bringing total NBC-TV gross billings to $154,983,299 and net billings to $131,232,563 for 1955.

Client and Program	Gross Time
ADOLPHS LIMITED	
Today—Home—Tonight	$52,977
ALUMINUM GOODS	
Today—Home—Tonight	40,936
GRIFFIN MFG.	
Imogene Coca Show	172,160
Musical Chairs	83,304
AMER. PETROLEUM INSTITUTE	
1976	81,024
AMERICAN TYPE FOUNDRIES (DAYSTROM FURNITURE DIV.)	
Today—Home—Tonight	87,980
APEX ELECTRIC MFG. CO.	
Today—Home—Tonight	71,930
ARMOUR INC.	
George Gobel Show	753,783
Here's The Show	268,011
Today—Home—Tonight	21,428
Perry Como Show	202,316
Today—Home—Tonight	48,415
ATLANTIC REFINING CO.	
Natl. Football League Champ.	12,462
B. T. BABBITT CO.	
Matinee Theatre	40,460
BEATRICE FOODS CO.	
Today—Home—Tonight	42,475
BEECH-NUT PACKING CO.	
Dr. Spock	122,011
BELTONE HEARING AID CO.	
Today—Home—Tonight	34,658
BENRUS	
Today—Home—Tonight	10,042
BIRGE CO.	
Today—Home—Tonight	14,612
BLACK & DECKER MFG. CO.	
Today—Home—Tonight	109,230
LAU BLOWER	
Today—Home—Tonight	53,227
BOSTWICK LABS	
Today—Home—Tonight	15,304
BOURJOIS INC.	
Today—Home—Tonight	51,537
E. L. BRUCE	
Today—Home—Tonight	$135,241
CALGON INC.	
Today—Home—Tonight	114,049
CALORIC APPLIANCE CORP.	
Today—Home—Tonight	35,417
CAMEO CURTAIN	
Today—Home—Tonight	8,526
C. A. SWANSON & SONS	
Cotton Bowl Football Game	23,537
CAMFIELD MFG. CO.	
Today—Home—Tonight	42,769
THE CARNATION CO.	
Today—Home—Tonight	97,525
CONSOLIDATED COSMETICS	
Today—Home—Tonight	69,283
CULLIGAN INC.	
Today—Home—Tonight	66,879
DETROIT STEEL	
Today—Home—Tonight	53,884
DIAMOND CRYSTAL SALT CO.	
Today—Home—Tonight	19,731
DORMEYER CORP.	
Perry Como Show	173,037
EASTCO FAC	
Today—Home—Tonight	9,555
EDISON CHEMICAL CO.	
Today—Home—Tonight	4,333
ESQUIRE INC.	
Today—Home—Tonight	5,138
FIRESTONE TIRE & RUBBER CO.	
Today—Home—Tonight	35,562
FLORIDA CITRUS COMMISSION	
Today—Home—Tonight	39,955
FLORIDA TELEGRAPH DELIVERY	
Color Spread	27,272
Today—Home—Tonight	45,996
FOOD SPECIALTIES	
Today—Home—Tonight	23,946
GENERAL CIGAR CO.	
NCAA Football	320,188
GENERAL TIRE CORP.	
Today—Home—Tonight	12,218

Watching the only channel they can get





No need for a survey here. This prosperous rancher, his neighbors and thousands more families who live in the foothills and mountains of Central California watch KFRE-TV. It's the only channel they can get!

The powerful KFRE-TV signal reaches above and beyond the mountains to bring these families for the first time the television programs their friends in the Valley have been enjoying for years.

KFRE-TV is the only station that covers the rich San Joaquin Valley and families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

KFRE-TV

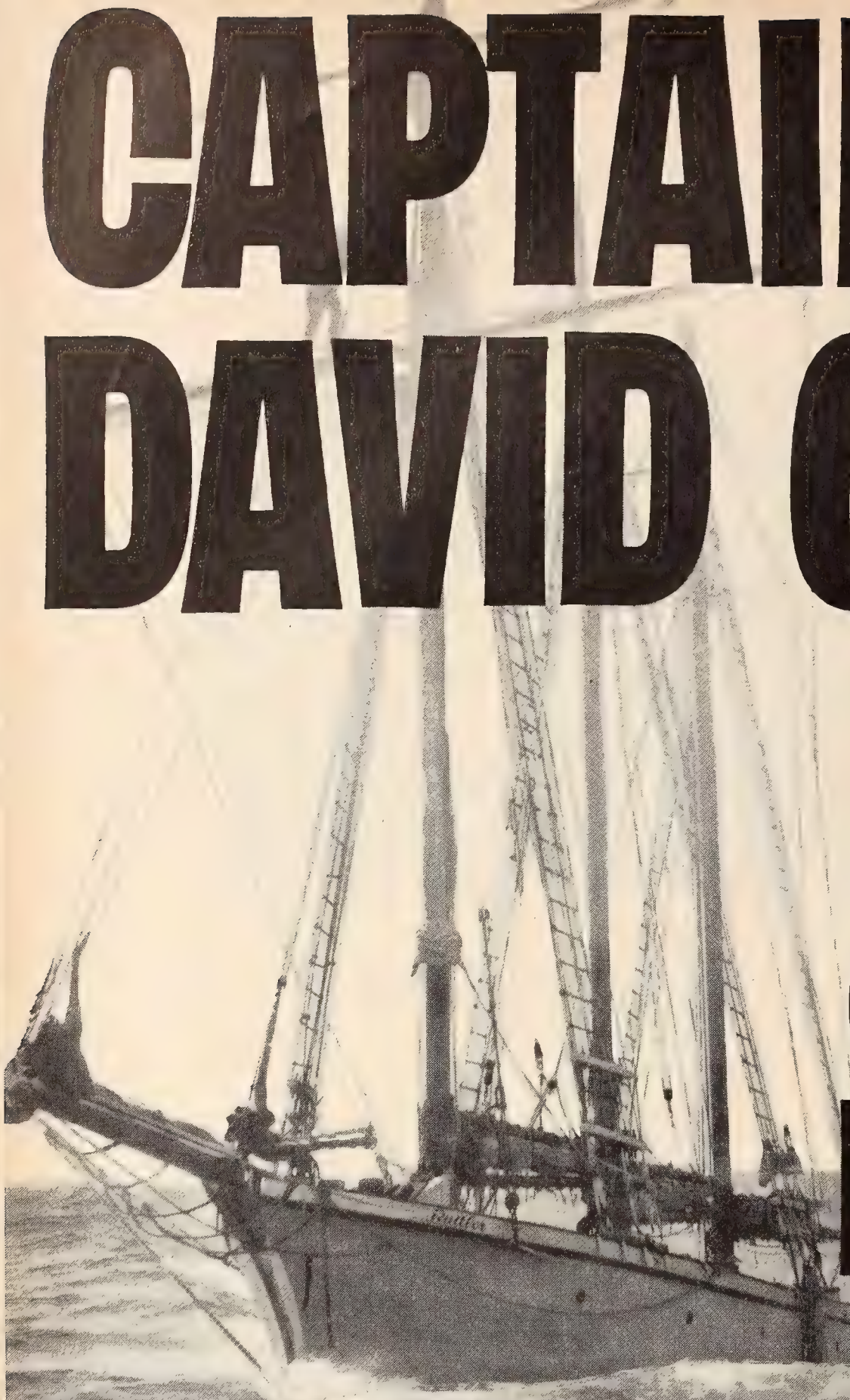
FRESNO CBS **12**

Paul R. Bartlett, President

BLAIR-TV

CAPTAIN DAVID GRIEF

by JACK LONDON



JACK LONDON'S immortal stories of adventure in the turbulent waters of the South Seas have been recreated into a challenging new program . . . with a *pre-sold* audience of millions of Jack London followers.

Filmed in *color* on *actual* locations with unparalleled production values . . . here, truly, is the answer to the public demand for *fresh, new, superior* television programming.

Combining the highest budget ever assigned to a television film series . . . with major studio direction and award-winning performances . . *Captain David Grief* brings to television new scope, new locales, new dramatic adventures . . . and *broad family appeal.*

ACT NOW! RESERVE YOUR MARKETS!

Sold! Standard Oil of California (BBDO)

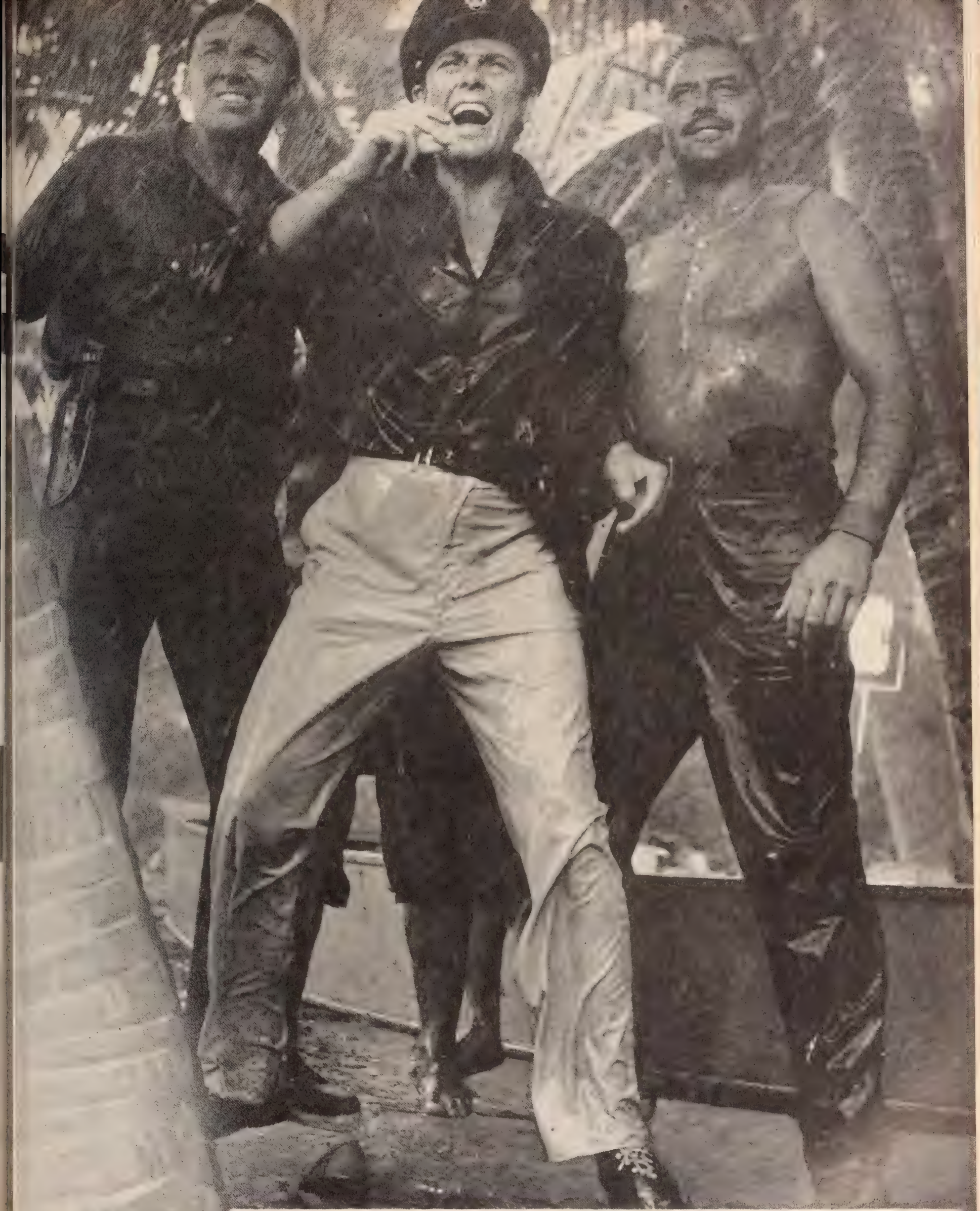
Phoenix	Sacramento	Seattle
Bakersfield	San Diego	Spokane
Fresno	San Francisco	Salt Lake City
Los Angeles	Portland, Ore.	Honolulu

39 Episodes in Color or Black & White
Supported by the most comprehensive merchandising, promotion and publicity aids.

Sold! The Stroh Brewery (Zimmer, Keller & Calvert, Inc.)

Bay City	Lansing	Lafayette	Dayton
Cadillac	Marquette	Muncie	Lima
Detroit	Traverse City	South Bend	Toledo
Grand Rapids	Fort Wayne	Cleveland	Youngstown
Kalamazoo	Indianapolis	Columbus	Zanesville

CAPTAIN DAVID GRIEF IS SHOWMANSHIP PLUS!



GUILD FILMS

460 PARK AVENUE, AT 57TH STREET, NEW YORK 22, N.Y. MURRAY HILL 8-5365.

NBC

Client and Program	Gross Time
GLAMORENE	
Today—Home—Tonight	$16,675
GLASS CONTAINER	
Today—Home—Tonight	117,741
GOLD FILLED MFG.	
Today—Home—Tonight	50,393
GOLD SEAL	
Perry Como Show	226,633
GREEN GIANT OF CANADA LTD.	
Mickey Rooney	285,302
GRUEN WATCH CO.	
Today—Home—Tonight	123,841
HALLMARK CARDS INC.	
Hallmark Hall of Fame	1,076,118
MacBeth	1,300
HARTZ MOUNTAIN PRODUCTS	
Capt. Hartz & His Pets	252,363
HOBART MFG.	
Today—Home—Tonight	5,903
HOOVER CO.	
Today—Home—Tonight	44,057
IDEAL TOY CORP.	
Macy Parade	37,995
INTERNATIONAL MOLDED PLASTICS	
Today—Home—Tonight	33,566
INTERNATIONAL SALT CO.	
Today—Home—Tonight	88,786
THE KALART CO.	
Today—Home—Tonight	9,645
KIPLINGER WASHINGTON AGENCY	
Today—Home—Tonight	9,444
LEE LTD.	
Caesar Presents	214,193
Today—Home—Tonight	23,345
LEMON PRODUCTS	
Today—Home—Tonight	69,413
LETTUCE INC.	27,741
LEVELOR-LORENTZEN INC.	
Today—Home—Tonight	2,154
LIONEL CORPORATION	
Winchell & Mahoney	138,770
JOE LOWE CORP.	
Pinky Lee	193,168
LUDENS	
Howdy Doody	152,095
Pinky Lee	46,052
MAIL POUCH TOBACCO CO.	
Today—Home—Tonight	105,948
MALT-O-MEAL CO.	
Today—Home—Tonight	41,041
MAYBELLINE CO.	
Tv Academy Awards	17,336
Matinee Theatre	7,927
Color Spread	98,898
Today—Home—Tonight	17,263
METRO-GOLDWYN-MAYER	
Today—Home—Tonight	9,553
MILLER BREWING CO.	
Natl. Football Playoff	34,785
MAGLA PRODUCTS	
Today—Home—Tonight	38,014
MORRELL & CO.	
Pinky Lee	139,547
MOTOR WHEEL CORP.	
Today—Home—Tonight	27,342
MOTOROLA	
Matinee Theatre	59,963
MULLINS MFG.	
Today—Home—Tonight	3,471
MURINE CO.	
Today—Home—Tonight	23,344
MUTUAL BENEFIT	
Greatest Moments in Sports	60,152
Zoo Parade	144,010
NOMA ELECTRIC CO.	
Today—Home—Tonight	4,745
NOXEMA CHEMICAL CO.	
Perry Como Show	203,732
OLIN MATHIESON CHEM. CORP.	
Today—Home—Tonight	70,812
ONEIDA LTD.	
Today—Home—Tonight	125,814
JOHN OSTER MFG. CO.	
Today—Home—Tonight	97,968
OWENS CORNING	
Today—Home—Tonight	63,139
PARKER BROTHERS	
Today—Home—Tonight	53,048
PEERLESS	
Today—Home—Tonight	$58,566
PET MILK SALES CORP.	
Original Amateur Hour	16,813
George Gobel Show	744,729
Here's The Show	255,929
PIONEER RUBBER CO.	
Today—Home—Tonight	43,472
PITTSBURGH COKE & CHEM. CO.	
Today—Home—Tonight	35,329
PILLSBURY MILLS	
Mickey Rooney	252,864
A. H. PONDS	
Today—Home—Tonight	95,377
PIONEER GARDNER CO.	
Today—Home—Tonight	43,243
QUAKER OATS	
Gabby Hayes	1,052
Zoo Parade	260,258
Today—Home—Tonight	20,544
(COAST FISHERIES)	
Today—Home—Tonight	110,174
RALSTON PURINA CO.	
Today—Home—Tonight	7,320
RATH PACKING CO.	
Today—Home—Tonight	84,050
REXALL DRUG CO.	
Today—Home—Tonight	31,984
SAFEWAY STORES	
(PRODUCTS DIV. (WEST COAST)	
Today—Home—Tonight	30,375
SANDURA CO.	
Today—Home—Tonight	48,107
R. M. SCOTT & SONS CO.	
Today—Home—Tonight	11,580
SEALY INC.	
Today—Home—Tonight	96,060
SEVEN-UP	
Today—Home—Tonight	84,741
SHWAYDER	
Today—Home—Tonight	40,351
SIMMONS	
Medic	$12,369
SMITH, KLINE & FRENCH LABS	
March of Medicine	218,678
STERN'S NURSERIES	
Today—Home—Tonight	18,197
STUDEBAKER-PACKARD CORP.	
Today—Home—Tonight	46,082
TIME INC.	
Today—Home—Tonight	19,181
UNION UNDERWEAR CO. INC.	
Today—Home—Tonight	32,365
U. S. RUBBER CO.	
Color Spread	50,805
U. S. SHOE CO.	
Today—Home—Tonight	41,192
U. S. TOBACCO CO.	
Today—Home—Tonight	305,336
VAISEY & GRISTON SHOE CO.	
Today—Home—Tonight	14,212
VICK CHEMICAL CO.	
Today—Home—Tonight	45,474
WANDER CO.	
Ding Dong School	246,642
WARING PRODUCTS	
Today—Home—Tonight	48,567
WEATHER PROOFS	
Today—Home—Tonight	21,964
WECO PRODUCTS CO.	
Today—Home—Tonight	54,193
WEBSTER CHICAGO	
Tony Martin	221,127
WELCH GRAPE JUICE	
Howdy Doody	298,207
WHIRLPOOL	
Milton Berle	153,212
Raye-Berle	154,047
WHITE HOUSE CO.	
Today—Home—Tonight	3,818
WOMAN'S DAY	
Today—Home—Tonight	16,399

U. S. STEEL STIRS CHRISTMAS POT

THANKS to U. S. Steel's third annual "Operation Snowflake," which has during the past two years urged husbands to "Make it a *White* Christmas" by giving "her" a major appliance, this Yuletide season promises to be a *green* one for hundreds of radio stations.

The green is the color of money accrued from new and added local business that has come in because of U. S. Steel's "Snowflake" promotion.

Through its agency, BBDO, New York, U. S. Steel last year attracted more than $5 million of tie-in advertising (from major appliance dealers, gas utilities, distributors, banks) on a budget set at much less than this amount. This Christmas, the firm expects to increase the figure "considerably" by turning to radio spot for the first time since dropping its *Theatre Guild on the Air* series on ABC Radio years ago.

Obviously this is good news to at least 54 big power radio stations in 48 major markets, which have already been lined up to carry a barrage of 40 one-minute spots between Nov. 26 and Dec. 7, bringing home the "Snowflake" theme to a BBDO estimate of 85% of "America's listening audience." (On television, U. S. Steel will use its alternate-week Wednesday night *U. S. Steel Hour* on CBS-TV to sell "Snowflake").

Moreover, it now appears that "Make it a White Christmas . . . give her a major appliance" will be heard on many more stations than those in the basic purchase because of a turn of events that could hardly be considered accidental.

In planning the radio campaign, U. S. Steel and BBDO executives months ago turned to Radio Advertising Bureau for help. RAB convinced them that the route to success lay in "clobbering"—or, to use RAB's favorite term, "blitzing"—the consumer on the local level in areas not covered by the powerhouse stations. BBDO thus sent out a special radio promotion kit to nearly 1,200 small stations, urging them to make full use of it. The kit contained: A client's brochure and "idea sheet," both to be used by the station salesman to "sell" "Snowflake," a set of open-end "Snowflake" commercials, some editorial "filler" material for use on ad-lib or DJ shows and a 10-inch ET bearing cuts of the by-now-famous U. S. Steel Corp.'s "musical signature," played on a carillon in keeping with the Yuletide spirit. (Incidentally, the use of these "signatures" will be the total extent to which U. S. Steel will be identified with "Snowflake" on the air. It allows a local dealer or gas utility to tie into the prestige of one of the world's largest corporations.)

To sample how other stations are making use of these kits, B•T looked at two markets, Christian County, Ky., with a total population of 45,000, and the Dade-Broward-Monroe tri-county area in Florida (population well over a million).

• In Hopkinsville, pop. 18,000, the



FAITH

Inborn — a child's faith.

But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

AVERY-KNODEL
INCORPORATED

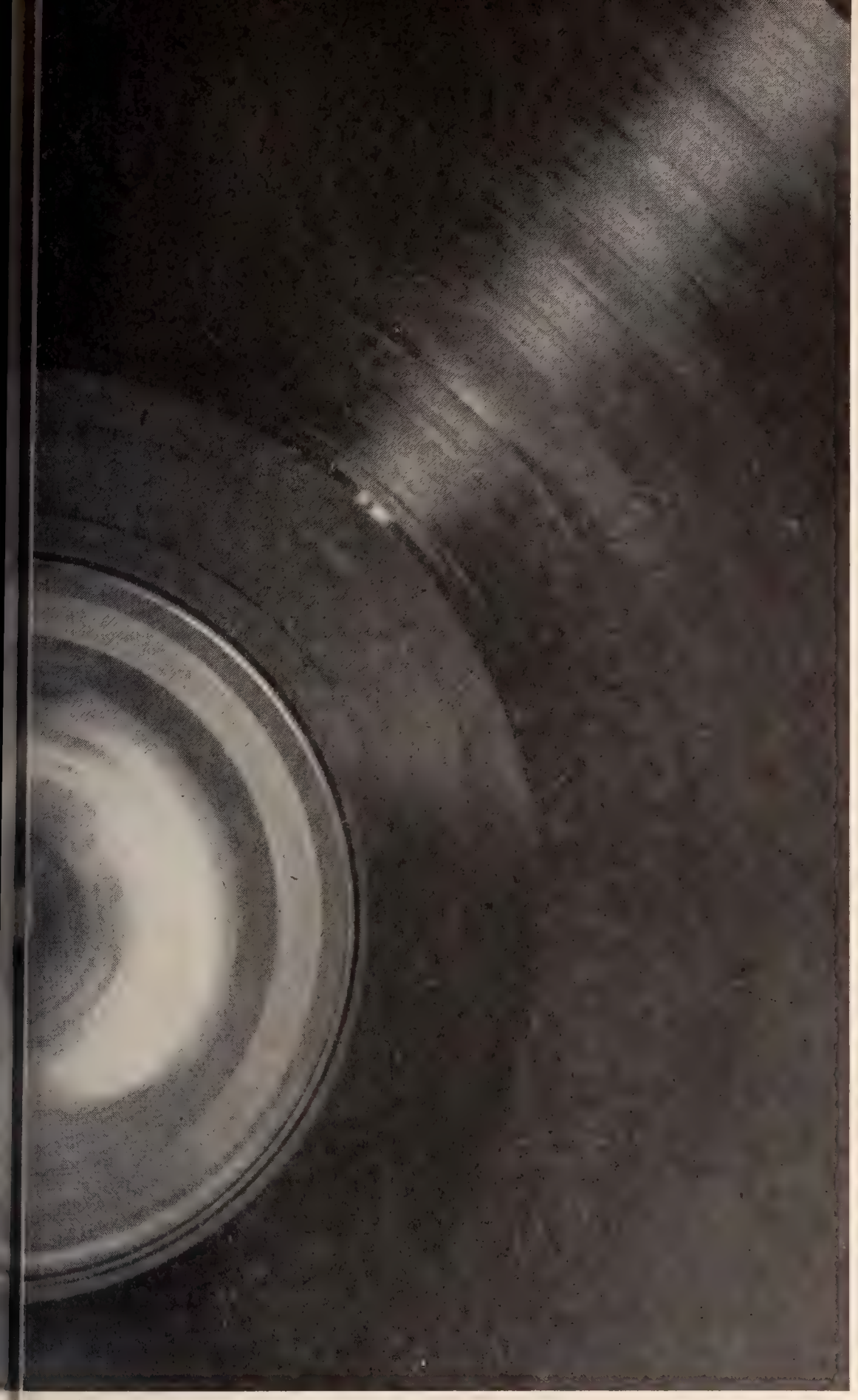
NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO



It takes more than a record...it takes

and WBC's got 'em...on its great

WBZ + **WBZA,** Boston + Springfield... **KDKA,** Pittsburgh...





CARL DeSUZE
WBZ+WBZA—
Boston+Springfield



NORM PRESCOTT
WBZ+WBZA—
Boston+Springfield



ALAN DARY
WBZ+WBZA—
Boston+Springfield



LEO EGAN
WBZ+WBZA—
Boston+Springfield



JOHN BASSETT
WBZ+WBZA—
Boston+Springfield



JACK LORING
WBZ+WBZA—
Boston+Springfield



REGE CORDIC
KDKA—Pittsburgh



ART PALLAN
KDKA—Pittsburgh



BOB TRACEY
KDKA—Pittsburgh



BIG WILSON
KYW—Cleveland



WES HOPKINS
KYW—Cleveland



SPECS HOWARD
KYW—Cleveland



JOE FINAN
KYW—Cleveland



BOB CHASE
WOWO—Ft. Wayne



BOB SIEVERS
WOWO—Ft. Wayne



MARV HUNTER
WOWO—Ft. Wayne



JACK UNDERWOOD
WOWO—Ft. Wayne



BARNEY KEEP
KEX—Portland



BOB BLACKBURN
KEX—Portland



RUSS CONRAD
KEX—Portland



BOB ADKINS
KEX—Portland



AL PRIDDY
KEX—Portland



GEORGE McGOWAN
KEX—Portland



DON STELLGES
KEX—Portland

great personalities...

Music, News *and Service* Stations...

KYW, Cleveland... **WOWO,** Fort Wayne... **KEX,** Portland, Oregon

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

county seat of Christian, nestled in the western Kentucky hills and 65 miles north of Nashville, Tenn., WHOP, a 250-w CBS affiliate, took the kit and "sold" the Pennyrile Rural Electric Co-op and the Hopkinsville Electric Plant Board on buying a strip of 25 half-hour local Christmas shows between Nov. 26-Dec. 20 at a cost of $500 to each utility. Then, Commercial Manager Katherine Peden approached the area's 16 eletcrical appliance dealers and signed them all (at $150 each) as participants in WHOP's "Operation Snowflake Contest."

For their money, dealers will get a total of 75 spot announcements plus the privilege of taking part in a guessing game, whereby the store visitor is asked to count a specified number of paper snowflakes covering a drawing of each of the nine major appliances (dishwashers, freezers, dryers, ironers, refrigerators, ranges, kitchen sinks, water heaters and washing machines). The consumer then submits an entry, stating—in 25 words or less—why she would want a major appliance this Christmas. Top three winners will get cash prizes ($100-$50), and runners-up will get a $25 gift certificate from the store good toward the purchase of a major appliance. For WHOP, time sold: $3,400.

• In Miami, Fla., seat of Dade County, pop. 780,000, WGBS, as one of the 54 stations bought by U. S. Steel, went one step further. Experience had shown the station that together with WVCG Coral Gables, a 1-kw "good music" daytime station, and WCKR Miami (formerly WIOD), a 5-kw operation, the three stations could blanket effectively the tri-county area to the point where advertisers would be almost assured of reaching three out of every four radio families, or over 280,000 radio homes. With this in mind, C. Bud Dailey, WGBS sales manager, got together with his counterparts at WVCG and WCKR and called a special breakfast meeting Oct. 23 in Miami of the area's appliance distributors, dealers, utilities, banks and representatives of the appliance manufacturers.

At the meeting, through use of tape recordings, slides and other sales charts, Mr. Dailey offered these prospective advertisers a chance to tie into the WGBS-U. S. Steel campaign by placing 21 spots each from Nov. 26-Dec. 22 on all three stations at a cost of $811.65 per week (total 4 weeks), on a Mon.-Sat. schedule. With the tri-county area of Dade-Broward-Monroe controlling 24.7% of Florida's retail sales, this seemed, in Mr. Dailey's words, "too good a bet to miss." The stations will meet again today (Monday) with these prospects.

These two instances are being multiplied through the nation, much to the delight of U. S. Steel Corp., which, statistically speaking, gets only $3 out of every major appliance sold (average estimated cost at retail level: $300). Steel's use of radio was summed up last month at RAB's Radio Advertising Clinic in New York by U. S. Steel's marketing development director, Robert C. Myers: ". . . Anything that helps to sell products made of steel helps to sell steel." [B•T, Nov. 5]. Adds a BBDO official: ". . . And anything we can do to help the client sell more steel in the long run helps us too."

SPOT-NETWORK TV SALES EXCEED $643 MILLION FOR NINE MONTHS

SALES of tv time to national advertisers during the first nine months of this year totaled $643,617,824, nearly two-thirds of a billion dollars; $289,656,000 in spot tv billings according to data compiled for Television Bureau of Advertising by N. C. Rorabaugh Co. and $353,961,824 in tv network time sales as calculated by Publishers Information Bureau. These gross figures (before discounts of any kind) do not include local advertising on television.

For the third quarter, the Rorabaugh estimates place the national spot tv total at $83,863,000, reflecting a summer seasonal decline from the spot tv totals of $100.2 million reported for the first quarter of the year and the $105.6 million for the second quarter. The third quarter tv network total of $119,451,312, however, is slightly ahead of the $116.7 million first quarter figure and $117.8 million second quarter figure for network tv. The combined third quarter spot-network tv national total of $203,-314,502 falls below the $216.9 million first quarter total and $223.4 million second quarter combined spot-network total.

FOR the top 200 tv spot advertisers for both the third quarter and the nine-month period and for a breakdown of spot tv time sales by product classes, see page 120.

As it has been in each quarter for which TvB has released Rorabaugh estimates of spot tv billings, Procter & Gamble Co. was again in the July-September period the top advertiser in tv spot (with $2,873,700 for the quarter, $15,197,500 for January-September 1956) and Ted Bates & Co. the top agency user of this medium.

The top 10 agencies in tv spot billings, for the third quarter 1956, were, in addition to Ted Bates & Co., McCann-Erickson, Leo Burnett Co., Young & Rubicam, Benton & Bowles, BBDO, Dancer-Fitzgerald-Sample, J. Walter Thompson Co., Lennen & Newell and William Esty Co.

There were 2,536 companies who used spot tv during the third quarter, TvB reported, including 1,031 which spent more than $5,000 for spot tv time during the quarter and 1,505 spending less than $5,-000. Third quarter comparisons for the seven years for which Rorabaugh has kept spot tv records show:

3rd Quarter	*Number Advertisers*
'49	337
'50	801
'51	1199
'52	1144
'53	1772
'54	2042
'55	2552
'56	2536

TvB's breakdowns of the third quarter 1956 tv spot time sales by day-parts and by type of sponsorship follow:

Day	$25,733,000	30.7%
Night	49,360,000	58.9
Late Night	8,770.000	10.4
	$83,863,000	100.0%
Announcements	$37,122,000	44.3%
ID's	10,150,000	12.1
Participations	17,963,000	21.4
Shows	18,628,000	22.2
	$83,863,000	100.0%

SHAM? NOT IN THESE SANDS

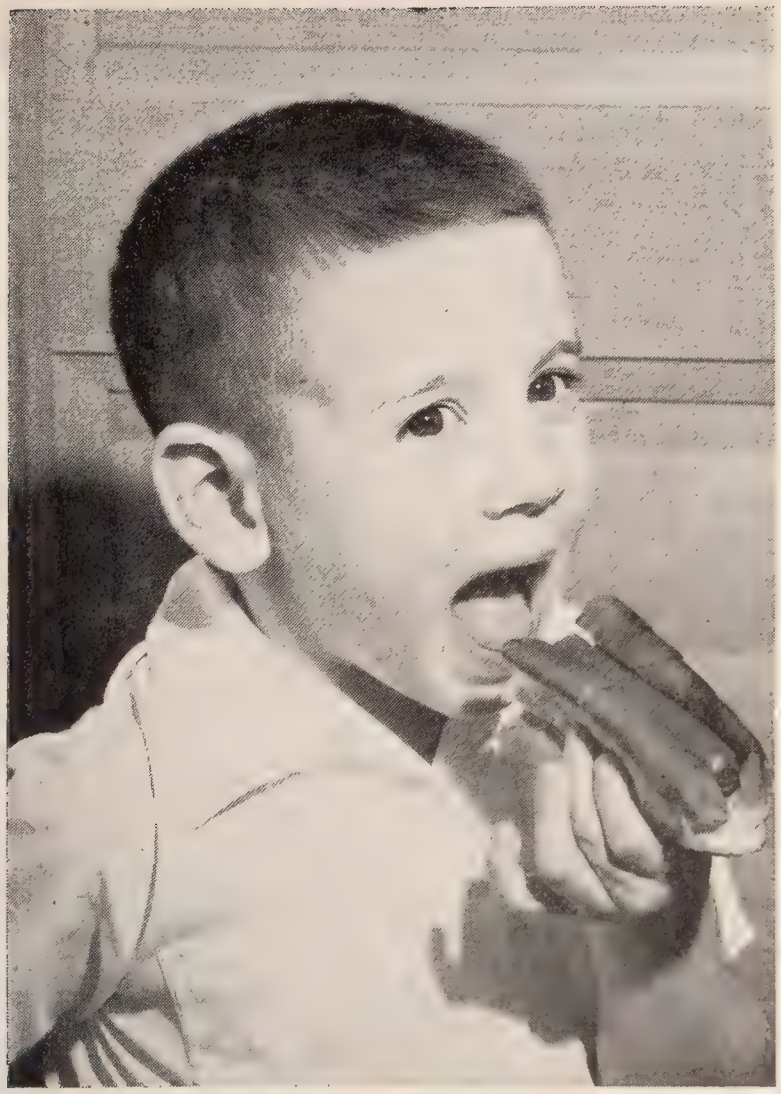
NOPE! Westinghouse Electric Corp. is not trying to throw sand in viewers' eyes with its Laundromat "sand test" tv commercial. After the commercial's first showing Sept. 24 on *Studio One* (CBS-TV, Mondays, 10-11 p.m. EST), 20 viewers were up in arms, protesting the demonstration to be "trickery." "It can't be done," they told Westinghouse.

The commercial, taking up all of the commercial time on the program (5 to 6 minutes), featured Betty Furness, four women from the Federation of Women's Clubs' chapters in New York, and Westinghouse's Laundromat along with three competitive washing machines. The washing machines were loaded with towels, detergent and sand (this was the first part of the commercial). At the end of the program, the machines were unloaded, with the Laundromat minus sand and with white clothes, the other machines apparently not so fortunate.

The reaction was violent from the non-believing 20 who called "sham!" This gave Westinghouse and its agency, McCann-Erickson, New York, producer of the commercial, an idea. If these 20 feel this way, why not select some of them to try it themselves on the air? Eight people (four couples) who had so challenged Westinghouse were flown to New York and last Monday on *Studio One* set the sand test was repeated, along with an explanation that the retake was to rebut any feeling some of the viewers might have that the test had been faked.

According to McCann-Erickson, the demonstration actually has been SOP for many dealers or stores handling Westinghouse's washer. M-E was asked to adapt it for tv. At first apprehensive, the agency later decided it could be done.

To guard against breakdowns, eight machines really were used, two Laundromats and six competing brand machines. Thus, a separate stand-by set of four machines was available in case of trouble. Will it be repeated still again? Sure thing, says M-E, if there is a telling reason for it. At this point, both client and agency, feel all parties involved "can be sure" that any viewer notion of chicanery has been dispelled.





WHEN YOU BUY ATLANTA...BUY waga-tv AND GET YOUR SHARE OF EXTRA DRESSING!

Dressed dogs (red hots with chili) are big sellers in Atlanta, because you get more for your money, greater satisfaction. Like using WAGA-TV, which gives you greater coverage with its taller tower and maximum power. You reach 17 to 22% more people with 14 to 16% more spendable income than stations "A" or "B" can offer. And you get more viewers as ARB and Pulse consistently prove.



1100 Ft.

TOP DOG IN THE NATION'S 21st MARKET



waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.


Votes
Felix Topolski



It happens every day

On Election Night America tuned to CBS Television for the swiftest, clearest, most accurate report of the nation's will in a turbulent period in world history.

All the networks reported the same event; but according to a Trendex popularity report, CBS Television attracted 83% more viewers than the second ranking network—93% more than the third network. And as the evening wore on, the performance of the CBS News staff won an ever-increasing share of the Election Night audience.

Only once before has one network led the others by so wide a margin in the area of news and public affairs programs. That was during the political conventions, when the nation's viewers spent almost as much time watching CBS Television as the other two networks combined.

And never before has the nation's preference for CBS Television's regularly scheduled programs been so clearly registered. For in the simple act of selecting a channel, a viewer chooses his favorite programs every day—and these votes too are carefully tabulated. Current returns show that CBS Television has 8 of the 10 most popular daytime programs, 9 of the 10 most popular nighttime programs, and television's largest average audience—day and night.

This constant vote of confidence from the constantly growing television audience is the underlying reason why America's advertisers continue to commit more of their advertising investment to the CBS Television Network than to any other single medium in the world.

CBS TELEVISION

Farm Service Boost Set by Gardner Adv.

GARDNER ADV. Co., St. Louis, has established a Farm Marketing Advisory Board and strengthened special farm copy, radio-tv and art sections in its creative departments in an expansion of the creative and marketing services offered the agency's farm-market clients.

"Advertising, merchandising and market research for farm markets have become increasingly important specialized functions in our agency," Charles E. Claggett, president, said in making the announcement of the increased services. Serving on the farm marketing board are 10 creative and account men with experience in farm markets, plus Dr. Robert Miller, agency farm specialist. The group is headed by Farm Field Director Jackson L. Sedwick.

Under the new alignment, Eugene S. Hahnel will head the farm copy section and Frank MacKnight and Donald Weiss have been assigned to the section. Paul Nelson has been named farm specialist in the radio-tv department and named special consultants on art direction for farm market advertising were Dale Kirchoff and Stanley Esson. The farm account group, under Gardner Vice President John H. Leach, will continue to service farm accounts and lend specialized assistance to other clients with farm marketing aspects.

Gardner farm clients include Ralston Purina Co., Eli Lilly & Co., Granite City Steel Co., Monsanto Chemical Co. and Doane Agricultural Service Co.

Katz Appoints Charles Chappell Vice President, Plans Director

CHARLES CHAPPELL, former advertising consultant, has been appointed vice president and plans director of The Joseph Katz Co., New York and Baltimore, effective Nov. 1, the agency's president, John T. McHugh, announced last week.



MR. CHAPPELL

Mr. Chappell was co-founder, executive vice president and creative head of Owen & Chappell from 1945-52, when the agency merged with Kenyon & Eckhardt. He continued with K&E as vice chairman of the review board and left the agency in 1954 to establish a private consultant firm.

Dickson Heads New Additions To Rutledge & Lilienfeld Inc.

DALE DICKSON, as assistant radio-tv director, heads four additions to the broadcast personnel of Rutledge & Lilienfeld Inc., Chicago agency. Mr. Dickson formerly was retail advertising manager of Montgomery Ward (department stores).

Others joining R&L include James Jurgensen, former radio-tv director of Harper Adv., St. Paul, as radio-tv group supervisor; Robert Blake, Campbell-Mithun Inc., Minneapolis, as radio-tv director for R&L's office in that city, and Joan Powers, formerly with Knox Reeves, Minneapolis, also to the radio-tv department.

Among the broadcast accounts handled by the agency are ReaLemon Puritan Co. and National Tea Co.

CEREALS IN CLEVELAND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	10	2	16	229
2.	Kellogg Co.	6	1	18	208
3.	General Foods Corp.	4	2	8-2/3	135
4.	National Biscuit Co.	1	1	4	76
5.	Quaker Oats Co.	1	1	2	32
6.	Ralston-Purina Co.	1	1	1-3/4	15

CLEVELAND INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	10	2	16	231
2.	Kellogg Co.	6	2	26-1/4	199
3.	National Biscuit Co.	1	1	4	108
4.	General Foods Corp.	4	2	8-2/3	88
5.	Quaker Oats Co.	1	1	2	20
6.	Ralston-Purina Co.	1	1	1-3/4	9

In the above summary, the monitoring occurred the week ending Oct. 6, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Sears Produces 16 Tv Spots For Optional Use by Managers

SEARS, ROEBUCK & Co. last week confirmed production of 16 tv spots as part of its advertising mat service for over 700 store managers throughout the country.

Sears, which has been looking into television "as an ideal medium for feature advertising" [B•T, Sept. 10], explained that branch managers desiring to use tv would contact stations in their respective areas. Television Bureau of Adv. has sent letters to all television stations urging them to work with Sears managers, the department store chain pointed out.

The tv mat service comprises flip cards and audio copy and is not to be confused with that offered by Telemat, which also has sold tv spots to local Sears stores. Sears stressed the spots were prepared by its own advertising department and the 715 store managers are not required to use them.

Sears is spending about $58.5 million in advertising this year, with approximately $1.6 million in radio-tv at the local level.

Compton Sets Up Publicity Arm

FORMATION of a new, separate and self-supporting publicity subsidiary to be known as Compton Service Assoc., with offices in New York, Chicago, San Francisco and Los Angeles, was announced Nov. 9 by Compton Adv. President Barton A. Cummings. New arm will be headed by Elle Kofler, formerly publicity director of agency.



Across-the-board ...the Lion is TV-King on KING-TV

Proving the fantastic Los Angeles and Denver ratings were no fluke, it happened again in Seattle — this time on KING-TV's across-the-board presentation of MGM's Command Performance.

The October A.R.B. ratings show a fabulous 30.5 rating at 11 P.M. — Saturday night — a heretofore unheard of figure so late at night in a four station market.

The average MGM Seattle ratings for the 10:45 to 12:15 time-slots for FRIDAY were 23.6, for SATURDAY they were 26.2 and for SUNDAY they were 16.1

Averaged out for the entire week the MGM programming out-rated the combined total for the three other stations by a margin of nearly two to one.

Have you inquired about the availability of the MGM-TV library in your area? Do it now!

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

● For further information — write, wire or phone
Charles C. Barry, Vice-president
1540 Broadway, New York, N. Y., JUdson 2-2000

HOW TV GETS BIGGER AUDIENCE AT LESS COST THAN NEWSPAPERS

- **Television Bureau of Advertising shows new research**
- **Newspapers come off second best by all measures**
- **Avid tv viewers proved to be best potential customers**

A SERIES of new research studies to point up television's reach, efficiency and economy in moving advertisers' goods was unveiled by the Television Bureau of Advertising in a widescreen presentation to an estimated 2,000 advertiser, agency, and broadcasting executives in New York last Friday.

Shown at a breakfast session at the Waldorf-Astoria preceding TvB's second annual membership meeting, the presentation showed television's circulation and cost advantages over other media, especially newspapers; presented new case studies to demonstrate tv's sales effectiveness, and revealed new data on the size of television today.

TvB President Norman E. Cash and Operations Director Gene Accas made the presentation, which placed the number of tv sets in the U. S. at 41,132,000 and reported that approximately 10% of all tv homes have more than one set. The introduction was by W. D. Rogers Jr., KDUB-TV Lubbock, Tex., chairman of the TvB board.

The presentation also included results of a nationwide study, conducted for TvB by Pulse Inc. in the first week of September, which showed that in a single day 120,450,000 people watch television as against 107,250,000 who read newspapers—a 12% advantage for tv. These figures represent measurements in non-tv as well as tv homes.

"The findings show that on an all-home basis the average person spends 34 minutes a day with newspapers and 1 hour 45 minutes with television . . . Multiply the amount of time the average person spends by the number of people in the country, and the size of both newspapers and television becomes more apparent—newspapers with 93,500,000 people hours per day and television with 288,750,000 . . . a 209% tv advantage."

Looking at the data another way, TvB pointed out that of the total time spent with the two media each day (2 hours 19 minutes), 75% is spent with television and 25% with newspapers. By age of reader or viewer (and eliminating tv viewers who are under 12 years because they have "no significant newspaper counterpart") tv's share of the total two-media time in the 12-17 age group (2 hours 16 minutes) is 85.7%; in the 18-34 group, it is 73.4% (of 2 hours 21 minutes); in the 35-to-49 group it is 68.9% (of 2 hours 33 minutes), and in the over 50 group it is 68.1% (of 2 hours 38 minutes).

The time spent with television by housewives—"the American purchasing agent"—exceeds the time they spend with newspapers by three to one, TvB emphasizes. And tv dominance in the home, the presentation continued, "is greatest where the housewife is youngest." For instance, where the average age of the housewife is 18 to 34, the amount of time those homes watch television totals 88,051,000 hours a day, compared to 24,576,000 with newspapers; where the housewife is between 35 and 49 it is 116,056,000 hours with tv to 38,498,000 with newspapers; and where the housewife is over 50, it is 69,210,000 with tv to 27,235,000 with newspapers.

The Pulse study also gave further refutation to newspapers' arguments that their medium, being printed and therefore "permanent," not only is read but "re-read." It showed that "of all references to newspapers, during all 24 hours throughout seven days of the week, 90% were one-time-only references."

Among other findings in the study:

• Seven percent of all U. S. homes plan to buy a new tv set within 12 months (not counting new homes that will be created by an expected 1.5 million new marriages). Of the homes planning to buy, 62% will be replacing existing sets; 25% will be buying second sets, and 13% will be buying tv for the first time.

Watch Most, Buy Most

• Of 11 million families that plan to buy other major appliances in the coming year, the 20% who watch television most also plan to buy the most—13% more than the 25% who view least. The lightest-viewing 20% (which includes non-tv homes) accounts for 19.4% of all the intentions to buy major appliances; the next 20% accounts for 18%; the next for 20.7%, and the heaviest-viewing 20% accounts for 22%.

• The same pattern exists in the purchase of beer: the 20% who watch television most also buy most—24.3% of all beer consumed, as compared to 15.2% bought by the 20% who view the least. Thus the heavy-viewing 20% accounts for 59% more beer sales than the lightest-viewing 20%.

• In the frozen fruit juice field, the same pattern again is found: the heavy-viewing 20% consume 25% of the market as compared to 14.3% for the lightest-viewing group—a difference of 74%.

• A study of three sudsless detergents (Ad, All, and Dash) showed that the brand that put more than 75% of its advertising budget into television won 30% of its current users from its competition; the brand that put only 53% of its budget into tv won only 21% of its users from the competition; and the brand that limited tv to about 40% of its budget acquired only 4% of its users from its rivals. The brand that invested 75% of its advertising appropriation in television also "ranks highest in the percent of current users that will buy it next time. It will lose the fewest users to its competition."

The presentation also reviewed results of a study, conducted for TvB by the Institute for Motivational Research and released last summer, which showed that 64% of car-shoppers interviewed indicated they were first attracted to the showroom through television, as against 36% who credited newspapers. This 80% lead by tv over newspaper "is particularly significant," TvB noted, "when you add the fact that for every dollar the automobile industry invested nationally in newspapers in 1955, only 50 cents went to television: The minority of automobile advertising investment was responsible for the majority of their dealer sales traffic."

In pointing up tv's growth, the presentation noted that advertisers spent $1,025,300,000 in television advertising in 1955, and estimates this year's investment will be about 22% higher. The presentation also cited A. C. Nielsen Co. figures to show that in the average week in September of this year more than 1.3 billion home hours were spent in tv viewing.

Whereas the cost efficiency of printed media has declined due to failure of circulation to keep pace with cost increases, TvB pointed out, television's cost efficiency—in terms of delivered audience per dollar—is now 213% greater than it was in 1950. In the same period, the presentation asserted, the cost efficiency of newspapers dropped 17%, that of magazines is down 20%, and that of radio has slipped 2%.

The audience gains of television are such that in the first nine months of 1956, only one (June) failed to show higher sets in use this year than in the comparable month of 1955. Overall, for the entire broadcast day, the percentage of tv homes tuned per average minute this year is 4% greater than last year, and seven of the nine rated months this year established all-time highs in terms of time spent viewing per tv home.

And in these nine months, the presentation continued, the average weekday daytime network program delivered 2,184,000 homes or 21% more than in the same period of 1955; the average weekend daytime program delivered 4,021,000 homes, a gain of 24%, and the nighttime program audience rose to 6,757,000 for an 18% increase.

In a further breakdown, based on Nielsen figures, the presentation reported that in a week 36.5% of all tv homes regularly watch television before 9 a.m.; 58.9% between 9 a.m. and noon; 65% between noon and 3 p.m.; 81% between 3 and 6 p.m.; 95.7% between 6 and 9 p.m., and 94.6% between 9 p.m. and midnight.

But while the figures show only 36.5% of tv homes watching before 9 a.m., and 58.9% between 9 a.m. and noon, TvB stressed that 53.6% of all television homes with a housewife under 35 years of age regularly view before 9 a.m. and that 75% of the youngest-housewife homes watch regularly between 9 a.m. and noon.

Mars Appoints Knox-Reeves Adv. As Successor to Leo Burnett

APPOINTMENT of Knox Reeves Adv. Inc., Minneapolis, to handle its candy product advertising was made last week by Mars Inc., Chicago, representing addition of $2 million in overall billings for the agency. Leo Burnett Co. terminated the account the past fortnight.

The Mars account (Mars, Milky Way candy bars), which will be assumed by Knox

Boy! do they love us in Dallas!



ADVERTISERS GET **BIG-TIME** RESULTS ON **WFAA-TV**

While these now famous puppets were hitting the "Big Time" with WFAA-TV viewers – so were sales for BRYLCREEM in the greater Dallas-Ft. Worth market. An unprecedented 3-year climb supported by a steady 3-year spot schedule on WFAA-TV!

If you are looking for big-time results in the nation's 12 ranking metropolitan market...

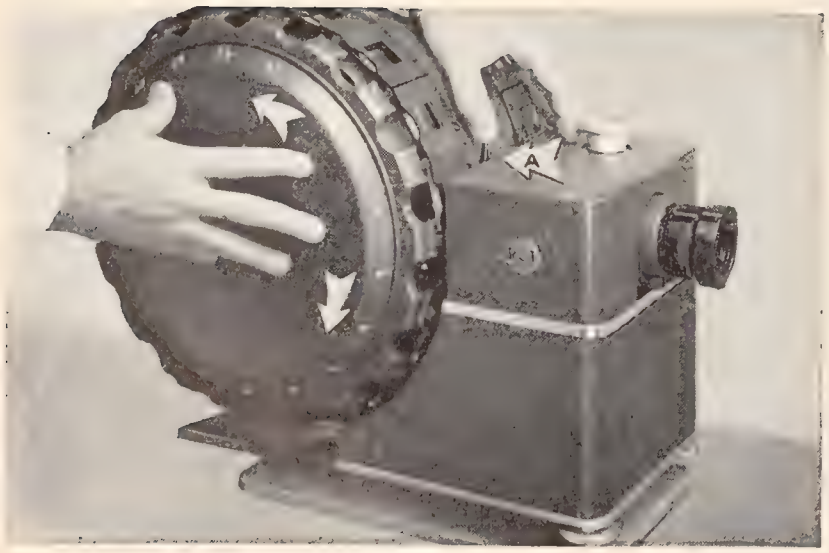
WFAA-TV

Call Your
PETRYMAN
for complete market information
and availabilities

CHANNEL 8 — DALLAS
NBC-ABC
Covering 564,080 North Texas Television Homes.

New High-Capacity TP-7 Slide Projector. Dual drums hold a total of 36 slides. For top performance in color and monochrome.

REMARKABLE NEW FEATURES ASSURE



MECHANICAL VERSATILITY

"Free wheeling" principle, with simple lever release (A), permits either drum to be twirled for easy inspection and slide changing. Slides move smoothly and lock securely in show position. Each drum can be operated independently of the other.



PREVIEW CONVENIENCE

All slides are illuminated for easy viewing making it easy for projectionist to preview them. Last-minute changes can be made before they reach the "show" position.

You told us what you wanted . . . we listened,
designed, field tested . . . with the result:

DESIGNED
THE WAY
YOU WANT IT!

This new professional slide projector excels in performance and operating convenience!

Recognizing the increasing importance of slides in programming at every television station, RCA resolved to do something about the projection equipment.

SURVEY OF USERS—At the outset, a survey was made among users of film-slide equipment to find out what was wanted most.

NEW DESIGN PROJECTOR—The result is a truly professional projector for television use that is exactly tailored to your needs . . . with so many operating advantages it's a pleasure to use! It has an ideal capacity of 36 slides—large enough for handling 99% of all station needs, yet just right for ultra flexibility.

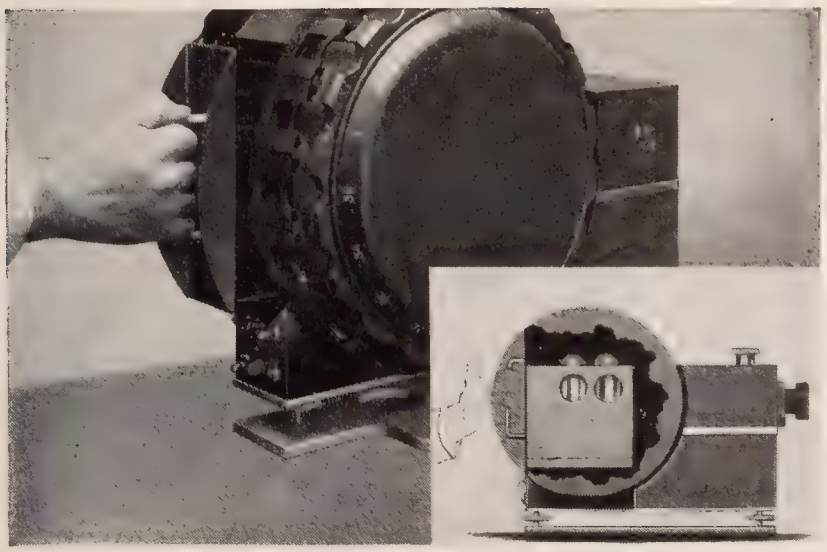
SUCCESSFUL FIELD TEST—The TP-7 Slide Projector has been field tested in actual day-to-day service at a busy television station—WBTV, Charlotte, N.C. So successful was this trial run, the station people did not want to part with the projector when the test was completed!

"OPERATION VIRTUALLY FLAWLESS"—According to Thomas E. Howard, WBTV Vice President and Managing Director of Engineering and General Services, "During the testing period, the TP-7's operation was virtually flawless. An estimated 12,000 slides were run, 170 slides per day on-air, 60 slides in previews and rehearsals."

Write for illustrated brochure containing complete information
In Canada: RCA VICTOR Company Limited, Montreal.

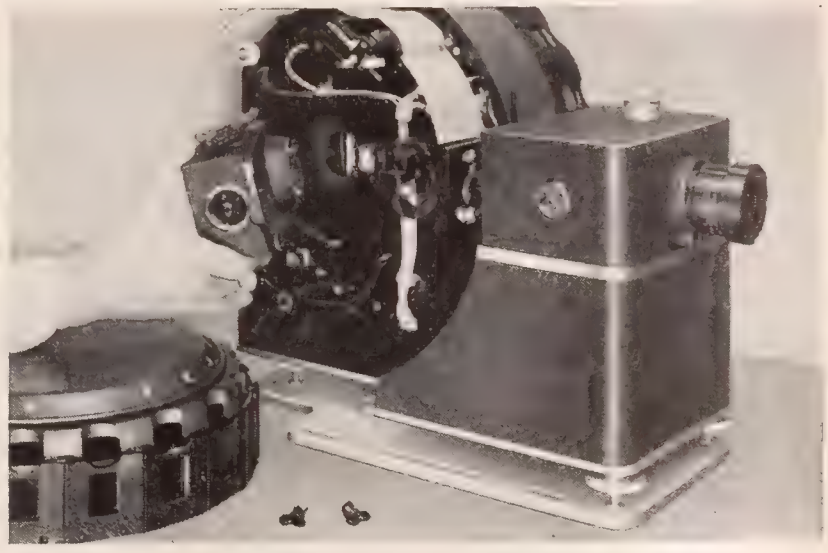
RADIO CORPORATION of AMERICA
Broadcast and Television Equipment **Camden, N. J.**

OPERATIONAL CONVENIENCE AND FLEXIBILITY



QUICK LAMP CHANGE

Use lamp to failure—reserve lamp instantly slides into place. Highest type optics for uniform brightness over entire field of projected image. One-lamp source eliminates color balance problems.



UNITIZED CONSTRUCTION

Designed for ease of operation and servicing. Drums, drum-covers and optical assemblies are easily removed for cleaning and maintenance.

Reeves by the year's end, allocates 60-65% of its budget to broadcast media, according to authoritative estimates. The company sponsors the *Buffalo Bill* film package in 65 markets and a spot tv campaign in 36 others.

The agency appointment is accompanied by the imminent retirement of V. H. Gies as vice president in charge of advertising and sales, though he will continue with Mars in a non-active capacity. Advertising duties will be divided between Herbert D. Lehrter as general advertising manager and B. A. Bouchard as general sales manager.

Six Sponsors Join ABC Radio Morning Programming Segment

REPORTEDLY in their first use of network radio, American Pop Corn Co., Sioux City, Iowa, and Frito Co., Dallas, have signed for sponsorship of segments on ABC Radio's morning block, it was announced last week by George Comtois, national sales manager of ABC Radio. The two new sponsors raise to 59 the number of advertisers using the morning schedule since segmentation was introduced 14 months ago, of which 27 were said to be new to network radio.

American Pop Corn and Frito were among six new sponsors of ABC Radio's morning block announced last week. Complete lineup includes American Pop Corn through George H. Hartman Co., Chicago, and Frito, through Tracy-Locke Co., Dallas for *Breakfast Club; Good Housekeeping* magazine through Grey Adv., New York, for the *Jack Paar Show;* Magla Products (ironing board covers), Newark, through Edward Lieb Adv., Newark, for *Breakfast Club;* Renuzit Home Products Co., Philadelphia, through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, for the *Jack Paar Show,* and Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, for *Breakfast Club.*

Bendix Home Appliance Line Sold By Avco Mfg. Corp. to Philco Corp.

THE SALE of Avco Mfg. Corp.'s Bendix home appliance line to Philco Corp. effective tomorrow (Tuesday) [B•T, Nov.5] was confirmed last week by Victor Emanuel, chairman and president of Avco.

Mr. Emanuel noted that the agreement does not include sale of his firm's Nashville plant and that Bendix laundry equipment will be manufactured there to Philco specifications. Avco will also make electric ranges for Philco at the Nashville facility. Philco will take over service and warranty obligations on Crosley products and existing Bendix home appliances. Avco has announced that it will discontinue household appliance business to concentrate on other lines.

Kellogg to Alternate on 'Tune'

KELLOGG CO. (cereals), Battle Creek, Mich., last Thursday signed to sponsor CBS-TV's *Name That Tune* on alternate week basis with Whitehall Pharmacal Div., American Home Products Corp., effective with the Tuesday, Nov. 27 telecast. Agency for Kellogg is Leo Burnett Co., Chicago.

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING OCT. 6)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week					(Avearge for All Programs)		(571)
1	Dragnet	Anahist	Ted Bates	NBC	142	Tues., 8-8:30	1,333
		Carter Products	Ted Bates	CBS			
2	Two for the Money	P. Lorillard	Lennen & Newell		201	Sun., 8:30-9	1,143
3	Truth or Consequences	Anahist	Ted Bates	NBC	170	Wed., 8-8:30	1,095
4	People Are Funny	Anahist	Ted Bates	NBC	170	Thurs., 8-8:30	1,048
5	News from NBC	Brown & Williamson	Ted Bates	NBC	173	Tues., 8:30-8:35	952
6	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	905
7	News from NBC	Brown & Williamson	Ted Bates	NBC	173	Wed., 8:55-9	905
8	Adlai Stevenson						905
9	Godfrey's Scouts	Lipton	Young & Rubicam	CBS	161	Mon., 8:30-9	905
10	Henry J. Taylor	General Motors	Kudner	NBC	189	Mon., 8-8:15	857
Evening, Multi-Weekly					(Average for All Programs)		(667)
1	Lowell Thomas	United Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,286
2	News of The World	Miles Labs	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,238
3	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,190
Weekday					(Average for All Programs)		(1,143)
1	World Series 1956	Gillette	Maxon	MBS	191	Weekdays, 12:45	2,952
2	Helen Trent (2nd Half)	Standard Brands	Ted Bates	CBS	188	Mon., Tues., 12:30-45	1,857
3	Helen Trent (1st Half)	Carter	Ted Bates	CBS	188	Tues., Wed., 12:30-45	1,667
4	Aunt Jenny (2nd Half)	Lever	Foote, Cone & Belding	CBS	197	Tues., Thurs., 1:15-30	1,667
5	Our Gal Sunday (2nd Half)	Standard Brands	Ted Bates	CBS	194	Mon., Tues., Thurs., Fri., 12:45-1	1,619
6	Aunt Jenny	Lever	Foote, Cone & Belding	CBS	197	Mon., Wed., Fri., 1:15-30	1,571
7	Young Dr. Malone (1st Half)	Carter	Ted Bates	CBS	186	Tues., 1:30-45	1,524
8	Young Dr. Malone (2nd Half)	Standard Brands	Ted Bates	CBS	186	Wed., 1:30-45	1,524
9	Helen Trent (1st Half)	Toni	North Adv.	CBS	189	Tues., Thurs., 12:30-45	1,524
10	Nora Drake	Toni	North Adv.	CBS	172	Mon., Tues., Thurs., 1-1:15	1,524
Day, Sunday					(Average for All Programs)		(429)
1	Woolworth Hour	F. W. Woolworth Co.	Lynn Baker	CBS	209	Sun., 1-2	1,286
2	Greatest Story Ever Told	Goodyear Tire & Rubber Co.	Kudner	ABC	340	Sun., 5:30-6	762
3	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	714
Day, Saturday					(Average for All Programs)		(762)
1	World Series 1956	Gillette	Maxon	MBS	191	Sat., 12:45	4,000
2	Galen Drake	Pontiac	MacManus, John & Adams	CBS	110	Sat., 10:35-11	1,190
3	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,095

TOP TV SHOWS (TWO WEEKS ENDING OCT. 6)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	World Series	Gillette	Maxon	NBC	205	Sat., 12:45	20,132
2.	I Love Lucy	Procter & Gamble General Foods	Grey Young & Rubicam	CBS	162 161	Mon., 9-9:30	19,416
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	166	Sun., 8-9	17,455
4.	World Series	Gillette	Maxon	NBC	205	Wed., Fri., 12:45	16,437
5.	Sat. Night Spectacular	RCA & Whirlpool Oldsmobile	Kenyon & Eckhardt D. P. Brother	NBC	150	Sat., 9-10:30	14,665
6.	$64,000 Question	Revlon	BBDO	CBS	174	Tues., 10-10:30	14,251
7.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	175	Sat., 9:30-11	14,024
8.	Climax	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	13,534
9.	Jackie Gleason Show	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	172	Sat., 8-9	13,459
10.	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith French & Dorrance Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	13,346

	‡ Average Audience Tv Homes Reached (000)		* Total Audience % Tv Homes Reached		* Average Audience % Tv Homes Reached
1.	I Love Lucy 17,832	1.	World Series-1956-Sat. 54.2	1.	I Love Lucy 48.7
2.	Ed Sullivan Show 13,836	2.	I Love Lucy 53.0	2.	Ed Sullivan Show 37.8
3.	World Series-1956-Sat. 13,647	3.	Ed Sullivan Show 47.7	3.	World Series-1956-Sat. 36.8
4.	$64,000 Question 12,931	4.	World Series-1956-W & F 44.9	4.	$64,000 Question 35.0
5.	G. E. Theater 11,385	5.	Sat. Night Spectacular 40.8	5.	G. E. Theater 31.6
6.	Lineup, The 11,310	6.	Ford Star Jubilee 39.9	6.	$64,000 Challenge 31.6
7.	$64,000 Challenge 11,272	7.	$64,000 Question 38.5	7.	I've Got a Secret 31.4
8.	I've Got A Secret 11,272	8.	Game of the Week 38.1	8.	Lineup, The 31.0
9.	Climax 11,197	9.	Jackie Gleason Show 37.1	9.	Climax 30.6
10.	Jackie Gleason Show 10,858	10.	Climax 37.0	10.	Jackie Gleason Show 29.9

Details on programs in preceding three tables, but not listed in top table.

G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30
The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30
$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	113	Sun., 10-10:30
I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	179	Wed., 9:30-10
Game of The Week	Falstaff Brewing American Safety Razor	Dancer-Fitzgerald-Sample McCann-Erickson	CBS	101 165	Sat.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented rating are based on tv homes within reach of station facilities used by each program.

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Continues on page 60



Folks fall for **WWDC** Radio

"1st in Washington, D.C., 6 A.M. to 6 P.M., 7 days a week"—July-August Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

Ratings—Cont'd

VIDEODEX

TOP TELEVISION SHOWS (OCT. 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	32.3	11,076
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	31.2	10,589
3.	Jackie Gleason	P. Lorillard Bulova Watch	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	29.3	9,504
4.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	28.9	9,818
5.	President Eisenhower						28.4	9,871
6.	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	170	Sat., 10-10:30	26.9	8,734
7.	Studio One	Westinghouse Electric Co.	McCann-Erickson	CBS	100	Mon., 10-11	25.9	—
8.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	115	Sun., 10-10:30	25.3	7,922
9.	Red Skelton	S. C. Johnson & Son Pet Milk Co.	Foote, Cone & Belding Gardner	CBS	100	Tues., 9:30-10	25.2	—
10.	Climax	Chrysler Corp.	McCann-Erickson	CBS	155	Thurs., 8:30-9:30	25.1	8,442
	You Bet Your Life	De Soto	BBDO	NBC	155	Thurs., 8-8:30	—	7,835
	Phil Silvers	R. J. Reynolds Amana Refrigeration	Wm. Esty Maury, Lee & Marshall	CBS	165	Tues., 8-8:30	—	7,782

Copyright 1956 by Videodex

Tootsie Rolls Signs $1 Million NBC Pact

SWEETS Co. of America (Tootsie Rolls), through Henry Eisen Adv., both New York, last week signed a $1 million gross billing order with NBC-TV for 13 alternate-week quarter-hour segments in four of that network's daytime programs.

The purchase was described Thursday by NBC-TV Sales Vice President William R. Goodhart Jr. as the second "major upsweep" in the network's daytime billing in less than a month's time. The first was a $2.5 million (gross) schedule placed by Corn Products Refining Co. through C. L. Miller Co., both New York.

Tootsie Rolls' order calls for alternate-week sponsorship of two Saturday morning children's programs; the 10-10:15 a.m. segment of *Howdy Doody* and the noon-12:15 p.m. segment of *Cowboy Theatre* the first Saturday and from then on, the 11:30-11:45 a.m. segment; alternate Tuesday sponsorship of *Modern Romances* (Monday-Friday, 4:45-5 p.m. EST) and the noon-12:15 p.m. segment of *Tic Tac Dough,* also Tuesdays. The Saturday sponsorships are effective Nov. 24, Tuesday buys Nov. 27. Earlier this autumn, Tootsie Rolls signed to co-sponsor (with Ideal Toy Corp.) NBC-TV's coverage of the annual Macy's Thanksgiving Day Parade this Thursday.

Seaboard Cancels Sponsorship of Walter Winchell News Show

SEABOARD Drug Co., New York, last week canceled its sponsorship of Walter Winchell's news program over Mutual (Sun., 6-6:15 p.m. EST), but signed a new 35-week contract with the network's parent company, RKO Teleradio Pictures Inc., covering sponsorship of programs on Mutual and on the company's owned regional networks and stations.

Starting today (Monday) Seaboard will sponsor, on a Monday-through-Friday basis, the first five minutes of *Parallels in the News* on Mutual (11:05-11:15 a.m. EST); will buy participations on the regional Don Lee and Yankee networks and will launch a saturation spot campaign on WOR New York, WNAC Boston, KHJ Los Angeles and KFRC San Francisco. It was unofficially reported that Mr. Winchell was dropped because he had made "a disparaging remark" about Democratic presidential candidate Adlai Stevenson during coverage of the national elections. Mr. Winchell will continue on Mutual on a sustaining basis, according to an MBS spokesman, who added that "several advertisers have expressed interest in sponsoring the show."

Calif. Start For Hills Instant

HILLS BROS. COFFEE Inc., San Francisco, whose distribution area is limited to the Middle and Far West (with a few isolated markets in the South), last week announced plans to break into the instant coffee line by introducing instant Hills Bros. in California towards the end of this month. Though the firm plans extensive use of both radio-tv spot announcements (with the slogan: "The Hills family invites your family to enjoy a wonderful new instant coffee"), Hills Bros.' agency, N. W. Ayer & Son, New York, said that final plans regarding the number of California markets, stations, and length of campaign had not yet been "completely formalized." Ayer's San Francisco office will conduct the drive.

Prentice Heads New Lever Div.

ROBERT M. PRENTICE, who joined Lever Bros., New York, last March as product manager for Spry (all-vegetable shortening), has been named manager of advertising policy development of the newly-formed Corporate Adv. Services Div. at Lever. Mr. Prentice will be concerned with policies on advertising agency selection and relationships and on the handling of advertising within the company.

WCTV
CHANNEL 6
TALLAHASSEE-THOMASVILLE

WTAL	WKTG	WTYS
1270 Kc	730 Kc	1340 Kc
TALLAHASSEE, FLA.	THOMASVILLE, GA.	MARIANNA, FLA.

Now . . . a 5th JOHN H. PHIPPS BROADCASTING STATION

FULL POWER . . .

WEST PALM TELE VISION



CHANNEL 5

WEST PALM BEACH, FLORIDA

OWNED AND OPERATED BY JOHN H. PHIPPS BROADCASTING STATIONS

P. O. BOX 3166, TALLAHASSEE, FLORIDA, TELEPHONE 3-3666

— JOHN H. PHIPPS, OWNER —

L. HERSCHEL GRAVES, GENERAL MANAGER

BILL WOODS, NATIONAL SALES MGR.

Radio-Tv Natural Media For Bakers—Llewellyn

RADIO and television are natural media for either local or regional wholesale baking accounts because of their mobility, flexibility and efficient coverage but rate differentials in some markets can be "troublesome" to multi-plant baking firms, Station Representatives Assn.'s midwest chapter was told Tuesday. Robert Llewellyn, advertising manager of American Bakeries Co., addressed the Chicago chapter's monthly luncheon session at the Sheraton Hotel.

A new product can be brought out and moved almost overnight and a "smart plant operator can take full advantage of the 'last-minute-ness' of airwaves media," Mr. Llewellyn said. He added that budget flexibility is needed and that a spot schedule can be doubled or tripled momentarily for a particular promotion.

Mr. Llewellyn also noted differences in operation by one-plant and multi-plant baking operators, with the former group relying on syndicated radio-tv spot and advertising package services for high-quality material. He continued:

"One of the thorns in the side of a multi-plant operator is the presence of local rates in certain of his smaller markets. A local one-plant operator often gets the local rate and the large multi-plant competitor operating in the same market has to pay a higher rate which results in a higher cost per thousand and unfair position for the multi-plant operator. It would be better if both operations were put on an equal basis."

He charged that an "awkward situation" results when "some plant managers start playing footsie with the local station people and recommend through the sales department that they get this or that show or station." Situation "tests the mettle of many an advertising manager," he claimed.

With respect to radio-tv, "frequency is the key word and the contact of the representatives should be, for the most part, through the advertising agency which the client has appointed," Mr. Llewellyn asserted. He urged representatives to "learn" the wholesale baking accounts as a "good bread and butter baseline business for many years to come." He noted that, while budgets are spread evenly over 12 months, "there is room for certain promotions during the year."

COLORCASTING®

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 21 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 28).

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Nov. 23 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors.

Nov. 25 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining.

NBC-TV

Nov. 19 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 26, Dec. 3, 24, 31).

Nov. 19-21 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 23, 26-28, 30, Dec. 3-7, 10-14).

Nov. 20 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 27, Dec. 4, 11).

Nov. 20 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 27, Dec. 4, 11, 18, 25).

Nov. 20 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel Seeds (also Nov. 27, Dec. 4, 11, 18, 25).

Nov. 22 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 29, Dec. 13, 20, 27).

Nov. 23 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Nov. 30, Dec. 14, 21, 28).

Nov. 24 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Dec. 1, 8, 22, 29).

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt (also Dec. 22, "Holiday on Ice").

Nov. 25 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 2, 9, 16, 23).

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

Nov. 27 (9:30-10:30 p.m.) *March of Medicine,* Smith, Kline & French through Doremus-Eshleman Adv.

Nov. 28 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also Nov. 28, Dec. 5, 19, 26).

Nov. 30 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Dec. 16).

Dec. 2 (9-10 p.m.) *Alcoa Playhouse,* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 9, 23).

Dec. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet through Campbell-Ewald.

Dec. 8 (1-2 p.m.) *New Figures of 1957,* Warner Bros. Co. through C. J. LaRoche.

Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, and Buick through Kudner.

Dec. 15 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco Co. through BBDO and Richard Hudnut through SSC&B on alternating weeks.

Dec. 16 (7:30-9 p.m.) *Hallmark Hall of Fame,* "The Little Foxes," Hallmark Card Co. through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]

Brand Switching Among Smokers Shown in Pulse Survey for WQXR

INCREASED brand switching by cigarette smokers in the New York metropolitan area highlights a new cigarette survey conducted for WQXR New York by Pulse Inc. Findings were released last week of the personal interview survey which covers a random sample of smokers.

Other highpoints: more women and a few more men are smoking; filter tip cigarettes are increasing their hold on the market with men being won over in large numbers; brand switching, particularly great in filter cigarettes, has the men leading the way.

L & M filters was found to be the leading brand of all cigarettes in the total market, with Marlboro, also a filter, in second place. A five-year comparison chart of brands smoked and percentage breakdowns on WQXR listeners and non-listeners who smoke, both men and women, was shown.

King-size filters are the most popular among both men and women, although "regular type" cigarette smokers stick to the standard size as against king size, the survey showed.

State Pharmacal Plans Drive

A QUARTER million dollars has been allocated by State Pharmacal Co. (dietary supplements), Chicago, for a multi-media campaign during the first three months of 1957, it was announced Wednesday. State has been active in television this past year and recently was acquired by Lanolin Plus Inc. State agency is Olian & Bronner Inc., Chicago.



man about town

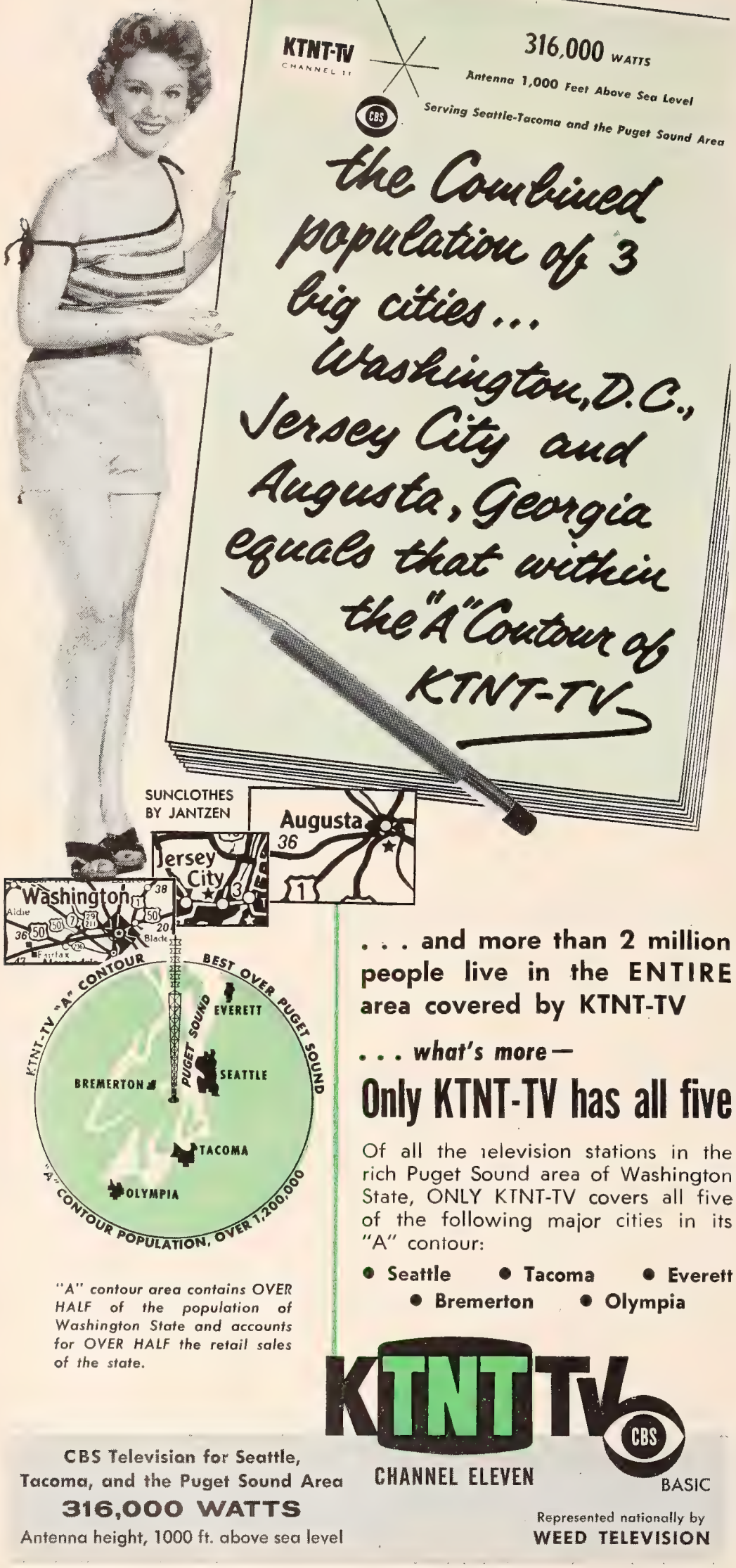
If your broadcasting or telecasting station were located in Cloverleaf, Texas, you'd know all about Jim Lloyd of Western Electric. That he's been a member of the community volunteer fire department for 3 years . . . has been its chief for the last year and a half. That he's also a Boy Scout troop committeeman, active in the local civic club and a member of the board of trustees of his church.

For Jim belongs to that special group of people in every town who always seems to find the time and energy to lend a hand in the community's interest. There are thousands like him in Western Electric plants, distribution and installation centers across the country.

We're always delighted when we hear about Western Electric people taking a voluntary part in their communities' affairs. And appreciative, too. We like to feel that one reason we do a good job as the manufacturing and supply unit of the Bell System is that we've been fortunate enough to attract people like these to work for us.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



"A" contour area contains OVER HALF of the population of Washington State and accounts for OVER HALF the retail sales of the state.

. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . what's more—

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

KTNT TV CBS
CHANNEL ELEVEN
BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

Represented nationally by
WEED TELEVISION

Dan B. Miner Dies at 74, Formed Miner Agency in 1911

DAN B. MINER, 74, pioneer west coast agency head, died Nov. 10 in Los Angeles following a heart attack.

Mr. Miner formed The Dan B. Miner Co. in 1911 and served as board chairman of that agency at the time of his death. His company is said to be the first Los Angeles advertising agency to gain recognition by the American Assn. of Advertising Agencies.



MR. MINER

Private services and interment were conducted last Tuesday at Forest Lawn Memorial Park, Los Angeles. Mr. Miner is survived by his wife, Susan C. Miner.

Merrill Retires as Y&R V.P.; Richardson Succeeds in S. F.

EDWARD A. MERRILL, vice president and manager of Young & Rubicam's San Francisco office, last week announced his retirement from both Y&R and the agency business, effective Jan. 1. George B. Richardson, Y&R's vice president and contact supervisor at San Francisco, succeeds him.

Mr. Merrill, who joined Y&R in 1931 in New York—managing the San Francisco office since 1948—intends to enter a field apart from advertising. After joining the San Francisco office in 1955, Mr. Richardson, formerly with Foote, Cone & Belding, was made a contact supervisor last April and subsequently was elected a vice president in July.

A&A SHORTS

Mumm, Mullay & Nichols Inc., N. Y., moves to 580 Fifth Ave., New York 36. Telephone: Circle 6-5310.

Betteridge & Co., Detroit, Mich., moves to newly-remodeled offices in Penobscot Bldg., Detroit 26.

Gardner-Jacobson Inc., Tacoma, Wash., changed name to G. W. Gardner Agency. Address remains 721 South Kay St.

Patch & Curtis Adv., Long Beach, Calif., moves to enlarged quarters at 3308 East Broadway. Telephone number is Hemlock 3-4919.

NEW BUSINESS

CBS-TV to present 68th annual Tournament of Roses Parade from Pasadena, Calif., on Jan. 1 (11:45 a.m.-1:45 p.m. EST). Telecast sponsored by Quaker Oats Co., Chicago, through Lynn Baker Inc., N. Y.

Good Housekeeping magazine, N. Y., buying eight 5-minute segments of *Jack Paar Show* on ABC Radio, 11:15-11:30 a.m. EST, five times weekly, Nov. 20 through Nov. 23.

Look at these results: **POPEYE**

QUADRUPLES RATINGS ON KTLA !

KTLA
Paramount Television Productions, Inc.
5451 SUNSET BLVD.

LEWIS E. ARNOLD
GENERAL MANAGER

November 6, 1956

Mr. W. Robert Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, New York

Dear Bob:

That Sailor Man of yours certainly has the kind of muscle-power it takes to beat the competition in the Los Angeles area. Our ratings quadrupled when POPEYE took over.

Our ARB average for 7 to 7:30 pm, Monday-Friday, last month, before POPEYE took over, was 1.8. In October, thanks to POPEYE, the ARB average rocketed to 8.4 -- more than four and one-half times as high! On Wednesday, for instance, POPEYE drew a rating of 11.2, topping all six competing Channels, and beating "Back-ground to Danger", "Carveth Wells", "Kit Carson", "Man Called X", "Public Defender", and "Vagabond".

And check this -- POPEYE'S non-duplicated cumulative rating for the week is 20.5 -- the highest of all programs (both national and local) in "competition-tough" Southern California, from sign on to 7:30 pm, Monday through Friday...and equally important, POPEYE reaches the whole family -- nearly 40% ADULTS!

We're so jubilant over these ratings that we wanted to pass the happy word on to you. And needless to say, our sponsors are wearing big grins, too. They include: Gold Seal, American Character Dolls and Farmer John.

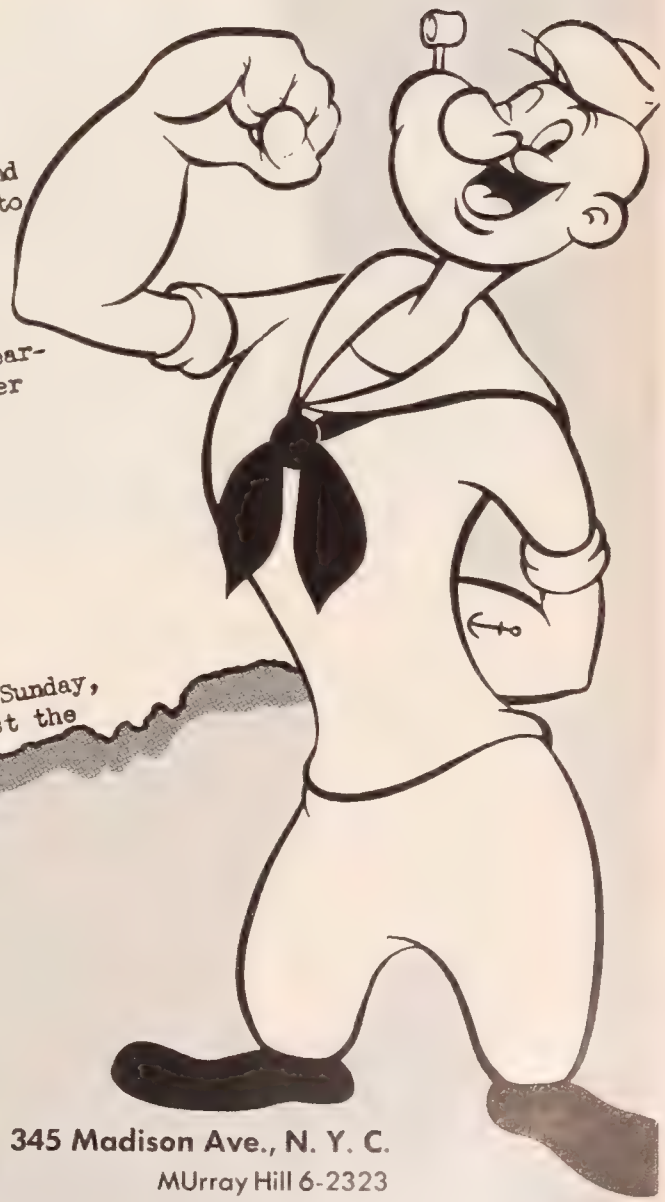
Yours for continued success with POPEYE!

Cordially,

Lew Arnold

Lew Arnold

P.S. Incidentally, our Warner Brothers Movie program on Sunday, 7:30-9:pm, drew a very exciting 11.3 average against the best the networks have to offer.



Capture the Audience in YOUR MARKET with Popeye cartoons.

Call or wire today

a.a.p.

Associated Artists Productions, Inc. (P.R.M. Inc.)

345 Madison Ave., N. Y. C.
MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive • DEarborn 2-4040

DALLAS
1511 Bryan Street • RIverside 7-8553

LOS ANGELES
9110 Sunset Boulevard • CRestview 6-5886

INDIVIDUAL

KGO-TV is the SAN FRANCISCO BAY AREA

KGO-TV...consistently recognized for the outstanding caliber of its programming... winner of awards of excellence in educational programs...for the "Success Story" series...five awards to its nightly live variety show "San Francisco Tonight"...the McCall's Golden Mike Award for service to youth on "It Time"...and for religious programming, "Our Catholic Heritage."

In all a demonstrated station popularity presenting a broad base of program interest and service to the Bay Area community.

KGO-TV · KABC-TV
WABC-TV · WBKB · WXYZ-TV
American Broadcasting Company



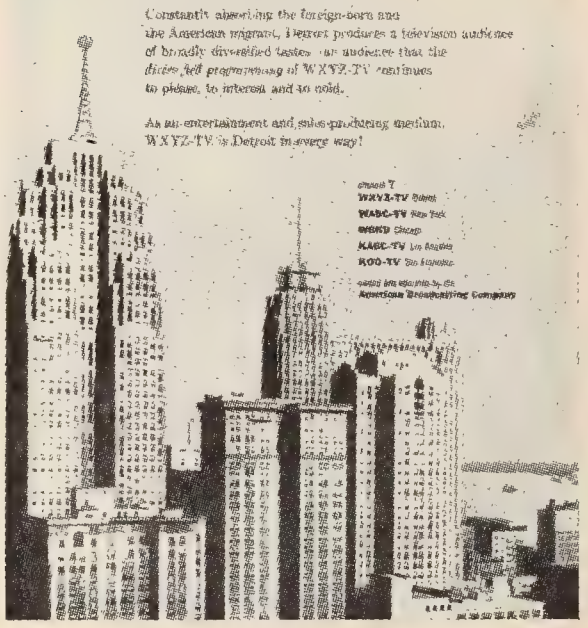
WXYZ-TV is Detroit

From its great inland waterfront to the leafiest streets of its wealthy suburbs, Detroit is a city of contrasts and complexities.

Constantly absorbing the foreign-born and the American migrant, Detroit produces a television audience of broadly diversified tastes. An audience that the diversified programming of WXYZ-TV continues to please, to interest and to hold.

As an entertainment and sales-producing medium, WXYZ-TV is Detroit in every way!

Channel 7
WXYZ-TV Detroit
WABC-TV New York
WBKB Chicago
KABC-TV Los Angeles
KGO-TV San Francisco
owned and operated by the
American Broadcasting Company





YET INSEPARABLE

WBKB IS CHICAGO

7 WBKB · WABC-TV
KABC-TV · KGO-TV

NOVEMBER NIGHT IN CHICAGO



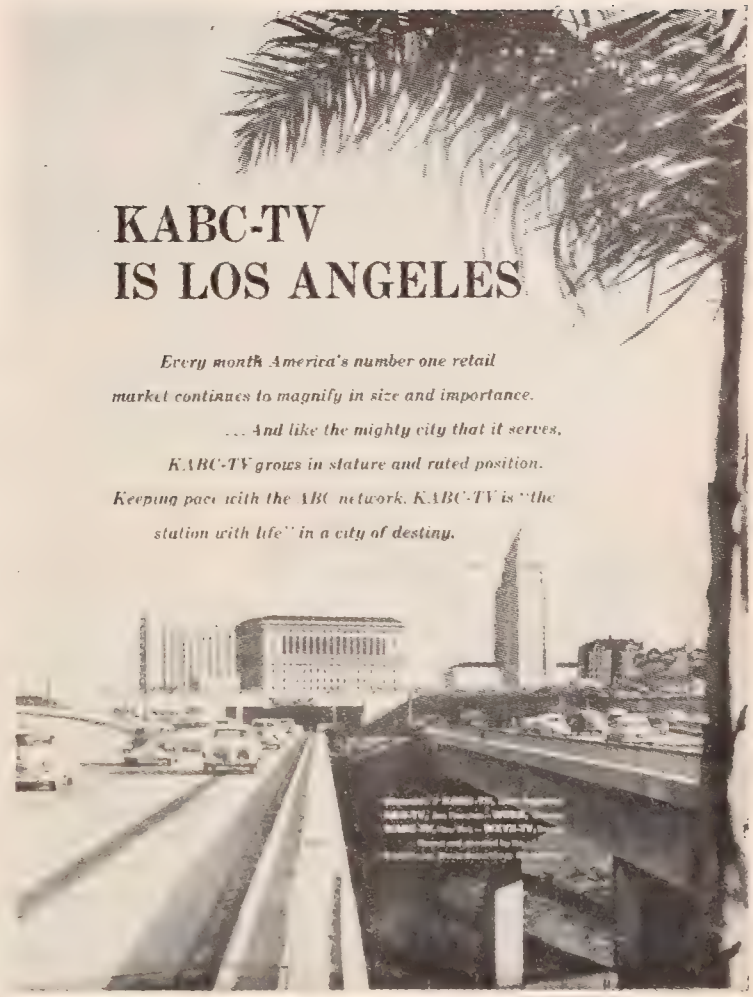


WABC-TV IS NEW YORK

More and more, WABC-TV is reflecting New York's habits and needs. It is accurately tuned to a complex living pattern that encompasses city streets and suburbanites.

Proud of a creed that says it's the point of view of WABC-TV to be entertainment and news producing in drama that lives is New York in every way.

7
WABC-TV, WBKB, WXYZ-TV,
KABC-TV, KGO-TV
American Broadcasting Company



KABC-TV IS LOS ANGELES

Every month America's number one retail market continues to magnify in size and importance. ... And like the mighty city that it serves, KABC-TV grows in stature and rated position. Keeping pace with the ABC network, KABC-TV is "the station with life" in a city of destiny.

In New York, Chicago, Los Angeles, San Francisco and Detroit, ABC ownership and operation means dedicated service to both advertiser and community.

Combining local tastes with increasingly popular ABC Television Network shows, each operation strives to reflect its market in every way.

Thus, the credo for Channel 7 in these key markets of our country means business and entertainment for the communities which they serve.

abc
television network

WCDA-B • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
WSYR-TV • *SYRACUSE*

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
Chicago
San Francisco
Atlanta

Media Buyer Sold on Audit Bureau of Circulations



ROGER C. BUMSTEAD
Media Director
MacManus, John & Adams, Inc.

Mr. Bumstead, upon noting that Broadcasting • Telecasting had become a member of the Audit Bureau of Circulations, wrote as follows:

"B•T's admission to the Audit Bureau of Circulations is a significant milestone in your history. As a Media Director, A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

ADVERTISERS & AGENCIES

Miles Labs (Alka-Seltzer), Elkhart, Ind., buys alternate weeks on ABC-TV's *Broken Arrow,* Tues., 9-9:30 p.m. EST, effective Dec. 11. General Electric is other sponsor.

Ohio Oil Co., Findlay, to sponsor Ziv Television Programs' half-hour tv *Men of Annapolis* film series in 13 midwestern markets, raising to 73 total markets sold to date. Starting date for series is mid-January. Agency for Ohio Oil is N. W. Ayer & Son, N. Y.

A&A PEOPLE

Shelton R. Houx, vice president and general manager, J. M. Hickerson Inc., N. Y., elected director.

Robert Durham, assistant to president of Kenyon Eckhardt, N. Y., appointed senior vice president in charge of business development at Ruthrauff & Ryan, same city.

Roger M. Johnson, research head, Erwin, Wasey & Co., L. A., to vice president in charge of media and research.

William F. Craig, director of television, Proctor & Gamble, N. Y., to radio-tv department, William Morris Agency, same city, effective Nov. 15.

Stephens Dietz, vice president and chairman of marketing plans committee, Kenyon & Eckhardt, N. Y., appointed acting promotion director. He succeeds Hal Davis, resigned to join Grey Adv., New York, as vice president of radio-tv [B•T, Nov. 12].

Calvin Vincent, formerly with Graybar Electric Co., to Kenyon & Eckhardt, L. A., as account executive.

Leonard Bridges, account executive, BBDO, N. Y., to Needham, Louis & Brorby Inc., same city, in similar capacity.

Henry A. Browe, district sales manager, Sylvania Electric Products, Chicago, to Erwin, Wasey & Co., same city, as account executive in charge of electrical appliance accounts.

Dennis Stone, public relations account executive, D'Arcy Adv. Co., N.Y., to Grant Adv. Inc., Chicago, as regional public relations account executive on Florists' Telegraph Delivery Assn. account. **A. Chesley Wilson,** with Carl Byoir & Assoc., to Grant as public relations director in Miami office.

Jack MacDonald, market-sales promotion consultant, Madison, Wis., to Grant Adv. Inc., Chicago, as account executive specializing in package goods.

Donald G. Harris named account executive at Hadlock & Assoc., Hollywood.

John F. McNeely, account supervisor, West-Marquis Inc., L. A. to Buchanan & Co., S. F. as senior account executive and group supervisor for Tidewater Oil Co.

Chuck Rivers, formerly with Roche, Eckhoff & Lee, L. A., to Thomas M. Cavanaugh Adv., same city, as account executive and public relations director.

THE TIMEBUYER ASKS . . .

"Can KTRK-TV handle live production?"

A GOOD QUESTION that every smart timebuyer must cover on every station he buys. He knows that an accurate measure of a station's general effectiveness lies in its "production reliability."

Benton & Bowles timebuyer Michael Donovan, right, gets the KTRK-TV story from Jack Peterson of the George P. Hollingbery Company.



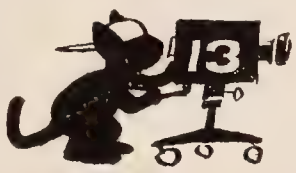




The big studios with "flying sets" spaced progressively in the production time schedule are a model of smooth efficiency, and the public knows they are watching the best when they see the friendly family station man put the smile into his "sell." Complete "production reliability" helps to make KTRK-TV the best television buy in Houston.

KTRK-TV production has handled everything from live local spots to the origination of the Lawrence Welk show for the ABC network. A six camera station with a staff that knows how to use them, KTRK-TV offers the finest facilities and smart, alert technicians and talent—just the right combination of experienced "old pros" and well-trained, eager, imaginative youngsters.

KTRK–TV



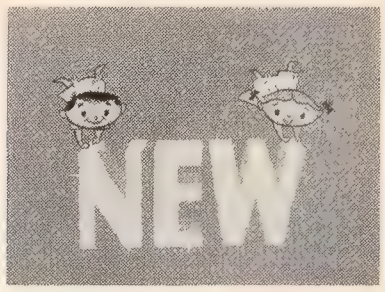
THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY, 500 Fifth Avenue, New York 36, New York



Shamus Culhane Studios
Halo Shampoo



Television Graphics
Bond Bread



UPA
General Electric



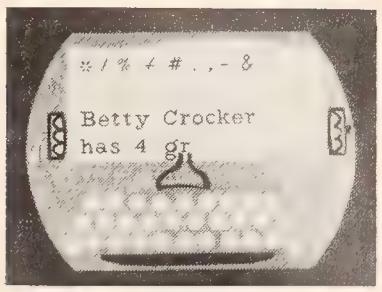
Bill Sturm Studios
Coca-Cola



Academy Pictures
Beech-Nut Gum



Transfilm Inc.
U. S. Rubber Co.



Hal Seeger Productions
General Mills

NEW YORK FILM FESTIVAL WILL ACCENT 'BOOMLET' INDUSTRY ON EAST COAST

TELEVISION has touched off a scarcely noticed economic boomlet in New York that has tripled the size of the film cartoon business there in the past 10 years and is currently adding an estimated $3 million a year to its take.

This upsurge in the film animation business is credited almost exclusively to the emergence of television and the resultant need for commercials. And individuals and companies in New York who have benefited most by this expansion—film animation companies and their employes—have joined forces in a special one-day film festival, "Animation One," to be held Nov. 26 at the Hotel Pierre in New York.

Formal sponsors of the festival are the 450 members of the Motion Picture Screen Cartoonists Local 841 (IATSE) in New York but extensive cooperation has been forthcoming from 21 of the larger film animation producers, who employ the union member animators. They have pledged financial support if expenditures for "Animation One" exceed a certain sum.

The union and the producers view the event as a signpost of management-labor cooperation for their mutual benefit. Advertisers, agencies and the public are invited to attend the festival, at which photographic displays of producers' cartoon commercials will be exhibited and a 90-minute film, consisting of product from the 21 participating companies, will be shown.

The festival is regarded as a "showcase" of the industry's creative talent, as well as a measuring rod of the expanded scope of the field. As one producer told B•T: "If the festival only serves to show some of the agency people that animation in New York isn't small potatoes, I'll be more than satisfied."

Hollywood Dwarfs New York

The field in New York always had been dwarfed by Hollywood's animation colossi. Thirteen years ago, when film animator Pepe Ruiz journeyed from Hollywood to New York, there were about 150 employes in the animation field, engaged in theatrical cartoons at Terrytoons in New Rochelle, N. Y., and with Paramount's Famous Studios in New York. Mr. Ruiz decided to remain in New York as organizer, and later became business manager (and still is) of the Motion Picture Screen Cartoonists Local 841, which has grown to 450 members.

Mr. Ruiz estimated that 100 employes currently are engaged in theatrical animation fields and the remaining 350 in television. The union has contracts with 40 producer-employers today, numbering among them such larger companies as UPA Pictures, Academy, Transfilm, Bill Sturm Studios, Pelican and Television Graphics.

A decade ago probably less than $100,000 was spent on production for animated film commercials in New York. Today, a consensus of industry leaders is that the gross production figure exceeds $3 million and promises to edge up gradually.

Though some of the leading New York producers are engaged in both live action and animation work, they acknowledge that cartoons have certain distinct advantages for advertisers. Among the strong points of animation, as opposed to live action, cited by several producers were: they are more durable in that they can be repeated on television and not "wear out" the viewer; they put over a sales point more effectively and in a more entertaining way; they are disposed to make a more favorable impression on viewers because they tend to be "soft sell"; they may be more economical over the long pull because they are not bound by the "repeat usage" payment of the Screen Actors Guild except for off-stage voices; they can portray certain physical actions that cannot be done with live action and can utilize caricature and abstractions.

The initial cost of an animated commercial is substantially higher than for a comparable live action film announcement. Though several producers told B•T it is difficult to make an all-inclusive comparison between the two approaches, it is reasonable to say that where an "average" one-minute live action commercial may cost about $4,000, a similiar one in animated form will run about $10,000. They point out, however, that the durability of the animated commercial may lower the overall cost.

Shortage of Skilled Personnel

One condition plaguing the animation field in the east is the shortage of skilled personnel. Its emphasis on commercials, as contrasted with theatrical films in Hollywood, is a factor that is not conducive to a training program for embryonic artists, according to Mr. Ruiz. He explains that since commercials must be produced speedily, the producer usually does not have the time to train a talented but untutored artist. CBS-Terrytoons recently started a school to train animators in New York.

The outlook for the animation field in New York is viewed as "rosy" by both producers and union. (Hollywood, of course, is still the mecca of the animation field as a whole, with 250 employes in television work exclusively, an additiional 250 working on both television and theatrical cartoons and 450 engaged exclusively in theatrical films. Expert opinion as to the annual gross for tv animation in Hollwood varies anywhere between $2.5 and $5 million). The proximity of the advertising agencies in New York to producers has contributed to the expansion of animation business in the East, but producers are cautious about speculating as to whether New York will become the animation capital in commercials, leaving Hollywood to dominate theatricals, as the animated commercial business also has grown in the west.

The general feeling is that business has been just fine to date, and that "Animation One" should provide food for thought for agencies that have gone west—instead of east—for their tv requirements.

Ridin' Ropin' Sellin'

the GENE AUTRY SHOW

steered by WWJ-TV's "Cactus Dan"

5:30 Every Weekday Evening

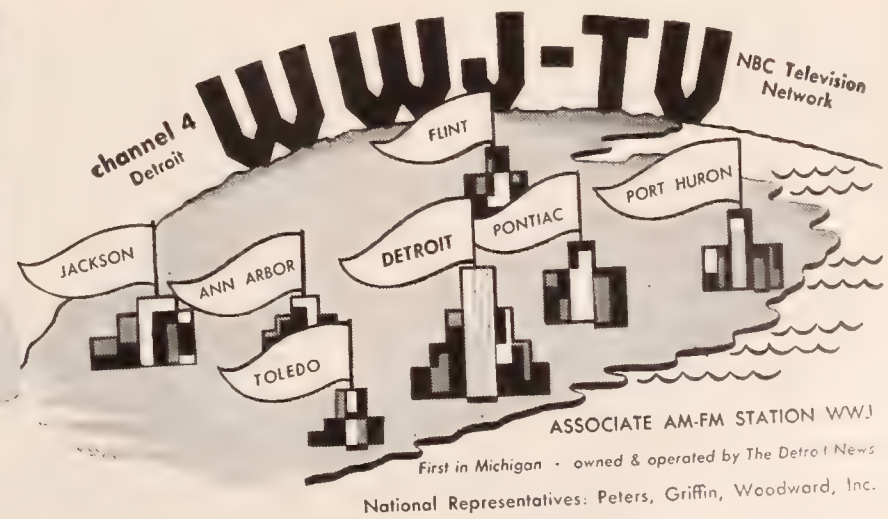




Family entertainment at its best, this classic western adventure series is just the buckaroo to corral greater sales in Detroit and Southeastern Michigan.

To the proven appeal of Gene Autry, Champion, Pat Buttram, and the rest of the Flying A gang, WWJ-TV has added an important *live* local extra: "Cactus Dan" Edwards who has won thousands of loyal fans with his own program.

Scheduled between NBC's "Comedy Time" and WWJ-TV's long-established "Six O'Clock News and Sports", it's a sure-as-shootin' big buy in big-buying Detroit. Phone, wire or write for participation availabilities.



ASSOCIATE AM-FM STATION WWJ

First in Michigan · owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

Lever Project Enlists Natl. Tv Film Council

LEVER BROS' project to upgrade television film commercial quality [B•T, Nov. 5] gained another ally last Thursday when the National Television Film Council pledged the support and assistance of its membership, covering producers, distributors, advertising agencies, stations, laboratories and networks.

NTFC's cooperation was given at the end of a council luncheon meeting, at which representatives of Lever and three of its six agencies outlined the objectives of the project. John J. Schneider, president of NTFC, appointed four members to serve on a committee for the undertaking, which has been taking shape under the guidance of Lever Bros. Named to the committee were: Dr. Thomas T. Goldsmith, NTFC board chairman and television consultant to RCA and other companies; Mel Gold, president of Mel Gold Productions; Lou Feldman, Du Art Film Labs and Joe Dougherty, DuPont films. The committee is designed to make recommendations to improve tv film quality.

Richard Dube, assistant program manager of Lever Bros., described the genesis of the project. The need for ameliorating film commercial quality by improving both production and transmission facilities and techniques, he said, originally was discussed during a private session two weeks ago at Lever House in New York among agency executives, film producers, network officials and others.

Though originally confined to Lever and its agencies, this film quality improvement undertaking has been broadened in scope so that it eventually is expected to become an industry-wide project, Mr. Dube said. He revealed that TvB has pledged assistance to impress upon tv stations the need for using satisfactory equipment, particularly 35 mm projectors, so that transmission can be improved.

Mr. Dube claimed that a tv film gives a "two-dimensional quality" and a live program "a three-dimensional quality." He acknowledged that in many instances film is more economical and efficient than live tv, but added that a film commercial of "poor quality" may be more costly in the long run in that it fails to achieve the advertiser's objective of helping to sell products.

The areas for improvement in standards by film producers were discussed by Philip (Les) Tomlin, associate director of radio and tv for Ogivly, Benson & Mather. He advanced the possibility that new standards be set up for lighting and sound quality, and suggested that experimentation might be needed to ascertain the effect of set design on lighting. With reference to sound, Mr. Tomlin indicated that research might be conducted to learn if faulty sound emanates from the network and stations or the producer or both (transmission or production).

Fred Raphael, coordinator of tv films, J. Walter Thompson Co., described the problems of film quality resulting from transmission difficulties, particularly at the station level. Mr. Raphael contended that stations in major markets should be equipped with 35 mm projection equipment, and in smaller markets should have, at least, "workable equipment." He insisted that many tv stations did not handle film prints from J. Walter Thompson with care, and many were returned to the agency "in a damaged condition" prohibiting re-play.

Marshall G. Rothen, film supervisor, Kenyon & Eckhardt, offered a summary of committee activities to date including the organizations which have pledged support, and touched upon some of the problems on which the committee needs information. Among the groups which are cooperating in the undertaking are the Film Producers Assn. of New York, and among those approached is the Academy of Television Arts & Sciences.

Schwimmer, DeMet Plan To Film Golf Series for Tv

PLANS for a new 26-program tv series, *All-Star Golf*, have been completed by Peter DeMet, Chicago film producer, it was announced Tuesday by Walter Schwimmer Co., syndication firm.

The series will be filmed at an estimated cost of $600,000 and distributed by Schwimmer to stations early in 1957, utilizing system of head-to-head matches used in Mr. DeMet's *Championship Bowling* series. Each match will consist of complete 18-hole competition condensed into a one-hour film, claimed to be the first of its kind on television. Winner will remain on series until defeated in competition.

Films will be shot on location in Phoenix and Tuscon, Ariz., starting this week and featuring Sam Snead, Cary Middlecoff and other top golfers who will compete for $78,000 in prize money. Winner of each match is decided on basis of medal play, and each will receive $2,000, the loser getting $1,000. Bonus prizes include $10,000 for a hole in one and $500 for an eagle.

Filming assignment will be handled by personnel responsible for *Championship Bowling* series and members of Walter Schwimmer Co. Series will be directed by Sidney C. Goltz, with assistance of Arthur E. Pickens Jr., Schwimmer program director, and Don Zabel.

NBC-TV, Tarbox, Bagnall Named In $500,000 Film Suit by Roach

A LAW SUIT for $500,000 has been filed in the U. S. District Court at Los Angeles by Hal Roach Studios and Onyx Pictures, New York film distributor, charging NBC-TV, Charles Tarbox and his Film Classic Exchange and George Bagnall & Assoc. with mutilating and "pirating" old theatrical two-reelers made by Roach. The suit claims Messrs. Tarbox and Bagnall gained access to old silent films and made unauthorized prints for tv and charges copies were poorly made, title cards omitted and unauthorized sound tracks added. NBC-TV was cited for having the films despite alleged warnings from Roach and Onyx. They include old Our Gang, Charlie Chan and some Laurel and Hardy and Will Rogers comedies.



A DEAL by which CBS-TV stations in New York, Chicago, Milwaukee and Hartford acquire more than 725 pre-1949 MGM feature films, is sealed by Merle S. Jones (l), who will assume the office of president of CBS Television on Jan. 1, and Charles C. (Bud) Barry, vice president in charge of television for Loew's Inc.

WSB-TV Becomes 20th Outlet To Buy MGM Feature Library

SALE of the MGM library of more than 700 feature films to WSB-TV Atlanta was announced last week by Charles C. (Bud) Barry, vice president in charge of television for Loew's Inc. [CLOSED CIRCUIT, Nov. 12]. Price for seven-year lease of the library was estimated at more than $1 million.

It was the 20th sale of the MGM package over the past 90 days, according to Mr. Barry. The sale was negotiated by C. Pete Jaeger of MGM-TV and Jean Hendrix, WSB-TV film director.

Beckwith Joins Natl. Telefilm As Business Development Head

AARON BECKWITH, vice president in charge of the MCA-TV Ltd. New York office since 1954, has joined National Telefilm Assoc. as director of business development, NTA Sales Vice President Harold Goldman announced last week. In his new post, Mr. Beckwith will be in charge of the new syndicated shows being produced for NTA by 20th Century-Fox as well as other NTA syndicated properties.

Before joining MCA-TV, Mr. Beckwith was national sales director of United Television Programs, as well as vice president of Gross-Krasne Productions Inc. Before he entered the syndication field, Mr. Beckwith was a salesman with WSYR Syracuse, N. Y., and assistant sales manager, commercial sales manager and program director at WAGE Syracuse, N. Y.

Gold Acquires Telson Studios

ACQUISITION by Mel Gold Productions, New York, of the studio and equipment of Telson Studios, Long Island City, N. Y., was announced last week by Melvin L. Gold, president. The studio will be operated under

WRR *plus* KXOL

DALLAS FT. WORTH

a great combination in North Texas

PROUDLY ANNOUNCES

the appointment of

AVERY-KNODEL
INCORPORATED

as exclusive national representative

effective December 1, 1956

NEW YORK
720 Fifth Avenue
JUdson 6-5536

ATLANTA
41 Marietta St., N. W.
Jackson 3-2545

DALLAS
320 Fidelity Union Life Bldg.
Prospect 7-7330

DETROIT
1446 National Bank Bldg.
Woodward 1-9607

SAN FRANCISCO
235 Montgomery St.
Yukon 2-2053

LOS ANGELES
3325 Wilshire Blvd.
Dunkirk 5-6394

CHICAGO
75 E. Wacker Drive
Andover 3-4710

the name of Mel Gold Studios Inc., a wholly owned subsidiary of Mel Gold Productions.

The studio, Mr. Gold said, provides 60 by 60 ft. of clear shooting space, with a 22-ft. ceiling. Martin Rich, production supervisor for Mel Gold Productions, will function also as studio manager of the new facilities, which will be made available to other producers on a rental basis.

650 Brittanica Films Sold to Westinghouse

WESTINGHOUSE BROADCASTING Co. has signed a five-year agreement for the entire library of 650 Encyclopedia Brittanica Films, for its four tv stations. The price was approximately $250,000.

WBC President Donald H. McGannon, who is announcing today (Monday) the contract with Trans-Lux Television Corp., distributor of the films, said Westinghouse thus becomes the first broadcaster to sign for the entire Brittanica film library. In addition to the 650 films now in the library, Encyclopedia Brittanica Films is making new films at the rate of about one a week, and these also will be turned over to the WBC stations as they become available.

Mr. McGannon said the films will further help the Westinghouse stations, which have emphasized special educational programming, in following the policy of "entertain while you enlighten, and enlighten while you entertain."

WBC plans to integrate the films—which cover a wide range of subjects—throughout all categories of its stations' programming.

Former Sen. William Benton, board chairman of Encyclopedia Brittanica Films Inc., called the contract "a great step forward in television programming." He said, "We share the confidence of Westinghouse that American audiences want more from television than entertainment programs, even at their present high level of excellence."

The contract was negotiated by Richard Carlton, vice president in charge of sales for Trans-Lux, with William Kaland, WBC national program director, and the program directors of the WBC stations (WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX [TV] San Francisco).

Although this is the first sale of the entire library to a single broadcast entity, a number of stations have bought various portions of the package.

TPA Sells to Langendorf

PURCHASE by Langendorf United Bakers, San Francisco, of Television Programs of America's *Hawkeye and the Last of the Mohicans,* is being announced today (Monday) by Michael M. Sillerman, TPA's executive vice president.

The film will be seen after the first of the year in San Francisco, Los Angeles, Stockton, Portland, Seattle and other West Coast tv markets. Langendorf's agency, Compton Adv., same city, is currently lining up station availabilities.

Thomas W. Sarnoff Elected Calif. National Prods. V.P.

THOMAS W. SARNOFF, director of business affairs for NBC's Pacific Div., was elected a vice president of NBC's subsidiary California National Productions last week at a meeting of the board. Mr. Sarnoff also is a director of CNP.



MR. SARNOFF

The resignation of Alan W. Livingston as president and the election of Joseph Kubin, assistant controller, NBC's Pacific Div., as assistant treasurer of the subsidiary, were respectively accepted and approved formally. Mr. Livingston resigned to become vice president of NBC's tv network programs on the West Coast. Robert D. Levitt, vice president and general manager, now heads California National, directing the operation from New York.

FILM SALES

Guild Films Co., N. Y., announces first six sales on *Kingdom of the Seas,* half-hour color documentary of underwater adventure, to WPIX (TV) New York; KCCC-TV Sacramento, Calif.; KMJ-TV Fresno, Calif.; KHQ-TV Spokane, Wash.; WBNS-TV Columbus, Ohio, and KVOS-TV Bellingham, Wash.

Sterling Television Co., N. Y., reported a series of sales, including *Invitation Playhouse* to WFBM-TV Indianapolis, WCKT (TV) Miami, WSLS-TV Roanoke, Va. and WGAN-TV Portland, Me. and *I'm The Law* to WNBQ-TV Chicago, KABC-TV Los Angeles and WBRC-TV Birmingham.

Barry-Grafman & Assoc., Chicago, announces sale of *Laurel & Hardy* comedy series to following stations: KWWL-TV Waterloo and KTVO (TV) Ottumwa, Iowa; WDSM-TV Duluth, Minn.; KOMU-TV Columbia, Mo. and WBAY-TV Green Bay, Wis.

INS-Telenews signed contract with Osaka Television Broadcasting Corp. in Japan to begin service with *Telenews Daily Newsfilm, Telenews Weekly News Review,* and *This Week in Sports* on Dec. 1.

American Home Products Corp., N. Y., has purchased 16 five-minute segments in following CBS Radio programs: *Amos 'n' Andy, Juke Box Jury, Mitch Miller Show, Bing Crosby Show* and *Robert Q. Lewis Show.* Agency: Young & Rubicam, same city.

Sportlite Inc., Chicago, announces sale of *Bud Wilkinson Show* film series to A. A. Schneiderhahn Co. (Zenith radio-tv distributor) for sponsorship on KWWL-TV Waterloo and KTVO (TV) Ottumwa, both Iowa, before NCAA Saturday football telecasts on NBC-TV.

FILM DISTRIBUTION

RCA Recorded Program Services, N. Y., announces Hans Christian Andersen's "The Little Match Girl," 30-minute tv film produced for Christmas showing, has been released for fourth consecutive year.

Trans-Lux Television Corp., N. Y., offering to tv stations four special Christmas programs: "Night Before Christmas," "Christmas Through the Ages," "Christmas Rhapsody" and "Santa and the Fairy Snow Queen."

National Telefilm Assoc., N. Y., is making available to television stations three special Christmas programs—*A Christmas Carol,* narrated by Vincent Price and starring Taylor Holmes as Scrooge; *Man's Heritage,* featuring Raymond Massey, and *The Lamb In The Manger.*

FILM PEOPLE

Harry Walsh, producer, named vice president in charge of Van Praag Productions, which has opened new offices at 3143 Ponce de Leon Blvd., Coral Gables, Fla.

Vic Brown, Kling Film Productions, Chicago, resigned, to Academy Film Productions, same city, sales staff. **Richard Hertel** joins Kling as production manager, **Carl Nelson** as chief editor and **Art Ellis** to firm's editorial staff.

William Spier appointed producer-director, Ziv Television Programs, Hollywood.

Lewis Gomavitz, director of ABC-TV *Kukla, Fran & Ollie,* appointed production supervisor at Colmes-Werrenrath Productions, Chicago. He continues directing of network series.

Zoli Vidor, A.S.C., motion picture and tv film photographer, joins MPO Television Films Inc., N. Y., as producer-director-cameraman.

Ned Land, formerly president of Station Promotions Inc., packaged television promotions, and **Robert Mooney,** previously with Guild Films Co., N. Y., to sales staff of C&C Television Corp.

Clyde Wood, Ruthrauff & Ryan Inc., to Fred A. Niles Productions Inc., Chicago, as art director.

Margie Thomas, publicist, to McCadden Productions, Hollywood, publicity department.

Furth Ullman, production designer, NBC-TV spectaculars, signed by All World Productions Inc., Hollywood, in similar capacity and as associate on *Adventure USA,* film series. He will continue with NBC as contract is non-exclusive.

Howard Lazarus, assistant editor, Transfilm Inc., N. Y., father of girl, Pammi Joy, last month.

NIELSEN CONFIRMS KCMC-TV AREA DOMINANCE

1. KCMC-TV registers coverage in **32** counties in **4** states

2. KCMC-TV has **monthly** circulation **96%** or higher in 23 counties!

3. KCMC-TV has **weekly** circulation **90%** or higher in 23 counties!

4. KCMC-TV has **daily** circulation **70%** or higher in 23 counties!

The 32-county area contains 197,000 homes with 88,450 TV homes—not including the home county of any other TV station

The Powerhouse of the Southwest

KCMC-TV

CBS TELEVISION · abc

Walter M. Windsor
General Manager

CHANNEL 6
Texarkana, Texas–Arkansas

Richard M. Peters
Dir. Natl. Sales & Promo.

MAXIMUM POWER—100,000 WATTS

Represented by Venard, Rintoul & McConnell, Inc.

ALL FACETS OF MEDIA PROMOTION DISSECTED AT FIRST BPA SEMINAR

- **Group officially christened Thursday evening**
- **First sessions Friday attended by 300**
- **Leonard Kent, Don Nathanson among top speakers**

RADIO-TV promotion executives formed their own professional organization over the weekend at Chicago, meeting Friday and Saturday at the Sheraton Hotel to discuss common problems among themselves and listen to the views of agency, advertiser, representative, research and other members of allied professions who offered valuable suggestions and frank criticism.

Programming of the new Broadcasters Promotion Assn. meeting took the form of a seminar, with views exchanged on time selling, sales promotion, market selection, audience rating, audience promotion, merchandising and research. Promotion delegates were told:

• By agency executives of the need for more qualitative research to measure effectiveness of advertising and sales messages; more exploitation of programs by sponsors, networks and local stations, and more merchandising aids to influence selection of a medium.

• By an advertiser that merchandising is only one part of the marketing pattern and stations are better equipped to offer such service as they gain stature in their community.

• By station representatives that the representatives should assess agency size and personnel differences, gearing approaches to timebuyers and account executives; that advantages of spot advertising should be emphasized with the support of adequate station information; that stations should supply complete material on their operations, and that wholesalers should be cultivated but not over-sold.

• By a station manager that the current outpouring of feature films opens a new vista for tv but that "sound and prosperous networks" will continue to be the backbone of programming and of the industry itself.

Kent, Nathanson Speak

Speakers at the two-day meeting included Leonard Kent, vice president and research director of Needham, Louis & Brorby, Chicago, and Don Paul Nathanson, president of North Adv.

Attendance reached nearly 300 as sessions got underway Friday morning, following official christening of BPA during an informal reception the previous afternoon and evening. After preliminary meeting devoted to BPA committee appointments, by-laws and objectives, services, and membership and dues structure, a seminar was held with time sale promotion discussions relating to national-regional and local accounts and national-local co-op situations.

David Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co., moderated a panel including Donald D. Davis, newly-elected president of KMBC-AM-TV Kansas City; Frederick Gregg, account executive, Young & Rubicam, New York, and Dee O. Coe, president-general manager, WWCA Gary, Ind.

Larry Webb, managing director of Station Representatives Assn., presided over a session with speakers from four sales representative organizations. Talks touched on differences in selling radio and tv time, and importance of station contact and promotion among local and regional brokers, distributors and jobbers.

Arthur W. Bagge, midwest radio sales manager of Peters, Griffin, Woodward, warned that "familiarity and frequency of contact" with timebuyers should not lead to assumption "the buyer knows all about our media" and stressed emphasis of spot advantages.

The client wants to know, Mr. Bagge said, whether a representative can sell his product effectively and economically; can justify claims with authoritative facts; can offer a concrete plan for use of facilities; can show success stories with similar products, and understands his merchandising-marketing problems "if only superficially."

Dudley Brewer, manager of radio-tv department, The Branham Co., Chicago, said "no amount of super-salesmanship can substitute for adequate material," alluding to such station data as coverage, ratings, personalities, cost-per-thousand, merchandising and sales results. Type of promotion and tools depends on the station's determination of what it is trying to sell, he pointed out.

Stations should regularly furnish representatives with program logs, coverage maps, market data, rate cards, program writeups, success stories, and newspaper-magazine reprints and other promotion fodder, Mr. Brewer said. On coverage maps he warned:

"Don't draw too imaginary circles around half-dollars and say, 'That's our coverage.' You will only make your station look ridiculous by giving out false or unfounded information."

In submitting market data stations should list by counties number of sets, families, retail-drug-grocery sales to accommodate advertisers interested only in limited coverage, he said. The representative also should know station superiority in set-family numbers over other stations in the market, and counties and cities covered by his particular station and not by competitors, as well as peak hours of audience availability and source for market data, Mr. Brewer said:

Dwight S. Reed, vice president, H-R Representatives Inc., felt importance of a station contact and promotion among local and regional brokers, jobbers and distributors cannot be "over-emphasized," pointing out they are in many cases local representatives of advertisers and "can often spell the difference between a successful advertising campaign and a failure." If properly advised and used, Mr. Reed observed, they can assist in "obtaining retail enthusiasm" for the products advertised.

"If you should have a wholesaler in your market who does an unusually large business, you will find he can virtually dictate the media selections," he said. "If you have several large wholesalers on various products . . . you will find their recommendations receive a great deal of importance to many manufacturers, because if they are doing a great job the manufacturer wants to keep them and he wants to keep them happy." He warned against courting very large wholesalers to the point they "feel experienced enough to purchase their own radio or television program and then resell it to manufacturers."

Audience measurement service representatives presented capsule evaluations of their respective techniques, with Dr. Seymour Banks, director of media planning and research, Leo Burnett Co., as moderator. These included diary, Audimeter, telephone coincidental and recall methods.

The case for The Pulse Inc. was outlined by Dr. Sydney Roslow, its president.

"If huge ratings were essential to commercial sales effect for the advertiser, radio would have remained a central music box, and television a scientific toy," he said. "A rating is not a 'price tag.' Some of the most successful programs of record have never been in the top category of any kind."

Dr. Roslow also called attention to Pulse's standard aided recall or "memory-jogging" method applied in its technique of associated activities covering the span of a few hours.

Chances for Error Claimed

Aided recall technique makes use of a printed roster which, if simply shown, "would mislead and result in unreliable, fantastic identification," he asserted, and it is necessary to "determine family activity before the roster is used to aid specific recall." He added that "no 'influence' can ever be brought to bear in the objectivity" of findings of interviewers.

A reception co-hosted by B•T and *Advertising Age*, and a tour of WNBQ (TV) Chicago color facilities and banquet wound up Friday activities.

Merchandising pros and cons, relating to advertising, sponsored products, dealer relationships and sponsor audience promotion, took up the first Saturday morning session, with R. David Kimble, account executive, Grey Adv. Agency, as moderator.

Merchandising cooperation is "big business with some stations . . . and it's a significant factor in the sales approach of a lot more," he told BPA delegates, referring to Kenyon & Eckhardt surveys. Agency executives are interested in radio-tv merchandising and product cooperation before signing contracts and admit "that merchandising is the prime factor in influencing the choice of medium," Mr. Kimble said. Citing the "inherent merchandising value" of tv and noting the suggestion that radio stations might

"The Voice of Denver"

KVOD

630 KILOCYCLES · 5000 WATTS

and

"The Voice of Colorado"

THE COLORADO NETWORK

KVOD, Denver, KRAI, Craig, KUBC, Montrose, KSLV, Monte Vista

Proudly announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK
509 MADISON AVENUE
MURRAY HILL 8-2821
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
GALE BLOCKI, JR.

As National Sales Representatives

November 13, 1956

have to do twice the job to keep even. Mr. Kimble observed further:

"It's more than coincidence, I believe, that newspapers are considered as having more merchandising value than any other medium (plus the fact that most of them do a superlative merchandising job on top of it) and the fact that newspapers pulled in $750 million from national advertisers last year—compared to $265 for tv spot and $135 million for spot radio."

Dr. Kent scored any "doctrinaire distinction" between good research in broadcast field and in other fields, claiming research "in all cases must be sound and have practical aim." He suggested need for collaboration between stations and research-media people in formulation and specification of research plans.

Dr. Kent appealed for a more "qualitive" approach to research problems, besides audience size estimates. "Before developing marketing data and presenting availabilities, station representatives need to huddle more with advertisers and the agency people to learn the marketing strategy and sales problems of the particular product," he said. "Only then is the station in a position to recommend the ways it can serve the advertiser most effectively and efficiently."

Tailored Research

If representatives get into the early planning stages of local advertising programs, information can be tailor-made to the specific advertiser's needs, Dr. Kent said, and "balanced schedules can be set up without relying on ratings as the sole criteria." The successful promotion executive, he added, will insist on research information that "makes his particular market 'come alive.'"

Audience promotion problems were reviewed in a panel moderated by Gene Godt, promotion director of WCCO Minneapolis, and including Foster H. Brown, promotion manager, KMOX St. Louis; Joe G. Hudgens, promotion director, KRNT-AM-TV Des Moines; Bruce Wallace, WTMJ-AM-TV Milwaukee, and Edward Wallis, advertising and sales promotion manager, KYW-AM-TV Cleveland. They discussed the need for promotion in program department facilities, exploitation, special events, print advertising and publicity.

In his prepared talk Mr. Nathanson said agencies expect anything and everything necessary to move their client's merchandise, including "exploitation" [B•T, Nov. 5]. "When I see all the new tv programs that fail each year, I often wonder if their failure was simply because not enough money was spent to make the public aware of the existence of the show—not enough money spent by the sponsor, by the network, by the individual stations."

He felt networks spend more promotion dollars in "one-shot spectaculars and super shows" than "week-in, week-out long-term shows." He suggested individual stations must look at revenue from local and syndicated shows "and give considerably less thought to the rating figures that a well promoted network show can generate."

A "pat promotion routine" for every sponsor, Mr. Nathanson said, may appear exciting "but it will only move merchandise for those sponsors who have merchandising problems that can fit the tight pattern of your pat program."

Merchandising Lack

R. S. Macdonald, director of advertising, Quaker Oats Co., discussing client wants, stressed that merchandising is part of the overall marketing pattern. Stations have not done a "very good job of developing and selling their potential merchandising ability" and have not taken full advantage of opportunities to build themselves as important civic powers in their respective communities, he contended. Quaker has "great faith" in radio and television as advertising media, he added.

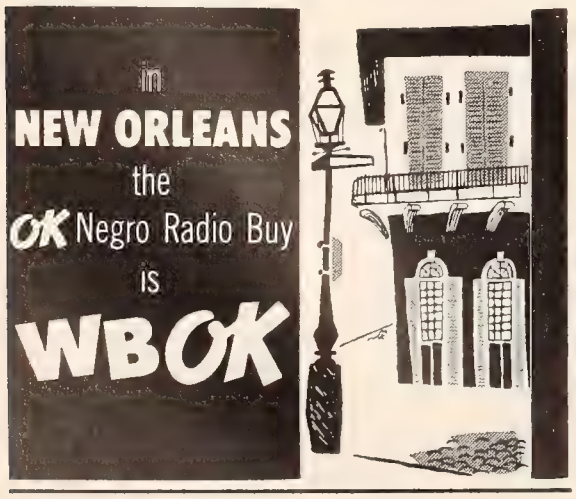
Roundtable discussions on independent radio and uhf tv promotion, as well as trade paper advertising concluded the Saturday morning sessions. Participating were Sam Elber, WERE Cleveland; Robert Van Roo, WXIX (TV) Milwaukee; Roy C. Pedersen, WDAY-AM-TV Fargo, N. D. and Mr. Kimble.

Joe M. Baisch, general manager, WREX-TV Rockford, Ill., in his prepared talk asserted that proper promotion of newly-available feature film packages poses a "real challenge" to the promotion manager. Mr. Baisch warned film vaults will be exhausted some day and "sound and prosperous networks will still be the prime source of our dependency on programming that enables us to serve our communities."

RAB Team Calls on Washington

ANOTHER Radio Advertising Bureau sales "blitz," the seventh in five months, called on key advertisers and agencies in the Washington, D. C., area last week. The four-man unit made about 50 presentations to regional accounts, explaining why they should be spending more of their advertising budgets in radio.

The unit, led by Sherril Taylor, RAB vice president and director of promotion, also included James F. Baker, manager of station service, and sales executives C. L. Richards and John Curry, all of RAB. Other cities visited in the five months by the "blitz" teams: Boston, Chicago, San Francisco, Cleveland, Detroit and Philadelphia. Total regional sales calls: more than 350. Number of advertiser and agency executives hearing radio's story: nearly 900.



RAB BOARD ELECTS BROWN AS CHAIRMAN

- **Approves budget of $820,000**
- **Sets 1957 meeting schedule**

KENYON BROWN of KWFT Wichita Falls, Tex., was elected chairman of the board of Radio Advertising Bureau last Friday in a session in which the board also approved a record $820,000 budget for the Bureau in 1957.

The elevation of Mr. Brown from the chairmanship of the board's executive committee to the post of board chairman, succeeding Joseph E. Baudino of Westinghouse Broadcasting Co., followed the Bureau's annual membership meeting, at which five new board members were named.


MR. BROWN

President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, Vice President and Promotion Director Sherril Taylor, Secretary William B. McGrath (of WHDH Boston), and Assistant Secretary-Treasurer William B. Morison were re-elected to their RAB posts. John Hayes, WTOP Washington, was elected treasurer.

New board members are Richard D. Buckley, WNEW New York; Alex Keese, WFAA Dallas; Ben Strouse, WWDC Washington; Don Searle, KIOA Des Moines, and Adam J. Young Jr. of the station representation firm bearing his name.

The board also approved RAB's 1957 schedule of meetings, including 60 general sales clinics and its regional management conferences. Apparently taking note of occasional complaints about RAB's failure to participate in NARTB regional meetings [CLOSED CIRCUIT, Nov. 12], the board reaffirmed—without further public comment—that all RAB meetings are limited to RAB members only.

The 1957 budget of $820,000 compares with approximately $790,000 originally allocated for 1956. Currently the bureau is spending at an annual rate of about $800,000 in its all-radio sales promotion activities.

Membership of key committees for 1957, announced by Chairman Brown:

Executive—Ward Ingrim, Don Lee Network, new chairman; Allen Woodall, WDAK Columbus, Ga.; Arthur Hull Hayes, CBS Radio; Matthew J. Culligan, NBC; J. Elroy McCaw, WINS New York, and Donald Thornburgh, WCAU Philadelphia.

Finance—John Hayes, WTOP Washington, continues as chairman; John B. Poor, Mutual; Don Durgin, ABC; Lee Wailes, Storer Broadcasting Co.; Charles Caley, WMBD Peoria, Ill.; Howard Lane, KOIN Portland, Ore., and William B. McGrath, WHDH Boston.

Membership—Frank Fogarty, WOW



YOU MIGHT RIDE 4,871 WINNERS—*

BUT . . . YOU NEED WKZO RADIO TO COME IN FIRST IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE—MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	**37%**	**34%**	**32%**
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

You don't need a form sheet to discover that WKZO is your best radio buy in Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO gets between 68% and 94% more listeners than the next station—*morning, afternoon and night!*

Your Avery-Knodel man has all the facts.

AM — TV — FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Jockey Johnny Longden set this new world's record at Del Mar, California on September 4, 1956.*

IN FLINT, MICHIGAN . . .

WTAC THE BIG STATION

IS FIRST THROUGHOUT THE BROADCASTING DAY

7:00 A.M. TO 6:00 P.M.

●

The Rating Box Score

Comparing WTAC with Non-Network Radio Stations heard in Metropolitan Flint, Michigan.

(Hooper July through September, 1956)

22 half hour periods

	1st	2nd	3rd	4th	5th
WTAC	22	0	0	0	0
Station A	0	14	6	0	1
Station B	0	6	13	1	2
Station C	0	0	1	21	0

There's a reason for this absolute domination—WTAC programs to the people of Flint and the people of Flint respond accordingly just as they respond to advertisers using WTAC. Local merchants are finding "600 on the dial" is their lucky number. You will too!

IN FLINT IT'S . . .

WTAC

THE BIG STATION
EVERY HOUR IN THE DAY

This station is one of the Founders Corporation group of stations; associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y., and KTVR, Channel 2, Denver, Col.

Tom Warner, Nat'l Sales Mgr. • *David Mendelsohn, Gen'l Mgr.*

REPRESENTED NATIONALLY BY THE GEORGE P. HOLLINGBERY CO.

Omaha, new chairman; George Higgins, KMBC Kansas City, and John Cohan, KSBW Salinas, Calif.

By-laws—Simon Goldman, WJTN Jamestown, N. Y.; Robert T. Mason, WMRN Marion, Ohio, and Edward Breen, KVFD Fort Dodge, Iowa.

STATIONS ORGANIZE CAMPAIGN FOR FM

- **Committee heads announced**
- **Purpose of FMDA outlined**

CHAIRMEN of the various working committees for the newly-formed FM development Assn. were announced last week by Robert L. Brazy, president, as part of the organization's plans to develop and expand "the art and science of the fm industry." Mr. Brazy is president of Pan American Broadcasting Co., Los Angeles background music firm. His father, Nicholas Brazy, is owner of KFMU (FM) Glendale, Calif.



MR. BRAZY

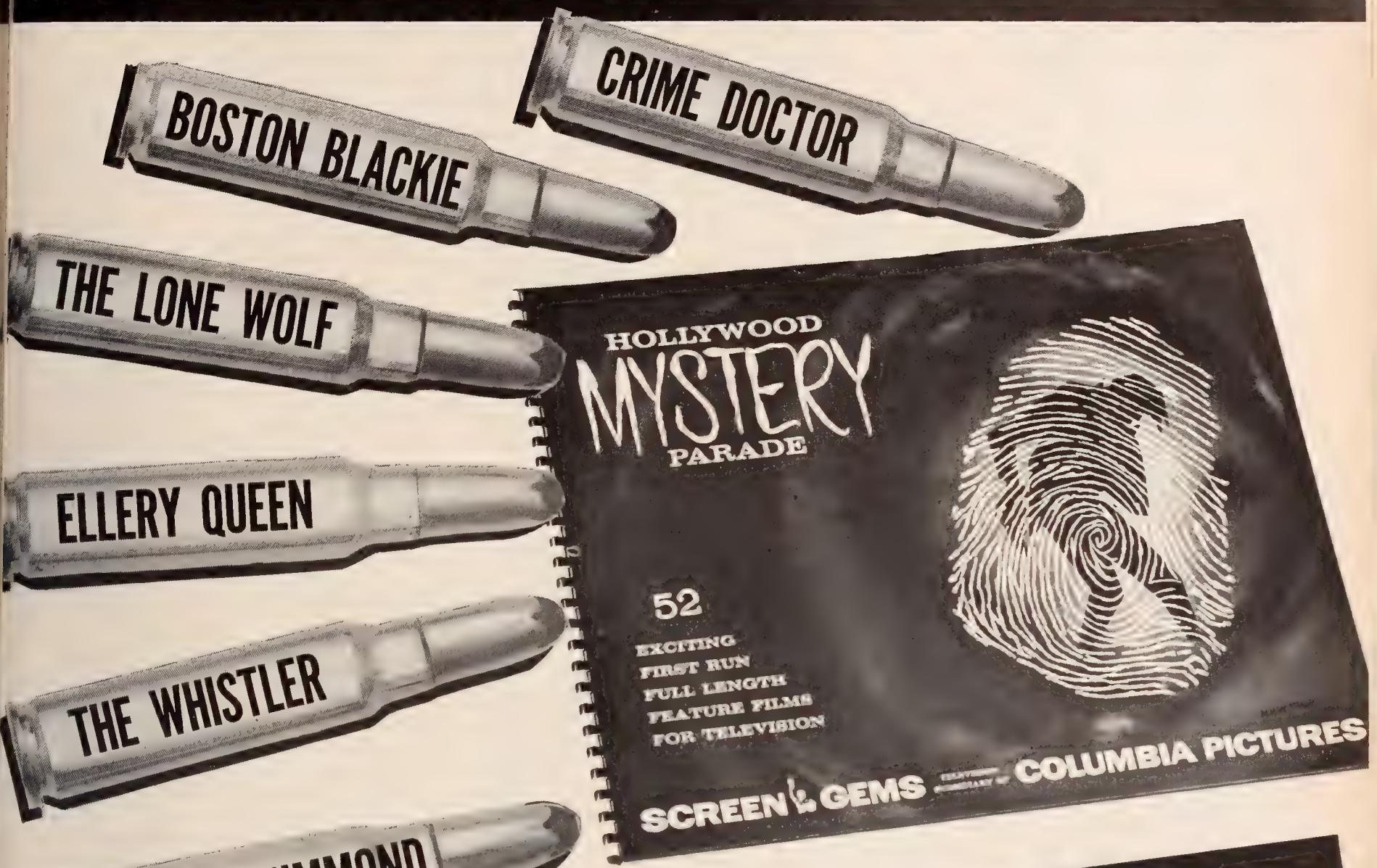
Committee heads named were Michael L. Merla, WBNY-FM Buffalo, N. Y., membership committee; Samuel H. Gerish, WFMF (FM) Chicago, committee on multiplexing; Edward A. Wheeler, WEAW-FM Evanston, Ill., programming and music, and William Caskey, WPEN-FM Philadelphia, music licensing. Frank Knorr Jr., WPKM (FM) Tampa, and Harry Eidelman, KCFM (FM) St. Louis, are co-chairmen of the equipment and engineering committee, while H. W. Slavick WMCF (FM) Memphis, Harry Gale, WWDC-FM Washington, and Mr. Caskey comprise the legal committee.

Founders' meeting of the FMDA was held in Chicago Oct. 20-22 and those attending represented a cross-section of the fm industry, Mr. Brazy said. He explained that a combined effort of such a group "can do much to make fm commercially acceptable and fulfill the promise of a great industry." Fm advertising has advantages of "low-keyed selling, for institutional purposes, for quality products and for establishing new ideas," Mr. Brazy said, explaining fm listening is definitely on the upswing due in part to the hi-fi enthusiast who represents a "quality market."

Purpose of FMDA, he added, "is to create over-all better programming and service to the listening public and to find new means of revenue for the fm operator." Additionally the association will centralize the purchase of all basic equipment components.

Mr. Wheeler is secretary and Harold Tanner, WLDM (FM) Detroit, is treasurer of the new trade group. Other broadcasting executives participating in formation of FMDA included Charles Burtis, WPEN-FM; Jerry Broderick, WFMF; N. L. Bent-

IT'S NO MYSTERY WHY 15 STATIONS SIGNED FOR THIS SCREEN GEMS PACKAGE THE FIRST WEEK!



IT HAS JUST WHAT THE VIEWERS WANT...

...52 OF HOLLYWOOD'S BEST MYSTERIES!

...ALL FEATURE LENGTH FIRST RUN!

CALL OR WRITE FOR YOUR FREE HOT-OFF-THE-PRESS COPY OF THE "HOLLYWOOD MYSTERY PARADE" PORTFOLIO THAT GIVES YOU FULL DETAILS

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

now **WOLF** *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, Jan.-April, 1956 (Latest complete) 8 am—10:30 pm, Monday thru Saturday, Sunday Daytime, 10 am—6 pm

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	9.8	24.1	14.5	10.5	29.5	19.6

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	34.5	14.9	16.6	11.2	35.2	21.5

FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . .



SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES **THE WALKER COMPANY**

son and J. Warren Burke, WLOL Minneapolis (no fm station); Tom Daugherty and Peter Pappas, WKJF (FM) Pittsburgh; William G. Drenthe, WCLM (FM) Chicago; John Dwyer, KCFM; Dwight Harkins, KTYL-FM Mesa, Ariz.; A. C. Heck and Leo Dixon, WPIC-FM Sharon, Pa.; John E. Maersch, WBAP-FM Fort Worth; Norman Paul, KSJO-FM San Jose, Calif.; Arthur L. Robertson, KFML (FM) Denver; E. C. Frase Jr., WMCF; Tom Wallace Jr., KTKT-FM Tucson, Ariz.; Charles W. Balthorpe, KITE-FM San Antonio; Edward Davis, KDFC (FM) San Francisco; Alan Rosenson, WLRD (FM) Miami Beach; and Ray Albertson and Larry Gordon, WBNY-FM.

MCFADYEN STRESSES 'EXPLOSIVE' QUALITY

- **Addresses New Orleans Club**
- **Cites Essentials for Ads**

THE NEED for "explosion advertising" that will stand out above the vast volume of advertising messages being directed at today's buying public was stressed by Robert McFadyen, manager of sales and merchandising plans for NBC-TV, in a speech before the Advertising Club of New Orleans last Tuesday.

The concepts of "continuity and regularity and frequency in your advertising" are "basic," but "not enough," he asserted. "They alone can't get people to dig into their pockets and shell out their dough for your brand. You've got to sell these people; you've got to make an impression on them—a stronger impression than the competition is making; and before you can do any of that, you've got to catch their attention."

Mr. McFadyen cited a survey conducted among urban women by the Daniel Starch organization which showed that the average woman is exposed to more than 200 ads a day. "Did you know there are 571 different brands of salad dressing marketing in the U. S.?" he asked. "And the frozen food field includes 664 separate brands. With so much noise and tugging in the marketplace, our public reacts with a shrug and a so-what."

He said "the challenge calls for an approach which will command people to attention . . . which will rouse the sales force . . . excite the trade . . . and outsmart the competition." Moreover, he continued, "the techniques for this type of advertising are available and being used effectively by aggressive advertisers."

He cited Ford and RCA sponsorship of the "Peter Pan" colorcast on NBC-TV last year as one example, asserting that the co-sponsors "never before had such massive impact in the marketplace" and "are still enjoying echoes from that explosive night." Aluminum Co. of America's one-day saturation campaign via network television was another example, he noted, adding that it "generated sales steam three months before the promotion and nobody can guess how many months after the campaign."

"Explosion advertising" of this sort is feasible in all media, Mr. McFadyen de-

clared, but he thought it "only natural that television will continue to be the prime vehicle" for it, because tv (1) "by its very nature is synonymous with showmanship"; (2) "works on the captive audience principle, reaching future and immediate prospects alike"; (3) "commands attention because of its humanized, personal delivery"; (4) "is highly exploitable," and (5) "is becoming more and more flexible."

He cited the case of North American Philips' Norelco shaver, which "hasn't got a Remington or Sunbeam-sized budget" but nevertheless "must be heard to hold and build" its share of the market. This year, he said, "they put over half of their total budget into a buy of three big television blasts," NBC-TV's *Project 20* series. "That is Norelco's way of competing with the bigger buys and gaining peak attention with carefully planned, big-time tactics," he declared. "And they tell us it has worked beautifully for them."

Similarly, he said, Breast O' Chicken tuna is putting its "major effort and money" into periodic major programming on NBC-TV this year; Gillette superimposes the World Series, Rose Bowl game and Kentucky Derby on top of its year-round advertising activities to "achieve greater dominance in the buyer's mind," and such other advertisers as General Foods, Swift, Hallmark, Warner Foundations, and Westinghouse also "turned to the television screen when the need was for full attention, fast action and excitement value on a nationwide scale."

At the local as well as the national level, Mr. McFadyen continued, the need for attention and dominance is essential. "As for the necessary budget for the spectacular approach," he told the New Orleans group, "I suggest you shift your thinking away from traditional small space regularity and conserve some of that money for the big smash, properly exploited before and after. For monetary reasons you may want to get together on a joint basis with a compatible advertiser and make a tandem splash . . . If the budget just won't cover your local explosion plans, if an extra appropriation is necessary, fight to get it. The rewards are worth the effort . . . advertising timidity will get you nowhere in the competition for sales and public attention these days."

Dave Morris Elected By Texas Broadcasters

DAVE MORRIS, KNUZ Houston, was elected president of Texas Assn. of Broadcasters at the TAB fall convention held Nov. 11-12 at Lubbock. He had previously been secretary-treasurer and succeeds Richman Lewin, KTRE-AM-TV Lufkin. M. F. Danbom, KTBB Tyler, was elected vice president and Al Johnson, KENS-AM-TV San Antonio, secretary-treasurer.

Elected to the board were Mr. Lewin; Bill Bradford, KSST Sulphur Springs; Lee Glasgow, WACO; George Tarter, KCBD-AM-TV Lubbock; A. W. Stewart, KLEN Killeen, and Joe Leonard Jr., KGAF Gainesville.

Will Wilson, Attorney General-elect of Texas, recalled radio's influence in Texas elections two decades ago when W. Lee

HOOPER AND PULSE AGREE!

K-NUZ

is

NO. 1

in Houston

Now both Hooper and Pulse Agree K-NUZ is No. 1 Mon. thru Fri. 6 A.M.-6 P.M. . . . tops weekends too!

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

O'Daniel, flour salesman, became so well known he was elected governor. He reviewed the problem of finding out the truth in court trials as well as broadcast programs, and cited merits of the *Meet the Press* type of program in political campaigns.

Broadcasters, he said, should draw up rules and procedures designed to keep fraudulent material off the air and to depict the true personality of candidates. He suggested use of a disclaimer by which tv stations would announce a candidate was using a prompting device.

NARTB President Harold E. Fellows predicted radio's annual gross income will gradually increase to the point where losses resulting from cutbacks in national network business will be restored and "national spot business on radio will continue to increase to a point where revenues from this source alone will equal in most cases and surpass in some the total national dollar taken from both network and spot in the halcyon days of the industry."

Discussing news broadcasts, Mr. Fellows noted a growing awareness among broadcasters of their obligation as well as opportunity to broadcast news. He predicted "the development of organized and professional news coverage in stations at all levels of income will move dramatically forward in the next few years and radio, in this atmosphere of expert coverage and sound editorial policy, will stand side by side with the nation's newspapers as an organ of information and influence."

Among speakers on the program were Ed Sellers, B•T southern sales manager; W. Irvin James, of the law firm of Hofheinz, Sears, James & Burns, Houston; Jack Hawkins, KIUN Peso; Jack Stone, advertising manager, Furr Food Stores, and Bill Stubblefield, Blackburn-Hamilton Co. Lubbock Broadcasters Assn. was host at a reception.

Crane Resigns As President Of Southern California Assn.

FRANK W. CRANE, president of the Southern California Broadcasters Assn., submitted his resignation to the association Wednesday, effective Feb. 1, 1957. He plans to enter private broadcasting.

Loyd Sigmon, KMPC Los Angeles and chairman of the board of SCBA, said: "It is with deep regret but with an understanding and appreciation of Mr. Crane's personal interests and desires that we accept his resignation. The membership of SCBA, comprising 56 radio stations of the southland, know well the important contribution Frank Crane has made to the radio industry. Also, his leadership is reflected in the vast public service performed by the radio industry and in the part this industry has played in the economic life of Southern California."

Mr. Crane is vice president of Channel City Television & Broadcasting Corp., which plans to apply for tv ch. 12 at Santa Barbara, Calif., should FCC follow through with its proposed rule making to shift ch. 12 from Fresno to Santa Barbara [B•T, Nov. 5].



NEW OFFICERS and directors of the Texas Assn. of Broadcasters elected at last week's Lubbock meeting (l to r): seated, Dave Morris, KNUZ Houston, president; Richman Lewin, KTRE-AM-TV Lufkin, retiring president; M. F. Danbom, KTBB Tyler, vice president; standing, Bill Bradford, KSST Sulphur Springs; Lee Glasgow, WACO Waco; George Tarter, KCBD-AM-TV Lubbock; A. W. Stewart, KLEN Killeen; Joe Leonard Jr., KGAF Gainesville. Not pictured: Al Johnson, KENS-AM-TV San Antonio, secretary-treasurer.

RTNDA HEARS EQUAL ACCESS PLEA

- **Mickelson urges campaign in convention keynote speech**
- **Koop elected president; Terry gets first White Award**

A RELENTLESS campaign for equal access to news events, coupled with efforts to improve news broadcasting and manpower in tempo with development of electronic journalism, was advocated by Sig Mickelson, CBS Inc. vice president in charge of news and special events, last Thursday in his keynote address, opening the annual convention of Radio-Television News Directors Assn. in Milwaukee. He emphasized the growing importance of news and newsmen in broadcasting and their responsibility in upgrading their activities.

Ted Koop, CBS Washington director of news and public affairs, was elected president at the Friday session. He succeeds Harold Baker, WSM Nashville. Elected vice president in charge of programs, to succeed Mr. Koop, was Jack Krueger, WTMJ Milwaukee. Sheldon Peterson, KLZ Denver, was re-elected treasurer.

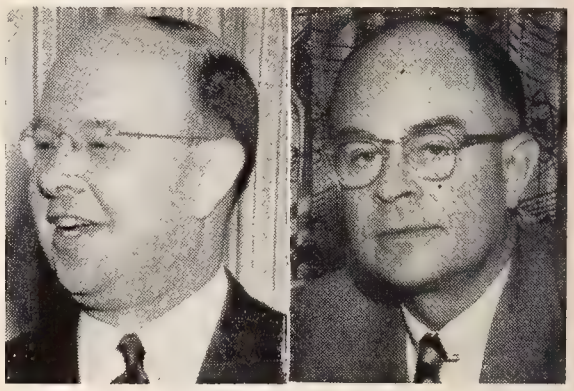
Elected vice president for radio was Lee White, KROS Clinton, Iowa. New vice president for television is Ralph Renick, WTVJ (TV) Miami.

Directors elected were Bruce Palmer, KWTV (TV) Oklahoma City; Jim McGaffin, WOW Omaha; Dick Cheverton, WOOD Grand Rapids, and Bill Monroe, WDSU New Orleans. Holdover directors are Parker Hoy, WLAM Lewiston, Maine; Nick Basso, WSAZ Huntington, W. Va.; Bill Small, WHAS Louisville, and John Maters, WILS Lansing, Mich.

The first annual Paul W. White Memorial Award, in commemoration of the late pioneer news director of CBS, was given to Hugh B. Terry, president and general manager of KLZ Denver. The citation read: "For the most outstanding contribution to radio and television journalism during the preceding year. With this award go the thanks of radio and television newsmen everywhere for his forthright editorial stand which brought about public hearings by the Colorado Supreme Court, resulting in modification of Canon 35 as it restricted the use of photographic and recording equipment in the court rooms of Colorado."

The presentation was to be made to Mr. Terry at the closing session Saturday by Jack Shelley, WHO Des Moines, chairman of the selection committee.

Ted Wescott, executive of D'Arcy Adv. Co., Chicago, cited radio as the backbone of the selling campaign of Standard Oil of Indiana. He said Standard Oil reaches radio listeners in its area at the average cost of one-tenth of a cent per impression. Even a postcard, which customarily finds its way into the wastebasket, starts at a cost of two cents, he said.



MR. KOOP MR. TERRY

Over-all membership in RTNDA has in-

creased to 371 members, the convention was told. Attendance at the Milwaukee sessions, exceeding 125, was biggest in history.

Sol Taishoff, editor and publisher of B•T called for recognition of news directors on a plane with editors of newspapers. "Owners and managers must convince themselves that their status is something special and their properties more a public trust than a private assembly of physical assets," he said. "They must cease to equate themselves with the owner of the packing house down the street.

"You as news directors must convince yourselves that you are members of an honorable profession and must adhere to the highest standards of a very demanding way of work. With such convictions you will produce—as no 'industry' can—an output of creative vitality which will attract attention and respect."

Mr. Taishoff suggested the term "industry" bracketed broadcasters with manufacturers whereas they actually provide a professional service in the communication arts. He contended the station owner-manager should be identified on the same level with the newspaper owner-publisher.

Citing the brief 34-year history of American Society of Newspaper Editors, he contended RTNDA should occupy a similar professional role in broadcasting, with news editors reporting direct to management and receiving deserved budget and policy recognition.

The Probers' Shadows

NARTB President Harold E. Fellows, in an address scheduled for Saturday delivery, observed that most federal probes of broadcasting "have not adduced any clear-cut definition of the nature of broadcasting's problem, if any; but this fact has not deterred investigators." He reviewed recent legislative probes including the network study.

"It's always a good idea to rummage around in the closet now and then," Mr. Fellows said, " but it's much more rewarding if you are actually looking for something—and not seeking only the expensive diversion of search for the sake of search.

"It seems to me it is also your duty, in the interest of the public's welfare since it is the public which pays for investigations, to shed some enlightenment on the need for them. If an inquiry obviously serves no useful purpose and is undertaken patently for the purpose of vengeance or merely as a platform for headlines, the people should know this; and it is your task to tell them." He said that a look behind some investigations will reveal "evidence of possible control of the service which you yourself perform in your own community."

Mr. Mickelson said there are "too many places where we are not getting news," proposing that "our imaginations be put to work to discover ways of translating serious ideas into interesting broadcasts which are attractive enough to great numbers of people to command their attention."

The greatest weakness in tv news is a "tendency to be muddy and diffuse," he said, emphasizing the need for clarity and objectivity. He referred to "a tremendous upsurge



in the amount of radio news on the air in the past couple of years" plus "a similar increase in the quality of the news broadcasts." While noting progress in radio-tv news coverage, he listed long-standing flaws that must be corrected.

The future of tv news "is about unlimited," he said, with the medium starting to acquire "a distinctive pattern of its own—a pattern which fuses the best qualities of newspapers, radio news broadcasts, the newsreels and its own contributions to news coverage."

Better phrasing of copy by news service radio wires was recommended by the wire policy committee. Reporting as chairman, Marvin Alisky, assistant professor of journalism and radio-tv at Indiana U., pointed to the need of "mike-minded" bureau writers who can turn out regional stories in "listenable, genuinely easy-to-mouth sentences." Fewer pronouns and more synonyms would be helpful, he said.

The committee has been conducting a long-range study of the quality and quantity of news service radio wires.

Six tv and four radio stations were announced as winners in RTNDA's annual awards competition conducted by radio-television department of the Medill School of Journalism, Northwestern U. The awards were made Saturday.

KSTP-TV (Julian Hoshall, news director) was only double winner. Judges picked the St. Paul station for "outstanding tv news operation" and "outstanding news story televised" in 1956.

Top radio winners were WTIC Hartford (Tom Eaton, news director) for "outstanding radio news operation" and WRCA New York (William A. Berns, news director) for "outstanding news story broadcast" during year.

Receiving distinguished achievement citations for their radio news operations were WBBM Chicago (William Gary, news supervisor) and WHAS Louisville (William Small, news director).

Citations for tv news operations went to WDSU-TV New Orleans (William Monroe, news director); WNEM-TV Bay City, Mich. (Frank Benesh, news director); WBAP-TV Fort Worth (James Byron, news director) and WTMJ-TV Milwaukee (Jack Krueger, news director).

In "outstanding news story televised" category, distinguished achievement awards went to WJAR-TV Providence (Warren S. Walden, news director), WTMJ-TV and WDSU-TV.



COMMERCIAL RATING NEEDED BY BUYERS

ONCE a timebuyer is able to pin down the audience measurement of the actual commercial, a great forward stride will have been taken in the fields of timebuying, selling and audience measurement, according to Dr. E. L. (Larry) Deckinger, vice president in charge of media strategy at Gray Adv., New York.

This frank opinion was given Tuesday at the first timebuying and selling seminar session of the season, presented in New York by the Radio & Television Executives Society.

Dr. Deckinger, in reviewing survey techniques in a session on rating services, warned that although there has been industry-wide effort to resolve the "area of confusion" in the various ratings supplied by individual services in the field, these differences do exist because each measures different things and thus comes up with "different answers."

Expert in Field

As one of the experts in the area of audience measurement (he is a member of the Advertising Research Foundation group which has been working on a re-evaluation of rating services in radio-tv), Dr. Deckinger also disclosed what he emphasized was his "personal" opinion of their value. In this respect, he asserted that the metering techniques ideally would seem to have the most value because this is actual measurement, with the coincidental method of runnerup, for—again ideally—this technique should mean the least work for the researcher to come up with answers.

He noted, however, that each of the rating services is sincere in its approach and that all do a comprehensive job. The fault, he intimated, lies more in the interpretation or use of the data supplied by the rating companies. He also said his agency feels "any rating is admissable" and that it wants to know about any and all ratings "so that we will know more."

In the area of measuring commercials themselves, Dr. Deckinger paid particular attention to work undertaken in Great Britain by Pulse Ltd. via the recall technique.

Dimensions which are important today in the use of ratings as yardsticks to employ in buying time, both radio and tv, he explained, would include cumulative, frequency and audience turnover. He said so-called "cost-per-thousand" figures ought to be shunned unless they explicitly refer to something, e.g., the ratings must be converted into the number of homes reached.

Rating Services Classified

Dr. Deckinger reviewed the meaning of the terms average audience, total audience, popularity comparisons and share of audience, as well as classifying all of the rating services as to who covers what.

This Tuesday, John Churchill, assistant to the president, A. C. Nielsen Co., and Julia Brown, associate media director of Compton Adv., New York, will discuss coverage.

AFTRA, NETWORKS AGREE TENTATIVELY

- **New deal goes to union vote**
- **11th hour action avoids strike**

A TENTATIVE agreement was reached last week by the four major networks and transcription companies and the American Federation of Television & Radio Artists on a new two-year contract, highlighted by a provision for a pension and welfare fund for radio and transcription artists.

The proposal, which was placed for ratification before AFTRA's membership in New York last Friday and will be considered by members in Chicago today (Monday) and in Los Angeles tomorrow, dispels any likelihood of a strike by the union. AFTRA had set up strike strategy, in the event such action was deemed necessary. The current contract expired last Thursday and a provision has been made to make the new pact retroactive to last Friday.

The pension and welfare plan for radio is similar to the one set up for television two years ago. It provides that employers contribute 5% of gross payroll to the fund. Estimates are that funds from radio and transcriptions will amount to more than $1 million a year, as compared to the approximate $2 million annually from television. The agreement calls for contributions from radio and transcriptions to be added to the original fund and not be operated separately.

The agreement also provides that the minimum pay scale in television will be increased 10% but remain unchanged for radio artists. It is reported that the networks had sought a reduction in radio scales. Actors and announcers engaged for transcribed commercials, however, will receive increased fees, ranging up to 300% in certain instances.

Multiple Performance Payments

One of the larger concessions gained by AFTRA dealt with payment for multiple performances on tv, in which an artist appears on a program more than once a week. This rate will increase from 20% to 63%, rising with the length of the program and the number of times a week it is scheduled. Television performers also will receive 10% additional fees for rehearsal hours beyond a number set for 15-minute, half-hour and hour programs.

The agreement also sets up a new system of credits. It stipulates that credits for actors and other performers will be carried immediately after those of the producer, director or writer, though certain "star" personalities, by contract, may receive the top billing.

Since news commentators are exempt from the union contract, the agreement provides that if a program series is substantially commentary rather than straight news reporting, the conductor of the series will be classified as a commentator and will not be subject to the contract. If the series is substantially straight news reporting, the

conductor will be subject to the union's contract.

Negotiations on the new contract were conducted by the union on behalf of 12,500 members with ABC, CBS, Mutual, NBC and the various transcription companies. All radio and television advertisers and their agencies will become contract signatories.

Seattle Stations Say Strike Won't Halt Work

FOUR Seattle radio stations—KIRO, KJR, KOMO, KING—were prepared at the weekend "to continue normal broadcasting service" in case the AFTRA local carries out a strike threat. A strike sanction was granted to AFTRA radio announcers by the Seattle Central Labor Council despite acceptance by the stations of the council's proposed solution to the wage controversy.

A committee representing the labor council had offered a settlement formula proposing a $4.40 weekly increase retroactive to Oct. 1 plus a $2.50 increase next year. This recommendation exceeded the previous final offer of employers, who have met 17 times in bargaining negotiations within the last 2½ months. Combination announcers have been getting $110.60 weekly; straight announcers, $105.60 weekly.

The day after the stations accepted the labor council's formula, the union rejected the council's recommendation and obtained strike sanction. At the same time, the union said it didn't want to strike and hoped for further negotiations.

While the strike sanction was granted only to AFTRA radio members, George Peckham, AFTRA executive secretary, was quoted as saying the walkout would include KOMO-TV and KING-TV. Station spokesmen said KOMO-TV and KING-TV have negotiated separate agreements with AFTRA. If AFTRA tv workers strike, there was indication the two tv stations would take legal action charging violation of these agreements.

SAG Elects Officers, Discloses Total Re-Run Fees At Meeting

IN THE year from Nov. 1, 1955, to Oct. 31, 1956, the Screen Actors Guild has collected and distributed to its members 19,166 checks totaling $1,413,821 in residual payments for re-runs of television entertainment films. Residuals collected since 1954 total $2,155,455.

These figures were disclosed following the SAG annual meeting Nov. 9 when all officers of the guild were elected without opposition. They are Walter Pidgeon, president; Leon Ames, first vice president; Dana Andrews, second vice president; Howard Keel, third vice president; Robert Keith, recording secretary, and George Chandler, treasurer.

An administration slate of 13 candidates for the board of directors was elected by two-to-one majorities over two independent candidates. Those elected were Jackie Cooper, Wendell Corey, Tony Curtis, Ruth Hussey, John Lund, Jack Mower, Eva Novak, Donald O'Connor, Verne Smith, Georgia Stark, Craig Stevens, William Walker and Bill Williams.



home town boy makes good . . .

music, *that is*

Actually, Bud Haggart made good long ago. As WFDF's Chief Announcer, he has been the leading commercial voice in Flint radio for almost ten years. That's why he's off to a big head start on his new triple-threat morning show (good music, time, weather). It's an easy-going session from 6 to 9:45, with just the right, light touch by an old pro who knows his own home town. Both local and national sponsors buy again and again. There's a little room for you!

the NBC affiliate in Flint, Michigan **wfdf**

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented nationally by the Katz Agency

RE:

NCS#2
MOBILE
and the booming
GULF COAST
MARKET

1. Now your brand new measure of station coverage and circulation shows . . .

WKRG-TV

to be the market's *dominant* station!

2. WKRG-TV

outperforms competition
. . . in counties covered
. . . in TV homes reached
. . . in actual audience circulation in *all* categories reported.

3. Makes sense, then, to make

WKRG-TV

your *dominant* advertising force. Without a doubt!

4. WKRG-TV

is viewed on Channel 5 CBS Network Affiliate.

AVERY-KNODEL
INCORPORATED
National Representative

MOST TV SATELLITES CAN AND DO ORIGINATE THEIR OWN PROGRAMS

- **B•T survey answers questions concerning these outlets**
- **Of 14 such stations, only four are strictly repeaters**
- **Others have facilities to serve as separate operations**

WHEN is a satellite tv station not a satellite?

The answer, according to a B•T survey of the existing 14 satellite outlets, is that there are only a handful of purely repeater television stations in operation today.

Out of 12 responses, only four so-called satellites reported that they neither carried nor planned to carry any local originations. The eight other respondents to a B•T inquiry reported anywhere from 10 minutes daily to 25 hours weekly of local programming—live, slides or film.

Satellite tv operation was first authorized by the FCC in 1954. Its immediate objective was to aid uhf stations which desired to fill in service area or market coverage through the use of repeater stations.

The Commission declared that it would accept applications for tv stations (on regular channels assigned to communities listed in its Table of Allocations) which did not provide for local origination, but which would repeat the programs of the mother station. It was hoped, the Commission said, that these stations would grow into full-scale operation over the years. In any event, the federal agency stated, the policy would permit the bringing of tv service to communities which at that time stood no chance of having their own station. Shortly after the commencement of satellite grants, the FCC widened this policy to include vhf channels.

The Early Operational Method

The early stations were virtual repeaters. But, as time went on, more and more of them instituted local programs—some just a local news or weather report; others more full-fledged presentations.

The position of satellite stations today is best explained by Thomas C. Bostic, general manager of Cascade Broadcasting Co., owner of ch. 29 KIMA-TV Yakima, Wash., and of satellites in Lewiston, Idaho; Pasco, Wash., and which just last week was granted a third satellite for Walla Walla, Wash. Here is what he says:

"I would like to make it indelibly clear that each of our stations has facilities to exist as a completely separate station, in that each has live, slide and film facilities. However, by grouping the stations we are able to attract programming that would otherwise not be available.

"I make this point especially because, from my frequent visits to the East, I know easterners have an entirely different concept of what a satellite is. I believe I am correct in saying that they believe a satellite simply sits there and repeats what the mother station puts out. As you can see . . . this is not the case. Each station is an entity in itself and is designed to serve the interests of its own exclusive coverage territory."

W. H. Shipley, vice president of Texas Telecasting (KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene, Tex.) puts it another way:

"One of the biggest misunderstandings about KPAR-TV when referred to as a 'satellite' station is that in many cases people get the impression that this is a 'slave' station, not capable of local origination. This, of course, is not the case. KPAR-TV is a fully-equipped television station, capable of originating all types of television programs, but with the added advantage of being able to carry simultaneously programs which might originate on KDUB-TV."

Anderson's Philosophy

Perhaps one of the most succinct comments on this subject was made by Carl Q. Anderson, manager of KFXJ-TV Montrose, Colo. He said:

"In my opinion a station is a satellite only as long as its entire schedule is devoted to the rebroadcast of the parent station's programs. At the time local origination equipment is put into use we will, of necessity, become a television station in our own right, and the intermittent use of programs from the parent station will be no different than the station that taps into a network line."

This points up another development which is related to the satellite situation. Many tv outlets—particularly in out-of-the-way areas of the United States—have had for many years arrangements with high powered, major city stations to pick up and rebroadcast network programs. These stations, true, were granted as regular community outlets, but many of them devote substantial hours to broadcasting network programs—secured, in a sense, from "mother" stations.

There follows a brief report on the operation of the satellite stations:

KFXJ-TV Montrose, Colo. (ch. 10)—Satellite of ch. 5 KREX-TV Grand Junction, Colo., both owned and operated by Western Slope Broadcasting Co. Both stations sign on and sign off at the same time, 4:30-11:30 p.m. KFXJ-TV originates no local programs, but rebroadcasts the complete schedule of its parent station KREX-TV. Local sponsors originate their programs at the parent station.

KLEW-TV Lewiston, Idaho (ch. 3), and **KEPR-TV** Pasco, Wash. (ch. 3)—Satellites of ch. 29 KIMA-TV Yakima, Wash. All stations owned by Cascade Broadcasting Co., licensee of KIMA-TV, although KLEW-TV is licensed to Lewiston Tv Co. KLEW-TV signs on at 1:45 p.m. and signs off at 11:30 p.m. It carries the entire program schedule

of the parent station, but originates five hours weekly of local programming. This includes five-minute weather programs five days weekly, two five-minute local news programs per week, an afternoon ladies' show three days per week, two half-hour western country music shows and a local children's show. At the beginning a large percentage of spot announcements were live, as well as a large number of public service programs, such as forums, interviews and other community activities. KLEW-TV is now using more film and slide commercials, confining its live programming to news, weather and some special events. KEPR-TV operates similarly, using KIMA-TV solely as a feed for network and film programs. KEPR-TV now originates local live programs, live announcements as well as film and slide commercials.

WRLP (TV) Greenfield, Mass. (ch. 58)—Satellite of ch. 22 WWLP (TV) Springfield, Mass., both owned and operated by Springfield Television & Broadcasting Corp. WRLP is scheduled to commence operating the first of the year and will duplicate the WWLP schedule from *Today* to *Tonight*. WRLP plans to originate 10 minutes of local live programming daily.

KHPL-TV Hayes Center, Neb. (ch. 6)—Satellite of ch. 13 KHOL-TV Holdredge, Neb., both owned and operated by Bi-States Co. KHPL-TV signs on at 10 a.m. and signs off at about 11:30 p.m. It carries the exact programming of parent KHOL-TV, whose signals are microwaved to Hayes Center. There is no local programming from KHPL-TV.

WSYE-TV Elmira, N. Y. (ch. 18)—Satellite of ch. 3 WSYR-TV Syracuse, N. Y., both owned and operated by Central New York Broadcasting Corp. Both stations sign on at 7 a.m. and sign off at 1 a.m. WSYE-TV, which began operating Sept. 15, duplicates all of WSYR-TV's programming except for a 10-minute daily local news show at 6:45 p.m. WSYE-TV has camera, film and slide facilities, so it can do local live programs in any percentage required.

WCDB (TV) Hagaman, N. Y. (ch. 29)—Satellite of ch. 41 WCDA (TV) Albany, N. Y., both owned and operated by Hudson Valley Broadcasting Co. WCDB signs on and off at the same time as the parent station, and originates no local programming.

KPIC (TV) Roseburg, Ore. (ch. 4)—Satellite of ch. 13 KVAL-TV Eugene, Ore. KPIC is 50% owned by Eugene Television Inc., licensee of KVAL-TV, and 50% owned by California-Oregon Broadcasting Co. (KIEM-AM-TV Eureka, Calif.; KOTI [TV] Klamath Falls, and KBES-TV Medford, both Ore.). Both stations sign on at noon and sign off about midnight. KPIC carries virtually the entire schedule of parent KVAL-TV, but fills in with local film when the parent station is carrying something not of sufficient interest to Roseburg viewers. KPIC also cuts in with its own announcements, either film or slide, and does some public service type programming on film.

KPAR-TV Sweetwater, Tex. (ch. 12)—Satellite of ch. 13 KDUB-TV Lubbock, Tex., both owned and operated by Texas Telecasting Inc. KPAR-TV observes the



ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts *push* behind your sales program. To *sell* Central Ohio . . . *buy* WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

same sign on and sign off as parent station, 6:55 a.m. to midnight, receiving KDUB-TV signals by means of a microwave relay. KPAR-TV originates more than 25 hours weekly of local programming. About 75% of this local programming is by means of film; 25% is live. KPAR-TV has complete facilities for local origination, including studios, slides, film and live camera.

KMAU (TV) Wailuku, Hawaii (ch. 3) and **KHBC-TV** Hilo, Hawaii (ch. 9)—Satellites of ch. 9 KGMB-TV Honolulu, Hawaii, all owned and operated by Hawaiian Broadcasting System Ltd. Operating on the same schedule as the parent station, the satellites sign on at 11 a.m. and sign off at 11 p.m. Neither satellite originates local programs.

KMVI-TV Wailuku, Hawaii (ch. 12)—Satellite of ch. 2 KONA (TV) Honolulu, Hawaii. KMVI-TV is owned by Maui Publishing Co. *(Maui News.)* KONA is owned by Radio Honolulu Ltd. KMVI-TV signs on at 1:30 p.m. and signs off at 11:30 p.m. KMVI-TV rebroadcasts the entire schedule of parent KONA. It originates no local programs, but plans to begin local originations —live, film and slide—in 1957.

Hearing May Be Necessary On Idaho Translator Bids

AN APPLICANT for two tv translator stations in Lewiston, Idaho, was advised by the FCC last week that a hearing may be necessary on the translator requests.

Orchards Community Tv last September filed applications for chs. 70 and 76 Lewiston to rebroadcast programs of Spokane, Wash., stations KREM-TV and KHQ-TV, respectively. The applications were objected to by ch. 3 KLEW-TV Lewiston, satellite of KIMA-TV Yakima, Wash. (ch. 29). KLEW-TV said that if the translators were to go into operation, it would be forced to discontinue operation.

In its letter to the translator applicant the FCC questioned the need for such service in Lewiston with KLEW-TV operating there. The Commission also said, among other things, it would have to know how adequately the translators would serve the area should KLEW-TV be forced to go off the air.

Late in August, the FCC sent a McFarland letter to an applicant for a satellite tv operation in Missoula, Mont. There, too, a local tv service was available (ch. 13 KGVO-TV), and the FCC questioned whether the mere extension of tv service to an area already receiving local tv service would be in the public interest.



FCC Refuses Storer Bid for KSLM-TV

THE FCC last week turned down the proposed acquisition of ch. 3 KSLM-TV Salem, Ore., by Storer Broadcasting Co.—but failed to take any action on Storer's pending purchase of ch. 9 WMUR-TV Manchester, N. H.

Technically, the Commission last week refused to waive the multiple ownership rules which limit a single owner to five vhf stations. Storer already owns five vhf and two uhf television outlets—in Detroit, Toledo, Birmingham, Atlanta and Cleveland, all vhf; and in Miami and Portland, Ore., both uhf. A single owner may own or control up to seven tv stations, but not more than five of them may be in the vhf band.

The Commission said in its Salem decision that Storer's reasons for asking for an exception to the ownership rules were not adequate to justify a waiver.

Storer proposed to buy the permit for the ch. 3 Salem station from Glenn E. McCormick for $27,277. This was contingent on Commission approval to move the KSLA-TV transmitter to a location 10 miles outside of Portland, Ore., where Storer operates ch. 27 KPTV (TV). If this were done, Storer was prepared to surrender the ch. 27 license. Originally, Storer asked to buy the station and move it into Portland.

The Commission's action on the Salem transaction was taken by Comrs. Rosel H. Hyde (acting as chairman), Robert T. Bartley, Robert E. Lee and Richard A. Mack. Dissenting were Comrs. John C. Doerfer and T. A. M. Craven.

Still pending is Storer's proposed $850,000 purchase of WMUR-TV. In this transaction, the purchase is contingent on FCC approval of a WMUR-TV request to move its transmitter to a site 16 miles north of Boston.

Since approval of this purchase would also bring Storer in conflict with the multiple ownership rules, Storer has agreed to sell ch. 5 WAGA-TV Atlanta, Ga., and WAGA to the Washington Post Co. for $6.5 million [B•T, Oct. 22]. The Washington Post Co. *(Washington* [D. C.] *Post and Times Herald* owns WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.

The Manchester purchase is opposed by Boston tv stations.

FCC Approves Station Deals In California, Florida, Iowa

STATION SALES approved by the FCC last week included assignment of the KDON Salinas, Calif., license from Frank Oxarart Inc. to KDON Inc. for $206,250. The new licensee is owned 50% by Clark E. and Irene H. Fee (jewelry interests) and Glen M. and Helen N. Stadler, owners, KEED Springfield, Ore.

Transfer of control of WALT Tampa, Fla., from Harold Kaye to Emil J. Arnold, Robert Wasdon and Jack Siegel for $16,516 also was announced last week. Mr. Arnold, former 49% owner, will own 50% and Mr. Wasdon and Mr. Siegel 25% each. This group has applied for a new am at Orlando, Fla., and the latter two are co-owners of WIOD Sanford, Fla. Mr. Arnold owns the Commonwealth Adv. Agency, Boston, Mass., 51% of WINN Louisville, Ky., and 50%, WMFJ Daytona Beach, Fla.

Also authorized was the sale of KFNF Shenandoah, Iowa, from Ethel S. Abbott and the estate of the late C. J. Abbott to a group representing Town & Farm Co. (KMMJ Grand Island, Neb.; KXXX Colby, Kan., and KIOA Des Moines, Iowa.) New owners are William A. Martin, executive vice president of Town & Farm; K. D. Titus, vice president-general manager of that firm; Don Searle, president-40% owner, T&F; H. A. Searle Jr., 20%, T&F; Helen Searle Blanchard, 20%, T&F, and J. Herbert Hollister, who owns KCOL Fort Collins, Colo., and 20%, T&F.

CCBS Moves to Reopen Clear Channel Record

A STRONG REQUEST that the FCC make a final determination of the 11-year-old clear channel case was filed with the FCC last week by the 14-member Clear Channel Broadcasting Service.

The CCBS claimed that most of the technical data, laboriously gathered by a joint government-industry committee 11 years ago, were still valid—or needed slight updating. It suggested that the FCC issue a call for comments to bring up to date such information as coverage maps, white area population count, receiving set count, programming information and, if necessary, latest financial data. This will take about three months, CCBS estimated.

CCBS also suggested that the daytime skywave case be reconsolidated with the clear channel case.

Its petition sought to reopen the record and to permit comments or participation in a further hearing from all interested parties whether or not they participated in the 1946 hearings. The clear channel record was closed Oct. 31, 1947, CCBS pointed out.

CCBS represents KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester (N. Y.), WJR Detroit, WOAI San Antonio, WBAP Fort Worth, WCAU Philadelphia, WWL New Orleans, WHO Des Moines, WSB Atlanta, WGN Chicago and WLW Cincinnati.

The FCC is scheduled to resume discussion on what to do about the clear channel case today (Monday). There is a strong sentiment on the part of some commissioners and staff officials to close out the proceeding. However, other segments at the Commission feel a decision should be rendered.

Allied with the clear channel situation is the FCC's order to KOB Albuquerque, N. M., to come up with a plan to continue operating on 770 kc with protection to the Class 1-A station on that frequency, WABC New York [B•T, Nov. 12]. This came about after a federal court directed the FCC to take steps to resolve the 15-year-long controversy during which KOB has been operating on 770 kc under special service authority. The Commission asked KOB to give its response 10 days from the date of its communication. This would make the deadline today (Monday).

Court Finds FCC Right In Rochester Ruling

THE FCC was right in refusing to force sharetime ch. 10 television stations WHEC-TV and WVET-TV, both Rochester, N. Y., off the air last February, the U. S. Court of Appeals in Washington ruled last week.

The unanimous three-judge court said the FCC did not abuse its discretion in making the decision to permit the ch. 10 stations to continue operating, even though the law at one time left no recourse on the question of staying a grant made without a hearing when a protest was accepted.

Involved is the protest of WSAY Rochester to the 1953 grants to WHEC and WVET. The FCC at first dismissed the protest on the ground it lacked specificity. In July 1955, the appeals court ruled that the Commission must accept the protest and give WSAY a hearing. However the court's mandate in this was delayed until December when the U. S. Supreme Court denied a petition for a writ of *certiorari* filed by WHEC and WVET. The appeals court thereupon released its July order and the Commission made its determination that WHEC-TV and WVET-TV need not suspend on Jan. 19.

Early in January, the protest provision of the Communications Act was amended by Congress to give the FCC discretion on whether or not an existing service should be forced off the air pending a protest hearing.

WSAY claimed that the delay from December to January was deliberate on the part of the FCC so that it could make its decision on whether or not to suspend the two ch. 10 stations under the amended law rather than the original law. The court said that the delay was "not inordinate." In addition, the court said, it was the public interest that was paramount and "do not include protection of Federal [Broadcasting Co.; WSAY licensee] from continued operation of the facilities of WHEC and WVET as permitted by Congress. . . . "

Outstanding at the present is a hearing examiner's initial decision recommending the affirmation of the FCC's 1953 grant to WHEC and WVET and the denial of WSAY's protest [B•T, Aug. 13].

Tax on Community Tv Out

COMMUNITY television systems have won a significant victory in U. S. Circuit Court in Richmond, where a unanimous court held that the 8% excise tax on payments by subscribers was illegal. In reversing a lower court decision involving a Mullens, W. Va., antenna system, the circuit court said that since the tax does not apply to owners of tv receivers who can pick up tv signals direct from the transmitting station or from a booster, there was no reason to discriminate against tv set owners who must use cable connections to receive the same signals. A similar tax case involving a lower court ruling adverse to a Meadville, Pa., community system, has been appealed. Next step in the West Virginia case is up to the Internal Revenue Service.

WIBC–Leads in Indiana



Prominent among the many public service awards that WIBC has received is the United States Government Certificate of Commendation for participation in the Conelrad System of Public Emergency Broadcasting. Although the certificate is not unique in itself, the fact that WIBC is the originating source and control center of all Conelrad broadcasts in its area, is just one more indication of WIBC's leadership in Indianapolis and Indiana.

WIBC not only leads all other Indianapolis radio stations in community service, but it also leads in audience. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

WIBC's big audiences and success in community service have been brought about largely by its well known personality salesmen . . . Jack Morrow, Joan Evans, Gordon Graham, Al Brooks and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN COMMUNITY SERVICE

FIRST IN AUDIENCE

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana,
the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

U.S. Information Agency Post Goes to Larson

ARTHUR LARSON, former Undersecretary of Labor, last week became director of the U. S. Information Agency succeeding Theodore C. Streibert, former MBS and WOR - AM - TV New York executive. Mr. Streibert resigned Nov. 8 to accept a position on the business staff of Nelson A. and Lawrence Rockefeller in New York [CLOSED CIRCUIT, Nov. 12].



MR. LARSON

Mr. Streibert was feted by his government associates Wednesday afternoon at the USIA offices, winding up a career of several years in key governmental posts. He is moving back to his home at Locust Valley, Long Island. At the Rockefeller headquarters he will be engaged in commercial management of some of their properties.

During his USIA service Mr. Streibert was credited with easing intense Congressional criticism of Voice of America, which had become a favorite political target. The full story of his federal service has never been told because of the confidential nature of much of the work. Recently he has been a member of the top-level Operations Coordinating Board, of which Nelson A. Rockefeller was vice chairman.

Before taking the USIA post in the summer of 1953 Mr. Streibert had been consultant to the State Department and to Ambassador Conant in the High Commissioner's Office in Germany. He had left a long broadcast career that included MBS board chairmanship and presidency of WOR New York.

Mr. Larson is a former dean of U. of Pittsburgh Law School. He is author of a book, *A Republican Looks at His Party*, and helped draft some of President Eisenhower's campaign speeches. His nomination goes to the new Congress in January.

Gordon Ewing, director of the USIA's Berlin radio station, RIAS, was named Wednesday to be deputy director of Voice of America. Laurence B. Dalcher, of the USIA Austrian office, will assume the Berlin post.

FCC Issues Tv Grants for Paducah, Augusta, Port Huron

THE FCC last week granted construction permits for three new television stations, including one contested grant. They were for Paducah, Ky., ch. 6, in which the Commission reversed an April 11, 1955, initial decision, for ch. 10 in Augusta, Me., and ch. 34, Port Huron, Mich., both uncontested.

Paducah Newspapers Inc. (WKYB-AM-FM Paducah, *Paducah News-Democrat*) won over its opponent, Columbia Amusement Co. (theatres) by showing superior broadcast experience, management-ownership integration, and civic participation, as stated in the Commission decision of Nov. 14. FCC Chmn. George C. McConnaughey and Comrs. Rosel H. Hyde and Richard A. Mack dissented, voting for Columbia. Last year, Hearing Examiner William G. Butts, proposed Columbia to promote diversification of communications mass media and because he believed that the applicant proposed a better non-network, educational program schedule [B•T, April 18, 1955].

E. J. Paxton, E. J. Paxton Jr. and family own Paducah Newspapers, which also is 25% stockholder in WFRX West Frankfort, Ill. Action in the Paducah case represents the first final decision in a contested tv grant in 10 weeks, since the August 29 decision for ch. 12, Jacksonville, Fla.

In Augusta, Me., the FCC awarded ch. 10 to Pine Tree Broadcasting Corp., wholly owned by Richard S. Robie, who has business interests in Boston.

Port Huron, Mich. ch. 34 went to Stevens-Wismer Broadcasting Co. (WHLS Port Huron and WLEW Bad Axe, Mich.) Harmon LeRoy Stevens and John F. Wismer are equal partners.

WLAP Transfer Among Four Filed For FCC Approval

THE $346,000 sale of WLAP Lexington, Ky., was included among the applications filed last week seeking FCC approval. Gilmore Nunn is selling the outlet (630 kc, 5 kw) to a group comprising Frederick Gregg, account executive for Young & Rubicam, Harry Feingold, appliance distributor, and Charles Wright, General Dynamics accounting executive [CLOSED CIRCUIT, Oct. 29]. WLAP balance sheet, as of Aug. 31, showed total assets of $307,284, of which $47,494 were current assets, and an earned surplus of $151,035.

Other sales filed last week:

KSHO-TV Las Vegas and KBMI Henderson, both Nev.—from Moritz Zenoff to Tv Corp. of America (Zugsmith-Hogan-Oxarart-Feldman interests) for about $200,000. KSHO-TV, as of July 15, showed $49,410 total assets, of which $16,790 were current, and total current liabilities of $9,410.

WDOD Chattanooga, Tenn.—Earl W. Winger, half owner purchases the 50% held by partner Norman A. Thomas for an estimated $175,000. WDOD showed total assets of $302,503 as of Sept. 30, of which $198,994 were current, and an earned surplus of $225,379.

FCC Makes Grants for New Ams In Georgia, Michigan, Texas

THREE new am grants were made by the FCC last week. Cities and permittees:

Tifton, Ga.—C. N. Todd, 1340 kc, 250 w, unlimited hours. (At the same time the Commission announced it had authorized WWGS Tifton to change from 1340 kc, 250 w, unlimited, to 1430 kc, 5 kw daytime.) Mr. Todd is a Douglas, Ga., retail tire and appliance dealer.

Howell, Mich.—Livingston Broadcasting Co., favored in an initial decision [B•T, Oct. 22], was granted 1350 kc, 500 w, daytime. M. H. Wirth, general manager, WOAP Owosso, Mich., and 16.8% owner of WALM Albion, Mich., is sole owner of Livingston Broadcasting.

Mission, Tex.—Pool Broadcasting Co., 1580 kc, 1 kw, daytime. Partners are Robert F. Pool and R. F. Pool Jr., realtors. The former was at one time production manager of KSLA-TV Shreveport, La.

KFRE-TV Fresno Grant Challenged in Court

VALIDITY of the FCC's January grant of Fresno, Calif., ch. 12 to what is now KFRE-TV that city was challenged in the U. S. Court of Appeals in Washington.

At issue were two elements of the split vote which decided the Fresno contest in favor of KFRE and against KARM Fresno. These are (1) what constitutes a majority of the FCC, and (2) whether Comr. Robert E. Lee's switch to favor KFRE was legal.

For several weeks before the ch. 12 grant was made, there were three commissioners favoring KFRE, two (including Comr. Lee) favoring KARM and two (Comrs. Rosel H. Hyde and Robert T. Bartley) favoring no grant until the deintermixture problems were resolved. Finally Comr. Lee changed his vote in favor of KFRE in order, according to his own statement, to break the deadlock. The appeal was filed by KARM and by ch. 47 KJEO (TV), both Fresno. KJEO sought to delay the Fresno decision until the deintermixture proceedings were completed.

The fact that Comrs. Rosel H. Hyde and Richard A. Mack were not present at oral argument although they participated in the final decision was attacked by KARM. Comr. Mack was appointed to the Commission after the oral argument was held. KARM also contended that the FCC did not permit it to put KFRE's financial qualifications in issue, that the Commission did not rule on the diversification issue and on allegations that KFRE had committed commercial excesses.

The FCC asked the court to dismiss the appeals because both stations, it asserted, had not exhausted their administrative remedies. They should have petitioned the Commission for reconsideration or rehearing, the Commission maintained. It held that financial qualifications are not an issue after the Commission determines that there are adequate funds available to meet the proposals. It also asserted that the question of diversification and excesses were treated in the January decision.

FTC Brings Charges Against Ads Of Aluminum Storm Window Firm

CHARGE of false advertising of aluminum storm windows was brought by the Federal Trade Commission last week against General Home Improvement Co., Brooklyn, N. Y. The advertising complained about was in newspapers, on radio and via telephone.

The FTC complaint alleges that when people responded to the advertisements of storm windows ($8.80 each, minimum of four), company salesmen disparaged the product and attempted to sell higher-priced windows.

Another misrepresentation, the FTC charges, involved a broadcast "mystery melody." Listeners who could identify the song

received a "gift certificate" worth $100 toward the purchase of storm windows. The FTC complaint labeled the $100 credit "wholly fictitious," claiming that the company merely increased the regular price by $100 when storm windows were sold to "gift-certificate" holders.

A third form of "bait," according to the FTC, was a representation that windows would be sold at a special promotion price to "only one home owner in each neighborhood . . ." The FTC alleges that this offer was not bona fide.

Named in the FTC complaint are Nathan Muroff and Ruby Friestat, officers of the company. A hearing has been scheduled for Jan. 22 in New York.

FCC STUDIES MEANS TO WIDEN CONELRAD

- **Goal: to reach outlying areas**
- **And provide fallout warning**

METHODS of widening the coverage of Conelrad stations have been under intensive study at the FCC since early this year, B•T learned last week. A project called Conelrad Phase II envisages several methods for making more useful radio communication to outlying areas—particularly for Civil Defense warnings on fall-out.

Conelrad under the present set up of cluster and off-on operation is still essential, Ralph Renton, U. S. Supervisor, Conelrad, explained. Its prime object is to deny navigational aid to enemy aircraft or missiles, he declared. Under this system, each cluster reaches out an average of 15 miles.

There are several methods of increasing this coverage, Mr. Renton indicated. One method, called "selected segment" operation, would permit a civil defense announcer to stop Conelrad operation for 30 seconds while he broadcast a specific message over the facilities of a single Conelrad station. By using all stations individually in a Conelrad cluster, Mr. Renton observed, coverage could be increased to about 25 miles.

A second method, which could be used after the air attack phase is over, but before the all clear, would be to silence the Conelrad operation and permit one of the stations to resume operation incognito on its assigned frequency with maximum power. This could, through choice of such stations throughout the country, enable blanket ground wave coverage of all critical areas, he reasoned. A third answer, but much more expensive than other methods, envisages the use of an airborne broadcasting station. Using 1 kw at 20,000 ft., Mr. Renton estimated that 200-mile coverage could be obtained.

The Conelrad operation—whereby clusters of stations operate intermittently on either 640 or 1240 kc—has been under attack in recent years by civil defense authorities. Their complaint is that Conelrad signals do not reach out far enough to be useful in relaying information to evacuees. The latest such complaint was made two weeks ago by the New Jersey Broadcasters Assn., which passed a resolution asking for reevaluation of the Conelrad system by Federal Civil Defense Administration and the FCC. NJBA said it believed a new study was necessary because of "dissatisfaction with the results within New Jersey in information available to the public in civil defense emergencies due to blanketing of state-originated signals by signals of neighboring states and larger cities."

Help Fight TB



Buy Christmas Seals

Court Drops WNET (TV) Appeal Against FCC's WPRO-TV Decision

A FEDERAL COURT has dismissed an appeal by Ch. 16 of Rhode Island Inc. against the FCC's refusal to order ch. 12 WPRO-TV Providence, R. I., off the air. The court said that the now-dark ch. 16 WNET (TV) Providence filed its appeal under the wrong section of the Communications Act.

WNET has been fighting the ch. 12 grant to Cherry & Webb Broadcasting Co. three years ago. The grant was made possible by a merger of competing applicants, including Cherry & Webb, Hope Broadcasting Co., Greater Providence Broadcasting Co. and George Taylor-Robert T. Engles jointly.

At issue was whether the FCC was correct in refusing to order the ch. 12 Providence station to cease operating when the court last January ordered the Commission to follow normal porcedure on WNET's protest. At that time, a stay of the grant involved was mandatory. However, Congress amended this provision, giving the Commission discretion in the matter.

WAVY Denies Beachview's Protest

WAVY Portsmouth, Va., grantee of ch. 10 there (WAVY-TV), has denied in its entirety a charge by Beachview Broadcasting Corp., unsuccessful applicant for the Portsmouth vhf channel, that WAVY misrepresented its ownership to the FCC [B•T, Oct. 29]. WAVY received the ch. 10 grant last May by a 3-to-2 Commission vote. The FCC reversed a hearing examiner who favored Beachview for the channel.

FCC Puts Ch. 15 in Ft. Wayne

ANOTHER CHANGE in the tv table of assignments was accomplished by the FCC last week when it assigned ch. 15 to Fort Wayne, Ind., by removing it from Angola, Ind., and substituting ch. 77 in the latter city. The change, the FCC said, does not effect WINT (TV), which operates on ch. 15 Angola. WINT may file an application to operate as a Fort Wayne outlet if it desires, the Commission stated.



. . . THE TAMPA – ST. PETERSBURG MARKET RANKED 36TH IN RETAIL SALES!

WFLA-Radio blankets this busy market—FLORIDA'S SECOND MARKET . . . plus 11 counties in Florida's richest industrial-agricultural area.

WFLA reaches more than a quarter of a million radio homes in this growing sales area . . . added to them are a good share of Florida's five million tourists, going places, seeing things —and listening to their car radios!

To reach more radio listeners—more often—in this big *double-barrelled* market of steady year 'round buying power supplemented by millions of tourist dollars—*spot your product on WFLA!*

(Figures from Survey of Buying Power, May, 1956)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC TAMPA-ST. PETERSBURG

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

TOP DRAWER CHANGES CONTINUE AT ABC; BOARD NAMES TREYZ V. P.

- **Vice Presidents Morgan, Jahncke, Zorbaugh resign**
- **Rumors of possible ABC west coast changes persist**

THREE key executives of ABC resigned last week in the wake of the top-management reorganization which saw Robert E. Kintner resign as president and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, take over active direction of the broadcasting division.

The three were Harold L. Morgan Jr., vice president and controller and generally regarded as ABC's No. 2 executive during the Kintner tenure, who resigned to take an executive post with McCann-Erickson; Ernest Lee Jahncke Jr., vice president and assistant to the president, and Mrs. Geraldine Zorbaugh, network broadcasting's only woman vice president, who also is a special assistant to the president.



MR. TREYZ

In another ABC development, Oliver Treyz, who left the presidency of Television Bureau of Advertising to take charge of the ABC network in the mid-October management realignment, was named ABC vice president in charge of the tv network at a meeting of the AB-PT board last Wednesday. His election to a vice presidency had been expected [CLOSED CIRCUIT, Oct. 22]. The action came at one of the first AB-PT board sessions ever held at ABC headquarters.

In addition to the three resignations, reports persisted that changes may be made affecting ABC's west coast management. This speculation may have stemmed from the fact that John H. Mitchell, vice president in charge of the tv network before Mr. Treyz' arrival and now vice president and special assistant to Mr. Goldenson, left New York about two weeks ago for a west coast business visit expected to last four or five weeks. Mr. Goldenson said he had no information to substantiate the reports of imminent west coast changes. He himself left for the coast late last week, but his visit was said to concern program matters.

While Mr. Morgan's exact post at McCann-Erickson has not been determined, it will be concerned basically with budget, budget control and other financial activities, in which he is a specialist.

Mr. Jahncke, whose resignation was disclosed in an announcement of a new line of authority in ABC's station relations departments, is known to be considering several offers of executive management posts, but said he does not plan to make "any quick decisions." His resignation became effective last Friday.



MR. MORGAN

Mrs. Zorbaugh also was considering future plans, and is expected to make known her new association within a short time. Unconfirmed reports suggested that she may join CBS, probably in the legal department. She was a member of the ABC legal department from 1943 until her recent promotion to vice president and assistant to the president, and during her tenure served successively as assistant secretary and assistant general attorney, acting general attorney, and general counsel.

Mr. Jahncke joined ABC when it was the Blue Network. After service in World War II he rejoined ABC in December 1945 as a member of the network's station relations department, and many of his responsibilities have been in that field. In recent years he also spent much of his time on television allocations problems in ABC's efforts to get more tv stations assigned to key markets in order to improve its clearance problems.

His resignation was announced in conjunction with a realignment under which the national directors of station relations for radio and tv, who formerly reported to Mr. Jahncke, will now report directly to the heads of their respective networks. This realignment is in accord with Mr. Goldenson's policy of full delegation of responsibilty and the separation of activities within the company. Edward J. DeGray, national director of ABC radio station relations, will report to Don Durgin, vice president in charge of the radio network, and Alfred R. Beckman, national director of tv station relations will report to Mr. Treyz.

Mr. Goldenson, announcing the changes, said he accepted Mr. Jahncke's resignation "with regret, because, throughout 20 years with the Blue Network of NBC and ABC, he has done much to build ABC to its present position of strength." He also paid tribute to Mr. Morgan and his service to ABC,



MR. JAHNCKE



MRS. ZORBAUGH

in connection with Mr. Morgan's resignation. The resignation of Mrs. Zorbaugh had not been officially announced late last week.

A veteran in the finance field, Mr. Morgan in 1937 became an assistant to E. E. Anderson, consultant to Edward J. Noble, now chairman of the AB-PT finance committee. When Mr. Noble was owner of WMCA New York, Mr. Morgan was secretary of the station, and in 1943, when Mr. Noble acquired the Blue Network, he became an assistant in the network's consulting department. Subsequently Mr. Morgan served as business manager of ABC-TV, national director of television operations, vice president in charge of ABC-TV programs, and vice president in charge of television production services before becoming vice president and controller in 1954.

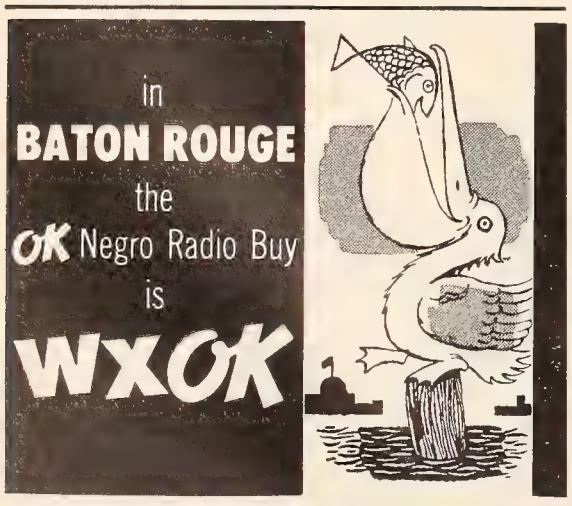
Mr. Jahncke entered broadcasting in 1937, serving first as traffic supervisor and later as assistant to the manager of the Blue Network. At ABC, he served successively as manager of station relations, manager of tv station relations, vice president in charge of both radio and tv stations, vice president in charge of the radio network and vice president and assistant to the president.

ABC is currently operating without an official president although Mr. Goldenson is serving as acting president.

$200,000 New Billings Placed By Three Advertisers on CBS

SALES of CBS Radio programs to three advertisers amounting to an estimated $200,000 in gross billings were announced last week by John Karol, CBS Radio vice president in charge of network sales. The advertisers are the Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago; Lewis Howe Co. (Tums), St. Louis, through Ruthrauff & Ryan, Chicago, and White House Co. (plastic toys), Harrison, N. J., through Victor & Richards, N. Y.

Seven-Up has bought four five-minute participations both in *Bing Crosby Show* (Mon.-Fri., 7:30-7:45 p.m. EST) and in *Amos 'n' Andy* (Mon.-Fri., 7:05-7:30 p.m. EST). Tums has renewed a five-minute segment each week of the Saturday *Robert Q. Lewis Show* (11 a.m.-noon EST). White House Co., in a special pre-Christmas promotion, has bought six seven-and-one-half minute segments of daytime serials and five 15-minute and three 10-minute programs.



NBC RADIO RAISES COMPENSATION RATE

- **Affiliates get 7.5% more**
- **Bolstering Plans Detailed**

NBC Radio affiliates' rate of compensation from the network will be increased by 7.5% effective Jan. 1, Matthew J. Culligan, NBC vice president in charge of the radio network, told the first of a series of five regional meetings of affiliates Thursday in New York.

The boost, like a similar 6.25% increase in compensation rates granted by CBS Radio to its affiliates effective Aug. 25 [B•T, June 11], partially restores reductions which affiliates have taken since the impact of tv began to be felt five years ago. Rates to advertisers are not affected, as was also true in the case of CBS Radio's compensation improvement.

The approximately 30 affiliates at the New York meeting were reported to have given "overwhelming" approval to the plans for revitalizing the NBC Radio network. A similar meeting on the broad plans disclosed the preceding week [B•T, Nov. 12] was held in Chicago Friday, and other sessions are to be conducted in Atlanta today (Monday), Dallas tomorrow, and San Francisco next Monday.

The NBC Radio network head, who is leading the NBC delegation at the meetings, meanwhile sketched plans—with most attention to news programming emphasis—in a session with newsmen last Monday. He emphasized that the overall plans had been worked out with the NBC radio affiliates program advisory committee and approved also by the NBC Radio affiliates executive committee. He also disclosed, without identifying the prospects, that NBC Radio expects "two major buys by two top advertisers" within ten days.

The projected five-minute newscasts hourly from 7 a.m. to 11 p.m., he said, represent "a milestone in the radio business," while the network's new "Hot Line" service—launched on an interim basis last week pending delivery of new special equipment the first of the year—was described as one that "will restore the newspaper 'extra' to the American scene."

The "Hot Line" Hookup

The "Hot Line" service links NBC headquarters with all 197 NBC Radio affiliates for 17 hours a day, utilizing equipment that will enable NBC to cut into local as well as network programming with news bulletins as developments warrant. This equipment, which also may be employed for civilian defense warnings if the need arises, uses a subaudible tone to activate a buzzer at each affiliated station to serve notice that an important news story requires clearance.

NBC hopes to sell the five-minute hourly newscasts, but since stations must agree to clear the time for these (which under present plans would be counted toward network option time), officials have not yet been able to offer them for sale. Mr. Culligan said stations would be contacted with affiliation



ALLARD-CADILLAC COURTESY WILFRED GRAY—EUROPEAN MOTORS OF INDIANAPOLIS, INC.

5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

The rated "horsepower" of your selling message is up . . . You're using "premium-power" on KSO, Iowa's most powerful independent station. Music, news and sports continuously gives a "winners-circle" audience both day and night . . . Put *this* premium power to work for you!

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

WXLW is a "Big Iron" in Indianapolis' rapidly growing market... Really "Barrel" your *sell* home to a ready market of financially capable buyers . . . use WXLW's "power-pack" of music and news programming from dawn to dusk. Get behind the wheel and get 100 bonus miles of coverage around the hub of Indiana!

Get the Facts from Your JOHN E. PEARSON Representative

contract amendments embodying the option time changes shortly after the series of regional meetings is completed. Assuming station acceptance of the plan, he said, the newscasts probably will be offered to advertisers in packages of five a week, with contracts for 13 weeks.

The "Hot Line" newscasts will not be offered for sale. They will be in two categories: (1) an "NBC Spot Report," consisting of material of interest but not "hot news," which the station may present live or transcribe for presentation later, and (2) an "NBC Flash Report," consisting of news "too important to wait."

In connection with another phase of NBC's new radio program plans—that offering affiliates the right to sell NBC sustaining programs locally, at no cost to the station—Mr. Culligan indicated a difference of opinion exists between NBC and its Affiliates' Advisory Committee regarding the amount of notice NBC would have to give before recapturing programs sold locally.

In discussing other plans, Mr. Culligan conceded that in radio "we just got our brains knocked out by television" because radio was not "prepared" for tv's impact. This is a situation that NBC intends to correct, he asserted. The big strengths of radio, as he saw them, are news, daytime and weekends, and the "hard core" of people who'd rather listen to radio than watch tv.

Among the other plans, NBC proposes to extend its weekend *Monitor* service—which Mr. Culligan said is completely sold out for November and for most of December—to include the Friday night period from 8 o'clock until the fightcasts starting at 10; install an hour-long strip in the Monday-Friday 8-9 p.m. period; strengthen the two-hour Monday-Friday morning *Bandstand* program, followed by an hour-long personality show and two hours of drama in the afternoon, and extend all station breaks to 70 seconds, giving affiliates a one-minute commercial availability.

Jones Added to CBS Inc.

MERLE S. JONES, who succeeds J. L. Van Volkenburg as president of the CBS Television Div. on Jan. 1 [B•T, Nov. 5], last week was named a vice president and director of the parent CBS Inc., also effective Jan. 1. Mr. Jones currently is an executive vice president of CBS-TV. Mr. Van Volkenburg, while resigning as CBS-TV president, will continue to serve on the CBS Inc. board of directors and effective Jan. 1 will become a consultant to CBS.

NBC Stations Promote O'Brien

PROMOTION of Thomas S. O'Brien from divisional business manager to director of business affairs of NBC-owned stations was announced last week. Mr. O'Brien joined the NBC unit in 1952 as assistant controller after having served for five years with Socony-Vacuum Oil Co.

SEWARD, DUNDES PROMOTED BY CBS

- **Two radio v.p.'s move up**
- **As J. Kelly Smith resigns**

APPOINTMENTS at CBS Radio of James M. Seward as executive vice president and Jules Dundes as vice president in charge of station administration were announced Thursday. At the same time it was disclosed that J. Kelly Smith has resigned as administrative vice president, effective Dec. 31.

Mr. Smith is resigning because of health reasons, Arthur Hull Hayes CBS Radio's president, pointed out in his announcement, noting, however, that he would continue with CBS Radio as a consultant.

The elevation of Messrs. Seward and Dundes was made in anticipation of this change in CBS Radio executive ranks, according to Mr. Hayes. The appointments are effective today (Monday). Mr. Seward's appointment reactivates a post discarded in 1951 when CBS Radio and CBS-TV were organized as separate CBS Inc. operating entities. Both Mr. Seward and Mr. Smith became administrative vice presidents of CBS Radio in 1951.

Mr. Seward previously had been vice president in charge of business affairs for

CBS INC. NET UP 7.4% FOR 9 MOS.

CONSOLIDATED net income of CBS Inc. for the first nine months of this year reached a total of $9,368,073 for a 7.4% gain over the comparable period of 1955, Board Chairman William S. Paley announced last Wednesday at a meeting of the board. Current earnings were equivalent to $1.25 a share as compared with $1.19 a share for the first nine months of 1955.

Net revenues and sales for the period were placed at $256,379,847, a 13.5% increase from the total for the corresponding nine months last year.

The 1956 figures represent results after deducting special provisions made to cover the estimated expenses and losses, other than losses which might result from disposal of plant facilities, related to discontinuance of CBS-Columbia, radio and tv set manufacturing division. These special provisions, which approximated 35 cents a share after applicable tax credits, were charged to earnings of the first half-year. Disposal of the CBS-Columbia plant facilities, on which it was estimated that losses approximating 9 cents a share may result, has not yet been finalized.

The board declared a cash dividend of 20 cents a share and a special cash dividend of 10 cents a share on class A and class B stock, both payable Dec. 14 to stockholders of record at the close of business Nov. 30.

In addition, it declared a stock dividend of 2% on its presently outstanding class A and class B shares. No fractional shares will be issued in connection with the stock dividend; instead, stockholders will receive nontransferable order forms in denominations of fiftieths of a share. The stock dividend will be paid Dec. 28, or as soon afterward as practicable, to stockholders of record at the close of business Nov. 30.

Following are the nine-month consolidated income statements for CBS Inc. and domestic subsidiaries, 1956 as compared to 1955:

	Nine Months Ended *September 29, 1956 (39 Weeks)*		*October 1, 1955 (39 Weeks)*	
NET REVENUES AND SALES		$256,379,847		$225,841,652
Deduct:				
Operating expenses and cost of goods sold	$187,511,114		$167,556,840	
Selling, general and administrative expenses	43,028,145		33,646,553	
Provision for depreciation and amortization of fixed assets	4,981,726		4,902,689	
		235,520,985		206,106,082
		20,858,862		19,735,570
Miscellaneous income, less miscellaneous deductions		*120,789*		*216,857*
Income before federal taxes on income		20,738,073		19,518,713
Provision for federal taxes on income		11,370,000		10,800,000
NET INCOME FOR PERIOD (NOTE 1)		$ 9,368,073		$ 8,718,713
Earnings per Share (Note 2)		$1.25		$1.19

Italics denote red figure

NOTES:

1. As reported in our consolidated income statement for the six months ended June 30, 1956, special provisions for estimated expenses and losses expected to be incurred in discontinuing the operations of the company's radio and television receiver manufacturing division, CBS-Columbia, were charged against profits for the first half-year. After applicable tax credits, such special provisions approximated $.35 per share. As of the date of this report, disposal of the division's plant facilities has not yet been finalized. Losses which may be sustained on such disposal are currently estimated at $.09 per share.
2. Earnings per share are calculated on the average number of shares, 7,490,438 in 1956 and 7,328,450 in 1955, outstanding during the respective nine month periods.
3. The 1956 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

SAMUEL R. DEAN,
Treasurer

Nov. 14, 1956

CBS network programs (1949), director of operations (1942), assistant treasurer (1935) and assistant to the first vice president in 1934.



MR. SMITH

Prior to becoming administrative vice president, Mr. Smith had served as vice president in charge of station administration beginning in 1948. His first association with CBS was in 1926 when he joined WBBM Chicago as manager. Later he went to Montgomery Ward & Co., returning to WBBM as sales manager in 1933. He became general manager of CBS Radio Sales in 1936 and network director of station relations in 1945.

Mr. Dundes, who has been CBS Radio vice president in charge of advertising and promotion, will have reporting to him CBS-owned radio stations, CBS Radio Spot Sales and the Housewives' Protective League.

A member of CBS' promotion department in 1936, Mr. Dundes four years later became advertising and sales promotion manager for WCBS (then WABC) New



MR. SEWARD



MR. DUNDES

York. In 1940, Mr. Dundes advanced to director of sales and advertising, KCBS San Francisco, and in 1955 to general manager of KCBS. Early this year, Mr. Dundes returned to New York as vice president in charge of advertising and promotion.

ABC Western Promotes Four

THE splitting of radio and tv functions has resulted in four new engineering positions in the Western Div. of ABC. Ralph Denechaud, formerly assistant chief engineer, becomes manager of radio engineering operations; Robert Trachiner, technical director, becomes manager of tv engineering operations; John Eilers, head of radio-tv maintenance, was named supervisor of radio maintenance-technical purchasing and Glen Akins, maintenance engineer, was named supervisor of tv engineering maintenance.

AB-PT Declares Extra Dividend

THE board of directors of American Broadcasting-Paramount Theatres last week declared an extra common stock dividend of 30 cents a share, in addition to the regular quarterly dividend of 25 cents a share, and also a regular quarterly dividend of 25 cents a share on the preferred stock.

'Play Marko' Supported In NARTB Court Filing

THE CAPLES Co., Chicago advertising agency which is fighting the FCC's ruling that its *Play Marko* television program is a lottery, won a strong adherent last week. NARTB, filing *amicus curiae,* told the U. S. Court of Appeals in Washington that the bingo type program is not a lottery. At the same time, the FCC in filing its brief, again reiterated its stand that the program was a lottery.

Last May the FCC held that *Play Marko* was a lottery. Caples appealed this ruling last June [B•T, July 2]. Also appealed was the refusal of the U. S. District Court in Washington to issue an injunction against the FCC on the program.

The key is the consideration involved in playing the game. Players must secure their bingo-like cards from merchants who sponsor the show. This, the FCC claimed, was consideration. NARTB, like the Caples Co., denied that this was consideration in the sense of the lottery laws. Lotteries, according to court interpretations, must include prize, chance and consideration. All litigants have admitted that prize and chance are involved in the *Play Marko* program.

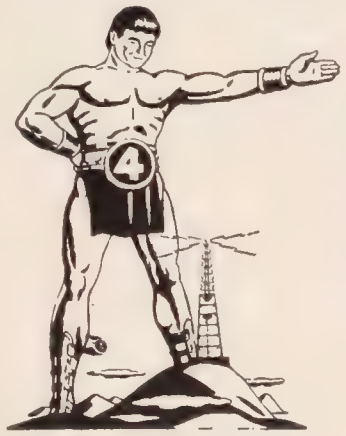
At one time the program was reported to have been carried on 25 tv stations. However, when the FCC questioned the program on KTLA (TV) Los Angeles, all

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.



"The Giant of Southern Skies"

Video—100,000 Watts (FCC MAXIMUM)
Audio—50,000 Watts
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

The Giant is the only maximum-powered VHF station in the Greenville - Anderson - Spartanburg market.

Population	1,991,700
Incomes	$2,115,295,000.
Retail Sales	$1,467,678,000.
Television Homes	367,230

Here is one of the South's *great* markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports *prove* WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by WEED TELEVISION CORP.

the stations dropped the program.

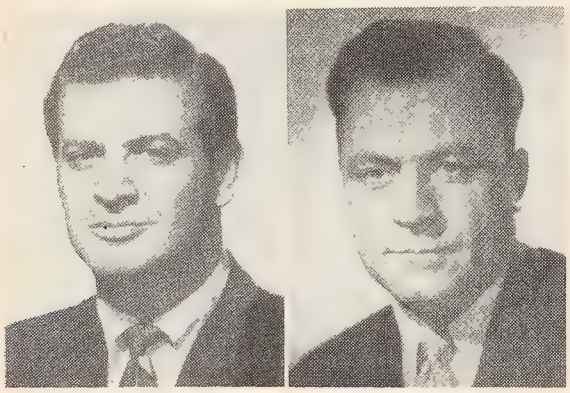
In recent months, the FCC also has under investigation another type of bingo program, *Ringo,* and a coffee promotion sponsored by Folger's coffee on west coast radio stations [B•T, Nov. 12].

In 1954, the Supreme Court, in upholding a lower court ruling, held that the Commission exceeded its powers in interpreting consideration in the lottery laws to include listening to radio or watching tv.

World Expansion Plans Bring Two Promotions

AIMING towards a 1957 expansion in programming and sales, Dick Lawrence, newly-named general manager of World Broadcasting System [B•T, Nov. 12], announced the promotion of two sales executives to new posts at World.

James Weathers, who has been in charge of WBS' southern division, last week was



MR. LAWRENCE MR. WEATHERS

named national sales manager of the radio program service firm. He shifts his headquarters from Macon, Ga., to the home office in New York. Ken Joseph, most recently northern divisional manager, was appointed assistant national sales manager. He also will headquarter in New York.

Networks, BMI Sued

A SUIT asking treble damages of $2.1 million was filed Wednesday by Gloria Parker, author-composer, against NBC, CBS and Broadcast Music Inc. In a complaint filed at federal court in New York, Miss Parker charged the networks and BMI with having "combined to restrain trade and commerce . . . and to establish a monopoly in the production, acquisition, distribution, sale, use and utilization of musical works and compositions."



UNIVAC TO INVADE TIMEBUYING, SELLING

- **PGW plans electronic brain**
- **Installation starts Jan. 1**

IS the briefcase (with slide rule) as standard equipment for the time salesman giving way to Univac, the electronic brain that churns out answers to everything from a mathematics problem to a prediction as to who will win an election?

Peters, Griffin, Woodward Inc., station representative, is announcing today (Monday) an electronic system that will store information on programs, availabilities and rates for both radio and tv. The robot genius that will do all this is an electronic system designed by Remington-Rand engineers which uses the principles of Univac. The system was created after months of joint study by the engineers and the station representation firm.

Once the equipment is installed—installation will begin Jan. 1 with full operation during the first quarter of 1957—advertisers and/or agencies can obtain their answers for data on programs, availabilities and rates automatically and immediately.

Jones Scovern, PGW vice president who directed the research and study that led to the system's development, explains the firm felt the new system was needed to meet the demands for complete and accurate information "at the earliest possible moment." Spot radio and spot tv, he notes, "today represent a very important part of the advertiser's budget," and that the electronic system "will be the means by which PGW can better serve agencies, advertisers and the stations we represent."

PGW emphasizes that it had developed standard availability confirmations and schedule change forms and a simplified method of handling broadcast contracts some years ago. Although this streamlining was "successful," PGW found the growth of spot radio and spot tv posing new problems: the duplication in typing information from one form to another and the checking needed to assure accuracy. Thus, hours of secretarial time now could be accomplished in less time and automatically.

Although a time saver, PGW does not expect the system to replace any of its employes, but "rather will result in the employment of additional people."



MR. SCOVERN (l) and Kenneth Schonberg of Remington-Rand go over final blueprints for installation of PGW electronic system.

WAS BUSINESS HURT BY DAILIES' STRIKE?

CLEVELAND radio and tv stations were returning to normal operations Friday as the half-month shutdown of the three major newspapers came to an end. Augmented news schedules prevailed at all stations during the Nov. 1-15 strike period, with department and specialty stores expanding their use of the electronic media [B•T, Nov. 12].

While city department stores felt the loss of newspapers early in the strike, some retail executives told B•T the impact was minimized by intensified use of radio-tv, reappearance of shopping news service and the fact that the public became accustomed to lack of newspapers.

Gordon W. Gray, of the Cleveland Merchants Board, said that the weather had been an important factor in keeping down sales, judging by local retailer comments. He said many retailers felt the weather was more of a factor than lack of newspapers. Federal Reserve figures showed a nationwide slack in department store sales, due chiefly to unseasonably mild weather and the national elections. Cleveland's sales were believed to be down slightly more than the national average.

Saturday, Nov. 10, was described as an unusually good retail day in Cleveland, notably above the same weekend a year ago when cold weather prevailed in Cleveland. On the other hand, a return of balmy weather last week affected fall-winter merchandise sales and early Christmas buying.

WSRS Cleveland claimed to be first in announcing the American Newspaper Guild vote to call off the strike. The station had a reporter at the meeting and broadcast recorded comments during the Thursday afternoon voting process.

Sol Kahn Elected President In WITI-TV Reorganization

REORGANIZATION of executive structure of Independent Television Inc. was reported Wednesday, with election of Sol J. Kahn, minority stockholder, as president of WITI-TV Milwaukee. No changes in ownership were involved.

New officers and their posts, in addition to Mr. Kahn, are Arthur Fleischman, of Detroit, vice president; Robert K. Straus, of New York, vice president; Col. William A. Roberts, Roberts & McInnis, Washington, D. C., as secretary (and continuing as general counsel); Lawrence Fleischman, Detroit, and 11.7% stockholder, continuing as treasurer.

Board comprises above officers and Max Osnos, 10.56% stockholder and owner of WBID-TV Detroit and WTOH-TV Toledo; Jack Kahn, principal stockholder (33.2%) and former WITI-TV president, and Stanley and Leonard Glen.

Harker Leaves Storer; Bob Wood Succeeds Him

ROBERT C. WOOD has been appointed national sales director of Storer Broadcasting Co. following retirement Nov. 13 of Tom Harker, who has filled the post since 1947. In announcing the appointment, Stanton P. Kettler, operations vice president of Storer, said it was "in recognition of Mr. Wood's services as assistant to Mr. Harker."

A 22-year broadcasting veteran, Mr. Wood joined Storer in 1951 as midwest sales manager in Chicago. Later he moved to New York as national sales manager. Before joining the Storer stations he was account executive at several New York agencies and prior to that was commercial program sales director of WOR New York where he started his broadcast career. In his new post he is responsible for development of all national



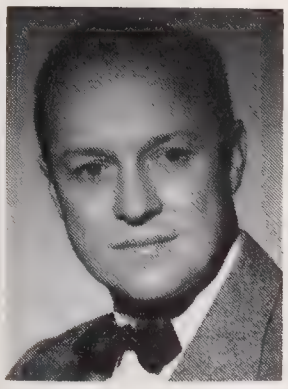
MR. WOOD MR. HARKER

sales and supervises sales offices in San Francisco, Chicago and New York.

Mr. Kettler called retirement of Mr. Harker "a loss to our entire organization," lauding his development of national sales. Before joining Storer in 1947. Mr. Harker had served in advertising and sales posts at the *Chicago Herald* and *Examiner,* Curtis Publishing Co. and both MBS and ABC networks. He has been termed the "best-loved salesman in broadcasting." He said he leaves the industry to embark on an "active retirement."

Grumbles Quits WMC Stations To Become WHBQ-AM-TV Manager

WILLIAM H. GRUMBLES, assistant general manager of WMC-WMCF (FM) and WMCT (TV) Memphis, owned and operated by the *Memphis Commercial Appeal,* has been named general manager of RKO Teleradio Pictures' WHBQ-AM-TV Memphis, John B. Poor, RKO Teleradio vice president, announced Thursday. Mr. Grumbles succeeds John Cleghorn, who effective Nov. 30, takes active control of his recently-established General Advertising Co. in Memphis. Before joining the *Commercial Appeal* stations, Mr. Grumbles was operations manager of WHBQ-AM-TV.



MR. GRUMBLES

Judge Refuses Writ of Mandate To Mrs. Alvarez in KFMB Case

SUPERIOR Court Judge Clarence Harden last week turned down a plea by Maria Helen Alvarez for writ of mandate to require the other directors of Wrather-Alvarez Broadcasting Corp., licensee of KFMB-AM-TV San Diego, to show her the books and financial records of the company.

The judge commented that the evidence did not show Mrs. Alvarez had been denied access and he noted she had rejected an offer made by the defendants to stipulate her rights before the hearing opened a fortnight ago [B•T, Nov. 12].

Mrs. Alvarez had charged that George Whitney, vice president and general manager, had refused to let her see the records, but he denied her allegations in his testimony and said the station records always were available.

Mr. Whitney further declared that he had so notified Mrs. Alvarez in a telegram the weekend before she petitioned the court for the writ of mandate.

The judge, in turning down the plea last week, ruled that Mrs. Alvarez "has not been injured nor is she threatened with injury."

Bernard Named KTBS Manager

APPOINTMENT of Paul H. Bernard as station manager of KTBS-AM-FM Shreveport, La., was announced last week by E. Newton Wray, president and general manager of KTBS Inc. Mr. Bernard formerly was assistant production manager at KTBS-TV.



Showmanship with that
KENTUCKY FLAIR!

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

Here you see Dave Garroway driving up to Kentucky's magnificent new $16,000,000 State Fair and Exposition Center—where for two days in September he originated his *Today* show.

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials sell!*

Let NBC Spot Sales give you all the facts!

**Metropolitan ARB, March, 1956*
**ARB Louisville, Feb., 1956*

Morton Sidley Seeks $600,000 Claimed Due Him in KFWB Sale

THE Crowell-Collier Publishing Co., KFWB Los Angeles, and the station's former owner, Harry Maizlish, have been sued for more than $600,000 in Los Angeles Superior Court for breach of contract by former KFWB Commercial Manager Morton Sidley. Mr. Sidley also has asked the FCC to set for hearing the $16 million sale of Consolidated Television & Radio Broadcasters Inc.'s seven radio and tv properties to Crowell-Collier, now pending FCC approval [B•T, Oct. 15].

Mr. Sidley claimed he was released as commercial manager of the Los Angeles independent without payment of a sum provided in his seven-year contract (which he claimed runs to 1962). This clause, he alleged, provided that if the station was sold and he was not retained by the new owners, he would receive 9% of the sales price. KFWB was bought by Crowell-Collier for $2.5 million, receiving FCC approval last August [B•T, Sept. 3]. The new general sales manager of KFWB is Frank King [B•T, Nov. 12].

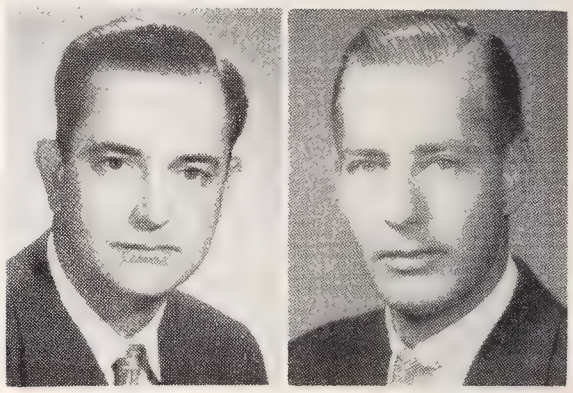
Robert Purcell, acting general manager of KFWB, said, "Upon assuming control of KFWB, Crowell-Collier attempted to enter into a new arrangement for the continued employment of Mr. Sidley. However, we were unable to agree upon mutually satisfactory items. Mr. Sidley's services were terminated in accordance with a provision in the original contract that sale of the station would automatically be construed to effect termination of the agreement. Crowell-Collier has advised Mr. Sidley that it stands ready to pay, when due, the salary, expenses and bonuses provided for by the contract. Any claims which Mr. Sidley may have for a percentage of purchase price are claims against the former owner and not against Crowell-Collier or KFWB."

Richdale Succeeds Petersmeyer As KOTV (TV) General Manager

JAMES C. RICHDALE Jr., assistant general manager and commercial manager of KOTV (TV) Tulsa, last week was promoted to vice president and general manager of the station. He replaces as general manager C. Wrede Petersmeyer, who gives up that position but will retain the presidency of KOTV Inc.

Simultaneous with Mr. Richdale's appointment, Mr. Petersmeyer announced that George Stevens, southwestern manager of Avery-Knodel Inc., Dallas, has been named commercial manager.

The realignment was necessitated, Mr. Petersmeyer said, because of the recent expansion of the J. H. Whitney & Co. radio-tv interests. In addition to KOTV, the Whitney stations are KGUL-TV Galveston-Houston, WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne, Ind. Mr. Petersmeyer also is president of the Indiana stations and chairman of the executive committee of KGUL-TV.



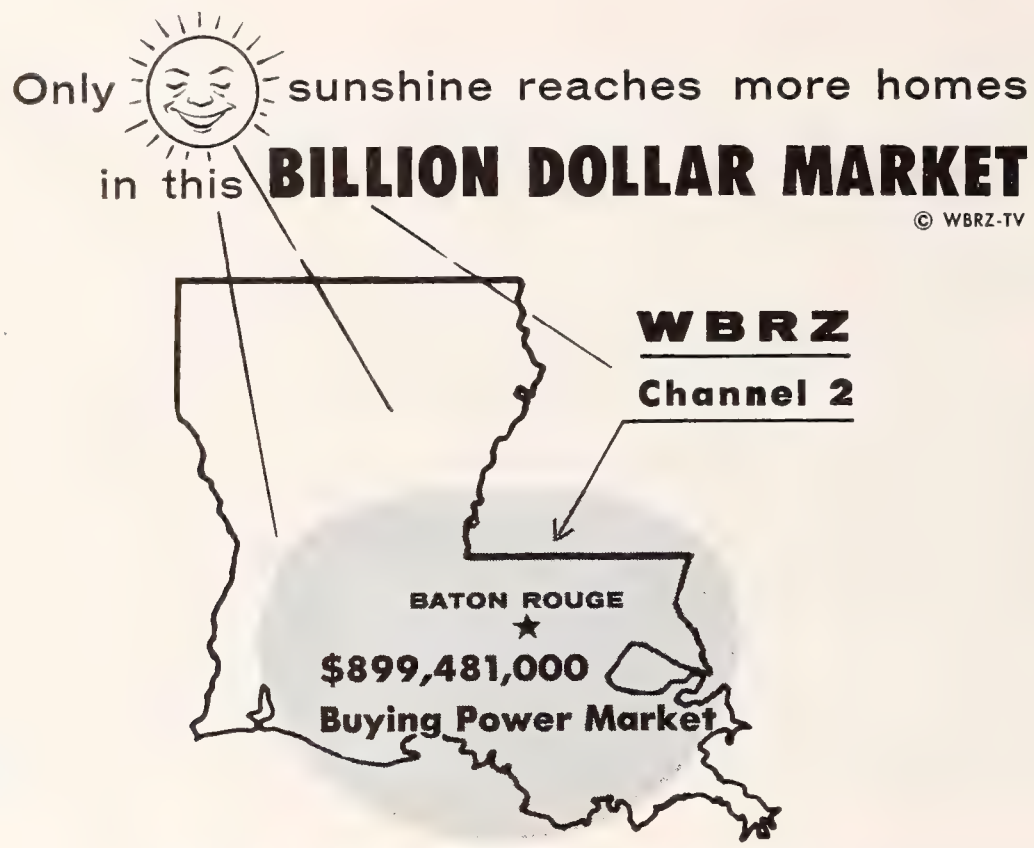
MR. STEVENS MR. RICHDALE

Biscayne Television Dedicates New WCKR, WCKT (TV) Center

A SPECIAL radio-television simulcast marked the completion of Biscayne Television Corp.'s new center for its WCKT (TV) and WCKR Miami, Fla.

Among those participating in the dedication program Nov. 10 were Florida Gov. Leroy Collins, Sen. George Smathers, FCC Chairman George C. McConnaughey, and Niles Trammell, president of Biscayne.

The ch. 7 tv station began regular program telecasting on July 29 of this year. At that time the buildings and facilities of the center, located on North Bay Causeway, were essentially complete. Since that date the WCKR Radio installation has been brought to its final phase and broadcasting started from the new radio home on Oct. 29.



AUDIENCES are MARKETS

NIGHT -- from 5 p. m. to sign-off — Monday thru Friday WBRZ rated highest in 125 quarter hours out of a total of 149.

and

DAY -- from 12 noon to 3:30 p. m. — Monday thru Friday WBRZ rating tops all others combined.

from a study by American Research Bureau, Inc., encompassing 31 parishes and counties in Louisiana and Mississippi.

WBRZ Channel 2
BATON ROUGE, LOUISIANA

Power:
100,000 watts
Tower: 1001 ft.
NBC-ABC
Represented by Hollingbery



Cameraman Gene D. McKinney goes aloft for some footage on a new building.

WIBW-TV goes anywhere for news and gets it —with High Speed Du Pont 931 film

Good local and regional coverage is an important part of the six daily newscasts of WIBW-TV, Topeka, Kansas, and is contributing to the station's rapid growth in the Midwest. Du Pont 931 Film has proven ideal for their news photography both day and night.

Ed Rutherford of WIBW-TV Photo Staff says, "On one occasion, a photographer 'opened up' and shot in darkness so dense there was no meter reading. Result: a usable print!"

WIBW-TV staff members report a 180 ASA rating outdoors for 931 and easily push it up to 350 ASA. Latitude and sensitivity – excellent. And Mr. Lewis Dickensheets, Assistant General Manager, says: "Fortunately, Du Pont 931 is prehardened. That's particularly important, since the water we use for cooling is often above 76 degrees!"

Take advantage of the many fine features of Du Pont 931. For more information, ask the Du Pont Sales Office nearest you or write Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

SALES OFFICES

Atlanta 8, Ga.....805 Peachtree Building
Boston 10, Mass.....140 Federal Street
Chicago 30, Ill.....4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio.....20950 Center Ridge Road
Dallas 7, Texas.....1628 Oak Lawn Avenue
Los Angeles 38, Calif.....7051 Santa Monica Blvd.
New York 11, N. Y.....248 West 18th Street
Wynnewood, Pa.....308 East Lancaster Avenue
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM



Ed Rutherford of WIBW-TV (left) discusses techniques with Richard Allen, Du Pont Technical Representative. WIBW-TV processes as much as 2,450 feet a day of 931 film.



News cameraman Richard C. Robbins editing some "hot" processed footage with Lewis Dickensheets, Assistant General Manager (left) of Television Station WIBW.



Cameraman Charles W. King (right) films announcer Dean Curfman, who says: "We use single-system sound, and 931 never blocks up an optical sound track."

Ch. 8 KGW-TV Portland Testing First RCA 100 Kw Transmitter

FIRST transmissions from an RCA 100 kw tv transmitter have been sent out by ch. 8 KGW-TV Portland, Ore., according to Walter Wagstaff, manager. Mr. Wagstaff reported that the transmitter was working perfectly in black and white and in color. Reception of the test pattern was said to be excellent from central Washington on the north to northern California on the south. KGW-TV is scheduled to begin commercial operation with maximum 316 kw next month.

The 100 kw transmitter, RCA's first and only, is fed to a 3.5 gain, eight-bay superturnstile antenna, which uses four bays for visual and four bays for aural radiation. The propagation, it was explained, is in the form of a broad front pattern which is considered better for rugged terrain areas like Portland than the more normal 50 kw transmitter and high gain antennas. Use of the 100 kw transmitter reportedly puts more signal into the atmosphere, thus overcoming many potential shadow areas in the market.

Injunction Forbids WOHO Use Of News From Toledo Papers

A PERMANENT injunction has been issued against WOHO Toledo, Ohio, barring the station from using news items from the *Toledo Blade* or the *Toledo Times* in broadcasts for at least 24 hours after publication.

The court order, issued a fortnight ago by Common Pleas Judge Tom Stahl, does not prevent the radio station from using published news items as leads or "tips" to news events and then independently gathering its own information for broadcast.

The injunction settled a $250,000 damage suit brought by the Todelo Blade Co. against Midwestern Broadcasting Co. (WOHO) on Aug. 30, 1955. As part of the settlement, the *Blade* withdrew its claim for damages.

Rollins Opens Another Am

A PATTERN of new radio stations to serve special needs of an area or community is being continued by Rollins Broadcasting Inc. which on Nov. 1 opened its latest outlet, WGEE Indianapolis. Daytimer WGEE will serve a combined white and Negro audience in an agricultural area. The station will offer specialized program segments for the Negro audience. WGEE operates on 1590 kc with 5 kw.

Other Rollins broadcast properties are WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and WPTZ-TV Plattsburgh, N. Y.

Coelos of WGN-TV Dies at 41

ROGER M. COELOS, 41, director of special events at WGN-TV Chicago, died of a heart attack at his home last Monday. Survivors are his wife, Dorothy, a daughter, Barbara, his parents, and a brother. Funeral services were held last Thursday in Chicago.



FIRST MEETING of new Plans Board of Edward Petry & Co., station representation firm, was held last week. At the Tuesday-Wednesday sessions, which covered virtually all phases of company operations and formulated reports and recommendations to be submitted to President Edward Petry and Executive Vice President Edward E. Voynow, were (l to r) seated: Lee Redfield, manager of special services; Bill Steese, radio promotion manager; Bill Maillefert, vice president in charge of radio; John Ashenhurst, radio manager, Chicago office; Thomas E. Knode, vice president in charge of television and plans board chairman; Charles Philips, manager of tv sales development; Robert Hutton, tv promotion manager; Martin Nierman, eastern tv sales manager; standing, Jim Eshelman, eastern radio sales manager; Louis Smith, tv manager, Chicago office, and Bill Cartwright, radio manager, Detroit office.

STATION PEOPLE

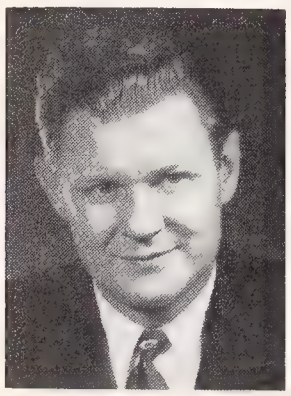
A. M. (Abe) Herman, member of a legal firm, elected director, Carter Publications Inc. (WBAP - AM - FM - TV Fort Worth). Mr. Herman is member of radio committee, American Bar Association.



MR. HERMAN

Jack de Mello, general sales manager, KROW Oakland, Calif., resigned to become vice president-general manager of radio-tv station properties proposed by industrialist Henry J. Kaiser at his Hawaiian Village Hotel in Waikiki, Hawaii.

James P. Hinchey, editor, *Berlin Reporter,* named general manager, White Mountains Bcstg. Co.'s stations, WMOU Berlin and WJWG Conway, both N. H.



MR. WAYNE

Elmer O. Wayne, WJR Detroit, named vice president in charge of sales.

Robert C. Gessner replaces **Thurston Holmes,** resigned, as general manager, WNNJ Newton, N. J.

Jerry Fitch, part-owner and manager, KGLN Glenwood Springs to KREX-AM-TV Grand Junction, both Colorado, as manager.

Hugh Shelley, KFBK Sacramento, to KBEE-AM-FM Modesto, both Calif., as manager.

Thomas L. Young, general sales manager, KOLN-TV Lincoln, Neb., to KBTV (TV) Denver in similar capacity. He was formerly general manager of KWAT Watertown, S. D.



MR. YOUNG

Ralph Powell, account executive, KOOL-TV Phoenix to KFMB-TV San Diego in similar capacity.

William H. Barth Jr., sales staff, KOVO Provo, Utah, to KDYL Salt Lake City as account executive.

William Kelly, transmitter supervisor, WTTG (TV) Washington to WABD (TV) New York as chief engineer.

Benjamin C. Brown, formerly police sergeant in Pasadena, to KRKD-AM-FM Hollywood, as chief engineer.

George J. Lord, account executive, WTCN-AM-TV Minneapolis, appointed sales promotion manager.

Del Carty, general manager, WWGP Sanford, to WRAL-TV Raleigh, both N. C., as regional-local sales representative.

Robert W. Miller, account executive, KOOL-TV Phoenix, named assistant sales manager.

Al Cahill, sports editor and staff announcer, WJTZ (TV) Plattsburgh, N. Y., to program director.

Ted Bryant, KTNT-TV Seattle to KING-TV, same city, as newscaster replacing **Richard Ross,** to KGW-TV Portland as news director.

Bob Finnegan, sports director, ABC, appointed program director, WCFL Chicago.

Robert H. Prigmore, sales manager, KEX Portland to KGW-TV, same city, sales staff.

Bill White, film editor, North American Aviation's film division, to KHJ-TV Hollywood as head of film department.

Willard L. Dougherty, WJW Cleveland, Ohio, sales staff to WJW-TV in similar capacity. **Ronald G. Smith,** formerly with WERE and WTAM same city, also joins WJW-TV sales staff.

Charles P. Le Mieux Jr., salesman, WGSM Huntington, L. I., to sales staff, WRCA New York.

Dave DeProspero, salesman, Pillsbury Mills, Minneapolis, Minn., to WTRF-TV Wheeling, W. Va., sales staff.

Ken Yandle, senior producer-director, KING-TV Seattle, Wash., to KGW-TV Portland, Ore., in similar capacity and **Richard Ross,** associate news director, KING-TV, named news director for KGW-TV.

Timothy J. Rocha, staff artist, WXYZ-TV Detroit, to WJBK-TV, same city, as art director.

Bob Reagan, formerly western division publicity director, MCA-TV Ltd., film syndication division, to publicity staff of KTLA (TV) Los Angeles.

Loren W. Nichols, specialist in local radio production, KOVO Provo, Utah, to KDYL Salt Lake City creative staff.

Vern Stierman, formerly with KTBS and KCIJ, both Shreveport, La., to KJOE, same city, as assistant to president-general manager.

Delline Zigler, linotype operator, *Franklin County Sentinel,* Franklin, Neb. to KHOL-TV Kearney, Neb. as promotion assistant.

James Bentley, radio-tv director for Mallory Adv. Agency, San Jose, Calif., to KRON-TV S. F., as assistant program manager.

Milo Townes, WHK Cleveland, to KLIK Jefferson City, Mo., news staff. **Bill Wyss** to KLIK farm department.

Dan Daniels, sports director, WAPI-WABT (TV) Birmingham, Ala., to WTOP-AM-TV Washington, in similar capacity.

Bruce Mayer, disc m.c. and producer-director of his own audience participation show, WWJ-AM-TV, Detroit, to WNBQ (TV) Chicago, as emcee of new film series.

Roger Kennedy, NBC commentator and White House correspondent, to WJW-TV Cleveland, as newscaster.

Ellen O'Neill, formerly an assistant in Mutual's press department, appointed listings editor of WOR-AM-TV New York.

Lindo L. Paoli, to KGVO-TV Missoula, Mont., film department; **Glen J. Schankweiler** to WHLM Bloomburg, Pa., as announcer; **Jerry Gravett** to KWEI Weiser, Idaho, as announcer; and **Judean Casper** to KTIV (TV) Sioux City, Iowa, as projectionist. All are recent graduates of Northwest Radio & Tv School.

Jimmy Kilgo and **Archie Deal,** both from WIST Charlotte, N. C., join WSJS (TV) Winston-Salem, N. C., as announcers.

Al Leibert, disc jockey, WTNJ Trenton to WGBS Miami in similar capacity.

Marshall Pope, KMOX St. Louis, Mo., to WIL, same city, announcing staff.

Jack Highberger, recently released from service, to announcing staff of WKZO-TV Kalamazoo.

Ray James, WOWO Fort Wayne, Ind., to WCHS-TV Charleston, W. Va., as announcer.

Syd Chatton to KFWB Hollywood, announcing staff, succeeding **Bob Engel,** resigned, to WJW Cleveland, as disc jockey.

Bill Mayer, WTAM and WGAR, both Cleveland, disc jockey, to WRCA Philadelphia, in similar capacity.

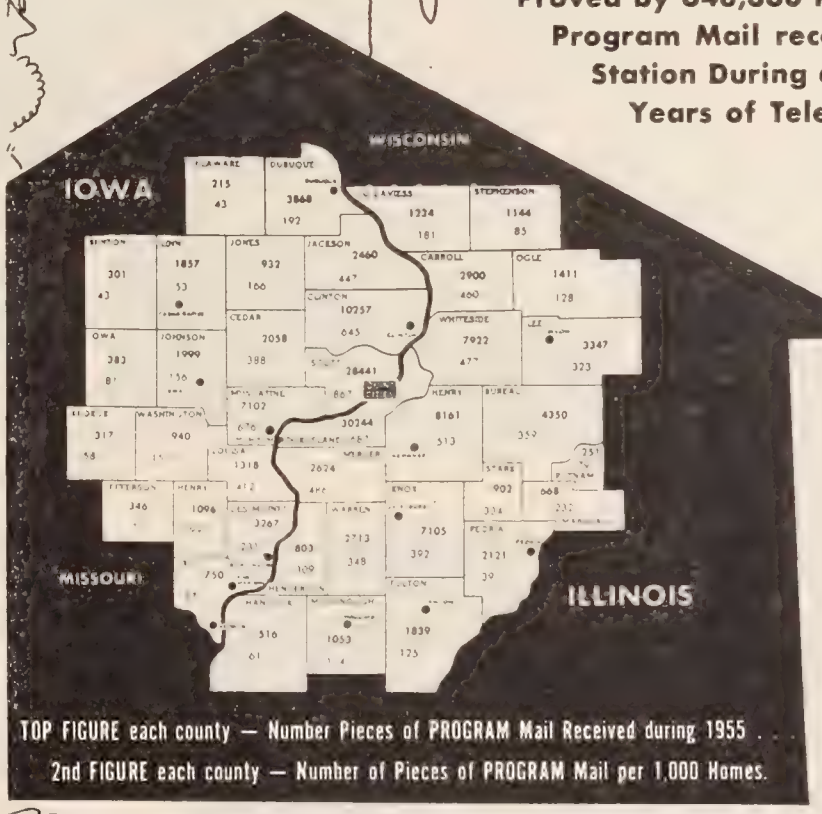
Jack Brookbank, chief engineer, WSHE Cheboygan, Wis., to WBRB Mt. Clemens, Mich., as technical director.

Frank Page to KWKH Shreveport, La., as program director and **Norm Bale** appointed chief announcer.

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .



This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	•	1,568,500
Families	•	484,800
Retail Sales	•	$1,926.588,000
Effective buying Income	•	$2,582,388,000
Source	•	1956 Survey of Buying Income (Sales Management)
Number TV Homes	•	317,902
Source	•	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

Jack Moran, WSAI Cincinnati to WKRC, same city, announcing staff.

Jean Ackermann, audio-visual specialist with Arthur D. Little Inc., Cambridge, Mass., to WKAR-TV East Lansing, Mich., as writer-producer. **Millard Elsner** promoted from staff engineer for maintenance to technical supervisor and **James Harden,** formerly staff announcer and member sales promotion department, WTOM-TV, same city, to WKAR-TV as staff cameraman.

George Dunlevy, disc jockey, KOIL Omaha, Neb., to program director and **Gary Owens** named news editor.

Alan Boal, WBVP Beaver Falls, Pa., to KQV Pittsburgh, as newscaster.

Marguerite Haymes, teacher and coach of modern singing, to WTTM Trenton, N. J., as disc jockey.

Eleanor Olha, WCBS-TV N. Y., appointed childhood consultant to Puerto Rican Study, N. Y.

Maurice Johnson, facilities engineer, WAAM (TV) Baltimore, to master control supervisor.

Jennings Martin, WMMN Fairmont, W. Va., to WTRF-TV, Wheeling as staff announcer.

Carl Roberts to announcing staff, KLUV Haynesville, La.



In the progress towards automation, the Gates "Sta-Level" offers broadcasters a highly efficient average level amplifier that relieves the operator of most gain riding. Rated at 1% or less distortion at 30 Db. compression at +20 Db. output threshold level. — "Sta-Level" is 100% self-contained including regulated power supply and drop down to service front panel. Rack size only 5¼" x 19". — All Gates products include tubes in the selling price. "Sta-Level" complete only $235.00.

GATES RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U. S. A.

Ed Turney, formerly with WDON-WASH (FM) Washington, D. C., to announcing staff, WGBF Evansville, Ind.

Don Kelly and **Steve Cannon** to WLOL Minneapolis as disc jockeys.

Alan Fletcher, WSYB Rutland, Vt., to WNHC-TV New Haven, Conn., as part-time announcer.

Mary Demjen, WCHS Charleston, W. Va., bookkeeping department, resigned. **Jeanne Saunders** succeeds her.

Dr. E. Ogden Bush, president, WDLA Walton, N. Y., elected state senator.

Manning Slater, vice president-commercial manager, WICC Bridgeport, appointed trustee of Bridgeport Broadcasting Co. succeeding **G. Gresham Griggs,** who died Oct. 23.

Tom Chauncey, executive vice president-general manager, KOOL-AM-TV Phoenix, appointed to membership on State Motion Picture Advisory Board by Governor Ernest W. McFarland.

Ted Arnold, sales manager, WHBF-AM-TV Rock Island, Ill., appointed to local Board of Education.

Howard E. Wheelock, local sales manager, WKNE Keene, N. H., elected to board of directors, local Chamber of Commerce.

Burt Toppan, promotion manager-public relations director, WTVJ (TV) Miami, elected to board of governors, local chapter of American Public Relations Assn.

James G. Hanlon, public relations director, WGN-AM-TV Chicago, appointed to board of directors, Chicago Unlimited, organization devoted to promotion and publicizing of local talent and programs.

Robin Morrow, general manager, KOLR Sterling, Colo., recuperating from recent heart attack.

Don Rice, engineer, WWDC Washington, suffered broken leg while on duty as volunteer fireman with Silver Spring, Md., Rescue Squad.

Melvin A. Goldberg, research director, Westinghouse Broadcasting Co., married **Norma Nertz,** Oct. 18.

John R. Mahoney, general manager, WIBG Philadelphia, father of boy.

Ed Hart, account executive, WBBM Chicago, father of boy, Daniel Edward, Oct. 26.

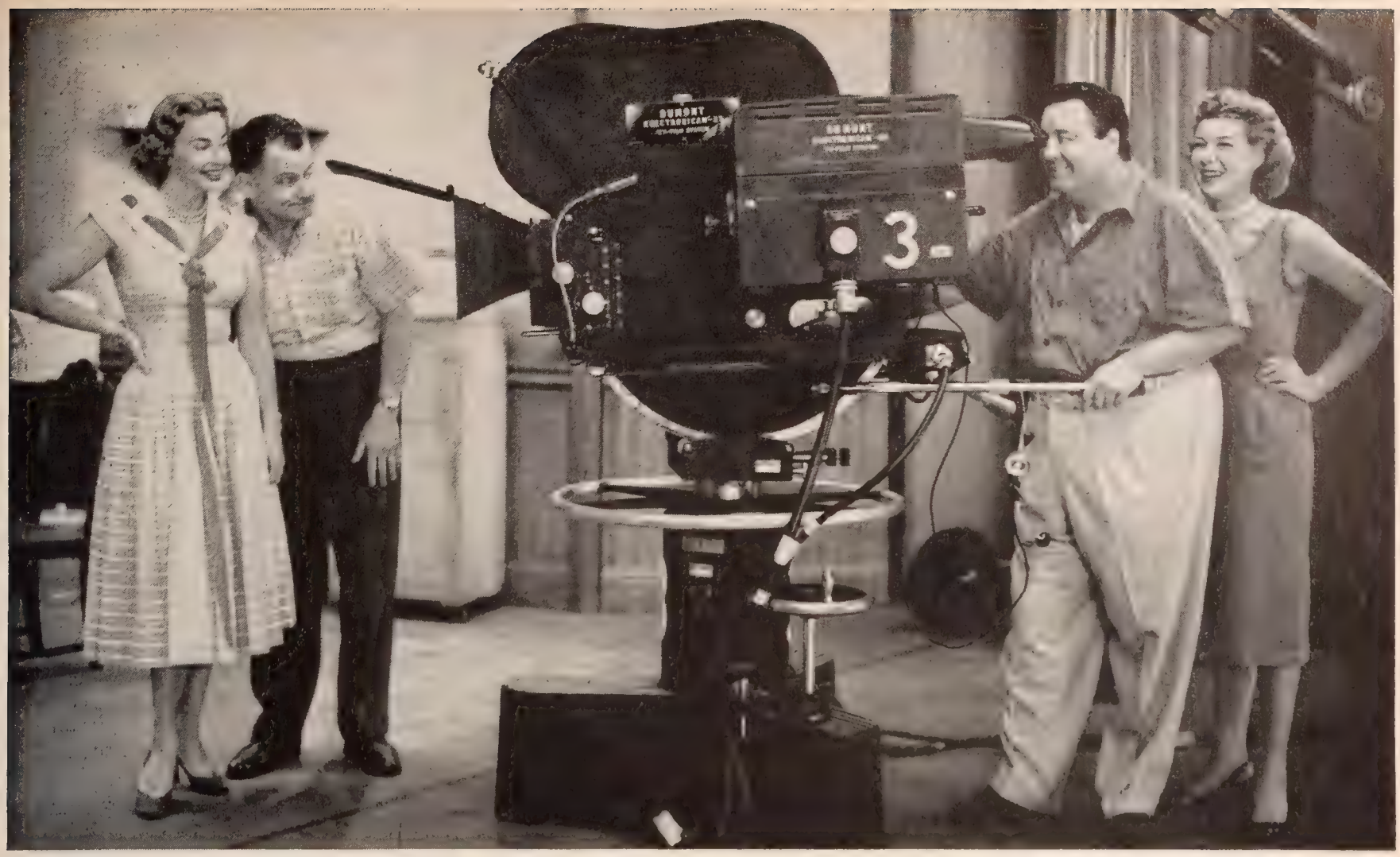
Sam S. Nielsen, local sales manager, WAVZ New Haven, Conn., father of boy, Stanley Scott.

Jim Rue, sales promotion manager, KTLA (TV) Los Angeles, father of girl, Mary Catherine.

Samuel Barstein, public relations director, WAVZ New Haven, Conn., father of girl, Mindy Hope.

Will Lenay, disc jockey, WSAI Cincinnati, father of girl, Angela, this month.

Carl E. Busart, control room and transmitter engineer, WIRE Indianapolis, died Oct. 31.



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

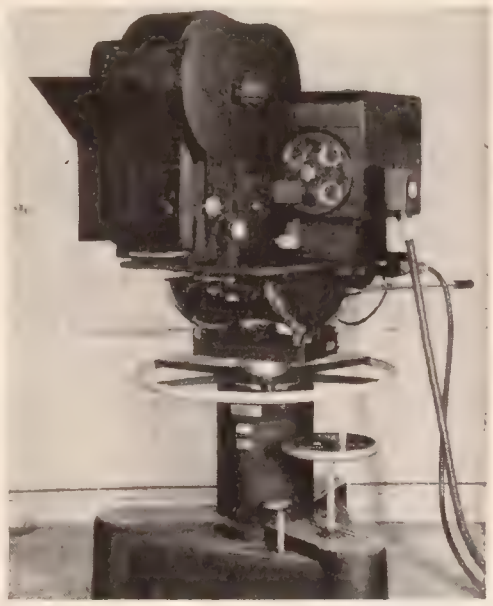
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

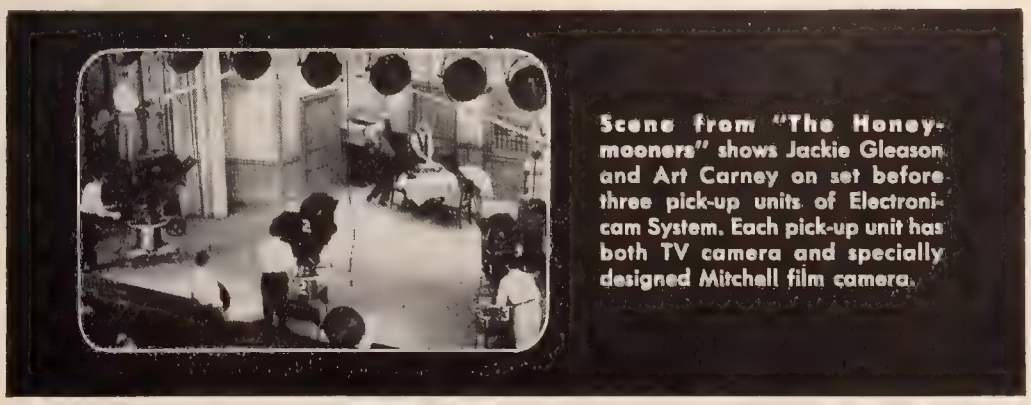
The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



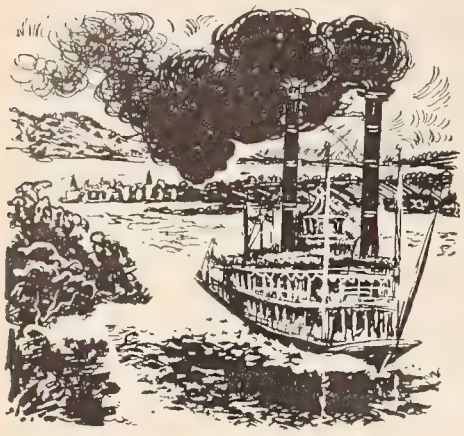
Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**



Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

AWARDS

3 Christophers Awards Won by NBC-TV Shows

THREE NBC-TV, two ABC-TV and one CBS-TV programs were cited last week by The Christophers at that religious body's semi-annual awards luncheon in New York. Citations, made for the six-month period that ended Sept. 30, went to the following winners for having "used their God-given talents in a positive and constructive manner . . . in raising the standards of government, education, entertainment, literature and labor relations:"

Maurice Evans (producer), George Schaefer (director), and James Costigan (writer) for their tv adaptation of "The Cradle Song" on NBC-TV's *Hallmark Hall of Fame* May 6; Fred Briskin, Joseph Hoffman, Irving Starr (producers), James Neilson (director) and Mary C. McCall (writer) for their presentation of "Sheila" on NBC-TV's *Ford Theatre* May 29; Robert Costello (producer), William Corrigan (director) and Art Wallace (writer) for "Second Family" on NBC-TV's *Armstrong Circle Theatre* May 29.

Ed Sobol (producer) and Jim Hobson (director) for ABC-TV's *Lawrence Welk Show* Aug. 11; Jack Denove (producer), Charles Bennett (director) and Larry Marcus (writer) for their "Gift of Dr. Minot" on ABC-TV's *duPont (Cavalcade) Theatre* April 1.

Norman Felton (director) and Helen Cotton (writer) for "Operation 3 R's" on CBS-TV's *United States Steel Hour* July 4.

Villard, Richman, Goubau To Receive IRE Awards

RECIPIENTS for 1957 of three of the Institute of Radio Engineers' annual awards were announced in New York last week. The presentations will be made at IRE's convention March 18-21 in New York.

O. G. Villard Jr., Stanford U. professor, is the winner of the Morris Liebmann Memorial Prize "for his contribution in the field of meteor astronomy and ionosphere physics which led to the solution of outstanding problems in radio propagation."

Other awards go to Donald Richman, supervising engineer, Hazeltine Corp., and to George Goubau, physicist, Signal Corps Engineering Labs.

The Vladimir K. Zworykin prize went to Mr. Richman for his contributions to the "theory of synchronization, particularly that of color subcarrier reference oscillator synchronization in color television." The Harry Diamond Memorial Prize will be presented to Mr. Goubau for contributions in ionospheric research and circuit theory and for his discovery of the "surface wave transmission principle."

Nine RCA Fellowships Awarded

NINE RCA fellowships, valued at $3,500 each, have been awarded by RCA to university graduates for advanced studies in engineering and dramatic arts during the 1956-57 academic year, it was announced Nov. 9 by Dr. C. B. Jolliffe, vice president and technical director, RCA.

IN THE PUBLIC INTEREST

Safety Council Lauds Radio-Television Help

RADIO-TV stations and networks, along with leading advertisers, were credited by the National Safety Council with helping stimulate a growing public awareness of accident problems in connection with its 44th annual National Safety Congress in Chicago last month.

Report on "special action" taken by stations, networks and advertisers during the congress (Oct. 22-26) was given by Paul Jones, public information director, and Don Moore, radio-tv director. They lauded "forceful messages" donated by advertisers on radio-tv programs and stations and networks "for their consistent service to safety." Over 30 advertisers were cited, along with Chicago radio-tv stations, for "special" efforts before and during the congress.

Special congress messages and salutes were prepared and distributed to news commentators, disc jockeys, women's program directors, farm directors and program directors of radio-tv outlets throughout the country, the council said.

Interest in Pittsburgh Opera Revived by KDKA-TV Telecasts

TWO PUBLIC SERVICE telecasts by KDKA-TV Pittsburgh have given Pittsburgh Opera Inc. a tremendous boost at the box office, according to Gurdon Flagg, opera president. In an effort to help the financially ailing opera company, KDKA-TV last fall telecast a presentation of "Madame Butterfly" in prime evening time (8:15-11 p.m.) at a cost of approximately $10,000 to the station.

Following the telecast, which drew "thousands" of letters of praise, the remainder of the opera season proved highly successful. Advance bookings for this season were far higher than any previous year. Inquiries alone caused the opera to double its staff and increase the printing of pre-season brochures by 300%.

Last Oct. 25, KDKA-TV telecast opening night of the new season, which was the best opening, boxoffice-wise, in the opera's history. Mr. Flagg estimates that audiences will increase by 25% over the previous year and said that "the total of $18,000 invested by the Westinghouse Broadcasting Co. (KDKA-TV Pittsburgh) should help stabilize the Pittsburgh Opera for many a year and allow that city to retain one of its outstanding cultural attractions."

Civil Defense Cites Radio-Tv

THE National Assn. of State and Territorial Directors (Civil Defense), has adopted a resolution commending the radio-tv industry for its effort and cooperation in Civil Defense. A copy of the resolution, adopted at the association's annual conference in Battle Creek, Mich., was presented to all the radio and tv stations in the U. S. The association also honored certain industry individuals "who have unselfishly given of their time and effort to the promotion of the Civil Defense program."

Mark of Integrity

...in reporting circulation facts

We display the Audit Bureau of Circulations* symbol with pride! It's our mark of circulation integrity!

The seasoned marketing man finds trustworthy data vital in his work of advertising media evaluation. And *reliable net paid circulation figures* are among the most valuable facts he uses in selecting printed media for his advertising campaigns.

Once every advertiser guessed about circulation accuracy and gambled on advertising results; today he need not question the wealth of data in any A.B.C. audit report, for it contains only *verified* answers to his most searching circulation queries.

* * *

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. **To be sure of what your print media dollar buys—look for the A.B.C. symbol.**

When a media director or advertiser asks us, "How much paid circulation? What do your readers pay? Where does your circulation go? How do you get circulation—your audience for my advertising?", we need only show him our latest A.B.C. audit report. There he finds factual answers that annually pass the test of a trained A.B.C. circulation auditor's scrutiny.

And any buyer of space can decide for himself, with confidence, the value of our circulation audience. Our A.B.C. membership means circulation reported in accordance with recognized, impartial standards, established by buyers and sellers of space working together in A.B.C.

Publishers who meet the Bureau's high standards know the A.B.C. symbol as a mark of circulation integrity. The value-wise advertiser, too, has learned that *the A.B.C. symbol is his dependable guide to the audited facts* about net paid circulation that protect his advertising investments.

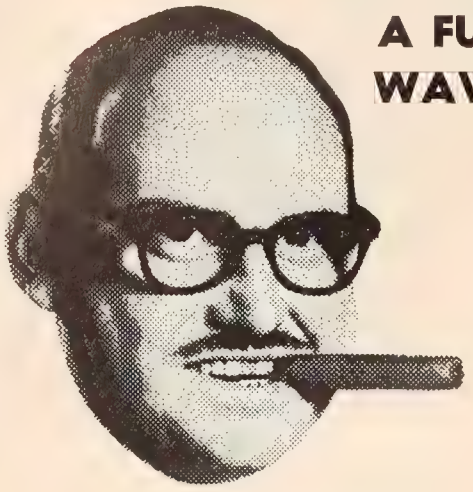
BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MEASURE OF SERVICE...MARK OF INTEGRITY

*** B•T is the *only* ABC publication in its field.**

HEY, TONI,
JOE'S GOT A FULL WAVE!



IT'S HIS SLICK
KELO RADIO'S
NEW MIRACLE
1,032
FT. TOWER
is anything higher?

Midwest's biggest radio tower, equivalent to 13,600 watts, makes KELO RADIO a new regional station. Our rates, plus NEW TREMENDOUS POWER, makes this your best regional buy! Let Joe Floyd's miraculous, far-reaching KELO be YOUR ONE GREAT RADIO DOORWAY TO A VAST NEW REGIONAL MARKET!

NEW KELO RADIO

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President

Evans Nord, Gen. Manager. Larry Bentson, V.P.

Represented by H-R

RFE DENIES ADVOCATING REVOLT

- **Group said it 'preached peaceful political opposition'**
- **Charges brought mainly by German, French newspapers**

RADIO Free Europe, which from time to time has been accused of failure to reach its assigned audience behind the Iron Curtain, last week paradoxically was charged with having stirred up the Hungarian populace to revolt and with holding out false hopes of intervention from the West.

These attacks, lodged by newspapers in Germany, France, and in a few instances the U. S. (Ridder [German-language] and Scripps-Howard chains), were "categorically denied" both at RFE and Crusade for Freedom headquarters in New York and at RFE in Munich, its European base of operations.

In New York, RFE officials said that they had never preached violent overthrow of any government, but had only "reminded" their audience in the Soviet orbit of its "duty" to press for freedom. "We have preached peaceful political opposition . . . non-cooperation with the Soviets," one official said, "but we've never incited anyone to revolt." This was amplified by the statement made earlier in the week to the Associated Press by RFE Munich's information director, Frank J. Abbott Jr., who asserted, "we have presented nothing but objective news and commentaries . . . we have never urged anyone to revolt, we never promised outside help . . . and we can prove it."

At the same time, the foreign office of the West German Federal Republic announced it was investigating RFE's Hungarian broadcasts. German diplomatic sources told B•T that the Adenauer government had asked RFE officials in Munich for a complete transcript and all recordings of RFE broadcasts made to Hungary "during the past fortnight." Such a move had been expected ever since the Bonn government a year ago established diplomatic relations with the Soviet Union. Moscow has been exerting pressure on Bonn to "do something" about the presence on German soil of a "foreign and hostile" broadcasting service.

RFE officials in New York, pointing to their program logs as "proof," said that during the uprising in Hungary, beginning Oct. 28, their transmitters directed towards the Balkan states operated 24 hours a day, representing an increase of four hours over the regular 20-hour schedule of news, music and commentaries. The commentaries, RFE insisted, were comprised of recapitulations of articles and editorials appearing in the non-communist press, as well as official policy pronouncements towards Hungary made by the major western powers.

In replying to its critics, Radio Free Europe reported that "many" appeals were earmarked expressly for RFE from such clandestine Hungarian rebel stations as Radio Moscolcz, Radio Rakoszi, Radio Csokona and the insurgent-held Radio Free Kossuth, one of the two (the other being Radio Budapest) regular communist outlets in Hungary. Furthermore, RFE reported that "countless" Hungarian refugees crossing into Austria the past week and a half "praised" RFE for its work.

RFE not only followed through on these appeals (for iron lungs, Salk polio vaccine, food,) but also helped several rebel stations by relaying weak messages to other stations. Direct SOS appeals to United Nations Secretary General Dag Hammerskjold were sent via RFE Munich's teletype to RFE headquarters in New York, which rushed them to the U. N. Secretariat in Manhattan. The Hungarian stations worded some of their messages, not only in Hungarian, but in English, French, German and Italian.

The first indication of defeat came when Radio Csokona died out Nov. 5, with the last broadcast being an English reading of Abraham Lincoln's Gettysburg Address. The last three remaining rebel stations on the air were cut off almost simultaneously Nov. 8, and as of that date, no word out of Hungary reached RFE's Munich operations. However, an engineer there reported picking up steady beeps every three seconds on Rakosc's wavelength, a signal which at first raised hopes at RFE, but which later was found to be a Soviet jamming device insuring against Rakosci's return to the air via rebel hands.

RFE in New York last week said it had gone back to its 20-hour schedule of news bulletins and other information (including a running summary of UN activity). Though jamming was stepped up, RFE was to continue to devote an average of eight wavelengths (from its transmitters in Lisbon, Portugal, and Holzkirchen and Biblis, both W. Germany) to its Hungarian broadcasts.

WISN Commentator Leads Drive To Assist Hungarian Refugees

A DRIVE for "Homes for Hungarians" started by WISN-AM-TV Milwaukee commentator and *Milwaukee Sentinel* writer Bob Siegrist has raised over $1,500 and pledges of housing for 100 refugees. Over 200 phone calls offering aid have been received, the stations report.

According to Lou Riepenhoff, WISN-AM-TV promotion and publicity director, Mr. Siegrist made the first appeal on his weekday evening news program after President Eisenhower's offer of asylum for 5,000 Hungarian refugees. Following the initial appeal, the drive has been promoted via spots on both the radio and tv outlets, in addition to Mr. Siegrist's newscasts.

The drive was started in predominately Central European (with a heavy Hungarian population) Milwaukee to provide relief funds, housing and jobs for Hungarian refugees. The first plane-load of Hungarians to arrive in the U. S. probably will be sent to Milwaukee as a result of the interest manifested there, according to Gen. Joseph M.

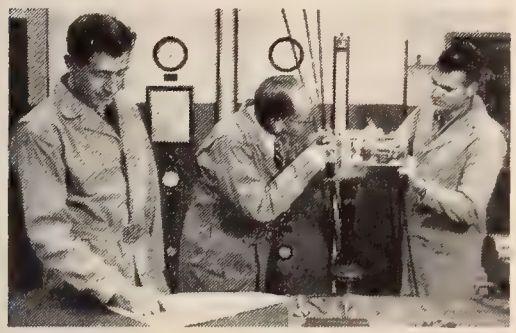
Robert Angell

...or how automation makes more and better paying jobs

"You hear a lot of talk these days about how automation is going to cost people their jobs.

"Me, I work in the most 'automatized' industry of them all—petroleum. And far from costing me my job, automation has made it a better one.

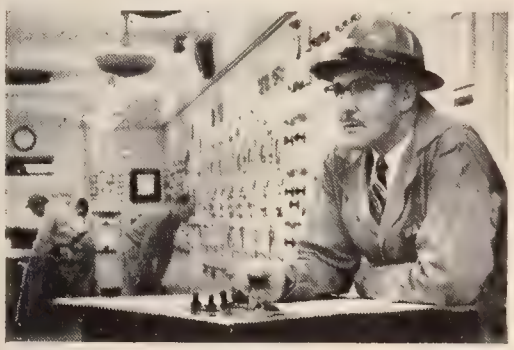
"When I was just getting started in the refinery back in 1925 the average production for the industry was 32 barrels



of product a day per man. The average investment in refinery tools at the time was $10,000 per man.

"Today the industry's investment in tools for each refinery employee is $50,000. Offhand you'd think that that much machinery would put some refinery people out of work. But just the opposite is true.

"Back in 1925 the refineries employed just over 65,000 people. Today they give jobs to over twice as many—133,000. What's more, our production has gone up to 59 barrels a day per man.



"We produce these 59 barrels in 40 hours a week, instead of the old 51 in 1925. And we make more money. In my case my pay is up 288.89% since I started on the job.

"If this is automation, I'm all for it."



"MY PAY IS UP 288%. IF THIS IS AUTOMATION, I'M ALL FOR IT."

Automation, it seems to us here at Union Oil where Angell works, illustrates again the basic strength of America's free competitive economy.

So long as business *has* to compete, it must constantly improve its products. This calls for the fullest use of new and better machines.

This has sometimes caused temporary readjustments in an industry. But in the long run it creates better paying jobs for more and more people.

Which is another reason why the number of Americans at work and the standard of living they enjoy continue to climb.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Advertisement



From where I sit
by Joe Marsh

Barnyard "WHOOdonit"

The Barn Owl Controversy still rages in our town. One group claims owls should be protected because they eat vermin. The other faction holds that those little howlers also eat chickens . . . and should be shot.

Now Pops Parker claims both parties are right. All *owls clean up vermin.* Some *owls also clean out an occasional hen yard.*

The way to spot a bad owl, according to Pops, is to put up a 10-foot pole in the chicken run with a No. 2 trap on it. A marauding bird generally perches to look over the situation before he strikes, giving you your evidence, *and* the culprit!

From where I sit, I doubt if this will end the owl argument. People have different opinions on the subject —just as they have different opinions about whether beer, tea or what-have-you makes the best thirst quencher. Examine the facts and make up your own mind, I say . . . and be thankful we live where that's possible.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

Swing, U. S. Commissioner of Immigration. Wisconsin Gov. Walter J. Kohler has declared Nov. 25 "Free Hungary Day" and the first refugees are expected to be in Milwaukee by then.

The National Catholic Welfare Council, as a result of the interest stimulated by WISN-AM-TV, has increased its original request for Hungarian refugees to be sent to Milwaukee from 10 families and 20 unmarried adults to 15 families and 60 adults, Mr. Riepenhoff said.

Broadcasters Touring Europe Study Munich RFE Operation

A GROUP of prominent U. S. broadcasters toured Radio Free Europe installations in Munich last week for a first-hand appraisal of RFE's broadcast operations during and after the Hungarian rebellion (also see story on RFE, page 108).

The group included J. Leonard Reinsch, executive director, James M. Cox stations; John E. Fetzer, president of Fetzer Broadcasting Corp.; Kenyon Brown, president of Vitapix Corp.; and a group of southwestern stations; and Paul H. O'Bryan, senior partner, Dow, Lohnes & Albertson, radio-tv law firm, Washington, D. C.

Recent visitors to RFE operations included Robert H. Teter, executive assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co., and Frank Tooke, station manager at WBZ-TV Boston.

Five Station Video Network Being Planned for Portugal

PLANS now are being made for a tv network of five transmitting stations to cover the more densely-populated regions of Portugal, it was reported last week in Lisbon.

Tv headquarters have been set up by promoters in that city on Rua Sao Domingos a Lapa, in the same building where the British Embassy's information office is located.

The stations are to be located in Lisbon, Oporto, Lousa, Montejunto, and Foia—from north to south—and will cover almost the entire western seaboard of the country. An estimated 5 million persons would be served.

Canada's Tv Set Sales Drop

TELEVISION receiver sales dropped in Canada during the first nine months of this year, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto. Total set sales from January through September amounted to 411,562 sets, as compared to 464,344 sets in the same period last year. In September the drop was from 119,724 sets in 1955 to 98,277 sets in 1956. Biggest sales continued to be in the province of Ontario with 158,240 sets in the January-September period. Quebec province was second in total sales with 118,781 sets.

Although tv set sales were down, radio set sales were up, the association reported. In the first nine months of this year a total of 370,370 sets were sold, compared to 336,620 in the same period last year. There was a drop in September of this year, from 55,870 sets in 1955 to 48,641.

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a wind-load rating of 70 lb./sq. ft. for an overall height of 937 feet.



Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of *your* installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

Send for illustrated Bulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.

50th Anniversary
BLAW-KNOX
1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.

You Get Maximum Coverage

In Southeast New England

Only With WJAR-TV

NBC

Contact WEED Television or

CHANNEL 10 PROVIDENCE, R. I.

Toronto Paper Reveals Fowler Group Requests

A CAPITAL STRUCTURE, an annual assured revenue of at least $30 million and increased authority are the expected main recommendations of the Royal Commission on Broadcasting to the government, according to the *Toronto Financial Post*. The commission report is not expected to be ready for the Canadian government until early in 1957.

Recommendations of the three-man commission, headed by Robert Fowler, president of the Canadian Pulp & Paper Assn., are expected to be followed by the government, the newspaper intimates, on the grounds that the trio are, in the main, private enterprise representatives. The other members are James Stewart, president of the Canadian Bank of Commerce, and Edmond Turcotte, a former newspaperman and until recently Canadian ambassador to Colombia.

The *Financial Post* states that the annual operating revenue to be given the CBC by the Canadian government "may be expected to increase automatically over the years." The government will accept the general conclusions, while hoping to minimize the use of public funds. The demand for a separate regulatory body will be dismissed. The whole trend of the Royal Commission's recommendations will be to increase the authority, stature and efficiency of the CBC. These impressions are almost unanimous among those who have followed most closely the work of the Royal Commission.

"Canada's inevitable need for the CBC will probably be stated in even more vigorous terms than by previous commissions of enquiry; and the conclusion may carry more weight because it comes from a commission in which the overwhelming opinion is clearly in favor of private enterprise. Main criticism of the present CBC structure will be that it has been set to do a man's work with a boy's stature and equipment.

"If the CBC is to be permanently installed as the Canadian instrument of tv and radio broadcasting, most observers expect some changes in its set-up. Both the governors and the management will be reinforced to provide the sort of experience and authority needed in a $50-million a year corporation. Greater business participation on the board of governors will be needed. Immediate improvement of capital facilities will be necessary. The present scattered and inadequate accommodations in all program centers, most especially in Toronto, are extremely uneconomical, probably the greatest source of wasteful expenditure in CBC's present set-up. Piecemeal capital financing by means of periodical loans from the government to be repaid out of operating revenues provided by the government on a scale barely adequate for operating needs, will have to be replaced by a permanent well-based capital structure."

Australian 'Monitor' Debuts

AUSTRALIA's version of NBC Radio's *Monitor* programming was to be launched yesterday (Sunday) over station 2GB Sydney. The program will be carried each Sunday from 12 noon-5 p.m.

Al Capstaff, director of *Monitor* and special programs for NBC Radio, said that 2GB had been given sole rights to the name and format of *Monitor* in Australia. An arrangement also has been worked out, he added, whereby NBC Radio has sent 2GB programming material and the Australian station, in turn, has provided the network with transcribed commentaries and interviews about the Olympic Games beginning Thursday in Australia and other material.

CHWO Oakville, Ont., Starts

CHWO Oakville, Ont., new 1 kw daytime and 500 w nighttime station in suburban Toronto, on 1250 kc, began broadcasting on Nov. 17 with an hour of local talent including a 60-voice choir from the four Oakville public schools. Owner-manager is Howard C. Caine, formerly manager of CKFH Toronto, Ont.

INTERNATIONAL PEOPLE

Eleanor Johnston to radio timebuyer at Cockfield, Brown & Co., Toronto, Ont.

Jim Humphries to timebuyer at Baker Adv. Ltd., Toronto, Ont.

J. N. Inkster, general sales manager, CKOC Hamilton, Ont., named assistant manager.

H. S. (Johnny) Walker, transmitter sales chief, RCA Victor Ltd., Montreal, resigned to start own business.

Jack Andrews Price to radio-tv director of Russell T. Kelley Ltd., Hamilton, Ont., advertising agency.

Gerry Wiggins, announcer, CFRB Toronto, Ont., to radio-tv department, Leo Burnett of Canada, Toronto.

Frank Fogwell, CKOC Hamilton, Ont., to research and radio department of F. H. Hayhurst Ltd., Toronto, Ont., advertising agency.

INTERNATIONAL SHORTS

Canadian Assn. of Radio-Tv Bcstrs. has distributed new rate cards for CKGR Galt Ont., and CHWO Oakville, Ont. It is rate card 4 for CKGR and first for CHWO which began operations on Nov. 17.

Lever Bros. Ltd. announces appointment of Ogilvy, Benson & Mather, N. Y., to handle advertising for Dove beauty soap in Canada.

WHLS
MICHIGAN'S POWERFUL
250 WATTER
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
PORT HURON'S COMMUNITY STATION
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales



A picture of a man who owns the Electric Companies

Year-old Alexander Maier of Dayton, Ohio, is one of the newest of the 94 million owners of America's independent electric light and power companies.

Alexander's father has bought his son seven shares of stock in the Dayton Power and Light Company as a first-year birthday present. This makes young Alexander one of about 4 million *direct* owners who hold securities of the electric companies.

Alexander's *grandfather* just opened a savings account in the youngster's name. This makes him one of more than 90 million Americans who are *indirect* owners through their bank savings, insurance premiums or pension funds. Banks, insurance companies and pension fund trustees put much of this money to work in the securities of independent electric companies.

Some people would have the federal government take over all of the power companies. But isn't there a real danger in a single federal power monopoly — rather than in 400 independent electric light and power companies owned by more than 94 million people?

We believe that you'll feel this question is important to you — and deserves your serious thought. That's why this message is brought to you by *America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*

BMI

BOOK PARADE

America's Most Widely Listened-to Book Program
In Current Release

THESE BOOKS:

"Arctic Wilderness"—Robert Marshall
"America, I Love You"—P. G. Wodehouse
"The Twenties"—Frederick J. Hoffman
"The Five-Dollar Gold Piece"—Orville Prescott
"The Discovery and Conquest of Mexico"—Bernal Diaz del Castillo
"The Seven Islands"—Jon Godden
"Cranford"—Mrs. Gaskell
"The Civil War"—Otto Eisenschiml, Ralph Newman, E. B. Long
"The Columbia"—Stewart H. Holbrook
"Books On Mountain Climbing"

THESE REVIEWERS:

Paul H. Oehser; Paul Flowers; John Gassner; Richard Armour; Benjamin Appel; Rumer Godden; Marchette Chute; Bell Irvin Wiley; David Lavender; Virginia Kirkus.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KPOP Launches New Concept For In-Market Merchandising

NEW concept of market merchandising has been launched by KPOP Los Angeles, according to Vern Lindblade, commercial manager. The merchandising plan, known as "in market spots," offers an advertiser buying time on the station an additional 30 second spot saturation schedule within each of 20 to 40 supermarkets in the southern California area as a bonus point-of-purchase sales tool.

The "in market spots" tie-in was made with the Magni-cast Co., Los Angeles, which provides background music for supermarkets in the Los Angeles area. The music is furnished from RCA recorded tape libraries and is fed to the various markets through telephone lines from a central source. The commercial spots will be made on separate tapes which electronically cut in at a higher sound level at 9 minute intervals throughout the shopping day.

The plan will offer advertisers an exclusive point of purchase merchandising method to reach the market shopper audio wise as purchases are actually being made. Only products stocked on the store shelves and only one product per category will be advertised, according to the KPOP official.

In a three-day single market test made for some 17 different food products in that area a sales increase of as high as 200% on the specific items of Star Kist tuna and Snow Crop turnip greens was realized against a comparable three-day period when market spots were not used, Mr. Lindblade said.

The "market spots" are being offered as a package plan, encompassing a radio spot campaign on KPOP plus daily saturation spot in a minimum of 20 markets, according to Mr. Lindblade.

TELL ON WHEELS

WFBR Baltimore is blanketing its area with a corps of 30 extra newsmen all operating mobile phone-equipped vehicles. The station recruited its rolling reporters by contacting known operators of mobile telephone units, including a doctor, a detective agency, real estate and construction firms, other miscellaneous merchants and individuals. Members of the group, after enthusiastic acceptance of the WFBR plan for phoning items encountered on regular business rounds, reported to the studios for briefing and to pick up indentifying windshield decals. WFBR in addition to using the correspondents to augment regular news coverage, also anticipates efficient help in disaster and emergency situations.

New Programming Gets Credit For New Record Sales at WRCA

RADIO time sales for the past month amounted to the highest monthly total in WRCA New York's history, Station Manager Arthur Hamilton has announced.

Mr. Hamilton said that total October billing for WRCA will exceed last October's by at least 25%. The previous all-time record was set last October.

Projecting his estimate for the month on sales as of Oct. 21, Mr. Hamilton attributed the station's sales climb to a combination of new programming concepts such as *Pulse* combined with the first-time use of radio by a host of advertisers, including Sarah Lee Inc., and Wilbur Suchard Chocolate Co. Among other advertisers pacted by the station over the past month were American Airlines, American Tobacco Co., Gulf Oil, General Foods Corp., Columbia Pictures and Nestle's.



HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

The account executive has taken
a "rough cut" at media selection
for a new campaign • he and the
media director sit down to refine
the list • your medium is questioned •
they reopen the account man's copy
of Standard Rate . . . and if you
have a Service-Ad near your listing



you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

WLIB Pre-empts Commercials For Israeli Address Repeat

IN ORDER to reach the largest possible audience with Israeli Ambassador Abba Eban's midnight address to the United Nations General Assembly, WLIB New York not only transcribed and presented it later, but cancelled its regular programming (including commercial periods) in order to do so—and bought space in three newspapers to alert potential listeners.

WLIB cancelled all of the programs between 4:30 and 5:15 p.m. in its Anglo-Jewish block on Nov. 4 in order to rebroadcast the speech outlining Israel's position in the Middle East crisis because, according to General Manager Harry Novik, "we realized that most people did not get the opportunity to hear his address because of the lateness of the hour."

New 7/40 Sales Plan Introduced For Advertisers by WRCA-TV

INITIATION at WRCA-TV New York of a new sales plan, patterned after its 14/50 Plan and to be known as the 7/40 Plan, has been announced by Jay Heiten, sales director.

The new 7/40 Plan gives an advertiser a 40% discount after seven station breaks or participations a week. The 14/50 Plan, in effect since February 1955, provides the advertiser with a 50% discount after purchasing 14 station breaks in designated programs. WRCA-TV said it will apply the 40% discount wherever the 50% discount is applicable under the 14/50 plan.

First advertisers to participate in the 7/40 Plan are Thomas Lipton, American Chicle, Plymouth, Ideal Dog Food, Lestoil, Nestle, Lavin, and the New York State Democratic Committee.

Aid to Businessmen

A 48-page booklet listing over 300 business promotion events, legal holidays and religious observances has just been published by the Chamber of Commerce of the U. S. The brochure, titled "Special Days, Weeks and Months in 1957," includes a chronological and an alphabetical list of events showing the purpose of each event and the name and address of its sponsor. The organization has also released "Trade Promotion Planning Calendar" which is a 26-page spiral bound calendar that includes a chronological listing of special days and weeks in each month. Booklets available for 50¢ a copy from Domestic Distribution Dept., Chamber of Commerce of U. S., 1615 H St. N. W., Washington 6, D. C.

Sylvania Offers Christmas Bonus

SYLVANIA Electric Products Inc., through a dealer co-op pre-Christmas drive, is giving purchasers of six of its higher priced black-and-white tv sets a $65 Helbros wristwatch as a special bonus.

ABC's Tribute to Glenn Miller

A SPECIAL musical program, titled *Tribute to Major Glenn Miller*, will be carried over ABC Radio on Nov. 29 (10:30-11 p.m. EST) as a salute to the famed band leader. Music for the show will be provided by Ray McKinley and the Glenn Miller Orchestra.

Top recordings of the late Mr. Miller's band also will be played, with selections submitted by leading disc jockeys of the ABC Radio affiliated stations, including Barry Kaye, WJAS Pittsburgh; Alan Owen, WMID Atlantic City; Jim Gibbons, WMAL Washington; Jack Denton, WISN Milwaukee; Charlie Trussell, KXEL Waterloo, Iowa; Don Doty, WTCN Minneapolis; Johnny Mac, KGA Spokane; Fred Wolf, WXYZ Detroit; Don Blanchard, WLS Chicago and Bob Larimer, WSIX Nashville.

WPIX (TV) Issues Film Brochure

WPIX (TV) New York has sent advertisers and agencies copies of a new promotion brochure which outlines the large number of syndicated tv film series on the station, plus its local news, and its sports and special events programming.



WEST END DAIRY, Charleston, S. C., has purchased Ziv Tv's *Dr. Christian* series to be shown on WCSC-TV there. The star, MacDonald Carey, made a round of personal appearances in Charleston to kick off the show. Completing sponsorship arrangements are (l to r) Roland Weeks, WCSC-TV general manager; Darwin H. Shopoff, advertising director of Tobias & Co. agency, and Bill Gwynette of West End Dairy.

Ed Sullivan Signs Met Stars

CBS-TV has announced an agreement between Rudolf Bing, general manager of the Metropolitan Opera (New York) and Ed Sullivan, calling for five appearances of leading opera stars and conductors in fully-staged scenes from five operas on *The Ed Sullivan Show* (Sundays, 8-9 p.m. EST). First appearance will be Maria Callas and George London in scene from "Tosca" on Nov. 25. The second telecast ("Madame Butterfly" sequence) follows two weeks later, with other productions to come.

"banks on channel 19"

The First Wisconsin National Bank puts its trust in WXIX to help assure complete coverage of the Milwaukee market. As advertising manager Bob Brown tells it: "Our programs on WXIX—from mysteries to basketball—repeatedly win better-than-good ratings and favorable public reaction. We look for similarly satisfactory results with our new schedule of spots during the football season. *We're a bank that banks on Channel 19.*" Whatever *your* field, it's dollars to doughnuts a low-cost schedule on WXIX will pay the highest sales dividends.



CBS Owned • Channel 19 • Milwaukee • Represented by CBS Television Spot Sales

TB strikes every 5 minutes

If you have "THE TIME" will you help fight TB*

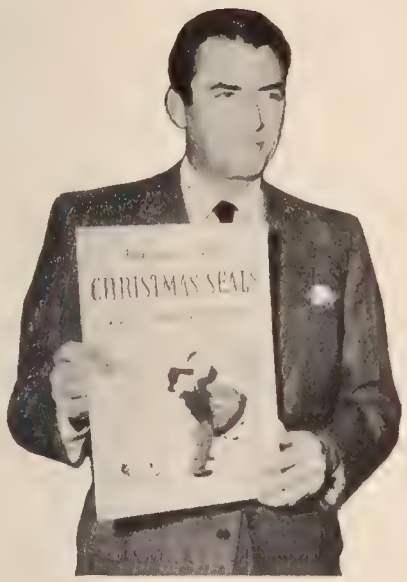
THESE STARS have contributed their talent to make this public service campaign material available to you . . .

RADIO: 15 minute transcribed programs starring:

LES BAXTER, HARRY BELAFONTE, VICTOR BORGE, PERRY COMO, BING CROSBY, VIC DAMONE, LES ELGART, TED LEWIS, PATTI PAGE and HANK SNOW produced by Hu Chain Associates, New York

- ► Transcription of 20 celebrity spot announcements
- ► Transcription of 20 recording artist spot announcements especially designed for disc jockey shows
- ► Columbia recording of 1956 Christmas Seal Song:

HE'LL BE COMIN' DOWN THE CHIMNEY



GREGORY PECK

TELEVISION:

1-minute and 20-second film spots featuring:

GREGORY PECK

ERNEST BORGNINE

plus "miniature documentaries"

8-second ID

Produced by Freedom Films
Goldwyn Studios, Hollywood

SLIDES, BALOP CARDS,
FLIP CARDS and POSTERS
greyed and color



ERNEST BORGNINE
Academy Award Winner

*** For NETWORK use, contact: NATIONAL TUBERCULOSIS ASSOCIATION, Public Relations, 1790 Broadway, New York 19, N. Y. Circle 5-8000, Extension 280**
For LOCAL use, contact: YOUR TUBERCULOSIS ASSOCIATION in your own community

50th ANNUAL CHRISTMAS SEAL SALE
NOVEMBER 15 through DECEMBER

harvest holiday

With Selected Music From The Vast SESAC Repertory



Blessed Is The Nation
Come, Ye Thankful People
Coming Of The Pilgrims
Father, We Thank Thee
Fields Of Grain
Give Thanks And Praise To God
Give Thanks Unto The Lord
God Is Our Refuge—Psalm 46
Harvest Holiday
Harvest Time
Heritage of Freedom, The
Hymn Of Praise
Hymn Of Thanks and Praise
Mystery Pilgrims
Now Thank We All Our God
O Give Thanks To The Lord
Pilgrim Thanksgiving
Prayer Of Thanksgiving
Thanksgiving
Thanksgiving Bells
We Sing Thy Praise
. . . and many, many more

Producers of the famous
SESAC TRANSCRIBED LIBRARY

THE BEST MUSIC IN AMERICA SESAC

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.



Condon's 'Modest Oklahoma'

GLENN CONDON, general manager of KRMG Tulsa, is the co-author of a booklet entitled "Modest Oklahoma" which was issued in connection with the state's semi-centennial celebration. The brochure, illustrated in color, lists historical facts and data on Oklahoma's industry, sports, and a list of "modest . . . but famous . . . Oklahomans." It also includes a few poems and Will Rogers quotations.

Installs New Weather Equipment

WEEK-TV Peoria, Ill., recently completed installation of a weather forecasting station designed to enable viewers to see wind direction, velocity, humidity, barometic pressure and other weather data at the time of actual recording.

According to Fred C. Mueller, general manager of WEEK-TV, the equipment is identical to that used by many U. S. Weather Bureau stations.

WBBM, WGN Cover Train Disaster

CHICAGO radio-tv stations gave complete coverage, including eye witness reports, interviews and bulletins, of the local elevated train disaster that took eight lives and injured 198 other people two weeks ago. News segments of WBBM-AM-TV, WGN-AM-TV included the reading of complete casualty lists, according to those stations. A number of passengers were stranded for three-four hours at Chicago's Wilson Ave. station, where a subway train piled into a North Shore vehicle. The disaster aroused the concern of families and relatives, prompting hundreds of telephone calls to stations, newspapers and hospitals. The train wreck was the worst in Chicago in 20 years. WBBM-TV and WGN-TV aired on-the-spot films and stills of rescue work on late evening newscasts.

BBC's Anniversary Salute to NBC

A SPECIAL program produced by British Broadcasting Corp. in recognition of NBC's 30th anniversary of broadcasting was carried last Thursday (9:30-10 p.m. EST). Titled *The BBC Salutes NBC,* the program carried messages of tribute from Sir Laurence Olivier, Sir Ralph Richardson, Charles Coburn, Alec Guiness and Tyrone Power, among others. The voices of Sir Winston Churchill, the late Franklin D. Roosevelt and Neville Chamberlain also were heard. David Lloyd James was narrator of the program, which was recorded in England especially for NBC Radio.

CBS Radio Launches New Series

CBS Radio last week launched a new program series, *Update* (Wed., 9:30-10 p.m. EST), designed to provide listeners with background material on the troubled areas of the world. Produced by George Vicas of CBS Public Affairs, the series will deal with such critical key nations as Hungary, Poland, Israel and Rumania, providing information on economic and military strength and the politcial forces operating within these countries.

HUNT A HIT

A $1,005 Pepsi-Cola treasure hunt conducted this past summer by WVNA Tuscumbia, Ala., was such a success that the station currently is conducting a second hunt—this one for $2,500 in cash.

As in the first contest, a certificate is placed in a Pepsi-Cola bottle, which is hidden on public property in Florence, Sheffield or Tuscumbia, Ala. A month from the starting date, newspaper and radio teasers prepare citizens for the hunt.

Then clues are broadcast each day over WVNA during the month-long hunt. To give participating merchants increased store traffic, the station announces daily the name of a store at which additional clues can be obtained.

According to WVNA officials, sales of Pepsi-Cola in the area were better than ever before in August—period of the first hunt—and goods and services of all participating businesses moved faster.

Sponsors Thanksgiving Festival

LONGINES-WITTNAUER Watch Co., N. Y., will tie in its 90th anniversary with its traditional Thanksgiving Festival Nov. 22 on CBS-TV, 5 p.m. EST, by reviewing the past 90 years of the world's favorite music. It will feature minstrel songs, jazz, symphonic pieces and rock 'n' roll. Narrating the 20 segments of the program will be Edward (Duke) Ellington, Joe E. Brown and Will Rogers Jr. The Longines Symphonette and Choraliers, both CBS radio regulars, will be featured on the program.

KAFY Broadcasts Live Concerts

LIVE pickup of the Kern County Philharmonic Society concerts is being aired this season by KAFY Bakersfield, Calif., featuring interviews of guest artists prior to their public performance. Five concerts will be broadcast and members of the concert audience are interviewed during intermission.



"—but my audition on KRIZ Phoenix proved that I am more captivating orally than visually!"

'Father' Visits New York City

AS PART of an exploitation-publicity approach for its major tv film series, Screen Gems, N. Y., brought the entire cast of *Father Knows Best* from Hollywood to New York for press, radio-tv and personal interviews. The cast took part in the opening day ceremonies of the 41st Hotel Exposition at the Coliseum where Scott Paper Co., sponsor of the series, is an exhibitor.

WTOP-TV Shows Color Film

WTOP-TV's (Washington) first locally-originated color film was scheduled last Friday on station's *Late Show* at 11:15 p.m. EST. The film, J. Arthur Rank's *The Magic Box,* starring Robert Donat and an all-star British cast, was first seen on NBC-TV in lieu of the *Steve Allen Show* earlier this fall.

WOR-TV Expands News Coverage

IN AN expension of news coverage on WOR-TV New York, Gordon Gray, general manager, announces the addition of 14 regularly-scheduled news periods to the station's nightly lineup. Headlines and capsule bulletins will be presented twice an hour on WOR-TV from 6 p.m. to 12:30 a.m. EST, and a five-minute summary program will be telecast, starting at 11:30 p.m. EST on Monday through Friday. A special weekend news schedule also is being arranged.

Family's Radio Listening Habits

RAB this month released to its members a brochure outlining the story of a Cleveland family which has 13 radios in a six-room house. Called *All In The Family,* the folder describes the set locations and listening habits of the family of a Cleveland carpenter, whose listening patterns are said to be "typical of those of the average multi-set home."

BMI Mails 'Book Parade'

TEN 15-minute book review program scripts, each one written by a distinguished literary figure or critic, were mailed this month to more than 1,000 radio stations as part of Broadcast Music Inc.'s *Book Parade* library service.

Offers Free Storyboard Forms

FILMACK STUDIOS, N. Y., producer of film commercials, is offering advertising agencies and advertisers free storyboard forms as a means of simplifying the planning of a commercial. The forms have separate panels for video, animation and background, audio and timing. Copies may be obtained from Filmack by writing to Dept. F, 341 W. 44th St., N. Y. 36, N. Y. or Dept. F, 1327 South Wabash, Chicago 5, Ill.

Samsonite Distributes Gift Kits

GREY ADV., N. Y., agency for Shwayder Bros. (Samsonite luggage), Denver, Colo., reports that Samsonite dealers throughout the country will receive a special Christmas promotion kit of miniature Samsonite bags (containing gift certificates to be filled out by dealer and customer), counter displays and a set of 60-second radio spots.



WSJS-Radio delivers more audience in Winston-Salem *plus* a rich, progressive 18-county Piedmont area than all other Winston-Salem stations combined.

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
NBC AFFILIATE for WINSTON-SALEM, GREENSBORO, HIGH POINT
5000 W • 600 KC • AM-FM
HEADLEY-REED, REPRESENTATIVES

More People Listen MORE to WAPI
BIRMINGHAM
THE *Voice* OF ALABAMA
John Blair & Co.

1-2 sales punch
in WESTERN MONTANA
RADIO KGVO 5000 WATTS
GILL-PERNA, reps.
KGVO TV 60,000 WATTS
MISSOULA, MONTANA

SPOT TV BUYING: The following tables show what the nation's top 200 spot television advertisers have spent in that category during the third quarter of 1956 (immediately below) and during the first nine months of the year (beginning on page 121). The first list is as complied by N. C. Rorabaugh for the Television Bureau of Advertising; the second is B•T's compilation of individual reports for the first three quarters. For the story behind these tables, see ADVERTISERS & AGENCIES, this issue.

TOP 200 IN SPOT TV (July-Sept. 1956)

(Prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$2,873,700
2.	BROWN & WILLIAMSON	2,826,700
3.	GENERAL FOODS	2,440,200
4.	PHILIP MORRIS	2,070,000
5.	STERLING DRUG	2,040,500
6.	COLGATE-PALMOLIVE	1,839,900
7.	LEVER BROTHERS	1,502,300
8.	CARTER PRODUCTS	1,391,700
9.	CONTINENTAL BAKING	1,387,500
10.	NATIONAL BISCUIT	1,141,900
11.	LIGGETT & MYERS	1,129,800
12.	MILES LABORATORIES	1,103,000
13.	BULOVA WATCH	973,000
14.	ROBERT HALL CLOTHES	943,200
15.	KELLOGG	917,100
16.	WARNER-LAMBERT	853,400
17.	AMERICAN TEL. & TEL.	786,600
18.	COCA-COLA	783,900
19.	CORN PRODUCTS REF.	775,000
20.	P. LORILLARD	762,000
21.	NEHI	733,900
22.	HELAINE SEAGER	681,100
23.	PABST BREWING	640,400
24.	SHELL OIL	630,200
25.	SALES BUILDERS	531,300
26.	PEPSI COLA CO.	488,800
27.	HAROLD F. RITCHIE	485,800
28.	BALLANTINE	485,300
29.	NESTLE	474,600
30.	INTERNATIONAL LATEX	467,900
31.	SWIFT & CO.	467,100
32.	CHARLES ANTELL	467,000
33.	R. J. REYNOLDS CO.	465,000
34.	ESSO STANDARD OIL	444,700
35.	REVLON	435,000
36.	BETTER LIVING ENT.	433,300
37.	THEO. HAMM BREWING	417,900
38.	FORD MOTOR	406,200
39.	ANHEUSER-BUSCH	398,300
40.	WESSON & SNOW DRIFT	393,300
41.	NORTH PAPER MILLS	371,900
42.	STANDARD BRANDS	370,000
43.	AMERICAN HOME FOODS	362,000
44.	SIMMONS	360,300
45.	FLA. CITRUS COMM.	358,200
46.	GILLETTE CO.*	356,200
47.	LEE LTD.	352,600
48.	GENERAL MOTORS	351,300
49.	READER'S DIGEST ASSOC.	350,600
50.	CHESEBROUGH-PONDS	350,500
51.	CLOROX CHEMICAL	348,700
52.	PIEL BROS.	342,100
53.	RCA	341,700
54.	BEECH-NUT PACKING	332,800
55.	BLOCK DRUG	330,000
56.	STANDARD OIL (IND.)	325,500
57.	WRIGLEY	323,700
58.	CARLING BREWING	323,300
59.	DORMIN	319,600
60.	H. J. HEINZ	316,900
61.	PHARMA-CRAFT	311,800
62.	CARNATION	298,100
63.	THOMAS J. LIPTON	298,100
64.	PACIFIC COAST BORAX	297,300
65.	ASSOCIATED PRODUCTS	294,500
66.	BENRUS WATCH	292,800
67.	NATIONAL DAIRY PRODS.	282,600
68.	RAYCO MFG.	276,800
69.	GENERAL ELECTRIC	274,400
70.	ADELL CHEMICAL	269,600
71.	TOP•VALUE ENTS.	264,400
72.	SAFEWAY STORES	259,400
73.	RATH PACKING	247,200
74.	M. J. B.	244,400
75.	DR. PEPPER CO.	241,900
76.	FALSTAFF BREWING	236,100
77.	TEA COUNCIL	234,600
78.	RALSTON-PURINA	232,600
79.	ARMSTRONG RUBBER	231,000
80.	OSCAR MAYER & CO.	230,300
81.	HAWLEY & HOOPS	225,900
82.	STANDARD OIL (CALIF.)	213,700
83.	A & P	208,400
84.	SOCONY MOBIL OIL	207,300
85.	J. A. FOLGER & CO.	206,400
86.	S. F. BREWING	201,000
87.	SCHLITZ BREWING	196,400
88.	GOETZ BREWING	192,400
89.	SALADA TEA	191,800
90.	CHRYSLER	189,300
91.	HEILEMAN BREWING	182,100
92.	AMERICAN BAKERIES	181,500
93.	DUNCAN COFFEE	178,400
94.	PHARMACEUTICALS INC.	177,300
95.	E. & J. GALLO WINERY	176,000
96.	HILLS BROS. COFFEE	174,100
97.	SEALY MATTRESS	173,900
98.	LANGENDORF UNITED BAKERIES	173,400
99.	WM. B. REILY & CO.	170,600
100.	PAXTON & GALLAGHER	166,100
101.	BORDEN	165,700
102.	NATIONAL BREWING	164,900
103.	LIEBMANN BREWERIES	160,600
104.	PHILLIPS PETROLEUM	159,700
105.	SINCLAIR REFINING	157,900
106.	KROGER	157,700
107.	AMERICAN TOBACCO	157,700
108.	LUCKY LAGER BREWING	156,700
109.	EMERSON DRUG	155,700
110.	SEVEN-UP	155,600
111.	FOREMOST DAIRIES	155,400
112.	AMER. SAFETY RAZOR	154,400
113.	AMERICAN CHICLE	152,600
114.	INTERNATIONAL SALT	148,600
115.	JACKSON BREWING	147,700
116.	DREWRYS	147,200
117.	RICHFIELD OIL	146,400
118.	WILDROOT	140,700
119.	REGAL PALE BREWING	139,900
120.	CREAM OF WHEAT	139,700
121.	TIDEWATER ASSOC. OIL	136,700
122.	QUAKER OATS	136,600
123.	BEST FOODS	136,000
124.	JACOB RUPPERT BREW.	134,800
125.	G. WIEDEMANN BREW.	134,400
126.	BLUE PLATE FOODS	133,600
127.	ASSOC. HOSPITAL SERV.	131,500
128.	GENERAL CIGAR	131,000
129.	STANDARD BREWING	129,300
130.	GUNTHER BREWING	126,600
131.	LEWIS FOOD	126,500
132.	HOUSEHOLD FINANCE	126,000
133.	DUQUESNE BREWING	124,900
134.	LO-CALORY	124,100
135.	CBS	123,400
136.	WARD BAKING	122,700
137.	TAFON DIST.	122,400
138.	CLINTON CLOTHING	121,600
139.	AMERICAN STORES	121,600
140.	REV. ORAL ROBERTS	121,500
141.	WALGREEN	120,700
142.	CONTINENTAL OIL	120,700
143.	ARMOUR & CO.	120,500
144.	F & M SCHF. BREW.	118,800
145.	WHITEHALL PHARMACAL	118,300
146.	BLATZ BREWING	115,300
147.	LONE STAR BREWING	115,100
148.	ATLANTIC REFINING	112,300
149.	PETER HAND BREWERY	111,700
150.	AVON PRODUCTS	110,500
151.	PLOUGH INC.	109,300

* Includes Toni and Paper Mate

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

Rank		Estimated Expenditure
152.	GENERAL TIRE & RUBBER	107,000
153.	W. F. MCLAUGHLIN & CO.	106,300
154.	SARDEAU	106,600
155.	FRONTIER FOODS	106,400
156.	BARDAHL OIL	104,300
157.	RONZONI MACARONI	104,200
158.	R. E. SPRIGGS	104,100
159.	PILSENER BREWING	103,000
160.	INTERSTATE BAKERIES	100,100
161.	HOLSUM BAKING	99,900
162.	PILLSBURY MILLS	99,900
163.	MRS. BAIRDS BAKERIES	99,800
164.	REDCO CORP.	99,500
165.	BOND STORES	98,900
166.	B. C. REMEDY	97,200
167.	BEATRICE FOODS	96,200
168.	BUITONI PRODUCTS	96,000
169.	REXALL DRUG	94,800
170.	BRISTOL-MYERS	94,600
171.	GREYHOUND	93,500
172.	KEEBLER BISCUIT	93,200
173.	INTL. CELLUCOTTON	93,200
174.	G. H. P. CIGAR CO.	92,000
175.	SUNSHINE BISCUIT	91,300
176.	BREYER ICE CREAM	91,300
177.	PITTSBURGH BREWING	90,200
178.	S. S. KRESGE	89,500
179.	PAN-AM. SOUTHERN	87,500
180.	SLENDERELLA INTL.	87,400
181.	GOOD HUMOR	86,800
182.	CITIES SERVICE	86,700
183.	BEACON CO.	86,000
184.	STROH BREWING	85,100
185.	NATIONWIDE INSURANCE	84,800
186.	EASTMAN KODAK	84,500
187.	INTERNATIONAL SHOE	84,200
188.	MINUTE MAID	83,900
189.	STANDARD OIL (OHIO)	82,200
190.	FRITO	82,100
191.	AMERICAN BREWERY	81,600
192.	CAMPBELL SOUP	81,200
193.	CHARLES PFIZER & CO.	80,600
194.	C. SCHMIDT & SONS	78,700
195.	PEARL BREWING	78,300
196.	WILSON & CO.	77,700
197.	WEST END BREWING	77,500
198.	U. S. TOBACCO	77,100
199.	EAVEY GROCERIES	74,800
200.	ANDERSON CLAYTON & CO.	74,700

TOP 200 IN SPOT TV (Jan.-Sept. 1956)

(Compiled by B•T from quarterly reports prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$15,197,500
2.	BROWN & WILLIAMSON	8,442,000
3.	GENERAL FOODS	7,472,200
4.	STERLING DRUG	6,431,800
5.	COLGATE-PALMOLIVE	5,538,700
6.	PHILIP MORRIS	5,445,300
7.	NATIONAL BISCUIT	4,356,200
8.	MILES LABORATORIES	4,192,500
9.	KELLOGG	3,836,700
10.	LIGGETT & MYERS	3,490,100
11.	CARTER PRODUCTS	3,368,100
12.	BULOVA WATCH	3,323,000
13.	CONTINENTAL BAKING	3,252,100
14.	LEVER BROS.	3,237,200
15.	AMERICAN TEL. & TEL.	2,906,600
16.	GENERAL MOTORS	2,786,200
17.	ROBERT HALL CLOTHES	2,786,100
18.	COCA-COLA	2,654,100
19.	WARNER-LAMBERT	2,324,700
20.	HELAINE SEAGER	2,297,200
21.	CHARLES ANTELL	2,158,000
22.	FORD MOTOR	2,154,200
23.	CORN PRODUCTS REF.	1,812,300
24.	BLOCK DRUG	1,694,300
25.	HAROLD F. RITCHIE	1,674,700
26.	MINUTE MAID	1,663,200
27.	REVLON	1,651,210
28.	FLA. CITRUS COMM.	1,645,700
29.	NESTLE	1,541,000
30.	R. J. REYNOLDS	1,511,500
31.	ESSO STANDARD OIL	1,504,200
32.	P. LORILLARD	1,452,100
33.	SALES BUILDERS	1,452,000
34.	BALLANTINE	1,429,100
35.	NEHI	1,419,920
36.	PEPSI-COLA	1,411,533
37.	SHELL OIL	1,358,000
38.	STANDARD BRANDS	1,328,700
39.	BORDEN	1,284,500
40.	NORTHERN PAPER MILLS	1,273,000
41.	CHESEBROUGH-PONDS	1,239,500
42.	ANAHIST	1,201,590
43.	PABST BREWING	1,161,400
44.	RCA	1,157,400
45.	BETTER LIVING ENT.	1,156,300
46.	ANHEUSER-BUSCH	1,129,000
47.	WESSON & SNOW DRIFT	1,127,700
48.	PIELS BROS.	1,090,100
49.	CHRYSLER	1,085,600
50.	J. A. FOLGER	1,055,600
51.	LEE LTD.	1,051,500
52.	TONI	1,028,400
53.	CARLING BREWING	1,021,900
54.	THEO. HAMM BREWING	1,002,500
55.	H. J. HEINZ	988,300
56.	CAMPBELL SOUP	957,300
57.	FALSTAFF BREWING	944,000
58.	PETER PAUL	940,800
59.	BEECH-NUT PACKING	909,600
60.	STANDARD OIL (IND.)	896,900
61.	SWIFT & CO.	884,800

IN AND AROUND
COLUMBUS, GEORGIA
CHANNEL 4 CBS ABC
WRBL-TV
PREFERRED VIEWING*
11-COUNTY AREA - NOV. '55
402 of 404
METROPOLITAN FEB. '56
298 of 416
* COMPETITIVE QUARTER HOURS
WEEKLY · TELEPULSE
CALL HOLLINGBERY CO.

WHBF
coverage area has
376,700
consumer spending units
with
$1,339,059,000.
total retail sales
(S. M. Buying Power)
CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
IOWA
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

HAVE YOU A
Story*
TO TELL?
Put it in records — inexpensively. Get your story into lots of hands at one time!
We'll press non-breakable records from your Master Tape and deliver labeled records back to you in protective sleeves and hardboard jackets. Prompt service.
• Large or Small Quantities
• Exceptionally Low Rates
• All Speeds and Sizes
**Sales Pitch for your Client—or Yourself*
SEND FOR BROCHURE AND RATES
CREST RECORDS, INC.
220 BROADWAY
Huntington Sta. 16, N. Y.



Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

DIXON the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

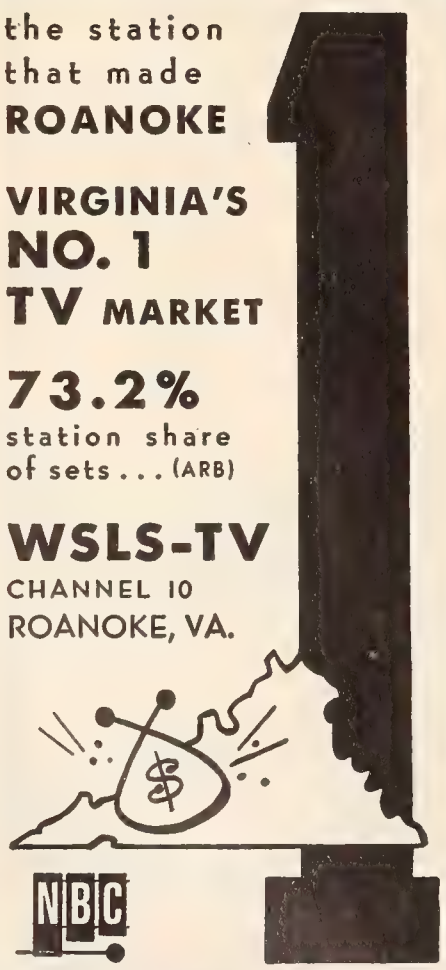
KMBC *of* **Kansas City**
KFRM *for the State of Kansas*
1st *in the Heart of America*

the station that made **ROANOKE**

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

FOR THE RECORD

Rank		Estimated Expenditure
62.	NATIONAL DAIRY PROD.	859,900
63.	GENERAL ELECTRIC	858,400
64.	CARNATION	858,200
65.	SALADA TEA	846,600
66.	SOCONY MOBIL OIL	835,100
67.	HILLS BROS. COFFEE	827,200
68.	PACIFIC COAST BORAX	807,700
69.	STOKELY-VAN CAMP	805,500
70.	TAFON DIST	801,900
71.	E. & J. GALLO WINERY	801,100
72.	SAFEWAY STORES	771,900
73.	HAWLEY & HOOPS	760,500
74.	READERS DIGEST ASSN.	740,350
75.	GREAT A & P	728,800
76.	ARMOUR & CO.	718,900
77.	SEVEN-UP	699,300
78.	WILDROOT	695,800
79.	BEST FOODS	678,500
80.	AMERICAN CHICLE	678,100
81.	TOP VALUE ENTERPRISES	677,600
82.	PHARMACEUTICALS INC.	670,700
83.	GROVE LABORATORIES	669,150
84.	BRISTOL-MYERS	654,700
85.	TEA COUNCIL OF USA	654,590
86.	INT. CELLUCOTTON	650,200
87.	SIMMONS DEALERS	636,540
88.	WILLIAM WRIGLEY JR.	606,300
89.	B. T. BABBITT	605,200
90.	SEALY MATTRESS	595,100
91.	LIEBMANN BREWING	589,700
92.	RAYCO MFG.	589,000
93.	E. I. DU PONT	587,100
94.	M. J. B. CO.	569,800
95.	RATH PACKING	555,900
96.	RALSTON-PURINA	547,500
97.	AMERICAN BAKERIES	536,100
98.	SARDEAU	535,600
99.	LEWIS FOOD	533,300
100.	NATIONAL BREWING	524,800
101.	U. S. TOBACCO	524,400
102.	MENNEN	524,000
103.	CREAM OF WHEAT	523,800
104.	DUNCAN COFFEE	521,200
105.	LANGENDORF UNITED BAKERIES	508,100
106.	LUCKY LAGER BREWING	507,800
107.	SUNSHINE BISCUIT	507,200
108.	KROGER	506,300
109.	PAXTON & GALLAGHER	500,400
110.	SIMONIZ	499,000
111.	GREYHOUND	496,900
112.	PHILLIPS PETROLEUM	496,100
113.	S. F. BREWING	478,300
114.	ADELL CHEMICAL	477,780
115.	WELCH GRAPE JUICE	471,900
116.	MORTON FROZEN FOODS	467,600
117.	STUDEBAKER-PACKARD	467,230
118.	LOS ANGELES BREWING	462,200
119.	DREWRYS	458,700
120.	F & M SCHF. BREW.	454,400
121.	GENERAL BAKING	452,200
122.	WARD BAKING	446,300
123.	JACKSON BREWING	444,300
124.	AVON PRODUCTS	442,200
125.	PLOUGH INC.	438,840
126.	W. F. MCLAUGHLIN	438,700
127.	RICHFIELD OIL	429,600
128.	G. WIEDEMANN BREW.	426,200
129.	WILLIAM B. REILY	423,200
130.	VICK CHEMICAL	418,760
131.	B. C. REMEDY	417,520
132.	EMERSON DRUG	416,200
133.	BLUE PLATE FOODS	416,100
134.	INTERNATIONAL SALT	412,600
135.	THOMAS LUMING	408,460
136.	JACOB RUPPERT	404,800
137.	GLAMORENE	404,400
138.	ASSOC. HOSPITAL	399,100
139.	DUQUESNE BREWING	384,900
140.	CONTINENTAL OIL	384,200
141.	HOUSEHOLD FINANCE	383,200
142.	PROCTER ELECTRIC	372,250
143.	WALGREEN	367,400
144.	HUDSON PULP & PAPER	366,800
145.	AMERICAN TOBACCO	364,410
146.	AMERICAN HOME FOODS	362,000
147.	5-DAY LABS.	357,610
148.	GILLETTE	356,200
149.	BUITONI PRODUCTS	355,600
150.	REV. ORAL ROBERTS	353,300
151.	SLENDERELLA	348,900
152.	GENERAL MILLS	339,600
153.	CLINTON CLOTHING	337,900
154.	GUNTHER BREWING	335,680
155.	LIBBY MCNEIL & LIBBY	333,100
156.	DUFFY-MOTT	321,000
157.	LONE STAR BREWING	319,730
158.	EASTERN GUILD	319,700
159.	DORMIN INC.	319,600
160.	GRANT	314,600
161.	PHARMA-CRAFT	311,800
162.	SEECK & KADE	302,480
163.	THOMAS J. LIPTON	298,100
164.	S. S. KRESGE	297,680
165.	LUDENS	294,600
166.	CVA	293,700
167.	BROWN SHOE	292,210
168.	GROCERY STORE PROD.	289,600
169.	FRITO	288,500
170.	COTY	285,000
171.	PETRI WINE	278,200
172.	ALKAID	277,150
173.	BANK OF AMERICA	271,200
174.	DOW CHEMICAL	269,154
175.	QUALITY BAKERS	257,800
176.	INTERNATIONAL MILL	244,700
177.	MONARCH WINE	244,170
178.	DR. PEPPER CO.	241,900
179.	AVOSET	241,030
180.	SCHONBRUNN	240,520
181.	DRACKELL	236,700
182.	WHITMAN & SON	235,100
183.	OSCAR MAYER & CO.	230,300
184.	V. LA ROSA	229,160
185.	GORDON BAKING	228,880
186.	B. H. P. CIGAR	228,300
187.	GE SUPPLY	224,320
188.	MONTGOMERY WARD	223,140
189.	SEABROOK FARMS	222,680
190.	STANDARD OIL (CALIF.)	213,700
191.	S. S. S. CO.	209,800
192.	MARS INC.	209,410
193.	REMINGTON RAND	209,230
194.	SCHLITZ BREWING	196,400
195.	G. HEILEMAN BREWING	182,100
196.	SINCLAIR REFINING	157,900
197.	AMERICAN SAFETY RAZOR	154,400
198.	REGAL PALE BREWING	139,900
199.	QUAKER OATS	136,600
200.	GENERAL CIGAR	131,000

SPOT TV BY CATEGORY (3d Quarter, 1956)

(Prepared by N. C. Rorabaugh Co. for TvB)

Agriculture	**$ 278,000**
Feeds, Meals	*218,000*
Miscellaneous	*60,000*
Ale, Beer & Wine	**8,463,000**
Beer & Ale	*8,073,000*
Wine	*390,000*
Amusements, Entertainment	**174,000**
Automotive	**1,827,000**
Anti-Freeze	*18,000*
Batteries	*88,000*
Cars	*817,000*
Tires & Tubes	*454,000*
Trucks & Trailers	*12,000*
Miscellaneous Accessories & Supplies	*438,000*
Building Material, Equipment, Fixtures, Paints	**791,000**
Fixtures, Plumbing, Supplies	*155,000*
Materials	*137,000*
Paints	*215,000*
Power Tools	*198,000*
Miscellaneous	*86,000*
Clothing, Furnishings, Accessories	**1,861,000**
Clothing	*1,618,000*
Footwear	*174,000*
Hosiery	*62,000*
Miscellaneous	*7,000*
Confections & Soft Drinks	**4,620,000**
Confections	*1,281,000*
Soft Drinks	*3,339,000*
Consumer Services	**2,494,000**
Dry Cleaning & Laundries	*9,000*
Financial	*420,000*
Insurance	*431,000*
Medical & Dental	*50,000*
Moving, Hauling, Storage	*60,000*
Public Utilities	*1,142,000*
Religious, Political, Unions	*213,000*
Schools & Colleges	*8,000*
Miscellaneous Services	*161,000*
Cosmetics & Toiletries	**8,950,000**
Cosmetics	*1,928,000*
Deodorants	*1,230,000*
Depilatories	*609,000*
Hair Tonics & Shampoos	*1,705,000*
Hand & Face Creams, Lotions	*83,000*
Home Permanents & Coloring	*1,122,000*
Perfumes, Toilet Waters, etc.	*175,000*
Razors, Blades	*166,000*
Shaving Creams, Lotions, etc.	*664,000*
Toilet Soaps	*1,088,000*
Miscellaneous	*180,000*
Dental Products	**2,742,000**
Dentrifices	*2,250,000*
Mouthwashes	*322,000*
Miscellaneous	*170,000*
Drug Products	**5,295,000**
Cold Remedies	*70,000*
Headache Remedies	*983,000*
Indigestion Remedies	*1,510,000*
Laxatives	*932,000*
Vitamins	*161,000*
Weight Aids	*271,000*
Miscellaneous Drug Products	*1,066,000*
Drug Stores	*302,000*
Food & Grocery Products	**21,775,000**
Baked Goods	*4,169,000*
Cereals	*1,609,000*
Coffee, Tea & Food Drinks	*4,862,000*
Condiments, Sauces, Appetizers	*972,000*
Dairy Products	*1,784,000*
Desserts	*242,000*
Dry Foods (Flour, Mixes, Rice, etc.)	*719,000*
Frozen Foods	*1,016,000*
Fruits & Vegetables, Juices (except frozen)	*937,000*
Macaroni, Noodles, Chili, etc.	*340,000*
Margarine, Shortenings	*946,000*
Meat, Poultry & Fish (except frozen)	*1,535,000*
Soups (except frozen)	*54,000*
Miscellaneous Foods	*1,333,000*
Food Stores	*1,257,000*
Garden Supplies & Equipment	**38,000**
Gasoline & Lubricants	**3,908,000**
Gasoline & Oil	*3,739,000*
Oil Additives	*119,000*
Miscellaneous	*50,000*
Hotels, Resorts, Restaurants	**73,000**
Household Cleaners, Cleansers, Polishes, Waxes	**592,000**
Cleaners, Cleansers	*254,000*
Floor & Furniture Polishes, Waxes	*196,000*
Glass Cleaners	*7,000*
Home Dry Cleaners	*67,000*
Shoe Polish	*11,000*
Miscellaneous Cleaners	*57,000*
Household Equipment—Appliances	**1,446,000**
Household Furnishings	**898,000**
Beds, Mattresses, Springs	*754,000*
Furniture & Other Furnishings	*143,000*
Household Laundry Products	**3,284,000**
Bleaches, Starches	*583,000*
Packaged Soaps, Detergents	*2,384,000*
Miscellaneous	*317,000*
Household Paper Products	**1,016,000**
Cleansing Tissues	*391,000*
Food Wraps	*182,000*
Napkins	*134,000*
Toilet Tissue	*46,000*
Miscellaneous	*263,000*
Household, General	**511,000**
Brooms, Brushes, Mops, etc.	*8,000*
China, Glassware, Crockery, Containers	*4,000*
Disinfectants, Deodorizers	*82,000*
Fuels (heating, etc.)	*25,000*
Insecticides, Rodenticides	*190,000*
Kitchen Utensils	*7,000*
Miscellaneous	*195,000*
Notions	**162,000**
Pet Products	**849,000**
Publications	**484,000**
Sporting Goods, Bicycles, Toys	**79,000**
Bicycles & Supplies	*13,000*
General Sporting Goods	*9,000*
Toys & Games	*46,000*
Miscellaneous	*11,000*
Stationery, Office Equipment	**23,000**
Television, Radio, Phonograph, Musical Instruments	**348,000**
Antennas	*85,000*
Radio & Television Sets	*107,000*
Records	*148,000*
Miscellaneous	*8,000*
Tobacco Products & Supplies	**7,823,000**
Cigarettes	*7,483,000*
Cigars, Pipe Tobacco	*340,000*
Transportation & Travel	**542,000**
Air	*225,000*
Bus	*143,000*
Rail	*164,000*
Miscellaneous	*10,000*
Watches, Jewelry, Cameras	**1,637,000**
Cameras, Accessories, Supplies	*107,000*
Clocks & Watches	*1,268,000*
Jewelry	*39,000*
Pens & Pencils	*223,000*
Miscellaneous	**881,000**
Trading Stamps	*302,000*
Miscellaneous Products	*245,000*
Miscellaneous Stores	*334,000*
Total	**$83,863,000**



NORFOLK-PORTSMOUTH-NEWPORT NEWS
VIRGINIA
JUST CALL FORJOE.

Station Authorizations, Applications
(As Compiled by B•T)
November 8 through November 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Nov. 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,947	3,085	170	328	125
Fm	516	545	40	41	0

FCC Commercial Station Authorizations
As of October 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearing	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,043	337	812	567	1,380[3]
Noncom. Educ.	63		36	27	63[4]
Total	1,106	337	848	594	1,443[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Lancaster, Pa.—Peoples Bcstg. Co., granted uhf ch. 21; ERP 17 kw vis., 9.12 kw aur.; ant. height above average terrain 360 ft., above ground 393 ft. Estimated construction cost $75,-276, first year operating cost $80,000, revenue $90,-000. P. O. address % **Frank H. Altdoerffer**, 252 N. Queen St. Studio and trans. location on Gypsy Hill Rd. 2.4 mi. SE of Lancaster. Geographic coordinates 40° 01′ 11″ N. Lat., 76° 16′ 39″ W. Long. Trans. and ant. RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include Mr. Altdoerffer and family. He is 51% owner, **WKOP-AM-FM Binghamton, N. Y.** Peoples is licensee, **WLAN-AM-FM Lancaster, Pa.** Announced Nov. 8.

Bryan, Tex.—Brazos Bcstg. Co., granted vhf ch. 3; ERP 60.3 kw vis., 30.2 kw aur.; ant. height above average terrain 410 ft., above ground 476 ft. Estimated construction cost $192,-956, first year operating cost $184,000, revenue $204,000. P. O. address % **John M. Lawrence III**, Box 746, Bryan. Studio and trans. location 29th St., approx. 1.5 mi. south of Villa Maria Rd. Geographic coordinates 30° 38′ 39″ N. Lat., 96° 19′ 46″ W. Long. Trans. and ant. RCA. Consulting engineer A. Earl Cullum, Dallas, Tex. Principals include **W. C. Mitchell** (pres.-10%), insurance agent **Frank Seale** (10%), rancher-farmer; Mr. Lawrence (5%), attorney; **Brazos A. Varisco** (10%), farm, lumber, cotton gin, milling, other interests; **KWTX Bcstg. Co.** (50%) **(KWTX-AM-TV Waco, Tex.)**. Announced Nov. 8.

APPLICATION AMENDED

Wilmington, N. C.—Application of **Carolina Bctsg. System Inc.** seeking cp for new tv on ch. 3 amended to furnish additional information re financial data, stockholders and stock subscriptions. Filed Nov. 9.

Existing Tv Stations . . .

ACTIONS BY FCC

KOVR (TV) Stockton; KCCC-TV Sacramento, both **Calif.**—Granted application to change trans. and ant. site from Mount Diablo, about 20 mi. east of San Francisco and 35 mi. southwest of Stockton, to Butte Mountain, about 80 mi. east of San Francisco and 40 mi. northeast of Stockton; increase ERP to 316 kw vis. and 158 kw aur., and change type trans. and ant. FCC by letter denied petition by KCCC-TV (ch. 40) to designate KOVR application for hearing; returned KCCC-TV application for change in location to Stockton, specify Mount Diablo as trans. location and change from ch. 40 to ch. 13, and denied petition for comparative hearing. Announced Nov. 8.

WSBT-TV South Bend, Ind.—Granted cp to change ERP to 219 kw vis., 115 kw aur., and make equipment changes; ant. 540 ft. Announced Nov. 14.

KCJB-TV Minot, N. D.—Granted cp to change trans. location, ERP to 64.6 kw vis., 32.4 kw aur. and install new ant. system; ant. 1,130 ft. Announced Nov. 14.

WARD-TV Johnstown, Pa.—Application—seeking mod. of cp (which authorized new tv) to change from ch. 56 to ch. 19, studio location from Rivoli Bldg., Johnstown, to ¼ mi. north of Frankstown Rd. (Rte. 53) and 1.56 mi. east of junction of Stony Creek & Conemaugh River, Conemaugh Twp., Pa. (trans. location), ERP from 91 kw vis. and 46 kw aur., to 81.5 kw vis. and 44 kw aur., change type trans. and ant. and make other equipment changes—returned by letter 11-6-56. (Ch. 19 not assigned to Johnstown.) Announced Nov. 9.

WMAL-TV Washington, D. C.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur., install new trans. and make minor ant. and equipment changes. Announced Nov. 14.

CALL LETTERS ASSIGNED

KWRB-TV Riverton, Wyo.—Chief Washakie Tv, ch. 10.

APPLICATION

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp (which authorized new tv) to change ERP to 18.8 kw vis., 13.15 kw aur., install new trans. and ant. system and make other equipment changes. Announced Nov. 9.

KOSA-TV Odessa, Tex.—Seeks mod. of cp (which authorized new tv) to change ERP to 316 kw vis., 160 kw aur., change type trans. and make other equipment changes. Announced Nov. 14.

Allocations . . .

ACTIONS BY FCC

New Orleans, La.; Meridian, Miss.—FCC by memorandum opinion and order denied petition by Loyola U. (**WWL-TV New Orleans**, ch. 4) to move reference point (d) and change Zone II boundary line so transmitter of **WTOK-TV Meridian** will lie in Zone II, where 190-mi. co-channel spacing is required, instead of Zone III, where 220-mi. spacing is required, in order to assign ch. 11 to New Orleans. Comr. Bartley dissented. Announced Nov. 8.

Bryan-College Station, Tex.—FCC, by memoradum opinion and order dismissed, as moot, petition for reconsideration of report and order in Docket 11515 filed by **KVDO (TV) Corpus Christi, Tex.** (ch. 22), requesting that use of ch. 3 at Bryan-College Station be limited by requiring that transmitter on this channel be located minimum distance from Corpus Christi. (Comr. Craven absent.) Announced Nov. 9.

Translators . . .

ACTIONS BY FCC

Parker, Ariz.—Parker Chamber of Commerce granted ch. 70 (806-812 mc) to rebroadcast ch. 3 **KTVK (TV) Phoenix, Ariz.** Trans. output 10 w, ERP to community 28 w. Estimated population to be served 5,500. P. O. address % **E. Floyd Ross**, Box 1898, Parker, Ariz. Estimated construction cost $4,500, first year operating cost $1,800. Announced Nov. 8.

Havre, Mont.—Hill County T-V Club granted ch. 82 to rebroadcast ch. 5 **KFBB-TV Great Falls, Mont.** Trans. output 10 w, ERP to community 94 w. Estimated population to be served 11,000. P. O. address 805 Third St., Havre. Estimated construction cost $4,428, first year operating cost $100. Announced Nov. 8.

Havre, Mont.—Hill County T-V Club granted ch. 70 to rebroadcast ch. 5 **KFBB-TV Great Falls, Mont.** (through translator 82, 15 mi. south Havre on mountain. See above). Trans. output 10 w, ERP to community 94 w. Estimated population to be served 11,000. P. O. address 805 Third St., Havre. Estimated construction cost $3,029, first year operating cost $145. Announced Nov. 8.

New Am Stations . . .

ACTIONS BY FCC

Atlantic Beach, Fla.—Voice of the Sea granted 1600 kc, 1 kw D. P. O. address 1629 Beach Ave., Atlantic Beach. Estimated construction cost $10,-000, first year operating cost $28,000, revenue $36,-000. Sole owner **William A. Partain III** is Southeastern division manager of Alexander Hamil-

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

ton Institute (home study institute). Announced Nov. 8.

Bradenton, Palmetto, both **Fla.**—Applications of **Sunshine State Bcstg. Co.,** Bradenton, and **Gulf Isles Bcstg. Co.,** Palmetto, for new ams on 1420 kc, 1 kw DA-D designated for consolidated hearing. Announced Nov. 8.

Jacksonville, Fla.—Application of **Ralph D. Epperson** seeking cp for new am on 690 kc, 10 kw D, returned (per Sec. 1.724[b] of Commission rules). Announced Nov. 14.

Miami, Fla.—Frieda Bcstg. Corp. granted 1260 kc, 5 kw DA-D. P. O. address % Keith Moyer, 1025 W. Market St., Taylorville, Ill. Estimated construction cost $31,000, first year operating cost $48,000, revenue $56,000. Principals include **Keith Moyer** (70%), 55% owner of **WTIM Taylorville, Ill.,** and 51% of **WTAY Robinson, Ill.; Frieda Moyer** (5%), and **Roger L. Moyer** (25%), 39.3% owner of WTAY. Announced Nov. 8.

Starke, Fla.—Ben Akerman granted 1580 kc, 1 kw D. P. O. address 2646 Cheshire Bridge Rd., N. E., Atlanta, Ga. Estimated construction cost $6,750, first year operating cost $18,000, revenue $24,000. Mr. Akerman is general manager of **WGST Atlanta** and former 50% owner of **WSTN St. Augustine, Fla.** Announced Nov. 8.

Ocilla, Ga.—Application of **Irwin Ben Hill Bcstg. Co.** seeking cp for new am on 1430 kc, 5 kw D, dismissed (request of applicant). Announced Nov. 14.

Pocatello, Idaho—Application of **Pocatello Radio Inc.** seeking cp for new am on 540 kc, 500 w D, dismissed (request of applicant). Announced Nov. 14.

Pine City, Minn.—Pine County Bcstg. Co. granted 1350 kc, 1 kw D. P. O. address % **Richard K. Power,** Radio Station WSHB, Stillwater, Minn. Estimated construction cost $17,018.43, first year operating cost $40,000, revenue $50,000. Principals are Mr. Power (pres.-30%), mgr.-50% owner, **WSHB Stillwater, Minn.;** Vice Pres. **Dewey S. Campbell** (12%), employe of WSHB, and Secy.-Treas. **John C. Hunter** (58%), business interests. Announced Nov. 8.

Laurel, Miss.—Voice of the New South granted 1260 kc, 1 kw D. P. O. address P. O. Box 1511, Meridian, Miss. Estimated construction cost $15,704.76, first year operating cost $42,000, revenue $48,000. Principals are equal partners **Frank E. Holladay,** commercial manager of **WMOX Meridian,** pres.-25% owner of **WLSM Louisville, Miss.;** vice pres.-25% owner of **WCLD Cleveland, Miss.;** and **Joseph W. Carson,** manager of WMOX, vice pres.-25% owner of WLSM and pres.-25% owner of WCLD. Announced Nov. 8.

Hamlet, N. C.—Application of **Risdon Allen Lyon** for new am on 1400 kc, 250 w unl., designated for hearing; **WCRE Cheraw, S. C.,** made party to proceeding. Announced Nov. 8.

APPLICATIONS

Mount Dora, Fla.—George R. Smith, 1580 kc, 1 kw D. P. O. address Box 267, Arcadia, Fla. Estimated construction cost $16,180, first year operating cost $18,000, revenue $24,000. Mr. Smith has real estate and insurance interests in Arcadia. Announced Nov. 8.

Westbrook, Me.—Westbrook Bcstg. Co., 1440 kc, 5 kw D, remote control trans. P. O. address 841 Main St. Estimated construction cost $20,291, first year operating cost $42,300, revenue $51,000. Principals include **Jacob Agger** (treas.-66%), Portland, Me., attorney; **Philip G. Willard** (pres.-29%), Portland attorney. Announced Nov. 14.

Bend, Ore.—Clarence Wilson and Phil Jackson d/b as Independent Bcstrs., 900 kc, 1 kw D. P. O. address Box 230, Klamath Falls, Ore. Estimated construction cost $13,193, first year operating cost $36,000, revenue $48,000. Application is contingent on change of frequency of **KLAD Klamath Falls, Ore.,** from 900 to 960 kc and **KUTI Yakima, Wash.,** from 900 to 980 kc. Mr. Wilson and Mr. Jackson are equal partners in **KBOY Medford, Ore.** and KLAD and have pending applications for ams in Redding and Weed, both Calif. Announced Nov. 8.

Winner, S. D.—Midwest Radio Corp., 1260 kc, 5 kw D, remote control trans. P. O. address % **Robert W. Fouse,** Box 949, Chadron, Neb. Estimated construction cost $24,737, first year operating cost $74,000, revenue $99,000. Principals are ⅓ owners **William H. Finch,** 5.4% interest, **KGOL Golden, Colo.; Richard L. David,** optometrist, and Mr. Fouse, 5.4%, KGOL. Announced Nov. 14.

Henrietta, Tex.—David P. Pinkston and Leroy Elmore d/b as Western Bcstg. Co., 1410 kc, 500 w D. P. O. address Box 270, Lubbock, Tex. Estimated construction cost $26,200, first year operating cost $48,000, revenue $50,000. Mr. Pinkston owns 50%, **KDAV Lubbock, Tex.;** 75%, **KPEP San Angelo, Tex.;** and 50%, **KZIP Amarillo, Tex.** Mr. Elmore owns 30% of KDAV. They are partners in applications for ams in Albuquerque, N. M., and Colorado Springs, Colo. Announced Nov. 9.

Danville, Va.—Danville Bcstg. Corp., 970 kc, 500 w D. P. O. address % **Henry W. Pritchett Jr.,** Box 975, Danville. Estimated construction cost $16,329, first year operating cost $35,000, revenue $41,000. Principals are ⅓ owners Mr. Pritchett (pres.). 25% owner, Diamond Paper Inc., Danville; **Richard A. Bendall,** Danville attorney, and **Charles M. McCraw,** engineer, **WALY Herkimer, N. Y.** Announced Nov. 14.

Rocky Mount, Va.—Radio Franklin Inc., 1290 kc, 1 kw D, remote control trans. P. O. address Box 110, Rocky Mount. Estimated construction cost $17,980, first year operating cost $30,960, revenue $35,000. Principals are equal owners **Arthur Albert Moran Jr.** (pres.), chief engineer, **WHLF South Boston, Va.; Dr. F. B. Wolf,** Rocky Mount physician; **K. W. Salyer,** publisher, *Franklin* (Va.) *News Post,* and **E. Kyle Farmer,** Roanoke, Va., electrical contractor. Announced Nov. 14.

APPLICATIONS AMENDED

Houghton-Hancock, Mich.—Application of **Copper Country Bcstg. Co.** seeking cp for new am on 920 kc, 1 kw D, amended to change station location to Hancock, Mich. Announced Nov. 8.

Bucyrus, Ohio—Application of **Bucyrus Enterprises Inc.** seeking cp for new am on 1010 kc, 250 w DA-D, amended to change frequency to 790 kc, power to 500 w, change type trans. and make changes in ant. (increase height) and ground system. Announced Nov. 9.

Klamath Falls, Ore.—Application of **Joe D. Carroll** seeking cp for new am on 960 kc, 1 kw D, amended to change ant.-trans. location and to change studio location to same as trans. Announced Nov. 14.

Livingston, Tex.—Application of **Polk County Bcstg. Co.** seeking cp for new am on 1220 kc, 250 w D, amended to change frequency to 1440 kc, power to 1 kw, change type trans. and make changes in ant. (increase height). Announced Nov. 14.

Bellevue, Wash.—Application of **Northwest Bcstrs. Inc.** seeking cp for new am on 1540 kc, 1 kw unl., DA-1, amended to make changes in DA pattern. Announced Nov. 9.

Existing Am Stations . . .

ACTIONS BY FCC

KHIL Fort Lupton, Colo.—Granted mod. of license to change station location to Brighton-Fort Lupton. Announced Nov. 8.

WJCM Sebring, Fla.—Granted change from 1340 kc, 250 w unl. to 960 kc, 500 w D. Announced Nov. 8.

WBHB Fitzgerald, Ga.—Granted change from 1240 kc, 250 w unl. to 1380 kc, 5 kw D. Announced Nov. 8.

WLBA Gainesville, Ga.—Granted change on 1580 kc, 5 kw D from DA to non-DA, reducing power to 1 kw during Canadian restriction periods. Announced Nov. 8.

WFAX Falls Church, Va.—Granted increase power from 500 w to 1 kw, continuing operation on 1220 kc, D. Announced Nov. 8.

WYSR Franklin, Va.—Granted change operation from 1570 kc, 250 w D to 1250 kc, 1 kw D; trans. to be operated by remote control. Announced Nov. 8.

CALL LETTERS ASSIGNED

KAMP El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw. Changed from KACE.

KAMP Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw.

KACE Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw. Changed from KAMP.

KGEN Tulare, Calif.—San Val Bcstrs., 1370 kc, 1 kw.

WKTS Brooksville, Fla.—Hernando Bcstg. Co., 1450 kc, 250 w.

KAFA Colorado Springs, Colo.—Taylor Bcstg. Co., 1460 kc, 1 kw.

WKBX Corinth, Miss.—Triangle Bcstg. Co., 1330 kc, 500 w.

WKIT Mineola, N. Y.—Keynote Bcstg. System Inc., 1520 kc, 250 w. Changed from WKBS Dec. 1 in lieu of previous effective date of Nov. 1.

WDBG Dyersburg, Tenn.—Southern General Bcstg. Co., 1330 kc, 500 w.

WRKE Roanoke, Va.—Elmore D. Heins and Reba Figgatt Heins, 910 kc, 1 kw.

KARY Prosser, Wash. — Prosser-Grandview Bcstrs. Inc., 1310 kc, 1 kw.

KVGN Fairbanks, Alaska—Radio Anchorage Inc., 1240 kc, 250 w.

APPLICATIONS

WBCC Bessemer, Ala.—Seeks cp to change frequency from 1450 kc to 1480 kc, increase power from 250 w to 5 kw, change from unl. to D and install new trans. Announced Nov. 14.

WKEN Dover, Del.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Nov. 14.

WKTL Kendallville, Ind.—Seeks cp to change from DA-D to non-DA. Announced Nov. 14.

WCHB Inkster, Mich.—Seeks mod. of cp (which authorized new am) to make changes in ant. system. Announced Nov. 9.

WAAT Newark, N. J.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Nov. 14.

WWBG Bowling Green, Ohio—Seeks cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA system. Announced Nov. 14.

KSWO Lawton, Okla.—Seeks mod. of license to change studio location and operate trans. by remote control. Announced Nov. 14.

APPLICATIONS AMENDED

KRUX Glendale, Ariz.—Application seeking cp to change frequency from 1340 kc to 1360 kc, increase power from 250 w unl. to 500 w N and 5 kw D, change ant.-trans. location, install DA-N, make changes in ground system and install new trans. (requesting waiver of Sec. 3.28 [c]), amended to make changes in DA-N. Announced Nov. 14.

WCMR Elkhart, Ind.—Application seeking cp to increase power from 500 w to 5 kw, make changes in DA system (decrease height and add one tower) and install new trans., amended to make changes in DA pattern, correct coordinates and describe trans. Announced Nov. 14.

KCKN Kansas City, Kan.—Application seeking cp to change ant.-trans. and studio location, make changes in ant. system (decrease height), install new trans. and make changes in ground system, amended to delete request for new trans. Announced Nov. 14.

KEVE Minneapolis, Minn.—Application seeking cp to change frequency from 1440 kc to 1020 kc, increase power from 5 kw to 10 kw and install new trans., amended to change name of applicant to **Western Bcstg. Corp.** Announced Nov. 14.

WEMP Milwaukee, Wis.—Application seeking cp to make changes in DA-D pattern and change studio location amended to make additional changes in DA-D pattern. Announced Nov. 14.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC by order amended its allocation table for Class B fm stations, effective immediately, to delete ch. 262 from **San Francisco** and add it to **Sacramento, Calif.,** in lieu of ch. 233 at latter city. Announced Nov. 8.

Sacramento, Calif.—Town & Country Broadcasters granted 95.3 mc, 1 kw unl. P. O. address % William T. White, 3431 Kentfield Dr., Sacramento 21, Calif. Estimated construction cost $3,260, first year operating cost $11,700, revenue $14,000. Principals include William T. White and Virgil J. Nugent, equal partners. Announced Nov. 8.

Brunswick, Me.—President & Trustees of Bowdoin College granted 91.1 mc, 10 w unl. P. O. address % Elroy La Casle, Brunswick. Estimated construction cost $1,600, first year operating cost $1,200. Proposed station is for non-commercial educational purposes. Announced Nov. 8.

CALL LETTERS ASSIGNED

KWJB-FM Globe, Ariz.—Gila Bcstg. Co., 100.3 mc, 11 kw.

KRHM (FM) Los Angeles, Calif.—Harry Maizlish, 94.7 mc, 58 kw. Changed from KFWB-FM.

WECT (FM) Greenville, N. C.—East Carolina College, 91.3 mc, 4.5 kw, non-commercial educa-

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

tional station.

WPAT-FM Paterson, N. J.—WPAT Inc., 93.1 mc, 20 kw.

KAML-FM San Antonio, Tex.—Radio KITE Inc., 97.3 mc, 8.3 kw. Changed from KITE-FM.

Ownership Changes . . .

ACTIONS BY FCC

WATM Atmore, Ala.—Application seeking assignment of license to **Southland Bcstg. Co.** dismissed (request of applicant). Announced Nov. 14.

KVFC Cortez, Colo.—Granted assignment of license from **Jack W. Hawkins** and **Barney H. Hubbs**, partnership, to Mr. Hawkins (66⅔%) and Mr. Hubbs (33⅓%). Change in control to be effected by transfer of stock from Mr. Hubbs through trade of 1/6 of **KIUN Pecos, Tex.** No consideration. Announced Nov. 14.

WKTS Brooksville, Fla.—Granted assignment of cp from **Roy O. Hawthorne Jr.** and **Elmo B. Kitts d/b as Hernando Bcstg. Co.** to **Elmo B. Kitts tr/as Hernando Bcstg. Co.** for $50. Announced Nov. 14.

WIND-AM-TV Chicago, Ill.—Granted assignment of am license and tv cp to **Westinghouse Bcstg. Co.** for $5.3 million. Westinghouse owns **KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, KWY-AM-FM-TV Cleveland, WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, Ore.,** and **KPIX (TV) San Francisco.** Announced Nov. 8.

KCLO Leavenworth, Kan.—Granted assignment of license from **Stephen P. Bellinger** *et al* to **George Basil Anderson** and **Florence L. Anderson,** partnership d/b as **Leavenworth Bcstg. Co.,** for $46.500. Mr. Anderson owns **KLIR Denver, KJRG Newton, Kan.,** and **KJSK Columbus, Neb.** Announced Nov. 8.

WFLW Monticello, Ky.—Granted assignment of license to **Fred A. Staples** for $25,500. Mr. Staples is 16.66% owner of **WHJC Matewan, W. Va.** Announced Nov. 8.

WGAT Utica, N. Y.—Granted assignment of license from **J. Eric Williams** d/b as **Central Bcstg. Co.,** New Hartford, N. Y., to **Star Bcstg. Co.** for $85.000. Star is licensee of **WGVA Geneva, N. Y.,** and owner, **WBBF-AM-TV Rochester, N. Y.** Announced Nov. 8.

WFWL Camden, Tenn.—Granted assignment of license from **Michael R. Freeland** and **John M. Latham d/b as Camden Bcstg. Co.** to **Camden Bcstg. Co.** for $7,000 and assumption of debts. Assignee is owned 100% by Mr. Freeland. Announced Nov. 14.

KCAR Clarksville, Tex.—Being advised that applications for renewal of license and assignment to **KCAR Inc.** indicate necessity of hearing. Announced Nov. 8.

KIUN Pecos, Tex.—Granted assignment of license from **Jack W. Hawkins** and **Barney H. Hubbs,** equal partners, to Mr. Hubbs (66⅔%) and Mr. Hawkins (33⅓%). Change in control to be effected by transfer of stock from Mr. Hawkins for trade of 1/6 of **KVFC Cortez, Colo.** (See above.) No consideration. Announced Nov. 14.

KWIE Kennewick-Richland-Pasco, Wash.—Granted transfer of control from **Clarence J. McCredie** and **Harold A. Clark** to **Cascade Bcstg. Co.** through sale of 60% of stock for $96,615. Cascade, present 40% owner, is owner of **KIMA-AM-TV Yakima, Wash.,** and satellites **KLEW-TV Lewiston, Idaho, KEPR-TV Pasco** and **KBAS-TV Ephrata,** both **Wash.,** and holds cp for ch. 8, Walla Walla, Wash. Announced Nov. 8.

KBYR Anchorage, Alaska—Granted relinquishment of negative control by **J. Chester and Josephine M. Gordon, Urgel Goodwin and Virginia May Bell** through sale of stock to **Eugene Pournelle** and **Ruth Pournelle.** Consideration: $13,750 for 21%. Announced Nov. 8.

APPLICATIONS

KAIR Tucson, Ariz.—Seeks assignment of cp from **William John Hyland III and Dawkins Espy d/b as Pima Bcstg. Co.** to **William John Hyland III, Dawkins Espy and James H. Duncan d/b as Pima Bcstg. Co.** Mr. Duncan will pay $30.000 for 25%. Mr. Hyland and Mr. Espy will each own 37.5%. Announced Nov. 8.

KSUL Sulphur, La.—Seeks assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White d/b as Southern Bcstg. Co.** to **The Lake Bcstg. Co.** for $42,500. Southern National Insurance Co. (51% owner of **KVLC Little Rock, Ark.**), Little Rock, is 50.99% owner of proposed assignee. **Dale D. Mahurin** (7%, KVLC) is 30% owner. Announced Nov. 14.

WSPR Springfield, Mass.—Seeks acquisition of negative control by **Barbara B. Tindal** and **Alan G. Tindal** as family group (50%) and **Helen B. Solberg** and **Kristian Solberg** as family group (50%) through purchase of stock from **Edmund A. Laport.** Mr. Tindal will buy 7.2% for $3,784 (Barbara B. Tindal is present 42.8% owner), and **Mr. Solberg,** present 23.4% owner, will buy 3.2% for $1,720 (Helen Solberg owns 23.4%.) Announced Nov. 14.

WMIC Monroe, Mich.—Seeks assignment of cp from **Charles S. McIntyre, Brouwer D. McIntyre** and **William D. McIntyre d/b as Radio Station WMIC** to **McIntyre Bcstg. Co.** Corporate change. Principals continue as ⅓ owners each. Announced Nov. 14.

WMPA Aberdeen, Miss.—Seeks assignment of license from **E. O. Roden, James E. Reese, W. I. Dove and G. A. Pribbenow d/b as Prairie Bcstg. Co.** to **Ray Tolar** for $35,000. Announced Nov. 8.

KLIN Lincoln, Neb.—Seeks assignment of license from **Frudeger Bcstg. Co.** to **Fletcher-Mitchell Corp.** for $190,000. Principals of proposed assignee are **Jonathan M. Fletcher** (75%), executive vice president, Home Federal Savings & Loan Assn., Des Moines, Iowa, and **James I. Mitchell** (pres.-25%), executive vice president-general manager, **KPIG Cedar Rapids, Iowa.** Announced Nov. 14.

WFCB Dunkirk, N. Y.—Seeks transfer of control from **A. A. Schmidt** *et al* to **James Bcstg. Co.** which is buying 66% of stock for $51,102. James Bcstg. is licensee of **WJTN-AM-FM Jamestown, N. Y.** Announced Nov. 14.

WCHI Chillicothe, Ohio—Seeks assignment of license from **Glacus G. Merrill** to **Norman M. Glenn** for $65,000. Mr. Glenn is general manager of **WJWL Georgetown, Del.** Announced Nov. 8.

WDOD-AM-FM Chattanooga, Tenn.—Seeks acquisition of positive control by **Earl W. Winger** through purchase by licensee WDOD Bcstg. Corp. of 50% stock owned by **Norman A. Thomas** for $175,621. Mr. Winger will own 100%. Announced Nov. 9.

KWIQ Moses Lake, Wash.—Seeks assignment of license from **Robert S. McCaw tr/as Central Basin Bcstg. Co.** to **Central Basin Bcstg. Corp.** Mr. McCaw will sell ⅓ of stock to **Warren J. Durham,** radio consultant, for $2,000, and retain ⅔ interest. Announced Nov. 14.

WXRF Guayama, P. R.—Seeks assignment of license from **Rafael Fuster** to **Guayama Bcstg. Co.** Corporate change. No change in control. Announced Nov. 14.

Hearing Cases . . .

FINAL DECISION

Howell, Mich.—FCC, by order of Nov. 14, made effective immediately initial decision and granted application of **Livingston Bcstg. Co.** for new am on 1350 kc, 500 w D, in Howell. Announced Nov. 14.

INITIAL DECISION

Babylon, N. Y.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Babylon-Bay Shore Bcstg. Corp.** for new am on 1440 kc, 500 w D, in Babylon. Announced Nov. 14.

OTHER ACTIONS

St. Petersburg Beach, Tampa, Fla.—FCC, by memorandum opinion and order of Nov. 14 acted on pleadings in proceeding on applications for new am stations by **Polly B. Hughes** (1600 kc, 1 kw D), Tampa, and **Edmund A. Spence, tr/as Holiday Isles Bcstg. Co.** (1590 kc, 1 kw DA-D), St. Petersburg Beach, as follows: (1) denied Hughes June 14 petition to enlarge issues; (2) denied Hughes July 16 appeal from examiner's rulings granting amendment to Spence application relating to change in trans. site; (3) denied Hughes July 20 petition to enlarge issues, but permitted examiner, upon petition properly filed containing sufficient allegations of fact in support thereof, or on examiner's own motion, to enlarge issues to add "sufficiency of fund" consideration; (4) denied Spence July 5 petition to enlarge issues; (5) denied **WPIN St. Petersburg** June 1 petition to intervene and enlarge issues; (6) granted Broadcast Bureau July 19 petition only to extent of adding "adequate coverage" issue to Spence proposed operation; and (7) on Commission's own motion, added new "significant differences" issue. Comr. Mack abstained from voting. Announced Nov. 14.

Flint, Mich.—FCC, by order of Nov. 14, granted motion by **W. S. Butterfield Theatres Inc.,** and **Trebit Corp.,** for continuance of hearing in Flint ch. 12 tv proceeding from Nov. 16 to Dec. 17; petition is otherwise denied. Announced Nov. 14.

Portland, Ore.—FCC, by memorandum opinion and order of Nov. 14, denied motion by **Mercury Bcstg. Co. Inc.,** requesting new hearing in proceeding on its applications to change trans. and studio locations of **KLIQ Portland** on 1290 kc, 1 kw D, install new trans. and change ant. system, and for renewal of license of **KLIQ** and application of **Robert E. Bollinger** for new am seeking same facilities in Portland. (Initial decision was issued March 12 looking toward grant of Bollinger application and denial of KLIQ applications.) Announced Nov. 14.

Irwin, Pa.—FCC by memorandum opinion and order of Nov. 8 modified its July 19 action in Irwin, Pa., ch. 4 comparative tv proceeding (which reopened record for purpose of noting fact of death of Irwin D. Wolf, incorporated that fact in record, closed record and ordered parties to file their exceptions to initial decision by Aug. 20) to allow **Television City Inc.,** to amend its application to show steps taken to replace Wolf in its organization, and reopened record for limited purpose of taking evidence to show those steps, and provided that parties shall have same opportunity of cross-examination and rebuttal as were heretofore available to them in Dockets 7287 *et al*; reopening of record is being ordered without prejudice to whatever further court action Commission might consider it desirable to take with respect to Court of Appeals decision in **Southland Television Co.** case. Proceeding involves applications for new tv stations on ch. 4 by Television City Inc., McKeesport, Pa.; **WCAE Inc.,** Wilkinsburg, Pa., **Matta Enterprises,** Braddock, Pa., and **Wespen Television Inc.,** and **Irwin Community Television Co.,** both Irwin, Pa., Chmn. McConnaughey dissented and issued statement; Comr. Craven abstained from voting. Announced Nov. 9.

Routine Roundup . . .

November 8 Decisions

Following were granted renewal of license on regular basis: **KWNA Winnemucca, Nev.; KNEV (FM) Reno, Nev.; WLIN (FM) Wausau, Wis.; KSPT Sandpoint, Idaho; KAFP Petaluma, Calif.; KALI Pasadena; KARM Fresno; KATY San Luis Obispo; KAVL Lancaster; KAVR Apple Valley; KBIF Fresno; KBIS Bakersfield; KBLA Burbank; KBMX Coalinga; KBUC Corona; KCAL Redlands; KCMJ Palm Springs; KCRA Sacramento; KCRE Crescent City; KCVR Lodi; KDAC Fort Bragg; KENL Arcata; KERN Bakersfield; KFBK Sacramento; KFRE Fresno; KFSG Los Angeles; KHJ Los Angeles; KMJ Fresno; KWIP Merced; KWKW Pasadena; KWSD Mount Shasta; KWSO Wasco, all Calif.**

November 8 Applications

ACCEPTED FOR FILING

Modification of Cp

KBAK-TV Bakersfield, Calif.—Seeks mod. of cp to extend completion date to 6-10-57.

WAAM (TV) Baltimore, Md.—Seeks mod. of cp to extend completion date to 6-5-57.

License to Cover Cp

KDLO-TV Florence, S. D.—Seeks license to cover cp which authorized new tv.

License to Cover Cp Amended

WYSR Franklin, Va.—Application seeking license to cover cp (which authorized new am) amended to change name to WYSR Inc.

RENEWAL OF LICENSE

KPAS Banning, KXXL Monterey, KVSM San Mateo, all Calif.

November 9 Decisions

ACTIONS ON MOTIONS

Revision of Rules—FCC on request of Communications Committee of Section of Administrative Law of American Bar Assn., filed Oct. 31, on Nov. 9 granted extension of time for filing comments in the matter of revision of Part 1

Continues on page 133

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RADIO

Help Wanted

Managerial

Immediate vacancy for assistant manager with guarantee of promotion to manager within year. Must have board experience and be willing to take air shift during indoctrination. Sales experience desirable. Vacancy is at one of a chain which will be expanded soon. Must have car. Prefer young, married announcer, or program director with several years air experience. Good starting salary with regular increases and incentive bonus. Reply by letter with audition, photograph and complete resume with references. Box 446C, B•T.

Station and sales manager for one kw independent in southwest. Salary and override in five figures for right man. Owner-manager retiring. Right man may buy interest in station if he desires. Must have man who can operate station and make profits. Give all pertient information, references, etc., in first letter. Southwest. Box 494C, B•T.

Station manager for number one station in top farm market in the east. Excellent facilities, five figure play plus other benefits in group operation. Must be strong in sales, aggressive, not afraid of work. Send full resume and photo. Box 501C, B•T.

WESTERN ELECTRIC AM TRANSMITTER

Model 105 C, 5 kw/1 kw. It is in operation, FCC licensed, modified for 892 tubes in final, water cooled, final; class B, R. F. drivers, high level modulated.

ALSO: 3 Monitor Contr. Co., Dbl. Throw, Dbl. Pole Type R. C. 5680 Relays, 110 Volt, 60 Cyc. Capacity, 15 amps.; 2000 ft. ⅞ inch Andrew Type 450 Rigid Transmission Line, Imp. 51.5 Ohms with end seals, 90° Elbows, Gassing Equip.; 2 W. E. Model 110 A Pgm. Lim. Amp.; 12 Misc. or T. T. Pre Amp., Rack Mount; 2 High Voltage Power Sup. for foregoing Pre Amp., Rack Mount; 1 Raytheon Mobile Receiver Transmitter Model VM 30-1 with Crystals for 153.17 Mcs. & Power Supply; 1 Rek-O-Kut Overhead Drive Recording Lathe; 1 VFB Line Corp. Model 100 Imp. Bridge; 1 Silver Model 900 Vac. Tube Volt O & D B Meter; 4 Johnson Rotary Inductors; 4 Johnson Edgewise Wound Hi Q Inductors; 1 Federal Field Intensity Meter Model 101 C, Complete with 3 Loop Antennas to cover 500 to 3600 KC in 3 steps; 2 Presto T. T., Model 10A, Modified for all 3 Speeds, 33⅓, 45, & 78 rpm.; 2 W. E. Playback Reproducers, Model 109 Complete as follows: 5A Tone Arms, 709 Arm Guards, 9A Pick ups Diamond Stylii, with Vertical & Lateral Same Head, Adapter Heads with Variable Reluc. Pick ups & Response Equalizer; 2 Am. Trans. Co., Filament Transformers Specs: Primary 105-230 Volts, Secondary 21.5 Volts c. t. Single Phase 880 Volt amps.; 3 Amertran Audio Reactors, Type W #29025, Type W. Spec. #29025 RMS. Test, 15 Kilovolts, Induced Test 7.5 Kilovolts at 180 Cyc., 7.5 Ohms D. C. 1 Henry D. C. Amps. 800; 2 Audio Reactors W. E. as used in Low Level Mod., 5 kw Xmtr., Model 104C & 105C; 2 Audax Microdyne Tone Arms Model D, 39H Complete with Audax Magnetic Pick ups 200 Ohm Imp. 1000 Cyc.; 1 Motor Generator, Specs: 110-220 Volt Brush Type 60 Cyc. Single Phase ½ H. P. Cont. Duty 1725 rpm., Generator 250 Volts d.c. 600 Amps.; 1 Presto Disc Recorder Model 8 N Overhead Lathe Cutter with Automatic Slope Control & Manual Slope Selector, Feed Screws, both Outside in and Inside Out, 112 Lines per inch, including Prec. Microscope.

ABOVE equipment available within three (3) weeks. Best offer takes it. Wire or write: WORZ, P. O. Box 1353, Orlando, Fla.

RADIO

Help Wanted—(Cont'd)

Managerial

Wanted: Hardselling radio station manager and radio commercial manager. Also television sales manager. Excellent opportunities and permanent. Aaron B. Robinson, The Dixie Network, P. O. Box 309, Jackson, Tenn.

Salesmen

Ideal opportunity for top-flight experienced salesman in major market with tremendous sales figures. Box 453C, B•T.

Outstanding sales opportunity for aggressive, young top-flight salesmen in top major Florida market. $100.00 guarantee or draw, which ever you prefer, plus 15% commission. This is a fast growing organization that wants only top-flight producers that will grow with us. Send all details to Box 457C, B•T.

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Sales territory open: Unusual opportunity is now available for an experienced salesman with radio and/or tv time selling experience. Locate Chicago—travel established midwest area for successful publisher—draw against commission. Start immediately. A good deal for the right man—with no ceiling on future earnings plus profit-sharing, hospitalization benefits, etc. Send full details, references in first letter. Box 500C, B•T.

Salesman for progressive one kilowatt daytime. Excellent market with no tv. Salary plus 15% with no limit on earnings. Phone or write full details. W. L. Murray, KCLN, Clinton, Iowa.

Salesman: The Twin-Cities only exclusive country-western station . . . desires one or two experienced radio salesmen. Present operation 5,000 watts, daytime. Planning fulltime operation soon. Rated among the top five stations in a nine station market. The twelveth market in the United States and the second largest in country-western music. Guarantee, plus commissions. Write complete information, plus photo to General Manager R. M. Lester, Jr., Radio Station KEVE, 917 Lilac Drive, Minneapolis, Minnesota.

Salesmen and salesmen-announcers wanted by new California kilowatt daytime independent. Commission and guarantee. KGEN, Tulare, California.

Salesman, immediate opening, experienced in local sales, northern California independent. Only stable persons need apply as we are fed up with floaters and boozers. KSDA, Redding, California.

Salesman, young, aggressive with some experience. Salary and commission. Resume to WJOY, Burlington, Vermont.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Need enterprising salesman for top station in market—fine opportunity in growing radio-tv corporation group—send photo and full details first letter. Walt Dennis, WTAC, Flint, Michigan.

Salesman, industrious and capable. Some announcing, optional. Airmail resume, tape, photo. Colorado Network, Montrose, Colorado.

Fulltime salesman, become commercial manager when proved, salary plus commissions $5,200 range, permanent. Ideal for hard working family man. Contact Peterson, WWGP, Sanford, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

$350 per month. 48 hour week. Married men only. Minimum 2 years experience. Send full details, tape and references to Box 343C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Immediate opening for announcer with minimum of one year commercial experience. Kilowatt daytimer in eastern market. 40 hour week, overtime pay, vacation and other benefits. Must have car. Must be willing to settle permanently in growing organization with excellent advancement opportunities. Starting wage up to $75.00 per week with regular increases at six month intervals. Send tape, resume, and photo. Not interested in recent graduates nor recent AFRS announcers. Box 445C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. Tape not returnable. Box 459C, B•T.

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Announcer—family type, music, solid commercial, news. Southern New England. Send tape, resume, salary. Box 481C, B•T.

Combo man with first class ticket daytimer, routine maintenance, announcing. Box 483C, B•T.

Announcer ready for sales and programming; $90. South-southwestern location. Box 489C, B•T.

Versatile staff announcer for Pennsylvania daytimer. Adlib ability desirable—ability to control it a must. Pay higher than average. Submit 7½ tape with at least 2 commercials, news, chatter. Send recent photo and experience. Box 504C, B•T.

Need two staff announcers with first phone. Maintenance experience unnecessary. $100 per week bonus, sick leave, vacation, group hospital. Send tape, references, full information. Texas Gulf Coast. Box 506C, B•T.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Announcer and announcer-salesman wanted by new California kilowatt daytime independent. Salary and commission. KGEN, Tulare, California.

Experienced announcer with first ticket. Starting salary $5,000.00 yearly. Must be qualified become chief engineer shortly with salary increase. Outstanding physical plant, city 12,000 with ownership community television system with closed circuit audio and video facilities. Desire young man under 35 with recommendations. Approximately 30 hours weekly announcing. Apply tape and letter, Owner, KLEA, Lovington, New Mexico.

Immediate Opening for experienced commerical announcer. Prefer man with midwest or western experience. Airmail all details to Personnel Director, KOA-Radio, Denver, Colorado.

Need good production-commercial announcer. Good pay. No beginners. George C. Shurden, WCLD, Cleveland, Miss.

Combo—announcer with first class ticket, car. Foreign language pronounciation, music background, ability to type, write script, copy, knowledge of news and good music format essential. Opportunity to learn stereophonic tape recording, editing systems. Some talent available. Send spliced audition tape, resume to: Program Director, WCRB, Boston 54, Mass.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Immediate opening for announcer with first class ticket for 1000 watt midwest station. Night shift, 5 p.m. to midnight. Good salary and excellent working conditions. Drifters and unsettled people need not apply. Contact Manager, Radio Station WITY, Danville, Illinois, phone 1312.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced announcer-disc jockey needed at once. Prefer man with on-camera commercial television experience. Personal interview necessary. Send tape, photo, and resume including salary qualifications to: Charles Renwick, Program Director, WKNX Radio, Saginaw, Michigan.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education, experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

We need an ambitious deejay. He must operate board, deliver good news and have mature approach. The man we accept will be in on ground floor of a growing and alert organization. Married man preferred. Only experienced reply with tape and background to: Program Director, WPON, Pontiac, Michigan.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Personality pop disc man needed immediately for drive-in remote record show. One-half of a two man team for 5½-hour nightly show. Must be able to work with live audience. Minimum of regular staff work. Good salary. No floaters. Send background, photograph and audition to: Bob Bower, Program Director, Radio Station WTIP Charleston, West Virginia.

Top network station in southeast with strong personalities, need staff announcer with some experience. Expanding multi-station organization with excellent opportunity for growth. Send tape and resume. P. O. No. 5187, Jacksonville, Florida.

RADIO

Help Wanted—(Cont'd)

Announcer

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Announcer who wants to make money with opportunity for advancement to replace man drafted who was averaging $8,000.00 year in combination board work and sales. This man will take over hour daily car dealer show plus billing. Must be able to do a good job ad-libbing on this and other hillbilly shows plus good job on sales. Board schedule will leave plenty of time for sales. Good basic hourly rate plus unusually good commission arrangement. Must have car, be sober, settled, steady no floaters. Send tape and complete resume including each job held, starting and ending date and pay. Apply Millar Broadcasting Stations, Drawer 620, Cullman, Alabama.

Announcer-salesman. Wonderful opportunities. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Announcers wanted. Send tape, resume, references. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Technical

Chief engineer. Capable of taking complete charge of medium market midwestern kilowatt am and uhf-tv. Only interested in man looking for permanent position. Send complete qualifications, salary requirements and photo. Box 366C, B•T.

Assistant to technical operating manager 50,000 watt station with small electronic development laboratory attached. Unusual opportunity for young technical man with practical broadcasting experience and knowledge of electronic circuits with talent for experimenting. Location small seashore town near Boston, congenial living condition, good salary and rapid advancement to man properly qualified. Give details, education and experience first letter. Box 421C, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer to supervise construction and operation of low power station in west. Box 465C, B•T.

First phone—immediate opening Chicago metropolitan area station. Fulltime permanent excellent pay. Full particulars with first letter. Box 474C, B•T.

Wanted: Engineer with first class license. Excellent working conditions. Paid vacation. Announcing not necessary but chance for combo work if interested. Send full details to Roy Judge, KWSH, Wewoka, Oklahoma.

Wanted immediately, first class transmitter engineer for regional daytime. No announcing. Excellent opportunity. Car necessary. Contact W. L. Murray, KCLN, Clinton, Iowa.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

Wanted: Operator with 1st phone for transmitter. Western Pennsylvania. State experience. Write WCED, DuBois, Pennsylvania.

WFNC, Fayetteville, North Carolina, needs first class operator. Write giving experience and references. Good hours, New equipment. Opportunity to work with multiplexing.

Chief engineer, WINZ, Miami. Must be fully qualified to operate 50kw with directional array. Send complete resume to Rex Rand.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Transmitter engineers for either radio or tv operation with fast growing chain. Contact Tim Crow, Rollins Broadcasting & Telecasting, 414 French Street, Wilmington, Delaware.

New station opening Anna, Illinois. First class engineer—combination announcer. Prefer some installation experience. Anna Broadcasting Company, Post Office Box 450, Paducah, Kentucky.

NATIONAL HAS THE JOBS

8 RADIO-TV ANNOUNCERS NEEDED

New Radio-TV station in the Southeast paying $100. per week PLUS Talent Fees, needs Announcers — any age — with 2 to 5 years experience. Excellent opportunity. Need is immediate. Register with National today.

TV PRODUCTION PEOPLE

Several excellent jobs in various sections of the country for people with limited experience in varied phases of TV Production work—camera, floor, film, traffic, direction. Register now for the top TV job.

FIRST TICKET ENGINEERS . . . ALL SECTIONS.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager, today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.



National Radio & Television Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

News director—challenging local news job open in active small market. Kilowatt independent. Newsman with excellent background wanted. Experienced, aggressiveness and maturity prerequisites. Box 318C, B•T.

Program director—outstanding kilowatt indie with top rating and excellent staff in 20,000 single station market seeking family man with comprehensive PD experience. Administrative and creative ability paramount. Box 319C, B•T.

Opportunity in Southern California. Old established station needs traffic manager, preferably female, with some bookkeeping knowledge or willing to learn. Good living and wonderful environment. Submit photograph, details and minimum salary expected. Box 496C, B•T.

Newsman-announcer. Gather, write and air local news. Some general staff announcing. Newspaper affiliated independent station in town of 13,000. Illinois. Send tape, photo and sample of news stories, along with other pertinent data. Box 505C, B•T.

Fulltime local newsman to gather and air news on new California kilowatt daytime independent. Salary and car allowance. KGEN, Tulare, California.

Immediate opening for experience newsman qualified in reporting, writing, and editing. No air-work. Prefer man with midwest or western experience. Airmail complete details to Personnel Director, KOA-Radio, Denver.

Southwest, 50,000 watt CBS outlet needs competent newscaster who can qualify as reporter, writer and editor. Send audition tape with complete background and snapshot in first reply to KWKH, Shreveport, Louisiana.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

RADIO

Situations Wanted

Managerial

Sales manager available—top billing personal sales record; detailed administrative experience five man sales staff; proof of quality-ability. A proven man now employed seeking greater potential. Confidential exchange. Box 209C, B•T.

Manager: Sales and administrative background, college, educated, presently 5 figure earnings, good reference, age 31. Box 403C, B•T.

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

Homesick rebel seeking managerial opportunity Florida, Virginia, Carolinas. Successful ten year record sales and programming smaller and large markets. Consider any offer. Box 469C, B•T.

Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability, substantiated, on your desk—your request. Now employed. Confidential. Box 508C, B•T.

Janitor, chief cook, bottle washer, copywriter, announcer, play-by-play, personnel director, public relations expert and salesman—sometimes called a station manager. Visions of ownership diminished by protest of scared opposition—now broke (in money—not spirit)—motherly type—college graduate—age 31—married—seeking opportunity with progressive outlet—radio and tv. C. Jim Murphy—defunct Confederate Radio Company, Box 427, West Point, Georgia.

Announcers

Experienced announcer. Married—knows music. Excellent newscaster, good DJ. One year at present station. Desire to relocate. Box 221C, B•T.

Women, announcer, commentator, experienced, preferably Pittsburgh or tri-state area. Box 456C, B•T.

Disc jockey, tv emcee currently employed one of top ten markets. Married. Consider base and talent total $175 or better. Box 468C, B•T.

For tops in copy . . . disc jockey . . . this idea gal's great. Hire me now! Why wait? I'll make your station come on top . . . sponsors bids will never stop. Box 478C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Basketball sportscaster, excellent, authoritative, play-by-play sports, available for season. Wants sports-minded midwest, northeast station, sports-directorship or sports combination. College graduate, 25, vet, married, experience. Now $450 sports-sales, medium market. Box 479C, B•T.

DJ with 6 years and 1st phone. Presently employed. Proven results with morning and afternoon shows. Excellent references including sponsors. Stations with turnover need not apply. Available customary notice. Box 482C, B•T.

Married announcer . . . 4½ years radio-tv, college, presently employed, wishes to relocate . . . available December . . . planned late-night show with good music, news, weather, sports, available if desired . . . relaxed . . . permanent. Box 484C, B•T.

Announcer-producer. Age 32. Married. Two children. 14 years experience with top rated stations. Excellent commercial and newsman. Box 486C, B•T.

Announcer, two years experience, mature, good voice. Box 487C, B•T.

Need experienced sportscaster-staff announcer? Contact me! Family. Permanent. References. Box 488C, B•T.

Announcer, pop deejay, four years experience, at present employed, thorough knowledge of music, good commercials, news, sports. Desires position New York, New Jersey, Pennsylvania or New England. Box 499C, B•T.

Announcer-salesman. Broadcasting school grad., vet., tape. 131 Marcellus Rd., Mineola, L. I., N. Y.

Announcer, employed, thousand watt station. Six months experience, desires steady position. Broadcasting school graduate. Resume, tape, single, will travel. Experience more important than salary. Morris Rosen, 549 Newton Ave., Camden 3, New Jersey. EMerson 5-0758.

Technical

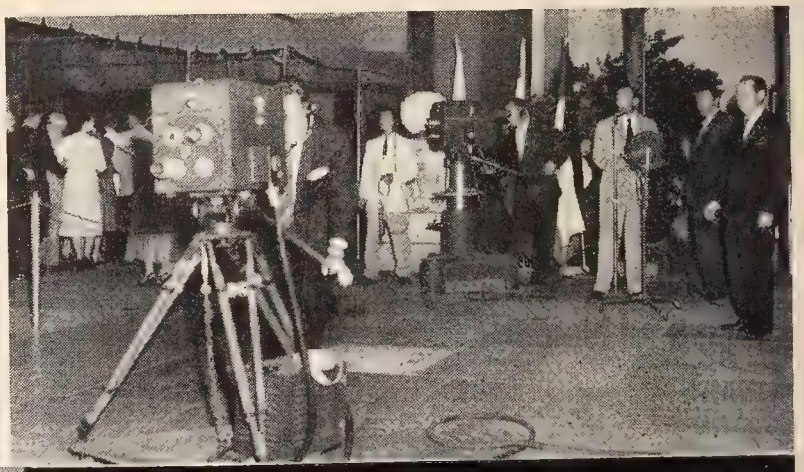
Florida . . . 7 years chief engineer-announcer. Proven record engineering and announcing. Want stable operation. All replies considered. Box 470C, B•T.

TELEVISION PRODUCTION EXPERIENCED



NORTHWEST STUDENTS DO RECENT, LIVE REMOTE TELECASTS FROM HOLLYWOOD GRAUMAN'S CHINESE THEATER, PREMIER SHOWING OF ALFRED HITCHCOCK'S SMASH HIT—"THE MAN WHO KNEW TOO MUCH", COVERING ARRIVAL OF CELEBRITIES.

ALL NORTHWEST STUDENTS RECEIVE PRACTICAL TRAINING LIKE THIS UNDER DIRECTION OF PROFESSIONALS IN COMMERCIAL TV, ASSURING YOU OF TOP PEOPLE, EXPERIENCED IN OVERCOMING EVERYDAY TELECASTING PROBLEMS. CONTACT JOHN BIRREL, EMPLOYMENT COUNSELOR.



NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer—19 years licensed and excellent references. Box 472C, B•T.

Engineer, first phone, second telegraph, nine years experience staff and chief. Resume on request. Box 502C, B•T.

Chief engineer-salesman, limited announcing. Available immediately. Highest character and technical references. Write or phone Bill Alford, 495 Guava Street, Bartow, Florida.

Programming-Production, Others

Eleven years solid experience 4A agency-network-broadway. Mature family man seeks association with challenging future. Excellent references. All replies confidential. Box 477C, B•T.

Radio-tv ad agency experience rounded in all phases—timebuying, production, budgets, traffic—can lead as well as follow. Assist progressive agency executive and/or station. Good contacts N. Y. C.-Washington, D. C. Box 498C, B•T.

Big ten university graduate, radio-tv, desires position in northwest United States. Prefer radio or tv news, tv production. News and broadcast audio technician experience. Trained in other phases. Married. William Lewis, 23616 US 99, Edmonds, Washington.

ADVERTISING AGENCY

Situations Wanted

Time Buyers

Radio-tv ad agency experience rounded in all phases—timebuying, production, budgets, traffic—can lead as well as follow. Assist progressive agency executive and/or station. Good contacts N. Y. C.-Washington, D. C. Box 498C, B•T.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Salesmen

Our well-known company, due to expansion has two territories open: South (includes Georgia, Alabama and South Carolina). Midwest (includes Ohio, Indiana, Michigan). We require previous sales experience. Liberal drawing account and commissions should reward right men with minimum of $20,000 per year. Our present sales staff are informed of this ad. All answers strictly confidential. Send complete resume to: Richard Ullman, Inc., 295 Delaware Avenue, Buffalo, New York.

Salesman—terrific opportunity for experienced television salesman in Iowa's top market. Excellent guarantee against 10% commission. Send resume and photo. Box 475C, B•T.

Announcers

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

Television engineers needed for established southeastern full power vhf station. Tv graduates or electronic-minded individuals. Please apply giving resume. First phone required. Box 467C, B•T.

Growing station in expanding market needs studio engineer with previous experience who desires position involving operation, construction and maintenance. Vhf channel 2, brand new equipment. Maximum power January 1st. Top pay. Contact Grant French, KOOK-TV, Billings, Montana.

TELEVISION

Help Wanted—(Cont'd)

Technical

Studio technician—must be resident course graduate of recognized technical school. Prefer man with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Film director, experienced, to head two man department for midwest vhf. Must be able to handle booking and other administrative duties as well as editing. 16mm camera experience desirable but not required. State qualifications, salary requirement, and date of availability in first letter. Box 400C, B•T.

News director—midwest NBC-TV affiliate capable of directing local news staff. Open effective immediately. Send photo, disc, and resume. Box 407C, B•T.

Situations Wanted

Technical

Chief engineer, 15 years, 5 kw, am, directional, tv. Box 497C, B•T.

Programming-Production, Others

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Girl Friday desires assistant directorship to write, produce, direct. Two years tv fundamentals. On-camera experience. Age 21. College background. Further details, references, snapshot on request. Box 365C, B•T.

Production director, 3 years experience in live programming. Also booth and on-camera. Northeast preferred. Box 473C, B•T.

Producer, 13 years experience educational and documentary films and radio, national awards. Capable in scheduling, budgeting, supervising creative and technical personnel. Seeking growth opportunity with network or major station. Now located in Chicago, available January. Box 503C, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 234C, B•T.

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

FOR SALE

Stations

Florida coast, dynamic market, good facility, wonderful living. Substantial down payment with long terms or balance. Box 490C, B•T.

Southwestern small market station, priced $35,000 total, terms to responsible purchasers. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Two small market stations, each priced at or near costs. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing NX. Beautiful college city. Ideal diversified single-station market. Senior non-sectarian college, enrollment exceeding 2,000. Plus two private schools, same city. Plus active military installation. Year-round mild climate. Dude-ranches and all that, old chap. Stimulating cultural environment for owner-operator and family. $27,500 total. Ralph Erwin. Broker. No information by phone.

Listing TD. Market 70,000. Industrialized. Plus huge military installation. Aggressive community, major manufacturing plants, five railroads, virtually unlimited water supply. Southwest. Clean, medium-city environment. Active retail center, large area. $40,000 total. Ralph Erwin. Broker. 1943 South Trenton. Tulsa. No information by phone.

VHF Television. Deluxe VHF facility available. Metropolitan cosmopolitan market. Single-station. Details available to qualified and responsible principals, upon written request. Ralph Erwin. Broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Complete fm station, $2,495.00. GE BT-1A 250 watt transmitter, frequency monitor, single ring antenna, 350' ⅞ coax on spool. Box 411C, B•T.

Sale—1kw WE fm transmitter. Excellent condition. Orginal cost over $4000. Will take $2,400 or best offer. Box 476C, B•T.

Will trade Hammond electric organ, console model CV with separate DR-20 speaker in A number one condition for studio equipment. Need two three-speed turntables and some type of console. Will sell organ if desired. Phone or write M. E. Danbom, KTBB, Tyler, Texas.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

Microwave relay, Raytheon KTR-100, including transmitter and control unit, receiver and control unit, two 4' dishes, 15 mile attenuator, tripod and friction head, 10-hat. Also RCA TM6-B monitor with field case. All in excellent working condition. Write to: E. W. Berger, KXOA, P. O. 3094, Sacramento 15, Calif.

TOP DISC JOCKEYS
for
McLENDON STATIONS

Want to work for America's most progressive music and news stations? There are limited openings at KLIF Dallas, KTSA San Antonio, and KELP El Paso—all by far number one in every rating in their city. If you're good, with a different style or gimmicks, airmail your audition to:

GORDON McLENDON
2104 Jackson Street
Dallas, Texas

FOR SALE

Equipment

512 foot Stainless heavy duty guyed tower, A-4 lighting. RCA TFU-21BLS Channel 25 antenna, 500 feet 3⅛ uhf transmission line. Perfect condition. Sell as group or individually. R. D. Lambert, Jr., WCOS, Columbia, S. C.

RCA phasor and antenna terminal equipment for three tower directional array. Available about January 1, 1957. RCA-WA-3A grating generator, composite genlock. Make offer. WHIO-TV, Dayton, Ohio.

Telechrome color tv broadcast equipment, used, in excellent condition, color bar generator, colorplexer and associated equipment mounted on two racks. For detailed information write: Ronald Plambeck, 5016 Wolfram Street, Chicago, Ill.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase small single station in southeast or far west. Station owner. Box 442C, B•T.

Aggressive sales team interested in lease arrangement with option to buy New England station. Box 493C, B•T.

Private, discreet service for owners of quality stations. Texas, Colorado, Kansas, Louisiana, Missouri, Arkansas, Oklahoma. Ralph Erwin. Broker, 1443 South Trenton. Tulsa.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

Wanted: Tower. 550 to 1000 feet, Channel 6 antenna, 40 to 100kw transmitter. Roy E. Giles, WRIS, Roanoke, Virginia.

Wanted: 1 to 2 kw fm transmitter. Write details and price to P. O. Box 33, Bogota, N. J.

Miscellaneous

Weimaraners for sale. Beautiful silver-grey puppies, whelped October 1. Sire: Udo von der Haraska, imported. Dam: Grafmar's Rachompense, with championship blood lines. A.K.C. Hunt, show, companion. Pedigree on request. Contact Dave Partridge, Westinghouse Broadcasting, 112 East 42nd, New York City. MUrrayhill 7-0808.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

RADIO TIME SALESMEN

Two experienced radio time salesmen wanted for 30 counties in central Illinois and metropolitan Peoria. Liberal drawing account against commission to qualified experienced men with automobile. If you are a floater, drunkard, check artist and otherwise undependable do not apply. Contact John R. Livingston, WPEO, Inc., Peoria. Phone 4-9249.

RADIO

Help Wanted—(Cont'd)

Salesmen

Sales Engineers

Broadcast equipment manufacturer has openings for sales engineers to travel and call on radio stations in the following territories.

Southern California
Texas
Midwest

Technical radio background is essential, possibly as chief engineer of AM station. These are permanent positions with a future in a growing company. Please send complete details to

Box 492C, B•T

IDEAL OPPORTUNITY

For top-flight salesmen, who want a salaried position, plus commissions in one of the fastest growing markets in the United States. We need and want only the best. Our need is brought about by the tremendous growth of this city and market. You will find our community offers ideal living conditions, and your only financial limitation will be your ability. This is a chance of a lifetime.

Write, wire or call

Earl Boyles
Exec. V.P. & Gen. Mgr.
WLEX-AM-TV
Lexington, Kentucky

Technical

ENJOY THE ADVANTAGES OF A SMALL MIDWEST CITY

Immediate openings for engineers with experience in any of these fields:

Audio
TV or High Frequency
AM Broadcast Transmitters
Communications
Mechanical
Standard—Numbering Systems
Technical Writing

Give your family a break. Get away from the traffic and rush. Advancement. Complete employee benefits. Send details and photo to Personnel Director.

GATES RADIO COMPANY
QUINCY, ILL.

RADIO

Help Wanted—(Cont'd)

Announcers

ANNOUNCER

We need a young character with a deep southern or different accent to form part of early morning radio team. Wonderful opportunity and possible work in sister TV station. $350 monthly to start. Rush letter and tape to

Box 509C, B•T

COMBINATION RADIO-TV ANNOUNCERS

Here is fine opportunity for several top-flight commercial announcers to join a leading Radio and Television operation in one of the fastest growing communities in the United States. We are looking for experienced men, not beginners, who can work into our operation. These openings have been brought about by expansion of our present program. Above average salary, fine living conditions in the heart of the Blue Grass Country. If you are a top announcer interested in both radio and television, then here is an outstanding opportunity. Send your best tape, full resume, picture, and complete background to

Earl Boyles
Exec. V. P. & Gen. Mgr.
WLEX-AM-TV
Lexington, Kentucky

Programming-Production, Others

PROGRAM DIRECTOR WANTED

An overseas English language 20,000 watt commercial radio station requires an experienced Program Director. Applications, which will be treated in strictest confidence, are desired only from candidates who are interested in a permanent appointment abroad in congenial living and working conditions. Housing and home leave provided. Write giving full details personal particulars, experience and present salary.

Box 485C, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

SALES PROMOTION MANAGER BROADCAST EQUIPMENT

Newly created position with leading broadcast equipment manufacturer offers an unusual opportunity for a creative individual. Should be familiar with all phases of sales promotion, including sales aids, direct mail, product story development, convention displays, etc. Familiarity with broadcast equipment seems essential. Good salary and ideal living conditions in Midwest community. All replies will be handled confidentially. Please send complete details to

Box 491C, B•T

TELEVISION

Situations Wanted

Managerial

TV PROGRAM MANAGER

6 years experience in administration, production, film buying, and sales servicing all clients. Top references. Write Box 495C, B•T

VHF Manager or Commercial Mgr.

Young, but mature family man, now VHF Sales Manager in major market. Has excellent personal reasons for seeking a greater challenge. Excellent sales record. Well rounded experience in all management responsibilities together with university education. Four years in east, important sales position. He is interested in commercial management of larger market station or management in smaller market. Box 507C, B•T

FOR SALE

RARE BUSINESS OPPORTUNITY

Wish to dispose of business manufacturing portable radio studios as I must devote fulltime to station management. Will assign all ownership and manufacturing rights and inventory for under $3,000. Real opportunity for person with promotional ability. E. C. Stangland, Manager, KBRK, Brookings, S. D.

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Continues from page 126

of the rules (Docket 11846) from Nov. 15 to Dec. 17.

By Chief Hearing Examiner James D. Cunningham

Wayne Broadcasting Co., Jesup, Ga.—Denied petition of Wayne Broadcasting for dismissal without prejudice of its am application; granted motion of **Altamaha Bcstg. Co., Jesup,** for dismissal with prejudice said application and application of Wayne Broadcasting Co. is dismissed with prejudice. Action Nov. 6.

KOLS Pryor, Okla.—Granted petition to extent that it seeks intervention in proceeding on am application of **Claremore Broadcasting Co.,** Claremore, Okla., and petitioner is named party to proceeding in capacity of intervenor. Action Nov. 6.

Victoria, Tex.—Because of illness of examiner assigned to preside in ch. 19 proceeding, Victoria **(Victoria Television Co. and Alkek Television Co.)**, ordered that prehearing conference and formal hearing scheduled, respectively, for Nov. 9 and Nov. 13, are continued to dates which will be specified in subsequent order. Action Nov. 7.

Babylon, N. Y.—Because of illness of examiner assigned to preside in proceeding on am application of **WGLI Inc.,** Babylon, ordered that hearing in matter, scheduled for Nov. 9, is continued to date which will be specified in subsequent order. Action Nov. 7.

By Hearing Examiner H. Gifford Irion

Holiday Isles Broadcasting Co., St. Petersburg Beach, Fla.; Polly B. Hughes, Tampa, Fla.—On joint oral request, and without objection by Broadcast Bureau, ordered that prior statement on record for closing record as of Nov. 8. is rescinded and hearing will reconvene on Nov. 16. Action Nov. 8.

By Chief Hearing Examiner James D. Cunningham

Flint, Mich—Ordered that oral argument on petition of **Lake Huron Broadcasting Corp.,** Saginaw, Mich., for intervention in ch. 12 proceeding, Flint **(WJR, The Goodwill Station Inc.** *et al*), will be held at 9:30 a.m., Nov. 13. Action Nov 9.

November 9 Applications

ACCEPTED FOR FILING

License to Cover Cp Amended

KUON-TV Lincoln, Neb.—Application seeking license to cover cp (which authorized new tv and modified by Report & Order effective Nov. 7 converting station to non-commercial educational tv) amended to change name to U. of Nebraska.

RENEWAL OF SCA

KRKD-FM Los Angeles.

REMOTE CONTROL

WWWF Fayette, Ala.

November 14 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Musser Bcstg. Co., Elizabethtown, Pa.—Granted petition to extent that it seeks dismissal of its am application and denied in other respects. Action Nov. 8.

Flint, Mich.—Ordered that oral argument on petition of **Lake Huron Bcstg. Corp.,** Saginaw, Mich., for intervention in ch. 12 proceeding, Flint **(WJR, The Goodwill Station Inc.,** *et al.*), will be held at 9:30 a.m., Nov. 13. Action Nov. 9.

By Hearing Examiner Thomas H. Donahue

Lakeland, Fla.—Ordered that prehearing conference will be held Nov. 14, in proceeding on am applications of **Polk Radio Inc.,** Lakeland, Action Nov. 9.

By Hearing Examiner Jay A. Kyle

Orlando, Fla.—Ordered that prehearing conference will be held Dec. 7, and hearing scheduled for Jan. 8, is set for Jan. 7, in proceeding on am applications of **Radio Orlando** and **Orlando Radio & Television Broadcasting Corp.,** Orlando. Action Nov. 13.

By Hearing Examiner Herbert Sharfman

Milford, Conn.—Granted motion for continuance filed by **James W. Miller,** Milford, in proceeding on his am application and ordered that date for exchange of data among engineers is extended from Nov. 12 to Dec. 3; date for informal engineering conference is continued from Nov. 16 to no later than Dec. 10; date for exchange of affirmative written cases is extended from Dec. 3 to Dec. 21; date for further conference continued from Dec. 10 to Jan. 7, and date for beginning of evidentiary hearing is continued from Jan. 8 to Jan. 29. Action Nov. 9.

Ch. 16 of Rhode Island Inc., Providence, R. I.—By memorandum opinion and order, denied Oct. 22 motion for further hearing in proceeding on application of **Cherry & Webb Bcstg. Co.,** Providence (ch. 12). Action Nov. 9.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 9

WCGA Calhoun, Ga.—Granted authority to operate trans. by remote control.

KART Jerome, Idaho—Granted license for am station.

WJOE Ward Ridge, Fla.—Granted license for am station.

KELO Sioux Falls, S. Dak.—Granted mod. of cp to make changes in new tower.

Following were granted extensions of completion dates as shown: **WAAM (TV) Baltimore, Md.** (aux. ant.), to 6-5-57; **WBRE-TV Wilkes-Barre, Pa.,** to 5-1-57; **KFXJ-TV, Montrose, Colo.,** to 2-1-57; **WNEM-TV Bay City, Mich.,** to 1-15-57; **KGUL-TV Galveston, Tex.** (aux. trans. & ant.), to 12-31; **WHEN-TV Syracuse, N. Y.,** to 4-1-57; **KMOT Minot, N. Dak.,** to 5-5-57.

Actions of November 8

KFMA Davenport, Iowa—Granted license covering increase power, change studio location, install. of new trans. and operate trans. by remote control.

WKRG-TV Mobile, Ala.—Granted cp to change studio and trans. locations, make ant. and other equipment changes.

WWVR Terre Haute, Ind.—Granted mod. of cp to change studio location and operate trans. by remote control.

WWWF Fayette, Ala.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KLRJ-TV Henderson, Nev.,** to 6-3-57; **KMMT Austin, Minn.,** to 4-20-57.

Actions of November 7

KWBR Oakland, Calif.—Granted cp to change ant.-trans. location, make changes in ant. (increase height) and ground system, operate trans. by remote control, and install new trans.

KBHM Branson, Mo.—Granted extension of completion date to 12-1.

Actions of November 5

WTUC Union City, Tenn.—Granted license for am station.

KUVR Holdrege, Neb.—Granted license for am station.

Following were granted extensions of completion dates as shown: **WVET Rochester, N. Y.,** to 2-19-57, conditions; **WRME Indialantic-Melbourne, Fla.,** to 1-3-57.

Actions of November 2

WTJU Charlottesville, Va.—Granted authority to operate trans. by remote control.

November 14 Applications

ACCEPTED FOR FILING

Modification of Cp

KPOO San Francisco, Calif.—Seeks mod. of cp (which authorized new am) to extend completion date.

WHFI (FM) W. Paterson, N. J.—Seeks mod. of cp (which authorized new fm) to extend completion date.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp to extend completion date to 3-15-57.

WJBK-TV Detroit, Mich.—Seeks mod. of cp (which authorized maintain ant. facilities authorized in STA of 4-25-56 as aux. ant.) to extend completion date to 5-14-57.

WISE-TV Asheville, N. C.—Seeks mod. of cp to extend completion date to 6-29-57.

WFMB-TV Fayetteville, N. C.—Seeks mod. of cp (which authorized new tv) to extend completion date to 3-21-57.

WIMA-TV Lima, Ohio—Seeks mod. of cp to extend completion date to 6-6-57.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp to extend completion date.

WHP-TV Harrisburg, Pa.—Seeks mod. of cp to extend completion date to 6-6-57.

WITI-TV Whitefish Bay, Wis.—Seeks mod. of cp to extend completion date to 5-29-57.

WKEN Dover, Del.—Seeks mod. of cp (which authorized new am) to extend completion date.

WGCS Green Cove Springs, Fla.—Seeks mod. of cp (which authorized new am) to extend completion date.

WIVV Vieques, P. R.—Seeks mod. of cp (which authorized new am) to extend completion date.

License to Cover Cp

WOW-TV Omaha, Neb.—Seeks license to cover cp which authorized change facilities of existing tv.

WAAT Newark, N. J.—Seeks license to cover cp which authorized changes in DA-N pattern.

WEAW Evanston, Ill.—Seeks license to cover cp which authorized increase power and make changes in DA system.

REMOTE CONTROL

KVNA Flagstaff, Ariz.; WJBD Salem, Ill.; WCGA Calhoun, Ga.; WRVA-FM Richmond, Va. (change location).

RENEWAL OF LICENSE

KRKD Los Angeles, KITO San Bernardino, KSAN San Francisco, all Calif.

UPCOMING

Nov. 26: NBC Radio-Affiliates meeting, San Francisco.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 28-30: Sigma Delta Chi national convention, Louisville.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Promotions Are in Order

THE agenda of the annual convention of the Radio-Television News Directors Assn. last week was a clear manifestation of a basic weakness in contemporary radio and television.

The weakness is that at most networks and stations the news directors are second-class citizens. Collectively, therefore, they do not command the respect accorded a first-class organization.

Consider last week's agenda for the RTNDA's big meeting of 1956. There were workshop sessions which were necessary and valuable, and there were speeches from knowledgeable figures in broadcasting. But for the special speakers outside broadcasting, whose presence did the news directors command? A representative of the Canadian Tourists Assn., the assistant director of the Turkish Information Office, and the Washington director of the British Information Service.

However articulate and capable those gentlemen, none could speak with authority for none is above the functionary level in his government. No disrespect to any of them is intended when we say that they appeared in Milwaukee last week because RTNDA was unable to attract representatives from higher echelons in our own or other governments.

Last week would have been a good one for radio and television news executives to hear from government leaders. We imagine many of the RTNDA delegates wished to hear about the Middle East and Central Europe from officials in a position to know the policies involved.

The mediocrity of the RTNDA agenda last week was not the fault of the RTNDA or its members. It was the fault of a system, which, in most cases, does not put the news director on the executive level where he belongs. At too many stations the news director is in a subordinate position. Outranked by others, he appears as a supplicant instead of an executive with a voice in managerial councils. As long as that situation persists, news will never develop to its full maturity in radio and television.

That both radio and tv have already grown into major news media can be attributed to their vast technical advantages over older methods of communications and to the earnest work of able newsmen operating under the handicap of inadequate recognition. How much greater they will grow as their technical superiority is put to wider use under the skilled, professional direction of management-level news directors!

The time must come when the news director occupies a position at least equal to that of the editor of a newspaper and the news directors association enjoys the standing of a professional society respected both within and outside broadcasting.

This will come about only by action of ownership and top management. At the very top an effort must be made to seek out and develop newsmen with the judgment and professional ability to deserve executive status. Given that status, the news directors will immeasurably enhance the service of U. S. broadcasting, which even now is far superior to that of any other nation.

The Middle Road

BEN DUFFY, a perceptive man, probed a particularly sensitive spot when, in addressing the Radio & Television Executives Society last week, he called for agency re-entry into program production on a substantial scale.

Mr. Duffy commands respect both as the president of BBDO and as Ben Duffy. We were heartened, therefore, to note that his views on this currently delicate subject took a moderate tone. If they may be summarized in a sentence, it is this: For the sake of both the public and the advertisers, and ultimately for the sake of television itself, agencies must take a hand in program production in order to keep quality up and prices down. In his own words, the agency should be a "co-producer."

The course he advocated for agencies was the middle road, as distinguished from the extremes of (1) full control and (2) no control at all. His concept might be described as one of production co-existence for agencies, packagers, and networks—for the better existence of all.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"But when you said I was to be in a pilot film, I assumed . . .

This approach—based on the belief that television will lose advertisers unless costs are controlled—differs refreshingly from that of many who have complained that networks monopolize television and should be hamstrung wherever possible.

Although there undoubtedly will be some who disagree, television's demand for an almost endless succession of top-flight programs makes it obvious, it seems to us, that creativity is a work for as many minds as can contribute constructively, whether they are in agencies, in independent production firms, or in networks. But a distinction must be clearly drawn between program creation and program control. Control—in the final word on what is shown—must by law and common sense continue to rest with the networks as station owners and, ultimately and irrevocably, with the affiliated stations on which the programs are to be shown.

Streibert's Three Fruitful Years

FEW MEN may leave government with a more certain feeling that their's was a job well done than Theodore C. Streibert, who returns to private life after three years as the first director of United States Information Agency, our external voice in the fierce fight for freedom.

Three years ago, when Ted Streibert took over USIS, which on his recommendation became the independent USIA, reporting directly to the President, the agency had a bad name in Congress. It was moribund and ineffectual in its effort to offset the thrusts of a Soviet propaganda machine which was and is unprincipled and under a dictatorship that cares nothing about the truth.

Mr. Streibert was a rarity in government. He had an excellent business background in broadcasting as the head of WOR New York and chairman of Mutual Broadcasting System. He had been an executive of Macy's, world's largest retail establishment. And he had just served for more than a year in Germany, on the scene, as aide to our High Commissioner James B. Conant.

Mr. Streibert turns over to his successor, 46-year-old Arthur Larson, a well-organized operation, trusted by people throughout the world who listen to the *Voice of America,* openly or secretly, and who are otherwise informed of the truth by USIA services. Mr. Larson has but to follow the pattern left him to continue successful execution of what admittedly is one of the toughest jobs in Washington.

In leaving the government, Ted Streibert carries with him the good wishes, not only of those who worked with him in government, but also those of his former colleagues in the business of broadcasting. The nature of his new duties, we hope, will give him time to serve on the advisory councils on information and defense, so that his experience and expertise in these areas will not be lost to government.



IN BALTIMORE

WBAL-TV PERSONALITIES

REALLY STAND OUT

Here's the crowd we're proud of—

Top row, left to right:
Bob Jones
Jo-Jo of Paul's Puppets
Nancy Clark
Ed Shoop
Keith McBee
Maggie Lynn
Al Herndon
Jay Grayson

Center:
Miss Nancy
Brent Gunts
Galen Fromme
Joe Croghan
Mac Davies
Vince Bagli
Arnold Wilkes

Bottom:
Conway Robinson
Mallie Martin
Paul Shields
Jimmy West
Dick McCauley
Richard Dix
Jack Redfern

Ask any Maryland viewers to name their favorite local TV personality. Surveys show that eight out of ten will name one of the guys or dolls at WBAL-TV. Ask an advertiser where he goes first to audition people to promote his product. You'll get the same answer . . . WBAL-TV.

One Baltimore outlet has a star-studded stable of winning personalities—as well known to viewers as their next-door neighbors. And these people can really sell! Viewers know them, like them, and believe in products they recommend. Personalities at WBAL-TV get a big build-up—a big backing from Baltimore's stand-out station . . . WBAL-TV.

WBAL-TV Channel 11 NBC

nationally represented by **EDWARD PETRY & CO., INC.**

HIGH MAN



on a total pole!

In Baltimore, that's W-I-T-H . . . any way you read radio standings.

- W-I-T-H has twice as many advertisers as any competitor.
- W-I-T-H delivers more listeners per dollar than any competitor.
- W-I-T-H is first by far in out-of-home audience —and reaches 74%* of all Baltimore homes every week. It's the *popular* station that folks tune in *first* and *automatically*.
- W-I-T-H "pinpointed power" is made-to-order to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage.
- W-I-T-H is a proven master of "merchandising your advertising."

We could go on—but we think you've already got your answer.

*Cumulative Pulse Audience Survey

Buy W-I-T-H

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 26, 1956 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

Are radio networks here to stay? A special report — Page 31

The Global View: An exclusive interview with Will Grant — Page 54

Crowell-Collier, Bitner cancel $16 million 7-Station deal — Page 80

Trust Fund Revolt: Hollywood members sue AFM for $8 million — Page 90

"...for outstanding service to the Future Farmers of America"

KPRC Farm Director, George Roesner, became the third Texan in history and the only broadcaster this year to receive FFA's highest award, the Honorary American Farmer Degree, at the national FFA Convention in Kansas City. The degree is awarded to men who have rendered outstanding service to the Future Farmers of America organization.

KPRC RADIO AND TELEVISION

HOUSTON

JACK HARRIS, Vice President & General Manager
JACK McGREW, National Sales Manager
Nationally represented by EDWARD PETRY & CO.



it pays to sell these 989,605 families

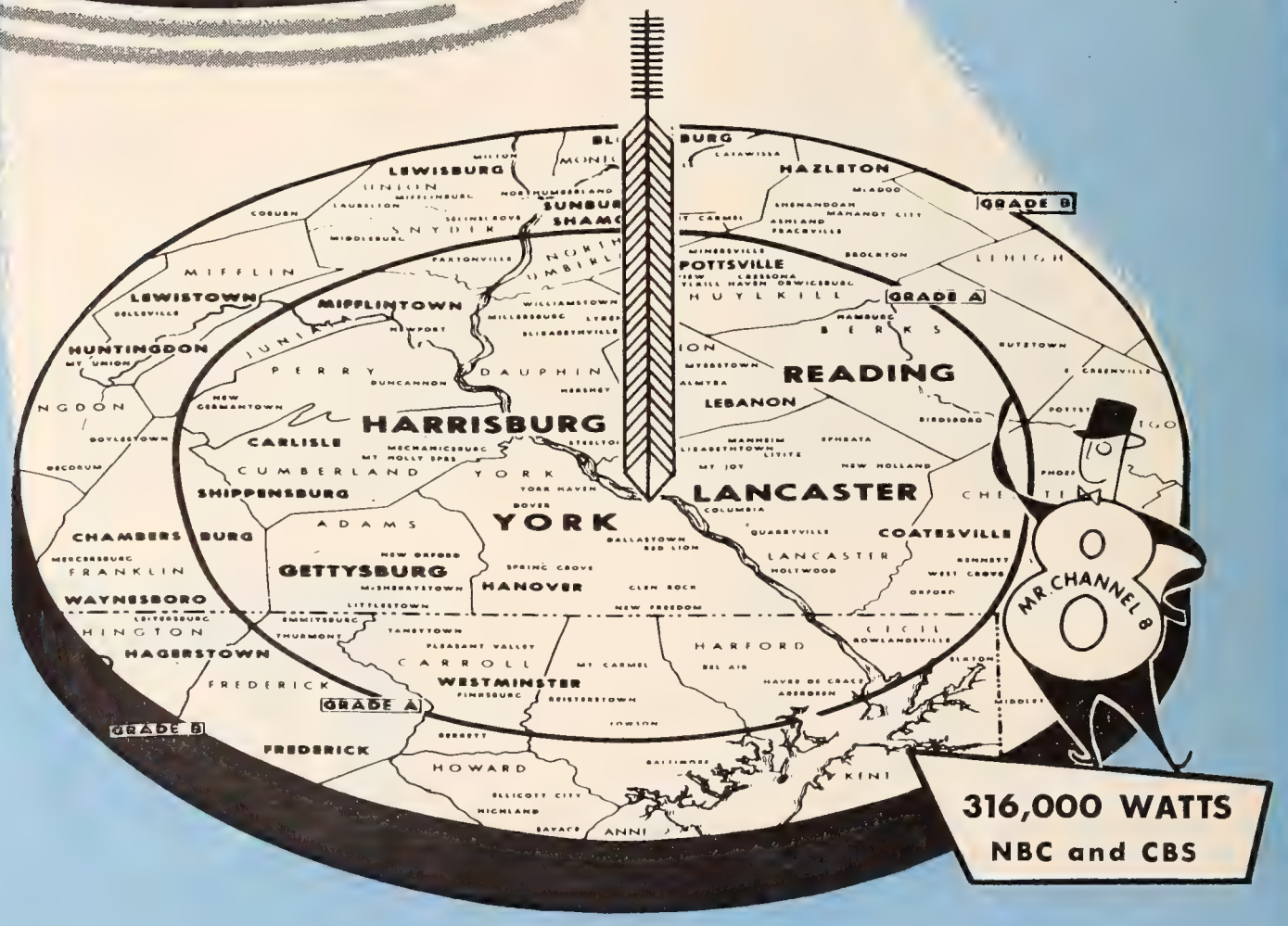
The consistency with which America's leading brand names are advertised over WGAL-TV is effective proof of this station's terrific selling power. It pays you to sell in America's 10th TV market with 3½ million people, 989,605 families, $5¾ billion income, $3⅔ billion retail sales, 917,320 TV sets.

AMERICA'S 10th TV MARKET

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco

closed circuit.

AFFILIATE APPROVAL • To judge by reaction at regional meetings of affiliates, NBC Radio won't have trouble persuading stations to accept new operating plans [B•T, Nov. 19, 12], and chances are network will hit deadline of Jan. 14 for introduction. Contract amendments now are in mails. Meetings have been held in New York, Chicago, Atlanta and Dallas. Last, in San Francisco, is set for today. (For special B•T report on all radio networks, see page 31.)

B•T

ONE problem yet to be resolved in new NBC Radio plan is amount of notice to be given stations when network wants to recapture sustaining program for network sale after stations have been permitted to sell it locally. Network originally wanted 48-hour notice, but reportedly is now willing to settle for week.

B•T

FUTURE PUBLICATIONS • Two literary works which promise to make lively reading for those in broadcasting are due out in January. They are reports of Senate Commerce Committee and House Antitrust Subcommittee hearings in television. Senate Committee report must first be cleared at committee meeting which won't be held until mid-January. House subcommittee report, originally targeted for December, is being delayed by absence of Chairman Celler, now on flying tour of South America. Incidentally, he took along voluminous hearings transcript, real baggage problem for airborne tourist.

B•T

INTEREST is being revived in move to slice "Radio & Television" out of NARTB's official name, with subject expected to come up at Dec. 6 meeting of association's Radio Committee. Next step will be action by full board in February. Board tabled return to original NAB name last winter on ground it would cost about $20,000 in routine expenses but continued feeling that present name is cumbersome is found among members. Name was changed to NARTB in 1951 when tv stations had their own Television Broadcasters Assn. and it was felt they would not accept unified association unless tv received formal recognition in corporate title.

B•T

IN AND OUT • Comr. T. A. M. Craven has received clearance from FCC General Counsel Warren E. Baker to participate in clear channel considerations—even though engineer commissioner represented regional station group in 1946 clear channel hearings [CLOSED CIRCUIT, Nov. 12]. Mr. Baker ruled that clear channel matter is "legislative" and that previous relationships do not disqualify. Clear Channel Broadcasting Service, it's understood, notified FCC it had no objection to Mr. Craven's participation. In "adversary" proceedings, Mr. Craven has made up mind to sit out seven cases: transfer case on ch. 41 WCDA (TV) Albany, N. Y., and comparative cases involving ch. 13 Indianapolis, Ind.; ch. 5 Fort Smith, Ark.; ch. 5 Boston, Mass.; ch. 9 Charlotte, N. C.; ch. 4 Pittsburgh, Pa.; and ch. 12 Flint, Mich.

B•T

STATUS report on subscription television is being drawn up by FCC staff at request of commissioners. Analysis will indicate pros and cons based on multitudinous comments filed earlier this year, also will indicate various paths Commission may take. Just when commissioners intend to get down to brass tacks on this subject is still unknown.

B•T

REDS ABROAD • U. S. television film producers will receive warning this week by Hollywood AFL Film Council that communists are getting dollars invested in foreign film production in some areas. Council contends communists have own unions in France and Italy whose members have worked on some feature films. Communist Party is getting paid directly through union checkoff, council claims.

B•T

ALTHOUGH board of Consolidated (Bitner stations) does not meet until Wednesday to consider proposals for its station properties, in light of abandonment of sale of properties to Crowell-Collier for $16 million (story page 80), there is speculation that four radio and three tv stations may be sold piece-meal rather than as package. Sale by McConnell interests of Indianapolis and Fort Wayne am-tv properties for $10 million is basis for reasoning that Consolidated should be able to realize more for am-tv properties in Indianapolis, Minneapolis, and Grand Rapids, and am property in Flint.

B•T

CONTINGENCIES • Slight hitch has developed in Storer Broadcasting Co.'s $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H. Seems New York regional airspace panel has turned thumbs down on station's request to move transmitter site nearer Boston. Move to antenna farm or nowhere, airspace committee insisted. So now station (for it is WMUR-TV which is seeking to move; Storer's agreement is to buy New Hampshire outlet after FCC approves the move) will appeal to Washington airspace panel. Washington Post Co.'s $6.5 million purchase of Storer's WAGA-AM-TV Atlanta [B•T, Oct. 22] is contingent on FCC approval of Storer's WMUR-TV purchase.

B•T

WILL Storer give up ch. 27 KPTV (TV) Portland, Ore., now that FCC refused to waive multiple ownership rules to permit Storer to acquire ch. 3 KSLM-TV Salem, Ore., and move it nearer Portland? Word is no, despite fact NBC-affiliated uhf has been running off and on in red since arrival of two vhfs in market. (Third is scheduled to begin operation Dec. 17.) KPTV, first commercial uhf to go on air, began operation Sept. 20, 1952, and was purchased in October 1954 by Storer as part of $8.5 million Empire Coil transaction.

B•T

ADVERTISING QUERY • Group of West Coast radio stations whose license renewals have been held up while FCC checks legality of the Folger's coffee doorbell-ringing promotion [B•T, Nov. 12] may get word this week. FCC is scheduled to take up matter at regular Wednesday meeting. Replies already have been received from most of 34 outlets contacted, with many reporting they are not now carrying advertising in question.

B•T

RADIO-Electronics-Television Mfrs. Assn. will move to its own leased headquarters building on "Little Madison Ave." in Washington about first of year. Now housing its Washington organization in two downtown buildings, association moves to new RETMA Building, at 1721 DeSales Street, across from Mayflower Hotel, on same block with BROADCASTING - TELECASTING *Bldg., and short walk from NARTB headquarters at 1771 N St., N. W. Engineering Division will remain in New York for present but later is expected to move to new Washington headquarters, according to James D. Secrest, executive vice president.*

B•T

MOVIE COMPETITION • Battle royal is shaping up in Chicago for advertising dollars and ratings as four tv stations square away for major post-10 p.m. feature film fight. While independent WGN-TV seeks to tighten grip on 10 p.m. strip and strengthen other segments, ABC o&o WBKB (TV) is priming for *Movietime, USA* (same hour) Dec. 3 with RKO package and United Artists features. CBS o&o WBBM-TV enters sweepstakes with MGM series Dec. 15 (in varying time periods, mostly 11 p.m.). WGN-TV *(Chicago Tribune)* has 20th Century-Fox, Columbia and Warner Bros. properties in arsenal and is member of NTA Film Network.

B•T

NEGOTIATIONS looking toward acquisition of 50% interest in WSMB New Orleans for $90,000 by Founders Corp., headed by John M. Shaheen, from Paramount Gulf Theatres Inc., subsidiary of American Broadcasting-Paramount Theatres Inc., in contract stage last week. Pioneer (1925) station, operating on 1350 kc with 5,000 w, is ABC-affiliated. Remaining 50% is owned by Maison Blanche, department store owned by City Stores Inc. Founders Corp. owns WFBL Syracuse, WTAC Flint, KPOA Honolulu and 50% of KVTR (TV) Denver.



Coming to Miami?

(via plane, train, and/or time-buy?)

don't miss the new **WQAM**

. . . newest of the Storz Stations

The state's oldest station, serving
all of Southern Florida with 5,000 watts
on 560 kcs.

For a guided tour, talk to the
man from **Blair** or WQAM General Manager,
Jack Sandler.

THE STORZ STATIONS

Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans
Represented by John Blair & Co.			Represented by Adam Young Inc.	

at deadline

ABC FILM ARM TAKES WARNER LOT

MAJOR STEP in competitive strengthening of ABC-TV taken by network Friday with announcement by Leonard Goldenson, president of parent American Broadcasting-Paramount Theatres Inc., that "long range" agreement had been concluded with Warner Bros. Pictures Inc. for ABC-TV to base new tv film production there and that plans have been completed for multi-million dollar renovation of ABC-TV's Hollywood plant (old Vitagraph movie lot at Prospect and Talmadge Aves.) to accommodate greater live program originations from West Coast, including daytime shows.

ABC-TV network in addition will get three new shows from Warner Bros. for next fall, one full-hour and two half hour programs, in addition to current hour *Cheyenne* and *Conflict* series.

Warner Bros. tie-up also means "tremendous strength" for ABC-TV Film Syndication Div., Mr. Goldenson told B•T, since production capacity of huge Burbank studios can handle more than network needs. Most of ABC-TV's independent film producers are expected to move to Warner lot and Warner Bros. is to begin construction almost immediately on new million dollar administration building for ABC-TV which will house production offices, cutting rooms, projection rooms and other work space. It is to be ready for occupancy by next May when production for fall is slated to start.

Agreement between ABC-TV and Warner Bros. is "non-exclusive," Mr. Goldenson explained, permitting Warner Bros. to make tv film programs and commercials for other networks and stations and to avoid any antitrust complications. He told B•T, however, that ABC-TV will keep Warner's "pretty well filled up." He declined to state number of years covered in agreement, but said it is "long range." He told B•T there is no stock purchase, exchange or option involved in agreement.

Mr. Goldenson said that he is "very hopeful" FCC will crack allocation stalemate in near future to permit network to gain competitive vhf station exposure with other networks in major markets where lacking. He indicated network is hopeful FCC's timetable will match film and live program expansion plans.

ABC-TV pact was confirmed by Jack L. Warner, president of Warner Bros., who said "full facilities" of studio are being made available to producers of film program for ABC-TV. New hour show to be made by Warner's for ABC-TV will be "new type" western while one of new half-hour programs will be mystery and other series adventure, he said. New series will be produced under supervision of Robert R. Lewine, ABC vice president in charge of tv programming, who will continue to headquarter in New York, and William T. Orr, Warner's exclusive producer of *Cheyenne* and *Conflict*.

Mr. Goldenson left no doubt that this is only beginning of new film production to come from Warner lot. He also explained network's west coast headquarters will continue at ABC television center in Hollywood where renovation is to begin soon and where Earl Hudson, ABC Western Div. vice president, has his office. Reconstruction of old Vitagraph studios and new studio buildings will probably top $5 million mark, he said. Plans have been completed by architect, and construction may begin first of year.

AB-PT has not yet decided where it will base its new entry into production of theatrical films, Mr. Goldenson said, with decision to be made by vice president Sidney Markley [B•T, Nov. 19].

Warner Bros., in addition to ABC-TV tie-up, has been moving ahead with its own commercial division under Jack Warner Jr. and Walter Bien. Studio claims to be making tv spots for several undisclosed sponsors.

Industry Again Gunning For Tax Break on All-Ch. Sets

CONCERTED push for elimination of 10% excise tax on all-channel tv sets will be made by several representatives of industry this week in testimony before House Ways & Means subcommittee headed by Rep. Aime J. Forand (D-R. I.).

Testifying Wednesday will be John G. Johnson, chairman, Committee for Competitive Tv, who will propose tax elimination as help for uhf operators. On Thursday, Joseph V. Heffernan, NBC financial vice president, also will ask for removal of uhf set tax as aid to uhf. Similar proposal also will be made Thursday by Ralph Steetle, executive director, Joint Council on Educational Tv.

Assn. of Maximum Service Telecasters (AMST) has indicated it will file statement supporting tax removal.

Sigurd Tranmal, Stromberg-Carlson, is scheduled to testify as representative of RETMA Dec. 5. Although RETMA still to decide its position, it's believed manufacturers will ask reduction from 10% to 5% on all products and may ask for complete removal of tax from color sets and uhf.

Old Gold, Toni Will Drop 'Walter Winchell Show' Dec. 28

P. LORILLARD Co. (Old Gold cigarettes) and Toni Div. of Gillette, alternate sponsors of *Walter Winchell Show*, variety program on NBC-TV (Fri., 8:30-9 p.m. EST), will drop program effective Dec. 28. Lennen & Newell, New York, and North Adv., Chicago, respective agencies for advertisers involved, have 52-week contract for time slot on NBC (26 alternate weeks for each).

Life of Riley will replace Winchell show, in same time spot and under same sponsorship.

Harrison Atwood Dies; Services in New York Today

FUNERAL service to be held at noon today (Mon.) at Campbell's Funeral Church, N. Y., for Harrison Atwood, 70, vice chairman of board, McCann-Erickson, N. Y., who died Thanksgiving Day at his Fifth Ave. home in New York. He was one of founders in 1912 of the H. K. McCann Co., predecessor of McCann-Erickson. Surviving are his wife, Mrs. Lena P. Atwood, a sister, three daughters and four granddaughters.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERISTERS & AGENCIES, page 42.

GLAMORENE DOUBLES • Glamorene Inc. (rug cleaner), N. Y., now spending about $1 million annually on spot—most of it in tv—was reported Friday to have increased 1957 broadcast budget by another $1 million, and is said to be "shopping" for tv network program. Glamorene's only previous network exposure was in NBC-TV's *Tonight* as participating sponsor. Product Services, N. Y., Glamorene's agency, said decision had not been made as to allocating increase for participations or full sponsorship.

LOOKING FOR TIME • Dancer-Fitzgerald-Sample, N. Y., asking for availabilities for four-week radio campaign for L & M cigarettes to start Jan. 28, using seven-day saturations with no time limitations. Martin Bruehl is timebuyer.

SECOND DOSE • Seeck & Kade (Pertussin), N. Y., planning to start second series of 13-week spot radio announcements Dec. 31. McCann-Erickson, N. Y., is agency.

ONE SHOT • Stanley Home Products (brushes and other household products), Easthampton, Mass., has purchased 30-minute strip on ABC Radio 3-3:30 p.m. Dec. 23 for special pre-Christmas program featuring choir of Father Flanagan's Boys Town. Agency: Charles W. Hoyt Adv., N. Y.

HUMOR ON RADIO • In first market expansion since early 1956, when former agency president David J. Mahoney took over ice cream firm, Good Humor Corp., Brooklyn, N. Y., will enter greater Miami with 8-week introductory saturation radio spot campaign starting first week in December. Good Humor's agency is MacManus, John & Adams, N. Y.

KING GETS SPONSOR • Carter Products buying alternate-week of new *Nat King Cole Show* (NBC-TV, Mon., 7:30-7:45 p.m. EST). Contract, through Sullivan, Stauffer, Colwell & Bayles, N. Y., will be made effective for some time in January.

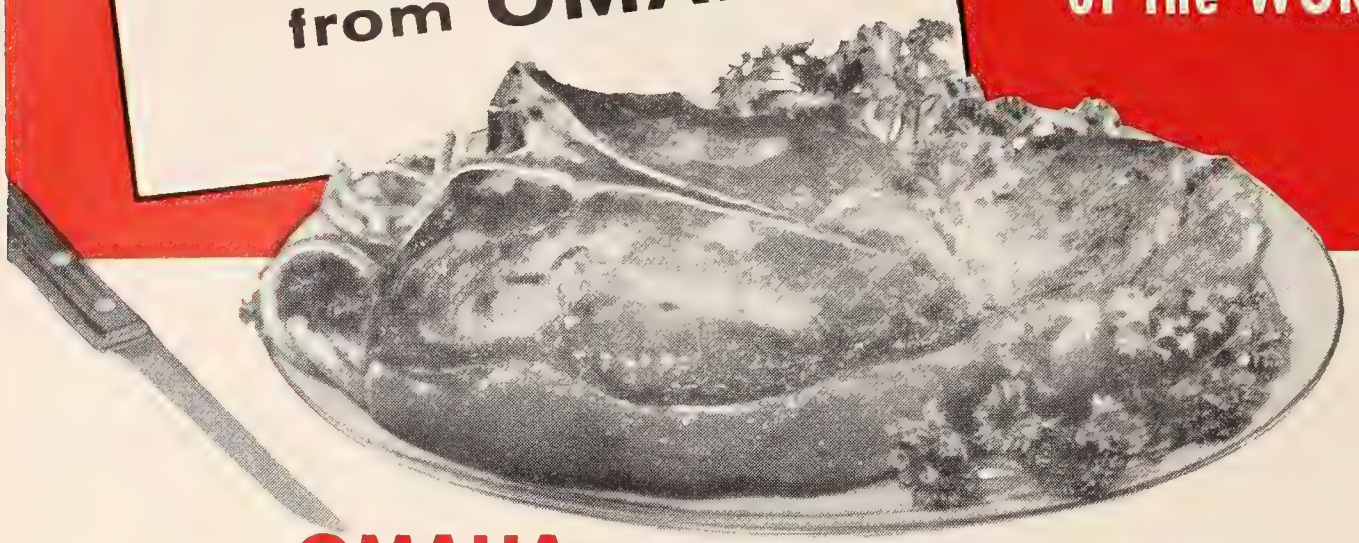
RENEWS ON MUTUAL • Kraft Foods Co., Chicago, effective Jan. 1, 1957, renews series of daily 5-minute newscasts on MBS (30 per week). Agency: Needham, Louis & Brorby, Chicago.

ALLEN FOR ALLSTATE • Allstate Insurance Co., Chicago, effective Dec. 18 renews for 52 weeks *Mel Allen's Sports Report* on ABC Radio (Mon.-Fri., 6:35-45 p.m. EST). Agency: Christiansen Adv. Agency, same city.

END OF 'CRUSADER' • Co-sponsored *Crusader* (CBS-TV, Fri., 9-9:30 p.m. EST) is to be dropped about first of year and will be replaced with *Mr. McAdam & Eve*, situation comedy, with same advertisers continuing alternate week sponsorship. They are R. J. Reynolds (Camels), through William Esty, and Colgate-Palmolive (Rapid Shave, Vel, Halo) through Lennen & Newell and Ted Bates.

The BEST! from OMAHA

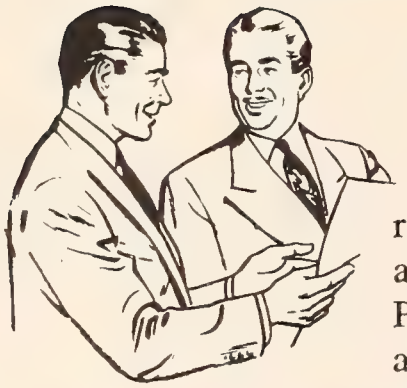
...steak Capital of the WORLD!



OMAHA... A Gourmet's source of supply...a rich market in which to sell your products!

No matter where you slice it...in the "21 Club" in New York, in "Galatoire's" in New Orleans or "The Blue Fox" in San Francisco—you can bet that wonderful steak came from Omaha. Nothing else matches the quality and flavor of beef corn-fed on the rich farm lands of Nebraska and Iowa.

Yessir, once you taste Omaha steaks, you'll understand why we've earned the title—"the Steak Capital of the World"!



the experts pick Omaha Beef for the Best Eating... and Omaha's WOW-TV for the Best Selling!

You'll find *WOW-TV* the advertiser's "Prime Choice" in the rich Omaha Market with 12 of the top 15 shows in the latest Pulse and 11 of the top 15 in ARB. For the broadcast week as a whole, Pulse gives the leadership again to WOW-TV in 183 quarter hours, against 91 for the second station. ARB, too, puts WOW-TV way out in front—290 quarter hours to 164!

WOW-TV Channel 6 Omaha

CBS TV

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Commercial Manager

A Meredith Station

IN OMAHA it's WOW and WOW-TV represented by BLAIR-TV, Inc.
IN SYRACUSE it's WHEN and WHEN-TV represented by The KATZ Agency
IN PHOENIX it's KPHO and KPHO-TV represented by The KATZ Agency
IN KANSAS CITY it's KCMO and KCMO-TV represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

Seven Stations Involved In Ownership Transactions

GROUP of four bankrupt California radio stations were sold for over half-million dollars while Honolulu am with over $100,000 in debts went into receivership, applications filed with FCC Friday disclosed.

California stations KYOR Blythe, KROP Brawley, KREO Indio and KRPO Riverside (former Broadcasting Corp. of America stations) were sold by trustee to radio-tv program producers Frank K. Danzig and A. Bartlett Ross (Ross-Danzig Productions); Sherrill C. Corwin, theatre-film interests and 15% owner KXOB Stockton, Calif., and KAKE-TV Wichita, Kan.; theatre-owner Morris Pfaelzer, and others. Price was $533,850.

With debts in excess of $100,000, KHON Honolulu was turned over to trustees in bankruptcy appointed by court. KHON, 1380 kc, 5 kw, was established in 1946.

SALE of KCKN Kansas City, Kan., to Cy Blumenthal, Virginia broadcaster, for approximately $100,000 announced Friday. Sale is contingent on FCC approval of $2.5 million purchase of Capper Publications by Stauffer Publications Inc. [B•T, Nov. 5]. Capper owns WIBW-AM-TV Topeka in addition to 250 w Kansas City outlet (on 1340 kc). Mr. Blumenthal owns WARL Arlington, WCMS Norfolk, and WROV Roanoke, all Virginia. Transaction handled by Blackburn-Hamilton, station broker.

SALE of second William J. Wagner Alaska radio station in three months disclosed Friday with application filed for FCC approval of transfer of KFRB Fairbanks, Alaska, from Alaska Bcstg. Co. to Fairbanks Radio Broadcasters Inc. for $80,000. Last month Mr. Wagner's $80,000 sale of KFQD Anchorage to Anchorage Broadcasters Inc. approved by FCC [B•T, Oct. 29]. Fairbanks Radio Broadcasters Inc. comprises Robert D. Byers, 23.36%; A. G. Hiebert (president of KTVA [TV] Anchorage and KTVF [TV] Fairbanks), 23.36%; and others including two present KFRB employes. KFRB balance sheet as of Sept. 30 showed total assets of $78,597. Mr. Wagner also owns or holds interests in KIBH Seward, KINY-AM-TV Juneau and KIFW Sitka, all Alaska, and has minority interests in tv stations KTVA and KTVF. Mr. Wagner reported he desires to retire from active ownership and management of radio properties.

Farm Directors' Membership at 500

MEMBERSHIP of National Assn. of Television & Radio Farm Directors has reached 500 and organization has attained higher stature in management and other circles, RFD's were told at 13th annual convention Friday in Chicago in president's report by John McDonald, WSM Nashville. He expressed hope unused part of 1956 budget could be utilized for sales promotion use involving advertising agencies. Membership rose from 417 to 500 in year. NARTB President Harold E. Fellows was scheduled to speak Saturday. Station management panel Sunday included Edgar G. Bell, KWTV (TV) and KOMA Oklahoma City; Larry Haeg, WCCO Minneapolis; R. B. Hanna, WGY Schenectady; Ward Quaal, WGN-AM-TV Chicago, and B. G. Robertson, KTHS Little Rock.

TV'S GAIN IS MOVIES' LOSS

TO PUT *Wizard of Oz* on CBS-TV for two hours Nov. 3, Ford Div. of Ford Motor Co. spent roughly $300,000 for time and program. But it cost nation's movie theatres nearly $2 million in lost admissions, according to Sindlinger & Co., whose "Activity" report for Nov. 17 shows national movie grosses of $7,887,500 for Oct. 20, $7,675,600 for Oct. 27, $5,818,800 for Nov. 3 (when *Wizard of Oz* was telecast) and $7,424,000 for Nov. 10.

RKO Teleradio to Produce 30 Features for Television

RKO Teleradio Pictures announced Friday it will begin production in March on 30 feature-length films to be distributed exclusively to television beginning next fall. Ninety-minute films will be budgeted about $150,000 each.

Summer Out-of-Home Audience Highest in Radio History—Pulse

GAIN of 1.6% in out-of-home radio listening past summer over similar period in 1955 accounted for "largest out-of-home radio audience . . . in history," according to report by The Pulse Inc.

Dr. Sydney Roslow of Pulse said 24.9% of outdoor radio listening between July and September represented highest figure reported by Pulse since it began its summer surveys in 1948. Studies covered 17.6 million radio families in 26 markets, and were conducted in period between 6 a.m. and midnight.

Survey shows 4.6% of all radio families reported listening in auto, at work, or away from home. Pulse noted if result is projected nationally, past summer audience added average of 2,161,600 families to listening audience during any quarter hour of day.

Stations Play Emergency Role During Northwest Blizzard

ERIE, Pa., radio-tv stations became emergency headquarters Thanksgiving night and Friday for Northwestern Pennsylvania as unexpected storm dumped 30 inches of snow.

WIKK-WICU (TV) stayed on air until 4 a.m. Friday, resuming at 6:45 a.m. as marooned staff personnel spent night in station. Bob Lundquist, program director, was stranded Friday in Waterford, 14 miles away, but air appeal produced motorist who got him into Erie. Don Lick and Jack Bullock, shooting films for station, were stranded while on assignment. Network radio and tv feeds were provided Friday by stations.

KDKA-TV Pittsburgh and KYW-TV Cleveland flew crews to Erie. Charles Boyle, KDKA-TV cameraman, and Mike Levine, radio newsman, flew in by helicopter which was promptly confiscated by Erie mayor. Second Pittsburgh helicopter sent by Guy Miller Aviation Service delivered newsmen to Meadville, 90 miles from Pittsburgh, on outer rim of storm area, and conventional plane was sent to bring film back to KDKA-TV.

PEOPLE

HENRY G. WILCOX, for past five years sales manager of KPOA Honolulu, on Dec. 10 becomes general manager of WFBL Syracuse, owned by Founders Corp. He succeeds **CHARLES F. PHILLIPS,** who becomes public relations director of Founders Corp. eastern stations, according to John M. Shaheen, president.

DON McNEILL, m.c. of ABC Radio's *Breakfast Club,* has signed five-year contract with NBC-TV for his exclusive daytime tv services contingent on network approval of morning series strip of which kinescope pilot has been made for agency-client consideration. Suggested starting date is Dec. 31. Mr. McNeill's exclusive 10-year pact with ABC, which expires in 1960, covers radio services only.

BOB McDONNELL, with Compton Adv., N. Y., for more than 10 years, named manager of art department and elected vice president.

JAMES H. OWENS named manager of advertising and marketing research for RCA Components Div. He joined RCA in 1930 and since 1954 has acted as promotion manager of electronic components marketing.

ARNOLD ROSTON, former MBS art director and co-director of advertising, to Grey Adv., N. Y., as art department group supervisor. Mr. Roston was instrumental in designing Mutual's "Mr. Plus" trademark.

FRANK W. JENNESS, formerly associate director at MacFarland, Aveyard & Co., Chicago, appointed research director at Gordon Best Co., same city.

MICHAEL Y. STEPHENS, former ABC-TV director at network-owned KGO-TV San Francisco, to N. W. Ayer & Son's radio-tv department, N. Y., as tv director, **GRACE T. HARRINGTON,** formerly with radio-tv traffic staff, Benton & Bowles, N. Y., to similar position at Ayer, N. Y., succeeding **FREDERICK O. ECKERT,** transferred to program production.

AL Z. PALMER, formerly art director at Young & Rubicam, Chicago, to J. Walter Thompson Co., same city, in similar capacity.

WILLIAM C. BOESE, assistant FCC chief engineer in charge of technical research division, Office of Chief Engineer, has joined Johns Hopkins U. Applied Physics Lab, Silver Spring, Md. Twenty-year veteran of FCC's technical staff, Mr. Boese served as a lieutenant colonel with U. S. Army Signal Corps during World War II.

Funeral services for **RALPH REID,** 54, NBC Hollywood radio network engineer who died in Cedars of Lebanon Hospital Tuesday following heart attack, were held Friday in Los Angeles.

Funeral of **B. O. SULLIVAN,** 59, national advertising salesman *New York Daily News* and former WPIX (TV) New York commercial manager, scheduled to be held yesterday (Sun.) in Cobleskill, N. Y. Mr. Sullivan, who died last Wednesday of heart attack, had been with *News* since 1927, in 1947 helped lay groundwork for paper's owned WPIX (TV). He resigned post of commercial manager in 1948 to return to paper's advertising staff.

Blankenship Research Formed

FORMATION of Albert B. Blankenship Assoc., market research firm, announced Friday by Mr. Blankenship, former vice president and research director, Ted Bates & Co., N. Y.

the week in brief

ARE RADIO NETWORKS NECESSARY?

To gauge industry sentiment on this highly controversial subject, B•T asked questions, got answers from 1,267 radio stations, both affiliates and independents *31*
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ARF TO SCAN RESEARCH FOR FUTURE

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Committee representing 35 tv stations seeks to get films for tv use direct from producers, eliminating distributors *60*

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A roster of the 10 top syndicated film programs, audiencewise, in 10 major markets in October, as compiled by B•T from the viewing statistics collected by American Research Bureau *62*

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Crowell-Collier blames tight money market for inability to raise $16 million to purchase the seven Bitner stations; forfeits $100,000 earnest money *80*

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Advertising-sales promotion manager of Westinghouse Broadcasting Co. named first president of new Broadcasters Promotion Assn. *88*

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*Reg. U. S. Patent Office

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say
it
with
music



Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

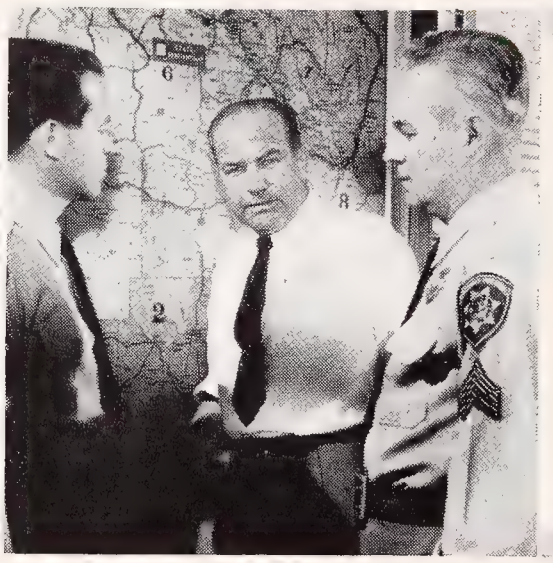
LOOK! ZIV

NO. 1 NO. 2 NO. 3 NA

IN TWO CONSECUTIVE

"HIGHWAY PATROL"

Starring BRODERICK CRAWFORD



NATIONALLY

NO. 1 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"The Man Called X"

Starring BARRY SULLIVAN



NATIONALLY

NO. 2 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"

Starring RICHARD CARLSON



NATIONALLY

NO. 3 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

SHOWS RATE

TIONALLY!

PULSE* REPORTS!

*TELEPULSE MULTI-MARKET SURVEYS

AUG. 1956
22 - MARKET AVERAGE
17.8

SEPT. 1956
22 - MARKET AVERAGE
17.9

AUG. 1956
14 - MARKET AVERAGE
16.8

SEPT. 1956
14 - MARKET AVERAGE
17.8

AUG. 1956
21 - MARKET AVERAGE
16.1

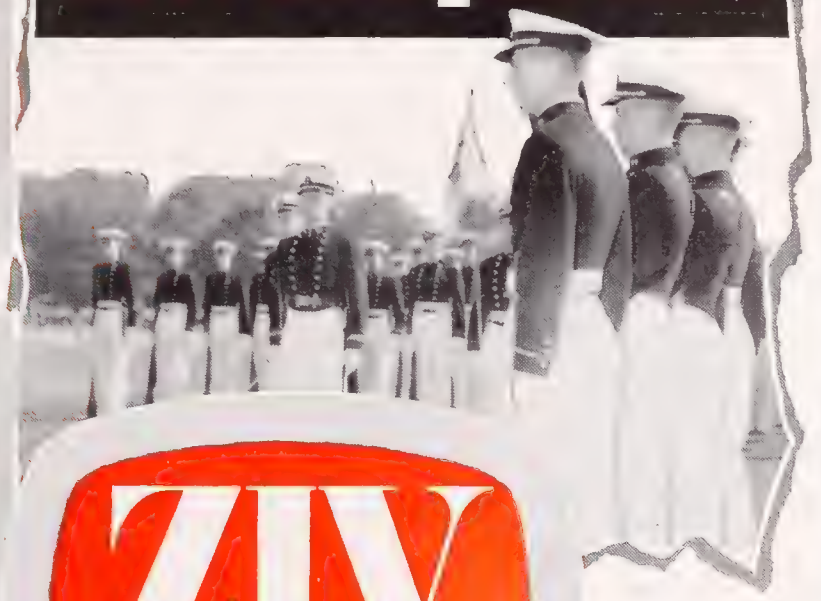
SEPT. 1956
19 - MARKET AVERAGE
17.3

NOW! READY!

ZIV's NEXT BIG RATING WINNER!

"MEN OF Annapolis"

STARRING THE U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS



ZIV Television

HURRY!

Write or phone today for a pulse quickening audition of our newest rating winner "MEN OF ANNAPOLIS"!

Tall Tower Test

(You're on your honor. No peeking.  Give yourself the day off for each correct answer, but don't start until you finish reading this. Answers right here: A, A, A, A, A, C. A score of more than a hundred will be regarded with suspicion.  Anything over 90 is above average terrain. WARNING! Skip the whole thing if you are bothered by vertigo on a high milking stool.)

1. WMT-TV's new RCA-IDECO tower will be the tallest structure between (A) Oklahoma and the North Pole;  (B) The Top of the Mark and four Martinis;  (C) Oslo and Forest Lawn.

2. Trade magazines underwrite 100% of the cost of building new tv towers because it fills their books with advertising. (A) TRUE (B) FALSE ← check one

3. WMT-TV's new tower  will be a quarter of a mile high. This height is equivalent to: (A) 135-story  building; (B) Katz rep who has just signed  General Motors; (C) Top of Old Smokey. 

4. "Above average terrain" means: (A) Something nobody understands except honor graduates  of M.I.T.; (B) Real estate about which there is nothing unusual; (C) Train with two-story club car. 

5. WMT-TV's new tower, 1450' above average terrain, will deliver an "A" signal in Cedar Rapids and Waterloo, and the best signal of any station serving Dubuque. Cedar Rapids, Waterloo and Dubuque are: (A) Three of the six largest cities in Iowa; (B) Fictitious places the girl comes from in Studio One dramas;  (C) Battle sites of Napoleonic wars. 

6. Confronted with the above, time buyers should: (A) Tell us vertigo; (B) Laugh like hell;  (C) Seriously consider placing business on the CBS station that dominates Eastern Iowa even without a new tower  (i.e., call L'Homme Katz).

SAVROLA

REAL matinee fare—romance, intrigue and melodrama, with a full share of passionate speeches, bloodshed and tears—made up "Savrola," written in 1897 by the 23-year-old Winston Churchill and dramatized Nov. 15 on *NBC Matinee Theatre,* with Sir Winston's lovely daughter Sarah as the feminine star.

Very beautiful she was, too, sweeping down the staircase into the ballroom of the palace, or gazing up to the stars with the young leader of the revolutionary party whom she was trying to beguile into telling her his secret plans so she could inform her dictator husband. But instead she and the y.l. of the r.p. found themselves in each other's arms, and that's when the door burst open to reveal them to her righteously incensed husband. Yes, it was that kind of plot.

But "Savrola" departed from the Zenda-Graustark royal-romance-in-a-mythical-kingdom routine by packaging a sizable dose of political philosophy along with its heartbreak and heroics, concluding with the double moral that love conquers all but that revolution is more apt to establish a new dictator on the throne than it is to bring freedom to the people.

Miss Churchill's gowns, the brilliant uniforms and the settings, especially the palace ballroom and the housetop observatory, gave NBC's color cameras something to work with and the result was a delight to the eye of the beholder at a color receiver. If NBC-TV keeps this up the women who watch in the afternoon will soon see to it that there's a color set in every home.

Production costs: Approximately $48,000.
Broadcast in color and black-and white on NBC-TV, Mon.-Fri., 3-4 p.m. EDT with participating sponsors. "Savrola" was broadcast Nov. 15.
Producer and director: Albert McCleery; assist. director: Ray Montgomery; costumes: Jack Baer; sets: Jim Buckley; adapters of Sir Winston Churchill's novel: Frank and Doris Hursley.
Cast for program: Sara Churchill, Lamont Johnson, Geoffrey Tone, Dayton Lummis, Val Dufour, John Irving, Norman DuPont, Tom Brown Henry.

OUR MR. SUN

WHEN CBS-TV last Monday presented "Our Mr. Sun," a number of emotions were evoked. To the critical eye the first was one of sheer admiration for the deft handling of a different subject. To the non-critical, it was rapt attention to a fascinating story.

Purpose of the story, pure and simple, was to tell about the sun, what it is and what it means to us. To lift it out of dull scientific fact they (producer-director Frank Capra and associates) "gimmicked" the story by having a "scientist" (Dr. Frank Baxter) and a "fiction writer" (Eddie Albert) present the factual side of the story for two animated cartoon characters, Mr. Sun and Father Time.

The program, which replaced *Studio One* for that night, achieved its purpose admirably. It was sponsored by A T & T, which promised there would be more like it. We enthusiastically hope so.

Just to add a grain of salt to the analysis, it can be noted that television as an art took a back seat to the talent which prepared the show. Television was simply a carrier—however, a superb one. It is interesting to think how many millions of people awoke Tuesday morning with more knowledge about their everyday sun than ever before. This, indeed, was education. Commercial tv can be gratified for having presented it.

Production costs: approximately $200,000.
Sponsored by American Telephone & Telegraph through N. W. Ayer & Son, N. Y., on CBS-TV Mon., Nov. 19, 10-11 p.m. EST.
Animation sequences: United Productions of America.

BOOKS

THE CONSTITUTION: By Joseph N. Welch with Richard Hofstadter and the staff of *Omnibus.* Illus., 111 pp., Houghton-Mifflin Co., Boston: 1956—$3.75.

SOME people may prefer their U. S. Constitution rare (i.e. verbatim), others medium (with marginalia and footnotes), but we prefer ours well-done. That's why the three programs seen earlier this year on *Omnibus* (then on CBS-TV) for three successive Sundays dealing with this marvelous document was just our dish from beginning to end.

Under the aegis of Boston's most famous 20th Century barrister, Joseph N. Welch, and Columbia U.'s Prof. Richard Hofstadter, described by Mr. Welch as "an imaginative, resourceful and indefatigable editor," *Omnibus* came up with a lesson in American history viewers aren't likely to forget for some time. To insure against the day they *do* forget, H-M Co. has taken the pains to put the three programs—in their entirety and lavishly illustrated with actual off-the-air photos—into hard covers. It is one of the most beautiful history books to come across our desk in a long while, from binding to type and—most important perhaps—so far as content is concerned.

In prefacing the three programs ("One Nation," "One Nation, Indivisible" and "With Liberty and Justice for All") Mr. Welch, who neither claims credit for the series (nor, naturally, for the U.S. Constitution), pays homage to *Omnibus'* Bob Saudek "whose genius created a form for what otherwise would have been formless," director Richard Dunlap, "a sensitive and perceptive man," and staffmember Mary Ahern who "brought to the project, first, limitless industry plus a really high talent and, second, a curious ability to make a somewhat indolent narrator work."

THE MASTER GUIDE FOR SPEAKERS, by Lawrence B. Brings. T. S. Denison & Co., 321 Fifth Ave. So., Minneapolis 15, Minn. 409 pp. $4.95.

"IT IS a generally accepted fact that a speaker's favorable impression on an audience hinges upon his ability to know *how to begin* his speech and *how to end* it," the author states in his foreword. In this volume, which is designed for use by speakers,

TOP RATING IN CINCINNATI!



the ELLERY QUEEN series
starring
HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.
*24.7 Pulse 9/10/56



488 Madison Ave.
New York 22
PLaza 5-2100

IN FLINT, MICHIGAN . . .

WTAC THE BIG STATION

IS FIRST THROUGHOUT THE BROADCASTING DAY

7:00 A.M. TO 6:00 P.M.

The Rating Box Score

Comparing WTAC with Network Radio Stations heard in Metropolitan Flint, Michigan.

(Hooper July through September, 1956)

22 half hour periods

	1st	2nd	3rd	4th	5th
WTAC	20	2	0	0	0
Station A	1	2	7	8	4
Station B	1	11	4	2	4
Station C	0	4	6	10	2

There's a reason for this absolute domination—WTAC programs to the people of Flint and the people of Flint respond accordingly just as they respond to advertisers using WTAC. Local merchants are finding "600 on the dial" is their lucky number. You will too!

IN FLINT IT'S . . .

WTAC

THE BIG STATION
EVERY HOUR IN THE DAY

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students and speech teachers, Mr. Brings has collected hundreds of stories to be told, quotations to be recalled, opening and closing techniques to be copied. It looks like just the thing for the businessman who is invited to make a speech because he knows his subject, but who doesn't know just how to get started or how to conclude.

A BIBLIOGRAPHY OF THEORY AND RESEARCH TECHNIQUES IN THE FIELD OF HUMAN MOTIVATION. Advertising Research Foundation, 3 E. 54th St., New York 22, N. Y. 117 pp. $5.

IN 1953 the Advertising Research Foundation published *An Introductory Bibliography of Motivation Research* to provide marketing and advertising research technicians with a guide to the literature on the subject of human motivation and its role in advertising and marketing. Since then, much new material has been published and interest has increased. Accordingly, ARF has revised and up-dated its original bibliography. The new volume, valuable alike to the businessman and student, was compiled by George T. Jefferson and Eleanor Nancy Ward, under the direction of H. C. Barksdale, for the ARF Committee on Motivation Research.

OTHER PEOPLE'S HOUSES, Six Television Plays, by Tad Mosel. Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 242 pp. $3.95.

PLAYWRIGHT Tad Mosel is one of that circle of bright young writers who got their teeth into television under the aegis of NBC's Fred Coe, at the time producer of the *Philco-Goodyear Tv Playhouse* and later of *Playwrights '56* both of which served as showcases for the book's contents. "Fred," says Mosel in one of his prefaces, "was the first man to raise the writer to a position of importance in tv, and to a writer he is a combined father, friend, buffer, psychiatrist and newspaper critic. He has an uncanny way of making you have an idea. He has respect for your work . . . he stands up for you . . . he forgives your mistakes. To him, a writer is never as good as his latest play; he's as good as his best one. He inspires an intense, almost fanatic loyalty which he well deserves . . ."

The six plays: "Ernie Barger is Fifty;" "Other People's Houses;" "The Haven;" "The Lawn Party;" "Star in the Summer Night," and "The Waiting Place." This corner will not pass judgment on them, for they all have been examined elsewhere.

ELECTRICAL INTERFERENCE by A. P. Hale—122 pp. $4.75—Philosophical Library, New York.

WHAT causes radio-tv signal interference, what can be done about it, and how can it be done? This slim volume attempts to explain the why's and wherefore's of static and other forms of interference, basing its take-off point on the statistics provided by Great Britain's General Post Office (GPO), which administers the BBC, reporting 140,000 complaints on interference in 1954. Despite the fact that the problems discussed in this book apply to broadcasting in England, it will be of more than passing interest to U. S. radio-tv engineers.

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Eye-filling mountains . . . breath-taking gorges . . . vistas to quicken the pulse . . . historic sites to stir the heart — all these are part of the National Park System, and all these will *now have more to offer to more Americans* — thanks to Mission 66.

Initiated by Conrad L. Wirth, National Parks Director, and endorsed by the 84th Congress, Mission 66 is a 10-year program to conserve, develop and staff the National Parks, so that by 1966, they may accommodate *an estimated 80 million vacationers a year.* Technically the program includes expansion of overnight facilities, better roads and sanitation and enlarged interpretive activities. Actually it is an investment in America's heritage.

Our far-flung system of National Parks, the greatest in the world, had its beginning in 1870. A small group of public-spirited men, after exploring the Yellowstone, huddled around a campfire in the Wyoming wilds and decided that these natural wonders should be preserved as a public park for the benefit of future generations.

It is good to know that, thanks to Mission 66, the campfire is still burning bright . . .

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OPEN MIKE

Disc Jockey Marathons

EDITOR:

I notice that in the Nov. 12 issue of B•T, you list the current world's record for marathon broadcasting at 130 hours held by Don French in San Antonio, Texas.

On Aug. 4, 1956, KAYE disc jockey Allan McDonald set a new mark of 130½ hours, broadcasting continuously from Netties World Famous Cafe in downtown Puyallup. The Chamber of Commerce and Mayor of Puyallup presented McDonald with awards for his achievement.

Gale (Gub) Mix, Pres.
KAYE Puyallup, Wash.

[EDITOR'S NOTE: It is to be noted that the Nov. 12 story stated that Mr. French—not B•T—claimed the marathon set a world's record.]

EDITOR:

We would like to blow our own horn just a bit, here in Merced. There have been several notices in your magazine about different announcers and their endurance records of continuous broadcasting. Ken Collins, one of our own disc jockeys, opened his program of continuous playing and announcing over a remote control set up in the Atwater Furniture Mart, Thursday Sept. 13 at 10:30 a.m., and closed, still anxious to continue, on Tuesday, Sept. 18 at 10:30 p.m.—with a record of 132 hours of unbroken broadcasting over KYOS.

Bob Garrett, Pres.
KYOS Merced, Calif.

Gratified

EDITOR:

Needless to say, I am extremely gratified for the treatment accorded the interview with Chairman Shafto on the Television Code [B•T, Nov. 12], and in these few days I have heard much favorable comment.

The editorial, too, I consider to be eminently fair and constructive. When I first came on this job some four-plus years ago and told people I was working with the Television Code, most of them looked kind of blank, for they wondered if I were sending in Morse or Continental.

Certainly we have come a long way since then, and much of it through the understanding assistance of good friends such as yourself.

Edward H. Bronson, Dir. of Television Code Affairs
NARTB, Washington, D. C.

Communications Statistics

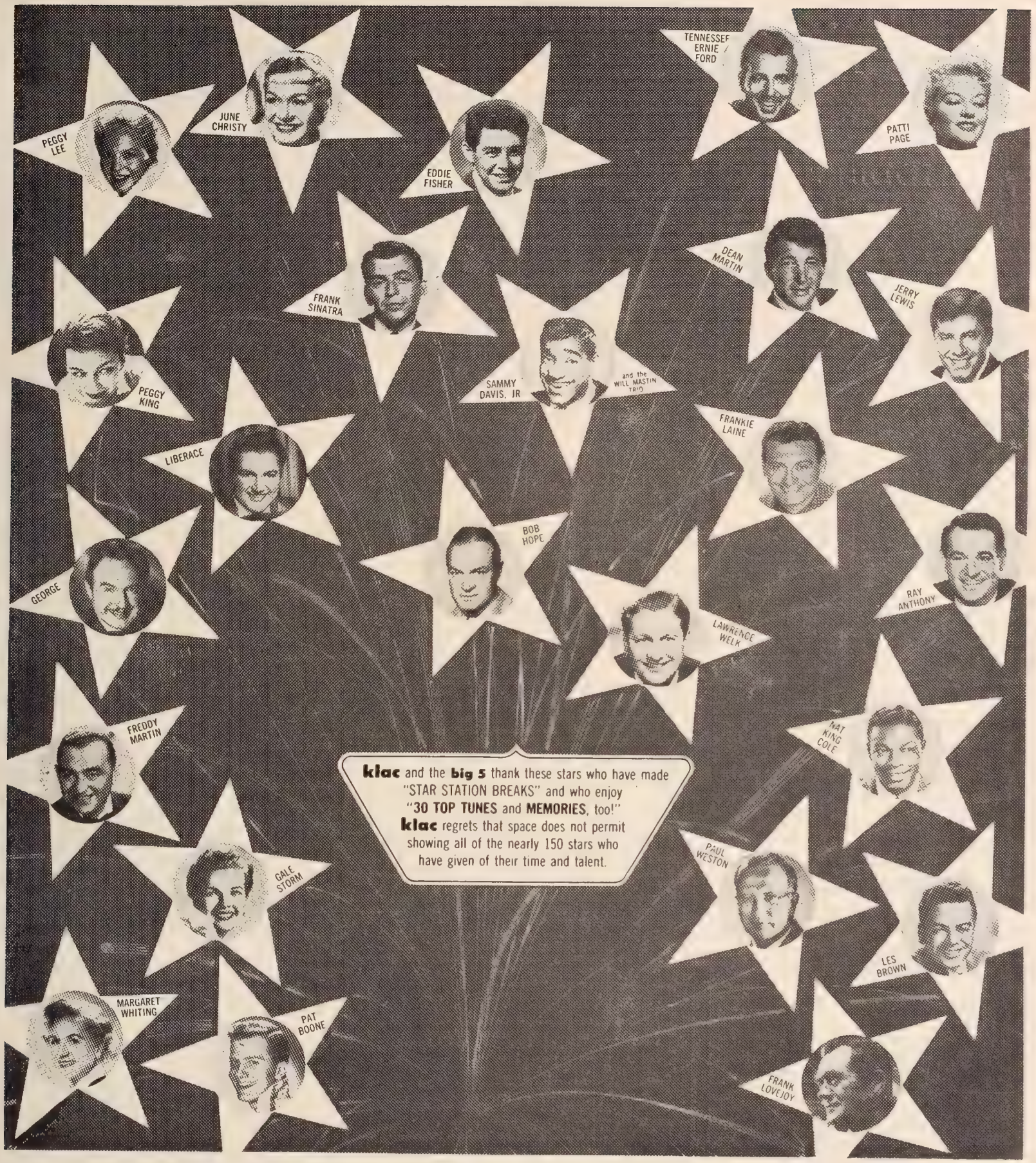
EDITOR:

Michigan State U. Press will soon publish my book on the mass communications industries. This work is primarily a collection and evaluation of statistics in this area.

In the process of gathering the statistics, I used various issues of BROADCASTING • TELECASTING Yearbooks for the radio-television section. Specifically, I have used your figures on number of authorizations, number of sets, usage, net time sales, and network affiliations. May I have your permission to use these data? If agreeable with you, I will give due credit to the source.

Richard E. Chapin, Assoc. Librarian
Michigan State U., East Lansing.

[EDITOR'S NOTE: Permission is granted, provided credit is given.]



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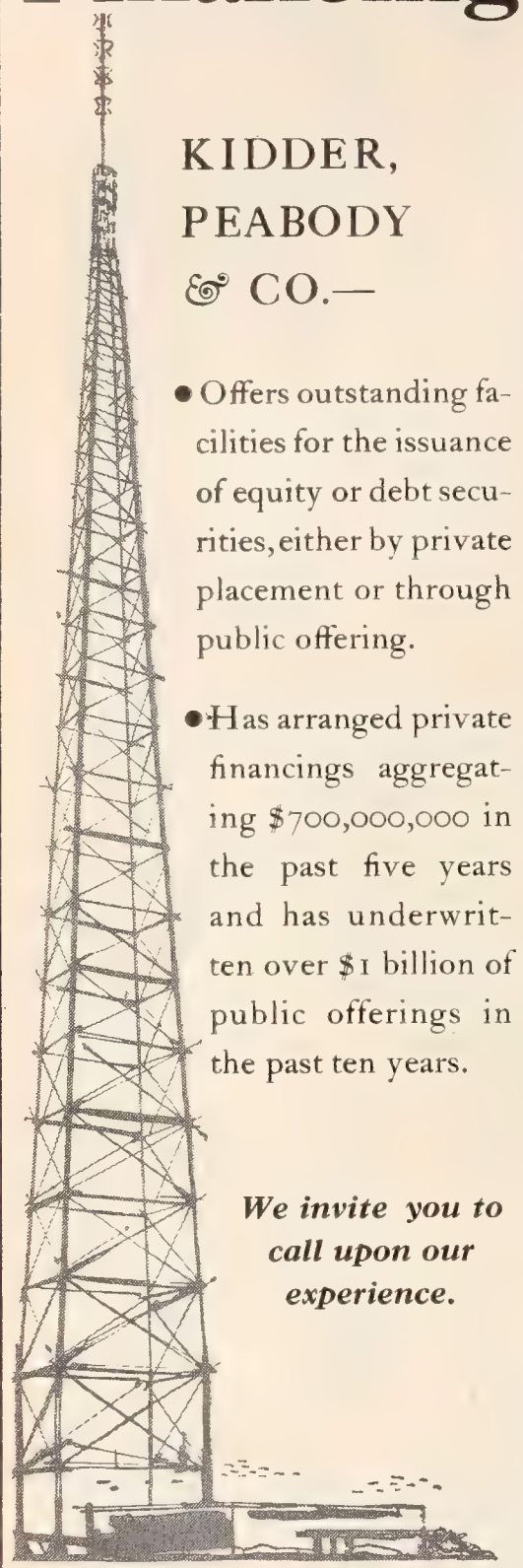
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AWARDS

Safety Council Makes 40 Radio-Tv Awards

FARM safety awards were presented by the National Safety Council to NBC, Rural Radio Network and 31 radio stations, plus seven television outlets, during the annual convention of National Assn. of Television & Radio Farm Directors in Chicago.

The non-competitive public interest honors were conferred at a council luncheon for NATRFD Sunday (yesterday) for exceptional service to farm safety. They were based on activities during the 13th annual National Farm Safety Week last July and for the preceding 12-month period.

Television stations cited were WKJG-TV Fort Wayne, Ind.; WIBW-TV Topeka, Kan.; KAKE-TV Wichita, Kan.; KFEQ-TV St. Joseph, Mo.; WFMY-TV Greensboro, N. C.; WUNC-TV Raleigh, N. C. (non-commercial); WSJS-TV Winston-Salem, N. C. Sixteen magazines also were honored.

Radio stations were: WMIX Mount Vernon, Ill.; WKJG and WOWO Fort Wayne, WIBC Indianapolis, all Ind.; KIOA and WHO Des Moines and KMA Shenandoah, all Iowa; WIBW Topeka, Kan.; WLAP Lexington and WMIK Middlesboro, Ky.; WHDH Boston, Mass.; WHFB Benton Harbor and WKAR East Lansing (non-commercial), Mich.; KUOM St. Paul-Minneapolis (non-commercial), Minn.; KLIK Jefferson City, KMMO Marshall and KFEQ St. Joseph, all Mo.; WJAG Norfolk and KFAB Omaha, Neb.; WOTW Nashua, N. H.; WGY Schenectady, N. Y.; WNCT Greenville and WSJS Winston-Salem, N. C.; WLW Cincinnati, WMRN Marion, WRFD Worthington, all Ohio; KOAC Corvallis and KSLM Salem, Ore.; KDKA Pittsburgh, Pa.; WNAX Yankton, S. D.; WNOX Knoxville, Tenn.; KLOQ Yakima, Wash.

NBC's award, its fifth for farm safety, was given for activities on its *National Farm & Home Hour,* closed circuit feeds of farm safety week transcriptions to member stations and week promotion in spots on *Monitor, Weekday, World News Roundup, Truth or Consequences* and *National Radio Fan Club.* Rural radio network was cited for eight special programs during that week and reports in two special services, "road condition roundup" and "weather roundup."

In television the farm safety awards were the first for KAKE-TV, third for KFEQ-TV, first for WFMY-TV, first for WIBW-TV, second for WKJG-TV, and first for WUNC-TV. WSJS and WSJS-TV earned combined award for various programs



HUGH B. TERRY (r), president and general manager of KLZ-AM-TV Denver, shows his Paul White Memorial Award (the first annual award) to KLZ News Director Sheldon Peterson (l) and CBS newscaster Robert Trout. The citation was given for Mr. Terry's fight against Canon 35 barring radio-tv from the courts and cites him for having made "the most significant contribution to radio and tv journalism" during 1956 [B•T, Nov. 19].

'Alcoa Hour,' NBC Receive Anti-Defamation League Awards

THE Anti-Defamation League of B'nai B'rith presented its annual America's Democratic Legacy Awards yesterday (Sunday) in Washington. The ceremony (including a repeat of the *Alcoa Hour* award-winning "Tragedy in a Temporary Town") was telecast by NBC-TV from 2-3 p.m. EST.

Awards for outstanding contributions to "the enrichment of America's Democratic Legacy" went to Sen. Herbert H. Lehman (D-N.Y.), Secretary of Labor James P. Mitchell, Cincinnati Mayor Charles P. Taft, Aluminum Corp. of America (sponsor of *Alcoa Hour* and NBC. Robert W. Sarnoff president of NBC, accepted the network's award.

Six Men in Broadcasting Field Win 'Wisdom Magazine' Awards

SIX PERSONS have been presented awards by *Wisdom Magazine* for "significant contributions to knowledge and distinguished service to mankind" in the field of television.

They are Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC; William S. Paley, CBS board chairman; Robert Saudek, executive producer of ABC-TV's *Omnibus* and director of the Tv-Radio Workshop of the Ford Foundation, and broadcasting personalities Edward R. Murrow, Dave Garroway and Dr. Frank R. Baxter.

The awards, announced last week by Leon Gutterman, president-publisher of the magazine, will be presented at a first annual awards dinner Dec. 2 at the Beverly Hilton Hotel, Beverly Hills, Calif.

NEDA Honors Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF last week was presented with a plaque by the National Electronic Distributors Assn. to commemorate his 50th anniversary in radio, television and electronics and to express appreciation association is composed of major distributors of electronic tubes and parts in this country.

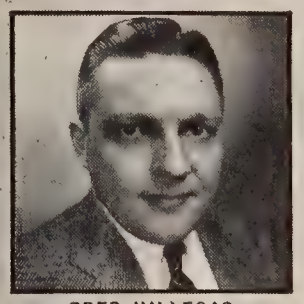
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DEACON DOUBLEDAY
Farm Director



FRED HILLEGAS
News Editor



JOEL MAREINISS
News Commentator



BILL O'DONNELL
Sports Editor

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Timekeeper Show



CARL ZIMMERMAN
News Commentator



ED MURPHY
The Ed Murphy Shows



ROBERT NELSON
News Commentator



JENNIE-BELLE ARMSTRONG
Women's Director

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mem. Morning Headlines	News	Walter Winchell	Monitor
6:15	Paul Harvey News	F.B.I.	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Kraft—News	Monitor
6:45	George Sokolsky		Bill Hillman Commentator	"Meet the Press"
7:00	Weekend News	News	General Tire Sports Time	
7:15	John Edwards	Jack Benny	This Fabled World	
7:30	Overseas Assignment		"By the People"	
7:45	Sunday Music Hall	Juke Box Jury	Pan American Panorama	
8:00	Texaco News	News		
8:15	Sp'kng of Sports		Hour of Decision Billy Graham Evangelistic Assoc.	Monitor *
8:30	Sunday Music Hall	Pharmacraft (202) Pontiac 11/11 only Mitch Miller		
8:45			Oklahoma City Symphony	
9:00	Texaco News	News		
9:15	Sunday Music Hall	Basin Street Jazz		
9:30		TBA	Manion Forum Dean Clarence Manion	
9:45		CBS Spts Review	Datelines & The Bible	
10:00	Erwin Canham	CBS News	Wings of Healing	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum or Youth Wants to Know
10:45				
11:00	Texaco News	News	Wings of Healing	Monitor *
11:15 PM	Imagination	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State		Here's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Kraft News	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Brown & Wmson. Pontiac Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	No Network Service
7:15	Co-op Quincy Howe		Jazz Roost	
7:30	Mysteries	Pharma-Craft Bing Crosby	Mut. Sponsors Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45		Ed. R. Murrow (82)	What's Your Opinion	One Man's Family N&L Participatns
8:00	ABC Late News		True Detective Mysteries (Participating)	News
8:15	American Music Hall	Pontiac Robt. Q. Lewis Shop		Boston Symphony Orchestra
8:30	ABC Late News	News	Danger with Granger	
8:45	Firestone Voice of Firestone	O'Hara		
9:00		Chev. News (199)	News	
9:15	American Music Hall	My Son Jeep	Bob & Ray	Bell Telephone Telephone Hour (185) R
9:30	ABC News	Yours Truly Johnny Dollar	Dinner Date	
9:45	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
10:00	News	Eric Sevareid S	Am. Hm. Heatter	News
10:15	Vandercook, CIO	Dance Orchestra	Music From Studio X	News McCormick
10:30	Imagination Milton Cross			The Charlie Applewhite Show
10:45	News			Operation Entertainment
11:00	Imagination Milton Cross	News	St. Nicholas Boxing Bouts	No Network Service
11:15 PM	ABC Late News	Dance Orchestra	Virgil Pinkley	News of the World Morgan Beatty
	Imagination			
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News Mel Allen All State		Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (199)	Kraft News	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Pharma-Craft Minn. Mining Pontiac	Fulton Lewis Jr.	No Network Service
7:15	Co-op Quincy Howe	Amos 'n' Andy Music Hall (198)	Jazz Roost	
7:30	Mysteries	Bing Crosby	Mut. Sponsors Gabriel Heatter	Miles Labs. & (S) News of World
7:45		Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family N&L Participatns
8:00	ABC Late News		Treasury Agent (Participating)	Network Participations Dragnet
8:15	American Music Hall	Hershel Calif. Brown & Wmson. Robt. Q. Lewis Shop		
8:30	News S	News		B&W News
8:45	Life Is Worth Living Bishop Sheen	Suspense	Big City	Biography In Sound
9:00		Chev. News (199)	News	
9:15	American Music Hall	My Son Jeep	Bob & Ray	
9:30	ABC News	Yours Truly Johnny Dollar	Dateline Defense	
9:45	Best Bands of the Land	Do You -now	The Army Hour	Ted Heath & His Music
10:00	News	Eric Sevareid S	Am. Hm. Heatter	News
10:15	Vandercook, CIO	CBS News	Music From Studio X	News McCormick
10:30	Imagination Milton Cross	Dance Orchestra		World of Music
10:45	News			Nightlife with Nordine
11:00	Imagination Milton Cross	News	Virgil Pinkley	No Network Service
11:15 PM	ABC Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty
	Imagination			
	Late News			

WEDN

	ABC	CBS
6:00 PM	No Service	Allan Jackson
6:15		No Service
6:30	ABC—News Mel Allen All State	
6:45	No Service	Delco Batterie Lowell Thoma (199)
7:00	CIO-AFofL Edw. P. Morgan	Pontiac Carter Amos 'n' And Music Hall (198)
7:15	Co-op Quincy Howe	
7:30	Mysteries	Minn. Mining Bing Crosby
7:45		Ed. R. Murro (82)
8:00	ABC Late News	
8:15	American Music Hall	Robt. Q. Lew Shop
8:30	News S	News
8:45	American Music Hall	Westinghous Pick a Winne (195)
9:00	News	Chev. News (1
9:15	American Music Hall	My Son Jee
9:30	News S	Yours Truly Johnny Dolla
9:45	Best Bands of the Land	Up Date
10:00	News	Eric Sevarei
10:15	Vandercook, CIO	CBS News
10:30	Pabst Fights	Dance Orchestra
10:45		
11:00	ABC Late News	
11:15 PM	Imagination	News
		Dance Orchestra
	Late News	

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy
9:45				
10:00	Texaco News	Chev. News (178)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Invitation to Learning S	Voice of Prophecy (307)	
10:45	Negro College Choirs S			
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) *
11:30	Texaco News	World Affairs		
11:45	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
12:00 N		Chev. News (170)		
12:15 PM	No Net Service	Music In Morgan Manner	US Military Academy Band	
12:30	Moods in Melody	Dorsey Brothers	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Kraft News	Monitor
1:15			Airmen of Note	
			Opportunity Is Yours	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM		Co-op News	Co-op Robt. Hurleigh	News
9:15	Breakfast Club (Participating)	No Service	Easy Does It	No Network Service
9:30	My True Story	Arthur Godfrey (Participating)	Cecil Brown	News Franklin Blair
9:45	When A Girl Marries		Basil Rathbone	NBC Bandstand
10:00	Whispering Streets		Kraft News	
10:15	Grand Central Station		Mutual Music Box	
10:30	Jack Paar Show		Kraft News	
10:45	ABC Late News		Story Time	
11:00	You and Your Marriage	Kathy Godfrey		
11:15	Buddy Weed Show	Wrigley Howard Miller (144)	Queen for a Day Participating	NBC Bandstand
11:30	Valentino	P&G Slenderella W. Warren (144)	Gabriel Heatter	News
11:45	Luncheon at Astor	C-P Dromedary Stand. Brands Backstage Wife	Gaylord Hauser	
12:00 N		Mentholatum Toni, Sleep-Eze H. Trent (186)	Millie Considine Show	No Network Service
12:15 PM	No Network Service	Our Gal Sunday (194)	No Service	
12:30		ExLax, Toni Corn Prod. Nora Drake	Co-op Cedric Foster	News
12:45	Co-op Paul Harvey	Best Foods Lipton Ma Perkins (198)	Allen Ladd's Modern Moods	No Network Service
1:00	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM		Co-op News		
9:15		Farm News		
9:30	Co-op No School Today	St. Louis Melodies	No Network Service	
9:45		Garden Gate		
10:00		Chv. Jackson 192		
10:15		Beltone Pontiac Galen Drake		
10:30			Kraft News	
10:45	All-League Club House	Galen Drake *	Conference Call	
11:00		Slenderella (110)	Good News	
11:15	Texaco News	News	Kraft News	
11:30	Sp'kng of Sports	Robt. Q. Lewis	US Marine Band	
11:45	Charlie Applewhite	Hershel Calif. Toni Co (202) Lewis-Howe (198) M.Iner (196)		
12:00 N	Charlie Applewhite		Musical Wheel of Chance	
12:15 PM	Texaco News	Chev., Jksn. (183)	Kraft News	
12:30	Sp'kng of Sports	Romance S		
12:45	World Tourist		Magic of Music	
1:00	Andy Reynolds Ranch Boys S	Liggett & Myers Gunsmoke (199)		
1:15	Weekend News	Weather		
1:30	American Farmer S	Chev., Jksn. (185)	Teen Talks	DeSoto You Bet Your Life (Split Network) Monitor *
1:45	Texaco News	City Hospital	American Living	
2:00	Sp'kng of Sports			
2:15	Gridiron Salute			Allis-Chalmers National Farm & Home Hour
2:30	Game of Week			Morton Salt Dre er Topic Tdy
2:45 PM				

WEDN

	ABC
1:30 PM	Texaco New
1:45	Pilgrimage
2:00	Healing Wat Inc. Dr. Oral Robe
2:15	
2:30	TBA
2:45	Texaco New
3:00	Sp'kng of Spo Sammy Kay Sunday Serenade
3:15	
3:30	Dr. Billy Grah Hour of Decis (229)
3:45	
4:00	
4:15	Gospel Bcstg. Old-Fashion Revival Hr. (2
4:30	
4:45	
5:00	Speaking of Sp High Momer In Music
5:15	Weekend Ne
5:30	Greatest Sto Ever Told
5:45 PM	

SDAY

MBS	NBC
ob & Ray	No Network Service
e's Hollywood	Sun Oil & Co-op 3-Star Extra (34)
Sports	
raft News	
ton Lewis Jr.	Alex Drier Man on the Go Co-op
Jazz Roost	No Network Service
ult. Sponsors briel Heatter	Miles Labs. & (S) News of World (168)
What's Your Opinion	One Man's Family N&L Participatns
angbusters articipating)	News Network Participations Peoole Are Funny
Crime Files of Flamond	Recollections at 30
News	B&W News
Bob & Ray	X Minus One
Radio Review	
Family Theatre	Air Force Reserve Program
. Hm. Heatter	News
	News McCormick
Music From Studio X	This Is Moscow
	Poets and Other People
irgil Pinkley	No Network Service
Studio X Music	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	No Service	Les Paul	Sun Oil & Co-op 3-Star Extra (34)
All State Mel Allen		Sports	
No Service	Delco Batteries Lowell Thomas (199)	Kraft News	Alex Drier Man on the Go Co-op
CIO-AFofL Edw. P. Morgan	B&W, MMM Pontiac, Carter Pharma-Craft Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	No Network Service
Co-op Quincy Howe		Jazz Roost	Miles Labs. & (S) News of World (168)
Mysteries	Bing Crosby	Mult. Sponsors Gabriel Heatter	One Man's Family N&L Participatns
ABC Late News	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	News
American Music Hall	Robt. Q. Lewis Shop	Official Detective (Participating)	Network Participations The Great Gildersleeve
News S	News		
American Music Hall	21st Precinct S	It's a Crime Mr. Collins	Conversation
News	Chev. News (199)	News	News-Don Pardo
American Music Hall	My Son Jeep	Bob & Ray	TBA
News S	Yours Truly Johnny Dollar	UN Radio Review	
Best Bands of the Land	Leading Question	Co-op State of the Nation	Stars In Action (Nat'l Guard)
News	Eric Sevareid S	Am. Hm. Heatter	News
Vandercook, CIO	CBS News		News McCormick
Imagination Milton Cross	Stuart Foster Show	Music From Studio X	Carling Cons. Club
ABC News			
Imagination Milton Cross	Dance Orchestra		Jane Pickens Show
ABC Late News			
Imagination	News	Virgil Pinkley	No Network Service
Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	U.N. on the Record S		Joseph C. Harsch Co-op
All State Mel Allen		Here's Hollywood	No network Service
No Service	Delco Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)
CIO-AFofL Edw. P. Morgan	Pontiac Amos 'n' Andy Music Hall (198)	Kraft Five Star	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Fulton Lewis Jr.	No Network Service
Mysteries	Pharma-Craft Minn. Mining Bing Crosby	Jazz Roost	Miles Labs & (S) News of World (168)
ABC Late News	Ed. R. Murrow (82)	Amer. Home Prd. Gabriel Heatter	One Man's Family N&L Participatns
American Music Hall	Brown & Wmson. Pontiac Robt. Q Lewis Shop	What's Your Opinion	News
News S		Counterspy (Participating)	Network Participations The Bob Hope Show
American Music Hall	News		
	CBS-Radio Workshop	City Editor	National Radio Fan Club
News	Chev. News (199)	News	NBC Job Clinic
American Music Hall	My Son Jeep	Bob & Ray	
News S	Yours Truly Johnny Dollar	UN Radio Review	National Radio Fan Club
Best Bands of the Land	So They Say	True or False	Inside Story with Victor Riesel
News	Eric Sevareid S	Am. Hm. Heatter	
Vandercook, CIO	CBS News		Gillette Boxing
Imagination Milton Cross	Dance Bands	Studio X Music	Sports Digest
ABC News			
Imagination Milton Cross	Dance Orchestra		Sports Highlights
ABC Late News			
Imagination	News	Virgil Pinkley	No Network Service
Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	John T. Flynn	
Game of the Week (Continued) Pan American Union	New Orleans Jazz Band	World Traveler	
Sports Kaleidescope	Syncopation Piece	Report from Washington	
Science Editor		Dinner Date	
Texaco News	News	Kraft News	
Sp'kng of Sports	Saturday Night Country Style	Hawaii Calls	
At Ease			
Platter Brains		Word of Life Hour	Monitor *
World Tourist			
Texaco News	Chev. News (192)	Bandstand USA	
Sp'kng of Sports	Treasury of Music		
Vincent Lopez Show			
This Week In Washington	Dorsey Brothers Orchestra		
As We See It			
Texaco News	News		
National Juke Box	Dance Orchestra		
Best Bands in the Land			R. J. Reynolds & Co-op Grand Ole Opry (93)
Texaco News			
Lawrence Welk Army Show	News S		
	Dance Band	Renfro Valley Dance Barn	
Rhythm on Parade			
	Dance Orchestra		Monitor *
Weekend News			
Imagination	News	Dance Time	
	Dance Orchestra		

SUNDAY

CBS	MBS	NBC
Woolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
Longines-Wittnauer Symphonette (76)	London Studio Concerts	Monitor *
World Music Festival	Co-op Pro-Football	The Catholic Hour
News (S)		Monitor *
sphalt (200)		
ather on Hwys		
On A Sunday Afternoon		
. Trout (193)	Kraft News	
evrolet News		
Indictment	Lombardoland USA	
Weather		
Fort Laramie	Bands For Bonds	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Mentholatum Corn Prd., Sleep-Ez—Dr. Malone	Luncheon with Lopez	No Network Service
	Road of Life (5)	Kraft News	News
No Network Service	P&G news (203)	Harry Noble	
	Right to Happiness		
	Mrs. Burton		No Network Service
	Colgate Strike It Rich		
The Martin Block Show	Pat Butrum Show (198) Wm. Wrigley	Lots of Music	(Network Participation) "Five Star Playhouse"
	Houseparty† (183) R		
	Corn Prod. Sunshine Sue (82)		(Network Participations) "Hilltop House"
	American Bird Record Pet of the Day		"Pepper Young's Family"
Treasury Bandstand	Corn Prod. (40) Art Smith	Mutual Reports	(Netwk Partpn.) "Woman In My House"
	Renfro Valley Pillsbury		M. M. McBride Net. Participation
	No Service		Fred Waring Song Feast (Network-Local Participations) **
	News	Basil Rathbone	
No Network Service	No Service	Bob & Ray	Cafe Lounge
			"It's New!"
			Business World
Wall St. Final (Harris, Upham)		Sports Time Kraft News	"Sport-O-Rama" TBA

SATURDAY

ABC	CBS	MBS	NBC
Game of the Week	Man Around The House	Sports Parade	DeSoto You Bet Your Life Groucho Marx
	Adventure In Science	Kraft News	
	News		
	String Serenade	Pontiac Division Notre Dame Games	
	Hotel Peabody Orchestra		Football Game of the Week Approx. 2-5 p.m. (Co-op Basis) with "Monitor" resuming at the Conclusion of the "Game"
	News		
	Chas. Applewhite Army Show		
	Hotel Roosevelt Orchestra		
Weekend News	News		
Pop Concerts	Paladium Orchestra		
Navy Hour	Chase Orchestra	Co-op Stand-By Sports	
On the Go	News		
Weekend News	Dance Orchestra		
Sp'kng of Sports			
Dinner At The Green Room	Make Way For Youth		Monitor *
		Kraft News	

November 26, 1956

Explanation Listings in order, Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Seeman Brothers (T-F); Mentholatum (M-F).

Series B—8-8:30 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Drug Products (M-F); Mentholatum (M-F).

Only publications which have qualified as members in good standing of the Audit Bureau of Circulations can display this symbol.



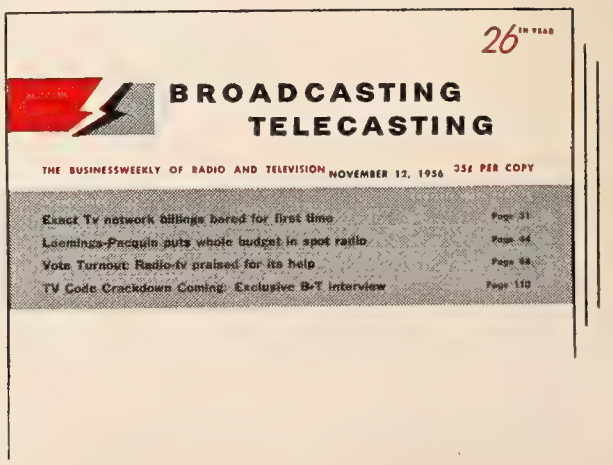
B•T is the only news magazine specializing in radio-TV coverage whose circulation—PAID circulation—is certified by ABC.

EXECUTIVE and PUBLICATION HEADQUARTERS

1735 DeSales St., N.W., Washington 6, D. C.

MEtropolitan 8-1022

NEW YORK	CHICAGO	HOLLYWOOD
444 Madison Ave.	360 N. Michigan Ave.	6563 Hollywood Blvd.
PLaza 5-8355	CEntral 6-4115	HOllywood 3-8181



our respects

to PIERRE WEIS



AFTER 15 years in radio sales executive posts, Pierre Weis regards his new assignment in television as "a challenge." It is reasonable that a veteran broadcasting sales official, who showed ingenuity, resourcefulness and boldness on two continents during the dark days of World War II, should be equal to the comparatively prosaic—but nevertheless responsible—task of proving that "rerun" film programs can be beneficial to stations, advertisers and Ziv Television Programs.

A fortnight ago, Ziv Tv signified its confidence in reruns by establishing Economee Tv programs as a full-blown division of the company with a separate staff and offices [B•T, Nov. 12]. The responsibility for directing this new operation was handed to Mr. Weis. He was appointed general manager of Economee Tv and was thereby launched on a new phase of a career that has had some surprising twists.

Pierre Weis is a medium-sized man of apparently boundless energy who has an animated conversational style that retains the flavor of his native France. He was born in Lille on Dec. 15, 1911, and was reared and educated in Paris. After he graduated from the Sorbonne in 1933 with a bachelor's degree in mathematics and philosophy, he entered the French Army, serving for 18 months and emerging as a lieutenant.

For several years, Mr. Weis worked in a textile firm owned by his family and with a company that manufacturered rayon and cellophane. In 1937 when this latter company decided to open the Ozaphane Corp. of America to manufacture film stock, Mr. Weis was sent to Stamford, Conn., and installed as general manager of the new enterprise. He remained there until 1939 when war came to France. He then returned to his native country and embarked upon a period of his life that for its sheer drama rivals some of Ziv Tv's adventure series.

Mr. Weis reconstructs this phase of his experience in this way: In June 1940, he was a lieutenant in a reconnaissance group in France that came under heavy assault from the Germans. Only 16 of 160 soldiers assigned to his group survived. Under cover of darkness, he led the survivors back to the French lines and subsequently was decorated.

Demobilized with the fall of France, he moved to the southern part of the country and decided to try to make his way back to the U. S. He had a re-entry permit valid until December 1940. Movement out of France by French citizens was a virtually hopeless task at this time. But through a series of ingenious maneuvers, he escaped to North Africa; made his way to Casablanca where he worked briefly for the Free French as a diplomatic courier, and eventually flew to Libson aboard a German plane. There he successfully booked passage to the U. S. and arrived here only a few days before his re-entry permit expired.

In March 1941, Mr. Weis began an association with radio that lasted for more than 15 years. He joined Lang-Worth Feature Programs, radio transcription company in New York, as a salesman. Cy Langlois of Lang-Worth had met Mr. Weis during his previous stay in America, invited him to lunch when he learned about his "fantastic" escapades and then decided to hire him. He remained with Lang-Worth until December 1943, when he was drafted into the U. S. Army. He attended officer candidate school and was commissioned a second lieutenant in the Transportation Corps in November 1944. Though Mr. Weis desired an overseas assignment, he was kept in the U. S. because of his "condemned" listing by the Nazis.

Released from service, Mr. Weis rejoined Lang-Worth in January 1946 and was elevated to sales manager and subsequently was named vice president in charge of sales. On June 1, 1951, he began his association with Ziv, becoming sales manager of World Broadcasting Co. He was promoted to general manager of World in September 1952 and was shifted to the company's new re-run operation the first of this month.

Ziv Television, according to Mr. Weis, has been operating Economee Tv "quietly" for almost two years in preparation for its expansion to a full-scale division. He explained the company decided that a separate organization was required for reruns because Ziv Tv produced such a large number of series that salesmen often are unable to give reruns the attention they deserve.

Mr. Weis married the former Marjorie Sweet of Stamford on March 21, 1942. They live in Stamford with their children, Anne, 12, and Ellen, 11. Although he was an outstanding tennis and soccer player in Europe during his youth, he now restricts his athletic activity to golf.

MACON

is in a

BUYING MOOD!



why only knock at the door...



when you can be invited in

Cash registers are ringing all over Middle Georgia! $388 million in retail sales last year. Population doubled in last decade. Macon itself — heart of Middle Georgia — is growing faster than all but 3 of the nation's top 25 markets.

Atlanta gives only fringe coverage of this boom area. Only 2 stations take you inside, offer your products the *whole*, rich market . . . WMAZ and WMAZ-TV.

To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ

10,000 watts — 940 Kc — CBS
Member: Georgia Big 5

WMAZ-TV

Channel 13 — CBS-ABC-NBC

Represented Nationally by

AVERY-KNODEL

INCORPORATED

"Bringing Home the Bacon"
Is A Regular Thing with
WKMF



because
MORE
WOMEN
LISTEN
to WKMF
than any other
Flint
Station

We don't like to "ham it up" by blowing our own horn . . . but there are times when we just can't help ourselves. Here, in Michigan's 2nd largest income city, women just naturally keep their radios tuned to WKMF. If you're interested in reaching Flint women, you won't find a better market-place for your radio dollars than WKMF.

SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit Flint, Mich. Jackson, Mich. Saginaw, Mich.
Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Fred A. Knorr, Pres
Eldon Garner, Mg. Director
Represented by HEADLEY-REED

The Community Stations

WKMF
FLINT, MICHIGAN

KNORR BROADCASTING CORP.



ALAN BERGER

on all accounts

HOW WELL radio is proving its sales punch with local retailers may be seen in the swing of Mode O'Day Frock Shops of Hollywood from the status of occasional radio user to an important regular account in medium and small markets throughout the U. S.

The man who has a lot to do with that swing is timebuyer Alan Berger, radio-tv director of the Lansdale Co., Los Angeles. "You can't fight results and, boy, we sure got them," he says.

Now just three months into its expanded application of radio to individual store sales problems, Mode O'Day is buying radio as its principal day-by-day sales catalyst in about 50 markets and the list is growing. The chain of 625 stores (mostly individually owned under franchise) claims to be the country's biggest user of cotton piece goods.

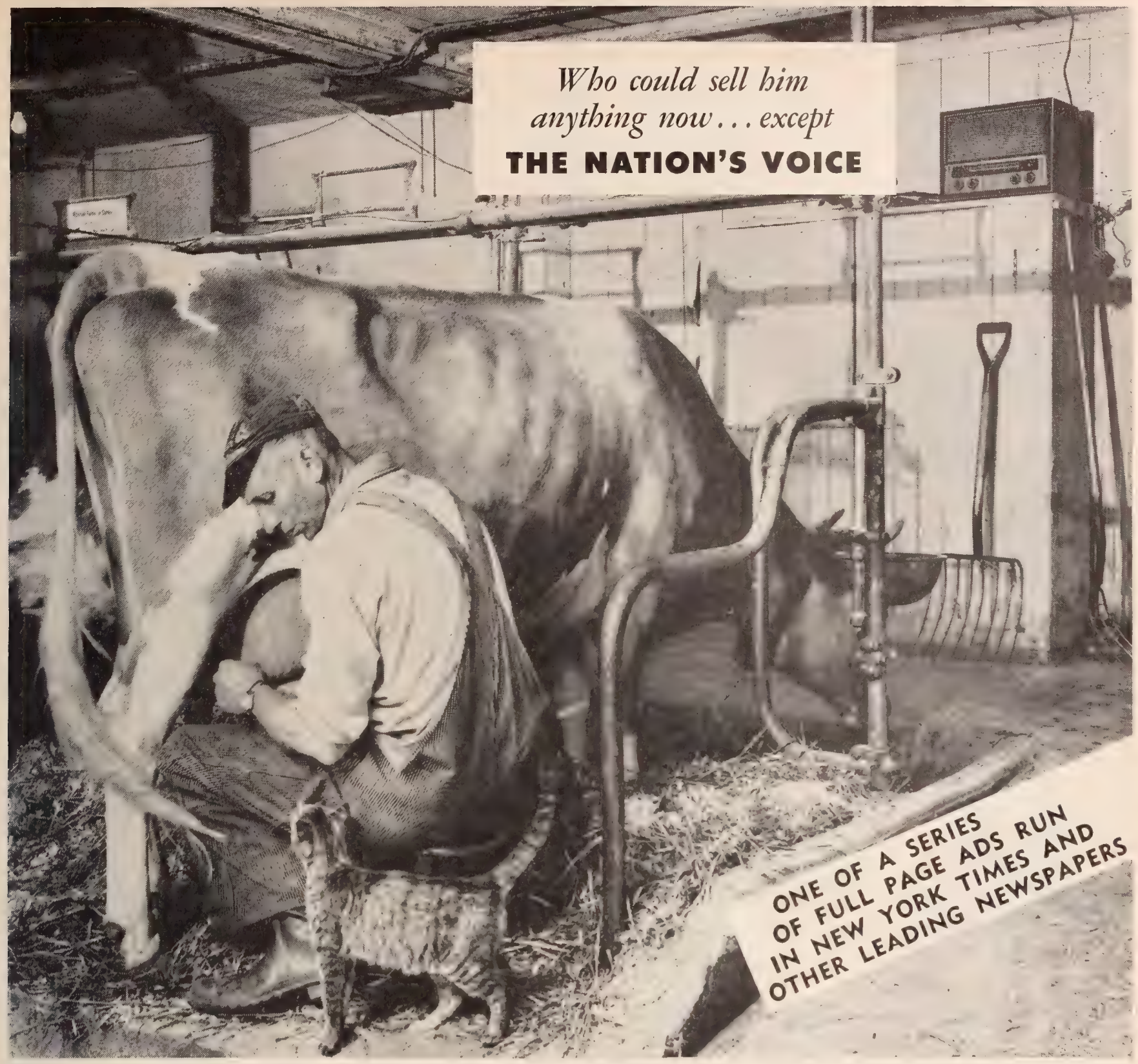
The chain's Hollywood home office buys all time through Mr. Berger, matching dollars with each local store based on its requisition for the expenditure.

"Radio is a natural for these stores, many of which are in smaller towns," Mr. Berger says. "Radio is flexible for our marketing problems as well as more economical and effective," he says, noting that the important factor is educating store owners or regional supervisors in broadcast advertising.

Born Alan Martin Berger April 21, 1932, in Brooklyn, this radio-minded agency executive got that way naturally. He majored in radio-tv and advertising at Syracuse U. (New York) and received his A.B. in 1953.

Although initially interested in the creative side of the business, Mr. Berger decided advertising might have brighter prospects and he headed for Los Angeles to get basic retail experience. He joined Thrifty Drug Stores' advertising staff as copywriter and for two years worked closely with Dan B. Miner Co., local agency for Thrifty, a major radio advertiser throughout California. In July 1955, he switched to Lansdale as production manager and junior account executive and was named radio-tv director four months later.

Still a bachelor, Mr. Berger lives in West Hollywood. He enjoys touring in his car, water sports and power boating to Catalina.



The new advertising strategy based on Politz research

Radio is the *constant companion* of the American people. Radio – and only radio – follows your customers wherever they go, reaches them while they are doing other things.

Two-thirds of the adult population listen to radio on any given day and 87.8% within a week. And this nationally in the areas of TV's highest development.

These strengths of radio and other important facts established by Alfred Politz Research, Inc., are the foundation of the new advertising strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of *great* radio stations in the important population centers. While there are 2,833 radio stations operating today, only 48 leadership stations are needed to bring 85% of all America's millions within your reach!

Your sales message is carried directly to a huge daily audience, with great frequency, at a cost efficiency which is phenomenal.

Not in just one—but in five separate markets the Politz studies show that people *trust respect* and *listen* most to one great station by such surprising margins as 11 to 1 over the next station

The Nation's Voice story is in brief presentation form at all Christal offices. Call now and reserve a time to see it.

HOW MUCH IS IN YOUR BUDGET?

$100,000 will buy six color pages in an excellent women's magazine with over 4 million circulation. *OR 60 one-minute daytime announcements on The Nation's Voice, with a potential audience of 136 million people*

$250,000 is almost enough to buy 5 color pages in two leading Sunday supplements, with a combined circulation of about 18,000,000. *OR 2 one-minute announcements, seven days a week, for 12 consecutive weeks on The Nation's Voice.*

$500,000 will buy an average TV half-hour nighttime show once weekly on a major network – but only for 7 weeks. *OR 3 one-minute announcements every week-day for 5 solid months on The Nation's Voice.*

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL – Baltimore	**WBEN** – Buffalo	**WGAR** – Cleveland	**WJR** – Detroit	**WTIC** – Hartford
WDAF – Kansas City	**KFI** – Los Angeles		**WHAS** – Louisville	**WCKR** – Miami
WTMJ – Milwaukee	**WHAM** – Rochester	**WGY** – Schenectady	**WSYR** – Syracuse	**WTAG** – Worcester

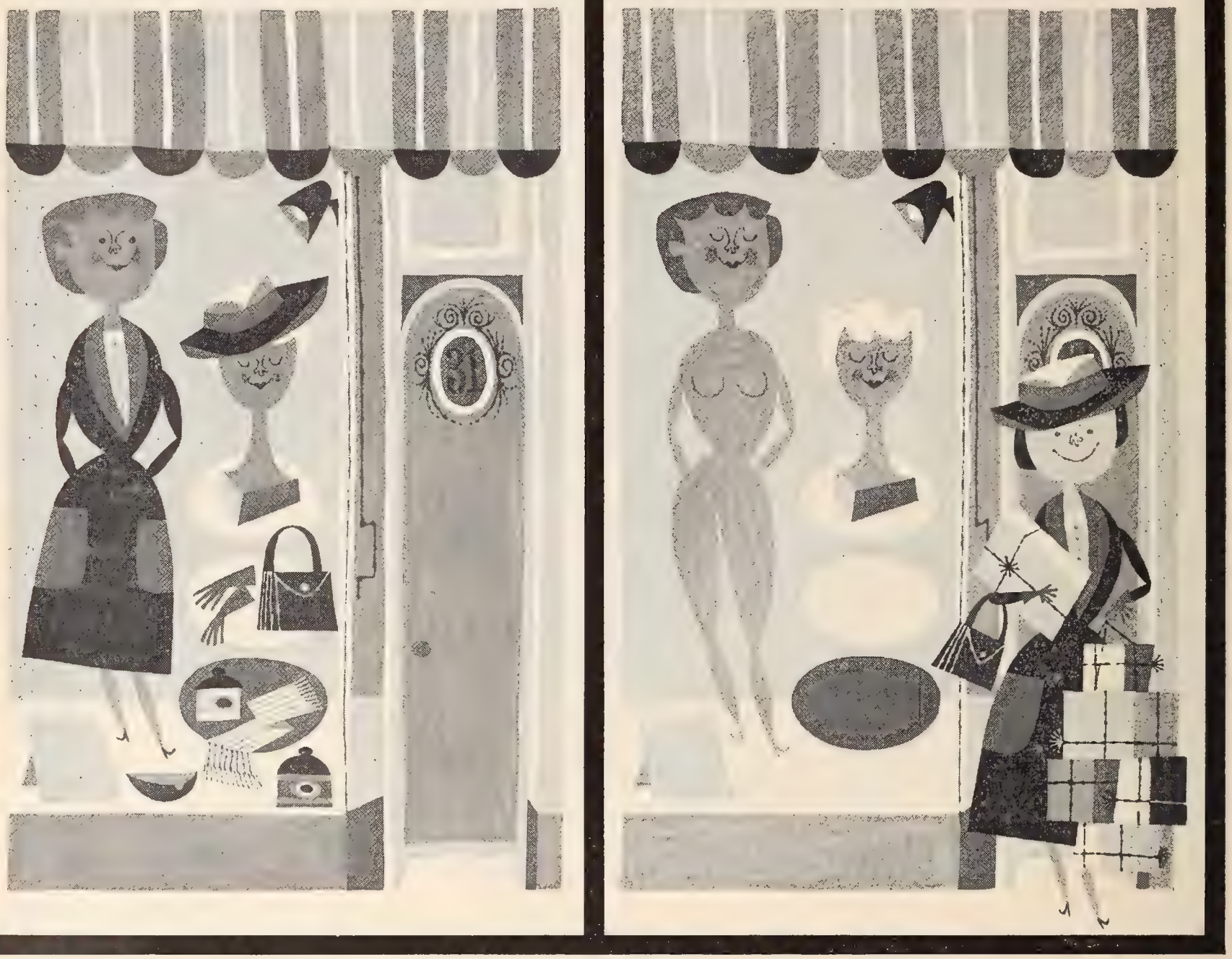
Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

CAPITAL BOOM . .

. . IN DEPARTMENT STORE MERCHANDISE !



Along with the political news in this election year, Washington is making merchandising headlines, too. Department store merchandise sales in 1956 will be in excess of $327,657,000, a gain of 48.6% in five years! And this increase in sales comes at a time when population growth is up just 21.3%. The news is—more people in Washington, and each of them spending more *by far* than ever before.

While population and per-capita sales are climbing, manufacturers and retailers of department store merchandise are taking advantage of the Capital Boom by increasing heavily their advertising programs on WRC and WRC-TV. In just two years, advertisers in this category have upped their WRC, WRC-TV investments by 64.9%.

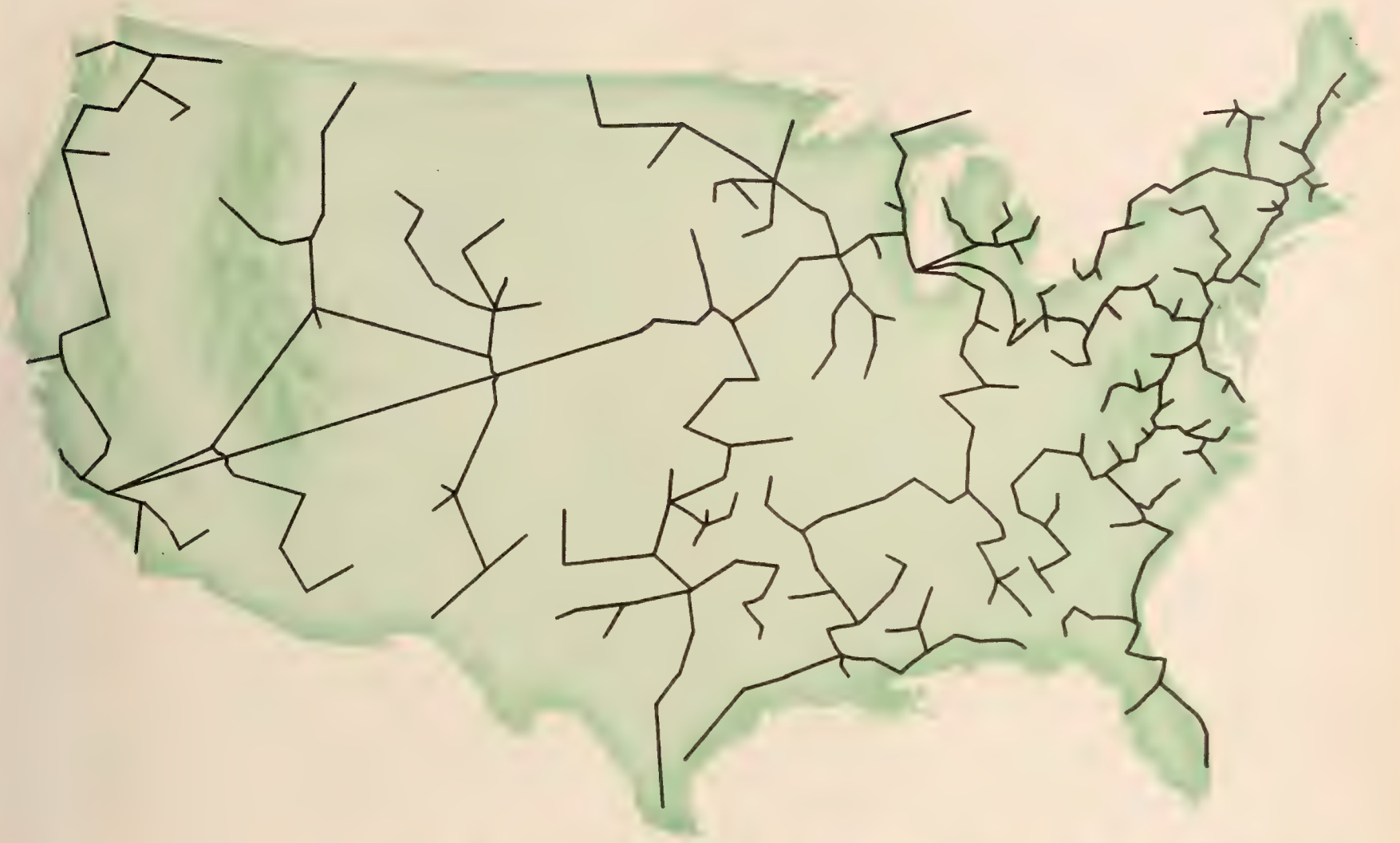
It's one more piece of evidence that WRC and WRC-TV are the Capital's most effective media, and the best media for *your* Washington campaign in the coming year.

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING
TELECASTING

Vol. 51, No. 22 NOVEMBER 26, 1956



THE RADIO NETWORKS

Are they here to stay? Yes, in one form or another

ANY BUSINESSMAN, studying the books of network radio for the past eight years, would probably advise most if not all of the four national networks to sell out immediately and look for investments with a future. The books show that network business has been shrinking painfully year by year—at the same time that the general economy has been expanding almost explosively.

From the end of 1948 to the end of 1955, total disposable personal income (a good reading on the U. S. economy) rose 44%. In the same period, total time sales of the four radio networks fell off 59%. It would be difficult for a business analyst to conclude from that comparison that radio networking was worth more than the price of its funeral.

Yet, top management of the companies which own the radio networks gives no sign of intending to get out of the radio network business.

Publicly, the company heads speak frequently of the difficulties of continuing to operate radio networks at a loss or at best at little profit. But they speak just as frequently of their determination to find new ways of selling and new ways of operating which they hope will turn the business curve up.

Privately, some of the company heads have confessed severe misgivings as to the future of radio networking and indeed are known to have seriously studied various routes of retreat in case present operations become hopelessly untenable. Whatever their private apprehensions or their public avowals, they are in apparent agreement on certain broad conclusions:

1. There is a good chance that present operations and planned improvements will reverse the downward curve in radio network billings.

2. But there is little hope that radio networking will ever again become a high-profit enterprise.

3. Even at modest profit, however, it makes sense for them to keep radio networks going.

4. No matter how desperate the economic problem of any radio network, none would wish to be the first

to pull the plug. Not the least of the reasons for this is fear of government reprisal. The company which terminated radio network service would attract vigorous attention from the FCC and Congress. Since all companies owning radio networks also own licensed radio stations and are deeply involved in television franchises, they have no desire to create the impression that cold business judgment alone governs their acts. It is now handy for a television operating company to cite its radio networking as an example of selfless service when government investigators inquire into the company's motives and philosophies.

But the fact is that a considerable amount of selfless service is actually present in the thinking of those in position to order the continuance or dissolution of network radio. None of them is without a strong regard for the national importance of network service as a cultural, informational, communications device. This regard is consistently expressed, publicly and privately.

The final decision as to the destiny of network radio rests with no more than a half dozen men, but none of them could make it without consultation with hundreds of others—their subordinates in their own companies, the managers and owners of their affiliated stations, and, at least to some extent, with their customers and their advertising agencies.

How these influential people feel is the subject of this special report.

ARE RADIO networks necessary?

Yes, say the nation's radio stations.

Yes, say the radio networks.

Yes, say the agencies.

Early this month, B•T sent detailed questionnaires to all radio stations operating in the continental United States (except those owned and operated by the four radio networks), asking their views, generally and specifically, concerning radio networks as they are today and as they might be in the future.

The response was prompt, full and overwhelming. Of the approximately 3,000 questionnaires put into the mail, answers and comments came flooding back from 1,267 station operators, a return of more than 42%, extraordinary in the realm of questionnaires, where a 15% return is considered satisfactory. Full answers and extensive comments appended by many broadcasters attest to their interest in the subject.

Other questions concerning radio network philosophy, policy and practice were put to the operating heads of the four radio networks, whose responses are to be found on page 40.

Still another set of questions was asked of a select group of advertising agency executives; men responsible for the radio time purchases, both network and national spot, of the country's major advertisers.

Clearly evident from the replies of the network affiliates is the basic fact that they consider network service essential now for the identical reason that led to the formation of the first radio network 30 years ago this month: A network affiliation gives them programming not otherwise available.

Some affiliates, in marginal notes on the questionnaires or in more extended comments attached to the forms, made it plain that they'd like their network affiliations to produce more revenue than they now do. Some complained heatedly about the networks' "invasion" into the field of spot broadcasting to the profit of the networks and, they feel, at the expense of the individual stations. But, regardless of the financial arrangements, the affiliates still want network programs.

Some independent stations are aggressively happy to be free of network restrictions, their replies show. "I dropped my network affiliation a year ago," one wrote. "This was a mistake. I should have dropped it two years ago."

Yet, when asked if they would be interested in subscribing to a network program service similar to the wire services of the news associations, the independents said they would be interested by a two-to-one ratio.

Network affiliates, however, expressed a decided preference for retaining the traditional form of network service they now receive rather than switching to the "news service" type of network program service. The majority of affiliates seems to agree with the one who said: "We would not need any of these [news service type] services if present network service continues. Our answers apply only if present networks are destroyed or abolished."

It may be remembered that several years ago William H. Fineshriber Jr., then NBC vice president in charge of the radio network, made a study of the feasibility of replacing NBC's traditional network operations in whole or in part with a news service type of network service. The decision then was that the change was not desirable. Last spring, a similar proposal was made by Westinghouse Broadcasting Co. and again NBC decided to retain its current method of operations, with the result that the WBC radio stations which had been NBC affiliates dropped their affiliations to become independents.

There is no question that other network affiliates are watching the WBC stations closely. If independent operation gains these stations more audience, more revenue, more net profits, others may follow their example and drop their network ties. But the response to B•T's questionnaires shows no widespread willingness among affiliates to desert their networks.

Turning to the individual station questionnaires, responses were received from 618 affiliates of the four radio networks and 649 independent stations. The network total included replies from 158 ABC affiliates, 103 CBS affiliates, 234 MBS affiliates, 84 NBC affiliates and 39 dual affiliates. Of the combined network-and-non-network station replies, 172 came from radio stations with tv stations under the same ownership-management and 1,095 from stations with no tv affiliations.

Here are the questions asked by B•T and a summary of the station responses:

A. (To be answered by network affiliates):

I am a radio network affiliate because:

1. It is necessary if I want to retain my tv network affiliation:

This question was answered by 106 of the 157 radio network affiliates with tv; 15 (14.1%) answered yes; 91 said no.

2. It provides me with revenue not otherwise available:

Of the 504 responses, 122 (24.2%) said yes; 382 replied no. Comments on this question were emphatically negative: "not enough to pay the light bill," "a *loss* of revenue, takes national spot at no return (to us)." They are epitomized in one broadcaster's pithy: "Ha!"

3. It gives me programs not otherwise available:

The answer here was a resounding yes, by a 99-to-1 majority (597 affirmative

THE RISE AND FALL

Year	National Network Net Time Sales*	Percent of Change From Previous Year
1937	$ 56,192,396	+41.4
1938	56,612,925	+ 0.7
1939	62,621,689	+10.6
1940	71,919,428	+13.1
1941	79,621,534	+10.7
1942	81,744,396	+ 2.7
1943	99,389,177	+21.6
1944	121,757,135	+22.5
1945	125,671,834	+ 3.2
1946	126,737,727	+ 0.8
1947	127,713,942	+ 0.8
1948	133,723,098	+ 4.5
1949	128,903,467	— 3.6
1950	124,633,089	— 3.3
1951	113,984,000	— 8.5
1952	102,528,000	—10.0
1953	92,865,000	— 9.4
1954	78,917,000	—15.0
1955†	54,997,000	—30.3

* After all frequency and promotional discounts but before deductions of agency commissions.
† B•T estimates. All other years are from official FCC reports.

B•T ASKED AFFILIATES: The suggestion has been made that the present plan of radio network operation, which includes both programming and sales, be replaced by a service whose sole function would be to supply programs to station subscribers on a fee basis, in much the same manner that news services like AP, UP and INS supply news and features to subscribing newspapers and broadcast stations, with all sales left to the station and its representative.

If your network were to offer you a choice: Would you (a) take this proposed service in preference to your present network service; (b) prefer to retain the network service you now receive; (c) change to completely independent operation?

AFFILIATES ANSWERED:

Network Affiliation	WOULD PREFER "Press Assn." Type Service	Present Network	Would Go Independent	Total Responding
ABC	42(28.6%)	77(52.4%)	28(19.0%)	147
CBS	20(20.2%)	72(72.7%)	7(7.1%)	99
MBS	111(50.5%)	83(37.7%)	26(11.8%)	220
NBC	33(42.3%)	39(50.0%)	6(7.7%)	78
Dual	12(33.3%)	21(58.3%)	3(8.4%)	36
TOTAL	218(37.6%)	292(50.3%)	70(12.1%)	580

B•T ASKED INDEPENDENTS: If a "press association" type of network service were available, would you be interested in subscribing?

INDEPENDENTS ANSWERED:

Yes	No	Total Responding
364(64.4%)	201(35.6%)	565

B•T ASKED: If a "press association" type of network service were available, what kinds of network programs would you be interested in getting?

AFFILIATES, INDEPENDENTS ANSWERED:

(Total response: 618 affiliates, 649 independents)

Program Types	Number of Affiliates Interested	Number of Independents Interested
News	351(56.8%)	316(48.7%)
News Comment	437(70.7%)	357(55 %)
Sports Roundup	230(37.2%)	236(36.4%)
Washington Roundup	255(41.3%)	261(40.2%)
Play-by-Play of Major Sports	512(82.8%)	460(70.9%)
Eye-Witness Reports of Major Events	483(78.2%)	445(68.6%)
Drama	212(34.4%)	90(13.9%)
Comedy	203(32.8%)	100(15.4%)
Music	133(21.5%)	108(16.6%)
Serials	193(31.2%)	112(17.3%)

B•T ASKED AFFILIATES: If your radio network discontinued its present network service, would you become an independent station or seek an affiliation with another radio network?

AFFILIATES ANSWERED:

Network Affiliation	Would Go Independent	Would Seek Another Network	Total Responding
ABC	86(56.2%)	67(43.8%)	153
CBS	53(57 %)	40(43 %)	93
MBS	137(60.1%)	91(39.9%)	228
NBC	44(55 %)	36(45 %)	80
Dual	15(41.7%)	21(58.3%)	36

answers out of a total response of 604).

The questionnaire then listed seven types of programs, with respondents asked to check those which they depended on their networks to supply, with this result: Special events were most wanted, getting 542 checks (90.0%). Then came news comment, with 80.0%; sports, 72.3%; news, 67.7%; drama, 48.8%; public service, 34.0%, and music, 27.0%. This order was roughly the same for all four networks, the most notable exception being sports programming, which was ranked second by MBS affiliates, third by affiliates of ABC, fourth by NBC stations and fifth by CBS outlets.

Those who wrote in other categories of programming they want from the networks mentioned variety or name talent shows most frequently, with comedy and daytime serials ranking second and third.

"Prestige in the community" was volunteered as an additional reason for a radio network affiliation by more than a score of stations, including affiliates of all four networks. One unhappy comment read: "My board insists, supposedly prestige." Several affiliates noted that network service helps them by releasing station personnel for other duties while network programs are being carried.

About a dozen broadcasters reported that they have taken steps to terminate their affiliations as soon as possible, a view summed up by one Mutual affiliate who answered the question as to programs not otherwise available: "Yes, but I can do without them. As a network affiliate, a broadcaster is constantly going through some crisis with the network. Life's too short."

An ABC affiliate expressed another view: "Networks provide services such as this past week (emergency UN meetings, Suez crisis, etc.) that are of utmost importance to the American public and which even tv cannot provide. Revenuewise, networks leave much to be desired, but since when is money everything?"

Question B, for network affiliates, asked whether, if their network discontinued its present service, they would go independent or seek another network affiliation. By a small majority (56.8%), the vote favored going independent, and there was little difference among the breakdowns for the individual networks.

There was wide variation, however, in the reasons set down by the broadcasters for their answers to Question B. One CBS affiliate said he'd go independent because "I have in my opinion the only network meeting present broadcast conditions successfully." An NBC outlet more prosaically said he'd go independent if NBC service were stopped because in his area there is "no other network available in the near future."

A considerable number of broadcasters used this question as an opportunity to lay out their views about the value of radio networks as now constituted, and again there was wide variance. A major market NBC affiliate expressed the conviction that "if the American public is to get the overall radio service it deserves, network service will always stand as the number one medium, with lesser services falling into their rightful places." Another outlet of the same network succinctly stated he is "seriously thinking of dropping our network because it is doing such a poor job." A third NBC station believes "the biggest need in the radio network field is for aggressive, intelligent thinking from the grass roots side of radio—not the New York smart aleck sophisticated end."

An ABC affiliate spoke for many who presented similar views when, after reporting that his station averages less than 4½ hours of network programming in a broadcast day of over 17 hours, he said: "We believe in 'Hometown Radio' but think some form of network operation is absolutely necessary to the industry."

Question C, addressed to all stations, asked how many national radio networks there should be and drew 1,067 answers ranging from none to "all the traffic will bear." Half of the affiliates and 40% of the independents picked the present number of four as the right one, with three as second choice and two as third. "Competition" and "economics" were the words appearing most frequently in the comments on this question.

"Economics" was given as the main reason for having more than four networks,

and for having less than four. For example, these three statements by MBS affiliates are typical of numerous others from affiliates of all the networks: "Enough so that every station could have affiliation if desired for program service to augment the most important part of radio, that is, local. These two are essential to the best in radio." And: "This should be determined by the public and the broadcasters. Those (networks) that survive—then that's the number there should be." And finally: "Two should be able to make out and provide good service."

The non-affiliates, as could have been expected, plumped more heavily for more than four networks, urging that there be enough networks to go around to all stations desiring them, that special networks be formed to meet the needs of stations with specialized programming, and in general that, as one station put it, "there should be no limit on the number of networks, just as there should be no limit on the number of grocery stores in one city." Another said: "More networks would mean more competition and better service."

Question D was introduced this way: "The suggestion has been made that the present plan of radio network operation, which includes both programming and sales, be replaced by a service whose sole function would be to supply programs to station subscribers on a fee basis, in much the same manner that news services like AP, UP and INS supply news and features to subscribing newspapers and broadcast stations, with all sales left to the station and its representative."

Network affiliates were then asked whether they would take this proposed service in preference to their present network service; whether they'd prefer to retain the network service they now receive, or whether they'd change to completely independent operation. There were 580 replies from as many affiliates, with a bare majority of 292 (50.3%) stating they'd prefer to keep the network service they now have, 218 (37.6%) stating they'd take this new type of network service and 70 (12.1%) saying they'd go independent if their present network service was displaced. (For network-by-network breakdown, see page 33.)

Independent stations were asked if they'd be interested in subscribing to a "press association" type of network service if it were available. The 565 replies showed 364 (64.4%) were interested and 201 (35.6%) not interested.

All stations were asked what type of programs they'd like to get from a "news association" type of network, if they had the opportunity. (Their responses are tabulated, program type-by-program type on page 33.) Virtually every questionnaire had checks for one or more kind of programs, regardless of whether the respondent had earlier indicated an interest in subscribing to a "news service" type of network or not.

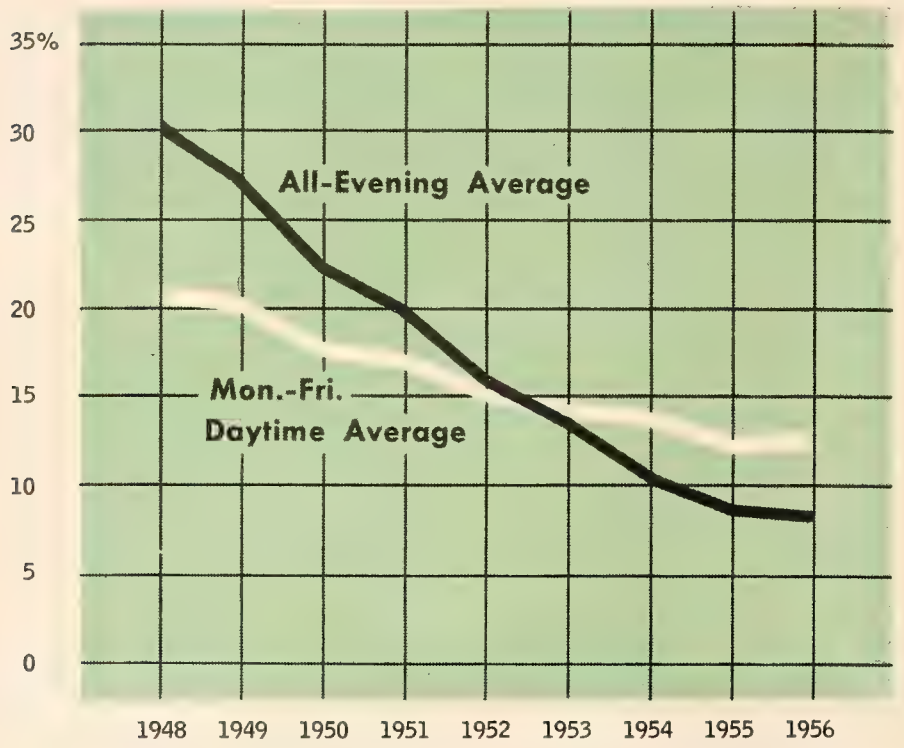
Replies to this question show a remarkable unanimity among all broadcasters, whether independent operators or network affiliates, as to the type of program service they want most from a network. Both groups identified play-by-play sportscasts as their number one desire, with eye witness accounts of special events of national interest (like the Presidential inauguration ceremonies next January) a close second. News comment ranked third, news reports fourth and a Washington news round-up service fifth. Sports round-up stood in sixth place with both groups, but there they parted company. Network affiliates ranked the other four categories listed on the form to put drama in seventh place, comedy eighth, daytime serials ninth and musical programs tenth. Independent ranked them this way: serials seventh, comedy eighth, drama ninth and music tenth.

Answers to all questions concerning the "news service" type of network were hedged by many respondents with such comments as "I'd have to know more about it," "It would depend on the cost" and "It would depend on the quality of the programs offered." Others emphasized that they would

RADIO LISTENING: 1948-1956

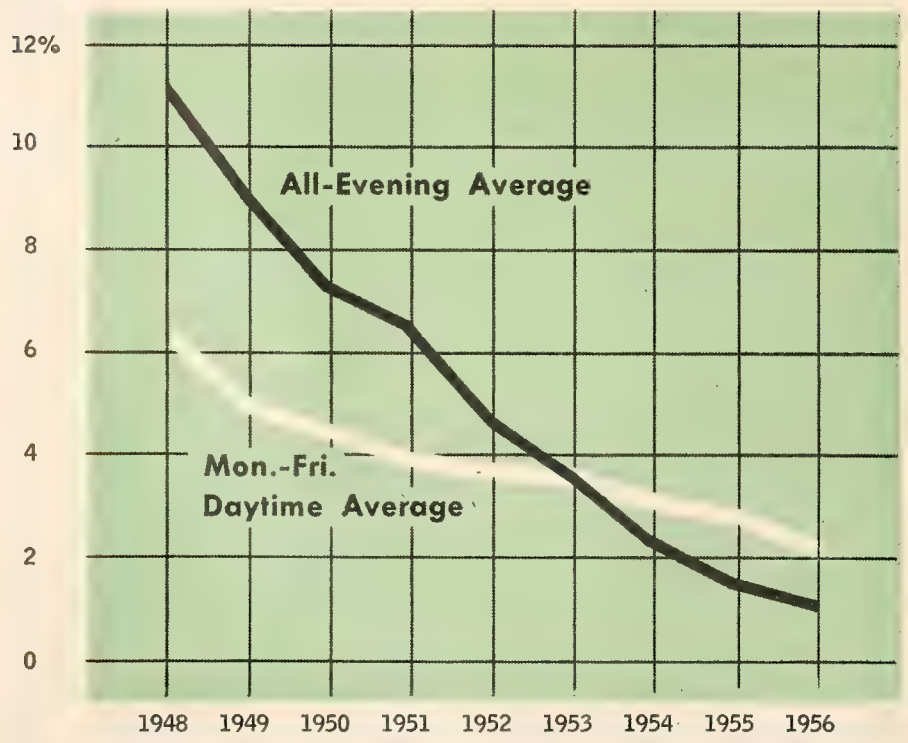
HOMES USING RADIO

Nielsen data for October of each year.



NETWORK PROGRAM RATINGS

First October Nielsen report for each year.



BELLWETHER BREAKAWAY: WHAT HAPPENS TO WESTINGHOUSE?

FOCAL point of more than casual attention among radio network affiliates for the past several months has been Westinghouse Broadcasting Co. and the four WBC stations: WBZ-WBZA Boston-Springfield, KDKA Pittsburgh, WOWO Fort Wayne and KYW Cleveland. On July 16 the quartette of WBC stations dropped NBC Radio's daytime programs in favor of local originations. A month later, the four stations dissolved their NBC affiliations completely in favor of all-local programming.



MR. McGANNON

If this move proves to be successful, if the WBC stations find increased audience acceptance and increased revenue in their independent programming, similar defections may certainly be expected by other major radio network affiliates. So B•T called on Donald H. McGannon, president of WBC, for a progress report.

"It's still too early to say what effect going independent has had on the income of our stations," Mr. McGannon told B•T. "We look at this move as an 18-month project before it will be complete. Costs are up, of course, now that we are providing all of our own programming. And the network revenue, such as it was, is lost, with a drop for our stations of 90% in the last five years and off more than 60% in the past year."

"We believe that we're on the right track and we're optimistic about the future," he said, "but we're a long way from being sold out. Not that we ever want to be completely sold out, but we'd like to be nearer to that point."

Asked about listener reaction to the Westinghouse stations' change from network to independent programming, Mr. McGannon said that it was surprisingly small. "A year ago, a disc jockey on one of our stations was moved to a new time period and we got some 350 letters," he recalled. "The dropping of the network brought only about 40 letters, mostly from daytime serial addicts. I might add that we went on carrying some NBC programs in Boston and Pittsburgh so as not to upset them too badly. This seems to us to prove our point. If NBC had had something salable, something stations really want, they'd have gotten new affiliates in all four cities without any trouble."

Concrete evidence that WBC is confident that the future of radio lies in independent station operation comes in the announcement that on Dec. 17 the fifth WBC station, KEX Portland, Ore., will relinquish its affiliation with ABC.

Programwise, it's also too early for any definite conclusions to be drawn as to the effect of independent programming, Mr. McGannon said, but he added that "all indications look favorable. One indication, he said, came from Pittsburgh, where putting Art Pallan's disc jockey program into the morning time formerly occupied by NBC's *Weekday* produced an immediate rise of 33% in the KDKA rating for that time. In the afternoon, with the Pallan show replacing *Weekday* and a group of network serial programs with their supposedly loyal audience, the rating is up 25% over last year, he said.

WBC, Mr. McGannon said, has for some time been convinced that with the development of television the nature of radio and its relationship to the listening audience have changed. Local programming, local personalities, are now the favorites of the listener, replacing the feature acts and highly produced programs which television can do better. "That's what we told NBC when they asked us what we wanted, after many months of discussion," he said.

"We told them that what we wanted was a program service of news and public service programs, programs of national importance and public significance, programs which a network, with all of its resources, is better able to produce than an individual station.

"We suggested that this service be made available to us for us to use when and as we thought it would fit best into our local programming, with no commitment to use any NBC program that did not fit into our local plan. We also proposed that NBC might develop a number of five-minute feature programs roughly comparable to the feature column of the newspaper syndicates, such as a woman's feature with Arlene Francis, a book feature with Clifton Fadiman, a movie feature, a Broadway feature and so forth. Furthermore, we proposed that we pay the network for these programs in the same way that a newspaper or radio station pays a news service for what it receives.

"But NBC said no. They preferred to follow the traditional network pattern which we believe is obsolete today. We believe in block programming, for example. We want to render the greatest possible service to the greatest number of people, not just once in a while, but at all hours of the day, and this calls for programming in block form."

With NBC, Mr. McGannon said, the WBC station would start the day with a high rating and then drop way down at 10, going back up at noon, but not as high as in the morning, and then off again in the afternoon. "CBS, with its block programming, beat us all hollow."

Incidentally, Mr. McGannon said, WBC found the best argument for block programming in a study which the Bureau of Applied Social Research of Columbia U. made for NBC [B•T, Jan. 16, 23]. This study, he said, pointed out a surprising fact about audience flow that many people don't select programs but simply find a station they like and let it run.

With local programming, the WBC stations have inaugurated the block programming pattern as a daytime operation, using the basic formula of news, music and public service. "In the evening, when tv takes over most of the audience, anyway, we reverse that process and try to program for minority interest." WBC has great hopes for the programs of Bergen Evans, John K. M. McCaffrey and Helen Parkhurst, he said, but is not saying that this is right and unchangeable. "We'll study it, research it and change it where necessary until we're satisfied we're doing the best possible job."

Mr. McGannon noted that when the crises of the Middle East and Hungary erupted, WBC sent Rod McLeish of WBZ to the UN to provide full coverage for the WBC stations. He told how these stations add a local flavor to their reporting, such as, when covering the national political conventions, they put the emphasis on the delegates from WBC station cities with interviews and detailed reports of their part in the party conclaves, giving local coverage in depth.

"Radio is a great dynamic medium if we let it do what it can do best, provide everpresent companionship, everpresent news," he stated. "That's what we're trying to do at our stations. Network radio as we've known it these past 20 years has only a minimal future in view of tv. Perhaps there will evolve a different kind of network to provide simultaneous service to stations. But for the foreseeable future most programming will be local."

KDKA'S ALL-TIME HIGH

RECORD gross sales billings of KDKA Pittsburgh for last month was reported last week by Harold C. Lund, Westinghouse Broadcasting Co.'s vice president in Pittsburgh. He announced the billings to be the highest for any month in the station's 36-year history.

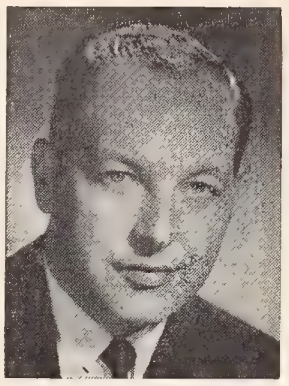
KDKA is one of the four Westinghouse stations that disaffiliated from NBC Radio late last summer.

Mr. Lund, speaking of the record high, noted "this [comparison] includes big months in the late 30's and early 40's when nighttime radio was at its zenth." Big increases were shown in both local time and in national spot sales. Mr. Lund indicated that the report, as delivered by Donald J. Trageser, KDKA's sales manager, reflected "public acceptance of our new programming concept" and that "with increased listeners and sales, we are more than ever convinced that radio's role in the community should be to provide news, music and service."

SARNOFF FEELS BETTER ABOUT RADIO

NBC President Robert W. Sarnoff, who a year ago [B•T, Oct. 31, 1955] told B•T that the NBC Radio Network was losing $2 million for the year and that he'd be happy to see it operating on a break-even basis, is more optimistic now.

In another exclusive interview with B•T, Mr. Sarnoff expressed the view that the bottom has been reached for network radio and from now on the way is up. This is definitely true of NBC Radio, he said, and probably true of the other radio networks as well. Perhaps in this new world in which television plays such a prominent part in the leisure time life of the American public, network radio will never regain the audience or the revenue it had in the pre-tv era. But it can and will, he believes, again become a profitable undertaking for the radio networks themselves and for their affiliated stations.



MR. SARNOFF

The radio affiliates, Mr. Sarnoff feels, now realize, as they failed to do a year ago, that radio networks are essential for keeping people everywhere in touch with the news as it happens. World news can be covered by radio better than by television. But no single station has the resources to maintain a world-wide news staff; it takes a network to do a job like this.

Asked about altering the traditional pattern of network radio to turn it into a news service type of operation, with program service sold to stations, Mr. Sarnoff said that in essence NBC was now giving that kind of service to its affiliates. The 70-second chain breaks, the permission for NBC affiliates to sell locally any NBC program not previously sold by the network and other concessions are giving the stations a news service type of service from NBC today, he said, with the one exception that NBC is retaining its national sales function.

Without this ability to make network facilities and programming available as a package to national advertisers, network radio as we know it and have known it for the past 30 years would be lost, Mr. Sarnoff said. After being so successful for so many years, network radio deserves a better fate than to be hastily discarded just because it has had a few bad years, he commented, but a valiant effort should be made to diagnose its ailments and see if they can't be repaired.

Urging patience on the part of radio stations with their networks, Mr. Sarnoff pointed out that, after all, it's the networks which are losing money, while the stations seem to be doing all right. The question, he said, is how long the radio networks can go on losing money and continue to provide program service to their affiliated stations and through them to the American public. When will the radio networks have to start thinking about their stockholders, whose money they are spending?

That, he declared, is a question for the networks to answer. As long as they are willing to go on putting their dollars into network radio in an effort to reverse the downward trend, the stations ought to be willing to go along with them. And he thinks that today, the affiliates are more willing to go along than they were a year or two ago, when they were alarmed over the inroads of television.

Speaking specifically on NBC Radio, Mr. Sarnoff noted that its new plans, recently announced by Matthew J. Culligan, vice president in charge in the NBC Radio Network, for five-minute news programs every hour on the hour from 7 a.m. to 11 p.m., for "hot line" news service to insure every NBC Radio affiliate getting any major news break any place in the world as soon as it occurs and for other improvements in NBC Radio service, were worked out by the network in cooperation with a program planning committee of affiliates. He expressed the hope that other affiliates of NBC Radio would be as enthusiastic about these new plans as the committee members.

Mr. Sarnoff mentioned with some sadness that while Congressional committees such as the Senate Interstate & Foreign Commerce Committee and the House Antitrust Subcommittee have talked so loudly about network dominance and control of television, they have seemingly ignored the fact that the networks have kept national radio service to the public alive by feeding it at a considerable expense to themselves. If this service is as essential to the public welfare as many people believe, if it is in the national interest to maintain the only known form of communication that can reach all the people at any time, not merely when they are in the living room gathered around the tv set, but in the kitchen, bedroom, workshop or in the family car, then, he said, someone might sometime have a kind word for the organizations that are making this possible—the national radio networks.

not want any such service as long as the present type of network service is available and a number of affiliates pointed out that as bonus affiliates they are already receiving virtually this type of program service.

Comments ranged from such warmly enthusiastic phrases as "sounds ideal" and "badly needed for daytime independent stations" to the other extreme of "not feasible," "probably too expensive" and "who wants it, anyway?" A sizable group of stations felt such a service would be fine for play-by-play sports and eye witness news coverage, but that all other programs could be provided just as well and probably more economically on discs or tape.

Some stations apparently thought of the "news service" type of network operation as a continuous round-the-clock service like that now provided by a news ticker, which could be tapped at the station's discretion for either immediate broadcast or recording for use at some later time. Others regarded it as more similar to present type of network service of specified programs at specified times. Both viewpoints were reflected in the 837 answers to the final question as to how many hours a day stations would want this new service. The replies ranged from a quarter-hour a day to 24 hours a day, with just under half of the total choosing four hours a day or less, 40% wanting five to eight hours service a day and the rest nine hours or more.

Some Broadcasters Volunteer Comments

A number of broadcasters wrote letters for use with their names, dropping the anonymity promised for questionnaire answers. One which well presents the views of the independent station comes from Colin G. Male, station director, WCPO-AM-FM Cincinnati, which "severed its network ties" in June.

"Since we pulled out and revamped out programming structure," Mr. Male writes, "our revenues have jumped to *more than double* and our ratings move us into the number two spot in Cincinnati, with more than half again the audience of a 50 kw station with three networks from which to chose programs . . . Still, the networks have had little trouble placing the few worthwhile programs offered in this busy year. National conventions, election returns, political speeches, the World's Series and the other really timely broadcasts have found ready acceptance among the six independents (of the city's eight radio stations).

"The press association type network service you mention is the only answer to network weakness and affiliate unhappiness, But the inference in your questionnaire that these subscription features be made available only for local or representative sale need not be prerequisite. We would not, indeed could not, preclude the sale of an event of national interest by the network . . ."

Speaking up for the networks is Tom Chauncey, executive vice president and general manager of KOOL Phoenix, CBS affiliate. He writes:

"We believe it should be very obvious that radio networks are vitally necessary. The last two weeks are ample proof of this. Radio networks are the only means by which

AN AFFILIATE OF ... CBS TELEVISION NETWORK

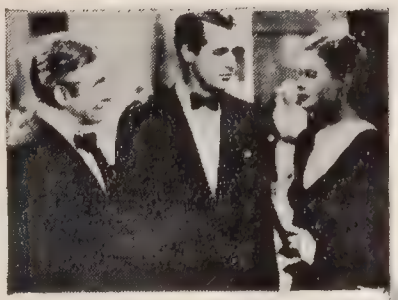
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Beginning Dec. 3



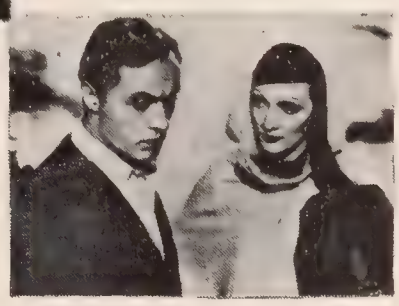
Cary Grant
Ingrid Bergman
star in
Notorious



Katharine Hepburn
John Barrymore
star in
A Bill Of Divorcement



Joseph Cotten
Ginger Rogers
star in
I'll Be Seeing You



Charles Boyer
Marlene Dietrich
star in
The Garden Of Allah

For five years WMAR-TV has enjoyed phenomenal success in providing top quality film features on Saturday nights. Beginning December 3, the schedule will be expanded to include a new strip, Monday through Friday at 11:15 P.M., thereby providing high quality feature length films six nights a week.

★

included are great films

The Farmer's Daughter
The Paradine Case
Notorious
I'll Be Seeing You
A Bill Of Divorcement
Great Expectations
Intermezzo
Since You Went Away
Portrait Of Jenny
The Spiral Staircase
The Garden Of Allah
Kind Hearts And Coronets

★

famous stars including . .

Gregory Peck
Vivien Leigh
Stewart Granger
Ingrid Bergman
John Barrymore
Joseph Cotten
Audrey Hepburn
Ray Milland
Claudette Colbert
Cary Grant
Katharine Hepburn
Leslie Howard
Alec Guinness
Jean Simmons
Lawrence Olivier
Jennifer Jones
Charles Coburn
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YOUR Q FOR COLOR



COLOR doubles the audience of TV programs among COLOR set owners, and more than doubles the impact of commercial messages, according to a new study conducted jointly by NBC and BBD&O.

This study is confirmation of what COLOR advertisers using WNBQ, Chicago, already know. The first all-COLOR TV station is now presenting more than 30 hours of local COLOR weekly, and is selling in COLOR for more than 40 local and national spot advertisers.

One example of WNBQ COLOR-selling is "Adults Only," 55 minutes of delightful variety for Chicago grown-ups at the five o'clock hour usually reserved for children. "Adults Only" features Joe Gallicchio and his orchestra, the songs of Nancy Wright and Michael Douglas, and the deft emceeing of popular d.j. Tom Mercein.

In compatible COLOR and black-and-white, "Adults Only" can sell for YOU *at a cost-per-thousand-viewers as low as 99¢.* Take a "Q" from us and get the details today!

WNBQ

NBC *Television leadership station in Chicago*

SOLD BY NBC SPOT SALES

the American public is the first informed and best informed with on-the-spot coverage of news happenings all over the world. We have received numerous letters, postcards and innumerable phone calls thanking us for the complete coverage the CBS Radio Network has given them of world events. It would be economically impossible for the station to broadcast the wide variety of news commentary, on-the-spot coverage, fine dramatic programs and great musical shows without our radio network."

A word of advice for radio network executives comes from Shulom Kurtz, sales coordinator, Colorado Network, who says, in part:

"Radio network executives, take heed before moaning the loss of revenue to national spot advertising, now running stronger than ever. Shut off those television sets and start listening to your product—if you can stand most of it. Listen to your competition, both network and independent. Compare the programming concepts of the transcription services with your own.

"As one radioman said to me in the past few days, 'It could well set radio back 20 years—and that might not be so bad!'

"Think of the tremendous organization existing from the latter 1930's up to the thaw on television licensing. The men of courage, imagination, and positive thinking have retreated from radio as from the unwanted stepchild with two left feet, ten

Continues on page 41

WHAT FOUR ADVERTISING AGENCIES THINK ABOUT NETWORK RADIO

WHATEVER stations or networks think about the continuation of radio networks, the key to whether or not they will continue rests in large part with the person who pays the bill. Obviously, that is the advertiser. As he functions through the advertising agency, B•T's survey necessarily included that segment of the industry.

Here are four of the replies to questionnaires directed at that quarter. They are from Thomas J. McDermott, vice president of New York plans, N. W. Ayer & Son; Frank Kemp, vice president and director of media, Compton Adv.; an executive of J. Walter Thompson who preferred to remain anonymous, and W. E. Matthews, executive assistant to the director of media relations, Young & Rubicam. Some agencies did not answer some questions.

Q: Your agency is one of the heaviest buyers of radio advertising for your clients, yet your use of radio networks has declined radically in the past decade. This seems to be generally true. What would you say is the main reason for this decline in radio network advertising?

Ayer: The transference of the major portion of the broadcast audience to television resulting not only in a loss of audience for radio, but a decline in such other important areas as programming, merchandise ability and sponsor interest.

Compton: Inability of network radio to reach a broad audience with frequency.

JWT: The growth of television.

Y&R: The increasing effectiveness and broader coverage of network television plus the emergence of local radio personalities.

Q: Do you see any signs of an increase in radio network business from your agency in the months ahead?

Ayer: Yes.

Compton: No.

JWT: Yes.

Y&R: No.

Q: Do you see any signs of increased radio network business from any source in the months ahead?

Compton: No.

JWT: Yes.

Y&R: Yes.

Q: If the answer to either of the above two questions is yes, please explain.

Ayer: Because of an increasing awareness of the flexibility and efficiency of the network buy being evident throughout the agency.

JWT: Rising costs of television for daytime advertisers and lack of strong Class A time periods.

Y&R: Possibly for the introduction of new automotive models during the announcement period, and for other special periods.

Q: If the downward business trend continues, it seems possible that sooner or later the national radio networks will either go out of business or radically alter their methods of operation. If there were no more national radio networks, what effect would it have on your timebuying plans for the months ahead?

Ayer: Too iffy.

Compton: None.

JWT: Probably substitute spot radio for network.

Y&R: It would deny us the use of a most effective supplementary medium.

Q: Do you feel the interests of your agency's clients would be served if national network radio continues to be available as a national advertising medium, or doesn't it make any particular difference?

Ayer: Yes, it does make a difference. Network radio still continues to function efficiently—if unspectacularly—as a supplier of mass audiences.

Compton: No difference.

JWT: Would like it continued.

Y&R: Yes, definitely.

Q: If you think this medium should continue, how many radio networks are needed, in your opinion: four, three, two or one?

Ayer: Who could predict the exact number? We should have and will have as many as a healthy, competitive economy will support.

JWT: Two.

Y&R: Two.

Q: The suggestion has been made that the present radio network system be replaced by a "press association" type of operation, whereby the networks would discontinue the sale of time and programs to advertisers and concentrate on the sale of program material to stations, who could broadcast these network programs on a sustaining basis or sell them for sponsorship by local, regional or national advertisers, these sales to be made either directly by the station or its national representative. To you and other agency timebuyers this would, in effect, shift all your radio buying to a national spot procedure.

Would this make your department's work more difficult, less difficult or would there be an appreciable change from the way it is now?

Ayer: Probably more difficult, if operated in the terms stated above.

Compton: More difficult, if we used it.

JWT: No appreciable change.

Q: Would you favor a switchover from the present network system to such a "press association" type of operation by all networks, by some networks (the others continuing to function as at present), or do you think the present system is preferable for your clients in particular and for all national advertisers generally?

Ayer: 1. I don't think it is important whether I favor it or not.

2. I don't think it will happen, industry-wide. I, for one, wouldn't want the assignment of selling Arthur Hull Hayes [of CBS], for example, the idea of scuttling his profitable ship.

3. The present system, embracing the availability of both network and spot broadcasting, is highly preferable—and I hope profitable.

Compton: I think the "press association" type thing is good even if just limited to news and special events, but I think it should be handled through the network rather than through reps or stations, unless the stations formed some kind of clearing house, like the National Outdoor Advertising Bureau.

JWT: The present system is desirable.

Y&R: We definitely oppose the "press association" concept since it would completely negate the effectiveness of national network radio. We can only envision this type of operation if the networks—as we currently know them—continue to downgrade their present program structure. The volume of negotiations and other procedures within this department would definitely multiply if the "press association" type of operation became effective.

WHAT TWO NETWORKS SEE IN THEIR FUTURES

IT IS SAFE to conclude that no men are more interested in the future of radio networks than those whose charge it is to run them. In order to touch all bases in its study of network prospects and probabilities, B•T submitted a special questionnaire to the operating heads of the four existing chains: Don Durgin of ABC, Arthur Hull Hayes of CBS, Matthew Culligan of NBC and John B. Poor of Mutual. Messrs. Hayes and Culligan declined; Messrs. Durgin and Poor accepted. The answers of the latter two follow:

Q: Is your radio network operation, by itself and exclusive of your o&o stations, currently making money, losing money or breaking even?

ABC: Making money.

MBS: Losing money.

Q: Do you expect your network's gross revenue for 1956 to be more, less or about the same as it was for 1955?

ABC: More.

MBS: About the same.

Q: Do you expect your net income for this year to be larger, smaller or about the same as it was for 1955?

ABC: About the same. While our gross 1956 vs. 1955 was significantly up, our net was only slightly up.

MBS: Smaller.

Q: FCC records show that radio network revenues reached a peak in 1948 and have declined steadily since then. Do you see any signs of a change in that trend? If so, what are they?

ABC: Yes. Up.

MBS: Yes. We believe that they will go up from here on, but will never reach close to 1948 figures.

Q: Do you plan any major changes in your program structure and/or sales structure designed to improve your network's economic picture? If so, please describe them.

ABC: No. Believe the continuing development and dissemination of factual data and research evidence of network radio's strength as a media buy make increasingly clear that present program structure and basis of sale is correct approach. Believe revolutionary new program concepts born of desire to hypo audience levels overnight are unrealistic and that new basis of sale plans born of desire to cut rates or avoid station compensation are both unwise and unnecessary. Changes, no—in the sense of new departures and experiments in programming philosophy. Expansion, yes—in the area of program development and attractive sales packages. Naturally we plan program expansion and sales adaptability, but along our present lines of planning.

MBS: Yes. Mutual is planning definite changes in its program structure to meet the changing picture and challenge to radio. In fact, under our program director, Brad Simpson, this revision and revitalization has been underway for some months.

Mutual's already dominant news service and broadcast schedule has been greatly augmented. We will continue a heavy schedule of news coverage as long as the emergency exists and as the news warrants.

We are making imaginative use of long periods of time, such as the "Holidays" projects which tell the background and meaning of each of America's six great holidays (Decoration Day, Fourth of July, Labor Day, Thanksgiving, Christmas, New Year's). It consists of all-day programming with spots, talks and features culminating in a 1½-hour "radio spectacular" at night. Mutual plans to make additional use of day-long events, both in a promotional sense and in programming such as John Gunther's "Inside U. S. A.," with a day-long visit to an American city and area.

New personalities are moving to Mutual almost weekly, including Bob & Ray, Millie (Mrs. Bob) Considine, Basil Rathbone and others. Mutual has placed a number of new shows which have been received enthusiastically by its stations, and we plan additions in the near future. Year 'round sports coverage will also be a new program feature, as well as an increase in music shows such as *Bandstand, U. S. A.*

Q: In your opinion, are four radio networks essential to provide the public with network program service? If not, how many radio networks do you think are essential: one, two or three?

ABC: No. Two. This is not really a yes or no question and requires comment. Certainly four or more networks are desirable from the point of view of maximum competition and maximum public service. It could be argued that only one network is essential, but I answer two because competitive operation of at least two or any number more than one is essential to maximum public service standards as envisaged by the American system of broadcasting. If the real purpose of this question is to ask, "How many radio networks do you think can continue in operation indefinitely?" I would have to answer "I don't know" but would guess that all four can.

MBS: No. Three. Mutual believes that the big question is not how many networks are essential, but whether networks as now constituted are essential and profitable in this day and age, in the first place. I was privileged to debate this question, in the affirmative, at a recent meeting of the Radio-Television Executives Society [B•T, Nov. 5]. With our tremendous and growing economy—and the spectacular growth in advertising budgets—we believe there is "room" for any network that seeks out its own prosperous place . . . serves its stations and its listeners more than adequately . . . and has the vision and courage to adapt itself to constantly changing times and challenges. There are four reasons for RKO Teleradio's belief in network radio:

(a) The strongest of these came from affiliated stations themselves. Recently —out of honest curiosity—we queried a half-dozen Mutual affiliates "Why do you retain affiliation with a network?" These answers (out of longer context) speak for themselves:

"You give us programs of broad public interest important to an area station, many of which, from an economic standpoint, we could not originate ourselves." WLW Cincinnati.

"This is the only way we can bring to our listening area [such] top sports events as major league baseball, Notre Dame football, NCAA basketball, Army-Navy and others . . . presidential addresses, political conventions, on-the-scene news reports from all over the world. This serves the public and we must never degenerate into a juke box industry if we are to command the respect of major advertisers and agencies and retain listening by all segments of the population." Intermountain Network.

"It is impossible to duplicate network programming in a local market and also major sports coverage, top commentary, world events would be unavailable to us without MBS. The so-called music formats being followed by many inde-

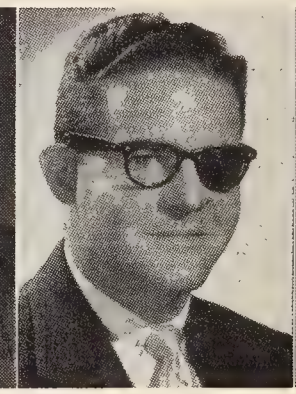
THEY SPEAK (OR DON'T) FOR THE NETWORKS



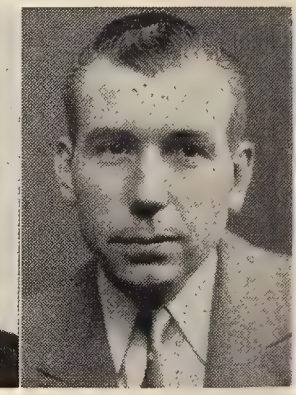
DURGIN OF ABC
Making money



HAYES OF CBS
No comment



CULLIGAN OF NBC
No comment



POOR OF MUTUAL
Losing money

November 26, 1956

pendent stations throughout the country are reducing radio to a juke box operation. [We are] thoroughly sold on the listening and advertisers' value of network affiliation." WKGL Ft. Wayne.

"It enables [us] to operate as a local community station and will bring listeners programs that only a network can provide. I refer to the interpretative [analysis] of national and world news by qualified commentators, headline sports and special events, variety shows." WOMI Owensboro, Ky.

"My network affiliation adds class and variety to my programming, provides greater service to our community. Our affiliation keeps us in contact with the rest of the world as we rely on the network to give us spot coverage when big things are happening." WMVG Milledgeville, Ga.

"My network affiliation is the only way a small town station can compete with the big city station. Mutual is the perfect network [for us] . . . I operated independent stations in Texas and New Mexico and found after joining Mutual our prestige and income rose." KVWO Cheyenne, Wyo.

(b) The public and advertisers demand network service. With the multiplicity of 3,000 am stations, the public registers its preference by [the fact that] 60% tune in to the network affiliated (minority in numbers) stations. Advertisers buy network because of this same dominance of audience, ease and simplicity of doing business, and the confidence and research measurement that only a network buy affords.

(c) Network operation is an absolute necessity to America's national interest. The network system, with its well known role in national emergencies and its contributions to public service that outmatch any other medium—has become a public trust. Network radio has matured in a world of crisis through boom and depression, big and little wars. It is and will remain the No. 1 source of news and national interest information . . . first, instantaneous and forthright.

(d) Network radio will remain a wholesome and driving force because, from the viewpoint of owners and managers of a network, we at Mutual and RKO Teleradio believe that it is a profitable business. With the volatility of the medium—and advertising at large—there are doubtless certain keys to be found to unlock certain new and sometimes mysterious doors, whether they be in the area of programs or sales or station service or showmanship. This brings on the healthy and free competition that can only lead to resurgence and a prosperous operation for the network medium as a whole. Needless to say, we intend to stay in business and—at the same time—are not in business to lose money.

Q: If you were assured that this minimum number of networks would continue in operation, would you recommend your network stop operations?

ABC: No.

MBS: No.

Q: In recent months a number of network affiliates have dropped those affiliations in favor of completely local programming. Do you expect those disaffiliations to become a major problem for your network? For any radio network?

ABC: (To both questions) No. In the past 12-month period we have not noticed any unusual pattern in affiliations or disaffiliations. In the year 1956 to date, the ABC Radio Network of over 330 stations has experienced a change of affiliates in 16 markets and a decrease in total number of affiliates of two stations. There is no major market without an ABC affiliate. The net effect of this normal-course-of-business change in affiliates in 16 markets was a net gain in homes covered of 42,000—the new affiliates representing a total of 247,000 homes covered vs. a total of 205,000 homes covered by the old affiliates. These changes in network affiliation were either initiated by the station or by the network, and, in several cases, resulted from an overnight change in the station. The ABC Radio Affiliates Advisory Board issued a statement in September 1956 reaffirming their faith in network radio, saying in part: "As radio broadcasters we believe that we can, at this time and under existing circumstances, fulfill our obligations best by being affiliates of a major broadcasting network. . . . Radio networks are serving a need and will continue to do so."

MBS: (To both questions) No. I believe that Mutual's answers to earlier questions [whether any changes were contemplated in network structure and as to how many networks are essential] give adequate answer—and our affiliates have spoken even more eloquently. In the past months. Mutual has severed affiliation in 26 markets—but substituted or added affiliates in 25. We are seeking not just coverage nor stations who will "ride the network line"; we are looking for affiliates with the same "young ideas" and deep-seated belief in the medium that Mutual itself feels—and is doing something about. It has been a matter of keen satisfaction to watch the energetic and cooperative support of such stations as WLW [Cincinnati], WLS [Chicago], WSRS [Cleveland] and many other new affiliates. Naturally, the great strength of our o&o operations at WOR New York, WNAC Boston-Yankee Network, KHJ Los Angeles-Don Lee Network, WGMS Washington, WHBQ Memphis, WEAT West Palm Beach, KFRC San Francisco, strengthens the network's hand. In short, "disaffiliation" has been a problem of any network for 25 years. Mutual recognizes the right of any station owner or manager to chart his own course; we simply point to the record to date and contracts for the immediate future as evidence that the problem is no more today than yesterday a normal hazard of business.

thumbs, and ineptness for any assigned task.

"A fair scrutiny shows that tv has taken its rightful place among recreational opportunities for the families of our country, and that radio does not lack in competitive ability. Therein lies the only salvation of network service: *Competition!*

"Network radio programming, like local radio, requires the stimulation of excitement, originality, and creativeness. High-budget production need not be offered to accomplish the goal; some of the best in radio has been turned out with minimal costs. Consideration of individual affiliate needs, intimate and first-hand knowledge of radio as it exists in each individual market across the nation, and application of these factors on a practical basis can revitalize network operations as no other efforts can.

"Affiliate advisory or consulting committees are helpful but fall far short of accomplishing the goal. Likewise, massed meetings at national and regional conventions are inadequate for the detailed and basic analysis required. It's work that must be done in the field of operation at each station. Expanded and improved station relations departments, with more intimate and more frequent contacts in the markets—perhaps with a dozen or more field offices—can meet the need.

"This, in turn, will lead to a return to the fundamental concept of radio as a prime medium in its own right at the network level, an approach founded on reality which can end the timid and apologetic approach which has been killing network service—a still basic part of the industry. The resulting attraction of listeners must, inevitably, bring back network radio's fair share of the national advertising budget."

One NBC affiliate, serving an area with more than 1 million people, summed up the economic argument for less than four networks this way: "Economics is the only way to determine how many there should be. By Congressional pressure, more evidently were created than were necessary. Not all were economic successes, even prior to tv. When competition for ad revenue was increased by the advent of tv, it led to price cutting by the least successful radio networks. This spread to the more successful ones and led to fewer dollars for networks and affiliates, which in turn led to lessened service to the public. We know now that four networks were too many."

A station in a market of 25,000-50,000 reported terminating its 10-year network affiliation on Nov. 1. "Reason: Inferior programming, poor production, high cost, network demands for best in option time leaving poor time for local use."

An operator of three big city stations, two independent, one a network affiliate, said: "From my personal point of view, networks are too demanding of time for revenue produced. I think they undersell the audience they deliver. It may be necessary for them to adjust the size of the network to keep the price down but give a larger distribution to stations, thereby forcing advertisers to pay for audience delivered. However, current networks provide a basic national service which is valuable to the country and to listeners, particularly in news and special events and big time entertainment."

AAAA EASTERN MEET TO DISCUSS COMMERCIALS, MEDIA STRATEGY

- **Annual two-day conference starts tomorrow in New York City**
- **JWT's John F. Devine to preside over tv-radio workshop**
- **Y&R art director to moderate discussion of color commerical**

THE radio-tv commercial and media strategy will occupy the first afternoon of the two-day Eastern Annual Conference of the American Assn. of Advertising Agencies that starts tomorrow (Tuesday) at the Hotel Roosevelt, New York.

John F. Devine, vice president, J. Walter Thompson Co., will preside over the tv-radio creative workshop—there are seven workshops in all—in the Grand Ballroom, 3-5:15 p.m. opening day. The session will be turned over to the interests of agencies' copy, art and production people concerned with tv and radio commercials.

Leading off the session will be a discussion of color commercials moderated by Jack Sidebotham, art director of Young & Rubicam. Agency art directors will ask questions of network color technicians on the topic: "Headaches in Producing Color Commercials."

Mitch Miller, director of popular artists and repertoire, Columbia Records, will view jingles in tv and radio commercials, evaluating the current musical output in the field. He will be followed by Dr. Ernest Dichter, president, Institute for Motivational Research, who will talk about new research that tests the emotional reaction of people to television advertising.

A brief sampling of foreign theatrical commercials, which will point up "new pioneering in color and animation" and a talk by a "housewife" on "Me and My Friends—We Know What We Like" conclude the tv-radio creative workshop.

Another session—a workshop on media buying—will be held concurrentlv that afternoon in the Ballroom foyer, with agency strategists on media selection in the spotlight.

To Discuss Media Strategy

Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Adv. Agency; Arthur A. Porter, vice president and executive media director, J. Walter Thompson Co.; Lee M. Rich, vice president and associate media director, Benton & Bowles, and Leo Bogart, director of account research services, McCann-Erickson, will make up a panel of experts considering the topic, "How to Plan Media Strategy." James J. McCaffrey Jr. of Oglivy, Benson & Mather will preside.

This panel is planned to give the workshop audience an insight into the hows and ways in reaching major media stategy decisions. The panel of Dr. Deckinger and Messrs. Porter and Rich will analyze an actual advertising problem (case history) and recommend strategy for media to be used along with reasons why. Mr. Bogart will deliver a summation and critique.

At least two other top features are listed for agency people associated with tv and radio: A workshop on research and a special "Look-Ahead Meeting" that will place three top agency executives on the platform.

The research workshop is set for Wednesday, 2-4 p.m. in the Ballroom foyer, with Ben Gedalecia, BBDO, presiding, A panel of three will discuss new research that has advertising implications: Dr. Raymond Carpenter, chairman of the psychology department and director of the instructional research program at Pennsylvania State College, will speak on "Audio-Visual Research"; Dr. Charles Swanson, manager of commercial research for *Saturday Evening Post*, will take up "Adapting Social Science Research to Advertising," and Dr. Paul F. Lazarsfeld, chairman of the sociology department, Columbia U., will talk on "Some New Advances in The Behavioral Sciences."

Future of the Agency on Agenda

The look ahead meeting follows at 4:15-5:45 p.m. in the Grand Ballroom. The speakers will take up the future of the agency business. They are Barton A. Cummings, president of Compton Adv., on "Some Things to Know to Help You Grow in Client Service"; James H. S. Ellis, president of Kudner Agency, on "What Are The Creative Challenges and Opportunities Ahead of You?" and Bryan Houston, chairman of Bryan Houston Inc., on "Opportunities For Young People in The Agency Business." Adolph J. Toigo, president of Lennen & Newell and chairman of the AAAA's Eastern Region, will preside.

Concurrent workshops will be held 10 a.m. -noon Wednesday—on cooperation with sales in the Palm Terrace Room and mechanical production in the Madison Room. Two other workshops will be held 2-4 p.m. that day—account management (Palm Terrace) and print creative (Grand Ballroom). Speakers and executives presiding:

Cooperation With Sales—William Nevin, Compton Adv., presiding; Don Harper, vice president, A. C. Nielsen Co.; William Holden, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield; Hal Davis, director of promotion and merchandising, Kenyon & Eckhardt (joins Grey Adv. Jan. 1 as vice president of radio and television and member of plans board); David Palmer, director of merchandising, Erwin, Wasey & Co., and Dan E. Shea, vice president and merchandising director of Lennen & Newell.

Mechanical Production—William J. Stollowitz, Doherty, Clifford, Steers & Shenfield, presiding; T. A. Dadisman, vice president, Printing Developments Inc. (special report); George H. Andrew, production manager, Sullivan, Stauffer, Colwell & Bayles (moderator); Anthony La Sala, vice president and production manager, Geyer Adv.; Michale J. Madar, senior vice president, Lennen & Newell; Leonard Taylor, head of mechanical production, J. Walter Thompson Co.; Samuel H. Weber, director of production, Bryan Houston Inc., and S. G. Hall, Eastman Kodak's graphic arts division.

Account Management—William R. Hillenbrand, president, Bryan Houston, presiding; James D. Webb, president, C. J. LaRoche & Co.

Richard S. Lessler, vice president, marketing and research, Grey Adv.; John Toigo, vice president and director of marketing, Joseph Schlitz Brewing Co., and Vincent R. Bliss, president, Earl Ludgin & Co.

Print Creative—George H. Gribbin, Young & Rubicam, presiding; William Bernbach, president, Doyle Dane Bernbach; Guild Copeland, vice president. Ted Bates & Co.; Ed Shepherd Mead, author of *How to Get Rich in Tv—Without Really Trying*, and formerly with Benton & Bowles, and Richard Avedon, photographer.

Kraft Enters Day Tv, Renews MBS News Show

KRAFT FOODS Co., Chicago, last week increased its broadcast advertising expenditures by an estimated $2 million in gross billing by making its first entry into daytime network tv (on NBC) and also renewed for 52 weeks a lineup of 30 news programs weekly on Mutual.

Kraft has ordered $2 million gross billing, effective Jan. 3, on NBC-TV's *Matinee, Modern Romances, Tic Tac Dough* and *Comedy Time*. Sponsorship ranges from quarter-hour segments to announcement participations. On MBS, Kraft renewed, for the third consecutive year, *Kraft Five Star News*, which daily originates from such cities as New York, Boston, Chicago, Washington and Los Angeles.

The tv daytime purchase, announced by NBC-TV Sales Vice President William R. Goodheart Jr., was made through J. Walter Thompson Co., New York, which also services the client on the Wednesday night *Kraft Television Theatre* on the same network.

The Mutual renewal, announced by MBS National Sales Vice President Wendell B. Campbell, was placed through Needham, Louis & Brorby, Chicago.

BC&P Marks 25th Anniversary By Promoting Three Executives

BERMINGHAM, Castleman & Pierce, New York agency specializing in imported food and wine accounts, marked its 25th anniversary last week by promoting three of its longtime employes to officers and directors. John M. A. Muller, vice president, was named treasurer; Porter F. Leach, account executive, was named vice president and supervisor of motivation research studies, and Merrill K. Lindsay, public relations director, was named vice president and secretary of the agency.

Founder and President Arch Bermingham remarked that "25 years doesn't seem very long compared to the business history of one of our accounts," the 400-year old Dutch liquor firm of Lucas Bols.


WALA Radio and Television
Mobile, Alabama
announces
the appointment of
H-R TELEVISION, INC.
REPRESENTATIVES, INC.
as national representatives
effective
December 1, 1956
WALA-TV
Mobile, Alabama
W. O. PAPE, President
W. B. PAPE, Vice Pres. & Sta. Mgr.
JIM McNAMARA, Gen. Sls. Mgr.

ARF PLANNING LOOK INTO FUTURE AT ANNUAL SESSIONS THURSDAY

AN ESTIMATED 325 advertiser, agency, and media executives, independent researchers and educational leaders will be on hand for Advertising Research Foundation's second annual conference in New York this Thursday (Nov. 29). CBS Radio President Arthur Hull Hayes is program chairman for the conference.

Separate workshop sessions on radio and television and one on print media will dominate the morning program. The afternoon proceedings will be devoted to a three-hour exploration of "Research Today for Tomorrow and Tomorrow's Tomorrow." The all-day conference will be held at the Hotel Ambassador.

A meeting of ARF subscribers is slated to open the day's activities at 9:15 a.m. immediately after registration. J. Ward Maurer, advertising vice president of the Wildroot Co. and chairman of the ARF board, will preside at the business meeting, which will include election of directors and reports by President William A. Hart and Treasurer E. P. Seymour, vice president of Crowell-Collier Pub. Co.

In a half-hour session scheduled at 10 a.m., Sherwood Dodge, vice president and general manager of Foote, Cone & Belding and chairman of ARF's printed advertising rating methods study committee, will outline "a possible new approach to rating printed advertising."

The three concurrent workshop sessions on radio, tv, and print media are slated to begin at 10:30 and continue to noon.

Tv Workshop Panel

E. L. Deckinger, vice president and director in charge of media strategy for Grey Adv. and chairman of ARF's radio-tv ratings review committee, is chairman of the tv workshop. Panelists are Jay Eliasberg, acting director of research, CBS-TV; Ben Gedalecia, research director, BBDO; Bernard Sherak, research director, Kenyon & Eckhardt, and William Weilbacher, executive assistant to the vice president in charge of media research and merchandising, Dancer-Fitzgerald-Sample.

Samuel Thurm, media director of Lever Bros., is chairman of the radio session. Its exact format was still not formalized last week, but it was being planned as "an intimate roundtable discussion of better buying and using of radio time from the research standpoint."

The "look ahead" session Thursday afternoon will be led by Marion Harper Jr., president of McCann-Erickson, who is slated to set the keynote, moderate the discussion, and then summarize the panelists' views and "point up advertising and marketing research challenges involved in increasing the efficiency of distribution and merchandising to keep pace with changing and expanding markets." Participants in the discussion will include Dr. John Dollard, psychology professor, Yale U., who will speak on "The Man of the Future;" Dr. Dexter M. Keezer, vice president and economics director, McGraw-Hill Pub. Co., on "New Products: What Kinds, How Many, and Their Effect on Plants and People;" James E. Lash, executive vice president of American Council to Improve Our Neighborhoods (ACTION), on "Broad Range Planning for Communities of the Future," and Raymond Rodgers, professor of banking, New York U. Graduate School of Business Administration and School of Commerce, on "The Shape of Things to Come."

The printed media workshop Thursday morning will be headed by FC&B's Mr. Dodge, and Dr. Lyndon O. Brown, director of media, marketing and merchandising for Dancer-Fitzgerald-Sample and chairman of ARF's all-media audience committee. Panelists will include G. Maxwell Ule, senior vice president in charge of marketing services for Kenyon & Eckhardt and chairman of ARF's audience concepts committee; Paul Gerhold, vice president in charge of research and media for Foote, Cone & Belding; Cornelius DuBois, director of research for FC&B, and Dr. D. B. Lucas of New York U., ARF technical director.

Cunningham & Walsh Adds 7 To Account, Creative Staffs

SEVERAL account and creative staff personnel additions to Cunningham & Walsh's Chicago office, conceived as part of an expansion program, are being announced today by Ivan Hill, executive vice president in charge of the office. Seven people have been added in the past month.

New appointments and former affiliations are William Bell, formerly with McCann-Erickson Inc., Gene McKeough, Beaumont & Hohman, and Art Watson, formerly with Needham, Louis & Brorby Inc., all to the account service staff; John Vollbrecht, McCann-Erickson Inc., as creative director; Kenneth Tauber, Campbell-Mithun Inc., art director; Paul Kamman, N L & B, art staff, and Paul B. Ricks, formerly with Kuttner & Kuttner Inc., to copy staff.

Among C & W's more active radio-tv accounts serviced out of Chicago are kitchens of Sara Lee, J. A. Folger & Co. and Gordon Baking Co.

In announcing the additions, Mr. Hill said they provide the agency with "experienced personnel to meet growth needs of present accounts, and are also part of a carefully developed expansion program for the Chicago office."



DISCUSSING plans for Union Pacific Railroad's radio jingle campaign in all major western markets served by UP are (l to r) Keva Marcus, Hollywood commercial producer who wrote jingle; Paul Beach, advertising manager of UP, and Marion E. Welborn, vice president, The Caples Co., Los Angeles agency handling account [B•T, Nov. 5].

New Form of Presenting Tv Copy Explained at Exposition in N. Y.

THE STORY of how a local tv program grew into a dramatic new form of presenting visual copy on television was told last week to visitors to the Fifth Annual Advertising Essentials Show, conducted by the Advertising Trades Institute at New York's Hotel Statler.

The local tv program, called *Windisible*, starred Harrison Cork on WTCN-TV (now KSTP-TV) Minneapolis. Mr. Cork, backed by a year's sponsorship on behalf of a local food store chain, used the program to perfect a graphic arts process that he called Art-o-matic.

Today, Mr. Cork, in partnership with David Kraner, operates Topscreen Displays Inc. which in past months has prepared so-called "invisible copy" for such clients as Bulova Watch Co. (on CBS-TV's *Jackie Gleason Show*), Chrysler Corp. (on CBS-TV's *Climax*), Mutual of Omaha (on NBC-TV's *Zoo Parade*) and a host of other network advertisers, including Procter & Gamble, Mennen Co., Time Inc., General Motors and Ford Motor Co. Basically, Art-o-matic brings to tv the parlor trick of uncovering invisible writing through chemistry.

Other exhibitors holding forth at ATI's exposition: Slide/Graphic, a tv slide production firm, servicing such agencies as Benton & Bowles, J. Walter Thompson Co., and N. W. Ayer & Son; Bebell & Bebell Color Labs, which describes itself as "the lab behind the lab" receiving agency orders, numbering among its clients RCA and CBS Inc.; the Assn. of Advertising Men & Women, and some 70 others.

Scott Signs with CBS Radio

SCOTT PAPER Co. (Cut-Rite wax paper and Waldorf bathroom tissue), Chester, Pa., will invest about $1.3 million gross to sponsor eight seven-and-a-half-minute periods a week on the full CBS Radio network for 52 weeks, starting Jan. 1, it was announced last week by John Karol, CBS Radio vice president in charge of sales.

Through J. Walter Thompson Co., N. Y., Scott will sponsor two seven-and-a-half-minute segments a week on *This Is Nora Drake, Young Dr. Malone* and *Ma Perkins*, and one segment a week in *Romance of Helen Trent* and *Second Mrs. Burton.*

WBEN-TV newscasts make the biggest sales headlines



Consistently the highest rated locally produced news programs in Western New York

8:55 am
NEWS
Mon. thru Fri.





11 pm
LATE NEWS
every night



12 noon
NEWS-WEATHER
Sun. thru Fri.

6 pm
HEADLINES
NEWS & SPORTS
Mon. thru Sat.



SPONSORS OF WBEN-TV newscasts get BIG results because WBEN-TV newscasts enjoy the biggest audiences.

WBEN-TV Newscasts are in the hands of newsmen who dig, delve, cover, write, edit and broadcast news the way Western New Yorkers want it.

Film crews, the WBEN-TV mobile unit, leading wire services and the newsroom and editorial department of Western New York's great newspaper combine to give the most complete, most authoritative news coverage. That's why WBEN-TV news is the BIG NEWS on local television.

And that's why participation in or sponsorship of WBEN-TV newscasts can do the BIG selling job for you. Get the newsworthy facts from our national representatives, Harrington, Righter & Parsons, or contact WBEN-TV Sales directly.

WBEN-TV
The Buffalo Evening News Station
CBS • BUFFALO

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4

AD FILM PRODUCTION AIDED BY NEW FIRM

- **Deering heads Tv Dept. Inc.**
- **Will assist smaller agencies**

FORMATION of Tv Dept. Inc., 120 E. 56th St., New York, to serve as the television department of small and medium sized agencies was announced last week.

The new firm, whose services include complete tv film production facilities through a tie-up with MPA, a pioneer film production company in New Orleans, is headed by President William R. Deering, whose film career spans some 10 years with Metro-Goldwyn-Mayer (including a period as head of its production and story department); the presidency of Video Pictures Inc. from 1951 to 1955; and program production assignments with D & R Television Co. in 1955-56.

Although Tv Dept. Inc.'s services are directed primarily toward agencies which do not maintain television departments of their own, the film production facilities—for commercials and/or programs—are being offered to agencies of all sizes.

Quality production at faster and more economical rates than are generally available through film companies are major factors in the presentation that Tv Dept. Inc. is currently making to prospective agency clients. Aside from film work, spokesmen said, the company will maintain a media department to assist client agencies in buying time; a presentation department to help agencies sell their clients on specific program, commercial, schedule and promotion plans, and a research department to provide the information needed to make advantageous market recommendations.

Through MPA, officials said, Tv Dept. Inc. offers complete film service from planning to fininshed product—at a cost which may run "as much as 40% less than similar commercials produced anywhere else." Last year, MPA turned out 2,000 film commercials, officials asserted.

A series of MPA films was shown to agency people at presentation luncheon held by Tv Dept. last week, with price tags such as these: a block of 13 live-action commercials in color for Pepsi-Cola at $1,075 per commercial; 13 for RCA television sets in color at $1,075 each; 13 for General Electric in black-and-white at $850 each; four for Ponds skin cream at $1,400 each; an animated black-and-white commercial for Garnett's snuff for $3,400, and one 60-second and five 20-second animations for Nu Grape soft drink for a total of $3,650.

In addition to President Deering, Tv Dept.'s executives include Media Research Manager John J. White, who started in broadcast advertising at ABC in 1949, subsequently served with William Esty Co., The Biow Co., Pepsi-Cola Co. and Kenyon & Eckhardt as broadcast supervisor on Pepsi-Cola when K & E took over the Pepsi account early this year; Sales and Service Executive Edwin P. Love, who was assistant sales service manager of WOR-TV New York in 1953-54; media estimator at Geyer Adv. in 1954-55, and most recently timebuyer at National Export Adv., and creative Director Seymour Vall, former advertising and promotion manager for NBC Spot Sales and also a freelance tv writer.

SOFT DRINKS IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	3	2	8	93
2.	Pabst (Grey)	1	1	1	17

DETROIT INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Canada Dry (J. M. Mathes)	—	1	23	92
2.	Coca-Cola (McCann-Erickson)	3	2	8	70
3.	Seven-Up (J. Walter Thompson)	—	1	4	49
4.	Pepsi-Cola (Kenyon & Eckhardt)	—	1	7½	38
5.	Faygo	—	1	6	35
6.	Uptown	—	2	7	30
7.	Squirt (Harrington-Richards)	—	1	8½	28
8.	Pabst (Grey)	1	1	1	12
9.	Hires Root Beer (N. W. Ayer)	—	1	1	9
10.	Tango	—	1	1	7

In the above summary, the monitoring occured the week ending Oct. 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Manual to Aid Tv Advertisers Sent 1,800 Companies by ARB

A "USE" manual for advertisers, called "Tv Measurement for the Sponsor," has been published by American Research Bureau. It is devoted to a study of ratings and audience, and is being sent to about 1,800 advertising and marketing managers of national, regional and local tv advertising firms.

Lorin Myers, ARB advertising service manager, said the booklet is intended to fill a need for clarifying and presenting how tv audience measurement fits into the "sponsor's side of the picture." It covers "a practical approach" to audience study, methods and examples of problem solutions and imitations of audience measurement. Noted are how and why surveys are conducted and how reports should be interpreted and read. The booklet also suggests ways in which an advertiser can use research "to help isolate and solve" his "tv problems."

D'Arcy Shifts Key Personnel

KEY appointments and personnel transfers involving its St. Louis and Chicago offices were announced last week by D'Arcy Adv. Co., all effective about Dec. 1. Richard Epp, regional account service representative on Standard Oil of Indiana account in St. Louis, transfers to Chicago as assistant media director and G. Walden Porter Jr., in D'Arcy's St. Louis media department, joins the Chicago office to work on copy and contact work for Standard's industrial activity. In St. Louis, Tom Dolan moves from outdoor (General Tire account) to Mr. Epp's former post and will be responsible for servicing the Standard account in St. Louis and Indianapolis regions.

". . . television rose to its greatest heights of achievement . . . color television's shining hour".

ALDINE R. BIRD, BALTIMORE NEWS-POST

". . . spritely, heart-warming, original . . . must have struck a responsive chord with all viewers except those cynical, hard-bitten souls who refuse to acknowledge the fact that they were once children . . . the finest original score we have heard on TV".

HOLLYWOOD REPORTER

"It was 90 minutes of high pleasure, a joy in every respect. It was a rare moment in television . . . a magnificent job which I hope NBC will repeat again and again".

JAY NELSON TUCK, NEW YORK POST

". . . a towering beacon in the development of television entertainment . . . irresistibly charming, beautifully presented . . ."

BOB WILLIAMS, PHILA. EVE. BULLETIN

". . . thoroughly captivating entertainment . . . we sat entranced . . ."

NICK KENNY, NEW YORK MIRROR

"Hooray for 'Jack' . . . the first really successful musical written especially for TV".

WIN FANNING, PITTS. POST-GAZETTE

"pure joy . . . good enough for NBC to place in its expanding repertoire of kid classics".

SID SHALIT, NEW YORK DAILY NEWS

"'Producers' Showcase' . . . crammed more charm and professionalism into ninety minutes than has been seen on TV in many a day".

MARIE TORRE, N. Y. HERALD TRIBUNE

"'Jack' as a TV musical is a worthy successor to 'Peter Pan' . . . it is a timely commentary on whatever it is that man lives and fights for".

JOHN FINK, CHICAGO TRIBUNE



HIGHEST BEANSTALK IN HISTORY

Live TV is better than ever! An estimated 55 million Americans proved it last Monday night when they tuned in "Jack and the Beanstalk" in Color and black-and-white on Producers' Showcase over NBC.

This was the largest audience to watch a 90-minute show in the history of television. It attracted a 75% greater audience than the average of the three competing half-hour shows on the second network.*

Not since NBC's two memorable two-hour productions of "Peter Pan" has sheer enchantment held so vast an audience spellbound. "Jack and the Beanstalk" was an authentic *television* original—a triumph of bold, creative, *live* programming. It demonstrated once again television's unique ability to capture a nation's interest and attention through one show on one network.

"Jack and the Beanstalk" was another NBC landmark in the development of *live* television. It was what people have come to expect from the network which introduced the 90-minute Spectacular, and is now the only one to continue this dynamic program form.

NBC TELEVISION

a service of RCA

**Burns and Allen, Arthur Godfrey's Talent Scouts, I Love Lucy*

'Grey Matter' Predicts Tv Mass Home Sales

ADVERTISERS of consumer goods would do well to prepare themselves to mass-sell to consumers in-the-home by both "live" and robot means (e.g., tv), according to the November and December issues of *Grey Matter*, published by Grey Adv. Agency, New York.

The consumer will be doing more and more shopping in the home, *Grey Matter* claims. Among the things that will be keeping her home, the November issue points out, will be "stronger tv daytime programs . . . and more tv color and spectaculars will work towards a reduction in night shopping" at stores. Additionally, "direct sellers are making a continually strong impact on the consumer by an increased use of advertising to gain stature for their products and win better acceptance for their representatives."

The December issue states that the telephone will be a part of home-invasion selling. For example, "telephone ordering via television, with the shopper being importuned to go to the phone and place an order immediately or to ask for a salesman to call, is common wherever there is a television station. True, pitchmen and fringe advertisers (often pretty shady in character) were the first to take advantage of this direct selling opportunity, but many important stores (like Gimbel's in New York) are flashing phone numbers on the picture tubes of home television sets and soliciting 'direct orders' or inviting viewers to ask for salesmen to call."

In the future, *Grey Matter* predicts, the impetus of in-the-home shopping will come from electronics by (1) the picture-phone, a device which will enable the customer to see visually what the seller is offering, (2) "sellevision" panels on color tv sets that will bring customers into closed-circuit relationship with local stores—a button on the "sellevision" panel will register a code number automatically at the store, and (3) the two-way teletype newspaper over which the customer will see an entire supermarket ad, choose her items and check off her order, which will be recorded and delivered automatically.

COLORCASTING®

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV

Nov. 27 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 4, 11, 18, 25).

Dec. 2 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Dec. 9, 16, 23, 30).

Dec. 7 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Dec. 14, 21).

Dec. 12 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Dec. 12, 19, 26).

Dec. 13 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Dec. 16 (5:30-6 p.m.) *McBoing—Boing Show,* sustaining (also Dec. 23, 30).

NBC-TV

Nov. 26 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Dec. 3, 24, 31).

Nov. 26-28 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 30, Dec. 3-7, 10-14, 17-21, 24-28, 31).

Nov. 27 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach (also Dec. 4, 11, 18, 25).

Nov. 27 (9:30-10:30 p.m.) *March of Medicine,* Smith, Kline & French through Doremus-Eshleman Adv.

Nov. 27 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel Seeds (also Dec. 4, 11, 18, 25).

Nov. 28 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also Dec. 5, 19, 26).

Nov. 29 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Dec. 13, 20, 27).

Nov. 30 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 7, 14, 21, 28).

Nov. 30 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald (also Dec. 16 [Sun.]).

Dec. 1 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Dec. 8, 22, 29).

Dec. 2 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 9, 16, 23).

Dec. 2 (9-10 p.m.) *Alcoa Hour* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 9, 23).

Dec. 8 (1-2 p.m.) *New Figures of 1957,* Warner Bros. Co. through C. J. LaRoche.

Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Ekhardt, and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

Dec. 15 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco Co. through BBDO and Richard Hudnut through Kenyon & Eckhardt on alternating weeks.

Dec. 16 (7:30-9 p.m.) *Hallmark Hall of Fame,* "The Little Foxes," Hallmark Cards through Foote, Cone & Belding.

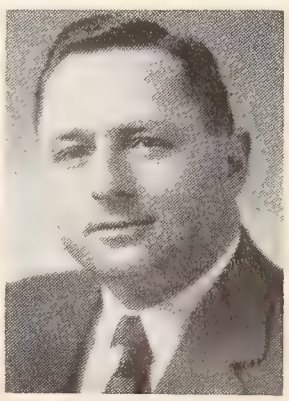
Dec. 22 (9-10:30 p.m.) *Saturday Spectacular,* "Holiday on Ice" with Sonja Henie, Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Dec. 30 (9-10 p.m.) *Goodyear Tv Playhouse,* Goodyear Tire & Rubber Co. through Kudner Agency.

[Note: This schedule will be corrected to press time of each issue of B•T]

RY&M Names Gladney V.P.

APPOINTMENT of Norman Gladney, former director of tv and radio merchandising for the Bulova Watch Co., as a director and vice president of Reach, Yates & Mattoon, New York, was announced Tuesday by Dallas Reach, board chairman of the agency.



MR. GLADNEY

Mr. Gladney, who obtains an option to buy 20% of agency stock, will take charge of tv and radio activities and also will be assigned other managerial responsibilities. His background includes various posts with broadcasting stations and advertising agencies.

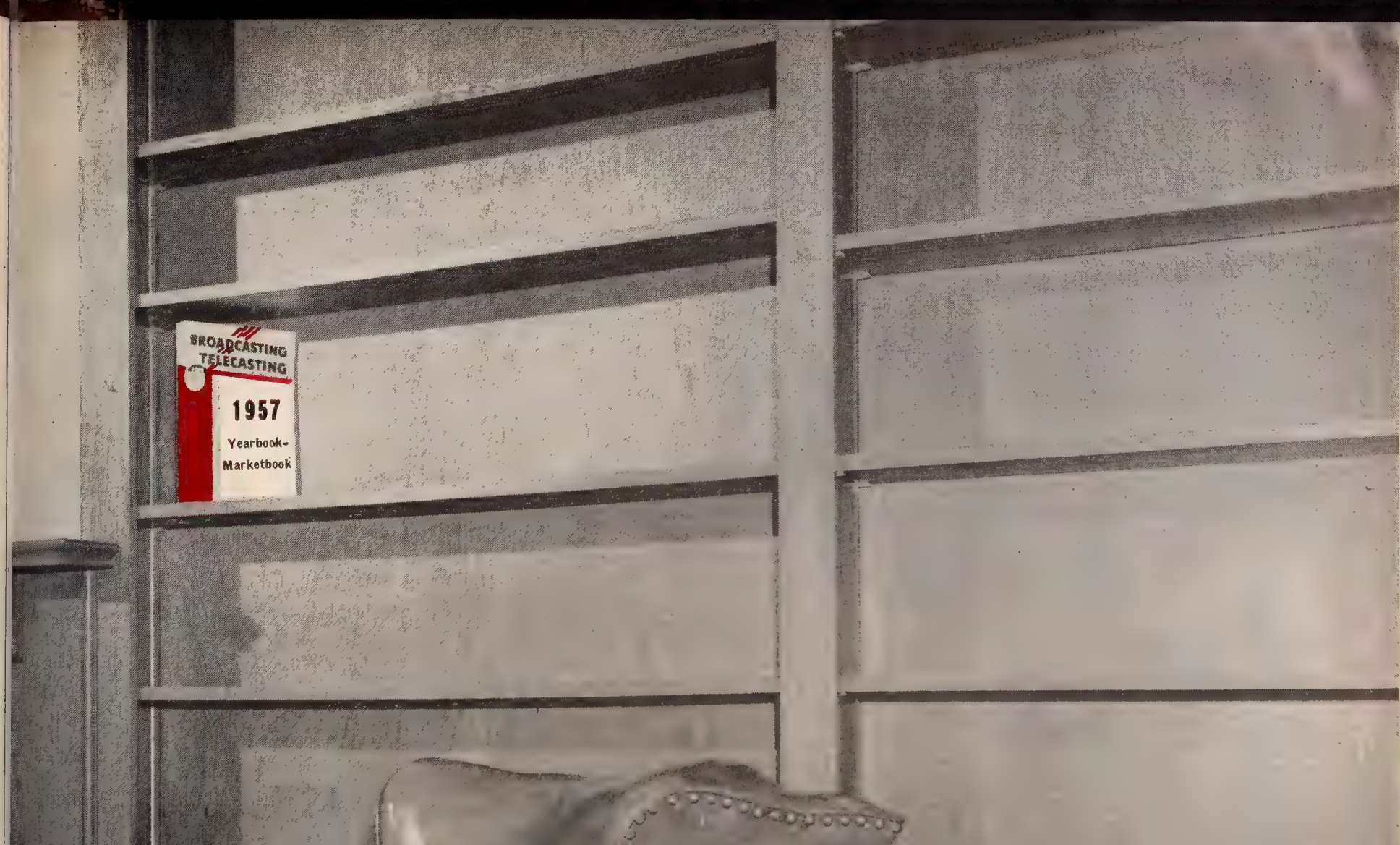
Management Training Program Launched by Kudner Agency

KUDNER AGENCY INC., New York, last week announced the launching of an executive management training program whereby key members of the Kudner staff will attend special business courses at certain universities. The first member of the staff to be assigned to this program is Lloyd Delaney, account executive on Frigidaire Div. of General Motors Corp., who will attend Harvard U.

Filling in for Mr. Delaney during his absence will be William A. MacDonough, who joined the agency earlier this month.

Two For 'Circus Time'

SEVEN-UP CO., St. Louis, through J. Walter Thompson Co., Chicago, has signed as a participating sponsor of *Circus Time* on ABC-TV, effective Dec. 6. Also announced last week by Charles Abry, ABC-TV national sales manager, was the renewal of Hartz Mountain Products, through George H. Hartman Co., both Chicago, as a *Circus Time* participant.



Radio's One-Book Reference Library

B • T's annual Broadcasting Yearbook-Marketbook is revving up. Deadline is December 7 for advertising reservations. As in 22 previous issues, the new book will present a vast collection of important, useful data about the entire radio profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to radio, of agencies and their radio accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. Further details upon request to B • T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

NEW NIELSEN SURVEY ANALYZED FOR RTES

- **Agency spokesman likes it**
- **Common measurement cited**

STATISTICS on nationwide radio-tv coverage, county by county—as provided by A. C. Nielsen's Coverage Service No. 2—are welcomed by timebuyers, says Julia Brown, associate media director of Compton Adv., New York. However, Miss Brown warns:

"It will still be the responsibility of the buyers and sellers [of time] to use the figures which best describe the situation which needs to be measured." She stressed last week that agency media people "are very glad to have a common measurement for all broadcast stations in the country. The industry certianly has long needed a means for determining station and network coverage on a common base, one which will permit the buyer and seller to compare station coverage of all stations in a market, or of stations in various markets."

Miss Brown handled the "How to Use" phase of "Coverage" at a timebuying and selling seminar held in New York by the Radio & Television Executives Society. Her talk followed a description of techniques or the "How Figures Were Obtained" phase by John Churchill, assistant to the president of A. C. Nielsen Co. The seminar was devoted primarily to Nielsen's second coverage survey (the first was conducted in 1948), reports on which are now being circulated to survey subscribers. Miss Brown confined her remarks to the tv measurement since this phase of the survey operation now is available. The radio counterpart, Mr. Churchill indicated will be out in a week or 10 days.

First in Four Years

The new survey, Miss Brown observed, is the first measurement in four years that is common to all radio and tv stations in the country; the first for post-freeze tv stations and for any uhf station; the first time in nearly three years that a uhf county set count has been developed.

But, in explaining why the coverage service "cannot be the answer to all of our coverage problems," Miss Brown listed what she described as its "limitations." Briefly, these are:

(1) Although the latest information is included, already the survey is "out-of-date." Since last spring there have been changes in station facilities, network affiliations and new stations have begun operating. Any or all of these factors can change the station's coverage pattern—for its competition as well as for the station itself.

(2) Data for many counties are based on a small sample and, "therefore, figures for counties with a small number of homes or with low tv ownership should be considered indicative rather than conclusive."

(3) There is a penalizing factor in combining counties on a "cluster" basis, with percentages applying to each county in the cluster, or actually representing an average for the cluster. This may penalize stations because a high percentage for one county in a cluster may be diluted by lower figures for other counties, and while figures may appear for all counties in a cluster, only one county actually may have anyone watching the station.

(4) Figures for uhf stations are reported as percent of total of tv homes, which necessitates the use of a supplement booklet of uhf ownership. One cannot credit a uhf station with coverage in a county without any uhf sets and a uhf station cannot be expected to have high-level viewing if uhf ownership is low.

In analyzing the data provided in the tv coverage survey, Miss Brown noted 19 different sets of figures are available for each station in each county in which at least 10% of those interviewed mentioned the station had been viewed. It is impossible to use all of the figures to determine station coverage, she continued, leaving the problem of deciding which will "produce the most meaningful data." By defining a station's primary coverage area on a "county-by-county basis for each station in the country," she said she could eliminate eight of the 19 sets of figures. She thought, too, that because monthly coverage "seems to be a nebulous" thing, two more sets of figures could be eliminated, or a total of 10 out of 19. She said:

Measurement Mutuality

"Except for the tv ownership data, all of the remaining numbers are actually a measurement of the same thing—levels of a precise period of viewing, either in total, for daytime or for nighttime, on a weekly or daily basis. I believe that all of these should be used to establish coverage patterns."

No one set of figures or rules, however, should be used to the exclusion of others, she warned, because in using daytime weekly levels alone, one must realize that different coverage areas may exist for day and night because of a station's hours of operation, competitive programming (and in radio, differences in a station's facilities day and night). In using weekly figures alone, she said, one forgets that the daily and weekly relationship indicates a station's strength or lack of strength in a particular county.

Miss Brown also cautioned against using pre-determined specific criteria for viewing levels, noting that station popularity, competition and other factors influence the levels to an "immeasurable" extent. In emphasizing that coverage data for the timebuyer cannot be the sole determinant in purchasing time on a station, Miss Brown listed the following uses, aside from the important determination of station coverage areas:

To develop cost efficiencies (total number of homes in the station's coverage area applied to the cost [rates] of the station); station viewing levels to indicate need for additional weight in a county or amount of duplication between stations on specific network or spot lineup; amount of exclusive coverage a station has in a particular county in the daytime or at night, and a comparative index of station loyalty (multiply daily audience by seven and divide the result by weekly audience to get the average number of days per week the station is viewed).

Mr. Churchill distributed sample station reports (radio) and complete circulation reports (tv) in his report on the Nielsen Coverage Service No. 2. He noted that more people—stations, networks, advertisers and agencies—have supported this project than any other similar survey ever conducted, and reviewed the techniques used as well as describing terms and statistics developed in the study.

He also revealed that Nielsen expects to have a report after the first of the year on out-of-home listening along with such information as room location of radio sets, number of sets and viewing and listening patterns of radio families.

Plymouth Renews Anthony

RENEWAL of the *Ray Anthony Show* for a second 13 weeks on ABC-TV (Thursdays, 10-10:30 p.m. EST) was announced last week by Jack W. Minor, vice president in charge of sales for Plymouth Div., Chrysler Corp. Show started Oct 12 and features Frank Leahy, former Notre Dame football coach. Agency is N. W. Ayer & Son.

SPOT NEW BUSINESS

P. Lorillard Co. (Kent cigarettes), N. Y., placing five-week tv spot announcement campaign in five major cities. Young & Rubicam, N. Y., is agency.

Greenwood Foods Inc. (packers of red beets and pickled cabbage), Waterloo, N. Y., last week kicked off spot radio campaign in 10 markets. Campaign will last for 13 weeks. Agency: Friend-Reiss Adv., N. Y.

NETWORK NEW BUSINESS

U. S. Time Corp. (Timex, Disney, Ingersoll watches), N. Y., has enlarged its original four-program contract of NBC-TV's *Steve Allen Show* by 13 additional program segments, running from Jan.-April 1957 and during the year's last quarter. Agency: Peck Adv., same city.

NETWORK RENEWAL

Continental Baking Co., N. Y., has renewed its sponsorship of 10:15-10:30 a.m. EST segment of *Howdy Doody* (Sat., 10-10:30 a.m. EST), for 26 weeks, effective Dec. 15. Agency: Ted Bates & Co., same city.

A&A PEOPLE

S. R. Hutton, president, Honig-Cooper Co., S. F., elected chairman of board. Other changes include: **Louis Honig,** to president; **Fred Gauser,** 1st vice president; **Eric Bellingall** and **E. B. Krough,** both vice presidents, named members of board, and **John W. Davis,** to secretary-treasurer and member of board.

Richard G. Terry, Ted Bates & Co., N. Y., elected vice president.

Gerald A. Waindel advertising-public relation director, Associates Investment Co.,

THEY TELL OUR STORY FOR US...

Other folks feel our ratings
are worth shouting about...and so do we...
so will you...when you
use WBNS-TV in Columbus, Ohio

BOING!

TV FILM *THE BILLBOARD* *April 28, 1956*

Gets a **24.8%** on WBNS-TV,
topping Phil Silvers, Robert Montgomery
and a lot of other toppers



Ziv Television

ZOWIE!

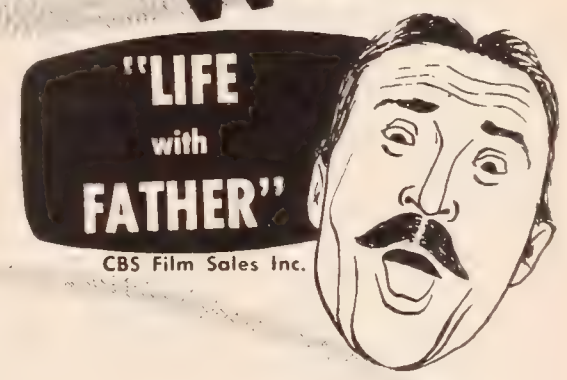


Ziv Television

BROADCASTING-TELECASTING *April 16, 1956*

Pulls a **32.3%** ...on WBNS-TV,
topping Como, Godfrey and Others

WOW!



CBS Film Sales Inc.

SOLID!

TELEVISION AGE *July, 1956*

70% share of
audience on WBNS-TV

BROADCASTING-TELECASTING *September 24, 1956*

Top Five right down the line!

COLUMBUS... Three Station Market

1.	Highway Patrol (Ziv)	Tues. 9:30	WBNS-TV	39.3
2.	Man Called "X" (Ziv)	Fri. 8:30	WBNS-TV	18.2
3.	Death Valley Days (McE-E)	Sun. 8:30	WBNS-TV	17.3
4.	Annie Oakley (CBS Film)	Sat. 6:00	WBNS-TV	16.2
5.	Superman (Flamingo)	Wed. 6:00	WBNS-TV	16.2

46% share of 3 station audience Coverage . . . 500,400 families Reaching 1,872,900 TV Homes.

WBNS-TV

channel 10 • columbus, ohio

REPRESENTED BY BLAIR TV

CBS-TV Network . . .
Affiliated with Columbus Dispatch . . .
General Sales Office: 33 N. High St.

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

ADVERTISERS & AGENCIES

South Bend, Ind., to vice president of United States Adv. Corp. and account executive on Wilson Sporting Goods account.

James W. Johnson, account executive, Young & Rubicam, N. Y., to Donahue & Co., same city, in similar capacity.

Henry Nathan, vice president, Goodkind. Joice & Morgan Inc., Chicago, to C. Wendel Muench & Co., same city, as account executive and merchandising counselor, effective Dec. 1.

Arthur L. Savage Jr., timebuyer, Lake Spiro Shurman Inc., Memphis, to The Katz Agency, Atlanta sales staff, effective Dec. 1.

Robert Phelps KuKuck, president, Heffernan & McMahon Inc., N. Y., to Hoffman-Manning Inc., same city, as account executive and radio-tv director.

George T. Hersh, advertising manager, Coast Federal Savings & Loan Assn., L. A., to Bishop & Assoc., same city, as account executive.

Norman L. Peterzell, formerly with BBDO, N. Y., as account executive and with Carter Products as product manager, to Ogilvy, Benson & Mather, N. Y., as account executive.

Richard C. Smith, account executive, Harold Cabot & Co., Boston, to Kenyon & Eckhardt Inc., same city, as assistant account executive. **Alice Liddell,** former vice president and media director, Ingalls-Miniter Co. to K&E as media supervisor.

George F. Decoo Jr., formerly with Doyle Dane Bernbach, N. Y., to copy department, Ogilvy, Benson & Mather, N. Y.

Ed A. Hiestand, copywriter, Kenyon & Eckhardt, N. Y., promoted to assistant copy supervisor.

John B. Kennedy, vice president, Doherty, Clifford, Steers & Shenfield, N. Y., agency for Bristol-Myers Co.'s Ipana Toothpaste, joins Bristol-Myers Co. as advertising manager of Ipana.

George B. Keister, Pillsbury Mills Inc., Minneapolis, grocery products division, named national accounts manager.

Robert S. Herzog, assistant advertising manager, Lady Esther Div. of Chemway Corp., appointed advertising-sales promotion manager, Boyer International Labs Inc., Chicago.

Francis O'Neil, formerly with Brooke, Smith, French & Dorrance, Detroit, to Kudner Agency, same city, in an executive capacity.

George J. Jarrett, production manager, Chicago Film Laboratory Inc., to Wherry, Baker & Tilden Inc., same city, as manager of radio-tv department.

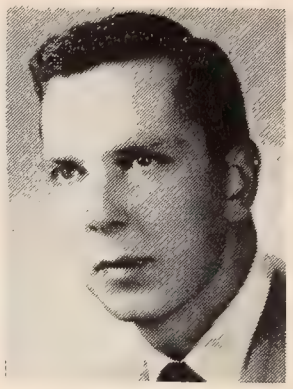
Andrew J. McGee, formerly with Benton & Bowles, N. Y., has joined General Foods' international division as product planning manager.

Richard D. Gillespie, Ziv Tv, to copy department, Perry-Brown Inc., Cincinnati. **Robert B. Maehr** to administrative assistant, and **Howard Nadel,** media counselor, to Perry-Brown news director.

Anthony Wilson appointed assistant in production department, MacManus, John & Adams, Bloomfield Hills, Mich. **Jerald Marvin** also has joined agency's production department.

Nancy Moore, Advertising Research Foundation, N. Y., to director of marketing and research for West-Marquis Inc., L. A.

Thomas R. Blanchard, head of his own television agency in Lansing, Mich., to Grant Adv., Detroit as television copy supervisor.



MR. BLANCHARD

Al Bonk, U. S. Adv. Corp., Chicago, named assistant to president. Other changes announced by firm include: **Bert Iwinski** as traffic manager and assistant to Mr. Bonk; **Jeannette Duringer,** to timebuyer; **William J. Kerins,** to media director, and **Fran Emrich,** formerly with McCann-Erickson, as production manager.

Lilian Miles Torrence, formerly with Lloyd Mansfield Co., Buffalo, N. Y., to Robert S. Risman Inc., same city, as radio-tv director.

John Moment, art director, Campbell-Ewald, Chicago, to Kenyon & Eckhardt, same city, as art director.

Wolfe Magnus, project director of major national consumer studies, W. B. Simmons & Assoc., N. Y., to McCann-Erickson Inc., Chicago, as senior research analyst.

Dorothy Freedman, Norman, Craig & Kummel, N. Y., to copy staff, C. J. LaRoche, same city.

Jack Green, media-advertising administrative services director, Toni Co., Chicago, joins J. Walter Thompson Co., N. Y., as associate media director.

Charles L. Bigelow, director of research, McCann-Erickson, L. A., to agency's S. F. office in similar capacity, effective March 1.

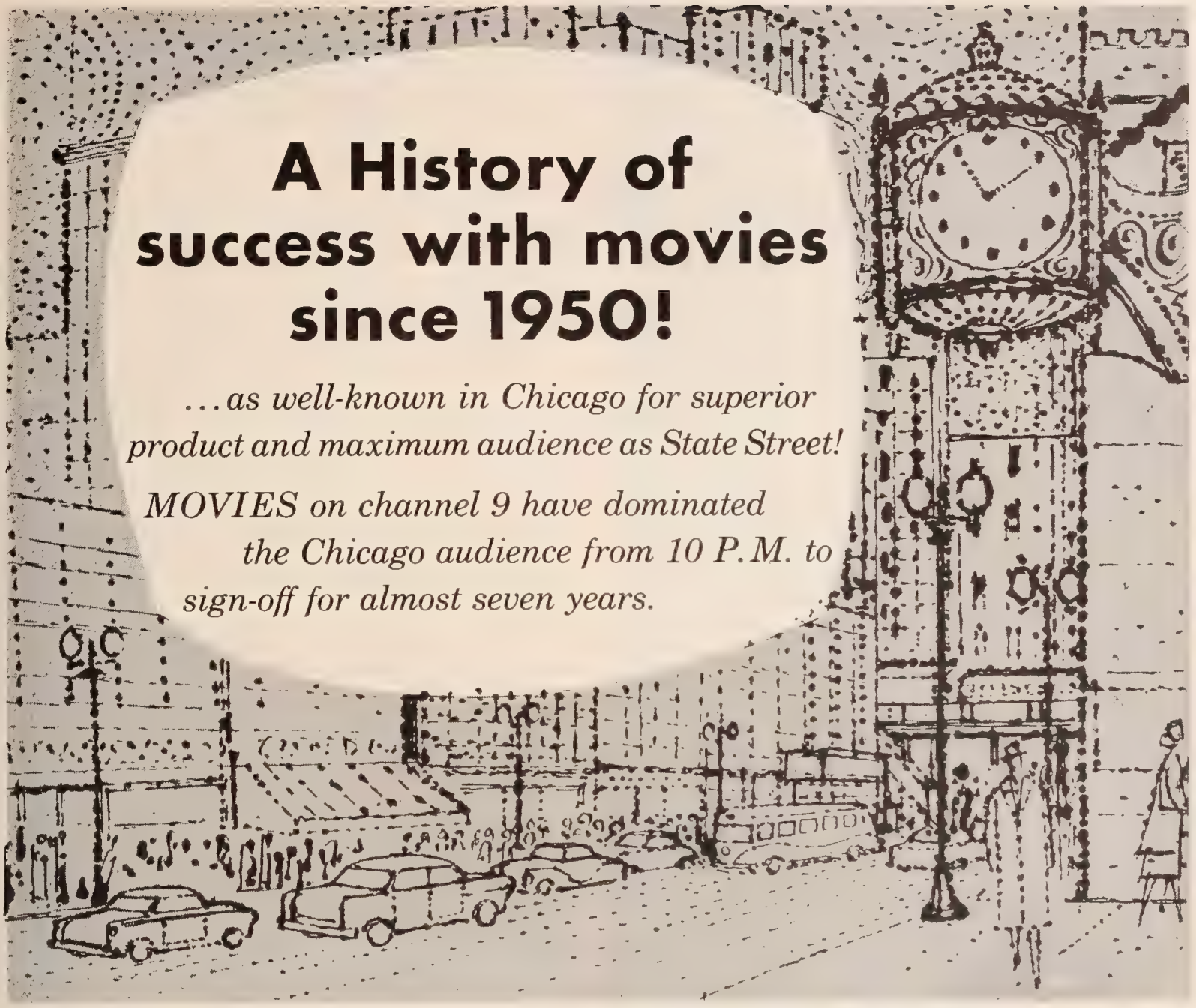
Peggy Mara, assistant director of home furnishings, American Rayon Institute Inc., N. Y., to Anderson & Cairns, same city, public relations-publicity department.

Edwin Pfeiffer, account executive, Edward Petry Co., N. Y., father of girl, Suzanne, Oct. 26.

Frank J. Sego, account executive, Parker & Assoc., Birmingham, Ala., father of boy, Bradley Scott, Nov. 5.

Mort Yanow, radio-tv director, Feigenbaum & Wermen Adv. Agency, Phila., married **Elaine Hindin,** Nov. 3.

Ned F. Stirling, 47, production manager, L. A. office of BBDO, died Nov. 5.



A History of success with movies since 1950!

...as well-known in Chicago for superior product and maximum audience as State Street!

MOVIES on channel 9 have dominated the Chicago audience from 10 P.M. to sign-off for almost seven years.

...and now, the Thursday 10 p.m. story:

In July, WGN-TV introduced the best first run movie product available in this period. The rating jumped from an ARB average of 8.7 to an average 22.9—an increase of 163%!

We hit another jackpot on Thursday, Oct. 11 with "How Green Was My Valley," when ARB gave this period a whopping

73.8 *share of audience*

28.1 *high quarter hour*

AVAILABLE

Announcements in this program! Check your WGN-TV representative for immediate availabilities.

Just another footnote to a history of success in film programming.

It's consistency that counts!

We can now provide clients with the best product of three major Hollywood companies:

WGN-TV *Channel* 9

Midwest Office
441 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office
220 E. 42nd St., New York 17

Also represented by
Edward Petry & Company, Inc.



SIGHTING

WILL C. GRANT is president of the advertising agency bearing his name. It ranks as one of the top 10 in the nation, and last year had billings of $67,800,000, of which more than 20% went into radio and television. In the interview below, recorded with John Osbon, B•T's midwest news editor, he gives his views on a number of questions important to the business of advertising men and broadcasters alike.

Q: More than half of your billing, 55%, I believe, is international, isn't it?

A: Something like that, yes. $38 million in the foreign field last year.

Q: I read some time ago that three London advertising agency executives stated that current advertising services in international advertising leave much to be desired. Would you have any comments on that?

A: That's quite true. You see, advertising did not develop in the United States. It goes as far back as the history of man, beginning with certain colored sails on a boat that advertised that they had fish for sale, or salt or something else. Advertising had been used in newspapers even before the American Revolution. The one thing that did develop in the United States was the advertising agency, this specialized operation that plans, prepares and places advertising with media.

That was an American development and it got a head start here. It has had a lot to do with increasing mass consumption and mass production and is definitely intertwined with the development of this fabulous economy we have in the United States. Also, because the advertising agency business has grown to be such a large industry, the head start in the United States has been far beyond that of other countries. However, the idea of advertising agencies has been spreading over the world and agencies in other lands are catching up with American agencies, but to this point, their development is still considerably behind the technical development here. We're constantly having to send out technical help to our offices in foreign fields because of the new developments here that can be translated to those offices but aren't known there yet.

THE POTENTIAL FOREIGN MARKET

Q: You feel that there is a tremendous potential market for things like appliances, farm goods and other products overseas?

A: I should say there is. All you have to do is look at the world population. The world population has grown from 450 million people in 1650 to a little over 2.4 billion people now. The population outside the United States is growing even faster than the population in the United States. The population in the United States is, I think, about 166 million people. Well, 166 million people out of 2.4 billion is still a relatively small number of people. In the past, our purchasing power has been much greater than all the rest of the world combined, in some categories. But that has been changing in the last 10 years. The proportion of gold that we hold is different now. It's not even as great as it was 15 years ago.

Before the war there were 25 million automobiles in the United States and only five million outside the United States. Today—or rather as of the end of 1954, I haven't checked the '55 figures—there were 87 million automobiles in the world, passenger cars and trucks. But of the 87 million, only 55 million were in the United States. Now contrast that with just before the war when 25 of the 30 million were in the United States. You can see that people outside the United States are now buying cars and trucks and tractors and other things to a degree that's increasing faster than the purchasing power in the United States. Because, while our vehicles have gone from 25 million to 55 million, the vehicles outside in the world have gone from five million to nearly 30 million.

ON A GLOBAL MARKET

Q: Have you had any recent reports from your overseas managers, Mr. Grant, on the status of television in the various countries in which you have offices?

A: Yes. It is very interesting the way television is developing. As you know, Mexico is pretty well along the road now in television. So is Brazil. So is Argentina. So is Cuba. In fact, in Mexico, Brazil and in Argentina we produced the first extravaganza shows on television for General Electric Co.

Now in the Philippines, television is just starting. They have one station there with another station in the planning stage. They only have a few sets, I think, about 7,000 sets, which is not very big population-wise, but it started the same way here in the United States. I'd say that generally in foreign countries television is already well along the road of duplicating the pattern that it followed in the development here in the United States.

Q: Have your international clients expressed any interest in television?

A: Yes, they have, because they know how effective it's been in the United States.

Q: Do you think there's any future to trans-oceanic television?

A: Yes, I do. I think it will have an impact even beyond the commercial. Commercially it's good because it gets a lot of attention, but beyond that, it's good to bring peoples together across the oceans, so they see what's going on and they feel they know each other better.

Q: Turning to your domestic operations, what would you say was the most successful broadcast campaign that you have had for any particular client?

A: Well, I believe that the Mars program, *Dr. I. Q.*, was one of the most successful, judging from the results in sales. Their sales went from $8 million to $48 million during the life of that program. Of course, there was other supporting advertising that came in as the sales grew. I think currently our most successful one is the Lawrence Welk tv show.

Q: Is the *Lawrence Welk Show* selling Dodges, sir?

A: It is. Last year, the year of 1955, Dodge cars had the biggest increase in sales of any automobile in the entire industry. Now, the *Lawrence Welk Show* directly accounted for sales. As you know, in a general advertising program, it's often very difficult to make a clear-cut designation for credit.

However, in the case of the *Lawrence Welk Show* we have a rather unusual instance. The factory receives literally hundreds of letters every month from customers who have bought Dodge cars and who take the trouble, voluntarily, to sit down and write that they have been hearing Dodge advertised on the *Lawrence Welk Show* and they hope the factory will let Lawrence Welk know that they bought a Dodge.

Also, Dodge has another very good barometer and that is the reports of dealers. There are 4,000 Dodge dealers across the country and they write regularly about their reactions to the different shows. In the case of the *Lawrence Welk Show* there has been such a steady stream of mail about the sales that are directly traceable to it that it's lifted that particular show out of the questionable category many shows are in when there isn't something like that to make it very clear that the show is producing sales. They have practically all written in about the *Lawrence Welk Show*, praising it, saying they have gotten sales as a result of that show.

Another measure of the show's success is the fact that Dodge and Plymouth are co-sponsoring another Welk show on ABC-TV on Monday nights—*Top Tunes and New Talent*. We are handling the program for both accounts. Plymouth also has taken the new Ray Anthony show on Fridays on the same network; again we're handling the account.

Q: Other broadcast users, among your clients, would be Dr. Pepper, Lentheric, Electric Autolite. . . .

A: Yes. We're following different patterns for each of those. For Dr. Pepper we're going very strong on radio and we have some tv, too. Dr. Pepper distribution is sort of split across the country. It runs across the southern part of the United States from the West Coast to the East Coast and is just coming up to some of the northern states. Because of that we can't use network broadcasting, so we use spot radio programs and tv programs and radio spots and tv spots.

Our tv spots particularly have been effective on this account, and the bottlers are so enthused about them that they are joining in with Dr. Pepper to increase tv this year. The volume that they are placing during 1956 will be approximately double the volume placed last year.

Q: I understand they are spending about 50% of their money in the broadcast media.

A: I'd say it would run close to that.

Q: Wasn't it about $2 million overall?

A: Around $2 million this year, and that means about $1 million in radio-tv.

Q: Do you think tv costs are too high?

TV COSTS SEEK OWN LEVEL

A: Water seeks its own level. If tv costs are high but the returns are high then the cost is justified. At that point where returns do not justify the cost, then it is obvious that the cost would have to be pared. Tv has been so effective thus far that I do not see any immediate indication of a falling off.

Q: How do you pick your creative people?

A: We have no one pattern.

In the early years we relied mostly upon individuals known to our key executives. We still seek out individuals known to members of our staff, but we also explore many avenues.

We draw upon our various offices at home and abroad for individuals of known and indicated abilities. Many of our local offices are excellent proving grounds for young writers. We have a basic rule to promote from within our own ranks whenever remuneration and opportunity justify the move.

Some of our writers have grown up with us from trainee status.

Sometimes after screening our own writers and our own contacts, we find it helpful to advertise for an individual with certain experience qualifications which we require.

We have a constant flow of applicants who are screened and summoned for interviews. This list is reviewed as new needs arise.

At times we have employed the leading advertising agency personnel services.

Q: Have you found any shortage of good creative radio-tv people?

A: Yes, and we don't expect the situation to change. The national demands are so tremendous that we expect many stations, advertisers and agencies will just have to make the best of it.

To combine a shrewd psychological selling sense in an individual who is a master of words, situation and visual presentation is no small order.

We have been fortunate to have three or four individuals who qualify as tops and we are using these individuals to develop the aptitudes of our younger creative people rather than seeking to add already recognized individuals. In today's tax situation it is practically impossible to pay enough to lure top talent. We believe the most resultful plan is to develop it, and that is our goal.

Q: It's frequently said that advertising agencies don't advertise enough. Do you think that's true?

A: I think that's as true as can be. There are a few exceptions of course. I think Young & Rubicam has done some very fine advertising of its own agency. We have been rather remiss in that, ourselves, partly because every time we start a campaign for the agency,

Do You Buy Radio
By Ratings
By Talent
By Cost per 1000
By Power

?

The L.B. WILSON

WC

CINCINNATI

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY

STATION

WCKY

...OHIO...

By Any Yardstick
WCKY Is Your Best Buy
in
The Cincinnati Market

BUY WCKY . . . INVESTIGATE TODAY

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead	C. H. "Top" Topmiller	A M Radio Sales	A M Radio Sales	A M Radio Sales
Eastern Sales Mgr.	WCKY Cincinnati	Jerry Glynn	Ken Carey	Bob Block
53 E. 51st St.	Phone: Cherry 1-6565	400 N. Michigan Ave.	607 Market St.	5939 Sunset Blvd.
Phone: Eldorado 5-1127		Phone: Mohawk 4-6555	Phone: Garfield 1-0716	Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

some client has a sales problem that comes up and we shove our own campaign aside for the client's. That's not a good excuse, but I think it's the reason. Anything that applies to the worthwhileness of a client's advertising certainly applies to any agency too. We are advertising more now than we have in the past, but as a whole, I do not think advertising agencies have applied to themselves the things that they're applying to their clients, and that includes us, I'm sorry to say.

Q: The consent decree signed by AAAA has led to a re-evaluation of the fee system. What are your feelings on this issue?

A: Our minimum is 15% for all clients regardless of the area. I feel that the percentage basis is the most workable and we have set a minimum regardless of circumstances.

Q: Mr. Grant, you've been aware, no doubt, of the controversy that has sprung up the last couple of years over subscription or toll television. From an agencyman's point of view, do you have any opinions regarding this matter?

ABOUT TOLL TV

A: I do. I think that toll television is absolutely wrong. It means that a person is denied the opportunity to see a certain tv or radio program without paying an admission price. I think that is not the proper use of the public airwaves.

Q: Do you think that if it's ever authorized by the FCC toll tv would have a great impact on the use of television itself?

A: It would, undoubtedly, have an effect on the use of television programs that are now being produced. The producers are very senstitive to what the public wants and they know how easily the public can switch from one channel to another if it's not what the public wants to listen to. Television—today's commercial television—is not just storybook entertainment. It covers all sorts of things like broadcasting the Democratic and Republican conventions, football games, news, which is very important, public appearances of public officials such as the President and others, musical programs such as our *Lawrence Welk Show* that is purely entertainment in a light, relaxed manner. There's such an endless variety of public wants that the use of tv toll, which is essentially contemplating the use of paid admissions for moving pictures, I do not think could replace the great variety of tv programs that the public wants.

Q: Mr. Grant, uhf, like toll television, is very controversial. Does your agency have any policy in regard to uhf television?

A: Our experiences, I am sure, have been rather typical of most advertising agency experiences. When we first heard of uhf we were happy, because we knew the vhf channels would become crowded and we would be limited in the number of programs we could pick from. However, there were a number of troublesome things that developed in uhf, such as having to have an adapter on your tv set, which was made only for vhf, in order to tune in ultra high frequency. This corrective addition had to be made at some expense, and in many markets most people failed to make that addition. As a result, uhf stations were going on the air and there were only a few sets that could receive them. A number of our programs were going out over uhf in some markets, simply because the time had already been bought on the vhf stations and we had to take uhf. In that case we took the uhf stations, but we were so dissatisfied with the results in some of the markets, that we later had to cancel them and try to find a second choice time period on vhf stations. However, there have been some markets in which the general public had put in adapters, or adapters were built into their sets, so that there was a pretty good audience for uhf. There certainly is no fault to find with the uhf quality. It's equally as good as the vhf quality, but there's this troublesome thing of having some markets where it works because people can receive it and a number of markets where it does not work because people can't receive it.

Q: From an advertising point of view, do you think radio is as good a buy as it was, say five years ago?

A: Yes, I do. In the first place, many radio stations have lowered their rates because of the competition of tv. Just as important, advertisers have begun to learn that there are certain markets that you can reach very effectively with radio. For instance, most automobiles now have radios and if you drive along any busy street you will hear radio programs being listened to in automobiles all up and down the street. We also have found that where a market did not have good tv coverage, we could use radio very effectively. It has changed the character of radio, this competition from tv, in that radio has not been able to support as many spectacular programs as it used to be able to support. Consequently, radio has gravitated to the kind of thing people like from it, something that can be listened to and does not have to be seen to be enjoyed. As a result, many radio stations have gone to entirely music and news. I think there will be more of a trend that way because it's the kind of thing that you can listen to without close attention. Radio also has continued to hold up in the daytime more than one might expect because the housewife, busy around the house, does not have to stop and look at something. She can go on with her housework and at the same time listen to a program on the radio.

Q: How much merchandising do you believe individual stations should have available? I don't mean in dollars and cents, but in the degree of facilities or services available.

A: I think it would be unfair to the stations to try to set any requirement or any standard, because it varies so much by markets that it would be difficult to say stations should do this, they should do that. Actually, their first requirement is to deliver a good program on a station that has established a following. Now, however, since merchandising is part of creative selling, it's something that's unpredictable in the turns it will make and I think that if a station has the general attitude that it will do a great deal to build up that station's business because the station will help to produce sales for its advertisers.

Q: Do you feel that advertisers should be charged for these various services, or do you feel that they should be included in the normal rate?

A: Well, again it depends on the degree of services that are requested. If a station offered to do all kinds of merchandising without limit, it wouldn't be long before advertisers would request things completely beyond reason. It wouldn't make sense economically for the station to commit itself that far. I think that common sense should govern it. If a station has a general attitude that it will help to a reasonable degree in merchandising, that we'd like, but to lay down any hard and fast rules I think would work out unfairly and it's not necessary.

Q: What's your reaction to the FTC action charging nine grocery manufacturers with discriminatory in-store allowances? I think this involved charges that some firms paid store chains without making the same allowances to other customers proportionately.

A: I don't believe any of the companies charged with making discriminatory promotional allowances to certain stores did so willfully. They undoubtedly have the same attitude towards complying with all fair trade practices that we and our clients have.

We at Grant Advertising give very careful study to Robinson-Patman regulations before recommending any programs involving in-store promotions to our clients.

The Robinson-Patman Act, while essential, is a very complex piece of legislation and necessitates constant study by our people in order to arrive at a correct interpretation of its many facets.

That it is indeed complex is evidenced by the fact that as recent as June 1956 an FTC officer listed for the first time a 10-point set of principles to help sellers map their promotions in accordance with Section 2(d) of the Act.

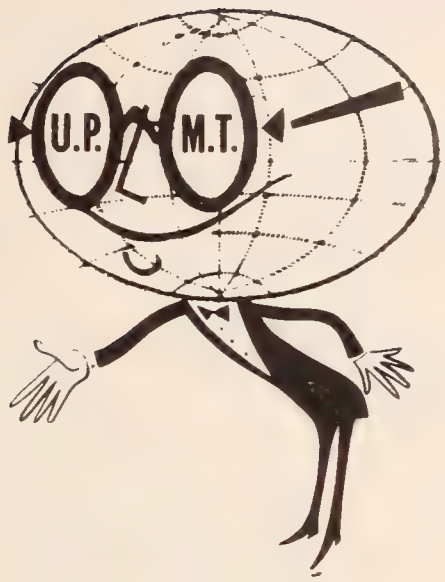
ABOUT COLOR TV

Q: Mr. Grant, I have one more subject to raise, and that involves color television. What do you think it will mean to advertisers and how do you think it will affect such factors as package designs?

A: Color television will be just like the sun coming up after the moon's been shining. It's the difference between a monotone and a beautiful array of colors. It definitely affects the packaging of goods. In fact, we have had cases where we have had to change the colors in a package as well as the design. For instance, a red that showed up well on black-and-white for some reason just wouldn't come off right in color television. So we had to change the red on the package to make it a good color tv product. Without question, color tv will affect the attention paid to packaging and it will improve the appearance and attractiveness of packages generally.

Q: Have you had much evidence of interest by some of your domestic clients in color television?

A: Yes, they're all interested in it. Even those that are not able to afford it yet are keenly interested in it and are quite confident that it's not too far off.



Welcome!

Welcome!

Welcome!

TO OHIO'S THREE WLW STATIONS

United Press Movietone News welcomes as clients the Crosley Broadcasting Corporation's WLW stations in Ohio—WLW-T, Cincinnati . . . WLW-C, Columbus . . . WLW-D Dayton.

They bring the total number of broadcasters of UPMT to 183—making it far and away the most widely used newsfilm service in the world.

And we do mean widely. UPMT shows appear on TV screens throughout the U. S., Canada and Latin America...in Australia and Japan...in Britain, France, Austria, Monaco, Italy, Western Germany...even beyond the Iron Curtain, in Eastern Germany. The preference is global.

Spreading fast, too. The addition of the WLW stations as a group is a striking example —a chain reaction of favor.

United Press

MOVIETONE

News

UNITED PRESS ASSOCIATIONS • 220 EAST 42nd STREET, NEW YORK

35 STATIONS SEEK DIRECT FILM BUYS

- **Goal: Bypassing distributors**
- **DuMont a protagonist**

A COMMITTEE representing about 35 tv stations throughout the country is expected to meet in the near future with executives of Paramount Pictures, Universal-International and various independent studios to explore the possibility of purchasing feature films direct.

The stations would buy as a combined group, thereby eliminating the services—and ensuing expenditures—of distributors.

Though the list of stations has not been revealed, Ted Cott, managing director of DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington) confirmed last Wednesday that the DuMont stations are participating in the project.

Mr. Cott, who could not give further details of the undertaking now in the planning stages, commented that such a cooperative effort is needed in view of the high prices of feature films. A significant sidelight to DuMont's participation appears to be that Paramount Pictures has a 26.6% interest in DuMont and also owns KTLA (TV) Los Angeles, which reportedly is a participant in the station group effort.

The committee was formed about 10 days ago at a meeting in New York following a discussion of the high cost of feature films. It is reported that the consensus was that costs could be virtually cut in half by eliminating the distributors (e.g.), distributor costs, profits and the interest payed to finance the purchase of the films.

Although the project is intended primarily to satisfy programming needs of the charter stations at a price more reasonable than under current practices, the group conceivably could sell the features they purchase in other markets, thus helping to defray their investments. It is believed that charter stations would contribute a certain sum to underwrite the cost of features purchased, with each station assessed an amount commensurate with the size of the markets in which it is located.

Neither Paramount nor Universal-International has released to television any of the feature films in its library, though U-I has made available to tv feature films of independent producers, which U-I originally handled for theatrical distribution.

Seeger Opens New York Office, Adds Waldman, Lippman, Levine

HAL SEEGER PRODUCTIONS, tv film commercial production firm which also offers services for film producers lacking animation facilities, last week announced the opening of new offices and studios at 200 W. 54th St., New York.

Coincident with the opening, Seeger Productions enlarged its staff by three. Myron Waldman, former animation director with Paramount Pictures Corp. cartoon division, was named head of Seeger's cartoon film department; Larry Lippman and Irving Levine, both with Jam Handy Productions, Detroit, have been placed in charge of photography and medical and technical animation, respectively.

Among Seeger's clients: Brown & Williamson Tobacco Co., General Mills, Colgate-Palmolive Co., International Latex Corp. and General Foods Corp.

Flying A Budget $2.5 Million; Film Firm Becomes Corporation

FLYING A PRODUCTIONS, Hollywood, which has reorganized as a corporation, announced a tv film production budget of $2.5 million for the current year. Included in the budget is the filming of two new series, *The Winning of the West* and a second property as yet unnamed.

Other Flying A properties include *Annie Oakley* and *Buffalo Bill Jr.* (with 26 more films of each to be produced under the new budget), Gene Autry films and *Range Rider*. In addition, the company produced 36 *Death Valley Days* films for McCann-Erickson and nine *Cavalcade of America* segments for BBDO, plus commercials for all the sponsors of the respective series.

Flying A officers under the new organization are Mitchell J. Hamilburg, president; Armand Schaefer, executive vice president and treasurer; Gene Autry, vice president, and Ina Autry, secretary.

everybody LOVES
JOE FINAN



Noon to 4 p.m.—KYW-Radio, Cleveland

LISTENERS... There are so-o-o many of them. (KYW has over ⅓ of the total area audience between noon and 4 when Finan is on. That makes it far and away the most listened-to program in Northern Ohio at that time.)

ADVERTISERS... A lot of them, too. They sure like the way Joe Finan sounds—and the way he sells. (They like him enough to invest thousands of dollars to buy spots in his show.)

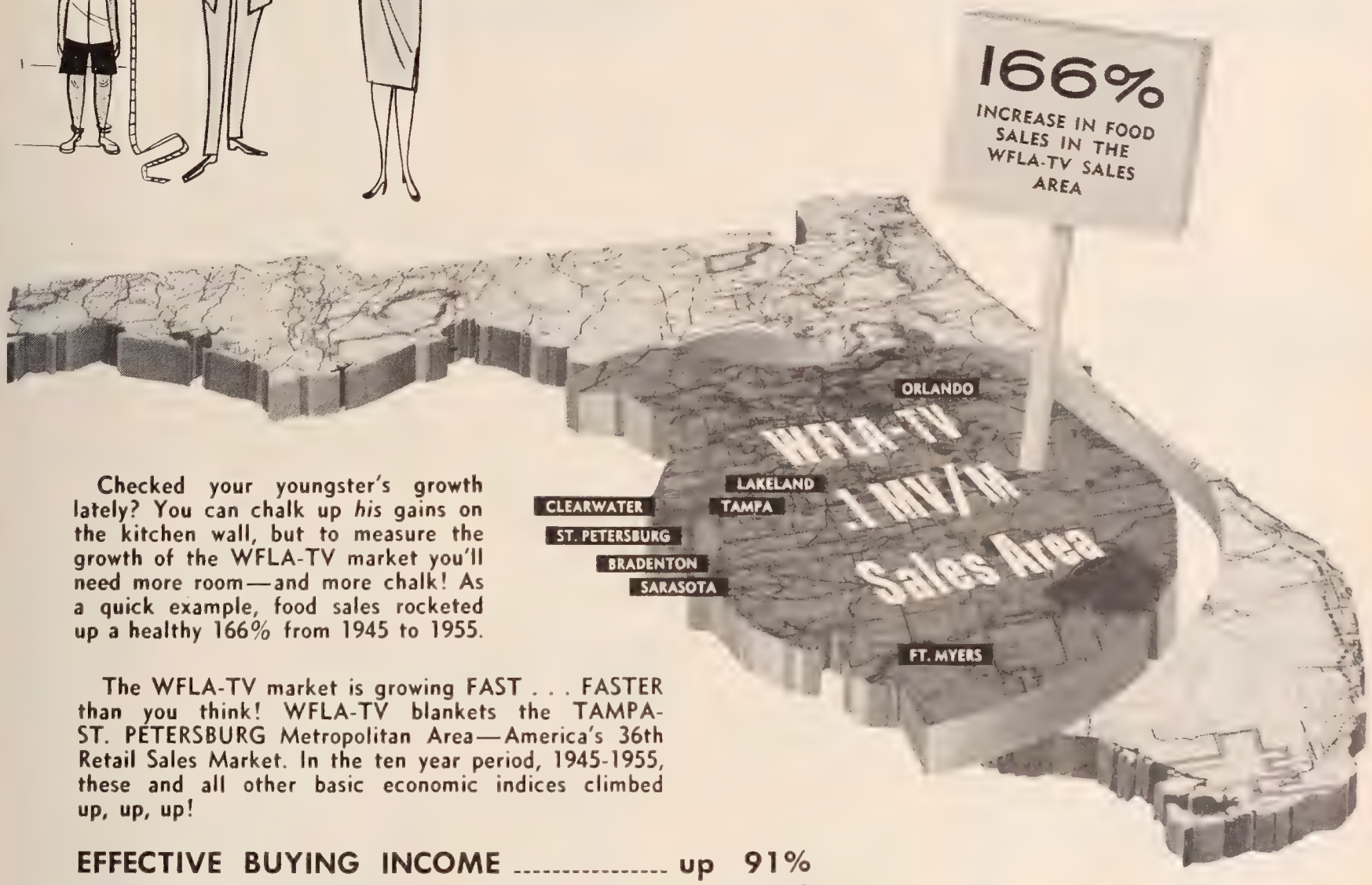
why don't you keep the lady up there company—on
KYW
CLEVELAND
WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

A call to CHerry 1-0942 (for John McIntosh, Jr.—KYW); MUrray Hill 7-0808 (for A. W. "Bink" Dannenbaum, Jr.—WBC); or your nearest Peters, Griffin, Woodward Office will get the vital statistics.



it's Growing Faster than you think!



Checked your youngster's growth lately? You can chalk up *his* gains on the kitchen wall, but to measure the growth of the WFLA-TV market you'll need more room—and more chalk! As a quick example, food sales rocketed up a healthy 166% from 1945 to 1955.

The WFLA-TV market is growing FAST . . . FASTER than you think! WFLA-TV blankets the TAMPA-ST. PETERSBURG Metropolitan Area—America's 36th Retail Sales Market. In the ten year period, 1945-1955, these and all other basic economic indices climbed up, up, up!

EFFECTIVE BUYING INCOME	**up 91%**
POPULATION	**up 63%**
RETAIL SALES	**up 91%**
GENERAL MERCHANDISE SALES	**up 125%**

But that's only a part of the coverage story. WFLA-TV also delivers unduplicated NBC live programming in the 30 counties that make up Florida's Second Market—big in population and big in steady, year 'round buying power . . .And 69.1% of the homes in WFLA-TV's coverage area own a TV set—a four-fold set increase in less than one year's time.

(Figures from S. M. Survey of Buying Power, 1956 and Telepulse, Nov.-Dec. 1955.)

wfla-tv channel 8
TAMPA-ST. PETERSBURG
NBC Basic (INTERCONNECTED)
NBC

National Representative
BLAIR - TV

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN OCTOBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	15.4
2.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.6
3.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	10.8
4.	Guy Lombardo (MCA)	Thurs.	7:00	WRCA-TV	9.6
5.	Public Defender (Interstate)	Thurs.	9:30	WPIX	9.5
6.	Superman (Flamingo)	Tues.	6:00	WABC-TV	9.4
7.	Looney Tunes (Guild)	Mon.	6:30	WABD	9.3
8.	Celebrity Playhouse (Screen Gems)	Tues.	7:00	WRCA-TV	9.0
9.	Rheingold Theatre (ABC Film)	Mon.	10:30	WRCA-TV	8.8
10.	Badge 714 (NBC Film)	Wed.	8:30	WPIX	7.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	20.0
2.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	19.7
3.	Life With Father (CBS Film)	Fri.	7:00	KNXT	17.4
4.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	17.3
5.	Confidential File (Guild)	Sun.	9:30	KTTV	13.9
6.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	13.8
7.	San Francisco Beat (CBS Film)	Sat.	9:30	KCOP	13.5
8.	Search For Adventure (Bagnall)	Thurs.	7:00	KCOP	13.1
9.	Mr. District Attorney (Ziv)	Sat.	9:00	KTTV	13.0
10.	Secret Journal (MCA)	Sun.	9:00	KTTV	12.8

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	20.3
2.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	20.0
3.	Soldiers of Fortune (MCA)	Thurs.	7:00	WCCO-TV	19.0
4.	Life of Riley (NBC Film)	Mon.	8:30	KSTP-TV	18.8
5.	Cross Current (Official)	Sun.	8:30	WCCO-TV	16.9
6.	Sheriff of Cochise (NTA)	Sat.	8:30	WCCO-TV	16.0
7.	Rosemary Clooney (MCA)	Mon.	9:00	WCCO-TV	14.3
8.	Science Fiction Theatre (Ziv)	Tues.	8:30	KMGM-TV	14.0
9.	Grand Ole Opry (Flamingo)	Tues.	8:30	WCCO-TV	12.5
10.	Annie Oakley (CBS Film)	Sun.	5:30	WCCO-TV	12.3

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Search For Adventure (Bagnall)	Wed.	7:30	KING-TV	43.9
2.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	32.6
3.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	27.9
4.	Western Marshal (NBC Film)	Wed.	7:00	KING-TV	25.8
5.	Studio 57 (MCA)	Fri.	7:00	KING-TV	23.9
6.	Ray Milland (MCA)	Mon.	7:00	KOMO-TV	22.9
7.	I Married Joan (Interstate)	Sat.	10:30	KOMO-TV	19.7
8.	Three Musketeers (ABC Film)	Tues.	7:00	KING-TV	19.5
9.	Soldiers of Fortune (MCA)	Mon.	6:00	KING-TV	18.1
10.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	17.9

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA)	Sat.	10:00	WNBQ	25.5
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.2
3.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	15.2
4.	City Detective (MCA)	Fri.	9:30	WGN-TV	15.1
5.	San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	14.7
6.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.9
7.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.7
	Federal Men (MCA)	Fri.	10:30	WBKB	12.7
9.	I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	12.5
10.	Sheriff of Cochise (NTA)	Fri.	7:00	WNBQ	12.4

WASHINGTON — FOUR-STATION MARKET

1.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	16.1
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	16.0
3.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	15.8
4.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	14.2
	Highway Patrol (Ziv)	Sat.	7:00	WTOP-TV	14.2
6.	Jungle Jim (Screen Gems)	Wed.	6:00	WMAL-TV	13.6
7.	Death Valley Days (McC-E)	Mon.	7:00	WRC-TV	13.4
8.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	11.6
9.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	11.2
10.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	11.0

ATLANTA — THREE-STATION MARKET

1.	City Detective (MCA)	Sat.	10:00	WSB-TV	29.0
2.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	26.9
3.	I Led 3 Lives (Ziv)	Mon.	9:30	WSB-TV	23.7
4.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	21.6
5.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	18.7
6.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	18.0
7.	The Visitor (NBC Film)	Sat.	10:30	WSB-TV	17.9
8.	Superman (Flamingo)	Fri.	7:00	WSB-TV	17.1
9.	Kit Carson (MCA)	Tues.	6:00	WLWA	16.4
10.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	15.9

COLUMBUS — THREE-STATION MARKET

1.	Death Valley Days (McC-E)	Sun.	8:30	WBNS-TV	37.5
2.	Highway Patrol (Ziv)	Tues.	9:30	WBNS-TV	34.9
3.	Studio 57 (MCA)	Mon.	9:30	WLWC	24.5
4.	Man Called X (Ziv)	Fri.	8:30	WBNS-TV	17.1
5.	Sheena of the Jungle (ABC Film)	Thurs.	6:00	WTVN-TV	17.0
	Buffalo Bill Jr. (CBS Film)	Fri.	6:00	WTVN-TV	17.0
7.	Annie Oakley (CBS Film)	Sat.	6:00	WBNS-TV	16.1
8.	I Led 3 Lives (Ziv)	Fri.	8:00	WLWC	15.6
9.	Jungle Jim (Screen Gems)	Mon.	6:00	WBNS-TV	15.1
10.	Hopalong Cassidy (NBC Film)	Mon.	6:00	WTVN-TV	14.9

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:30	WJW-TV	38.2
2.	Soldiers of Fortune (MCA)	Thurs.	10:00	KYW-TV	33.0
3.	Racket Squad (ABC Film)	Sat.	10:00	KYW-TV	26.2
4.	The Whistler (CBS Film)	Tues.	10:00	WJW-TV	24.1
5.	Foreign Intrigue (Official)	Sun.	10:00	WEWS	22.5
6.	Mr. District Attorney (Ziv)	Sat.	10:30	KYW-TV	21.3
7.	Hey Mulligan (Screencraft)	Mon.	10:00	KYW-TV	19.7
8.	International Playhouse (NTA)	Mon.	9:30	WEWS	18.7
9.	Science Fiction Theatre (Ziv)	Tues.	10:00	KYW-TV	18.4
	Man Behind the Badge (MCA)	Wed.	9:30	KYW-TV	18.4
	Crunch & Des (NBC Film)	Wed.	10:00	KYW-TV	18.4

BOSTON — TWO-STATION MARKET

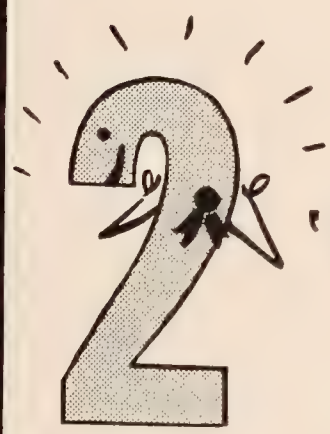
1.	Man Behind the Badge (MCA)	Sun.	10:30	WNAC-TV	27.0
2.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	24.0
3.	Waterfront (MCA)	Sun.	7:00	WNAC-TV	23.8
4.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	22.8
5.	Count of Monte Cristo (TPA)	Tues.	8:30	WNAC-TV	21.6
6.	City Detective (MCA)	Fri.	11:00	WNAC-TV	18.1
7.	Man Called X (Ziv)	Mon.	10:30	WBZ-TV	17.9
8.	Secret Journal (MCA)	Tues.	10:30	WNAC-TV	17.1
9.	Jungle Jim (Screen Gems)	Sun.	7:00	WBZ-TV	16.8
10.	Ramar of the Jungle (TPA)	Thurs.	6:00	WNAC-TV	16.7

The Story of the Station with the three good "Reps"



WAFB-TV has top 'Rep'utation for leadership in Baton Rouge

Latest survey shows:* (1) WAFB-TV carrying 7 of the top 10 weekly shows; (2) WAFB-TV has the highest average "Class A" rating in Baton Rouge.



WAFB-TV has top 'Rep'utation for promotion that's second to none

WAFB-TV has just won its third FIRST PRIZE in national program promotion contests in 18 months—(there have only been four such contests).



WAFB-TV has a new 'Rep' for national sales

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BLAIR Television ASSOCIATES have 10 national offices, represent TV stations exclusively. We are sure they can give our advertisers and their agencies the same outstanding service that has won us national recognition. Call your nearest BLAIR Television ASSOCIATES office for top service on Baton Rouge's first television station!

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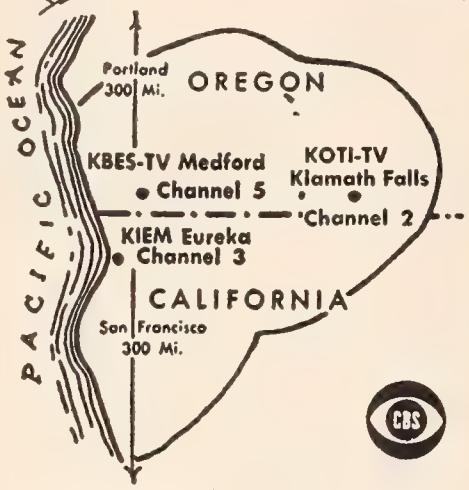
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} CBS NBC ABC

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MARKET FACTS

POPULATION	337,550
FAMILIES	149,981
TV FAMILIES	93,405
RETAIL SALES	$446,231,000
CONSUMER SPENDABLE INCOME	$565,162,000

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New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

NO OLYMPIC FILMS FOR TV, NEWSREELS

- **Newsmen fight restrictions**
- **But fail to win agreement**

IN ADVANCE of the opening of the Olympic Games in Australia last Thursday, a statement was released earlier in the week on behalf of American, British, Canadian and European television and theatrical news film organizations outlining the reasons they will not use any film of the games on tv programs or in theatrical newsreels.

The explanation was similar to the one made in a joint announcement by the organizations several months ago when negotiations with the Olympic Committee failed to produce a formula for showing the films satisfactory to both parties. The tv-theatrical interests iterated their contention that stipulations made by the Committee limit their right "to cover the games in a way that will enable them to provide the minimum news service to the public."

The news film organizations, the statement said, "offered to form a pool to film the games at their own cost and agreed to limit the use of such film to a maximum of three minutes in any one newsreel or newscast up to a total of nine minutes per day." Additionally, it was pointed out, the film groups offered to provide the Olympic Committee free of charge with a complete copy of their coverage of the games, giving the committee full rights to sell this film commercially or to distribute it to sports organizations, universities and similar bodies.

Disposal Rights Offered

"The Olympic Committee," the statement continued, "would also have had the right to dispose of the newsreel rights in the material in countries not covered by the British, American and European pool. These organizations would additionally have paid the Olympic Committee for whatever film they wanted to use in their programs other than regularly scheduled news and sports programs.

"The Committee refused their offer and instead suggested that the cinema and television newsreel organizations could have three minutes of film free on any one day but that the amount of film sent from Melbourne would be limited and therefore the selection of events would be restricted. The pool has declined this offer of limited coverage because they feel that it continues to deny the news gathering organizations the necessary freedom to provide from a comprehensive selection of film the minimum proper news service to the public."

A spokesman for Fremantle Overseas Radio & Television Inc., agent for the Olympic Committee, has contended that its offer of news coverage is sufficient for that purpose, and points out that "overexposure" on television and in the newsreels would lessen the value of six half-hour films on the Olympics, which are being prepared especially for television and newsreels. Fremantle already has arranged for sale of the half-hour films in 13 U. S. and Latin American markets.

Networks reported that television news and sports programs will cover the games only by spoken reports and still photographs. Radio networks planned coverage on their sports and news programs and through special shows.

RAILROAD RIG

IN ORDER to make moving toy trains look realistic in a commercial for Lionel Trains, Transfilm Inc., New York, conceived and constructed a special rig for the Eyemo Spider 35 mm camera, which enabled the camera to be dollied in and out permitting head-on closeups of the moving train. Bob Hart, chief grip for Transfilm, designed and constructed the rig.

The spot announcements, to promote the Lionel model trains and equipment, will be used in 81 markets starting this week and will run until Christmas. Grey Adv., New York, is the agency for Lionel.



TRANSFILM's special rig for the Lionel commercial. L to r: cameraman Dave Quaid, chief grip Bob Hart and director Fred Pressburger.

Guild Sales Boosts Liddiard

ADVANCEMENT of Jerry Liddiard to eastern division sales manager of Guild Films Co., New York, was announced last week by John Cole, vice president in charge of sales. Mr. Liddiard joined Guild's sales staff early this year and previously had been in sales executive capacities with Motion Pictures for Television, United Films and the Don Lee Network.

Mrs. Fineshriber Dies in N. Y.

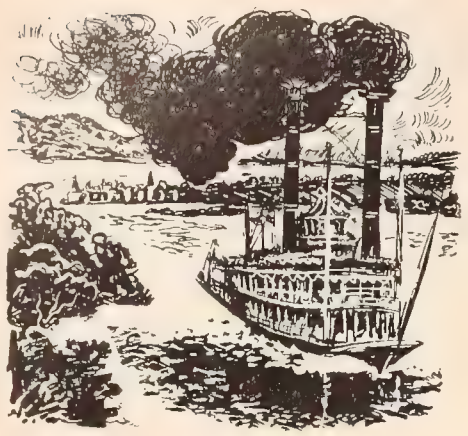
PRIVATE services were held in Philadelphia last Friday for Mrs. Clotilde H. Fineshriber, 46, wife of William H. Fineshriber Jr., vice president of Television Programs of America, N. Y. Mrs. Fineshriber died last Monday at her home in N. Y. Mrs. Fineshriber, who was a member of the planning committee of the New School for Social Research, also is survived by a daughter, Joy, 20, and a son, William, 17.



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STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



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LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Gross-Krasne Expands With 'O. Henry' Success

BASED on the success of syndication of its *O. Henry Playhouse* series of 39 half-hour programs, Gross-Krasne Inc., Hollywood, last week announced the establishment of a permanent sales office in New York and plans for offices in Chicago and St. Louis to distribute its own product. The firm plans to syndicate one new series each year in this manner.

The New York office is headed by Vice President Robert Brahm, formerly with Screen Gems and General Amusement Co., and is located at 41 E. 42d St. Telephone is Murray Hill 2-7544.

Gross-Krasne also announced that Mel Schlank has been named vice president in charge of sales at the production company's new business office in Hollywood at 650 N. Bronson. Telephone is Hollywood 2-7141. Frank Wolf is office manager with Sol Dolgin in charge of exploitation.

Vice President Philip Krasne reported that sales of *O. Henry Playhouse* had passed the one million dollar mark in three months with the series sold in a total of 65 markets to date. He said 16 programs of the series are completed and work is going forward on another series described only as an "adult adventure," which will not be marketed until next June. Since Gross-Krasne has 250 O. Henry story properties, the firm also may extend its current series, he indicated.

Direct sale and distribution of its own product is a new venture for the producer. Gross-Krasne earlier syndicated its own programs and those of others through a subsidiary, United Television Programs, which was sold to MCA about two years ago. Under the new plan, Mr. Krasne said, a half-dozen salesmen working fulltime on the one show can produce as much business as three dozen salesmen handling multiple series under the former system.

Furthermore, Mr. Krasne explained, with the producer selling his own show he is sure of reaching every possible market for the program, whereas an outside distributor often will skim only the cream of the top markets and then turn to other programs. Total distribution cost is less and gross returns are more by selling your own show, he noted.

Among new sales of *O. Henry Playhouse*, RKO Teleradio Pictures has purchased the program for all of its owned and operated stations, Mr. Krasne said.

Cameras Grinding at McCadden; Film Production Reaches Peak

McCADDEN Corp., Hollywood, hit a new peak in tv film activity last week with increased production which found three shows before the cameras simultaneously and three new film series in pre-production stages.

Currently being filmed are the new *George Burns and Gracie Allen Show*, *The Bob Cummings Show* and *The People's Choice*, plus commercials for B. F. Goodrich, Carnation, Colgate-Palmolive and Procter & Gamble.

Actress Marie Wilson also reported to McCadden last week for tests to select the actor who will play opposite her in the new *Marie Wilson Show*, the initial episode of which is set for filming in early December for CBS-TV.

Writers Maurice Geraghty, Harold Swanton, E. Jack Newman and Jack Bennett met with Al Simon, McCadden vice president in charge of production, to turn in four shooting scripts for *Crisis*, a new documentary-suspense series for NBC-TV. The four new scripts will provide *Crisis* with 13 episodes, five of which are already filmed. Shooting on the 30 programs is to resume in January.

Final script conference on *The Delightful Imposter* was held Wednesday by writer Barbara Merlin, McCadden President George Burns and other corporation executives. Production of the first segment starts in January. Next month, Leo McCarey will launch a new series in conjunction with McCadden, based on his own idea.

Film-Dominated Future Foreseen for Networks

THE FILM NETWORK will be the tv network of tomorrow and it should be programmed by the "powerhouse" product created by major Hollywood studios, Ely Landau, president of the NTA Film Network, last week told a roundtable luncheon meeting of the Radio Television Executives Society in New York.

Mr. Landau contended that the economics of the television field will dictate that all network programming will be filmed, eliminating the cost of the coaxial cable. As with his own NTA Film Network, Mr. Landau predicted, major networks will provide programs on film except for sports and special events, which lend themselves to live treatment.

He referred to a recent statement by Ben Duffy, president of BBDO [B•T, Nov. 19], in which the agency president discussed the spiraling costs of tv and the necessity for agency participation in program production. Mr. Landau said he agreed with Mr. Duffy's objectives that costs should be lowered and program quality strengthened, but took exception to the method proposed by Mr. Duffy.

Mr. Landau contended that close association with major Hollywood studios, which he said have "a large reservoir" of creative talent at their disposal, will be a move toward solving tv's high prices. He claimed these studios could provide "powerhouse" filmed programming of all types—feature films, serials and short subjects—that could build loyal audiences for advertisers, and at the same time reduce costs through multiple exposures.

NTA Network Appoints Koblenzer

APPOINTMENT of William Koblenzer as a sales executive with the NTA Film Network was announced last week by Ely Landau, president. Mr. Koblenzer, who has been in broadcasting for more than 20 years, served recently with ABC-TV in network sales and earlier had been with the former DuMont Television network for seven years, leaving when he was national sales manager.

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Channel 8 KTVX

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TULSA BROADCASTING COMPANY

Box 9697, Tulsa, Oklahoma

MIKE SHAPIRO
Managing Director

$2.7 Million Revenue Reported by Official

GROSS revenue of Official Films Inc. for the fiscal year ended June 30, 1956, rose to $2,735,000, as compared with $1.2 million in the previous fiscal year, it was reported last week to stockholders by President Harold L. Hackett.

Pre-tax earnings, Mr. Hackett revealed, rose even more sharply, amounting to $908,000 (from $350,000 in the 1955 fiscal period). He placed the net income for the year at $424,000, equal to 16 cents per share on 2,613,903 shares. Mr. Hackett observed that "an earned surplus deficit of $54,000 at the close of the previous fiscal year was thus turned into a plus figure of $390,000, while net worth increased by $580,000 to $2.3 million." For the three months ended Sept. 30, 1956, Mr. Hackett added, net pre-tax earnings totaled $692,000 and net earnings $332,000, while no comparative figures are available for the previous fiscal year.

"Because of your company's continuing growth, its improving financial position and the favorable outlook ahead," Mr. Hackett advised stockholders, "we expect to declare the first cash dividend on common stock before the end of the current fiscal year, June 1, 1957."

'Eddie Arnold Time' Sales Climb; SSS Co. Buys For 50 Markets

SALE of *Eddie Arnold Time* television package to SSS Co. in 50 station markets for 26 weeks starting this month has been announced by Walter Schwimmer, president of Walter Schwimmer Co., distributor of the filmed country-and-western series. Agency is Day, Harris, Hargrett & Weinstein Inc., Atlanta.

Local and national advertisers also have purchased the series in nine other markets and a total of 100 new sales in all have been recorded for the property during this fall, according to Arthur Pickens, Schwimmer program director. Other sales included those to Sterling Drugs and Maher Shoes, which bought into the Canadian station market.

National and local advertisers bought the Arnold series on WTWO (TV) Bangor, Me.; KOOK-TV Billings, Mont.; WOOD-TV Grand Rapids, Mich.; WISC-TV Madison, Wis.; WEEK-TV Peoria, Ill.; KVIP (TV) Redding, Calif.; KROC-TV Rochester, N. Y.; KSL-TV Salt Lake City, Utah, and WCTV (TV) Tallahassee, Fla.

Kling Promotes Fenimore to V. P.

APPOINTMENT of Jack Fenimore as vice president of Kling's Hollywood studios, in charge of expanded sales and production activities on the West Coast, was announced Tuesday by Robert Eirinberg, president of Kling Film Enterprises Inc., Chicago. Mr. Fenimore, who has been executive producer on Kling's Chicago staff, also will serve as liaison officer between the two studios.

Mr. Eirinberg expressed hope for a "closer relationship between the two operations" which would "better serve our midwestern and far western clients who require Hollywood production."

FILM SALES

Interstate Television Corp., N. Y., reports sales on *Public Defender* to WMAR-TV Baltimore, WBNS-TV Columbus, WRCV-TV Philadelphia, WMAL-TV Washington, KSWO-TV Lawton, Okla., and KSIX-TV Corpus Christi, Tex.; *Royal Playhouse* to CBHT-TV Halifax, CBOT-TV Ottawa, CBUT-TV Vancouver and CBWT-TV Winnipeg, all in Canada and *Little Rascals* to WBKB (TV) Chicago; WTOC-TV Savannah, Ga.; KSIX-TV Corpus Christi; *Action Adventure* series to WTRI (TV) Albany, N. Y.; WNCT (TV) Greenville, N. C.; WDBJ-TV Roanoke, Va., and WMFD-TV Wilmington, N. C. *Hans Christian Andersen* to CHCT-TV Calgary, Ont., and KONO-TV San Antonio, Tex. *Little Rascals* to WDAM-TV Hattiesburg, Miss., and KTXL-TV San Angelo, Tex. *Public Defender* to WFAA-TV Dallas and WHTN-TV Huntington, W. Va.

Minot Tv, N. Y., has sold *The Tracer,* half-hour film series, to Stan. Oil Co. (Tex.), Houston, for showing on KRBC-TV Abilene; KBST-TV Big Spring, both Tex.; KSWS-TV Roswell; KGGM-TV Albuquerque and KAVE-TV Carlsbad, all N. M. Agency: White & Shufford, El Paso.

MCA-TV, N. Y., reports sales of three syndicated half-hour tv series to RKO Teleradio Pictures Inc. for its stations in four markets. MCA-TV's *State Trooper* bought for WOR-TV New York, WNAC-TV Boston, and KHJ-TV Los Angeles; *Crusader* for these three markets plus WHBQ-TV Memphis, and *Soldiers of Fortune* for KHJ-TV Los Angeles.

FILM DISTRIBUTION

Association Films, N. Y., offering 30-minute drama-documentary film, "We the Mentally Ill," on a free loan basis.

Weston Woods Studios, Westport, Conn., making available to local tv stations its *Picture Book Parade* film series, based on well-known children's books. Series consists of ten 10-minute films which are designed primarily for holiday programming. Films produced by Morton Schindel.

MCA-TV's *State Trooper,* half-hour tv film series, to be released for sale on local and regional basis, starting in January 1957 and not July 1957 as published in B•T on Nov. 5.

Gommi-Tv Inc., N. Y., has completed production on three three-minute color films for National Assn. of Margarine Mfrs., which point up value of margarine in cooking.

FILM PRODUCTION

Sharpe-Lewis Productions, producers of ABC-TV's *Wire Service* series (Thurs., 9-10 p.m. EST), have begun filming several episodes in Great Britain and Mexico, while continuing schedule on Hollywood-filmed installments.

Interstate Television Corp., N. Y., scheduled to begin production on new half-hour adventure series, *Sabu,* at Hollywood studios of Allied Artists.

FIRST

in Syracuse, N. Y.

morning . . . afternoon . . . night

WFBL local selling personalities hold the biggest audience; have demonstrated real sales power; and serve the fastest growing market in the East.

Look at the rating:

HOOPER RADIO AUDIENCE INDEX

September-October 1956 — **Share of Radio Audience** — **Syracuse, New York**

	WFBL	B	C	D	E
Mon. thru Sat. 8 a.m. - 12 noon	**29.2**	26.8	15.7	15.3	12.1
Mon. Thru Sat. 12 noon - 6 p.m.	**29.5**	22.2	15.5	24.4	7.8
Mon. Thru Sat. 6 p.m. - 10:30 p.m.	**29.8**	13.7	19.4	28.4	6.1

Represented by George P. Hollingbery Co.

One of the Founders Corporation's Group of Stations: Associated with KPOA and the Inter-Island network, Honolulu; WTAC, Flint, Mich.; and KTVR, Channel 2, Denver.

WFBL
SYRACUSE, N.Y.

ANTITRUST QUIZ RECORD BARES DISPUTED PROGRAM CHANGES

- **Letters protest CBS-TV, WNBQ (TV) actions**
- **Dropping of 'Jo Stafford Show' Involved**
- **Chicago station accused of refusing 'Susie'**

CORRESPONDENCE regarding controversial changes made by CBS-TV in its 7:30-8 p.m. Monday-Friday period and by NBC-owned WNBQ (TV) Chicago in its 9:30-10 p.m. Monday period were entered in the hearing record of the House Antitrust Subcommittee last week.

The CBS-TV program change involved a written protest to the subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), by Gold Seal Co. (Glass wax, Snowy bleach) charging that the network in 1955 terminated the *Jo Stafford Show* in the 7:45-8 p.m. Tuesday period, giving the sponsor "no reason" for the cancellation. CBS President Frank Stanton, explaining CBS-TV's action also by letter to the subcommittee, said the network made the change to bolster its programming in the 7:30-8 p.m. Monday-Friday period, and that CBS offered the sponsor, through Campbell-Mithun, its agency, a chance to participate in the replacement show or to sponsor or co-sponsor a program in some other period.

The correspondence on WNBQ was furnished by NBC after testimony before the House subcommittee last September in New York by NBC President Robert W. Sarnoff arising from charges by Television Programs of America (TPA) that the Chicago station refused to run TPA's film *Susie* (reruns of *Private Secretary)* in its 9:30-10 p.m. period, running *The Great Gildersleeve* (an NBC-TV Film Div. production) instead, although the sponsor, Drewrys Ltd., already had signed for *Susie* on WNBQ and in 12 other markets.

'Given No Reason'

Harold Schafer, president of Gold Seal Co., Bismarck, N. D., on Oct. 5 wrote the House Antitrust Subcommittee that Gold Seal began sponsoring *Jo Stafford* in February 1954 on CBS-TV and in mid-1955 was told the show would be taken off the air and that "we were given no reason." Mr. Schafer said the CBS action was a "rather abrupt way for CBS to terminate our association with the company. We had been extremely loyal and spent every dollar with CBS that we'd ever spent on national radio or tv" during 1948-50 and the 1954-55 period. He said his company considered it "rather poor business for CBS to cut us off the air so abruptly as a customer and we felt rather hurt about the situation." Fortunately, he said, the company was able to purchase "good time and a good show" on NBC-TV.

After the Gold Seal letter was referred to him by Rep. Celler, Dr. Stanton replied that CBS reasons for the cancellation were "deeply rooted in broadcasting economics and considerations of good programming which underlay our decision." Studies by CBS-TV research and other departments made it "painfully clear" in early 1955, he said, that CBS-TV's Monday-Friday format of a quarter-hour news show (7:30-45 p.m.) and musical show (7:45-8 p.m.), used over several years, had resulted in a declining audience for the network during that period and even in periods following 8 p.m. After study by the network and affiliates, CBS decided to change and strengthen the period by the fall of 1955 by shifting the news programs to earlier periods and dropping the musical programs, programming the period with half-hour shows of "broad family appeal" instead.

Discussed With Gold Seal

In March 1955, this was discussed with Campbell-Mithun, Gold Seal agency, Dr. Stanton said, and orders from other advertisers for that period were withheld until Gold Seal and other occupants of the 15-minute Monday-Friday muscial shows had been accommodated, including Liggett & Myers and General Electric.

On April 1, 1955, the agency notified CBS that the company would not renew the *Jo Stafford Show* beyond May 24, 1955, although the sponsor could have continued through September 1955, the CBS president said. CBS offered to Gold Seal participation in *Arthur Godfrey Time* and sponsorship or co-sponsorship of *Gunsmoke, Cochise* (now *Brave Eagle*), *My Friend Flicka* and *You'll Never Get Rich* (now *Phil Silvers Show*). Campbell-Mithun told CBS that Gold Seal had ordered participations in the one-hour NBC-TV *Perry Como Show* and CBS stopped looking for a time period and show for Gold Seal when the *Como* order was accepted, Dr. Stanton said.

In the fall of 1955, CBS began its new family-appeal programming, placing *Name That Tune* in the 7:30-8 p.m. Tuesday period. Experience has confirmed the network's judgment in the need for new programming, with comparison of the 1954-55 and 1955-56 periods showing an average viewer increase of 44% for the Monday-Friday period and 49% for Tuesday specifically, the CBS head reported.

Dr. Stanton said the issue was a "rather fundamental one" of whether "we, as broadcasters, on the one hand or advertisers on the other have the ultimate responsibility and obligation for programming. I must insist that the obligation and responsibility are ours."

This may lead to vexation where a sponsor finds a program "satisfactory for his purposes," Dr. Stanton said, but when the program is weak and not serving the public well

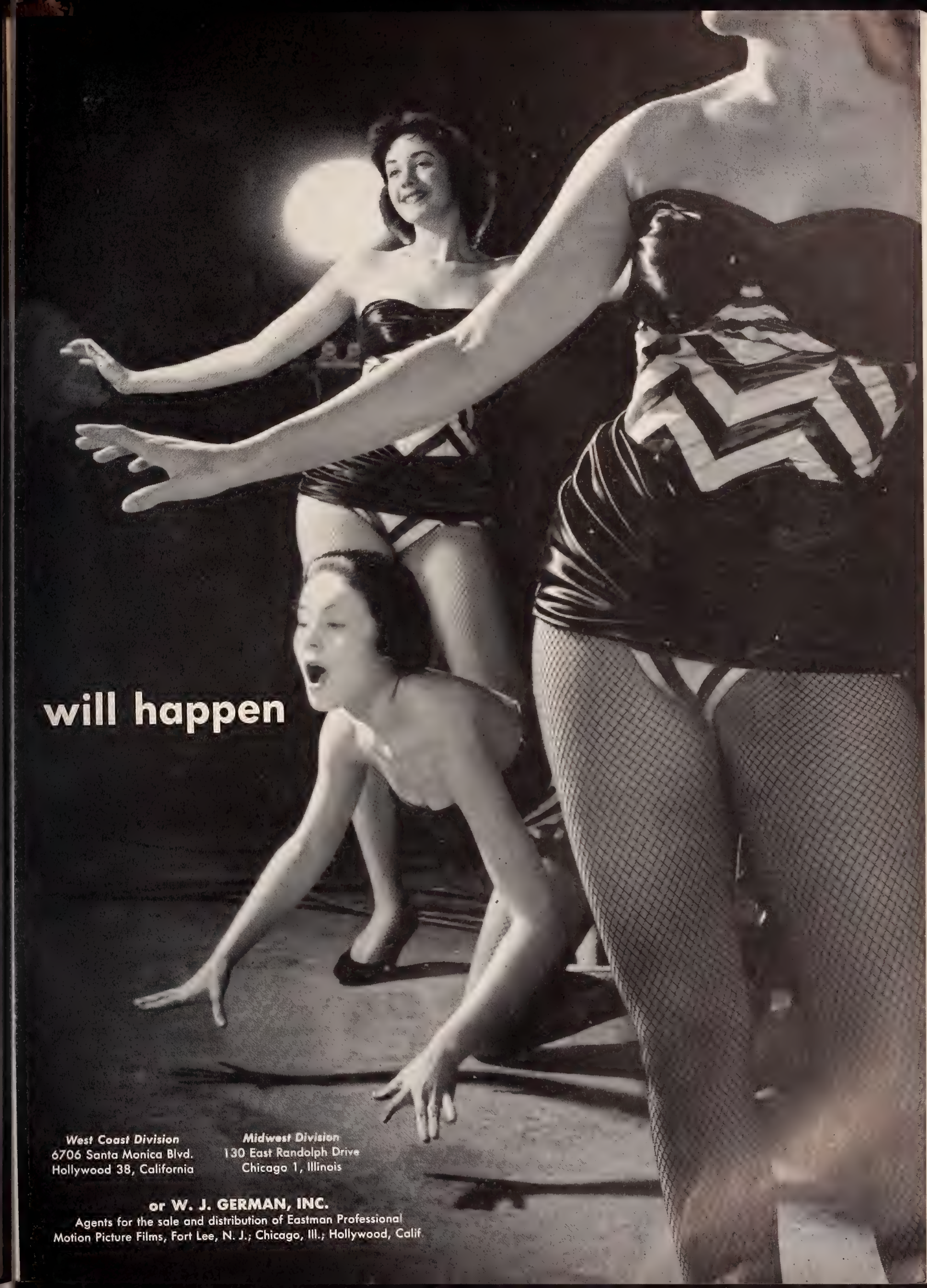
Accidents

. . . **BUT NOT ON FILM!** No sir, you'll "air" no fluffs, no goofs, no flips, no slips when you use film . . . spot retakes take care of these. And, what's more, you'll be able to pre-test your opus—show it as you like it to selected audiences . . . get their reactions at relatively low cost. Also, you'll enjoy advantages in expert programming, deeper cover age, wider scope material! Yes, it's wise — and *economical* — to **USE EASTMAN FILM.**

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.


will happen
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Midwest Division
130 East Randolph Drive
Chicago 1, Illinois
or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional
Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.



and is doing "an affirmative disservice to the entire schedule and thus to other advertisers," this advertiser "cannot be permitted to be the decisive factor in programming considerations. Indeed I thought this is precisely the thrust of the statutory obligation that broadcasters operate in the public interest. . . ."

Dr. Stanton wanted it known CBS would continue to solicit Gold Seal as an advertiser and that CBS would like Gold Seal's Mr. Schafer to read the CBS president's explanation, "since I believe that, although the situation was made very clear to his advertising agency, he has misunderstood our actions."

Several documents were submitted for the Celler subcommittee record by NBC regarding the WNBQ change in programming.

In a summary by NBC, it was reported that Charles Denny, NBC vice president in charge of station relations, met with WNBQ executives Sept. 22, 1955. All decided that the Eddie Cantor program, then being sponsored by Drewrys from 9:30-10 on WNBQ, was not getting high enough ratings and suggested that *The Great Gildersleeve* replace it, with Drewrys to get "first shot" at sponsoring the program. WNBQ bought *Gildersleeve* the next day. WNBQ, on Oct. 10, 1955, informed MacFarland-Aveyard, Drewrys agency, of this. On Nov. 21, MacFarland-Aveyard replied that Drewrys would take the 9:30-10 p.m. spot, but would use *Susie* instead of *Gildersleeve*.

WNBQ then advised MacFarland-Aveyard on Nov. 25 that WNBQ was exercising its cancellation with Drewrys effective Dec. 26, 1955. MacFarland-Aveyard, on Dec. 8, then ordered *Gildersleeve*.

Herbuveaux' Opinion

This file was forwarded, on Dec. 16, by Mr. Denny to Jules Herbuveaux, WNBQ general manager, asking the latter's recommendation. Mr. Herbuveaux replied Dec. 22 that "Mr. MacFarland after his fine try seems content to go along with our original proposal" and "I think this matter can be closed without any further ado."

A letter from Milton A. Gordon, TPA president, to Sylvester L. Weaver, then NBC president, dated Nov. 29, said Drewrys had bought *Susie* for 13 markets and that TPA's contract with Drewrys "is contingent on clearing this time in Chicago." He said the contract involved almost $200,000.

"If we lose it because of unfair tactics, it would seem we have a grievance of substantial magnitude," he said, charging that WNBQ, to cover its "actual intent," had said the station would not use reruns in Class A time. "This is a lame excuse not borne out by the facts of the situation," Mr. Gordon stated.

Mr. Gordon said TPA could "document": (1) TPA's contract with Drewrys; (2) Drewrys order for WNBQ time; (3) affidavits from witnesses as to "coercion employed against the sponsor to buy *Gildersleeve* or lose the time," and (4) instances in the past when WNBQ "has used reruns, including CBS reruns."

The TPA head said his firm had "steadfastly tried in the past to maintain friendly relations with NBC. Unhappily, this is so far totally one-sided." He recited instances in which he said TPA films had bolstered programming by NBC-owned tv stations, adding that "to date there is no evidence of NBC reciprocation." He concluded with an apparent thinly veiled threat:

"Our policy is to avoid becoming embroiled in intra-industry disputes, despite requests from the Justice Dept. for information on trade practices and despite a recent request that we join the pending activity before the FCC. I hope the wisdom of this policy is not challenged by any untoward outcome here."

One NBC interoffice memorandum, from Carl M. Stanton, NBC vice president of tv programs, sales and business affairs, to Robert W. Sarnoff, then executive vice president of NBC, dated Sept. 27, 1955, said: "Charles Denny and the Film Div. are doing a repeat—GILDERSLEEVE in Chicacago." Penciled across the letter was "Great! R.W.S."

Subcommittee staff members pointed out that Mr. Sarnoff testified last September that although NBC Film Div. is a division of the network, it is operated independently of and in competition with the network's programs and those of film distributors.

NBC also submitted a letter from MacFarland-Aveyard dated Sept. 21, 1956, to NBC Chicago saying Drewrys is "definitely interested" in renewing *Gildersleeve* after Dec. 31, 1956, and adding: "We are very pleased with the show."

Argument Held on Appeal Against 'K. C. Star' Conviction

AN APPEAL from an antitrust conviction last year against the *Kansas City Star* was under consideration by three judges of the U. S. Court of Appeals in St. Louis following oral arguments last week.

The *Star* was found guilty of monopolizing the dissemination of news and advertising in the Kansas City area in February 1955. It was fined $5,000 and Emil A. Sees, advertising manager of the newspaper was fined $2,500. The suit was instituted by the Dept. of Justice.

The government charged that the *Star* refused to publish advertisements when an advertiser used other media [B•T, Feb. 28, 1955].

The *Star* owns WDAF-AM-TV Kansas City.

WSTV-TV Switch Opposed

WENS (TV) Pittsburgh, Pa. (ch. 16), last week filed with the FCC an objection to a proposed transmitter-site move by ch. 6 WSTV-TV Steubenville, Ohio. WSTV-TV requested FCC permission to move its transmitter location to Reserve Township, Pa., a few miles north of Pittsburgh and about 30 miles from its present site. WENS said the move would violate FCC rules and asked the Commission to dismiss WSTV-TV's application. WENS argued that, if accomplished, the move would leave a large part of eastern Ohio without tv service of its own. WSTV-TV would not even provide a Grade B signal to Wheeling (W. Va.)-Steubenville, to which ch. 6 is allocated, WENS said.

Only STEEL can do so many jobs so well



Yes, She Can Move The Door. With just one finger, this tiny, 30-pound girl can swing the bank vault door—and the door weighs 30 *thousand* pounds! It's so delicately balanced that a three-pound push will move it. The door (and the vault itself) is made from USS hard steel plates, encased in a handsome sheath of USS Stainless Steel.



Elevator On A Truck. This portable hoisting machine, used at building construction sites, can hoist a 2000-pound load at a speed of 140 feet a minute. And the machine can be quickly moved to different parts of the building as work progresses. The tower is made from USS Shelby Seamless Mechanical Tubing—a strong, lightweight tubing made to exacting standards by piercing a billet of solid steel.



Showroom On A Bridge. A New Orleans gas company wanted a striking design for their new appliance showroom, so the architects came up with this shopper-stopper—made entirely from steel except for window area. Material was supplied by United States Steel's southern TCI Division.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

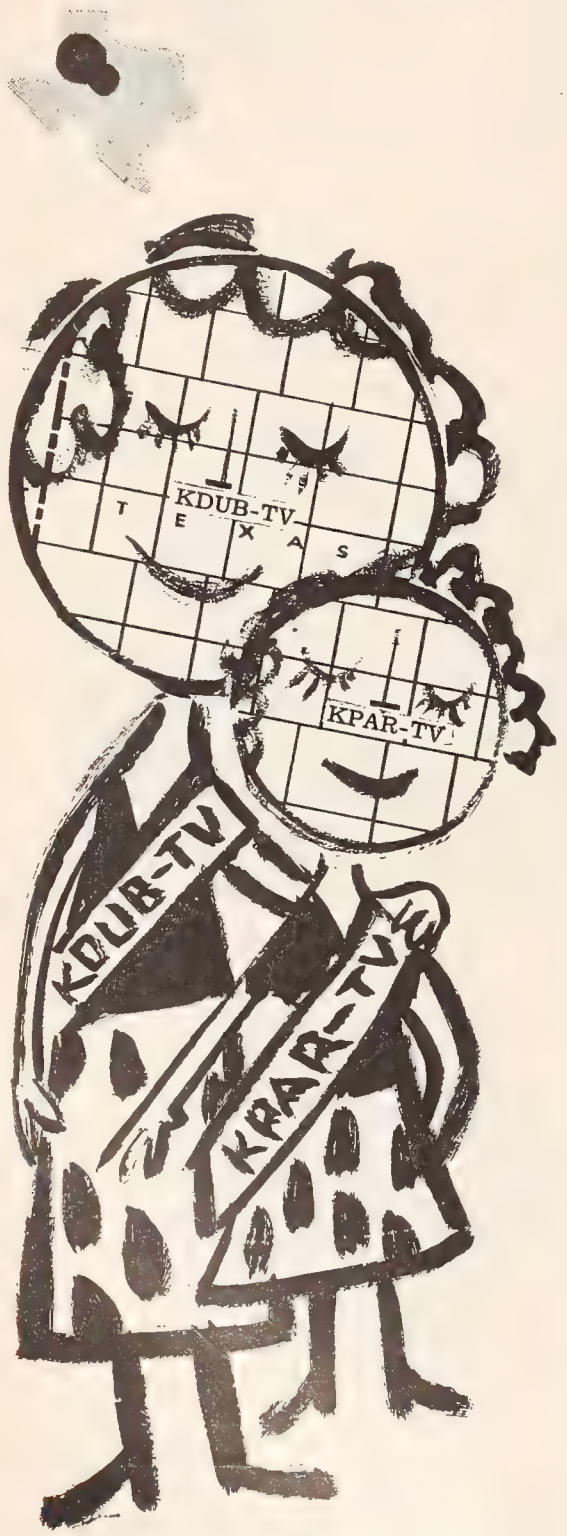
For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-2859

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

WITH ONE COMBINATION PURCHASE YOU NOW REACH 200,000 SETS IN RICH WEST TEXAS!

K·DUB sister stations



KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

CBS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

UHF PERMITTEES GET ULTIMATUM TO JUSTIFY EXTENSION REQUESTS

A TOTAL of 83 non-operating uhf stations who have filed applications for extensions of construction completion dates were advised by the FCC last week that the extensions are not going to be given automatically. The Commission said that it was not satisfied with various explanations given by the stations for not having completed construction.

Accordingly, the FCC wrote, each outlet has until Feb. 15, 1957, to provide additional information in support of its extension request. A failure to comply, the Commission warned, means dismissal of the application and cancellation of the construction permit.

The FCC action was not unanimous. Comr. Robert T. Bartley said he would not extend permits to those who have not started construction. Comr. Robert E. Lee, dissenting, said he would renew all the permits pending resolution of the uhf problem.

The stations to which the FCC addressed the letters are in various stages of development. Some have not installed any equipment, some have begun construction and others have been on the air and gone off. The FCC's notice to the "idle" uhf's was interpreted in some quarters as a move to "shake loose" some of these channels which have been tied up for several years, giving "ready-willing-and-able" interests a chance to apply for a facility. Also, the thought goes, a few channels may open up and make possible channel-switches for existing stations.

Warning Last January

Last January when the FCC extended uhf permits it served notice that in July it would criticly examine what permittees had done, but when July rolled around the Commission automatically issued three-month extensions.

Stations receiving the FCC letters are listed below in the category as established by the commission:

NO INSTALLATION OF EQUIPMENT:

Ch. 36 WRAK-TV Williamsport, Pa.; ch. 48 WJLN-TV Birmingham, Ala.; ch. 63 WAZL-TV Hazleton, Pa.; ch. 72 WITH-TV Baltimore, Md.; ch. 47 WTVQ (TV) Pittsburgh, Pa.; ch. 26 WNLC-TV New London, Conn.; ch. 52 WOCN (TV) Atlantic City, N. J.; ch. 26 WHFC (TV) Chicago, Ill.; ch. 20 WHCU-TV Ithaca, N. Y.

Ch. 51 WLTV (TV) Wheeling, W. Va.; ch. 20 KBAY-TV San Francisco, Cal.; ch. 20 WIND-TV Chicago, Ill.; ch. 45 WKNE-TV Keene, N. H.; ch. 54 WQXN-TV Cincinnati, Ohio; ch. 27 WSTF (TV) Stamford, Conn.; ch. 23 WPTR-TV Albany, N. Y.; ch. 15 WCBF-TV Rochester, N. Y.; ch. 29 KXYZ-TV Houston, Tex.

Ch. 65 WERE-TV Cleveland, Ohio; ch. 59 WELI-TV New Haven, Conn.; ch. 62 WHEF-TV Brockton, Mass.; ch. 39 WQCY (TV) Allentown, Pa.; ch. 20 WAAB-TV Worcester, Mass.; ch. 44 WJDW (TV) Boston, Mass.; ch. 32 WTLE (TV) Evanston, Ill.; ch. 52 KCOA (TV) Corona, Cal.; ch. 21 KVAN-TV Vancouver, Wash.

Ch. 62 WBID-TV Detroit, Mich.; ch. 19 WHK-TV Cleveland, Ohio; ch. 18 WTLF (TV) Baltimore, Md.; ch. 33 WMFL (TV) Miami, Fla.; ch. 17 WKDN-TV Camden, N. J.; ch. 17 KSPG (TV) Tulsa, Okla.; ch. 31 WEOL-TV Elyria, Ohio; ch. 14 KTRB-TV Modesto, Cal.; ch. 48 WTVX (TV) Gastonia, N. C.; ch. 31 WNYC-TV New York, N. Y.

Ch. 36 WTVG (TV) Mansfield, Ohio; ch. 23 WMCN (TV) Grand Rapids, Mich.; ch. 40 WINR-TV Binghamton, N. Y.; ch. 79 WTOH-TV Toledo, Ohio; ch. 38 WKOK-TV Sunbury, Pa.; ch. 19 WTVI (TV) Fort Pierce, Fla.; ch. 31 WFOX-TV Milwaukee, Wis.; ch. 18 WEAL-TV Orlando, Fla.; ch. 23 WPHD (TV) Philadelphia, Pa.; ch. 38 WXEL (TV) Boston, Mass.; ch. 73 WXTV (TV) Youngston, Ohio.

ON AIR AND OFF:

Ch. 58 WRTV (TV) Asbury Park, N. J.; ch. 38 WFTV (TV) Duluth, Minn.; ch. 46 WFPG (TV) Atlantic City, N. J.; ch. 15 WPFA-TV Pensacola, Fla.; ch. 21 WKLO-TV Louisville, Ky.; ch. 22 WIFE (TV) Dayton, Ohio; ch. 31 KBMT (TV) Beaumont, Tex.; ch. 24 WBTM-TV Danville, Va.; ch. 30 WCDC-TV Meridian, Miss.

Ch. 53 WKJF-TV Pittsburgh, Pa.; ch. 39 KNUZ-TV Houston, Tex.; ch. 21 WKNY-TV Poughkeepsie, N. Y.; ch. 15 WICA-TV Ashtabula, Ohio; ch. 25 KTVQ (TV) Oklahoma City, Okla.; ch. 23 KCEB (TV) Tulsa, Okla.; ch. 49 WKNA-TV Charleston, W. Va.; ch. 56 WTAO-TV Cambridge, Mass.; ch. 17 KGTV (TV) Des Moines, Iowa; ch. 16 WNET (TV) Providence, R. I.; ch. 15 WLBR-TV Lebanon, Pa.; ch. 35 WJPB-TV Fairmont, W. Va.; ch. 36 WATL-TV Atlanta, Ga.

PARTIAL CONSTRUCTION:

Ch. 59 WPTV (TV) Ashland, Ky.; ch. 41 WQXL-TV Louisville, Ky.; ch. 14 WACA-TV Camden, S. C.; ch. 30 WQIK-TV Jacksonville, Fla.; ch. 27 WLAP-TV Lexington, Ky.; ch. 14 WOOK-TV Washington, D. C.

MISCELLANEOUS:

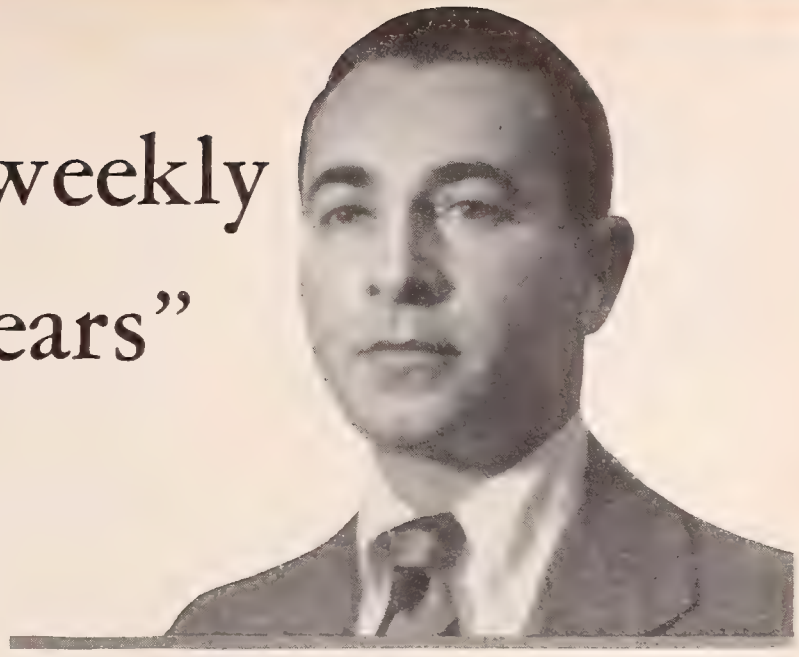
Ch. 26 WCKG (TV) New Orleans, La.; ch. 44 WOPT (TV) Chicago, Ill.; ch. 44 WTVU (TV) Scranton, Pa.; ch. 25 WCAN-TV Milwaukee, Wis.; ch. 52 WRAY-TV Princeton, Ind.; ch. 16 KEDD (TV) Wichita, Kan.; ch. 67 WFMZ-TV Allentown, Pa.

KFMB-TV Appeals ABC Proposal

THE U. S. Court of Appeals in Washington, Friday was asked to rule on the legality of ABC's proposal to feed its network programs to ch. 6 XETV (TV) Tijuana, Mexico. The appeal was taken by ch. 8 KFMB-TV San Diego, one of the two San Diego outlets which have fought the network's plans to affiliate with the Mexican station for the lower California market. The FCC affirmed its 1955 authorization of this affiliation last month after a hearing was held on the San Diego objections [B•T, Oct 29].

"Ad Age has been a weekly ritual with me for years"

says **HARVEY M. BOND**
Advertising Vice-President
Benrus Watch Company, Inc.



HARVEY M. BOND

Director of advertising of the Benrus Watch Co. since 1950, Mr. Bond was promoted to advertising vice-president in May of this year. Previous to his association with Benrus, he directed the advertising of Helbros Watch Co. for four years.

Today, Mr. Bond supervises an annual advertising expenditure of $2,500,000. In addition to handling all Benrus' public relations activity, he administers an unusually comprehensive program of advertising at the dealer level. Forceful advertising and merchandising during the past five years has not only helped Benrus stage a phenomenal rise to third position among top watch producers, but has sparked renewed consumer interest in watches.

"Week-in, week-out reading of Advertising Age has been a ritual with me for years. It is the only advertising trade paper that keeps me right on top of important developments, as they happen! I make it a habit to pass my copy on to the folks in my department, where it has stimulated many a fresh, creative approach."

Keeping on top of important developments by following Ad Age is a week-in, week-out practice with most of the advertising, marketing and merchandising executives who are important to you. Nowhere else can they get AA's brand of up-to-the-minute news and developments on markets and media—no other advertising publication is so vital to so many top executives who not only *activate,* but *shape the important decisions on which markets and which media are to be used.*

Benrus Watch Co., for example, ranks high among important broadcast advertisers. Its $818,800 spot tv expenditure for the first six months of 1956 ranks it among the top 45 spot advertisers* and most of its $2,500,000 annual advertising budget is earmarked for broadcast advertising.

During the year, *52 paid-subscription copies of Ad Age reach Benrus Watch,* where they get regular readership and routing among marketing-interested executives. *Further, 2392 paid-subscription copies —46 every week—get a similar going-over among decision-makers at the agency handling Benrus broadcast,* Lennen & Newell.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

KOB Agrees to Order On WABC—With an 'If'

KOB Albuquerque, N. M., told the FCC last Monday that it would be happy to directionalize its 770 kc antenna at night to protect Class I station WABC New York—but only if the Commission within 30 days issued a final decision on its 15-year-attempt to secure a permanent license as a Class I station.

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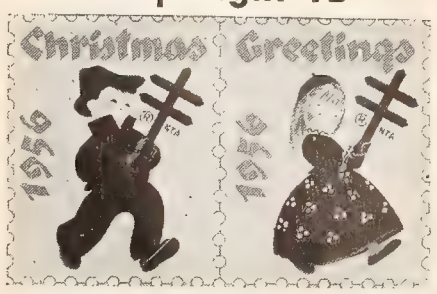
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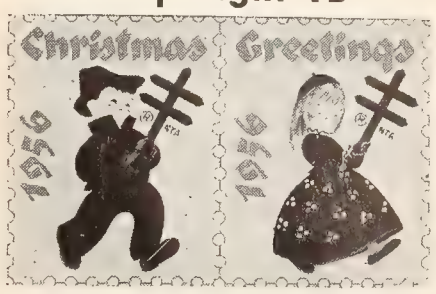
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TV in Fresno-
the big inland California
market—means
KMJ•TV
•Best local programs
•Basic NBC-TV affiliate
Paul H. Raymer Co., National Representative
KMJ-TV

Court Denies Appeal That Media Influenced Trial of Dr. Sheppard

THE U. S. Supreme Court has turned down an appeal alleging that newspaper, radio and tv treatment of the 1954 blugeon-murder of Marilyn Sheppard "influenced" the judge and jury and prevented Dr. Samuel H. Sheppard, her husband, from receiving a fair trial on charges that he committed the crime. Justice Felix Frankfurter issued a memorandum declaring that denial of a review "in nowise implies that this court approves the decision of the lower courts."

Mrs. Sheppard was slain in the Sheppard's Bay Village, Ohio, home in July 1954. Dr. Sheppard was convicted of slaying his wife and now is serving a 10-year-to-life sentence in the Ohio Penitentiary. His conviction was upheld last May by the Ohio Supreme Court.

Dr. Sheppard's lawyers have argued that the trial should not have been held in Cleveland, that stories circulated there before and during the trial created "the atmosphere of a Roman holiday" and prevented the doctor from receiving a fair trial.

KOMA Sale Application Filed

APPLICATION was filed with the FCC last week seeking approval of the $342,500 sale of KOMA Oklahoma City by multiple station owner John T. Griffin. Purchasers are Myer Feldman, counsel to the Senate Banking & Currency Committee; Burton Levine, president-majority stockholder of WROV Roanoke, Va., and others. KOMA, a 50-kw outlet, was founded in 1927 and is affiliated with CBS. Its tv affiliate, KWTV (TV), is not involved in the sale. KOMA's balance sheet as of Sept. 30 showed total assets of $608,574, of which $288,027 were current assets; total current liabilities of $22,097, and a surplus of $31,816.

Elections Subcommittee Asks Stations For Campaign Data

THE Senate Elections Subcommittee last Friday and Saturday was to have mailed out questionnaires to all am, fm and tv broadcast stations and to the networks seeking amounts spent in behalf of political candidates from Sept. 1-Nov. 5, inclusive, John Moore, counsel, said last week.

Deadline for returns was set at Dec. 7.

Mr. Moore said questionnaires will seek amounts spent on radio and tv time in behalf of candidates for President, Vice President and the Senate. Information also is being asked on amounts spent in behalf of state and local candidates, he said. The subcommittee also is asking for the amounts of "free" time given by broadcasters to the various candidates.

The subcommittee, headed by Sen. Albert Gore (D-Tenn.), held hearings in September and October in efforts to determine the costs of political campaigns. The Senate unit reported just prior to the elections [AT DEADLINE, Nov. 7] that, based on actual information and estimates received from the tv networks and 85% of U. S. stations which answered a pre-election questionnaire, a total of $4,522,000 was being spent in television in behalf of candidates for President, Vice President and Senate.

FCC Authorizes Permits For Five New Radio Outlets

CONSTRUCTION permits for five new am stations were granted by the FCC last week. Cities and permittees:

Evergreen, Ala.—Evergreen Broadcasting Co., 1470 kc, 1 kw, daytime. Sole owner Clayton W. Mapoles also owns WEBY Milton, Fla., and WFNM DeFuniak Springs, Fla.

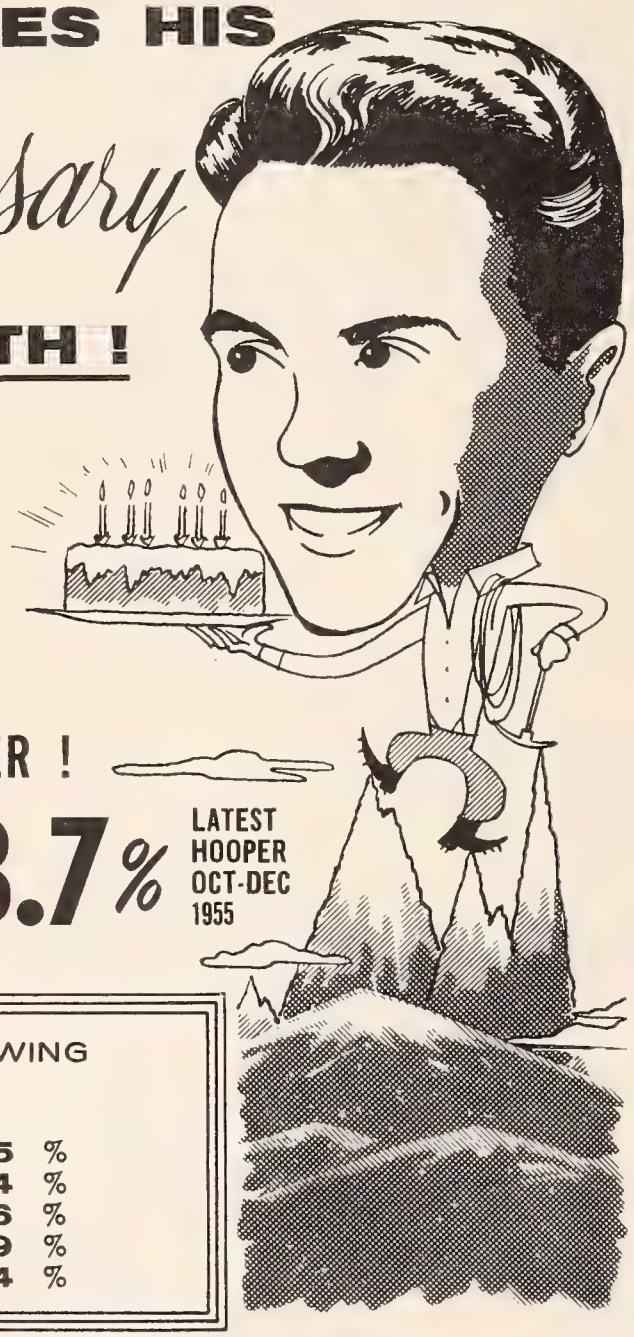
Show Low, Ariz.—Peak Broadcasting Co., 1050 kc, 250 w, daytime. Searcy J. Woodworth, chief engineer, KVNC Winslow, Ariz., is 51% owner of the new facility, and Jack V. Reeder, construction interests, owns 49%.

South Daytona, Fla.—Thomas Carr, 1590 kc, 1 kw, daytime. Mr. Carr formerly owned 35% of WKXV Knoxville, Tenn., and 50% of WSTN St. Augustine, Fla.

Hancock, Mich.—Copper Country Broadcasting Co., 920 kc, 1 kw, daytime. Ben D. Miller, retail clothing interests, Clifford F. Paulson, glass interests, and Francis S. Locatelli, manager of WTTH Port Huron, Mich., are equal partners.

Saratoga Springs, N. Y.—Radio Saratoga, 1280 kc, 1 kw, daytime. Equal partners are Richard O'Conner, former 22% stockholder, WSPN Saratoga Springs, and Lou Tobier, also former WSPN Stockholder.

"UNCLE EDDIE" MEATH CELEBRATES HIS 6th Anniversary THIS MONTH !



He and his "MUSICAL CLOCK" have always been ON TOP IN ROCHESTER !

Share of Audience 43.7% LATEST HOOPER OCT-DEC 1955

AND LOOK AT THIS GROWING RATING RECORD:

1951	4.5 %
1952	5.4 %
1953	6.6 %
1954	6.9 %
1955	7.4 %

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



WISHING FOR THE MOON

WON'T DEVELOP SPACE TRAVEL

The forty-hour work week didn't just happen because some men said, "We don't want to work more than forty hours."

It is the harvest of a few men's genius who said, "Here are new tools for producing in forty hours as much as you used to produce in forty-five."

Technical progress is one of the contributions of management to our nation's spending power.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW

FCC Initial Decision Upholds Phoenix Move of KVAR (TV) Studios

AN FCC hearing examiner issued an initial decision last week upholding an April 25 grant without hearing to move the main studios of ch. 12 KVAR (TV) Mesa, Ariz., to Phoenix, Ariz. The Nov. 15 initial decision also looked toward setting aside postponement of the grant, which was ordered July 3 on protest by ch. 3 KTVK (TV) Phoenix. Hearing Examiner Herbert Sharfman found invalid KTVK's contention that moving KVAR studios would amount to reassigning ch. 12 from Mesa to Phoenix in violation of the FCC table of assignments. The outlet will continue to be licensed and identified as a Mesa station, he stated, citing that Commission rules provide for such a situation. KVAR has declared its intention of maintaining auxiliary studios in present Mesa quarters.

Court Denies KTTV (TV) Plea To Stop KTLA (TV) Race Show

A PETITION for an injunction to prevent KTLA (TV) Los Angeles from telecasting Sunday afternoon jalopy races from Gardena Stadium, filed by KTTV (TV) there, was denied last Wednesday by the superior court in Los Angeles. The suit claimed KTTV, which previously aired the program, held contractual rights with All American Sports Enterprises Inc. to meet any new bids for the show, newly purchased by KTLA. KTLA is paying $750 weekly for the races; KTTV had paid $500 weekly.

Jensen Refuses TASO Post

TELEVISION Allocations Study Organization began considering other candidates for its $25,000 executive director post last week when Axel G. Jensen, Bell Labs. director of tv research, declined the organization's offer [B•T, Nov. 12]. Mr. Jensen was the second to refuse the TASO directorial post; Arthur V. Loughran, IRE president and former Hazeltine research vice president, was the first. The names of new prospects were not divulged. TASO was established at the behest of the FCC to study the uhf tv problem and recommend to the FCC whether its potentialities were good enough to maintain.

Two Tv Switches Ordered

TWO new changes in the tv table of assignments, both effective Dec. 28, were ordered by the FCC last week. These were:

(1) Hay Springs, Neb.—Ch. 8 was assigned to Hay Springs.

(2) Greenfield, Lowell, Mass.—Ch. 32 was added to Greenfield in addition to its present ch. 58; ch. 78 was assigned to Lowell in lieu of ch. 32.

In other rule-making actions, the Commission denied a petition to delete ch. 5 from Walla Walla, Wash., and to assign it to Pendleton, Ore. The FCC noted that there is now a pending application for ch. 5 Walla Walla. Also denied was a request to eliminate frequencies 88-94 mc from fm and assign them to tv as ch. 6A.

CROWELL-COLLIER, BITNER CANCEL $16 MILLION SEVEN-STATION DEAL

- **High costs, terms of financing given as reason**
- **Bitner reports other parties are interested**
- **C-C will seek other properties, but not now**

THE projected $16 million acquisition of the Consolidated Television & Radio Broadcasters' properties by Crowell-Collier Publishing Co. was cancelled last week, a victim of the high cost of money.

Crowell-Collier President Paul C. Smith and Consolidated Board Chairman Harry M. Bitner Sr. announced the deal had been called off after seven months in which Crowell-Collier battled—successfully, it had seemed a month ago—to secure the necessary financing.

The stations that were to be transferred are WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Mr. Bitner said after the announcement that "several other parties" had expressed interest in buying "all or some" of the stations, but that "our board of directors has not considered any offers." He declined to go beyond that statement. The next Consolidated board meeting is scheduled for this week.

Termination of the contract was announced last Wednesday, which fell on the new FCC-approval deadline set last September when Crowell-Collier's failure to secure firm commitments for financing made it appear unlikely that the original Oct. 30 closing date could be met.

When the new deadline of Nov. 21 was set, Crowell-Collier agreed to put up $100,000 in earnest money, to be paid if the deal was not closed by that date. President Smith said this money will be distributed, on a *pro-rata* basis, among all Consolidated stockholders who had accepted C-C's offer for their stock.

Mr. Smith told B•T that costs and terms of financing, resulting from the current tight money market, were the snag in the deal. Crowell-Collier had firm commitments for the financing a month ago—and still had even after the cancellation was decided upon, Mr. Smith said. But the terms for the financing

WRITING OFF A $16 MILLION DEAL

CROWELL-COLLIER statement:

The Crowell-Collier Publishing Co. announced today [Nov. 21] its intention to withdraw its application to the Federal Communications Commission for approval of its acquisition of the radio and television properties of Consolidated Television & Radio Broadcasters Inc.

Simultaneously, Crowell-Collier and Consolidated announced cancellation of the purchase agreement on which the FCC application was based. They announced that Crowell-Collier is paying each stockholder of Consolidated who had accepted its offer his pro-rata share of $100,000 liquidated damages provided for in the agreement.

In making these announcements, Paul C. Smith, president of Crowell-Collier, said that, largely because of conditions which have arisen in the money market, financing previously completed developed costs and terms which made it impractical for the company to prosecute further its application to the FCC.

"Our belief in the merit of the Consolidated properties remains unchanged," Mr. Smith said. "Consolidated is a splendid company and I deeply regret our inability to purchase it under existing conditions. Crowell-Collier will continue to be interested in Consolidated and similar properties in the future.

Consolidated statement:

H. M. Bitner, chairman of the board of Consolidated Television & Radio Broadcasters Inc., announced today [Nov. 21] the cancellation of agreements under which the Crowell-Collier Publishing Co. had agreed to buy more than 90% of the outstanding common and Class B common stock of Consolidated. He said that under the terms of the arrangements between Crowell-Collier and the stockholders of Consolidated, the purchase agreements could be cancelled by the holders of 25% of the stock of Consolidated if the Federal Communications Commission had not given the necessary consent to the transaction at or before the close of business today. He said he had today received from Crowell-Collier notice that the consent of the Federal Communications Commission had not been obtained, that, due in large measure to conditions which have arisen in the money market, financing contemplated by the offer had not been arranged on terms satisfactory to Crowell-Collier, and that it was not practicable for Crowell-Collier to prosecute further its application to the Federal Communications Commission. He said that this notice necessitated the cancellation of the agreements and that Crowell-Collier was arranging to pay to each stockholder of Consolidated who had accepted its offer his pro rata share of $100,000 agreed liquidated damages. Mr. Bitner emphasized that the business and financial condition of Consolidated are as good or better than at the time the Crowell-Collier offer was made last April.

still had to be worked out, he said, and it finally became apparent that the cost—not alone in interest rates but also in equity in Crowell-Collier stock—would be so high that he could not feel justified in recommending it to his board of directors.

Accordingly, he told the board last Monday that he thought the cost of the financing was too high to be practical.

"Our belief in the merit of the Consolidated properties remains unchanged," Mr. Smith said in his announcement. "Consolidated is a splendid company and I deeply regret our inability to purchase it under existing conditions. Crowell-Collier will continue to be interested in Consolidated and similar properties in the future."

He also told B•T that while the company was still "very much" interested in acquiring additional broadcast stations, existing conditions in the money market made it seem improbable that further acquisitions would be understaken in the immediate future.

The application for FCC approval of the Consolidated purchase, filed in October [B•T, Oct. 15], will now be withdrawn, Mr. Smith said.

Asked whether the cancellation was insisted upon by Consolidated, Mr. Smith said the answer was "yes and no"—that "it worked out pretty much mutually." He explained that Mr. Bitner, who represents the controlling interests in Consolidated, did not feel that he could recommend to his minority stockholders a further extension of time. "And I certainly agreed," Mr. Smith added.

Second Contract Terminated

Termination of the contract also terminates one which Crowell-Collier had made with Webb & Knapp as part of the financing plans. Under this contract, the publishing firm would have sold its Springfield, Ohio, printing plant to Webb & Knapp for $5 million, and then leased it back at $750,000 a year (subject to certain repurchase rights). But Crowell-Collier spokesmen pointed out that this contract was contingent on the purchase of the Consolidated properties, and that with the latter deal cancelled, the Webb & Knapp contract also would be terminated, with Crowell-Collier retaining the Springfield plant.

Crowell-Collier's diversification program, launched early in 1956, has resulted in the acquisition of 5 kw independent KFWB Los Angeles (on 980 kc) and four record clubs now operated by C-C Clubs Inc.

The publishing company paid KFWB owner Harry Maizlish $2.5 million for the Los Angeles radio outlet.

Last September, when the extension of the agreement to buy the Consolidated properties was decided upon, Crowell-Collier regretfully reported the cancellation by mutual consent of its agreement to purchase KULA-AM-TV Honolulu for $1 million.

At the heart of the financial difficulty encountered by Crowell-Collier in the $16 million Consolidated purchase is, it was understood, the terms demanded by the Elliot Janeway group. It was this group, which included Col. Henry Crown and family (Empire State Bldg.) and Charles Wiener and

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Myron Hokin, Chicago industrialists, which was to supply $6 million. In return, the Janeway group was to receive preferred stock. The Webb & Knapp purchase of Crowell-Collier's Springfield, Ohio, printing plant was at a $5 million figure. Arrangements also had been made to borrow $1.5 million from the National Bank of Detroit. This $12.5 million was sufficient to pay for the 607,200 shares of Consolidated at $20 per share. In addition Crowell-Collier was to assume a $3.2 million obligation.

Crowell-Collier publishes *Collier's* and *Woman's Home Companion* magazines, *Collier's Encyclopedia, Harvard Classic* and other books.

PGW Quizzes Agencies On Station Schedules

WHERE do station mailings to agencies (the program schedule in particular) wind up—in the timebuyer's file or in the wastepaper basket?

What type of program information do timebuyers seek and in what form?

These problems are considered by some to be among the imponderables in station-agency relationships.

A station representative firm, Peters, Griffin, Woodward, New York, thinks, however, that it can shed some light on them.

First step, PGW is announcing today (Monday), is completion of a mailing of more than 2,000 questionnaires that have gone out to advertising agencies throughout the country.

Emphasis of the inquiry is on station program schedule design and the purpose it should serve. PGW is asking agencies for their standard practice in handling program schedules, and what station information would be considered helpful in addition to program titles. Perhaps the agency believes a uniform size would be helpful, and if so, what is the preference? Among other questions, the station representative wants a written version of the ideal program schedule, or, if the agency has a schedule around that it particularly likes, to send it along with suggested improvements if it has any.

The representative firm has held informal discussions with various advertising executives, coming up with this information: generally, stations follow no rule in make-up, design and distribution of schedules; frequency of mailing follows no set pattern (some are sent twice a month, monthly, or semi-monthly); and the kind of information provided varies.

A difference of opinion exists, it was noted, as to whether a program schedule is a promotion piece or a sales or information aid.

Frank Woodruff, director of promotion and research for PGW, emphasized that program schedules are "basic to spot broadcasting." He said that once the opinion of advertisers, agency account executives and media people is sampled, PGW "will bring to the industry sound suggestions and recommendations," and, he added, it hopes to measure this opinion in about three weeks.



SIMMONS Assoc., New York and Chicago, has been appointed national sales representative for KFEQ St. Joseph, Mo. Glenn Griswold, vice president-general manager of KFEQ, signs the contract and standing (l to r) are David N. Simmons, president of the representation firm; Ted Branson, KFEQ general sales manager, and Gale Blocki Jr., Simmons vice president.

WEBC Continues Despite Fire; Renovation of Building Planned

UNDAUNTED by the fire which destroyed its studios and offices Nov. 2 [B•T, Nov. 12], WEBC Duluth has continued on the air with the loss of only several minutes of broadcasting time and last week was completing plans to renovate the burned-out premises and return to the location in about three months.

Robert Rich, WEBC general manager, said that damage to the station's property amounted to an estimated $90,000. He paid tribute to the various station employes who, at the risk of personal injury, returned several times to the burning building to remove broadcasting equipment. Mr. Rich said the fire had reduced the building to "a shell."

The station has been operating since Nov. 6 from a temporary studio constructed at the tower atop the burned building, Mr. Rich said. Business for the station, he added, is being conducted from offices in the Alsworth Bldg. in Duluth. For several days after the fire, the station operated from its transmitter and for about an hour used facilities provided by KDAL Duluth.

WSTV-TV Invites Comparison

WSTV-TV Steubenville, Ohio, key station of The Friendly Group, currently is suggesting that sponsors place campaigns on rival stations in Ohio, Pennsylvania, and West Virginia "to see and compare." It is doing so by a "checklist" of station, advertising and merchandising facts, according to executives of the station and representatives of Avery-Knodel, New York, who outlined the plan at a news conference in New York. After the advertiser has tried WSTV-TV and filled in the "before" and "after" spaces of an advertising effectiveness index, he is invited to place a similar campaign on another station, later comparing results.

CBS-Owned Tv Outlets To Plan Summer Sales

SALES PLANS for the summer, a look at public affairs programming and sales and promotion for major feature film packages under contract to CBS-owned tv stations highlight the agenda for the third annual management meeting of the stations to be held today (Monday) and tomorrow at New York's Savoy Plaza.

In announcing the meeting, Craig Lawrence, vice president in charge of CBS-owned stations, noted that the station executives will concentrate on working out "a definitive program which will eliminate summer as the traditional 13-week hurdle for tv stations." CBS-TV President J. L. Van Volkenburg and Executive Vice President Merle S. Jones are slated to address the meeting.

Mr. Lawrence pointed to public affairs emphasis because of the increasing amount of "time, energy and money being invested [by stations] in presentation of civic, religious, educational and charitable matters."

Station executives expected to attend: H. Leslie Atlass, vice president and general manager, George J. Arkedis, sales manager, and William Ryan, program director, all of WBBM-TV Chicago; Clark George, general manager, Robert D. Wood, sales manager, and Donald M. Hine, program director, KNXT (TV) Los Angeles; Edmund C. Bunker, general manager, Theodore P. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV, New York; Harvey J. Struthers, general manager, Lamont Thompson, sales manager, and John O. Downey, program director, WHCT (TV) Hartford, Conn., and Gene Wilkey of St. Louis. A number of CBS-TV executives of New York also will be present.

WBZ-TV Boosts Summer Sales 56% With Sales Contests, Campaigns

INTRAMURAL sales contests and promotion campaigns played a large part in boosting summer sales of WBZ-TV Boston 56% above the comparable hot weather period in 1955, the station reported last week.

WBZ-TV, in combatting the theory that summertime tv goes with apathetic viewing, scheduled more shows between June and September. The station devised "BeeZee", an animated station symbol to keep viewers informed about program activity by means of musical tv jingles created by William J. Kaland, national program manager of Westinghouse Broadcasting Co., owner-operator of WBZ. It also conducted a 13-week contest among its sales staff to spark new and added revenues.

Still other promotion devices were used, such as asking staff members to submit new program ideas and rewarding those with the best suggestions with household appliances. Program personalities went out on the road on personal appearances, and WBZ-TV got a boost by the three-time origination of *Home* (NBC-TV) segments from the Boston area.

WKNA-AM-FM Sold to Kanawha; WGKV Goes on Market for Sale

WKNA-AM-FM Charleston, W. Va., has been sold by Joe L. Smith Jr. to Kanawha Valley Broadcasting Co. for a figure in the neighborhood of $250,000. Announcement of the sale was made last week.

Kanawha, which is the licensee of WGKV Charleston, is owned by the principal owners of WSAZ-AM-TV Huntington, W. Va., and Lawrence H. Rogers II and Leroy E. Kilpatrick, vice president-general manager and vice president-technical director, WSAZ Inc., respectively. Messrs. Rogers and Kilpatrick each own 17.5% of Kanawha. The assets of WGKV will be sold, Mr. Rogers reported. Asking price for the local outlet (250 w on 1490 kc) is about $100,000, it was understood. WGKV is affiliated with NBC and is represented by The Katz Agency Inc.

WKNA, on 950 kc with 5 kw day, 1 kw night, directional antenna, is ABC affiliated and is represented by Weed & Co. It was built in 1946. WKNA-FM, founded in 1948, operates on 97.5 mc with 9.1 kw. Mr. Smith also holds a grant for WKNA-TV on ch. 49, which went dark after operating for a period. The tv permit is not involved in the sale to Kanawha.

WSUN-AM-TV St. Petersburg Announces Changes in Staff

STAFF CHANGES at WSUN-AM-TV St. Petersburg, Fla., were announced last week by General Manager Fred P. Shawn.

Charles D. Bishop, television program director, was appointed director of both tv and radio programs.

Dayton Saltsman was named to the newly-established post of community service manager; Chad Mason was named WSUN-TV production manager; Maurice Hayes, tv broadcast operations supervisor; Jack Hitchcock, WSUN-AM sales manager; Bill Coletti, WSUN-AM sales representative. Bob Nystedt will share advertising and promotion activities for both stations with publicist Jean Miller. Mrs. Vera New was named manager of program and sales service—a new department—for both radio and tv, and Doris Isler and Jeanne Nesmith were appointed supervisors of the television and radio traffic departments.

20% Boost in Daytime Rates Effected by WCBS New York

BOOSTS ranging up to 20% in daytime rates on WCBS New York have been announced by General Manager Carl Ward. Announcements, which in the past cost $150, have increased to $180 under the new rate card and other rates between 6 a.m. and 6 p.m. increase in approximately the same proportion.

Rates in the 6 p.m.-12 midnight period are not affected, with Class A and Class B minutes, covering the period 6-11 p.m., remaining at $225.

Current advertisers receive the customary protection against the higher charges for six months from Nov. 15.

In announcing the daytime boosts, Mr. Ward noted that radio listening in the New York market had gone up this year, and also that radio set shipments into the New York area during the first six months of 1956 rose 28.5% over the totals for the same period of 1955.

Million Dollar Sales Week Recorded by Triangle Outlets

A $1 MILLION gross time sales week in feature films was recorded Nov. 4-10 by the four Triangle (Triangle Publications Inc.) tv stations, led by a Bristol-Myers purchase on all four.

The 52-week Bristol-Myers pact calls for sponsorship of a feature film every week on Triangle's WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., WNBF-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa. Other film sponsors signed during the "big" week were American Tobacco Co., Brylcreem, Pontiac, Raleigh cigarettes and Coca-Cola.

Triangle has the rights to MGM, RKO and 20th Century Fox film packages.

New WCCO Minneapolis Card Equalizes Day-Night Rates

READJUSTMENT of its time charges has been made by WCCO Minneapolis, which has issued Rate Card No. 24, effective Nov. 4.

The new rate card, superseding Rate Card No. 23, Feb. 1, 1954, evens daytime and evening hours and actually boosts daytime rates for time segments under one hour. The new Class A (7 a.m.-6 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Saturday) one-time charges: 1 hour, $300; half-hour, $240; 15 minutes, $160; 10 minutes, $130; 5 minutes, $80. This compares to same daytime charges in 1954 rate card of $360, $216, $144, $115.20, and $72 respectively. One-minute announcement one-time charge is $85; station break, $60 and ID, $22 (for 13 week minimum), compared to $72 and $57 for one minute and station break in the 1954 rate card. New rate card also incorporates discounts for times-per-week and for volume. The new Class B basic rate (6-10:15 p.m.) also is $300 an hour compared to $600 on the 1954 card.

WHEC-AM-TV to Move Operations

WHEC-AM-TV Rochester, N. Y., has purchased a three-story building at 191-195 East Ave. and plans to move its operations following the completion of alterations early next summer. The stations' studios presently are located in the Rochester Savings Bank Bldg. WHEC-TV shares ch. 10 with WVET-TV Rochester. In the new location, WHEC will occupy studio space formerly used by WRNY.

Z-Bar Employes Share Profits

Z-BAR-NET has instituted a profit sharing plan for its employes, according to Managing Director Ed Craney. The plan is based on the number of "units" earned by an employe and goes into effect after the employe has been with the network one year. Z-Bar-Net stations are KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls and KXLL Missoula, all Montana.



Lions or Leprechauns

Share is Share!

Share of audience is up for WNDU-TV. Based on the September '56 ARB, audience share has increased an average of 28% per quarter hour over the February report. This growth, for both local and network programs, covers prime viewing times (7:30 PM—10:30 PM) Monday — Friday. Overall gains were made in 56 out of 70 quarter hours during this same period.

For information on the "selling-est" availabilities in the South Bend-Elkhart market call Edward Petry & Company.

Bernie Barth, *Gen. Mgr.*
Tom Hamilton, *Sales Mgr.*

NBC

WNDU-TV
CHANNEL 46

WBRE-TV Wilkes-Barre Buys Live, Film Color Tv Systems

PURCHASE from RCA of complete live and film color tv camera systems by million-watt WBRE-TV Wilkes-Barre, Pa., was announced Tuesday by Louis G. Baltimore, president of the uhf outlet, and E. C. Tracy, manager of broadcast and tv equipment, RCA.

RCA will begin delivery of the color camera systems within the next few weeks. Included are a TK-41 studio camera chain for originating live color; a TK-26 three-vidicon color film camera system for color and slides; two TP-6 film projectors, and associated studio equipment such as a multiplexer, switching system, sync generation equipment, and power supplies. The station went on the air Dec. 30, 1952, and two years later became a million-watt uhf station.

Baron Explains KDAY Change

THERE is a point of diminishing returns in programming to a segregated, foreign language market, George Baron, vice president and general manager of KDAY Santa Monica, Calif., said Monday in a talk before the Hollywood Advertising Club. He told why KDAY "de-segregated" last summer and went to popular music-news format. "We learned that in order to deliver maximum results, a product's acceptance cannot be aimed at a limited audience, for when you do, you defeat your entire purpose," Mr. Baron claimed. Santa Monica publisher J. D. Funk has sold KDAY for $650,000 to J. Elroy McCaw subject to FCC approval [B•T, Nov. 12, Oct. 22].

Oldfield Book Features Radio

RADIO as a wartime weapon is described in a new book by Col. Barney Oldfield, *Never a Shot in Anger*, published by Duell, Sloan & Pearce.

Col. Oldfield, now of the U. S. Air Force, started his broadcasting career in the mid-30s over KFAB and KOIL, both Omaha, and KFOR Lincoln, all Neb., and went on to pioneer the first use of radio as a propaganda weapon against American troops on maneuvers in 1941. Broadcasting names are in great frequency in the book, which gets underway when such present-day personalities as John Daly and Dave Garroway were starting in the news business.

Schepps Win Change in Venue

ARGUMENT on injunction against Rex Schepp and his wife and brother in the management and operation of ch. 7 WTVW (TV) Evansville, Ind., scheduled for last Monday, was postponed when the Schepps won a change in venue to Princeton, Ind., probate court. Minority stockholders won a temporary restraining order prohibiting the Schepps from interfering in the operation of the station and named Ferris Traylor president and Joseph E. O'Daniel vice-president-general manager [B•T, Nov. 19].

RADIO FOR REFUGEES

HUNGARIAN refugees stationed at the U. S. reception center at Camp Kilmer, N. J., are receiving radio news, commentary and music in a unique public service provided by WCTC (FM) New Brunswick, N. J. The station is located near the center, which has been named "Camp Mercy."

James M. Vogdes, station manager, reported that the station would reprogram its two-hour fm broadcast daily beginning last Friday. Scheduled for broadcast were Voice of America news and commentary broadcasts in the Hungarian language and Hungarian music solicited from private record collections of Hungarian-American families living in the area.

Lindsay, Quincy Publisher, WGEM Stations Director, Dies

ARTHUR O. LINDSAY, 78, publisher of *The Quincy* (Ill.) *Herald-Whig* and director of the newspaper-owned WGEM-AM-FM-TV Quincy, died Nov. 16 after a long illness.

Survivors are his brothers, Frank M., president of the Lindsay-Schaub newspapers in Illinois; William P. and James N., two sisters, Mrs. R. Herman Swartz, and Mrs. Rodney Round, and a son, Arthur Jr.

Ray Bright Dies of Heart Attack

RAY BRIGHT, assistant manager in charge of sales for KTRH Houston, Tex., died in that city Nov. 19 following a heart attack. He was 56.



MR. BRIGHT

A veteran of more than 21 years with KTRH, Mr. Bright began his career in the advertising department of the *Houston Chronicle*. In October of 1947 he left his position as commercial manager of KTRH to become general manager of KLEE Houston. He returned to KTRH in 1948.

KYW October Sales Set Record

OCTOBER was the best month, saleswise, KYW Cleveland has enjoyed in the past two years, showing a 34% increase over October 1955, according to General Manager Gordon Davis. Westinghouse Broadcasting Co. took over management of the station last January and began independent operation last summer [B•T, July 23].

WHLI to Move to $250,000 Home

MOVE to a new $250,000 radio center to be located at Hempstead, N. Y., is being readied for WHLI Hempstead, according to Paul Godofsky, president and general manager. He reported that the move will follow FCC approval of WHLI's application for increase from 250 w to 10 kw.

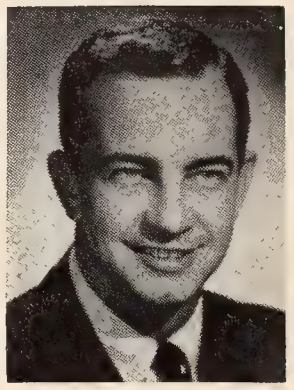
Storer Broadcasting Declares Quarterly Dividend of 45 Cents

QUARTERLY dividend of 45 cents per share, plus an extra 10-cent dividend on common stock, were declared Nov. 20 by Storer Broadcasting Co., both payable Dec. 14 to stockholders of record Dec. 1. A quarterly dividend of 6 cents and extra dividend of 2 cents were declared on Class B common stock. Storer common stock is listed on the New York Stock Exchange but Class B common is not.

Storer declared 37½-cent dividends for the first and second quarters of 1956, and 45 cents in the third quarter. There are about 973,000 shares of common stock outstanding. Earnings for the first nine months of 1956 amounted to $1.58 per share, compared to $1.14 in the same 1955 period.

Avery-Knodel Appoints Ivy Manager of Dallas Office

WALLIS STERLING IVY Jr., account executive in the Dallas office of The Katz Agency since 1953, has been appointed manager of the Dallas office of Avery-Knodel Inc., A-K President Lewis H. Avery is announcing today (Monday). He succeeds George Stevens, recently named commercial manager of KOTV (TV) Tulsa, Okla. [B•T, Nov. 19].



MR. IVY

Before joining The Katz Agency, Mr. Ivy was an account executive with Taylor-Norsworthy Adv., Dallas, assistant advertising and public relations director for the Brooklyn, N. Y., Union Gas Co. and with J. Walter Thompson Co., New York.

WABC-TV Gross Increases 20%

AN INCREASE of more than 20% in gross billing for the fourth quarter of this year over that of the same quarter last year, was reported by Robert L. Stone, general manager of WABC-TV New York. At the same time, Mr. Stone announced the station had a $45,000 gross billing for political program and political spot sales during the election campaign. WABC-TV last April set up a political sales unit to serve political accounts exclusively.

KCBQ Tops Bartell Sales

KCBQ San Diego topped other Bartell stations in the group's fall sales contest, it has been announced by John F. Box Jr., executive vice president of the Bartell group. Mr. Box will present a gold trophy and cash awards to Joseph Wolfman, KCBQ vice president, at a divisional meeting in Phoenix. KCBQ showed a 41% increase in October sales over September. Mr. Wolfman transferred to the San Diego station Sept. 1 from WAKE, the Bartell station in Atlanta.

SURE RINGER

FIRST *Championship Bowling*, then *Championship Golf*. Now add *Championship Horseshoes* to the schedule of live sports fare at WNBQ (TV) Chicago. The station will launch the program Wednesday, in color, at 10:30 p.m. with Matt Neisen as producer. Top pitchers will compete each week in "head to head" matches with the winner receiving $50 and a payoff of $5 for each double ringer and the same sum for every consecutive ringer after 10. *Horseshoes* replaces *RCA Colony Theatre*.

Beverly Hills Film Fee Dropped

THE CITY COUNCIL of Beverly Hills, Calif., has approved an ordinance change exempting film cameramen on news assignments from paying a daily fee of $50 to take motion pictures of persons and places in that community.

KNXT (TV) Los Angeles reported that the ordinance change was made at the request of Sam Zelman, news and special events director for KNXT and CBS-TV.

WBRB Plans December Start

WBRB Mt. Clemens, Mich., plans a December start on 1430 kc, 500 w daytime, Publicity Director Wilson Elliott announced last week. Studios for the daytimer will be located in the Colonial Hotel, with RCA equipment now being installed.

REPRESENTATIVE SHORTS

Broadcast Time Sales, S. F., moves to larger quarters at Monandock Bldg., 681 Market St. Phone remains Sutter 1-8656.

Simmons Assoc. to move from present quarters at 270 Park Ave., N. Y., to 509 Madison Ave., effective Nov. 23.

John E. Pearson Co., Dallas, Tex., announces telephone number changed to Riverside 7-3723.

REPRESENTATIVE PEOPLE

John Melton, merchandising supervisor KHJ-TV Los Angeles, to John Blair & Co., as account executive, effective Nov. 26.

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Robert Reardon, formerly with Harrington, Righter & Parsons, to NBC-TV Spot Sales Dept., Chicago.

LeGrand Snowden Redfield, manager of special services, Edward Petry & Co., N. Y., father of boy, Edward Petry, Nov. 17.

STATION SHORTS

WGEM-TV Quincy, Ill., has gone to 316 kw maximum power.

WMGY Montgomery, Ala., moved to new quarters in Capitol Parkway Shopping Center.

WRAL-TV Raleigh, N. C., has held ground breaking ceremonies for new building. Station scheduled to go on air Dec. 15.

WIMA-TV Lima, Ohio, now telecasting network color programs. Station is NBC-TV affiliate.

STATION PEOPLE

Len Higgins, former general manager of KTNT (TV) Tacoma, Wash., promoted to director of industry relations, new top executive post at station. **Larry Carino,** former commercial manager, becomes manager and commercial manager.

C. Ross McCarthy, commercial manager, KMOR Oroville, Calif., named general manager. Other changes include: **Vic Ives,** program director, to news editor; **G. Sevilla,** women's director; **Charles Pervetti,** sales manager; **Nancy Buberl,** continuity director; **Bob Fuller,** chief engineer; **Bill Talbitzer,** sports director and **Bill Aiston,** farm director.

Raymond Dorsey, station manager, KTAG-TV Lake Charles, La., named general manager.

Gar Meadowcroft, assistant managing director, WJBK Detroit, to WJIM-AM-TV Lansing, Mich., as general sales manager. He was formerly with Household Finance Corp., Chicago, as district advertising manager.



MR. MEADOWCROFT

George Olenslager, KPHO-TV Phoenix, to KOOL-TV, same city, as account executive.

James P. Driscoll to KOSI Denver as account executive

John Albaugh to KEYT (TV) Santa Barbara, Calif., as account executive.

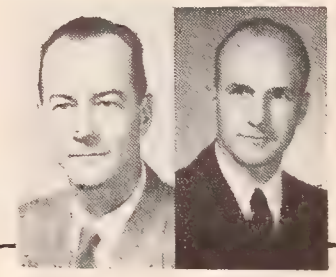
Frederick W. Smith to WMGM New York as account executive.

Thomas Montgomery, Forjoe & Co., Chicago, to sales staff of WNBQ (TV), same city.

Frank Luther, recording star and radio-tv personality, to WNAC-AM-TV Boston, as full-time consultant on children's programs and public affairs.

"DON'T MIX YOUR SIGNALS!"

by John Pepper and Bert Ferguson



Don't mix your signals! Boost traffic at Points of Purchase, by the one method that has proved effective in Memphis! The personalized communications system of WDIA! Let WDIA—the 50,000 watt station—give you the green light for a smooth flow of traffic to the point where your brand of merchandise is on sale!

Only Method

There is a fantastic Negro market in Memphis. Almost one-tenth of all the Negroes of America are concentrated in this area. Industry hands them a pay envelope, containing a quarter of a billion dollars. They want to spend it. But the entrance of industry into the South has been too recent . . . their own expansion of economy too swift . . . without guidance, they don't know what to buy. Readership is yet very low—therefore, newspaper advertising is ineffective. TV ownership is too limited to give more than nominal results. The only medium, which is able to reach those 1,237,686 Negroes, is WDIA. Its listenership is tremendous. Its customized programming, featuring Negro stars, entertainers, and personalities, produces concrete sales figures as no other medium has done—or can do!

Market Control

With its 50,000 watt coverage, WDIA dominates the Negro market in Memphis and surrounding trade zone. WDIA's 50,000 watt spread—the most powerful radio station in Memphis—makes contact. Then, its Staff establishes rapport with listeners, who comprise the largest Negro market in the nation. Its entertainers captivate the minds, enslave the hearts, and condition the buying habits of 1,237,686 potential consumers of your product.

Ad Placement

Place your advertising in the only medium where it can do good. Channel your sales approach through WDIA. Reach and sell 1,237,686 Negroes, who have over $250,000,000 to spend, this year. Let WDIA specialists direct traffic to converge at the points of purchase, where you want to move your product. These specialists are controlling sales action for national products, such as:

Kellogg . . . Maxwell House Coffee . . . Camel Cigarettes . . . Colgate Dental Cream . . . Carter's Little Liver Pills.

Write a note, on your letterhead, now, inquiring how WDIA can boost traffic . . . boost sales . . . for your brand of goods. Include, also, a request for a bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

STATIONS

Robert Olson named operations manager, WTVT (TV) Tampa-St. Petersburg and **Norman Bagwell** appointed business manager. Both held similar positions with WKY-TV Oklahoma City.

John P. Shipley, chief engineer, WKNB-TV New Britain, Conn., named operations manager.

Morris Wattenberg, advertising-promotion manager, WRCV-AM-TV Philadelphia, to WABC-AM-TV New York in similiar capacity.

Malcolm G. Morehouse, assistant business manager, KCBS San Francisco, appointed business manager, succeeding **George B. Stadtmuller,** named director of accounting.

Maurice Hesslegrave to WSRS Cleveland, as public relations-merchandising manager.

Bob McCoy, staff director, WITN (TV) Washington, N. C., to production manager.

Mel Leavitt, sports-special events director, WDSU-TV New Orleans, to program director.

Charles Vaughan, producer-director, WKRC-TV Cincinnati, to WCET (TV), same city, as program director. **Howard Bruns,** Radio Cincinnati Inc., succeeds Mr. Vaughan.

Harvey A. Tepfer, promotion department, KRON-TV San Francisco, to promotion manager, KBET-TV Sacramento, Calif.

Allin G. Robinson, producer - director, WRCA New York to WCCO Minneapolis as production manager.

Chuck Bernard, KPOJ Portland, Ore., named production manager. **Ken Lomax**, KRNR Roseburg, Ore., to KPOJ announcing staff.

Charles Wallace, production manager, KVAR (TV) Mesa, Ariz., to director of special events. **Woody Hertzog,** studio manager, succeeds him. **Henry Weisheim** replaces Mr. Hertzog and **Hal Ackerman,** copy chief, Jennings & Thompson Co., same city, to KVAR as continuity director.

Patty Reynolds, traffic manager, KLOR Portland, to KGW-TV, same city, in similar capacity.

Harry Harvey, newspaperman and publicist, to KWIZ Santa Ana, Calif., as public relations director.

Maurice Kipen, musical director of Journal stations (WTMJ-AM-TV Milwaukee), joins WTMJ sales staff.

Ivan Smith, news director KPTV (TV) Portland, to KGW-TV, same city, as assistant news director.

Edmund C. Bunker, general manager, WXIX (TV) Milwaukee, was appointed general chairman of Milwaukee Area fund drive for Mentally Retarded Children, which ran Nov. 11-12.

Arthur M. Swift, sales manager, WOOD-AM-TV Grand Rapids, Mich., recuperating following recent operation.

David Hayes, president, Regional Broadcasting Co. (WACE Chicopee, Mass.), died Nov. 14.

PLAYBACK

Quotes worth repeating

DIAGNOSIS ON TV

Dr. Ralph Cancher, Oakland, Calif., addressing fellow physicians in the Alameda-Contra Costa County (Calif.) Medical Society Bulletin:

WHEN I sit watching the tv screen at night, it is not as a slothful lump, with eyelids drooping. I am not draped in an easy chair, with beer, pretzels, popcorn, salami, assorted sandwiches, apples and nuts, all neatly arranged before me. No. I sit bolt upright, eyes wide, muscles tensed, and every cerebral cell ready and waiting—for my nightly lesson in medicine.

Tv really teaches, you know. There will be something to learn about hematology, about analgesic drugs, gastro-intestinal soothers, and even an occasional glimpse into gleaming laboratories for the latest in diagnostic medicine. Anatomy, for example.

Take the stomach and its valves. I never realized before how neatly the pyloric valve works, how it keeps kicking back aspirin while slyly letting Bufferin slip through (does it turn the pills over until it can read the impression? In the dark?). It's so comforting, too to see those long lines of Bufferin pills slide into the blood stream evenly and steadily, and yet, somehow, not causing Bufferin emboli in all the major organs. It almost makes me feel sorry for those lonesome aspirin tablets, pounding and pounding upon the pyloric valve and getting kicked back over and again, while those smug Bufferins flip through every time. . . .

Next is our daily lesson in hematology. There is red blood, pale blood, bad blood, anotic blood—and then there is *"tired"* blood. Medicine has suddenly been expanded and a new category created. No, not one, but three. Because not only is there tired blood, hereafter known as hypo-Geritolemia, but obviously there will have to follow logically hyper-Geritolemia, eu-Geritolemia and dys-Geritolemia (jittery blood, quivery blood, jerked-up blood, rock-'n-roll blood, etc.). Too much Geritol and the blood deepens in color, thickens, and races about, faster, and faster, bringing new oxygen to tissues that have barely used up the old, turning pale cheeks to pink, then red, then crimson, then to deep, deep vermillion. The only kind of heart that could handle that would be the old rare syndrome we once read of known as "heart success," where the valves actually reach up into the atri above and pull the blood down into the ventricles, before it is ready, where the patient has to race up and down stairs just to keep breathing, let alone become short of breath, and where the bases of the lungs are not only dry, but become *so* dry that you have to pour water down the bronchi at intervals just to keep them moist. . . .

Of course, there is still *Medic,* to catch up on anesthesiology, aero-medicine, deafness, menopause, status thymicolymphaticus, etc. We will sit with bated breath each week, to see what is new in gonorrhea, and proctitis. Will they back up and go around, or will they plunge bravely forward?

I wonder . . . . when the tv and the radio are all used up, will they discuss trichinosis on the "ham" stations?

NEWSMAN'S CREED

Harold E. Fellows, NARTB president, in an address to the Radio-Tv News Directors Assn. in Milwaukee Nov. 17:

MY JOB is news, reporting it and interpreting it.

To this assignment today, I pray that I may bring honesty, integrity, and a respect for the public that I serve.

The truth to me shall be precious, and thus treated; and because it is precious, I will share it with others, for truth is the wealth of freedom.

I will strive to set aside prejudice during the hours that I give to this hopeful task, for prejudice is a whip that scars the mind.

My loyalty shall be to the fact, and my purpose to make it known.

But to that rigid loyalty, I pray that I may bring a compassionate understanding of the importance of the fact to the peaceful and faithful pursuits of the people who dwell in this place.

Whatever talent I have, I will give to relating faithfully this day's events.

And this evening, when it is done, I will seek tomorrow and hope to find in it the reward of yesterday.

CANNED LAUGHS

COMEDIAN Red Skelton, writing in the December 1956 issue of Pageant *magazine (Hillman Periodicals Inc., N. Y.) on "There's Too Much Laughter in the Can."*

NOW they've got whole laugh-track libraries—canned, dehydrated, hermetically-sealed human laughter, artificially preserved . . . the laughter of corpses—that's what you get on television! Now it's spreading to radio. The titter-grinder . . . is one of the most shameful frauds ever perpetrated. We are being hoodwinked into laughter, at the cost of our sense of humor. The man in the [sound] booth is now the nation's sole judge of what is funny. If he says a gag is no good—out it goes! If he likes it, it stays in. You know you've got a real boffo when the man leans on the button two or three extra seconds. He never laughs himself. He has the machine do it for him. You people are only laughing by proxy. Whenever you get tired of it and revolt, you'll find the comedians are all on your side. We hate it too.

PROGRAM SERVICES

SRTS Reports New Subscribers; To Release Programming Survey

SEVERAL stations have become new subscribers to the "shorty tunes" service offered by Standard Radio Transcription Services Inc. over the past month, SRTS reported last week. The firm noted "remarkable and unprecedented growth" of the library.

Plans are underway for early release of results of a survey conducted among member stations to ascertain type of "shorty tunes" material found to be most useful in programming, it also was announced by Olga Blohm, manager of SRTS in Chicago. Following stations have subscribed to the service: WFCR Fairfax, Va.; WIRE Indianapolis; KOCL Golden, Colo.; KOFI Kalispell, Mont.; WCCN Lawrence, Mass.; KLCH Libby, Mont.; WGAN Portland, Me.; WPME Punxsutawney, Pa.; WDUX Waupaca, Wis.; KBOE Oskaloosa, Iowa; WSAT Salisbury, N. C.; KTFS Texarkana, Tex.; CKWX Vancouver, B. C.; WDMG Douglas, Ga.; KDBM Dillon, Mont.; WISN Milwaukee; WBEL Beloit, Wis.; KPIG Cedar Rapids, Iowa, and WGBF Evansville, Ind.

Standard Radio Producing Libraries for Seeburg Co.

STANDARD Radio Transcription Services currently is working on production of two new background music libraries for J. P. Seeburg Co. The company has turned out four such libraries, comprising over 2,500 selections, in the past two years under supervision of Milton M. Blink, SRTS president.

Meanwhile, production of SRTS' new *Lawrence Welk Library Package* has been completed [B•T, Oct. 22], with following stations as subscribers: WTSV Claremont, N. H.; WBRE Wilkes-Barre, Pa.; KSD St. Louis; CJSP Leamington, Ont.; WLRP New Albany, Ind.; KAVL Lancaster, Pa.; WCOL Columbus, Ohio; WXYZ Detroit; KAWT Douglas, Ariz.; KLJV Huron, S. D.; KEVE Minneapolis, Minn.; WSFT Thomaston, Ga.; WMAL Washington, D. C., and KORT Las Cruces, N. M.

Mr. Brink also is negotiating in Hollywood for sale of the Welk library to a national account.

Christmas Package Offered

A LISTING of 27 features in its 1956 Christmas package for subscriber stations has been announced by RCA Thesaurus, New York, radio transcription library service. Both recordings and scripts are being offered stations including all types of programming—from special holiday shows to "sell effects" for the season. In addition to programs, jingles, New Year's Eve and Day shows and a 60-minute dramatization of *Christmas Carol* are being offered.

PROGRAM SERVICE PEOPLE

Roger L. Thaxter, sales manager of MagneTronics Inc. (musical transcription library), N. Y., named vice president in charge of marketing and sales.

John P. List, with Trendex Inc., N. Y., appointed vice president and treasurer.



available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

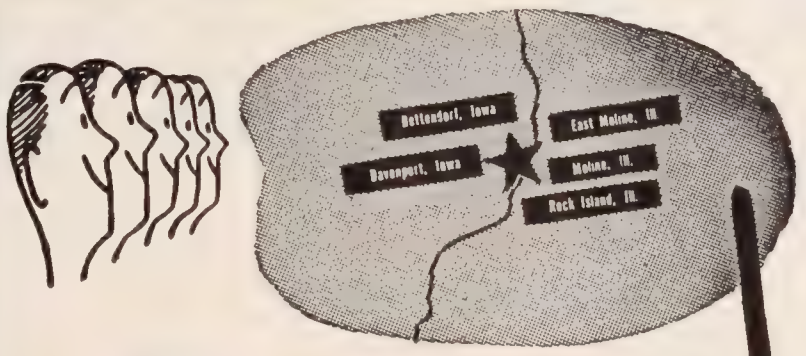
BETTER BALANCED MUSIC PROGRAMMING

C. R. Maillet, Prog. Dir. of WRNL Richmond, Virginia writes:

"Musical programs are carefully selected and presented, and offer a tremendous freedom of choice. Quality is the keynote.

"For our listeners who want and appreciate classical music, our regular Saturday night good music feature "Sound of Music" is enjoyed by many lovers of better music as is our Sunday "Classic Hour." Religious music is not overlooked and has a place in our schedule. Popular music lovers are presented with approximately ten hours of daily well chosen selections by three outstanding disc jockeys: Fred Haseltine, Ray Schreiner and Bob Joyce. It readily can be seen why WRNL not only maintains, but steadily builds its musical audience.

"We find the SESAC Library very helpful to us from a variety and quality standpoint in carrying out our musical programs."



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.



The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

DAVID PARTRIDGE NAMED TO HEAD BROADCASTERS PROMOTION ASSN.

ORGANIZATION of the new Broadcasters Promotion Assn. was completed during the closing business sessions of the group's first annual seminar [B•T, Nov. 19], highlighted by selection of David Partridge, Westinghouse Broadcasting Co., as president.

Other officers named were Charles Wilson, WGN-AM-TV Chicago, as first vice president, and Montez Tjaden, KWTV (TV) Oklahoma City, Okla., second vice president, along with 12 directors for varying terms.

Several seminar delegates expressed interest in joining BPA, which will maintain three membership groups: (1) active, comprising executives with national or regional networks, stations and multi-ownership organizations ($30 annual dues); (2) affiliated, with additional members from same entities ($15), and (3) associate, comprising people who perform promotion functions for broadcasting from such fields as station representatives, trade publications, film and package firms, public relations and research ($60). Agencies which have networks or stations as clients also will be eligible for membership. Membership services are yet to be determined.

Terms of officers and directors become effective Jan. 1, 1957. Directors named and length of their terms follow:

(Three years)—Bruce Wallace, WTMJ-AM-TV Milwaukee; Haywood Meeks, WMAL-TV Washington, D. C.; Roy C. Pedersen, WDAY-AM-TV Fargo, N. D.; Sam Elber, WERE Cleveland; (two years)—Gene Godt, WCCO-TV Minneapolis; Marion Annenberg, WDSU-AM-TV New Orleans; Joe Zimmerman, WFIL-AM-TV Philadelphia; Joe Hudgens, KRNT-AM-TV Des Moines; (one year) — John Keys, WMAQ; WNBQ (TV) Chicago; Paul I. Woodland, WGAL-AM-TV Lancaster, Pa.; Foster H. Brown, KMOX St. Louis, and Howard W. Meagle, WWVA Wheeling, W. Va.

What one radio-tv station representative executive described as the "present instability of radio ratings" commanded more than passing interest during the seminar, held at Chicago's Sheraton Hotel.

Whether there was much prospect of any changes in present methods of rating block programs, particularly by quarter-hour segments, was posed in a question posed at an audience measurement session featuring Dr. Sydney Roslow, director of The Pulse Inc.; William Wyatt, vice president, A. C. Nielsen Co.; Frank Stisser, vice president, C. E. Hooper Inc., and James W. Seiler, director, American Research Bureau.

Mr. Stisser commented that "the further we get away from one-quarter hour ratings, the better off we will be, because it has become a sort of political football." He felt it would be better for buyers. Mr. Roslow noted advantages and disadvantages of rating quarter-hours within three- or four-hour program blocks and said that "if industry wants it (average overall ratings), we can do it and have done it."

A. C. Nielsen last week distributed a new Nielsen Station Index brochure to agency clients and station representatives stressing dimensional value of cumulative audience ratings for multi-weeks over those for per-broadcast audiences in radio-tv.

Mr. Wyatt cited the new Nielsen NSI brochure, which contains case histories weighing cumulative audiences (different homes reached) against those measured per-broadcast, for single time periods. Other case histories dealt with radio's "reach" in homes on spot or strip buys.

Radio's "instability" in ratings was cited by Wells Barnett, assistant to the president of Blair-Tv and John Blair & Co. He urged stations to "insist" on certain changes in reporting audience which would enlarge the base of small sample size measurements used by one rating service and covering participation programs. He described results in those instances as "valueless."

In a merchandising pros-and-cons session during the seminar, Max Buck, manager of WRCA-TV New York, discussed how far stations can go in providing such services to advertisers. He declared that "no commercial ever sold a slice of Kraft cheese" and that selling calls for combined cooperation of advertisers, agencies and media.

"Moochindising is a one-sided proposition —it takes two to merchandise," Mr. Buck observed in a talk filled with humorous comments. He said that the big job of broadcasters, manufacturers and others in 1957 will be to transform commercials into customers and added:

"We have learned that we are not in business to sell time but in business to sell goods," Mr. Buck said, referring to NBC "Chain Lightning" and other merchandising activities involving merchants and retailers.

In reply to a floor question, R. S. Macdonald, advertising director of Quaker Oats Co., said he didn't believe stations felt merchandising was a form of "rate-cutting" when asked to furnish certain types of services to advertisers.



OFFICERS and directors of the newly-formed Broadcasters Promotion Assn. include (l to r): seated, Haywood Meeks, WMAL-AM-FM-TV Washington; Samuel Elber, WERE Cleveland, Ohio; David Partridge, Westinghouse Broadcasting Co., president; Montez Tjaden, KWTV (TV) Oklahoma City, second vice president; Charles Wilson, WGN-AM-TV Chicago, first vice president; Bruce Wallace, WTMJ-AM-TV Milwaukee; and standing: Roy Pedersen, WDAY-AM-TV Fargo, N. D.; Marion Annenberg, WDSU-AM-TV New Orleans; Joe Hudgens, KRNT-AM-TV Des Moines; Foster Brown, KMOX St. Louis; Paul Woodland, WGAL-AM-FM-TV Lancaster, Pa. Not present were board members Gene Godt, WCCO-AM-TV Minneapolis; Joe Zimmerman, WFIL-AM-FM-TV Philadelphia; John Keyes, WMAQ-AM-FM, WNBQ (TV) Chicago, and Howard Meagle, WWVA-AM-FM Wheeling, W. Va.

Committee Adopts Code Symbols

TWO identification symbols for use by stations and networks adhering to the NARTB Radio Standards of Practice were adopted Nov. 16 at a Washington meeting of a special standards subcommittee headed by Worth Kramer, WJR Detroit. An audio symbol of station-break length, with musical background, and visual seal of good practice will be submitted to NARTB Radio Board for approval at February meeting. The visual seal will be used on letterheads, promotion material and other station papers. Attending the meeting besides Chairman Kramer were Carleton Browne, WTVL Waterville, Me.; Cliff Gill, KBIG Avalon, Calif., and Walter Wagstaff, Pioneer Broadcasting Co., Portland, Ore.

Kendall Heads ABA Committee

JOHN W. KENDALL, Portland, Ore., attorney (Black, Kendall & Tremaine), has been named chairman of the Committee on Communications, American Bar Assn. Mr. Kendall, son of the late John C. Kendall, at one time worked for the Washington law firm of Fisher & Wayland (now Fisher, Wayland, Duvall & Southmayd). Among the members of Mr. Kendall's committee is William A. Porter, Bingham, Collins, Porter & Kistler, Washington radio-tv law firm, who served as chairman of the group for the last two years. Other members are Kenneth F. Burgess, Chicago, Harry L. Dunn, Los Angeles, James D. Fellers, Oklahoma City; Charles E. Kenworthey, Pittsburgh, Pa., and Arthur L. B. Richardson, New York.

RAB Reports Status Of Automobile Radio

IN 10 YEARS the count of auto radios in the U. S.—now placed at 35 million—has increased 366%, according to a new report on the status of automobile radio, called "Listeners on Wheels, 1956," prepared by Radio Advertising Bureau and mailed last week to member stations.

Weekly winter daytime auto radio audience was set at 22.9 million families who listen 213.6 million hours each week.

Sherril Taylor, RAB vice president and promotion director, called the report "the most thorough . . . ever published on a medium which has become highly important, if not absolutely necessary, for those advertisers whose products demand 'point of decision' advertising to the automobile driver, and to every advertiser who wants to reach large numbers of customers on their way to buy."

Asserted Mr. Taylor: "This brochure points up the fact that the total size of the automobile radio audience alone challenges that of many major competing media."

The report presents data on penetration, sales of new radio-equipped automobiles, listenership by day-parts both weekdays and weekends, audience composition by day-parts, cumulative daily and weekly audiences, and amount of time spent with the medium both daily and weekly.

Network Officials to Take Part In SDX Louisville Convention

SIG MICKELSON, CBS Inc. vice president in charge of news and public affairs, and Davidson Taylor, NBC vice president for public affairs, head a list of top news executives slated to take part in the 47th annual convention of Sigma Delta Chi in Louisville starting this Wednesday and concluding Saturday.

Some 400 members of the national journalistic society are expected to attend the convention which will feature talks by Dr. Alberto Gainza Paz, publisher of *La Prensa* at Buenos Aires, and Abbott Washburn, deputy director, U. S. Information Agency.

Mr. Mickelson and Mr. Taylor, along with Turner Catledge, managing editor, *New York Times;* Julius Frandsen, news editor, United Press, Washington, and William Beale, bureau chief, Associated Press, Washington, will take part in a forum on the 1956 elections and campaigns. Abbott Washburn, deputy director of the U. S. Information Agency, will be one of those participating in a forum on freedom of the press.

Fellows Sees Spectrum Shortage As Jeopardizing Freedom of Tv

TELEVISON's status as a free medium is jeopardized by the shortage of spectrum space as well as by the proposed pay-tv system, NARTB President Harold E. Fellows said Tuesday in an address to a Rotary-Kiwanis conference in Baltimore.

Radio provides full and selective service in about every home in the nation, he said, whereas television cannot provide complete service because of technical limitations. "Freedom under license stands in peril until the day when tv is available to all the people," he added.

In an address Saturday to the National Assn. of Tv & Radio Farm Directors, Mr. Fellows said the basic appeal of farm programming is of interest to any consumer because "progress has brought him closer to the problem of the farmer." He told the convention, meeting in Chicago, that "the real challenge in the field of farm programming lies in the fact that everything new has not been tried." He urged "'solid, creative thinking to bring excitement to the idea of farm broadcasting" and "creative management" to make a farm broadcaster's job more effective. He proposed that station managers having a fulltime executive in the area of programming should accompany farm broadcasters on occasional tours of the listening area.

CBC Business Increase of 25% Reported at N. Y. Pioneers Meet

COMMERCIAL business of the Canadian Broadcasting Corp. is "better than ever" and currently running 25% above last year's rate, Ernest L. Bushnell, CBC assistant general manager, told a luncheon meeting of the New York chapter of Radio Pioneers last week.

The 25% boost would push CBC's 1956 volume to about $16 million.

Mr. Bushnell, whose career also has encompassed concert singing, station management (CFRB Toronto), establishment of what is said to be the first "radio" advertising agency in Canada, and the post of director general of CBC programs, spoke Tuesday at the first of three round-table luncheons scheduled by the New York Pioneers chapter this season.

Sketching the background and current status of broadcast operations in Canada, Mr. Bushnell made plain that in his view "advertising dollars alone in Canada will not today—and I predict for a long time to come —will not support the full cost of a Canadian nationally operated tv or radio system.

"We are in the commercial network business and in tv we accept national, regional and local accounts [In radio, he said at another point, "we have left the 'local' business mostly to privately owned stations," but "we will gladly accept the challenge" if the current Royal Commission on broadcasting should recommend that CBC become "truly" competitive]. We are also charged under the act by which we were created to provide a national and regional non-commercial service.

"Our tv network is composed of our own eight stations (six English and two French) and 29 privately owned tv stations all of which are affiliated with our national network. A national advertiser *must* buy all of them . . . The deal we have with our privately owned affiliates, we think, is a better one for them than they [affiliates] get here [U. S.]."

His reference to the requirement that national advertisers buy "all" CBC affiliates aroused particular interest in view of strong attacks recently in proceedings before both

Give the Gift you'd like to get yourself...



ARMCHAIR SHOPPING SERVICE

Hennessy is available everywhere, but you can now *send* Hennessy as a gift to friends and business associates in 30 states. For information, write, wire or phone: *Beverage Gift Service, Dept. H, City National Bank Bldg., Beverly Hills, California. CRestview 1-6286*

★ ★ ★

HENNESSY

The World's Preferred COGNAC BRANDY

84 Proof • Schieffelin & Co., New York

Senate and House investigating committees on U. S. networks' policies requiring the purchase of a minimum number of basic or "must-buy" affiliates.

Frank Pellegrin of H-R Representatives, president of the New York Pioneers chapter, presided over the meeting.

Television Bureau of Advertising Names Accas to Vice Presidency

GENE ACCAS, Television Bureau of Advertising director of operations, has been elected vice president of the sales and promotion organization, Norman E. (Pete) Cash, TvB president, announced last week. Mr. Accas takes over the post held by Mr. Cash before the latter was elected president recently.



MR. ACCAS

Mr. Accas was director of research and sales development at ABC before he joined TvB last February. Prior to his association with ABC, where he held various executive posts in sales, promotion, advertising and publicity, Mr. Accas was with NBC as a sales presentation writer, and before that with Foote, Cone & Belding in a research capacity. Mr. Accas coordinated the research and sales promotion divisions at TvB.

Dougherty Heads Missourians

EARL DOUGHERTY, KXEO Mexico, Mo., has been elected president of the Missouri Broadcasters Assn. He succeeds C. L. Thomas, KXOK St. Louis. Other officers elected at the recent fall meeting were Bruce Barrington, WEW St. Louis, vice president, and E. A. Richter, KWOS Jefferson City, secretary-treasurer. Directors elected were C. H. Harrison, KDOA Kennett; William H. Clark, KFSB Joplin; George W. Armstrong, WHB Kansas City, and Ed Hundley, KTTN Trenton.

BAC to Spotlight Network Spot

EFFECTIVE WAYS of buying network and spot radio and tv will be discussed by an agency-station representative panel at a luncheon meeting of the Broadcast Adv. Club of Chicago in that city today (Monday).

Panelists will include Arthur Bagge, midwest radio sales manager, Peters, Griffin, Woodward Inc., station representative; Leonard Matthews, vice president and media director, Leo Burnett Co.; Richard Paige, media director, North Adv. Inc., and George Stanton, assistant media director, Tatham-Laird Inc. James L. Stirton of MCA, BAC president, will preside.

Fund for Republic Elects Roper

PUBLIC opinion analyst Elmo Roper has been elected chairman of the board of the Fund for the Republic, New York, succeeding Paul G. Hoffman, who continues as the fund's director, it was announced last week.

MUSICIANS FILE SUIT AGAINST AFM ON RECORDING WORKERS' BEHALF

- **Action brought in Los Angeles by 91 members of Local 47**
- **$8,587,900 in damages asked for 6,000 union members**
- **Redirection of trust fund payments sought through injunction**

REPRESENTING the first of several major legal actions which in effect challenge James C. Petrillo's hold on the American Federation of Musicians, a suit was filed in Los Angeles Superior Court Wednesday against AFM on behalf of 6,000 musician members employed in the phonograph recording industry.

The suit asks total damages of $8,587,900 from the AFM and seeks an injunction to restrain the various phonograph recording and manufacturing companies from making any further "royalty" or "wage increase payments" to anyone other than the musicians themselves—meaning not to the AFM trust fund.

The suit stems from the revolt against Mr. Petrillo and his policies which has been building up steam within AFM Local 47 in Hollywood and in which rebel leader Cecil F. Read was "expelled" by the last AFM national convention in Atlantic City for opposing the AFM leadership. Mr. Read is one of 91 plaintiffs in the suit, all of whom are recording artists and members of Local 47. The voluminous document was filed by Los Angeles attorneys Harold A. Fendler and Daniel A. Weber.

This action will be followed by the end of the year with another big musicians' suit against AFM involving the "diversion" to the trust fund of monies earned from the rescoring of old movie films for use on tv and after the first of the year by still a third suit challenging the trust fund royalty principles involved in the making of new entertainment films expressly for tv, it was learned by B•T.

Foreign Competition's Effect

Spokesmen for the plaintiffs said that the latter tv film policy has forced producers to use imported foreign sound tracks for their films in nine out of ten cases, depressing the opportunity for "live" musicians in the U. S. to that extent.

In addition to Mr. Read, other musicians among the 91 party to the suit filed in Los Angeles last week include Buddy Cole, Pete Candoli, Knobby Lee, Barney Kessel, Matty Matlock, Murray McEachran, Teddy Nash, Dave Pell and Alvin Stoller.

The 91 filed what is called a "class suit" or "representative suit," which if won would mean that the damages collected would be dispersed among all 6,000 recording musicians in the U. S. in portions comparable to their respective work contributions as determined by a court-appointed referee. Of the 6,000 recording musicians, about 2,000 live in the Los Angeles area, 3,000 in New York and the remainder scattered about the U. S., B•T was told.

AFM headquarters in New York late Wednesday declined to comment on the suit pending service of papers.

In the phonograph industry suit, the plaintiff musicians allege that a collective bargaining agreement was negotiated for them by AFM in January 1954 which specifically provided for wage increase payments of 10% commencing Jan. 1, 1954, and of 21% commencing Jan. 1, 1956, but that in "breach of its fiduciary obligations" the federation arranged for all of the wage increase payments to be paid directly to Samuel R. Rosenbaum of New York, as trustee of a music performance trust fund. This trust fund was to be used for the purpose of arranging concerts throughout the U. S. and Canada "at such times and places as in the judgment of the trustee would contribute to the public knowledge and appreciation of music."

The plaintiffs and other instrumental musicians whose wages have been diverted to this trust fund are alleged to have received no substantial benefit therefrom and allege that Mr. Petrillo, president of the federation, at all times acted in hostility to them and their best interests. The plaintiffs further allege that they have been given no actual wage increases since 1946, although general wage increases have been granted in other industries.

Recording Firms 'Neutral'

The plaintiffs contend that the various phonograph recording companies, such as Columbia, Mercury, RCA Victor, Capitol, Decca, King, and the other 78 recording companies named in the complaint, intended and desired to have such wage increase payments paid directly to the musicians, but were compelled to sign the 1954 phonograph record labor and trust agreements which required them to make such payments to the trust fund. They assert that in fact each and all of the phonograph record manufacturing companies are "neutral" in respect to the controversy.

The complaint alleges that in addition to $1,737,900 in wage increase payments diverted to the trust fund, that the federation required the recording companies to make royalty payments amounting to at least one cent per record upon all records sold or manufactured during the term of the collective bargaining agreement, and that such royalty payments since Jan. 1, 1954, have aggregated $6,750,000, and before the termination of the agreement on Dec. 31, 1958, will aggregate a total of $12,500,000.

These royalty payments are alleged to constitute money which belongs to the plaintiffs because it arises from their services. They charge that if the federation had exercised loyalty and good faith in its collective bargaining agreements, the recording companies would have agreed to pay amounts

equivalent to such royalty payments to the plaintiffs as increased wages.

The complaint also charges that the members of the International Executive Board of the federation "abdicated to Petrillo their collective bargaining responsibilities on behalf of the federation to the grievous detriment of the plaintiffs," and that they were "actuated by the selfish aim and purpose of perpetuating themselves in office and of maintaining their hold and control over the affairs of the federation" by using "the medium of such trust fund payments to win the support of officials of the federation's locals and member musicians throughout the United States and Canada, who vastly outnumber the plaintiffs and who were and are not employed by the phonograph recording companies, and who actually make no contribution whatever" to the trust fund, but "whose continued support was and is courted and coveted by Petrillo and the International Executive Board, at plaintiffs' expense."

The complaint asks for judgment specifically declaring the provisions of the 1954 agreements to be invalid insofar as they require wage increase payments and royalty payments to be diverted from the plaintiffs and paid into the trust fund. The complaint further asks that all monies presently in the hands of Samuel R. Rosenbaum as trustee of the trust fund be declared to be held in trust by him for the 6,000 musicians who have actually rendered services in producing the phonograph records in question, and requests an injunction restraining the recording companies from making any further wage increase or royalty payments to the trust fund.

Finally, the complaint asks for damages solely against AFM for $1,737,900 wage increase payments diverted from the plaintiffs to the trust fund since Jan. 1, 1954, and for additional damages in the sum of $6,750,000 for so-called royalty payments made by the recording companies to the trust fund since Jan. 1, 1954, which the plaintiffs allege comprised the wage increases which should have been negotiated by the federation for their benefit and which the recording companies would otherwise have paid to the plaintiffs.

A spokesman for the Read group said that the AFM is the only bargaining agent in the country which does not submit its contract proposal to the union membership for approval either in principle or content. He estimated that the 6,000 recording musicians constitute less than 3% of the total AFM membership.

It was estimated that more than $1 million has been diverted to the trust fund since June 1955 from "wages" due musicians in "re-scoring" of old movies released to television. Another $4 to $5 million will be so diverted in the next couple of years from this transfer of old movies to tv, it was estimated, not to mention the "millions" which are going into the trust fund from the AFM royalty of 5% on the sale of the films.

Two agreements are involved in this movies-to-tv field. One is dated June 1, 1952, and the superceding one Feb. 1, 1954. They provide that each musician who worked on the original movie is to be paid amounts ranging from $25 to $75 when the film is sold to tv. B•T was told no work is done by the musician in the "re-scoring." In addition, 5% of the sale price must go to the trust fund.

However, in June 1955, in a notice printed in the AFM magazine, the membership was informed that the International Executive Board had decided it was too difficult to locate individual musicians or their beneficiaries to continue to make the payments, so instead the money would also go to the trust fund, a spokesman explained.

Recourse to Foreign Music

In the tv film field, AFM negotiated a contract in 1951 which called for 5% of the production cost to be paid directly into the trust fund as a royalty, B•T was told. The Los Angeles musicians group contends that this policy has forced tv film producers to turn to foreign recordings for their music since the 5% royalty could run as high as five to 10 times what they would actually pay live musicians if they hired them to do the same job. It was pointed out that there has not been a significant "contribution" to the trust fund from this source. Hence the suit expected to be filed early next year will challenge the principle involved.

Mr. Petrillo and AFM have had a stormy life in the music business.

In 1943, after a strike of over a year, the AFM succeeded in establishing a record trust fund under the control of the union. Payments into this fund were to be made by record manufacturers on the basis of the number of records sold. Money from this fund was allocated by the federation to all locals of the union for the giving of free public performances. This was not a trust fund providing benefits (hospitalization, unemployment benefits, or pension funds) for the musicians who worked for the record companies contributing, but provided benefits for those who had never worked for these companies, the Read group declared.

This type of fund was made unlawful with the passage of the Taft-Hartley Act in 1947 and subsequently Mr. Petrillo and the federation ordered another strike, although it was characterized as a statement by the federation announcing that with the end of



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1947 record contract the federation would not permit union musicians to make any more records ever.

Then, after one year (1948), an agreement was reached which apparently complied with the provisions of the Taft-Hartley Act. As a condition precedent to the signing of the labor agreements with the union (1948 phonograph record labor agreement), the recording companies were required to sign the 1948 phonograph trust agreement. This trust agreement appointed Samuel R. Rosenbaum as trustee and called the former royalty payments "voluntary contributions." As an additional inducement to the record companies to sign this trust agreement there was to be a five-year contract at no increase in wage scales over the 1946 wage rate, it was recalled.

In 1954, during negotiations for a new five-year contract with the record companies, it was reported that the recording wage scales were to be increased 10% for the first two years and 21% for the last three years of the proposed contract. The "royalties" to the trust fund also were being increased (7½% of the former rate).

When the contract was made public, it was learned that the wage raises had been diverted to the trust fund, a statement by the Read group said.

Appeal to International

Protests were made by musicians and Local 47 to no avail and in January of 1956 this diversion of a wage raise to the trust fund was appealed, along with other trust fund policies of the federation, to the International Executive Board by Mr. Read in person. This "appeal" on behalf of all recording musicians was authorized by the unanimous action of the September 1955 general meeting of Local 47. The appeal was denied. The diversion of wage raises in the recording industries was further appealed, by means of resolutions to the 1956 convention of the AFM, which were denied.

Several months ago Mr. Read obtained a temporary court order suspending his expulsion from AFM pending formal court action. The suit has not yet been filed.

Meanwhile, back at Local 47, all is not well. Two principal slates of candidates are whipping up political fury to gain control of the 15,000-member local. One is the Read group and the other is the original pro-Petrillo faction, headed by John te Groen. Local election date: December 17.

SAG Gets Agreement From Reed To Pay Tv Film Residual Fees

JOHN L. DALES, national executive secretary of the Screen Actors Guild, announced last week that negotiations with tv producer Roland Reed have been completed and arrangements made for Mr. Reed to pay residual payments due actors in four television series.

Pending action by the guild board of directors approving the settlement, Roland Reed Tv Inc. has been removed from the guild's unfair list. Roland Reed Tv Inc. makes tv commercials and industrial films. Other Reed tv firms are inactive at present.

Mr. Dales said that no details of the settlement with Reed will be announced until approval by the guild board. The series involved were *My Little Margie, The Stu Erwin Show,* also known as *Trouble With Father, Space Ranger* and *Waterfront.*

$20 Million Planned For ASCAP Members

AMERICAN Society of Composers, Authors & Publishers reported last week that approximately $20 million will be distributed to members in 1956, described as "the highest figure in ASCAP history."

ASCAP's treasurer's report to the membership showed that the $20 million figure included approximately $2.5 million distributed to U. S. songwriters and publishers from European earnings. The report indicated that administrative expenses of ASCAP have risen to about 17½% of total revenue from 16% of the past several years. This increase was said to stem largely from the widening of ASCAP's radio and television station logging coverage, wth additional personnel and business machines used from this activity.

NLRB Names WDSM-TV Bargainers

QUALIFICATIONS of a number of employes of WDSM-TV Duluth-Superior to participate in a bargaining ballot requested by IATSE were decided by National Labor Relations Board in ordering an election. Excluded from the unit were the chief photographer, tv directors, news director-editor and an artist. Included were all floormen or floor managers, motion picture photographers, film cutters and splicers, station wagon driver, continuity director, continuity writer, merchandise girl and traffic manager. All other employes, guards and supervisors were excluded.

Writers Guild Adds Analysts

AFFILIATION of the Story Analysts Guild of New York as a chapter of Writers Guild of America East was announced last week by WGA-E, which said that collective bargaining negotiations in behalf of analysts will be undertaken shortly. Story analysts in New York, who evaluate material considered for dramatic production in tv and motion pictures, number about 40 and are employed at television networks and at film studios.

AFTRA Members Ratify Pact

A NEW two-year contract negotiated by radio and television networks and transcription companies and the American Federation of Television & Radio Artists [B•T, Nov. 19] was ratified at AFTRA membership meetings last week in New York, Los Angeles and Chicago. Formal signing of the contract is expected to take place this week. Provisions of the pact will be retroactive to Nov. 15, when the old contract expired.

College of Pacific Students Use KOVR (TV) as Laboratory

AT THE invitation of General Manager Terry Lee, tv students of College of the Pacific, Stockton, Calif., are "invading" KOVR (TV) that city each Tuesday evening for experimental production projects.

Students have full use of microphones, cameras, lights and props in their KOVR laboratory. The sessions are coordinated by Bel Lange of KVOR and John C. Crabbe, COP radio-tv director. No student-produced programs are carried by KOVR at the present time, but on-the-air workshop productions are in the planning stage.

Typing Taught Best By Tv, Michigan State Study Shows

TELEVISION is a more effective method of teaching students how to typewrite than are classroom instructors; television students make fewer errors and have a higher rate of speed. These conclusions are based on findings of a study conducted at Michigan State U.'s Bureau of Business Research by a former MSU instructor, William R. Pasewark.

Dr. David Luck, BBR head, asserted the distinct success of the experiment, involving two groups of 22 students each over a 48-day span, should stimulate increased research into further educational uses of television.

Mr. Pasewark, now at Texas Technological College, Lubbock, said that the absence of an instructor and novelty of tv may have contributed to superiority of tele-students.

Two groups of students were matched almost identically for intelligence and given the same course, by the same instructor, in 30-minute periods five days a week for 48 days. One group took the course in classrooms and the other by open-circuit tv from WKAR-TV East Lansing, MSU outlet. The results showed tele-students typed faster on all nine separate tests.

In the final test, tele-students averaged 35.4 words a minute and 4.5 errors per individual compared to 29.3 and 5.9 for the conventional group.

RCA Scholarships Given 29

TWENTY-NINE university students from 23 states were named recipients of RCA scholarship grants totalling more than $23,000, Dr. C. B. Jolliffe, RCA vice president and technical director, announced last week. Under a new proviso of the RCA scholarship plan, Dr. Jolliffe said, the corporation is also making an unrestricted contribution of $500 to independent colleges or universities maintaining RCA scholarships.

EDUCATION SHORTS

Michigan State U., East Lansing, arranged five-day study of tv and advertising agencies operations in N. Y. for 28 of its tv students. They toured NBC-TV, ABC-TV, Benton & Bowles and BBDO.

KMOX St. Louis is carrying *Critical Issues in the Public Schools* in cooperation with Southern Illinois U. as credited college course.

NBC 4-Day Convention To Mark 30th Birthday

ADVANCE plans for its special four-day convention starting Dec. 12 at the Americana Hotel, Bal Harbour (Miami Beach), Fla., to observe the network's 30th anniversary were announced last week by NBC.

In attendance will be owners and executives of NBC affiliates (tv and radio), network stars and NBC and RCA executives. Robert W. Sarnoff, NBC's president, will deliver the principal address at the anniversary dinner Dec. 12 with Gov. Leroy Collins of Florida making the welcoming speech. Also to speak at the dinner that night: Niles Trammell, former NBC president and board chairman and currently president of WCKT (TV) Miami, who will be introduced by toastmaster Harry Bannister, vice president in charge of station relations for NBC.

A luncheon Dec. 13 will be given by affiliates for Brig. Gen. David Sarnoff, RCA chairman and a director of NBC, marking his contributions to broadcasting via his 30 years of network service and 50 years service to the electronics industry.

Festivities and program originations will highlight the convention. Programs to be telecast: *Perry Como Show* (Dec. 15, 8-9 p.m. EST); *Today* (Dec. 13 and Dec. 14, 7-10 a.m. EST); *Tonight* (Dec. 14, 11:30 p.m.-12:30 a.m. EST).

Golf tournament for executives of NBC, RCA and the affiliated stations will be held on Dec. 13 at the La Gorce Country Club, Miami, and a dinner and dance on Dec. 15.

CBS-TV Slates Annual Sales, Promotion Meetings for N. Y.

THIRD annual general managers meeting of CBS-TV spot sales is scheduled for Thursday and Friday at the Savoy Plaza Hotel in New York with emphasis on new summertime selling patterns, sales and promotion plans particularly on major film packages now owned by the majority of the stations

This portion of the agenda resembles that to be considered by CBS-TV station management in another meeting being held in New York this week (see story, page 82). Many of the executives will attend both meetings.

Also to be explored at the spot sales sessions are station progress reports, outlook on sales, programming and various other items.

Scheduled to address the session are Merle S. Jones, CBS-TV executive vice president; A. W. Barber, general advertising manager and sales promotion manager of Dan River Mills Inc. and Richard Salant, CBS Inc. vice president.

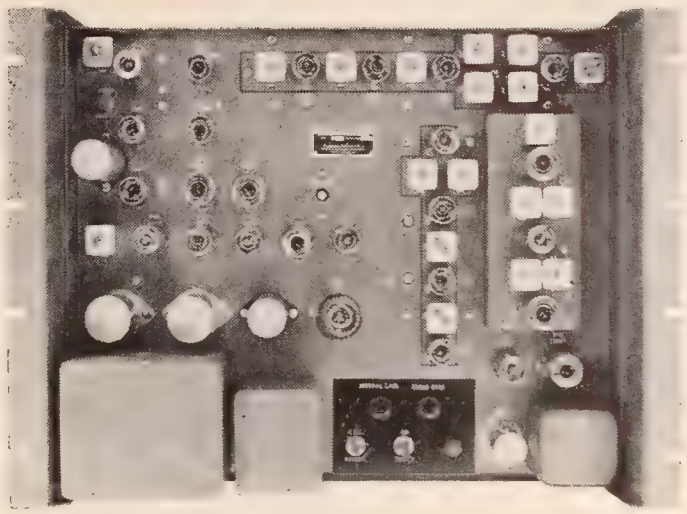
10 New Stations Join Keystone

TEN stations have signed as affiliates of Keystone Broadcasting System since Sept. 28, it has been announced by Blanche Stein, station relations director. KBS now claims 913 affiliates, most recent of which are KDQN DeQueen, Ark.; KICO En Centro, Calif.; WHBN Harrodsburg and WNKY Neon, Ky.; WMBC Macon, Miss.; KDBM Dillon, Mont.; KQIK Lakeview, Ore.; WEMB Erwin, Tenn.; KTUT Tooele City, Utah and WMNA Gretna, Va.

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NBC Radio Promotes Three in Programming

THREE executive appointments at NBC Radio were announced last week by Norman S. Livingston, director of NBC Radio programs.

Allen Ludden, former radio personality in educational entertainment and since August coordinator of NBC Radio program sales, becomes manager of program planning and development; Robert Wogan, eastern program manager, was elevated to manager of program operations, and Van Woodward, script supervisor, becomes manager of the script department.

Mr. Wogan joined NBC in 1943 as a page, rising to supervisor of program operations in 1952 and eastern program manager this year. Mr. Woodward came to NBC in 1948 from WINS New York, becoming script supervisor in 1950.

NBC-TV Signs Martin, Lewis; York Pictures Withdraws Suit

A NEW contract has been signed by Dean Martin and Jerry Lewis with NBC-TV calling for individual variety shows, reportedly earning the performers about $5 million during the next 4½ years (remainder of this season and the next four years).

The contract, announced last week by Thomas A. McAvity, NBC executive vice president of network programs and sales, was consummated with York Pictures Corp., Hollywood, contractors for the former comedy team.

At the same time, Mr. McAvity disclosed that York Pictures has withdrawn its $6 million breach-of-contract suit that it had filed against the network last August [B•T, Aug. 20].

Although Mr. Lewis and Mr. Martin will appear in an equal number of individual shows, the contract permits an appearance together should they so choose. The team split up last June to work separately in motion pictures.

The new contract, which was effective Nov. 15, runs through Aug. 31, 1961, providing for two one-hour programs from January to June in 1957 and eight one-hour shows a year for the next four seasons.

New Buys on NBC Radio Total $100,000 for Christmas Shows

SIGNING within the last two-weeks of Allis-Chalmers Mfg. Co. and General Electric Co. in several special Christmas programs on NBC Radio, as well as buys by *Good Housekeeping* magazine and the Seven-Up Co., among other clients, accounted for about $100,000 in new gross billing for the NBC Radio network, it was announced last week by the network's Sales Vice President William K. McDaniel.

Allis-Chalmers, through Bert S. Gittins Adv., will sponsor the special Christmas Eve "Fred Waring Christmas Show" from 9:30-10:30 p.m. EST. GE, through N. W. Ayer & Son for Telechrom clocks, will sponsor the network's New Year's Eve coverage for the third consecutive year, while the Hearst Corp. (Grey Adv.) and Seven-up (J. Walter Thompson Co.) purchases were for *Bandstand* and *Mary Margaret McBride*, as well as the "Fred Waring Songfest." The Whitehouse Co., through Victor & Richards Inc., ordered nine special programs for its Christmas Chimes records.

ABC Elects James Beach V.P.

JAMES W. BEACH, director of ABC-TV's Central Div., Chicago, has been elected a vice president, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, announced last week.



MR. BEACH

Mr. Beach joined WBKB (TV) Chicago in 1949 and was sales manager there until appointed director of the Central Div. in 1955. He was with several Chicago radio stations in an executive capacity from 1940 to 1945, leaving the broadcast business for four years as a partner and officer in the building material and manufacturing business. Before 1940, Mr. Beach was associated with Hearst newspapers in Chicago, serving in both a sales and executive capacity in the advertising department.

NBC Promotes Brennan, Gordon

JOHN J. BRENNAN, assistant business manager of NBC o&o stations since January, last week was named business manager of the stations, coincident with the appointment of Nicholas Gordon, o&o division rate and pricing analyst, to manager of rates and program evaluation, both reporting to Thomas S. O'Brien, director of business affairs for the o&o stations.

Mr. Brennan joined NBC in 1953 as an accountant, becoming business manager of WRCA-AM-TV New York the following year. Previously, he had been with the tax department of RCA and with the public accounting firm of Price, Waterhouse & Co.

Hall Returning To CBS Radio

EDWARD E. HALL, former CBS Radio sales service manager and since last year executive vice president and general manager of Vitapix Corp., returns to the network Dec. 3 as business manager of CBS Radio network sales, it was announced last week by Sales Vice President John Karol.

In his new post, Mr. Hall will be in charge of all sales service and sales personnel, providing liaison between sales and business affairs departments.

Roberts CBS-TV Story Editor

APPOINTMENT of Ed Roberts as eastern story editor of the CBS-TV Network Programs Dept. was announced last week by Harry Ommerle, CBS-TV vice president in charge of network programs. Mr. Roberts has been a newspaperman, screen writer and an advertising executive, and served most recently with BBDO as script editor of the *Armstrong Circle Theatre* tv series and in a variety of assignments dealing with creative personnel.

NETWORK PEOPLE

Robert A. Skedgell, executive producer, CBS Radio News, named assistant CBS Radio news director.

Robert W. Sarnoff, president of NBC, father of girl, Serena Warburg, Nov. 7.



A TOUR of Studebaker-Packard plant and network-client meetings took place recently in connection with the firm's announcement of sponsorship of the Chet Huntley-David Brinkley *NBC News* program on 84 stations each Monday. Touring the plant are (l to r) Mr. Huntley; Carl K. Revelle, general sales manager of Studebaker-Packard; Edward J. Lievens, plant manager of stamping division; Jack Carson, NBC New York tv network sales, and Robert McKee, NBC Central Div. tv network sales.

Tv Set Shipments Down For Sept., 9 Months

TV SET shipments to dealers in September totaled 829,126 units compared to 535,936 in August and 1,019,191 in September 1955, according to Radio-Electronics-Tv Mfrs. Assn. September was a five-week statistical month. Nine-month shipments in 1956 totaled 4,590,242 tv sets compared to 5,174,732 in same 1955 period.

Following are cumulative tv set shipments to dealers by states for the first nine months of 1956:

State	Total	State	Total
Alabama	73,643	N. H.	15,230
Arizona	31,075	New Jersey	157,882
Arkansas	46,538	New Mexico	16,291
California	437,614	New York	510,843
Colorado	36,973	No. Carolina	98,835
Connecticut	73,557	No. Dakota	14,633
Delaware	12,203	Ohio	255,832
Dist. of Col.	40,444	Oklahoma	61,351
Florida	148,970	Oregon	51,790
Georgia	100,648	Penna.	311,127
Idaho	17,305	Rhode Island	23,253
Illinois	252,157	So. Carolina	43,956
Indiana	115,050	So. Dakota	15,645
Iowa	51,836	Tennessee	83,755
Kansas	50,993	Texas	251,813
Kentucky	75,200	Utah	17,036
Louisiana	86,989	Vermont	11,724
Maine	26,726	Virginia	85,601
Maryland	60,522	Washington	71,908
Mass.	136,521	W. Virginia	51,679
Michigan	183,130	Wisconsin	84,147
Minnesota	68,625	Wyoming	4,934
Mississippi	43,183	U. S. TOTAL	4,578,983
Missouri	108,097	Alaska	2,506
Montana	15,102	Hawaii	8,753
Nebraska	38,273	GRAND TOTAL	4,590,242
Nevada	8,344		

Nine-Month Profit $3,890,765, Says Zenith Radio Corp. Report

ZENITH Radio Corp. had a net consolidated profit for itself and subsidiaries of $3,890,765 for the nine-month period ended Sept. 30, as compared to $5,004,069 for the same period last year.

A financial report issued last week reported earnings of $7.90 a share for the period this year, as compared to $10.16 in 1955. Third quarter profit totals were $1,359,941 as against $1,878,008 last year.

Zenith consolidated sales for the nine months this year were $100,568,265 compared to $108,468,108 last year.

Zenith reported tv receiver sales were down for both the nine-month and the recent quarter, but that while industry's average unit tv set prices declined in the latter period from the first six months, Zenith's own increased. Comdr. E. F. McDonald, Zenith president, attributed this rise to greater demand for the company's Space-Command remote control tv receivers. He said they accounted for more than 40% of Zenith's tv dollar volume during the quarter ended Sept. 30.

Comdr. McDonald alluded to "the unwarranted publicity and pressure by one large manufacturer" [obviously RCA] for color tv as "a major disturbing element" affecting the tv receiver industry. He said Zenith has developed a 21-inch color receiver "using the latest type rectangular tube," noting present sets incorporate the round color tube.



Television Included in Plans For AT&T '57 Expansion

THAT $2.5 billion which AT&T plans to spend next year on construction of new Bell facilities includes some elements for television. That was made clear in AT&T President Frederick R. Kappel's speech before the Chicago Economic Club two weeks ago. Mr. Kappel was recently elevated to the presidency of the parent Bell System company, from the presidency of Western Electric Co., an AT&T subsidiary.

In a discussion of future developments, Mr. Kappel foresaw increased use of wave guides in place of wire connections. Not only would such a system be able to send as many as 400,000 telephone conversations, Mr. Kappel noted, but it could carry as many as 400 tv pictures simultaneously.

The newest coaxial cable systems containing eight conductors will transmit 5,400 telephone conversations or a dozen television programs, Mr. Kappel declared. And, in addition, he said, new radio relay systems are being developed, designed not only to carry more telephone messages but also tv programs.

Space Tv Relays Visualized

JUST as the moon peers into a home anywhere on the earth's surface, so can man-made space satellites bring television from all over the world into every home. That's the prediction of R. P. Haviland, General Electric rocket expert, who made the forecast last week.

Mr. Haviland estimated that a world-wide tv system could be established with four satellites travelling 4,000 miles high over the Equator. The satellites would be equally spaced about the earth and be visible at any instant from any point on the earth's equatorial region. A tv signal could then be beamed to the nearest satellite and relayed from satellite to satellite until it was desired to retransmit the signal to earth for retransmission locally.

ORRadio Sales at Record High

ORRADIO INDUSTRIES Inc., Opelika, Ala., reports its October sales were at a record-breaking high, exceeding the same month of 1955 by 74%. Irish brand recording tape sales for this year to date are 55% ahead of the corresponding period of last year, according to Nat Welch, ORRadio vice president for sales.

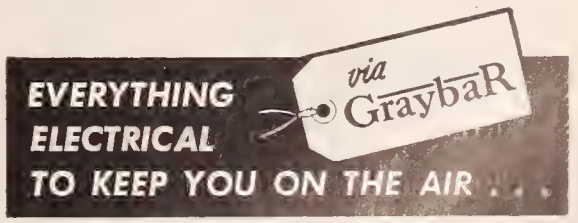


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OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

Realignment in Top Personnel Announced by Motorola Inc.

PAUL V. GALVIN has been elevated to board chairman and Robert W. Galvin, executive vice president, to president of Motorola Inc., Chicago.

Three vice presidents promoted to executive vice presidents are Edward R. Taylor for consumer products, Daniel E. Noble for industrial, semi-conductor and military electronics division and Elmer H. Wavering for automotive products. S. R. Herkes, vice president for sales, was named vice president for consumer products marketing, reporting to Mr. Taylor.

In other changes, Virden Scranton, former vice president of Motorola Ltd., Canada, was named general merchandising manager; Hal McCormick, director of advertising and sales promotion, placed in charge of consumer advertising; Jack Davis to engineering vice president, and Arthur L. Reese, former general manager of communications-electronics, was elected vice president and general manager for communications and industrial electronics under Mr. Noble.

Philco Puts Out Tape Recorders

PHILCO CORP. has entered the tape recorder field with the introduction of two tape recorders to distributors.

Model TR-200, with stereophonic sound playback, carries a suggested list price of $219.95, and Model TR-100, not equipped for sterophonic playback, carries a suggested list price of $199.95. Among features of both models are monitor switch, precision tape index timer, safety switch, push button controls, dual speaker system, tape speed control, pause control, and input receptacle.

RCA Reports on Shipments

RCA has reported shipment of a three-vidicon color film camera to WAVY-TV Portsmouth, Va. (ch. 10); six-section superturnstile antennas to KTCA (TV) St. Paul (ch. 2 educational) and KNAC-TV Fort Smith, Ark. (ch. 5); 18-section superturnstile antenna to WTVW (TV) Evansville, Ind. (ch. 7) and a 50-kw transmitter to KONO-TV San Antonio (ch. 12).

MANUFACTURING PEOPLE

William B. McLaird, sales manager, government-export division of Canada Dry Bottling Co., to Gemex Corp., Union, N. J., as vice president in charge of marketing.

Lester Krugman, vice president in charge of marketing and member of executive committee, Emerson Radio & Phonograph Co., N. Y., has resigned effective immediately.

Robert S. Kadets, formerly Boston general manager for CBS-Columbia, named general manager, Boston branch of Sylvania Sales Corp. (wholly-owned Sylvania Electric Products subsidiary), suceeding **Harley T. Litteral** who has become radio sales manager, Sylvania's radio-tv division, Buffalo.

Robert L. Shaw, national sales manager, radio-tv division, Sylvania Electric Products Inc., N. Y., to general sales manager of division. He succeeds **Bernard O. Holsinger,** named director of corporate sales promotion.

Joseph J. Kearney, equipment & parts promotion manager, RCA Tube Div., Harrison, N. J., to manager of distributor and industrial sales, RCA Components Div.

Paul M. Murphy, manager of television development of radio-tv, Sylvania Electronic Products Inc., Buffalo, named administrative engineer for division.

Harry G. McKenzie, sales staff, Gray Mfg. Co., Hartford, Conn., to general sales manager, Gray Research & Development Co. (high-fidelity sound equipment subsidiary), Manchester, Conn.

Charles T. Rosen, Family Products Div., International Latex Corp., to brand manager of Isodine Pharmacal Corp., pharmaceutical division of Latex, Dover, Del.

Juel M. Ranum, Whirlpool-Seeger Corp., St. Joseph, Mich., appointed director of public relations and continues as assistant to president.

B. J. (Jack) Kienlen, Cooke Engineering Co., Washington, to Entron Inc., Bladensburg, Md., as director of technical publications.

Charles W. Morrison, field sales representative, parts division sales office, Sylvania Electric Products Inc., Warren, Pa., transferred to Detroit office in similar capacity.

William F. Enright, Minn. Min. & Mfg. Co., St. Paul, named Ridgefield branch manager, Magnetic Products Div.

George Beaver, radio-tv service manager with a Pittsburgh appliance dealer, to Magnavox Co., Chicago, as regional field service engineer.

Dwain A. Keller, formerly technical representative for Philco Corp. and Raytheon Mfg. Co., to Kay Labs, San Diego, sales staff.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of 50 kw amplifier to KLOR (TV) Portland, Ore., and 50 kw transmitter to WAVY (TV) Norfolk, Va.

Browning Labs Inc., Winchester, Mass., announces new monitor and relay crystal controlled receiver for fm broadcast band. Features standard rack panel mounting, simplex-multiplex switch, signal strength meter, 600/150 ohms output.

Hoffman Labs Inc., L. A., announces plans to build new electronic research and development building designed to handle expanded activity of its engineering department. Building plans are part of program aimed at doubling Hoffman's engineering force within next two years.

Kay Electric Co., Pine Brook, N. J., announces Kay transifier which is reported to be first completely transistorized broadband video amplifier.

RCA, Camden, N. J., launches production on new portable tv receiver, said to be first to be nationally advertised under $100. New model, priced at $99.95, weighs only 20 pounds and has eight-inch picture tube overall diagonal, providing 36 square inches of viewable picture.

Firm also reports new hi-fi tape recorder incorporating transistors, printed circuitry and electrodynamic operation which eliminates parts formerly required to change speed and direction.

Fairchild Recording Equipment Co., L. I., N. Y., announces expansion of its recording-broadcasting studios and has rented top floor of Industrial Bldg., 10-40 45th Ave., Long Island.

Amplifier Corp. of America, N. Y., offering, without cost, illustrated four-page folder describing features of company's 15 magnetic, battery and portable Magnemite series tape recorders.

R. C. CRISLER & COMPANY, INC.

R. C. CRISLER — PAUL E. WAGNER

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
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Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

WANTED

Combo man with first ticket. DJ experience. Good opportunity large Michigan market. Send resume and telephone number first reply.

Box 583-C B•T

Spot Rates on German Tv Being Offered Advertisers

FIRST commercial spots in German television are being offered to advertisers this month by the Bavarian State Network. According to the German Tourist Information Office, New York, weekly rates are $12-$17 per second for spots ranging from 15 seconds to two mintues. Saturday rates are pegged 25% higher.

Tv is state-operated in Germany. But the Bavarian network's move to sell time to advertisers "is likely to be followed in other regions," the tourist office stated, noting that in some areas such a move has been under study. Also reported by the German tourist outlet: advertisers in Germany have formed an organization to explore the means of setting up a privately-operated network. Status of German tv: 500,000 sets now operating with next year's production of new sets estimated at 750,000.

Accusations of Soviet Press Branded False by RFE's Grew

RADIO FREE EUROPE has been "falsely accused" by the Soviet press of "inciting the rebellion" in Hungary, according to Joseph C. Grew, chairman of the board of Free Europe Committee Inc., New York, which operates both Radio Free Europe and Free Europe Press.

Mr. Grew noted that these "fears" have been expressed in some free world newspapers and radio comments as well (also see RFE denial, B•T, Nov. 19). RFE, Mr. Grew observed, "has repeatedly broadcast messages of hope and encouragement for peaceful liberation . . . performed the functions of a free press for the people behind the iron curtain" and it "has never been the policy or practice" of RFE to "incite rebellion."

Ad Council Stays Behind RFE

IN a special statement released in New York Nov. 16, the board of directors of The Advertising Council backed up Radio Free Europe's role in broadcasting to Iron Curtain countries [B•T, Nov. 19] and gave assurance it would continue to aid the Crusade for Freedom in its fund-raising efforts for RFE. The board stated that it believes RFE policies are consistent with U. S. aims of never advocating "violent revolt" of Soviet satellite countries and that specifically, RFE did not incite the Hungarian people. The Council, for the past five years, has conducted campaigns for Crusade for Freedom.



CLEAR CHANNEL BOX No. 8 N. LAREDO, TAMPS. MEX.

Study Canadian Rating Methods

A STUDY OF Canadian broadcast rating research methods has been started by the Canadian Advertising Research Foundation under chairmanship of Adrian Gamble, manager of marketing research, Procter & Gamble of Canada Ltd., Toronto. The study is being made to find out what is needed for Canadian radio and television audience measurement and will take several months. This will delay the start of rating services in Canada by A. C. Nielsen Co. and British Television Audience Measurement Co.

A committee has been established to make the study, with Robin Merry, director of marketing research of Lever Bros. Ltd., as chairman. Independent radio stations will be represented on the committee by Lloyd Moore, manager of CFRB Toronto, and Canadian Broadcasting Corp. by N. M. Morrison, CBC director of audience research.

Air Force Plans Two German Tvs

THE U. S. Air Force last week announced plans to have two television stations operating in West Germany by early 1957. A spokesman said the stations will be located in Landstuhl and Bitburg and that the projects have the approval of the U. S. and West German governments.

USIA Hiring Overseas Personnel

OPENINGS have been announced by the U. S. Information Agency for men with radio-television, advertising or motion picture experience for information and cultural officer posts in foreign service. The government specifically is looking for men 31-55, married or single, to fill positions that pay from $5,715 to $8,270 and higher, plus housing, cost-of-living and other overseas allowances. Applicants are asked to write to Mr. Robert H. Melvin, U. S. I. A., 652 Walker-Johnson Bldg., Washington 25.

King Joins Radio Liberation

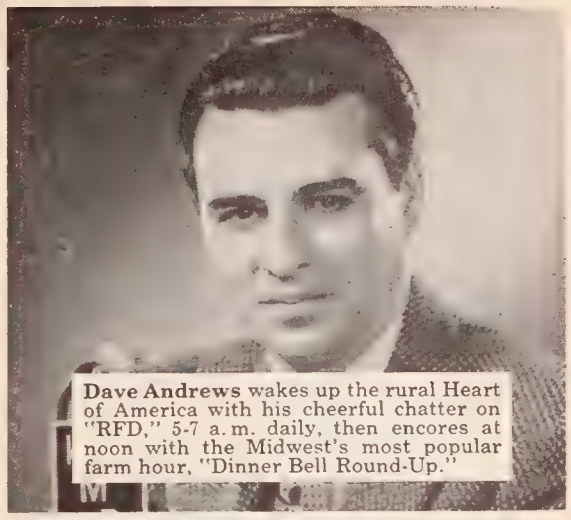
APPOINTMENT of Gene King, program director of Voice of America, to direct the programming services of Radio Liberation in the U. S. has been announced by Howland H. Sargeant, president of the American Committee for Liberation. The committee supports RL's broadcasting to the Soviet Union from transmitters in Germany and the Far East.

INTERNATIONAL PEOPLE

W. F. Walsh, formerly with James Lovick Ltd., appointed manager, branch office of Fletcher D. Richards Inc. to be opened in Montreal on Dec. 1. **T. A. Deans,** F. H. Hayhurst Adv. Co., same city, to Fletcher D. Richards as media director.

INTERNATIONAL SHORT

Canadian Broadcasting Corp., has ordered four video-tape recording and playback units for CBWT-TV Winnipeg, Man., from Ampex American Corp. Equipment to be used at Winnipeg to record national tv network programs which now reach Winnipeg live from eastern Canada via microwave.


Dave Andrews wakes up the rural Heart of America with his cheerful chatter on "RFD," 5-7 a.m. daily, then encores at noon with the Midwest's most popular farm hour, "Dinner Bell Round-Up."

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
in the Heart of America

BMI

Script Packages for Christmas

"THE WOMAN"
Portrait of the Madonna—Half Hour

"CHRISTMAS CAVALCADE"
Christmas Day, Thru the Years
(Half Hour)

"THE WORLD'S GREATEST CHOIRS"
Their Human Side & Their Christmas Music
(Half Hour)

"MERRY CHRISTMAS PARTY"
A Full-Hour Holiday Variety Show

"DID YOU SEE THE CHILD"
Half-Hour Dramatic Program

"CHRISTMAS CAROUSEL"
Seven 15-Minute Children's Programs

TIME SIGNALS—
STATION BREAKS
10, 30 and 60-second breaks

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Slenderella Salons, 'Collier's' Cross Plug in Radio Campaigns

SLENDERELLA International, Stamford, Conn., and Crowell-Collier Publishing Co., New York, will engage in "cross-plugging" on their respective radio campaigns between Dec. 1 and 15. The object of their mutual affection: an article on the Slenderella business success by *Collier's* magazine, on newsstands Dec. 6.

Slenderella, through its agency, Management Assoc. of Connecticut, will key more than 2,000 spot announcements (on 202 CBS Radio stations carrying the three Slenderella network programs, plus 163 stations in 33 markets assigned Slenderella's spot schedule) to the *Collier's* piece. Spokesmen for the figure proportioning salon chain said that the magazine will get "an estimated $100,000 worth of radio time" out of the campaign. Officials at Crowell-Collier said that while they are not going to increase their usual spot radio schedules for their Dec. 21 issue (through Grey Adv., New York), the copy will highlight the Slenderella piece as well as other articles.

KVOA-TV Tucson, Ariz., Marks Color Debut With Big Promotion

KVOA-TV Tucson, Ariz., enlisted the cooperation of the Tucson Junior Chamber of Commerce and other local civic and patriotic organizations in conjunction with the station's color debut last Saturday (Nov. 24).

The city's mayor proclaimed Nov. 24 and 25 as "Tucson's Four-Color Days," which not only saluted the debut of NBC color tv in the community but recalled the fact that Tucson served under four flags in little more than a century.

A Color Parade Saturday dramatized the early history of the West, after which a motorcade proceeded to the Tucson Sports Center, where more than 30 color tv sets were set up for the showing of the NBC-TV spectacular "High Button Shoes." A "Four-Color" ball was held in the evening. On Sunday, an historical pageant was presented in nearby Old Tucson by the Jaycees and Jaycettes.

Many of the city's festivities were to be recorded on color film, rushed to Los Angeles for developing and relayed back to Tucson via closed circuit for viewing in color. Directing the entire promotion for KVOA-TV was Jim Cox, former BMI station relations representative in New York and Hollywood.

STEREOPHONIC SOUND BY SIMULCAST

STEREOPHONIC sound—common in the lexicon of high fidelity fans—is moving into radio-tv in a unique broadcast-telecast sponsored by Prudential Insurance Co. of America. In a highly-budgeted, local show on KRCA (TV) Los Angeles, Prudential will sponsor on Dec. 2 the Burbank (Calif.) Symphony, from 5 to 5:30 p.m. It will be simulcast, being heard on KFI Los Angeles. On opening of the program, viewers will be asked to place their portable radio about six feet from their tv set and with simulanteous viewing and listening, says KRCA, effect "will be similar to the impact of stereophonic sound used in deluxe motion picture theatres." Andy Potter, tv-radio director, Calkins & Holden agency, is credited with conceiving the idea for the telecast.



COMPLETING final arrangements for the "stereophonic" simulcast are (l to r): standing, Thomas C. McCray, KRCA (TV) general manager; Rouen Westcott, NBC Sales; Andy Potter, radio-tv director at Calkins & Holden agency; Al Price, KFI Sales; Harry Gilliland, Prudential Insurance advertising manager; Charles Hamilton, KFI general manager; seated, Harry J. Volk, vice president in charge of western operations for the sponsoring insurance company.

WBAL-TV Baltimore Sets Up Committee to Clear Continuity

WBAL-TV Baltimore has set up a new continuity acceptance committee to supplement previous control procedures. The committee will clear all material to be used on the air to see that it conforms with standards of good taste as laid down by the NARTB Code and station management, according to the announcement.

The committee, composed of Assistant Station Manager Willis K. (Bud) Freiert, Program Director Sydney King and Continuity Director Charlotte Rice, announced that effective Dec. 1, all "pitch-type" shows and extended commercial announcements would be abolished on the station.

Tv Aids Children's Reading, Washington Book Fair Hears

TELEVISION does not prevent children from reading, Nancy Larrick, educational director for children's books of Random House, told those attending the *Washington Post & Times Herald* Book Fair in Washington the past fortnight.

Miss Larrick stated that tv can provide "a motivating force to bring children and books together," and that "almost any tv program can be a springboard to children's reading if we are imaginative enough to find books that will tie in with the program." Many parents and teachers fail to connect tv programs with books, she said, explaining that programs stimulate a child's curiosity.

She said the same fear about effects on reading prevailed with the introduction of the automobile, and before that, the popularity of bicycles.



Also send for details on the new Lawrence Welk Library Package

Personalized Promotion Planned

BILL McGRATH, general manager of WHDH Boston, said last week that he's felt the information about his station heretofore available to timebuyers has been sketchy, at best. So he's going to do something about it.

For one week starting today (Monday), WHDH will rent suite 850 (corresponding with WHDH's dial number) at New York's Waldorf-Astoria Hotel, install a direct hookup to Boston, allowing timebuyers to get a "personal feel" of the station by hearing its programs and talking to its personnel. On hand to receive the visitors will be Mr. McGrath, Commercial Manager Al Tanger, and members of John Blair & Co., WHDH's station representative.

KOWH Holds Open House Party

KOWH Omaha held an open house party this month for its newly decorated offices and studios. To help celebrate the occasion, KOWH disc jockeys decided to let their beards grow for a month. Todd Storz offered a $200 prize to the one with the longest and best groomed beard. Mitch Miller flew in for the occasion to judge the contest. Over 500 agency people and clients were taken on a tour of the offices and then viewed the judging of the beard contest. Mr. Miller decided that Grahame Richards and Harry Holland were both winners. He then shaved the beards off both men in full view of the audience.

Bans Christmas Music Until Dec. 1

WEJL Scranton has reaffirmed its annual policy this year and will not play any Christmas music until after Dec. 1. The station has done this in order to "retain the true spirit of Christmas and not to destroy it with overcommercialized use of Christmas music far in advance of the holiday." It also will bar rock 'n' roll, novelty and gimmick music for the holiday season because it is "not in keeping with the Christmas meaning."

Columnist Sent on Wild Chase

STAN ANDERSON, a *Cleveland Press* radio-tv columnist, was sent on a wild chase in the rain by WEWS (TV), same city, in connection with the *I Spy* program carried by that station. A personal ad in the *Press* instructing him to go to an appointed meeting place started him off on the chase. When he arrived at his destination, he found instructions to go somewhere else. The quest finally ended at the Harbor Inn where he found a woman dressed in black sitting at a candlelit table who told him, "I am the reincaration of Maria Sorrel, the famous World War I espionage agent. My story will be told on Raymond Massey's *I Spy* series. Dorothy Hart, once of Cleveland will be Maria." Mr. Anderson then returned to his office to write an account of the day's events for his readers.

'Pepe' Teaches Children Spanish

KMJ-TV Fresno is featuring a series of Spanish lessons designed for in-school viewing. The series, *Here's Pepe,* is broadcast live on Tuesday and Thursday mornings in cooperation with Fresno State College and is aimed at children of elementary school age. Kinescopes of the lessons are repeated on Saturdays for the benefit of children attending schools that do not have tv sets. A little-boy puppet, Pepe, speaks nothing but Spanish and teaches the language with the help of Mary Lou Garman, an elementary school teacher. Toni Revilla, Fresno State College Spanish instructor, provides Pepe's voice.

KBKW Celebrates Birthday

IN order to celebrate its seventh birthday, KBKW Aberdeen, Wash., held a "Back-to-School" dance for local teenagers. The admission was free and merchants donated contest prizes such as sweaters, portable radios, a man's suit, shoes and an automobile valued at $600. A 21-piece orchestra was furnished by courtesy of James Petrillo, AFM president. The station rented the local armory and 1600 teenagers showed up for the dance. The station credits the dance with increased sales and has decided to make the "Back-to-School-Birthday Party" an annual affair.

Local Students Operate KGHF

AS its contribution to American Education Week, KGHF Pueblo, Colo., gave local high school students a chance to operate the station for a day. The students handled the sales, copy, bookkeeping, announcing, news, engineering and management of the station. Over 130 students participated in the event and KGHF has decided to make this an annual affair.

EVERYWHERE YOU GO

NIGHT Capt. Jimmie Cox of the Indianola, Miss., police force has written WWL New Orleans a letter stating why he likes the station's *Dawn Beat* with Bill Cason.

Capt. Cox reported that he locked up a 19-year-old boy at 9 p.m. one night and at 5 a.m. the next morning heard a radio playing. Upon investigating, he found that the boy had knocked a hole in the roof, gone home and returned with his radio, crawling back into his cell through the hole. "I wondered what kind of a program would make a man break jail, so I tuned next morning at 2 a.m. to *Dawn Beat* and Bill Cason," the captain wrote. "Have been listening each morning ever since and find the program mighty good company."



Welcome Guests in 548,000 Homes in Western New York State*

* Plus a bonus of 577,000 Canadian Homes

WGR-TV BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WHBF
coverage area has
376,700
consumer spending units
with
$1,339,059,000.
total retail sales
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CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

HOMESPUN ID

A NEW station identification technique is being utilized by WBKB (TV) Chicago to emphasize its motto, "The Family Station." Ten families were selected from in the WBKB coverage area of Chicago and suburbs and photographed on slides with an overlay of ABC logo and phrase, "The Jones family of Chicago watches WBKB," for station break use. The announcer may vary the phrase by saying, "The Jones family is staying tuned for *The Danny Thomas Show* following over WBKB." The idea was devised and is being executed by promotion, press information and advertising department of the ABC owned-and-operated outlet.

Sponsor 'Miss Amana' Contest

IN cooperation with one of its advertisers, Amana food freezers, WTRF-TV Wheeling, W. Va., is conducting an area-wide search for a woman to do the Amana commercials over its station. The "Miss Amana" contest is being advertised by on-the-air announcements and by Amana through its salesmen. The winner will receive a $600 freezer, an all-expense-paid trip to visit the freezer plant in Amana, Iowa, and employment with WTRF-TV.

Cisco Kid Club Numbers 631,000

MEMBERSHIP of 631,000 youngsters in The Cisco Kid Ranchers Club five months after the club promotion was launched was reported last week by Ziv Television which syndicates *Cisco Kid*, a tv film series. Members joined the club at the sponsor's point of sale in 187 markets.

WPIX (TV) Issues Brochure

WPIX (TV) New York, has issued a 75-page, multi-colored brochure listing its 1956-57 programs including a synopsis and a scene from each show carried by the station. The booklet also lists the advertisers and agencies which sponsor programs.

Plan Fund for Hi-Fi Promotion

A FUND designed to "promote, publicize and advertise" high fidelity on a non-profit industry basis will be established partly through a grant from the International Sight & Sound Exposition Inc. made possible by proceeds from its 1956 Chicago High Fidelity Show.

In announcing the fund, S. I. Neiman, show president, said manufacturers and trade associations will be invited to participate and cooperate in "missionary work" capitalizing on the impact of hi-fi show promotion. A continuing national promotional program is planned the year around, according to Mr. Neiman. Leading advertising and sales promotional executives of the electronics industry will be asked to prepare promotion material for future high fidelity shows, he added.

Children's Disc Jockey Show

GLENN GREGORY, a WMIE Miami disc jockey, has inaugurated what is claimed to be "the first children's disc jockey show." The program, *Glenn & Mickey's Music Box* features Mr. Gregory and Mickey O'Day, a wooden dummy, playing recorded children's music. The show is broadcast remote from the 27th Avenue Farmer's Market where the children can visit with Glenn & Mickey on-the-air in addition to receiving gifts and prizes.

'An Apple for the Teacher'

TAKING advantage of American Education Week this month, KOLR Sterling, Colo., and two of its sponsors presented 350 Red Delicious apples to all the schools in their area. Attached to the apples was a card saying, "It's American Education Week . . . so . . . from Watkins Fashions and Fabrics, Brown Shoe Co. and KOLR Radio, 'An Apple for the Teacher'." They were placed in the center of each teacher's desk in the morning as a salute to the "unsung heroes and heroines of the classroom."

WAAM (TV) Travelogues State

A MARYLAND county will be featured each week on *The Maryland Scene*, which has made its debut on WAAM (TV) Baltimore. Bill Watson is guide on the show, featuring farm news, hunting and fishing, and films of historical places of interest.



McMURTY MANUFACTURING Co., Denver, has signed to sponsor *Krickcast* weather forecasts prepared by Irving P. Krick Assoc. on the Intermountain Network. Discussing the contract are (l to r) John G. McMurty; George C. Hatch, Intermountain board chairman; Dr. Krick, and Harry Geise, Krick director of media relations. The newscasts are aired every Monday, Wednesday and Friday.

KDKA Helps Capture Stolen Car

KDKA Pittsburgh was credited by local police for playing a key role in the capture of two teen-agers who allegedly stole an automobile containing more than $61,000 in money orders. On one of its news programs, KDKA broadcast a description and the license number of the stolen car. A listener heard the information over his car radio and realized the car in front of his had the stolen car's license number. He immediately phoned the police. They set up a road block and apprehended the two boys within an hour after the station broadcast the news. KDKA's remote news wagon recorded the youths' testimony as they were brought into the police station.

'Marvin Hunter Show' Saluted

THE *Marvin Hunter Show* on WOWO Fort Wayne, was featured as part of the pregame entertainment on Band Day at Ball State College, Muncie. The school band made formations for 1190, the station's dial position, 9:00 p.m., the time of the program and climaxed it with the formation of WOWO. The band also played musical selections associated with the show.

UPCOMING

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference. Hotel Roosevelt, New York.
Nov. 28-30: Sigma Delta Chi national convention, Louisville.
Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.
Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.
Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

Station Authorizations, Applications
(As Compiled by B•T)

November 15 through November 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Nov. 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,977	2,950	175	329	125
Fm	534	517	43	41	0

FCC Commercial Station Authorizations As of October 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearings	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	317	654[4]
Noncomm. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,044	337	813	567	1,381[3]
Noncomm. Educ.	63		36	27	63[1]
Total	1,107	337	849	594	1,444[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 701 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Paducah, Ky.—Paducah Newspapers Inc. granted vhf ch. 6 (82-88 mc); ERP 58.3 kw vis., 35 kw aur.; ant. height above average terrain 628 ft. above ground 583 ft. Estimated construction cost $563,744, first year operating cost $390,129, revenue $427,226. P. O. address 408 Kentucky Ave. Studio and trans. location Elmsdale Rd. ext. Geographic coordinates 37° 02′ 55″ N. Lat., 88° 38′ 36″ W. Long. Trans. and ant. RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **E. J. Paxton, E. J. Paxton Jr.** and family, owners of **WKYB-AM-FM Paducah.** Paxtons publish *Paducah News-Democrat.* Paducah Newspapers owns 25%, **WFRX West Frankfort, Ill.** Announced Nov. 15.

Augusta, Me.—Pine Tree Bcstg. Corp. granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 560 ft. above ground 707 ft. P. O. address % **Richard S. Robie,** Park Square, Boston, Mass. Studio location to be determined, Augusta. Trans. location Beedle Rd., 2.3 miles west of Hwy. #12, six miles south of Gardiner, Me. Geographic coordinates 44° 08′ 50″ N. Lat., 69° 48′ 43″ W. Long. Trans. and ant. GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner Mr. Robie, business interests, is .59% owner of Massachusetts Bay Telecasters Inc., applicant for Boston ch. 5. Announced Nov. 15.

Port Huron, Mich.—Stevens-Wismer Bcstg. Co. granted uhf ch. 34 (590-596 mc); ERP 22.9 kw vis., 12.37 kw aur.; ant. height above average terrain 32.5 ft., above ground 82 ft. Estimated construction cost $80,285.27, first year operating cost $45,000, revenue $45,000. P. O. address 932 Military St., Port Huron. Studio location Port Huron. Trans. location Port Huron. Geographic coordinates 42° 58′ 27″ N. Lat., 82° 25′ 27.5″ W. Long. Trans. and ant. RCA. Legal counsel R. Russell Eagen, Washington. Consulting engineer Gautney & Jones, Washington. Principals are equal partners **Harmon LeRoy Stevens** and **John F. Wismer.** Stevens-Wismer Bcstg. Co. is licensee of **WHLS Port Huron** and **WLEW Bad Axe, Mich.** Announced Nov. 15.

APPLICATIONS

New Bedford, Mass.—E. Anthony & Sons Inc., vhf ch. 6 (82-88 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,000 ft., above ground 940 ft. Estimated construction cost $870,836, first year operating cost $780,000, revenue $685,000. P. O. address 555 Pleasant St. Trans. location 2 mi. W of Nashaquitsa, Martha's Vineyard. Geographic coordinates 41° 19′ 53″ N. Lat., 70° 48′ 00″ W. Long. Trans. and ant. RCA. Consulting engineer Jansky & Bailey Inc., Washington. E. Anthony & Sons Inc. owns *New Bedford Standard-Times, Cape Cod Standard Times* of Hyannis, Mass. and **WNBH-AM-FM-New Bedford, WOCB W. Yarmouth, Mass. Basil** and **Mary C. Brewer** own controlling interest. Announced Nov. 20.

APPLICATIONS AMENDED

Birmingham, Ala.—Application of **Birmingham Television Corp.** seeking new tv amended to submit new financial and corporate data. Announced Nov. 20.

Helena, Mont.—Application of **The Peoples Forum of the Air** seeking ch. 10 amended to change to ch. 12 (204-210 mc), ERP 0.256 kw vis., 0.128 kw aur., near Intermountain College, Helena, change type ant., make other equipment changes and give additional program information. Announced Nov. 19.

Wilmington, N. C.—Application of **Carolina Bcstg. System Inc.** seeking new tv amended to change ERP to 55.64 vis., 33.37 kw aur. and make ant. changes. Announced Nov. 20.

Sioux Falls, S. D.—Application of **Video Independent Theatres Inc.** seeking new tv amended to submit new financial and corporate data and to request waiver of Sec. 3.613(a) of rules. Announced Nov. 20.

Amarillo, Tex.—Application of **Southwest States Inc.** seeking new tv amended to make further ant. changes. Announced Nov. 20.

Existing Tv Stations . . .

APPLICATION

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) to change corporate name from **Black Hills Bcstg. Co. of Rapid City** to **Duhamel Enterprises Inc.** Announced Nov. 19.

Allocations . . .

ACTIONS BY FCC

Fort Wayne, Ind.—FCC by report and order finalized rule-making in Docket 11796 and amended its tv table of assignments to assign ch. 15 to Fort Wayne by removing it from **Angola** and substituting ch. 77 in latter place, effective Dec. 20. This amendment does not affect current authorization for station **WINT (TV) Waterloo-Fort Wayne** which operates on ch. 15 assigned to Angola but with studios at Waterloo; if WINT desires, it may file application to operate as a Fort Wayne station. Announced Nov. 15.

FCC by reports and orders finalized rule-making and amended its tv table of assignments, effective Dec. 28, with transmitters to be located so as to meet the minimum spacing requirements, as follows:

Greenfield, Lowell, Mass.—Added ch. 32-plus to Greenfield in addition to its present ch. 58, and substituted ch. 78 for ch. 32 in Lowell.

Hay Springs, Neb.—Assigned ch. 8 to Hay Springs. Announced Nov. 20.

FCC by memorandum opinions and orders denied following petitions for rule-making proceedings:

Pendleton, Ore.; Walla Walla, Wash.—By **KUMA Pendleton** to delete ch. 5 from Walla Walla and assign it to Pendleton, which now has unapplied-for ch. 28. There is pending application for ch. 5 in Walla Walla.

Philadelphia, Pa.—**By WIP Philadelphia** to eliminate frequencies 88 through 94 mc from fm band and assign them to tv service as ch. 6A. Announced Nov. 20.

FCC by memorandum opinions and orders denied following requests for reconsideration:

Moses Lake, Wash.—Petition by **KSEM Moses Lake** directed against Commission's July 19 Report and Order in Docket 11369 which assigned ch. 61 to Moses Lake and denied proposal by KSEM to assign ch. 8 to Moses Lake by removing it from Walla Walla and to assign ch. 11 instead to latter city, and counterproposal of **KBAS-TV Ephrata, Wash.** (ch. 43), which sought various changes designed to deintermix vhf and uhf assignments in that general area.

New Orleans, La.—Motion by **Loyola U.** (permittee of ch. 4), New Orleans, directed against Commission's Oct. 17 memorandum opinion which denied Loyola's request to physically amend Notice of Proposed Rule-Making (Docket 11752) to substitute for Commission's proposal—which would delete only ch. 4 from New Orleans and assign it to Mobile, Ala.—proposal to completely deintermix New Orleans by also removing ch. 6; Oct .17 memorandum opinion construed Loyola's petition as counterproposal in this proceeding. Announced Nov. 20.

Translators . . .

ACTIONS BY FCC

Weed Heights, Nev.—The Anaconda Co. granted



ch. 72 (818-824 mcs) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w, ERP to community 32 w. Estimated population to be served 1,800. P. O. address % H. R. Burch, gen. mgr., Box 1000 Weed Heights. Estimated construction cost $10,150, first year operating cost $1,200. Anaconda owns Fairmont Corp., which has 25% interest in **KFBB-TV Great Falls, Mont.** Announced Nov. 20.

Prineville, Ore.—Ochoco Telecasters Inc. granted ch. 70. Trans. output power 10 w. ERP to community 835 w. To rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Estimated population to be served 8,500. P. O. address Rt. #1, Box 902, Prineville. Estimated cost $6,351, first year operating cost $400. Announced Nov. 20.

Prineville, Ore.—Ochoco Telecasters Inc. granted ch. 76. Trans. output power 10 w. ERP to community 845 w. To rebroadcast ch. 12 **KLOR (TV) Portland, Ore.** Estimated population to be served 8,500. P. O. address Rt. #1, Box 902, Prineville. Estimated construction cost $4,601, first year operating cost $400. Announced Nov. 20.

New Am Stations . . .

ACTIONS BY FCC

Evergreen, Ala.—Evergreen Bcstg. Co. granted 1470 kc, 1 kw D. P. O. address % Clayton W. Mapoles, Milton, Fla. Estimated construction cost $19,200, first year operating cost $30,000, revenue $36,000. Sole owner **Clayton W. Mapoles** is owner of **WEBY Milton, Fla.**, and **WFNM Defuniak Springs, Fla.** Announced Nov. 20.

Show Low, Ariz.—Peak Bcstg. Co. granted 1050 kc, 250 w D. P. O. address Box 606, Show Low. Estimated construction cost $16,326.50, first year operating cost $24,000, revenue $36,000. Principals include **Searcy J. Woodworth** (51%), chief engineer at **KVNC Winslow, Ariz.**; and **Jack V. Reeder** (49%), construction interests. Announced Nov. 20.

Naugatuck, Conn.—Application of **Naugatuck Valley Service Inc.** seeking cp for new am on 860 kc, 250 w DA-D, returned (dated incorrectly.) Announced Nov. 20.

South Daytona, Fla.—Thomas Carr granted 1590 kc, 1 kw D. P. O. address 535 Ponte Vedra Blvd., Ponte Vedra Beach, Fla. Estimated construction cost $10,000, first year operating cost $52,000, revenue $60,000. Mr. Carr formerly owned 35% of **WKXV Knoxville, Tenn.**, and was 50% partner in **WSTN St. Augustine, Fla.** Announced Nov. 20.

Macon, Ga.—Application of **William H. Loudermilk** seeking new am on 900 kc, 250 w D, returned (dated incorrectly.) Announced Nov. 20.

Tifton, Ga.—C. N. Todd granted 1340 kc, 250 w unl. P. O. address Box 72, Douglas, Ga. Estimated construction cost $14,775.32, first year operating cost $36,000, revenue $50,000. Mr. Todd is retail tire and appliance dealer. Announced Nov. 15.

Hancock, Mich.—Copper Country granted 920 kc, 1 kw D. P. O. address Box 147, Hancock. Estimated construction cost $22,112, first year operating cost $42,500, revenue $48,000. Principals are equal partners Pres. **Ben D. Miller**, retail clothing interests; Vice Pres. **Clifford F. Paulson**, plate and glass interests; and Secy.-Treas. **Francis S. Locatelli**, mgr. of **WTTH Port Huron, Mich.** Announced Nov. 20.

Howell, Mich.—Livingston Bcstg. Co. granted 1350 kc, 500 w, D. P. O. address, 406 E. Oliver St., Owosso, Mich. Estimated construction cost $10,100, first year operating cost $35,000, revenue $40,000. Sole owner is **M. H. Wirth**, gen. manager of **WOAP Owosso, Mich.**, and 16.8% owner of **WALM Albion, Mich.** Announced Nov. 14.

Saratoga Springs, N. Y.—Radio Saratoga granted 1280 kc, 1 kw D. P. O. address Box 248, Saratoga Springs. Estimated construction cost $16,959, first year operating cost $41,000, revenue $55,000. Principals are equal partners **Richard O'Conner**, former dir., 22½% stockholder of **WSPN Saratoga Springs**, and **Lou Tobier**, former dir., stockholder of WSPN. Announced Nov. 20.

Concord, N. C.—Application of **Wayne M. Nelson** seeking cp for new am on 960 kc, 500 w D, remote control trans., returned (dated wrong.) Announced Nov. 20.

Mission, Tex.—Pool Bcstg. Co. granted 1580 kc, 1 kw D. P. O. address Box 455, McAllen, Tex. Estimated construction cost $15,900, first year operating cost $42,000, revenue $42,000. Principals are equal partners **Robert F. Pool** and **R. F. Pool Jr.** Mr. Pool is realtor and formerly production manager of **KSLA-TV Shreveport, La.**, and other tv stations. Mr. Pool Jr. is realtor. Announced Nov. 15.

Plainview, Slaton, Tex.—By corrected order made **KCCO Lawton, Okla.**, party to consolidated hearing on applications for new ams on 1050, **Plainview Radio** for 1 kw, DA-D, and **Star of the Plains Bcstg. Co.**, Slaton, for 250 w D. Announced Nov. 20.

Pasco, Wash.—Application of **William R. Taft** seeking new am on 860 kc, 250 w D, dismissed (request of attorney.) Announced Nov. 19.

APPLICATIONS

Mission, Kan.—Mission Bcstrs. Inc., 1480 kc, 500 w DA-D. P. O. address % **Tom E. Beal**, 5420 Johnson Drive, Mission. Estimated construction cost $24,006, first year operating cost $44,000, revenue $52,000. Principals include **Carl F. Maupin** (pres.-16.4%), Kansas travel agent; Mr. Beal (sec.-29.8%), commercial mgr., **KLWN Lawrence, Kan.**; **John L. Humphreys** (29.8%), engineer, **KOAM Pittsburg, Kan.** Announced Nov. 14.

Louisville, Ky.—Jefferson Bcstg. Co., 620 kc, 500 w DA-D. P. O. address 525 E. Woodbine, Louisville. Estimated construction cost $120,826, first year operating cost $90,000, revenue $120,000. Principals include **Earl F. Hash** (pres.-27.3%), pres.-54% owner, Industrial Engineering Corp., Louisville; **Henry Fitzhugh Jr.** (vp.-18.2%), Louisville insurance interest; **John Davenport** (9.1%), executive vice president, Industrial Engineering Corp., Louisville; **Percy Brown Jr.** (9.1%), secretary, Industrial Engineering Corp.; **D. C. Summerford** (18.2%), radio consulting engineer; **John Shartle** (18.2%), pres.-75% owner, Brown Bridge Mills Inc., Troy, Ohio, paper manufacturer. Mr. Summerford and Mr. Fitzhugh each owns 4%, **WKLO-AM-TV Louisville.** Announced Nov. 14.

Braddock Heights, Md.—Musical Heights Inc., 1320 kc, 1 kw D. P. O. address % **John T. Staub**, 520 Brunswick St., Brunswick, Md. Estimated construction cost $15,870, first year operating cost $35,000, revenue $41,000. Principals are ⅓ partners **Leo L. Shank** (pres.) and **Howard C. Fisher**, both employes, **WFMD Frederick, Md.**, and Mr. Staub, employe, **WARK Hagerstown, Md.** Announced Nov. 14.

Allegan, Mich.—Allegan County Bcstrs., 1580 kc, 250 w D, remote control trans. P. O. address % **Albert VandenBosch**, Box 312, Rome City, Ind. Estimated construction cost $16,019, first year operating cost $35,400, revenue $40,000. Principals are equal owners **Lewis E. Groh**, Kendallville, Ind.; **Walter C. Swogger**, Corunna, Ind.; **Dr. Maurice L. Weldy**, Wakarusa, Ind.; **Keith E. Weldy**, Wakarusa, and Mr. VandenBosch, Rome City, Ind. Mr. VandenBosch is salesman, **WCMR Elkhardt, Ind.**, and Keith Weldy is WCMR announcer-salesman. Announced Nov. 20.

Plymouth, N. C.—Harry A. Epperson Sr., 1470 kc, 1 kw D, remote control trans. P. O. address Ararat, Va. Estimated construction cost $21,063, first year operating cost $33,550, revenue $38,500. Mr. Epperson owns **WBRG Lynchburg, Va.** Announced Nov. 19.

Shelby, N. C.—Eugene Slatkin and **Charles E. Melin** d/b as **Cleveland County Bcstg. Co.**, 1590 kc, 1 kw D. P. O. address % Mr. Slatkin, Box 248, Lincolnton, N. C. Estimated construction cost $12,695, first year operating cost $21,000, revenue $30,000. Mr. Slatkin is employe, **WLON Lincolnton**, and Mr. Melin is general mgr., Lincoln FCX Co-op., Lincolnton. Announced Nov. 19.

Brookings, Ore.—Joseph F. Sheridan, 690 kc, 1 kw D. P. O. address 701 Ninth St., Cresent City, Calif. Estimated construction cost $13,466, first year operating cost $26,400, revenue $35,000. Mr. Sheridan owns Courtesy Market, Cresent City. Announced Nov. 19.

Brattleboro, Va.—WKNE Corp., 1490 kc, 250 w unl. P. O. address % **Joseph K. Close**, 17 Dunbar St., Keene, N. H. Estimated construction cost $36,297, first year operating cost $45,000, revenue $60,000. Mr. Close is pres. and majority stockholder. WKNE Corp. is licensee, **WKNE Keene, N. H.**, cp-holder, **WKNE-TV Keene**, controlling stockholder, **WKNY Kingston, N. Y.** and **WKNY-TV Poughkeepsie, N. Y.** Announced Nov. 14.

New Richmond, Wis.—Radio St. Croix Inc., 1590 kc, 1 kw D. P. O. address 110½ W. Oak St., Sparta, Wis. Estimated construction cost $24,860, first year operating cost $45,000, revenue $55,000. Principals include **Vernon L. Iwanoski** (pres.-30%), St. Paul, Minn., funeral home owner, and **Norman M. Abramson** (40%), co-owner, St. Paul retail furniture store.

APPLICATIONS AMENDED

Canonsburg, Pa.—Application of **Douglas & Assoc.** seeking cp for new am on 540 kc, 250 w DA-D, amended to make changes in ant. system (decrease height). Announced Nov. 19.

Marshall, Tex.—Application of **Caddo Bcstg. Co.** seeking cp for new am on 1220 kc, 1 kw D, remote control trans., amended to change frequency to 1410 kc, 500 w, change ant.-trans location, change studio location to "to be determined," delete remote control, install DA-D, make changes in ground system and change type trans. Announced Nov. 19.

Existing Am Stations . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Granted change operation on 1430 kc from 5 kw D to 500 w, 5 kw-LS, DA-N unl.; engineering conditions. Announced Nov. 20.

WFDF Flint, Mich.—Granted change operation on 910 kc from 1 kw, DA-1 unl., to 500 w, 5 kw-LS, DA-N unl. Announced Nov. 20.

WJJL Niagara Falls, N. Y.—Application, seeking mod. of cp (which authorized change ant.-trans. location) for extension of completion date, returned (unnecessary.) Announced Nov. 20.

WSEV Sevierville, Tenn.—Granted increase power from 1 kw to 5 kw, continuing operation on 930 kc D. Announced Nov. 20.

APPLICATIONS

WGIG Brunswick, Ga.—Seeks cp to increase D power from 1 kw to 5 kw and install new trans. Announced Nov. 20.

WLOB Portland, Me.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Announced Nov. 20.

WEGA Newton, Miss.—Seeks cp to increase power from 500 w to 1 kw. Announced Nov. 20.

KWRO Coquille, Ore.—Seeks cp to replace expired cp which authorized change frequency, increase power, change hours, change ant.-trans. location, operate trans. by remote control from main studio location, increase ant. height, and install new trans. Announced Nov. 20.

KLYN Amarillo, Tex.—Seeks cp to increase D power from 1 kw to 5 kw, install new trans. and change from DA-1 to DA-2. Announced Nov. 20.

KURA Moab, Utah—Seeks cp to replace expired cp which authorized new am on 1450 kc, 250 w unl. Announced Nov. 20.

KVEL Vernal, Utah—Seeks cp to change from 1340 kc to 1250 kc, increase power from 250 w to 1 kw, change from unl. to D, change ant.-trans. location, increase ant. height, change ground system, install new trans. and operate trans. by remote control. Announced Nov. 20.

WFCR Fairfax, Va.—Seeks cp to move ant.-trans. and studio location. Announced Nov. 20.

WIVV Vieques, P. R.—Seeks cp to replace expired cp which authorized new am on 1370 kc, 1 kw unl. Announced Nov. 20.

New Fm Stations . . .

ACTIONS BY FCC

Los Angeles, Calif.—Echo Park Evangelistic Assn. granted 103.5 mcs, ch. 278, ERP 12.7 kw, unl. P. O. address 1100 Glendale Blvd., Los Angeles 26. Estimated construction cost $6,050, first year operating cost $3,000, revenue $1,000. Applicant owns **KFSG Los Angeles**, non-commercial station. Announced Nov. 15.

New York, N. Y.—General Bcstg. Corp. granted 104.3 mc, 15 kw unl. P. O. address Box 374, Providence, R. I. Estimated construction cost $10,000, first year operating cost $17,500, revenue $25,000. Applicant operates **WTMH-FM Providence**, and **WDRC, WFMQ-FM Hartford, Conn.** Announced Nov. 20.

Salt Lake City, Utah—Robert R. Laird, d/b as Rocky Mountain Bcstrs. granted 93.9 mcs, 195 w unl. P. O. address Box 1211, Salt Lake City. Estimated construction cost $780, first year operating cost $2,400, revenue $2,400. Mr. Laird is 50% partner, **Cascade Bcstg. Co.**, applicant for ch. 3,

Continues on page 108

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Managerial

Station and sales manager for one kw independent in southwest. Salary and override in five figures for right man. Owner-manager retiring. Right man may buy interest in station if he desires. Must have man who can operate station and make profits. Give all pertient information, references, etc., in first letter. Southwest. Box 494C, B•T.

Station manager for number one station in top farm market in the east. Excellent facilities, five figure play plus other benefits in group operation. Must be strong in sales, aggressive, not afraid of work. Send full resume and photo. Box 501C, B•T.

General manager—for well established regional radio station southeast. Excellent opportunity for aggressive man who knows how to sell and can encourage others to likewise. Give complete resume and qualifications in first letter. All replies strictly confidential. Box 548C, B•T.

Capable commercial or station manager to manage fulltime am-fm station in college city. Youth no liability. Ability to produce an asset. E. H. Munn, Sr., Radio Station WBSE, Hillsdale, Michigan.

Manager for very small market in western Carolina. Must be able to sell. Manager for new independent in Wilmington, N. C., opening December. Experience necessary. Salary, incentive arrangement. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Experienced salesman. Immediate opening in midwest farm-ranch area, 1000 watt independent. Guarantee, part salary. Box 515C, B•T.

Sales Engineers

Broadcast equipment manufacturer has openings for sales engineers to travel and call on radio stations in the following territories.

Southern California
Texas
Midwest

Technical radio background is essential, possibly as chief engineer of AM station. These are permanent positions with a future in a growing company. Please send complete details to

Box 492C, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

Good salesman with considerable experience in small markets as assistant to station manager. Good base salary plus percentage override on station billing. Station located in prosperous small city of 25,000 in Gulf Coast Texas area with remote studios in adjoining town of 20,000. No competition, only station in market. Unlimited earning opportunity for aggressive hard worker with ideas for small market radio. Write giving previous experience and current earnings. Box 522C, B•T.

Hungry salesman of proven sales ability can make a pot-full in Montana's first market. Prefer some board experience and an acceptable voice. Box 566C, B•T.

Salesman: The Twin-Cities only exclusive country-western station . . . desires one or two experienced radio salesmen. Present operation 5,000 watts, daytime. Planning fulltime operation soon. Rated among the top five stations in a nine station market. The twelveth market in the United States and the second largest in country-western music. Guarantee, plus commissions. Write complete information, plus photo to General Manager R. M. Lester, Jr., Radio Station KEVE, 917 Lilac Drive, Minneapolis, Minnesota.

KPOK, Scottsdale, Arizona, with personalities, power, and prestige offers prodigious potential for producer. Send resume, references, photograph to Dick Gilbert.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Need enterprising salesman for top station in market—fine opportunity in growing radio-tv corporation group—send photo and full details first letter. Walt Dennis, WTAC, Flint, Michigan.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. $100 a week to start. Box 459C, B•T.

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Combo man with first class ticket daytimer, routine maintenance, announcing. Box 483C, B•T.

Announcer ready for sales and programming; $90. South-southwestern location. Box 489C, B•T.

Need two staff announcers with first phone. Maintenance experience unnecessary. $100 per week bonus, sick leave, vacation, group hospital. Send tape, references, full information. Texas Gulf Coast. Box 506C, B•T.

Florida 5kw fulltimer needs announcer with first phone for night time shift—send tape and resume with photo; immediate opening. State salary. Box 518C, B•T.

Want good man to join our small happy family. Salary depends on how hard you work and produce. Illinois. Box 549C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman. Have you ever wanted to be manager of your own radio station? We currently operate only station in prosperous Texas city and plan to open remote studios in town of 20,000 people only 15 miles away with no station. You live there, sell time, write copy and announce your own program twice daily. Tremendous opportunity for a real hustler to make himself between $6,000 and $10,000 base plus percentage of billing. Small town radio experience essential. Write giving full background. Box 523C, B•T.

Announcer, first-class ticket. Accent on voice, Good deal for right man in wonderful Idaho, sportsman's paradise. Experienced, solid man to grow with expanding organization. Resume, tape to Box 554C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Experienced announcer with first ticket. Starting salary $5,000.00 yearly. Must be qualified become chief engineer shortly with salary increase. Outstanding physical plant, city 12,000 with ownership community television system with closed circuit audio and video facilities. Desire young man under 35 with recommendations. Approximately 30 hours weekly announcing. Apply tape and letter, Owner, KLEA, Lovington, New Mexico.

Immediate Opening for experienced commerical announcer. Prefer man with midwest or western experience. Airmail all details to Personnel Director, KOA-Radio, Denver, Colorado.

Announcer: Good salary. Experience preferred but not necessary, ability a must. Send full information, tape, photo and references to KSCB, Liberal, Kansas.

Wanted: Better than average staff man who can do play-by-play sports. Send tape, resume and references to KVBC, Farmington, N. M.

Announcer-engineer. 1st phone announcer, short hours good pay for right man, permanent position. Send tape, and photo to WDKD, Kingstree, S. C. Telephone 6761.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Announcer—for radio and will train for tv. Send tape, photo and resume or call Frank Wilson, WMBG-WTVR—58611, P. O. Box 5229, Richmond, Va.

Increasing our staff. Must have minimum one year commercial station experience. Send complete details and tape to WNXT, Portsmouth, Ohio.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education, experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

Wanted: Can use a good announcer, and an engineer-announcer. Good pay, good hours, new equipment. If interested, write or call in person WPKO, Waverly, Ohio.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

WTVB, Coldwater, Michigan, needs combo man—1st phone. Call or write Jim Luck, Manager. Position open now! Excellent opportunity with livewire operation.

Immediate opening for country and western DJ for one of the top markets in the midwest with a growing radio chain. Send resume, photo, tape and salary requirements, at once to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Experienced announcers for new independent in Wilmington, N. C., opening December. Replies confidential. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

Experienced chief engineer for 1000 watt directional station in Louisiana. Box 537C, B•T.

First ticket, good maintenance engineer, with fair voice, for big market am-fm. Opportunity to become chief. Full details first letter. Box 563C, B•T.

Chief engineer for fulltime 1kw in prosperous Gulf Coast Texas city of 25,000 people. Ideal living conditions for man with family. $85.00 weekly plus Christmas bonus, Blue Cross, other benefits. Write giving full background. Box 524C, B•T.

Immediate opening for a qualified chief engineer familiar with daytime remote control, night-time directional operation. 1000 watt RCA equipment. Pleasant living and network conditions in medium-sized community Washington-Baltimore area. No board work. We're ready to talk terms. For interview, write giving full information, experience, personal data, recent photograph, references and salary expected. Box 579C, B•T.

Engineer-announcer. KBMN Radio, Bozeman, Montana. Engineer must be proficient and have good voice. Salary commensurate with ability. Send audition tape, full particulars, and recommendations to KBMN, Bozeman, Montana.

Have immediate opening for daytime operation. Apply Clint Formby, Manager, KPAN, Hereford, Texas.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

Wanted: Operator with 1st phone for transmitter. Western Pennsylvania. State experience. Write WCED, DuBois, Pennsylvania.

First class engineer . . . combo man preferred but not obligatory. New five thousand watt operation in New York State's beautiful north country. Send background, references, WEAV, Plattsburg, New York. Car Necessary.

Need immediately two engineers, first phone, transmitter, no announcing. Contact WHLM, Bloomsburg, Pennsylvania.

Transmitter engineer with first class ticket—WJTN, Jamestown, New York.

Daytime kilowatt has opening for first class engineer. Ability to announce helpful but not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLPO, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Transmitter engineers for either radio or tv operation with fast growing chain. Contact Tim Crow, Rollins Broadcasting & Telecasting, 414 French Street, Wilmington, Delaware.

Wanted: College-trained engineering assistant with broadcast experience. Must be competent in mathematics and drafting. J. G. Roundtree, Consulting Engineer, 5622 Dyer Street, Dallas 6, Texas.

1st class engineer-announcer, to fill chief's job. Train on job if necessary. Send tape, resume to Box 620, Lewistown, Montana.

Programming-Production, Others

Newsman-announcer. Gather, write and air local news. Some general staff announcing. Newspaper affiliated independent station in town of 13,000. Illinois. Send tape, photo and sample of news stories, along with other pertinent data. Box 505C, B•T.

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Program director—outstanding kilowatt indie with top ratings and excellent staff wants family man with PD experience. Administrative and creative ability paramount. Box 571C, B•T.

Ready to move up? You've got ideas? You're a good announcer but are convinced you'd be the program director if given a chance? You may be the man we want. We've got a job for a man 35 to 45 in a pleasant, rapidly growing area near Washington-Baltimore. Network-affiliated but with aggressive local programming policy. Interested? Write immediately! We're ready! Give full data first letter, experience, salary expected, recent photo. Send tape. We'll return it if not hired. Box 578C, B•T.

RADIO

Help Wanted—(Cont'd)

Immediate opening for experience newsman qualified in reporting, writing, and editing. No air-work. Prefer man with midwest or western experience. Airmail complete details to Personnel Director, KOA-Radio, Denver.

Commercial writer-producer for Sales Service Department at WBEN, Buffalo. Work with sales and clients to write and produce commercials that sell. $125.00 week. Start soonest. Present personnel not affected. Biog, samples and references to Gene Brook, WBEN, Buffalo 2, N. Y. Confidential.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

Situations Wanted

Managerial

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

General manager, ten years experience all phases, first phone, married, car, 30. Let's reciprocate information. Box 535C, B•T.

Now managing successful operation. Twelve years experience all phases . . . seven years managing. Proven record in highly competitive market. High calibre. Box 541C, B•T.

Station manager or sales manager. 15 years experience in all phases, radio and tv, network and local. Presently employed small market am-fm. Box 542C, B•T.

Nursed small station from nothing to a fantastic sale price. Looking for another challenge. Investment. Box 550C, B•T.

Manager or sales manager available. Truly outstanding sales and management record. Seeking greater challenge. Finest references. Box 568C, B•T.

General manager and/or sales manager. Current billing runs into six figures. Seeking location and position that offers greater challenge. Have fine management and sales record. References. Box 569C, B•T.

Money-making manager—young: Successful background medium-major market management. Personal attention to sales, proven programming resulting in profits. Experience includes excellent agency association, public relations writing. Family desires pleasant community environment. Box 574C, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Salesman—6 years experience; family; available after first of year. Box 526C, B•T.

Bargain hunters, please note—here's a two for the price of one deal that you can't afford to miss. Salesman-announcer with 10 years sales experience. Some announcing experience. Presently employed—will work on sales commission. New York, New Jersey, Conn., Pennsylvania. Box 559C, B•T.

Announcers

Announcer, pop deejay, four years experience, at present employed, thorough knowledge of music, good commercials, news, sports. Desires position New York, New Jersey, Pennsylvania or New England. Box 499C, B•T.

Experienced announcer, DJ, 1st phone, 4 years radio-tv, capable PD. Release from Army January, 24, married, Texas. Box 516C, B•T.

DJ waxie . . . every sport . . . news plus all special events. Either radio or tv. Box 517C, B•T.

Experienced top-flight announcer-operator. First phone. PD possibilities. Permanent. Married. Locate midwest or Kansas, Nebraska, Colorado, Wyoming. $450 monthly. Box 519C, B•T.

Easy relaxed DJ show. Can sell for you. Middle size market, married, veteran, experienced. Box 527C, B•T.

Need a family man with one year experience, first phone? Box 540C, B•T.

Announcer, 25, writing all continuity for fulltime am-fm, desires move to station with greater potential. Tape, references. Box 543C, B•T.

Announcer, 21, relaxed DJ approach, pops, classics, news, sports. With present station 1½ years, desires bigger future. References, tape. Box 545C, B•T.

Personality DJ—3 years experience. Presently employed. Wish to relocate. Box 547C, B•T.

Combo—Spanish—1st class license—English-Spanish well done—some experience. Box 553C, B•T.

Radio manager! Are you loaded with details? Want someone to handle your mail without dictation, national spot accounts, network and pinch hit when necessary in traffic and copy? Then I'm your gal. Box 558C, B•T.

Sports director, medium market desires more extensive year-round sports program in midwest, northeast. Available for basketball. College graduate, 25, vet, married, experienced all sports. Now doing sports-sales. Box 561C, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare *you*, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 2-B

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-announcer. 3rd class. Graduate. Strong on commercials. Mature enough for responsibilities; young enough to know how; eager to learn more. Tape and resume on request. Box 567C, B•T.

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 575C, B•T.

Recommendation: Staff reorganization resulted in one too many announcers. Available immediately to you . . . versatile, college-graduate specializing in sports play-by-play and pop music DJ. Write or call J. D. Hill, General Manager, KWHK, Hutchinson, Kansas.

Florida only. Announcer available immediately. Disc jockey, staff—married—one year experience. Write or call Robert Weiss, 3524 West 12th Street, Erie, Pa. Phone 35883.

First class announcer with first class ticket. Over 3 years experience. Listenable delivery that sells! Well versed in production, promotion, copywriting and traffic. Some sales experience. No maintenance. College education, married. Locate in or adjacent to city of 100,000 or over—Rocky Mountains, southwest or far west only. 7910 Wilbur Ave., Reseda, California, DIckens 3-8279.

Experienced staff announcer. Available immediately. Phone Clarksburg, West Virginia, 23932.

Technical

Chief engineer—19 years licensed and excellent references. Box 472C, B•T.

Eighteen years am-fm, including FCC applications, directional antennas. Experienced chief. $8,000 year minimum. Midwest only. Box 530C, B•T.

Chief engineer-salesman, limited announcing. Available immediately. Highest character and technical references. Write or phone Bill Alford, 495 Guava Street, Bartow, Florida.

Programming-Production, Others

Ten years radio-tv announcer, program director, promotion, advertising agency experience. New York, Chicago, Great Lakes. Consider others. $100 minimum. Box 528C, B•T.

News director, 3½ years experience with local news, newscasting and radio playwriting. Good voice, married, 14 years experience in news work, understand libel laws of most states. Box 544C, B•T.

ADVERTISING AGENCIES

Situations Wanted

Programming-Production, Others

Experienced show builder for radio-tv. Idea man, aggressive, 5 years experience. Want spot with agency or tv with live programming. Metropolitan area. Available now. Box 565C, B•T.

Representatives

Washington representative—executive with radio, public relations and publishing background can represent broadcasting company, manufacturer or ad agency. Box 572C, B•T.

TELEVISION

Help Wanted

Large southwest radio station, with network television operation, would like audition tapes from announcers and/or directors for expected enlargement of staff. Request picture and complete background with tape. Box 560C, B•T.

Salesmen

Salesman—terrific opportunity for experienced television salesman in Iowa's top market. Excellent guarantee against 10% commission. Send resume and photo. Box 475C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Transmitter supervisor; must be experienced in hi-power television transmitter operation and willing to locate in the southeast. References required. Box 521C, B•T.

First class engineer for tv transmitter and control room work. Experienced preferred. WAIM-TV, Anderson, South Carolina.

Studio technician—must be resident course graduate of recognized technical school. Prefer man with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Wanted immediately. Experienced tv continuity writer. Salary open. Send experience, resume and references to Tom Matthews, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Business executive for network, film distributor, producer, station. 8 years N. Y. C. experience including financing, research, administration, customer relations, legal, traffic. Excellent contact allied industries. Specialty—feature films. Veteran, 30, B.S., languages, relocate, travel. Box 532C, B•T.

Sales manager salesman: 14 years radio-tv experience. Young, aggressive, married. Excellent industry and client references. Prefer commission arrangement. Box 536C, B•T.

Announcers

Can a man with radio background crash the antenna barrier? Would like to make the jump. Box 538C, B•T.

Technical

Twenty years experience am-fm-tv, including color; FCC applications. Chief, supervisory experience. $9,000 year minimum. Reliable, permanent. Thirty days notice. Box 531C, B•T.

Programming-Production, Others

Continuity and traffic jobs open at California network tv station. Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in tv traffic (cardex system). Also need versatile, experienced, detail minded continuity writer (man or woman). Send full details, all references, photo and samples first letter. Box 581C, B•T.

Producer, 13 years experience educational and documentary films and radio, national awards. Capable in scheduling, budgeting, supervising creative and technical personnel. Seeking growth opportunity with network or major station. Now located in Chicago, available January. Box 503C, B•T.

Tv traffic girl—4 years experience; plus air work and feature writing. Box 520C, B•T.

Director, 2 years, film editor 2. Ready for responsible position production, programming, news. Vet, journalism graduate. Small market midwest preferred. Box 534C, B•T.

Program, production director's position sought by young producer-director now in nation's 11th market. Two years college, four years tv, four years radio. Married, family. Box 576C, B•T.

Producer-director-switcher. Experienced. "Have brains, will travel." Prefer east. Box 539C, B•T.

Need tv-radio writer? 4 years tv-radio-agency experience. Welcome chance at tv production. 24, single. References and samples on request. Box 546C, B•T.

Producer - director - switcher. Experienced all phases of tv. Wishes to relocate west of southwest. Excellent references. Complete resume sent on request. Box 551C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Midwestern television newscaster-announcer of proven ability. 3½ years tv, 6 years radio. Excellent voice and camera appearance. Employed area's top-rated station. Seek opportunity for advancement in field. Box 556C, B•T.

FOR SALE

Stations

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

Midwest fulltime non-directional local am-fm, college city, remote control, needs resident owner-manager to realize full profit potential. $35,000 can handle. Interested? Let's talk. Box 529C, B•T.

Piedmont section of south, local station with public service record and modest earnings. $100,000 with one-half down. Paul H. Chapman, 84 Peachtree, Atlanta.

Florida major market suburban station, regional daytimer. $112,000 with some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing NX. Beautiful college city. Ideal diversified single-station market. Senior non-sectarian college, enrollment exceeding 2,000. Plus two private schools, same city. Plus active military installation. Year-round mild climate. Dude ranches and all that, old chap. $27,500 total. No information by phone. Ralph Erwin. Broker.

Listing TD. Market 70,000. Industrialized. Plus huge military installation. Aggressive community, major manufacturing plants, five railroads, virtually unlimited water supply. Southwest. Clean, medium city environment. Active retailing center. Public schools, Catholic schools, and private college. $40,000 total price. Ralph Erwin. Broker. 1443 South Trenton, Tulsa. No information by telephone.

Haskell Bloomberg, Broker, Lowell, Massachusetts, has stations in Florida, Indiana, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, Rhode Island, Virginia, Vermont, West Virginia, under 10,000 population. Write.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

DuMont dual image orthicon camera chain with all accessories including sync generator for studio or portable use, brand new and uncrated; big bargain! Box 562C, B•T.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

Microwave relay, Raytheon KTR-100, including transmitter and control unit, receiver and control unit, two 4' dishes, 15 mile attenuator, tripod and friction head, 10-hat. Also RCA TM6-B monitor with field case. All in excellent working condition. Write to: E. W. Berger, KXOA, P. O. 3094, Sacramento 15, Calif.

512 foot Stainless heavy duty guyed tower, A-4 lighting. RCA TFU-21BLS Channel 25 antenna, 500 feet 3⅛ uhf transmission line. Perfect condition. Sell as group or individually. R. D. Lambert, Jr., WCOS, Columbia, S. C.

Fm mobile units—Motorola 152 mc, 6 volt xmtrs and receivers—$65 each. A-1 condition. BC-604 12 volt, 26 mc units, $150, new complete unit. Both converted easily for remote pickup. Allen, 6000 Sunset Blvd., Hollywood, California.

For sale—Hallicrafters S-47m good condition, $125.00. Jerrold Eide, 1215 9th S.E., Mason City, Iowa.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase small single station in southeast or far west. Station owner. Box 442C, B•T.

Financially qualified owner desires station. Will manage personally. Frequency and market chief consideration. Need not be profitable currently. Regionals preferred. All replies confidential. Box 533C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

Wanted immediately—used disc recorder. State price and make. Tony Marturano, Box 550, Rome, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

STATION MANAGER
KCIJ
Shreveport, Louisiana

Has immediate opening for a proven salesman or a sales manager ready and able to move up to a position of greater responsibility. We need a selling manager now. Good salary and percentage arrangement with prospects of advancement with growing broadcasting organization. Wire Mort Silverman, KCIJ, 205 Milam Street—or call 4-6681.

Salesmen

ANNOUNCER

We need a young character with a deep southern or different accent to form part of early morning radio team. Wonderful opportunity and possible work in sister TV station. $350 monthly to start. Rush letter and tape to

Box 509C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Disc Jockey

Top disc jockey with first class ticket needed at once. If you have good voice, good selling ability on the air, if you can get along with people we need you immediately, no floaters wanted. If you are a drinker, do not bother to answer this ad. $100 per week or better to the right party. Telephone J. C. Jeffery, Daytime Gladstone 7-1194, Evenings Gladstone 9-5322, Kokomo, Indiana.

Technical

CHIEF ENGINEER

Wanted — Permanent — Experienced —for California FM Station. Good pay —Good future. Send recent photo and details to:

Box 555C, B•T

Programming-Production, Others

SALES PROMOTION MANAGER BROADCAST EQUIPMENT

Newly created position with leading broadcast equipment manufacturer offers an unusual opportunity for a creative individual. Should be familiar with all phases of sales promotion, including sales aids, direct mail, product story development, convention displays, etc. Familiarity with broadcast equipment seems essential. Good salary and ideal living conditions in Midwest community. All replies will be handled confidentially. Please send complete details to

Box 491C, B•T

Situations Wanted

Managerial

GENERAL MANAGER

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operations. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one more move as I have never been a "floater". Box 460C, B•T

RADIO

Situations Wanted—(Cont'd)

Managerial

ACCOUNT EXECUTIVE
OR
SALES SERVICE

Major market desired—Radio or TV. 11 years background includes: 2 years radio sales, suburban major market. 4 years TV program executive, one of five top markets. 5 years radio programming, medium market. College grad. Box 564C, B•T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

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Instrument and Orchestra Amplifier

25 watts—two 12 inch speakers, two separate channels—will mike 8 instruments, 2 radios, 2 tape machines including guitar, violin, horn, sax, piano, vocalist, drums, bass-measurers 17x15x23 inches—$145 in two units.

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AM-TV STATION MANAGERS
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Our company is here to act as your sales manager and will work with your representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.
For further information write Box 573C, B•T. We have an interesting story for you.

Continues from page 102

Great Falls, Mont. Announced Nov. 20.

Ownership Changes . . .

ACTIONS BY FCC

WULA Eufaula, Ala.—Granted assignment of license from **Edward B. and Jessie B. Fussell and Ralph W. and Emily G. Hoffman to L. H. Christian and C. A. McClure d/b as Christian & McClure,** for $33,419. Announced Nov. 20.

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KFNF Shenandoah, Iowa—Granted transfer of control from **Ethel S. Abbott and estate of C. J. Abbott, deceased,** to **William A. Martin** *et al* for $61,050. Mr. Martin, present 8.7% owner (applicant for 17.4%), is executive vice president, Town & Farm Co. (**KMMJ Grand Island, Neb.; KXXX Colby, Kan.,** and **KIOA Des Moines, Iowa**). **K. C. Titus,** applicant for 17.4%, is gen. mgr.-vp., **Don Searle,** applicant for 17.4%, is pres.-40% owner, Town & Farm, and 65% owner, Searle & Parker Inc., entertainment productions. **H. A. Searle Jr.,** applicant for 10.1%, is 20% owner, Town & Farm, and has petroleum and real estate interests. **J. Herbert Hollister,** applicant for 10.1%, is owner, **KCOL Fort Collins, Colo.,** and 20% stockholder in Town & Farm. **W. A. Mosier,** applicant for 17.4%, is vice pres.-gen. mgr., KXXX. **Helen Searle Blanchard,** applicant for 10.2%, is 20% owner, Town & Farm. Announced Nov. 15.

WCYN Cynthiana, Ky.—Granted assignment of license from **Estil R. Anderson** and **Silas E. Anderson d/b as Cynthiana Bcstg. Co.** to **WCYN Radio Inc.** Principals, at present equal partners, will own 58.75% and 41.25%, respectively. Announced Nov. 20.

WMOR Morehead, Ky.—Granted transfer of control from **W. J. Sample, Claude L. Clayton** and **Roy Cornette** to **J. Earl McBrayer, William M. Whitaker, Joe J. Mauk, Frank Havens** and **Tommy Combs** for $60,018. Announced Nov. 20.

WRNC (FM) Oakland, Md.—Granted assignment of license to **WPGC Inc. (WPGC Morningside, Md.)** for $5 for license and $10,000 for property. Announced Nov. 20.

WGHN Grand Haven, Mich.—Granted acquisition of positive control by **Hilbert F. Wulf** through purchase of 15% stock from **Joseph F. Deeb.** Mr. Wulf, present 40% owner, will own 55%. Announced Nov. 20.

KBMO Benson, Minn.—Granted assignment of cp from **Albert S. Tedesco** to **Arline Hodgins Steinbach** for $2,250, said to represent all but $8 of Mr. Tedesco's expenses in prosecuting application for cp. Mrs. Steinbach is former owner-general manager, **KLVC Leadville, Colo.** Announced Nov. 20.

WAAA Winston-Salem, N. C.—Granted assignment of license from **Camel City Bcstg. Corp.** to **Laury Assoc. Inc.** for $150,000. Equal partners in Laury Assoc., N. Y. radio production firm, are **Robert A. Monroe,** former programming vp., MBS and WOR New York, and **Arnold Schneidman,** N. Y. accountant. Announced Nov. 20.

WCEF Parkersburg, W. Va.—Granted assignment of license from **Clarence E. Franklin** to **Franklin Bcstg. Co.** Announced Nov. 20.

WRIT Milwaukee, Wis.—Granted assignment of license from **McLendon Investment Corp.** to **Radio Milwaukee Inc.** for $455,000. **H & E Balaban Corp.** (theatres), 50% owner, Radio Milwaukee, also is 50% owner, **WTVO (TV) Rockford, Ill.**; 50%, **WICS (TV) Springfield, Ill.** (WICS is applicant for satellite in White Heath, Ill.); applicant for tv cp in Birmingham, Ala., and 50%, **WMCM (TV) Grand Rapids, Mich. Harold S. Lederer** and **Leo M. Lederer** (control Atlantic Brewing Co., Chicago), each 25% owner, Radio Milwaukee, each has 12.5% interest in contract to acquire 50%, **KFBI Wichita, Kan.** Balaban Corp. also has 25%, KFBI contract. Announced Nov. 20.

APPLICATIONS

WNPT Tuscaloosa, Ala.—Seeks transfer of control from **W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr.** to **Mrs. Edna Ruth L. Harris and Mrs. Allie W. Todd,** who will own respectively 36.1% and 22.9%. Mr. Thielens sold 17% to corporation for $20,000, reducing stock outstanding. Announced Nov. 19.

KDEN Denver, Colo.—Seeks assignment of license from **Ewald E. Koepke and Frank E. Amole Jr. d/b as KDEN Bcstg. Co.** to **KDEN Bcstg. Co.** Corporate change. Mr. Koepke and Mr. Amole remain equal partners. Announced Nov. 20.

WDCF Dade City, Fla.—Seeks assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch d/b as Pasco Bcstg. Co.** to **Stuart G. and Thelma R. Picard,** joint owners, for $65,000. Mr. Picard owns miniature golf course in Tampa, Fla. Announced Nov. 19.

WEBK Tampa, Fla.—Seeks assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch d/b as Hillsboro Bcstg. Co.** to **W. Walter Tison tr/as Tison Bcstg. Co.** for $134,000. Mr. Tison is former owner of **WALT Tampa** and former 20% owner, **WTVT (TV) Tampa.** Announced Nov. 20.

KYME Boise, Idaho—Seeks acquisition of positive control by **Roger L. Hagadone** (pres.-gen. mgr.-present 50% partner) through purchase of 50% stock from **Richard K. and Virginia L. Mooney** for $50. Announced Nov. 14.

WANE Fort Wayne, Ind.—Seeks assignment of license from **Radio Fort Wayne Inc.** to **Universal Bcstg. Co.** Radio Fort Wayne is owned by Universal, which proposes to consolidate broadcast holdings (see next item). Announced Nov. 19.

WISH-AM-TV Indianapolis, Ind.; WANE and WINT (TV) Fort Wayne, Ind.—Seek assignment of licenses to **Indiana Bcstg. Co.,** owner of **Universal Bcstg. Co.,** licensee of WISH-AM-TV and proposed licensee of WANE (see above). WINT is licensed to Tri-State Television Inc., owned by Universal. Announced Nov. 20.

WLAP-AM-FM-TV Lexington, Ky.—Seek transfer of control and assignment of license from **Gilmore N. Nunn** to **Community Bcstg. Co.** through sale of 100% stock for $346,000. Equal owners of Community Bcstg. are **Frederic Gregg Jr.,** Terrace Park, Ohio, account executive, Young & Rubicam; **Charles H. Wright,** employe, General Dynamics Corp., N. Y., and **Harry C. Feingold,** Kansas City, Mo., appliance distributing, oil and financial interests.

WCME Brunswick, Me.—Seeks acquisition of positive control by **Glenn H. Hilmer** through corporate reorganization. Mr. Hilmer, present 50% owner, will own 60% after retirement of $8,000 debt owned him by licensee corporation. Announced Nov. 19.

WASL Annapolis, Md.—Seeks assignment of license from Chesapeake Radio Corp. to Norwalk Bcstg. Co. for $42,000. Norwalk is licensee, **WNLK Norwalk, Conn.** Announced Nov. 20.

WGAW Gardner, Mass.—Seeks transfer of control from **Emelien R. Robillard and William C. Engel** to **Television and Radio Bcstg. Corp.** for $60,000. Latter owns **WJDA Quincy, Mass.,** and **WESX Salem, Mass.** Announced Nov. 20.

KOOK-AM-TV Billings, Mont.—Seeks transfer of control from **J. Carter Johnson** *et al* to **Joseph S. Sample** for $35,595. Mr. Sample, pres.-10.7% owner, will own 93.28%. Announced Nov. 14.

KBMI Henderson, KSHO-TV Las Vegas, both Nev.—Seek assignment of license from **Moritz Zenoff** to **Television Co. of America Inc.** for $65,000 and liquid assets at closing. Equal partners in Television Co. of America are **Frank Oxarart,** pres.-26⅔%, **KRKD-AM-FM Los Angeles** and **KITO San Bernardino, Calif.,** 10%, **KVSM San Mateo, Calif.,** and 50%, **KDON Salinas, Calif.; Albert Zugsmith,** 35⅓%, KRKD-AM-FM and KITO, 37½%, KVSM, and 25%, **KULA-AM-TV Honolulu; Arthur B. Hogan,** owner, **KFOX-AM-FM Long Beach, Calif.;** 37½%, KVSM, and 25%, KULA-AM-TV, and **Jack Feldmann,** 50%, KDON, and 10%, KVSM. Announced Nov. 14.

KOMA Oklahoma City, Okla.—Seeks assignment of license from **KOMA Inc.** to **Burton Levine, Myer Feldman, Arnold S. Lerner and Donald Rubin d/b as Radio Oklahoma** for $342,500 and value of accounts receivable as of settlement date. Mr. Levine is president and 40% stockholder, **WROV Roanoke, Va.** Mr. Feldman is vice president, Television Exhibitors of America, applicant assignee for license of **WCAN-TV Milwaukee, Wis.** Announced Nov. 20.

KOCO Salem, Ore.—Seeks assignment of license from **B. Loring Schmidt** to **Salem Bcstg. Co.** for 25% ownership in Salem Bcstg. Salem Bcstg. principals, each 25% owner, are **C. O. Fisher** (66% owner, **KUGN-AM-FM Eugene, Ore.**), **Nancy A. Harrison** (34%, KUGN-AM-FM), and **Jane G. Fisher,** sisters and brother. Announced Nov. 19.

WRGP-TV Chattanooga, Tenn.—Seeks acquisition of control of permittee by Ramon G. Patterson (present 50% owner) through purchase of 50% stock from Will Cummings for $87,000. Announced Nov. 20.

Hearing Cases . . .

FINAL DECISION

Paducah, Ky.—FCC announced its decision of Nov. 14 granting application of **Paducah Newspapers Inc.,** for new tv on ch. 6 in Paducah, and denying competing application of Columbia Amusement Co. Comrs. McConnaughey (Chmn.), Hyde and Mack dissented and voted for Columbia. Announced Nov. 15.

INITIAL DECISION

KVAR (TV) Mesa, Ariz.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward (1) setting aside Commission's July 3 order postponed effective date of April 25 grant of application of KVAR (ch. 12) to move main studio location from Mesa to Phoenix, Ariz., pending hearing on protest by **KTVK (TV) Phoenix** (ch. 3) and (2) affirming and reinstating said grant. Announced Nov. 20.

OTHER ACTIONS

KLFT Golden Meadow, La.—FCC by order of Nov. 20 granted petition by **Leo Joseph Theriot** for review and reversal of Chief Hearing Examiner's ruling denying Mr. Theriot's petition to accept late appearance and dismissing his application for increase in power of station KLFT from 500 w to 1 kw, on 1600 kc D; accepted late appearance. Comr. Lee dissented. Announced Nov. 20.

Huntington, N. Y.; Bath, Me.—FCC by order of Nov. 20 granted petition of **Huntington-Montauk Bcstg. Co. Inc.,** to sever its application to change location of **WGSM Huntington, Long Island** (on 740 kc, 1 kw D), to Deer Park, L. I., from consolidated proceeding with application of **Winslow Turner Porter** for new am on 730 kc, 500 w D, in Bath, and ordered that applications will be heard in separate proceedings; set forth issues upon which WGSM will be heard, and made **WMBL Morehead City, N. C.,** and **WVCH Chester, Pa.,** parties to proceeding. By separate order of same date, Commission set forth issues upon which Porter application will be heard, and made **WHEB Portsmouth, N. H.,** party to this proceeding. Announced Nov. 20.

KSLM-TV Salem, Ore.—FCC by memorandum opinion and order denied request for waiver of five-limit vhf tv station ownership rule and returned contingent applications for (1) assignment of cp of KSLM-TV (ch. 3) from **Oregon Radio Inc.,** to **Storer Bcstg. Co.,** and (2) mod. of cp to move trans. nearer Portland and increase power and ant. height. Comrs. Doerfer and Craven dissented. Announced Nov. 15.

ORAL ARGUMENTS SCHEDULED

FCC on Nov. 20 scheduled oral arguments in following proceedings on dates indicated:

December 17

KGHL-TV Billings, Mont. (Docket 11616).
Queen City Bcstg., KXA Inc., and **Puget Sound**

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Stations

Radio-Tv executive desires to purchase all or substantial interest in Florida radio station, with object of joining station in any capacity for which qualified. Over score of years' experience in radio sales and station management, several years in Tv. Direct or through your broker. Replies confidential.

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Bcstg. Co., Seattle, Wash., ch. 7 (Docket 9030 et al.).

December 18

Travis Lafferty, Oakland, Calif. (Docket 11259).
Radio Associates Inc., and **WLOX Bcstg. Co.,** Biloxi, Miss., ch. 13 (Dockets 10844-5). Announced Nov. 20.

Routine Roundup . . .

November 15 Decisions

BROADCAST ACTIONS

By the FCC

Actions of November 14

Lewiston, Idaho—Orchards Community Television Assn. Inc. is being advised that applications for two new tv translator stations indicate necessity of hearing.

KMLA Los Angeles, Calif.—Issued SCA to render supplemental service on simplex basis pending installation of multiplex equipment; conditions.

WWGS Tifton, Ga.—Granted change operation from 1340 kc, 250 w unl. to 1430 kc, 5 kw D; trans. to be operated by remote control.

WRMF Indialantic-Melbourne, Fla.—Granted mod. of cp to change location to Titusville, Fla.; conditioned that permittee accept any interference that may be received in event of grant of application of **WHBO Tampa** to increase power to 1 kw on 1050 kc.

WSID Essex-Baltimore, Md.—Granted mod. of license to change location to Baltimore.

Following stations were granted renewal of license: **KRIB Mason City, Iowa; KBMI Henderson, Nev.; KSVP Artesia, N. M.; KTRB-FM Modesto, KTUR Turlock, KUBA Yuba City, KUKI Ukiah, KUTE (FM) & SCA, Glendale, KVCV Redding, KVON Napa, KWTC Barstow, KSDS (FM-Ed) San Diego, KALW (FM-Ed) San Francisco, KCRW (FM-Ed) Santa Monica, KLON (FM-Ed) Long Beach, KPFB (FM-Ed) Berkeley, KSPC (FM-Ed) Claremont, KVCR (FM-Ed) San Bernardino, KHJ-TV Los Angeles, KMJ-TV Fresno, KBEE KBEE-FM Modesto, KCOY Santa Maria, KCRA-FM Sacramento, KERN-FM Bakersfield, KFBK-FM Sacramento, KFMB San Diego, KFRC San Francisco, KGEE Bakersfield, KGER Long Beach, KGFJ Los Angeles, KGMS Sacramento, KGST Fresno, KGYW Vallejo, KHJ-FM Hollywood, KFRM (FM) Fresno, KSCO Santa Cruz, KSDA Redding, KSFE Needles, KSFO San Francisco, KSMA Santa Maria, KSTN Stockton, KSUE Susanville, KTIP Porterville, KTKR Taft, KTMS Santa Barbara, KTLA (TV) Los Angeles, KMJ-FM Fresno, KRAK Stockton, all Calif.**

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Star of the Plains Bcstg. Co., Slaton, Tex.—Granted petition for extension of time to Nov. 19 to file response to petition to enlarge issues filed by Plainview Radio, Plainview, Tex., in am proceeding. Action Nov. 14.

Broadcast Bureau—Granted petition for extension of time to Nov. 21 to file comments to joint petition for vacation of Commission's order of Oct. 17 and for other relief and request for oral argument filed by **W. S. Butterfield Theatres Inc.** and **Trebit Corp.** on Nov. 2, in ch. 12 proceeding, **Flint (WJR, The Goodwill Station Inc.,** *et al.*). Action Nov. 14.

By Chief Hearing Examiner
James D. Cunningham

Flint, Mich.—By memorandum opinion and order denied petition of **Lake Huron Bcstg. Corp.,** Saginaw, Mich., to intervene in ch. 12 proceeding, **Flint, (WJR, The Goodwill Station Inc.,** *et al.*). Action Nov. 14.

Irwin, Pa.—Ordered that hearing will commence Dec. 3, in ch. 4 proceeding, Irwin **(Television City Inc., McKeesport, Pa.,** *et al.*). Action Nov. 14.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind.—Ordered that hearing is continued from Nov. 19 to Nov. 20 in proceeding on am applications of **J. E. Willis,** Lafayette, and **Crawfordsville Bcstrs. Inc.,** Crawfordsville. Action Nov. 14.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for extension of time from Nov. 14 to Nov. 27 for filing proposed findings of facts and conclusions, and for filing replies thereto from Dec. 5 to Dec. 18, re application of **WNYC New York, N. Y.** for special service authorization to operate additional hours from 6 a.m. EST to sunrise New York City and from sunset Minneapolis, Minn. to 10 p.m. EST and re petition of **WCCO-TV Minneapolis, Minn.,** to cancel SSA and deny or withhold action on application for extension of SSA without hearing; and, in any event, to hold any hearing on limited, non-comparative issues. Action Nov. 13.

November 19 Applications

License to Cover Cp

KDLM Detroit Lakes, Minn.—Seeks license to cover cp which authorized change frequency, decrease power, change hours from D to unl. and change type trans.

KUTI Yakima, Wash.—Seeks license to cover cp which authorized change frequency.

Modification of Cp

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date to 6-13-57.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp (non-commercial education tv) to extend completion date to 6-2-57.

November 20 Decisions

BROADCAST ACTIONS

By the FCC

Class I-B—FCC by memorandum opinion and order denied July 28, 1955, petition by **Key Broadcasting System Inc.** to amend rules to limit radiation of Class I-B (clear channel) stations which operate on 1500 kc and above to protect Class II (secondary clear channel) stations. Action Nov. 20.

Tv ID—FCC by memorandum opinion and order denied petition by the National Assn. of Radio and Television Broadcasters for rule-making to amend Sec. 3.652(a) of rules to delete requirement that tv station identification announcement (call letters and location) be made by both visual and aural means at beginning and ending of each period of operation and, in lieu thereof, permit such identification announcement to be made by either aural or visual means.

Granted renewal of licenses of following: **KBLF Red Bluff, KCHJ Delano, KHSL Chico, KHUB Watsonville, KHUM Eureka, KIEV Glendale, KLOK San Jose, KLX Oakland, KMBY Monterey, KMOD Modesto, KOCS Ontario, KONG Visalia, KPAL Palm Springs, KPMC Bakersfield, KPOL Los Angeles, KPOP Los Angeles, KARM-FM Fresno, KEDO Ontario, KNOB Long Beach, KPLA Los Angeles, KUSC Los Angeles, KCOP Los Angeles, KFMB-TV San Diego and KPIX-TV San Francisco, all Calif.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 16

WIVV Vieques, P. R.—Granted cp to replace expired cp for am.

KWRO Coquille, Ore.—Granted cp to replace expired cp covering change facilities; change ant.-trans. location; operate trans. by remote control; make changes in ant. system (increase height) and install new trans.

WKEN Dover, Del.—Granted mod. of cp to change studio location and operate trans. by remote control.

WSUI Iowa City, Iowa—Granted permission to reduce hours of operation from unl. to minimum of 6 hours daily from 12-20-56 through 1-2-57, inclusive, in order to observe regular university vacation period.

KRUN Ballinger, Tex.—Granted permission to sign off at 7 p.m. (local time) daily, except during special events, for period of 90 days from Dec. 1, 1956.

WFCB Dunkirk, N. Y.—Granted extension of authority to remain silent for additional 30 days from Nov. 16, 1956 because of labor strike.

WRAJ Anna, Ill.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WKEN Dover, Del.,** to 4-4-57; **WHFI West Paterson, N. J.,** to 3-21-57.

KQUE Albuquerque, N. M.—Reconsidered 10-25 action extending completion date to 12-15, such action being necessary since assignment of license and cp (BAPL-118, as granted on 10-3) to KQUE Corp., became effective; conditions.

Actions of November 15

WRAL-TV Raleigh, N. C.—Granted STA to operate commercially on ch. 5 for period ending April 23, 1957.

KATI Casper, Wyo.—Granted license for am station.

Actions of November 14

Following were granted authority to operate trans. by remote control: **WRVA-FM Richmond, Va.; KVNA Flagstaff, Ariz.,** while using non-DA; **WJBD Salem, Ill.**

WKTF Warrenton, Va.—Granted extension of completion date to 2-16-57.

Actions of November 13

WYSR Franklin, Va.—Granted license for am station.

WETU Wetumpka, Ala.—Granted license covering change facilities and install new trans.

WDSU-FM New Orleans, La.—Granted mod. of cp to change ERP to 3.4 kw, ant. height to 590 ft.

KSWO Lawton, Okla.—Granted mod. of license to change studio location and operate trans. by remote control.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

Beaumont, Tex.—Upon request of **W. P. Hobby,** who has petitioned for intervention in ch. 6 proceeding, Beaumont, **(The Enterprise Co.** and **Beaumont Broadcasting Corp.)**, ordered that oral argument on said petition will be held commencing at 1:30 p.m., Nov. 20. Action Nov. 16.

By Hearing Examiner Basil P. Cooper

KUOA Inc. Siloam Springs, Ark.—Granted motion for continuance of evidentiary hearing scheduled for Nov. 19, until 30 days after action on pending petition to enlarge issues filed by **Lakes Area Broadcasting Co., Pryor, Okla.** Action Nov. 13.

By Hearing Examiner H. Gifford Irion

Town and Country Radio, Inc., Rockford, Ill.—Granted petition for leave to amend its am application so as to decrease power from 1 kw to 500 w and to change DA pattern. Action Nov. 14.

By Hearing Examiner Elizabeth C. Smith

Victoria, Tex.—Ordered that prehearing conference scheduled for Nov. 2 and thereafter continued without date in ch. 19 proceeding, Victoria **(Victoria Television Co.** and **Alkek Television Co.)**, will be held on Nov. 28. Action Nov. 19.

Babylon, N. Y.—Ordered that further hearing will be held Nov. 27, re am application of **WGLI Inc.,** Babylon, N. Y. Action Nov. 19.

Little Rock, Pine Bluff, Ark.—Ordered that prehearing conference scheduled for Nov. 7, and thereafter continued without date, in proceeding on am applications of **Sepia Broadcasting Co.,** Little Rock and **Radio Pine Bluff,** Pine Bluff, will be held Nov. 29. Action Nov. 19.

November 20 Applications

ACCEPTED FOR FILING

License to Cover Cp

WORZ Orlando, Fla.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

Modification of Cp

KMOS Tyler, Tex.—Seeks mod. of cp (which authorized new am) to extend completion date.

Modification of Cp Returned

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp. (which authorized change ant.-trans. location) to extend completion date returned. (Unnecessary.)

REMOTE CONTROL

WRAJ Anna, Ill.

RENEWAL OF LICENSE

KLAM Cordova, Alaksa; KFIR North Bend, Ore.; KZUN Opportunity, Wash.

RENEWAL OF LICENSE RETURNED

KRMW The Dalles, Ore. (not dated); **KTIL Tillamook, Ore.** (not in licensee name); **KAPA Raymond, Wash.**

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Continues from page 102

Great Falls, Mont. Announced Nov. 20.

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KSPA Santa Paula, Calif.—Granted assignment of license from **Juan G. Salos** to **Frank James** and **Christie Palmer James,** joint tenants, for $46,000. Announced Nov. 20.

WALT Tampa, Fla.—Granted transfer of control from **Harold Kaye** to **Emil J. Arnold, Robert Wasdon** and **Jack Siegel** for $16,516. Mr. Arnold, present 49% owner, will own 50% and **Mr. Wasdon** and **Mr. Siegel** 25% each. Mr. Arnold owns Commonwealth Adv. Agency, Boston, Mass.; 51%, **WINN Louisville, Ky.,** and 50%, **WMFJ Daytona Beach, Fla.** Mr. Siegel and Mr. Wasdon each owns 50%, **WIOD Sanford, Fla.** Same interests are applicants for new am at Orlando, Fla. Mr. Arnold has purchased **WTAM Decatur, Ga.** Announced Nov. 15.

KFNF Shenandoah, Iowa—Granted transfer of control from **Ethel S. Abbott and estate of C. J. Abbott, deceased,** to **William A. Martin** *et al* for $61,050. Mr. Martin, present 8.7% owner (applicant for 17.4%), is executive vice president, Town & Farm Co. (**KMMJ Grand Island, Neb.; KXXX Colby, Kan.,** and **KIOA Des Moines, Iowa**). **K. C. Titus,** applicant for 17.4%, is gen. mgr.-vp., **Don Searle,** applicant for 17.4%, is pres.-40% owner, Town & Farm, and 65% owner, Searle & Parker Inc., entertainment productions. **H. A. Searle Jr.,** applicant for 10.1%, is 20% owner, Town & Farm, and has petroleum and real estate interests. **J. Herbert Hollister,** applicant for 10.1%, is owner, **KCOL Fort Collins, Colo.,** and 20% stockholder in Town & Farm. **W. A. Mosier,** applicant for 17.4%, is vice pres.-gen. mgr., KXXX. **Helen Searle Blanchard,** applicant for 10.2%, is 20% owner, Town & Farm. Announced Nov. 15.

WCYN Cynthiana, Ky.—Granted assignment of license from **Estil R. Anderson** and **Silas E. Anderson d/b as Cynthiana Bcstg. Co.** to **WCYN Radio Inc.** Principals, at present equal partners, will own 58.75% and 41.25%, respectively. Announced Nov. 20.

WMOR Morehead, Ky.—Granted transfer of control from **W. J. Sample, Claude L. Clayton** and **Roy Cornette** to **J. Earl McBrayer, William M. Whitaker, Joe J. Mauk, Frank Havens** and **Tommy Combs** for $60,018. Announced Nov. 20.

WRNC (FM) Oakland, Md.—Granted assignment of license to **WPGC Inc. (WPGC Morningside, Md.)** for $5 for license and $10,000 for property. Announced Nov. 20.

WGHN Grand Haven, Mich.—Granted acquisition of positive control by **Hilbert F. Wulf** through purchase of 15% stock from **Joseph F. Deeb.** Mr. Wulf, present 40% owner, will own 55%. Announced Nov. 20.

KBMO Benson, Minn.—Granted assignment of cp from **Albert S. Tedesco** to **Arline Hodgins Steinbach** for $2,250, said to represent all but $8 of Mr. Tedesco's expenses in prosecuting application for cp. Mrs. Steinbach is former owner-general manager, **KLVC Leadville, Colo.** Announced Nov. 20.

WAAA Winston-Salem, N. C.—Granted assignment of license from **Camel City Bcstg. Corp.** to **Laury Assoc. Inc.** for $150,000. Equal partners in Laury Assoc., N. Y. radio production firm, are **Robert A. Monroe,** former programming vp., MBS and WOR New York, and **Arnold Schneidman,** N. Y. accountant. Announced Nov. 20.

WCEF Parkersburg, W. Va.—Granted assignment of license from **Clarence E. Franklin** to **Franklin Bcstg. Co.** Announced Nov. 20.

WRIT Milwaukee, Wis.—Granted assignment of license from **McLendon Investment Corp.** to **Radio Milwaukee Inc.** for $455,000. **H & E Balaban Corp.** (theatres), 50% owner, Radio Milwaukee, also is 50% owner, **WTVO (TV) Rockford, Ill.**; 50%, **WICS (TV) Springfield, Ill.** (WICS is applicant for satellite in White Heath, Ill.); applicant for tv cp in Birmingham, Ala., and 50%, **WMCM (TV) Grand Rapids, Mich. Harold S. Lederer** and **Leo M. Lederer** (control Atlantic Brewing Co., Chicago), each 25% owner, Radio Milwaukee, each has 12.5% interest in contract to acquire 50%, **KFBI Wichita, Kan.** Balaban Corp. also has 25%, KFBI contract. Announced Nov. 20.

APPLICATIONS

WNPT Tuscaloosa, Ala.—Seeks transfer of control from **W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr.** to **Mrs. Edna Ruth L. Harris and Mrs. Allie W. Todd,** who will own respectively 36.1% and 22.9%. Mr. Thielens sold 17% to corporation for $20,000, reducing stock outstanding. Announced Nov. 19.

KDEN Denver, Colo.—Seeks assignment of license from **Ewald E. Koepke and Frank E. Amole Jr. d/b as KDEN Bcstg. Co.** to **KDEN Bcstg. Co.** Corporate change. Mr. Koepke and Mr. Amole remain equal partners. Announced Nov. 20.

WDCF Dade City, Fla.—Seeks assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch d/b as Pasco Bcstg. Co.** to **Stuart G. and Thelma R. Picard,** joint owners, for $65,000. Mr. Picard owns miniature golf course in Tampa, Fla. Announced Nov. 19.

WEBK Tampa, Fla.—Seeks assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch d/b as Hillsboro Bcstg. Co.** to **W. Walter Tison tr/as Tison Bcstg. Co.** for $134,000. Mr. Tison is former owner of **WALT Tampa** and former 20% owner, **WTVT (TV) Tampa.** Announced Nov. 20.

KYME Boise, Idaho—Seeks acquisition of positive control by **Roger L. Hagadone** (pres.-gen. mgr.-present 50% partner) through purchase of 50% stock from **Richard K. and Virginia L. Mooney** for $50. Announced Nov. 14.

WANE Fort Wayne, Ind.—Seeks assignment of license from **Radio Fort Wayne Inc.** to **Universal Bcstg. Co.** Radio Fort Wayne is owned by Universal, which proposes to consolidate broadcast holdings (see next item). Announced Nov. 19.

WISH-AM-TV Indianapolis, Ind.; WANE and WINT (TV) Fort Wayne, Ind.—Seek assignment of licenses to **Indiana Bcstg. Co.,** owner of **Universal Bcstg. Co.,** licensee of WISH-AM-TV and proposed licensee of WANE (see above). WINT is licensed to Tri-State Television Inc., owned by Universal. Announced Nov. 20.

WLAP-AM-FM-TV Lexington, Ky.—Seek transfer of control and assignment of license from **Gilmore N. Nunn** to **Community Bcstg. Co.** through sale of 100% stock for $346,000. Equal owners of Community Bcstg. are **Frederic Gregg Jr.,** Terrace Park, Ohio, account executive, Young & Rubicam; **Charles H. Wright,** employe, General Dynamics Corp., N. Y., and **Harry C. Feingold,** Kansas City, Mo., appliance distributing, oil and financial interests.

WCME Brunswick, Me.—Seeks acquisition of positive control by **Glenn H. Hilmer** through corporate reorganization. Mr. Hilmer, present 50% owner, will own 60% after retirement of $8,000 debt owned him by licensee corporation. Announced Nov. 19.

WASL Annapolis, Md.—Seeks assignment of license from Chesapeake Radio Corp. to Norwalk Bcstg. Co. for $42,000. Norwalk is licensee, **WNLK Norwalk, Conn.** Announced Nov. 20.

WGAW Gardner, Mass.—Seeks transfer of control from **Emelien R. Robillard and William C. Engel** to **Television and Radio Bcstg. Corp.** for $60,000. Latter owns **WJDA Quincy, Mass.,** and **WESX Salem, Mass.** Announced Nov. 20.

KOOK-AM-TV Billings, Mont.—Seeks transfer of control from **J. Carter Johnson** *et al* to **Joseph S. Sample** for $35,595. Mr. Sample, pres.-10.7% owner, will own 93.28%. Announced Nov. 14.

KBMI Henderson, KSHO-TV Las Vegas, both Nev.—Seek assignment of license from **Moritz Zenoff** to **Television Co. of America Inc.** for $65,000 and liquid assets at closing. Equal partners in Television Co. of America are **Frank Oxarart,** pres.-26⅔%, **KRKD-AM-FM Los Angeles** and **KITO San Bernardino, Calif.,** 10%, **KVSM San Mateo, Calif.,** and 50%, **KDON Salinas, Calif.; Albert Zugsmith,** 35⅓%, KRKD-AM-FM and KITO, 37½%, KVSM, and 25%, **KULA-AM-TV Honolulu; Arthur B. Hogan,** owner, **KFOX-AM-FM Long Beach, Calif.;** 37½%, KVSM, and 25%, KULA-AM-TV, and **Jack Feldmann,** 50%, KDON, and 10%, KVSM. Announced Nov. 14.

KOMA Oklahoma City, Okla.—Seeks assignment of license from **KOMA Inc.** to **Burton Levine, Myer Feldman, Arnold S. Lerner and Donald Rubin d/b as Radio Oklahoma** for $342,500 and value of accounts receivable as of settlement date. Mr. Levine is president and 40% stockholder, **WROV Roanoke, Va.** Mr. Feldman is vice president, Television Exhibitors of America, applicant assignee for license of **WCAN-TV Milwaukee, Wis.** Announced Nov. 20.

KOCO Salem, Ore.—Seeks assignment of license from **B. Loring Schmidt** to **Salem Bcstg. Co.** for 25% ownership in Salem Bcstg. Salem Bcstg. principals, each 25% owner, are **C. O. Fisher** (66% owner, **KUGN-AM-FM Eugene, Ore.**), **Nancy A. Harrison** (34%, KUGN-AM-FM), and **Jane G. Fisher,** sisters and brother. Announced Nov. 19.

WRGP-TV Chattanooga, Tenn.—Seeks acquisition of control of permittee by Ramon G. Patterson (present 50% owner) through purchase of 50% stock from Will Cummings for $87,000. Announced Nov. 20.

Hearing Cases . . .

FINAL DECISION

Paducah, Ky.—FCC announced its decision of Nov. 14 granting application of **Paducah Newspapers Inc.,** for new tv on ch. 6 in Paducah, and denying competing application of Columbia Amusement Co. Comrs. McConnaughey (Chmn.), Hyde and Mack dissented and voted for Columbia. Announced Nov. 15.

INITIAL DECISION

KVAR (TV) Mesa, Ariz.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward (1) setting aside Commission's July 3 order postponed effective date of April 25 grant of application of KVAR (ch. 12) to move main studio location from Mesa to Phoenix, Ariz., pending hearing on protest by **KTVK (TV) Phoenix** (ch. 3) and (2) affirming and reinstating said grant. Announced Nov. 20.

OTHER ACTIONS

KLFT Golden Meadow, La.—FCC by order of Nov. 20 granted petition by **Leo Joseph Theriot** for review and reversal of Chief Hearing Examiner's ruling denying Mr. Theriot's petition to accept late appearance and dismissing his application for increase in power of station KLFT from 500 w to 1 kw, on 1600 kc D; accepted late appearance. Comr. Lee dissented. Announced Nov. 20.

Huntington, N. Y.; Bath, Me.—FCC by order of Nov. 20 granted petition of **Huntington-Montauk Bcstg. Co. Inc.,** to sever its application to change location of **WGSM Huntington, Long Island** (on 740 kc, 1 kw D), to Deer Park, L. I., from consolidated proceeding with application of **Winslow Turner Porter** for new am on 730 kc, 500 w D, in Bath, and ordered that applications will be heard in separate proceedings; set forth issues upon which WGSM will be heard, and made **WMBL Morehead City, N. C.,** and **WVCH Chester, Pa.,** parties to proceeding. By separate order of same date, Commission set forth issues upon which Porter application will be heard, and made **WHEB Portsmouth, N. H.,** party to this proceeding. Announced Nov. 20.

KSLM-TV Salem, Ore.—FCC by memorandum opinion and order denied request for waiver of five-limit vhf tv station ownership rule and returned contingent applications for (1) assignment of cp of KSLM-TV (ch. 3) from **Oregon Radio Inc.,** to **Storer Bcstg. Co.,** and (2) mod. of cp to move trans. nearer Portland and increase power and ant. height. Comrs. Doerfer and Craven dissented. Announced Nov. 15.

ORAL ARGUMENTS SCHEDULED

FCC on Nov. 20 scheduled oral arguments in following proceedings on dates indicated:

December 17

KGHL-TV Billings, Mont. (Docket 11616).
Queen City Bcstg., KXA Inc., and **Puget Sound**

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Bcstg. Co., Seattle, Wash., ch. 7 (Docket 9030 et al.).

December 18

Travis Lafferty, Oakland, Calif. (Docket 11259).
Radio Associates Inc., and **WLOX Bcstg. Co.,** Biloxi, Miss., ch. 13 (Dockets 10844-5). Announced Nov. 20.

Routine Roundup . . .

November 15 Decisions

BROADCAST ACTIONS

By the FCC

Actions of November 14

Lewiston, Idaho—Orchards Community Television Assn. Inc. is being advised that applications for two new tv translator stations indicate necessity of hearing.

KMLA Los Angeles, Calif.—Issued SCA to render supplemental service on simplex basis pending installation of multiplex equipment; conditions.

WWGS Tifton, Ga.—Granted change operation from 1340 kc, 250 w unl. to 1430 kc, 5 kw D; trans. to be operated by remote control.

WRMF Indialantic-Melbourne, Fla.—Granted mod. of cp to change location to Titusville, Fla.; conditioned that permittee accept any interference that may be received in event of grant of application of **WHBO Tampa** to increase power to 1 kw on 1050 kc.

WSID Essex-Baltimore, Md.—Granted mod. of license to change location to Baltimore.

Following stations were granted renewal of license: **KRIB Mason City, Iowa; KBMI Henderson, Nev.; KSVP Artesia, N. M.; KTRB-FM Modesto, KTUR Turlock, KUBA Yuba City, KUKI Ukiah, KUTE (FM) & SCA, Glendale, KVCV Redding, KVON Napa, KWTC Barstow, KSDS (FM-Ed) San Diego, KALW (FM-Ed) San Francisco, KCRW (FM-Ed) Santa Monica, KLON (FM-Ed) Long Beach, KPFB (FM-Ed) Berkeley, KSPC (FM-Ed) Claremont, KVCR (FM-Ed) San Bernardino, KHJ-TV Los Angeles, KMJ-TV Fresno, KBEE KBEE-FM Modesto, KCOY Santa Maria, KCRA-FM Sacramento, KERN-FM Bakersfield, KFBK-FM Sacramento, KFMB San Diego, KFRC San Francisco, KGEE Bakersfield, KGER Long Beach, KGFJ Los Angeles, KGMS Sacramento, KGST Fresno, KGYW Vallejo, KHJ-FM Hollywood, KFRM (FM) Fresno, KSCO Santa Cruz, KSDA Redding, KSFE Needles, KSFO San Francisco, KSMA Santa Maria, KSTN Stockton, KSUE Susanville, KTIP Porterville, KTKR Taft, KTMS Santa Barbara, KTLA (TV) Los Angeles, KMJ-FM Fresno, KRAK Stockton, all Calif.**

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Star of the Plains Bcstg. Co., Slaton, Tex.—Granted petition for extension of time to Nov. 19 to file response to petition to enlarge issues filed by Plainview Radio, Plainview, Tex., in am proceeding. Action Nov. 14.

Broadcast Bureau—Granted petition for extension of time to Nov. 21 to file comments to joint petition for vacation of Commission's order of Oct. 17 and for other relief and request for oral argument filed by **W. S. Butterfield Theatres Inc.** and **Trebit Corp.** on Nov. 2, in ch. 12 proceeding, **Flint (WJR, The Goodwill Station Inc.,** *et al.*). Action Nov. 14.

By Chief Hearing Examiner James D. Cunningham

Flint, Mich.—By memorandum opinion and order denied petition of **Lake Huron Bcstg. Corp.,** Saginaw, Mich., to intervene in ch. 12 proceeding, Flint, **(WJR, The Goodwill Station Inc.,** *et al.*). Action Nov. 14.

Irwin, Pa.—Ordered that hearing will commence Dec. 3, in ch. 4 proceeding, Irwin **(Television City Inc., McKeesport, Pa.,** *et al.*). Action Nov. 14.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind.—Ordered that hearing is continued from Nov. 19 to Nov. 20 in proceeding on am applications of **J. E. Willis,** Lafayette, and **Crawfordsville Bcstrs. Inc.,** Crawfordsville. Action Nov. 14.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for extension of time from Nov. 14 to Nov. 27 for filing proposed findings of facts and conclusions, and for filing replies thereto from Dec. 5 to Dec. 18, re application of **WNYC New York, N. Y.** for special service authorization to operate additional hours from 6 a.m. EST to sunrise New York City and from sunset Minneapolis, Minn. to 10 p.m. EST and re petition of **WCCO-TV Minneapolis, Minn.,** to cancel SSA and deny or withhold action on application for extension of SSA without hearing; and, in any event, to hold any hearing on limited, non-comparative issues. Action Nov. 13.

November 19 Applications

License to Cover Cp

KDLM Detroit Lakes, Minn.—Seeks license to cover cp which authorized change frequency, decrease power, change hours from D to unl. and change type trans.

KUTI Yakima, Wash.—Seeks license to cover cp which authorized change frequency.

Modification of Cp

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date to 6-13-57.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp (non-commercial education tv) to extend completion date to 6-2-57.

November 20 Decisions

BROADCAST ACTIONS

By the FCC

Class I-B—FCC by memorandum opinion and order denied July 28, 1955, petition by **Key Broadcasting System Inc.** to amend rules to limit radiation of Class I-B (clear channel) stations which operate on 1500 kc and above to protect Class II (secondary clear channel) stations. Action Nov. 20.

Tv ID—FCC by memorandum opinion and order denied petition by the National Assn. of Radio and Television Broadcasters for rule-making to amend Sec. 3.652(a) of rules to delete requirement that tv station identification announcement (call letters and location) be made by both visual and aural means at beginning and ending of each period of operation and, in lieu thereof, permit such identification announcement to be made by either aural or visual means.

Granted renewal of licenses of following: **KBLF Red Bluff, KCHJ Delano, KHSL Chico, KHUB Watsonville, KHUM Eureka, KIEV Glendale, KLOK San Jose, KLX Oakland, KMBY Monterey, KMOD Modesto, KOCS Ontario, KONG Visalia, KPAL Palm Springs, KPMC Bakersfield, KPOL Los Angeles, KPOP Los Angeles, KARM-FM Fresno, KEDO Ontario, KNOB Long Beach, KPLA Los Angeles, KUSC Los Angeles, KCOP Los Angeles, KFMB-TV San Diego and KPIX-TV San Francisco, all Calif.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 16

WIVV Vieques, P. R.—Granted cp to replace expired cp for am.

KWRO Coquille, Ore.—Granted cp to replace expired cp covering change facilities; change ant.-trans. location; operate trans. by remote control; make changes in ant. system (increase height) and install new trans.

WKEN Dover, Del.—Granted mod. of cp to change studio location and operate trans. by remote control.

WSUI Iowa City, Iowa—Granted permission to reduce hours of operation from unl. to minimum of 6 hours daily from 12-20-56 through 1-2-57, inclusive, in order to observe regular university vacation period.

KRUN Ballinger, Tex.—Granted permission to sign off at 7 p.m. (local time) daily, except during special events, for period of 90 days from Dec. 1, 1956.

WFCB Dunkirk, N. Y.—Granted extension of authority to remain silent for additional 30 days from Nov. 16, 1956 because of labor strike.

WRAJ Anna, Ill.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WKEN Dover, Del.,** to 4-4-57; **WHFI West Paterson, N. J.,** to 3-21-57.

KQUE Albuquerque, N. M.—Reconsidered 10-25 action extending completion date to 12-15, such action being necessary since assignment of license and cp (BAPL-118, as granted on 10-3) to KQUE Corp., became effective; conditions.

Actions of November 15

WRAL-TV Raleigh, N. C.—Granted STA to operate commercially on ch. 5 for period ending April 23, 1957.

KATI Casper, Wyo.—Granted license for am station.

Actions of November 14

Following were granted authority to operate trans. by remote control: **WRVA-FM Richmond, Va.; KVNA Flagstaff, Ariz.,** while using non-DA; **WJBD Salem, Ill.**

WKTF Warrenton, Va.—Granted extension of completion date to 2-16-57.

Actions of November 13

WYSR Franklin, Va.—Granted license for am station.

WETU Wetumpka, Ala.—Granted license covering change facilities and install new trans.

WDSU-FM New Orleans, La.—Granted mod. of cp to change ERP to 3.4 kw, ant. height to 590 ft.

KSWO Lawton, Okla.—Granted mod. of license to change studio location and operate trans. by remote control.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Beaumont, Tex.—Upon request of **W. P. Hobby,** who has petitioned for intervention in ch. 6 proceeding, Beaumont, **(The Enterprise Co.** and **Beaumont Broadcasting Corp.),** ordered that oral argument on said petition will be held commencing at 1:30 p.m., Nov. 20. Action Nov. 16.

By Hearing Examiner Basil P. Cooper

KUOA Inc. Siloam Springs, Ark.—Granted motion for continuance of evidentiary hearing scheduled for Nov. 19, until 30 days after action on pending petition to enlarge issues filed by **Lakes Area Broadcasting Co., Pryor, Okla.** Action Nov. 13.

By Hearing Examiner H. Gifford Irion

Town and Country Radio, Inc., Rockford, Ill.—Granted petition for leave to amend its am application so as to decrease power from 1 kw to 500 w and to change DA pattern. Action Nov. 14.

By Hearing Examiner Elizabeth C. Smith

Victoria, Tex.—Ordered that prehearing conference scheduled for Nov. 2 and thereafter continued without date in ch. 19 proceeding, Victoria **(Victoria Television Co.** and **Alkek Television Co.),** will be held on Nov. 28. Action Nov. 19.

Babylon, N. Y.—Ordered that further hearing will be held Nov. 27, re am application of **WGLI Inc.,** Babylon, N. Y. Action Nov. 19.

Little Rock, Pine Bluff, Ark.—Ordered that prehearing conference scheduled for Nov. 7, and thereafter continued without date, in proceeding on am applications of **Sepia Broadcasting Co.,** Little Rock and **Radio Pine Bluff,** Pine Bluff, will be held Nov. 29. Action Nov. 19.

November 20 Applications

ACCEPTED FOR FILING

License to Cover Cp

WORZ Orlando, Fla.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

Modification of Cp

KMOS Tyler, Tex.—Seeks mod. of cp (which authorized new am) to extend completion date.

Modification of Cp Returned

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp. (which authorized change ant.-trans. location) to extend completion date returned. (Unnecessary.)

REMOTE CONTROL

WRAJ Anna, Ill.

RENEWAL OF LICENSE

KLAM Cordova, Alaksa; KFIR North Bend, Ore.; KZUN Opportunity, Wash.

RENEWAL OF LICENSE RETURNED

KRMW The Dalles, Ore. (not dated); **KTIL Tillamook, Ore.** (not in licensee name); **KAPA Raymond, Wash.**

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Radio Networks: Here To Stay

NO MATTER how rough the economic buffeting they have been hit with already or face in the next few years, radio networks—in one form or another—are here to stay.

To be sure, the network of the future may differ in is operational design from the network of today. But it will definitely be a network in its basic concept of providing simultaneous program service to the nation.

These are the main conclusions to be drawn from our extensive exploration of the radio network situation as reported elsewhere in this issue.

It would be more dramatic to conclude, as some network critics have alleged, that the network system is obsolete and its extinction inevitable. The facts do not confirm this view.

Ninety-nine percent of radio network affiliates say their networks now give them programs not otherwise available. More than 64% of independent stations say they would like to have a network-type of service if they could buy it and program and sell it as they pleased. These are overwhelming votes of confidence for the fundamental purpose of radio networking.

Our vote on this side of the ballot isn't needed, but we record it anyway. The national welfare depends upon the maintenance of an instantaneous radio communications system. The national culture depends upon a broader programming structure than any individual station can provide. It is cheering that the evidence supports our wish for the continued operation of networks as well as independent stations.

Done In Down Under

THE word from Melbourne, Australia, last week was that sea gulls had been seen in Olympic Park—a frightful turn of events, because sea gulls Down Under are synonymous with foul weather when they venture inland.

But the weather was not the only thing the gulls fouled up. The Olympic Games may be having bad weather, but at least they're having weather of a sort. They're having no television news coverage at all, to speak of.

Let us be clear at the outset that all gulls do not belong to the wing-flapping genus. Webster has a word for another sort: when used as a verb, it means "to cheat" or "dupe." And if ever we saw a gull job done, it was in the Australian Olympic organizing committee's handling of news film arrangements for coverage of the games. This outfit was absolutely superlative, cheating self and public around the world in one fell—if the analogy may be carried one step farther—swoop.

Last winter the Olympic people were holding out for money for television and newsreel coverage rights—lots of money, a commodity which they consider sinful only when it falls into the hands of the runners, jumpers and other strong young men and women who do the work. More recently, we must confess, we haven't the foggiest notion what got into their heads, although it still smells like money.

All that the tv and theatrical newsreel people of the U. S., Britain, Canada and western Europe wanted was the right to film the Olympic Games—at their own expense—and to show not more than three minutes in any one newscast or newsreel, and not more than nine minutes in any one day. The Olympic people could have a copy of the entire footage and would be free to sell or otherwise distribute it to sports organizations and the like. Fair enough? Not for the Olympic people. They offered three minutes a day for free, but pointed out that the footage would be limited and the choice therefore restricted.

The tv-newsreel people rightly would have no part of this restrictive arrangement. Rather than accept such arrogant censorship—which not only excluded them from events to which other news media are freely admitted, but also limited their choice of "handouts"—they're handling their Olympic coverage by still pictures and spoken reports.

The fact that six half-hour film shows of the Olympic Games are being made available for sale to tv stations does not weaken the basic premise that television newsmen and the newsreels are the victims of discrimination, pure and simple.

It was only a few months ago that television audiences were being urged—on time provided free—to contribute to the Olympic fund. The moral is that television is a wonderful fund-raiser, but must be denied the slightest chance of providing anything but stereotyped "news" coverage to the very people who were urged to send in their dollars. Stations which donated time a few months ago must now buy whole programs, or be limited to a few stills with voice over. That's exploitation with a flagrance unmatched since Avery Brundage, head of the International Olympic Committee, told the networks almost a year ago that he couldn't see how freedom of the press is involved and then, in almost the same breath, added his own immortal words to the annals of amateur athletics: "All of us are in this thing to make money."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Think of it! A new tv set for less than cost! Come to . . ."

Enter BPA

A NEW organization with a big potential has come into being. Broadcasters Promotion Assn. was organized 10 days ago in Chicago by promotion executives of radio and television stations.

Where BPA goes depends upon the wisdom and initiative of its charter officers and board members and the degree of enthusiasm inculcated in its membership. It was well-born, and its first slate, headed by Dave Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co., as president, is experienced and energetic.

Promotion people are essentially a young group coming up in the business. Among them are the owners and managers of tomorrow. In BPA they have a forum for the interchange of ideas and for upgrading of both the business and the art of broadcasting.

The business aspects are numerous and well-charted. They cover such thoroughly worked-over but persistently baffling problems as audience ratings, uniform rate-making, standard audience and coverage contour measurements. Interwoven in this complex of methods of doing business are research, merchandising and selling at the local and national levels.

It is in the more ephemeral area of the "art of broadcasting" that BPA can perform a hitherto sadly neglected service. It is in the area of public relations, of getting broadcasting on the offensive at the consumer level, of selling the public on the blessings of radio and television. Conversely, it's the job of resisting the reformers, the politicians and the competitive forces that are always on the prowl against broadcast advertising. They must be beaten to the punch.

The NARTB has embarked upon an enlarged public relations program. The plan was outlined by NARTB President Harold Fellows at the area meetings concluded last month.

What better opportunity exists than that of coordinating the NARTB effort with that of BPA members at the local level, where the individuals know the people and the media?

We wish BPA well as it takes its first firm steps. BPA deserves the opportunity to undertake a job for which there is no real precedent. It deserves the support of ownership and management.

what do YOU buy?

Market?

KWK-TV serves one of America's **richest** areas with annual retail sales of more than $2,653,404,000! Grade B population alone includes more than 2,252,000 potential customers for your products or services. Your KATZ man can keep you covered with the complete story about the great St. Louis market and the LEADER in St. Louis Television—KWK-TV!

Local Shows?

KWK-TV has the best-known personalities in St. Louis Television! Gil Newsome—Fred Moegle—Tom Dailey—offering top ratings—low CPM—and the local touch for YOUR campaign. Consider, too, the top-rated film programs and network adjaciencies for your SPOT campaign available on KWK Channel 4. Katz will keep you covered with this info!

Package Plans?

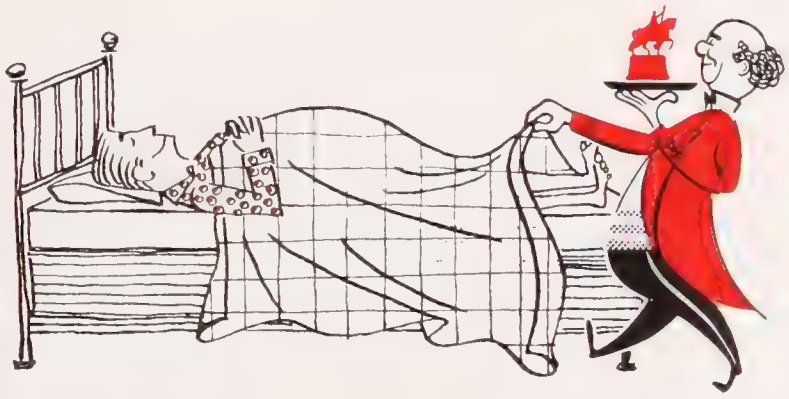
OPERATION ID offers outstanding daytime availabilities on the LEADER in St. Louis Television—KWK-TV. Fifteen ID's per week between 9:00 a.m. and 4:00 p. m. for $412.50! Five across the board at 10:00 a. m. pull a CPM homes of FORTY CENTS. Anytime is a good-time on daytime KWK Television. Pick your times now. Check KATZ for availabilities in the new KWK OPERATION ID.

By the way, the KWK-TV 5 & 10 PLAN offers 20 to 40% discount on daytime buys. Check Katz for details!

KWK-TV
has them all!

CBS TOP PROGRAMS OF TWO NETWORKS ABC

Represented Nationally by THE KATZ AGENCY, INC.



YOU GET **MORE** ON

KWK TV CHANNEL 4 IN ST. LOUIS

Serving the Great St. Louis Market

completely keep covered

NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD
DES MOINES

weed

TELEVISION

TELEVISION
STATION
REPRESENTATIVES

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 3, 1956 35¢ PER COPY

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B•T exclusive: Top 40 agencies in 1956 broadcast billings Page 27

Radio-tv dominates AAAA Eastern Conference Page 46

New, better radio-tv research called for by ARF Page 60

Kill all-channel set tax to save uhf, broadcasters urge Page 78

It happened . . . and fast . . . in Miami radio

WQAM leaps to 1st Place in audience after less than 3 months

of Storz programming

HOOPER* SAYS:
A DECISIVE FIRST, ALL DAY:

WQAM . . 28.4%		Station "F"	5.0%
Station "A"	18.3%	Station "G"	3.4%
Station "B"	16.2%	Station "H"	2.6%
Station "C"	11.1%	Station "I"	1.6%
Station "D"	6.0%	Others	2.4%
Station "E"	5.2%		

*Hooper, Oct.-Nov., 1956 7 a.m.-6 p.m., Mon.-Sat.

That's how fast listening habits have changed in Miami as a result of less than 3 months of "Storz Station" programming. And it's a *decisive* first place with a pace-setting 24.3% in the morning and a convincing 31.8% in the afternoon. Already a fine buy to begin with —WQAM is now *the* buy in Miami. Talk to the BLAIR man—or WQAM GM JACK SANDLER.

WQAM

MIAMI

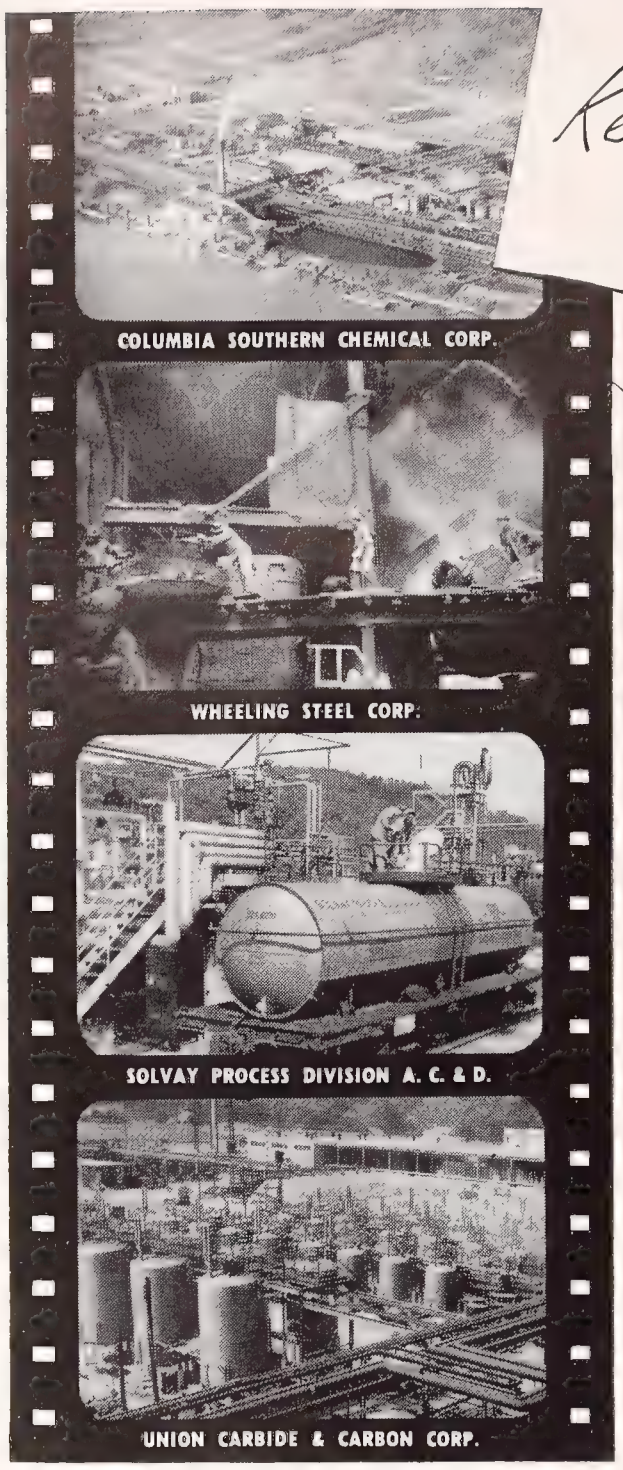
Covering all of Southern Florida with 5,000 watts on 560 kcs.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.





The Wheeling Market is one of the fastest growing markets in America

Aluminum, Chemicals, Steel, Coal—these and many other basic industries—booming, expanding, growing—in the Greater Wheeling Market, the "rich Ruhr Valley of America." How do YOU figure in this picture of industrial expansion? Project your sales in America's industrial heartland by using the dominant advertising medium, WTRF-TV, consistently outdistancing the competition in every accredited measurement of audience survey. The eyes of the valley are on WTRF-TV!

"a station worth watching"

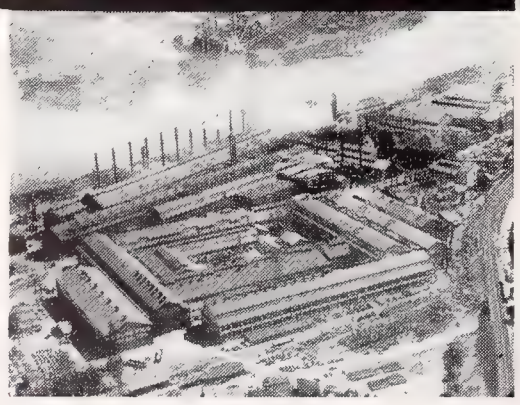
wtrf-tv

CHANNEL 7

Wheeling 7, West Virginia



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777



NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!



KGUL-TV'S NEW SUPER TOWER DELIVERS 1/4 OF TEXAS

KGUL's area coverage (with over 600,000 families) encompasses Galveston, Houston and the entire Gulf Coast. The buying power of this area represents 25% of the total buying power of the whole state of Texas. Here is a real Texas-size buy for your advertising dollars.

KGUL-TV is the only station delivering a primary city signal to both Galveston and Houston.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management

kgul TV

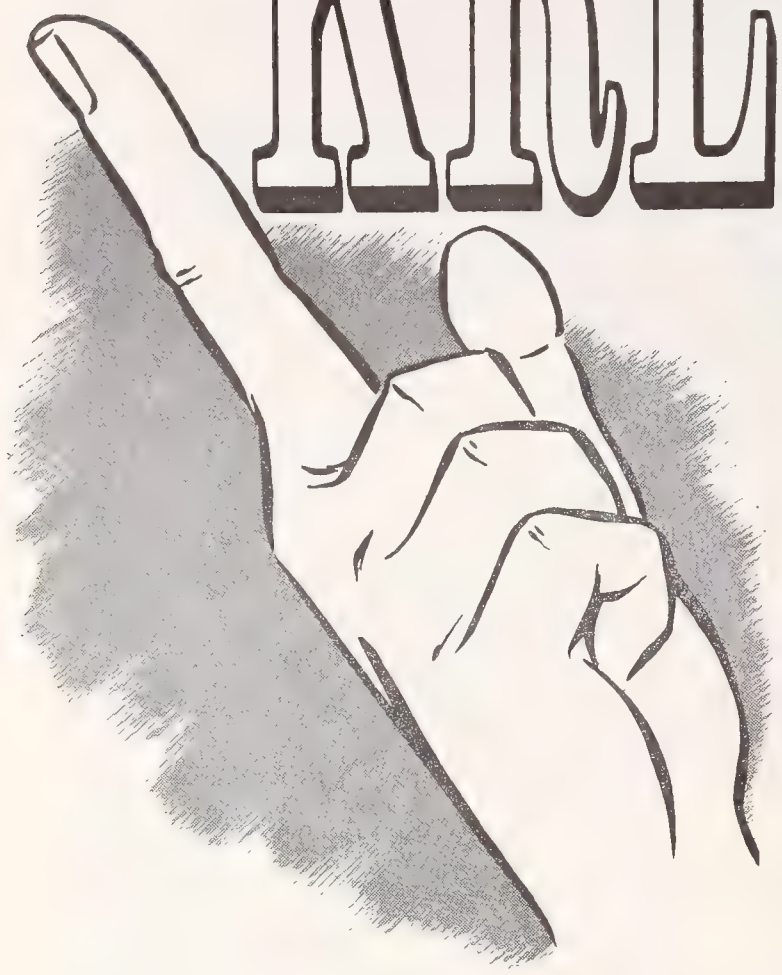
Galveston, Texas

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD

RADIO • CBS • DALLAS



is the only Full-Time 50,000 Watt Station in the Dallas-Ft. Worth area!

- **ONE ORDER**
- **ONE BILLING**
- **MAXIMUM COVERAGE**
- **MINIMUM COST**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

KRLD

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit®

DEADLINE • Look for action before end of year in Justice Dept. investigation of NBC-Westinghouse exchange of Cleveland and Philadelphia stations. Federal grand jury in Philadelphia now is considering evidence—which has been presented in full—and is expected to decide before Dec. 31 whether or not to indict. No matter what grand jury does, Justice Dept. also has power to move in civil action, and justice, too, will make up mind by end of year.

B•T

IT WILL TAKE much longer for Justice to conclude its broader investigation of television networks. Victor Hansen, assistant attorney general in charge of antitrust proceedings, reportedly has not changed his view given to House Antitrust Subcommittee last September that it will be 18 months to two years before his office can decide whether networks are violating monopoly laws. In recent weeks FBI agents have been visiting networks, and have submitted detailed questions which networks will require weeks, at least, to answer.

B•T

GRATITUDE • Mysterious ways of Madison Ave. were never better exemplified than by still-to-be-announced withdrawal of major account from major agency. Seems that agency vice president, who some years ago had chance to get block of stock in tv applicant in good market at bargain price, cemented client relations by letting some of agency's best accounts in on deal. Recently they sold out holdings at profit of better than 25 to 1. One client, dropping into agencyman's office to say thank you, casually remarked on departing, "This was great, but we've decided to give our account to an agency that concentrates on advertising."

B•T

FCC is determined to clean up its television hearing cases by end of January, under mandate given staff by Chairman George C. McConnaughey. Awaiting final decision are eight hearing cases: Miami (ch. 10); Seattle (ch. 7); Indianapolis (ch. 13); St. Louis (ch. 11); Charlotte (ch. 9); Orlando, Fla. (ch. 9); Buffalo (ch. 7), and Boston (ch. 5).

B•T

YES BUT • American Broadcasting-Paramount Theatres now has it in writing from Antitrust Division of Justice Dept. that under motion picture consent decree of 1949, it has right to produce theatrical pictures. Within last fortnight, AB-PT received reply to its letter of Sept. 4 asking for ruling, and it confirmed oral understanding [B•T, Nov. 19]. Department added, however, that it would watch developments to ascertain that motion picture production activities do not run counter to antitrust laws.

CONTRARY to past practice, ABC plans to hold regional spring meetings of its radio affiliates next March, in advance of and separate from NARTB's convention (April 7). Sessions would be held in New York, Chicago, New Orleans and San Francisco, with dates depending on availability of Leonard Goldenson, president of parent American Broadcasting - Paramount Theatres and acting president of ABC.

B•T

UP IN AIR • Tall tower problem ought to come to some sort of head this week. Pending broadcasters' agreement on criteria of judging exceptions, FCC has been delaying action on its proposal to force tall tower applicants to justify why they cannot locate towers in antenna "farm" areas. Broadcasters apparently are split between group which believes operators should fight whole idea and one that feels it would be better to work out criteria themselves than to hazard passage of inflexible legislation. NARTB engineering unit meets today (Monday), with working group of Joint Industry Government Tall Structure Committee scheduled to meet Wednesday.

B•T

J. SMITH HENLEY, associate FCC general counsel, will leave to take major Justice Dept. post. Mr. Henley joined Commission in May 1954, became associate general counsel, a new position, in November 1955.

B•T

ENDORSEMENT • Now that regional meetings to explain it to affiliates are over, NBC Radio officials are confident they'll meet Jan. 14 target date for launching most of their new programming and operation plan, including five-minute news hourly; 70-second station breaks (giving affiliates one-minute local commercial availabilities); strengthened programming, and right of affiliates to sell network sustainers locally, subject to recapture [B•T, Nov. 12, *et seq*]. "Hot line" feature to supply affiliates with hot news instantly is already in effect. Network is now soliciting stations for contract changes incorporating new plan, says results are "good beyond expectations." Officials report reaction of affiliates at regional sessions was virtually "100% favorable" except for few who were not in position to commit their station managements or were otherwise noncommittal.

B•T

SIGNIFICANT reversal of advertising policy is reflected in Swift & Co.'s 1957 "Operation Consumer Impact" campaign plans, with purchase of three network tv spectaculars plus mentions on meat packer's six regular network tv programs. Reversal stems from fact that, for first time in Swift history, individual product manager recommendations were sublimated to single overall advertising goal set for "Impact". As result, individual product groups were "assessed" certain sums to make up combined estimated $8 million pot for campaign.

B•T

CULTURE SPREADS • Emilio Azcarragas's Mexican network, Telsistema Mexicana S. A., has just concluded deal whereby hour-long Spanish version of ABC-TV *Ted Mack Show* will be presented on both television and radio network, originating in Mexico City, with winners to be sent to New York to be on U. S. show. Goodyear-Oxo (Mexican division of Goodyear Tire & Rubber Co.), through Young & Rubicam, New York, will sponsor half of Spanish version. Other half is expected to be sold shortly.

B•T

CIVIL SERVICE requirements call for vacancy of Conelrad supervisor, vacated by Ralph Renton (upped to assistant chief engineer in charge of technical research; see story page 82), to be advertised. Among those certain to be considered for post are Conelrad field supervisors: Robert D. Linx, who covers West Coast, Northwest and Northeast, and E. C. Thelemann, who covers Midwest, Southeast and Southwest.

B•T

SNEAK PREVIEW • Although public was not informed, west coast viewers of CBS-TV *Doug Edwards News*, 6:15 p.m. Friday, saw rebroadcast on Columbia Television Pacific Network via Ampex video tape recorder instead of normal film kinescope. No change in picture condition was evident although some observers who knew it was tape felt picture was improved over film. CBS-owned KNXT (TV) Los Angeles fed tape to nine-station CTPN. Technical crews have been making dry runs on Ampex unit for more than week.

B•T

NEW Desilu tv package, Whirlybirds, *syndicated by CBS Television Film Sales, sold in 67 markets with billing to exceed $750,000, it will be announced today by Thomas Moore, CBS Tv Film Sales general sales manager. Buyers include Continental Oil Co. through Benton & Bowles for 39 markets in West and Southwest; Laura Scudder Foods through Mottl & Siteman for all California markets, and National Biscuit Co. through McCann-Erickson for six markets.*

B•T

ONE GOOD TURN • Van Munching & Co. (importers of Heineken's Holland beer), N. Y., plans repeat of last year's successful winter campaign in Greater Miami market starting Dec. 17. Going after vacationing New Yorkers as well as residents, Van Munching has lined up 13-week spot radio drive on WGBS and WINZ which "may possibly" be expanded to include Tampa and Jacksonville. Peck Adv., N. Y., is agency.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1956 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

at deadline

SACKS TO HEAD NBC-TV PROGRAMS; LEWINE LEAVES ABC FOR NBC POST

EMANUEL (MANIE) SACKS has been named vice president in charge of television network programs for NBC and Robert F. Lewine will leave ABC tv programming and talent vice presidency to join NBC's tv program department in mid-December, NBC President Robert W. Sarnoff is announcing today (Mon.).

In his new role Mr. Sacks, who has been staff vice president of NBC and continues as staff vice president of parent RCA, will report to Thomas A. McAvity, NBC executive vice president in charge of tv network programs and



MR. SACKS MR. LEWINE

sales. As NBC staff vice president he reported to President Sarnoff.

Mr. Lewine's exact assignment at NBC was not disclosed. He will be proposed for vice presidency at NBC board meeting Friday, Mr. Sarnoff said, and will report to Mr. Sacks, as will Alan W. Livingston, vice president in charge of tv network programs for Pacific Div., and Mort Werner, vice president for national programs.

ABC officials said Mr. Lewine's successor has not been chosen.

Mr. Sacks takes over programming responsibilities which have been handled primarily by Messrs. McAvity and Werner since Richard A. R. Pinkham moved from vice president in charge of tv network programs to vice president in charge of advertising short time ago.

Mr. Sacks is veteran of more than 25 years in entertainment field, talent relations and broadcasting. He served successively with WCAU Philadelphia and its artists bureau, with MCA and Columbia Records before moving in 1950 to RCA as director of artist relations at RCA Victor. He became RCA staff vice president, then vice president and general manager of RCA Victor Records, and in 1953, in addition to his two other positions, was named staff vice president of NBC.

Mr. Lewine joined creative staff of Cine-Television Studios Inc. after Navy service during war, becoming vice president in charge of operations. In 1947 he left to form own tv commercials production company, later was director of radio and tv for Hirschon-Garfield agency (later merged with Peck Adv.) from 1950 to 1953, when he moved to ABC as eastern program director. He was named director of ABC-TV program department in 1954 and vice president in charge of programming and talent last January.

Twelve Named to Judge Voice of Democracy Contest

BOARD of 12 persons who will serve as national judges in 10th annual Voice of Democracy contest announced by NARTB President Harold E. Fellows, VOD chairman. Contest is co-sponsored by NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. National board comprises Dr. W. R. G. Baker, General Electric Co., RETMA president; Lee Bristol, Bristol-Myers Co.; Rev. George M. Docherty, New York Ave. Presbyterian Church, Washington; Allen W. Dulles, director, Central Intelligence Agency; Wendell Ford, president, U. S. Junior C. of C.; Dr. Anna L. Rose Hawkes, president, American Assn. of University Women; Gabriel Kajeckas, 1956 VOD co-winner; Sen. John F. Kennedy (D-Mass.); Actor Raymond Massey; George Meany, president, AFL-CIO; Donald A. Quarles, Air Force Secretary, and Martha Skull, president, National Education Assn.

Iowa State College Professor Accepts Post as TASO Chief

APPOINTMENT of George R. Towne, Iowa State College electrical engineering professor and associate director of its engineering experimental station, as excutive director, Television Allocations Study Organization, announced Friday. Salary: $25,000. Mr. Towne was signed for minimum of one year to oversee study fostered by FCC in order to determine future of uhf. TASO comprises five groups—NARTB, RETMA, Assn. of Maximum Service Telecasters, Committee for Competitive Tv, and Joint Council on Educational Tv. Others will be invited to join in program of analysis.

Mr. Towne graduated from Rensselaer Polytechnic Institute, Troy, N. Y., in 1929, and was with Stromberg-Carlson Co., Rochester, N. Y., for 13 years, the last five as manager of engineering and research. He is member of National Society of Professional Engineers, as well as other professional societies. Successful search for paid director came after TASO unsuccessfully offered position to Arthur V. Loughren, IRE president and former Hazeltine research vice president, and Alex Jensen, Bell Labs. executive.

To Draft Engineering Exhibits

NARTB Broadcast Engineering Conference Committee, of which John G. Leitch, WCAU-AM-TV Philadelphia, is chairman, meets tomorrow (Tues.) to start planning annual spring technical meeting to be held during NARTB convention in Chicago. Other members of committee are Raymond F. Guy, NBC; William B. Lodge, CBS; Frank Marx, ABC; Ross H. Beville, WWDC Washington; Joseph B. Epperson, WEWS (TV) Cleveland; John A. Shay, WTVJ (TV) Miami; J. A. Shusser, KOA-AM-TV Denver; Harry Tilley, WOR-TV New York, and John T. Wilner, WBAL Baltimore.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

OPENING GUN • H. J. Heinz & Co., N. Y., will promote its famous "57 Varieties" slogan in unusual television spot campaign based on "Famous 57 in '57" theme on New Year's Eve and New Year's Day, using three station identifications and three 20-second announcements. Maxon Inc., N. Y. agency, looking for availabilities on New Years' Eve at midnight break and for those near football telecasts on New Year's Day. Spots will be placed in about 90 markets.

GREY FOR GREYHOUND • Greyhound Bus Lines, Chicago, names Grey Adv., N. Y., to handle advertising account, effective March 1. Account, which bills approximately $4 million annually, had been serviced for many years by Beaumont & Hohman Inc., Chicago. Greyhound uses radio and tv spot and last had network exposure two seasons ago with participations on *Omnibus*, then on CBS-TV.

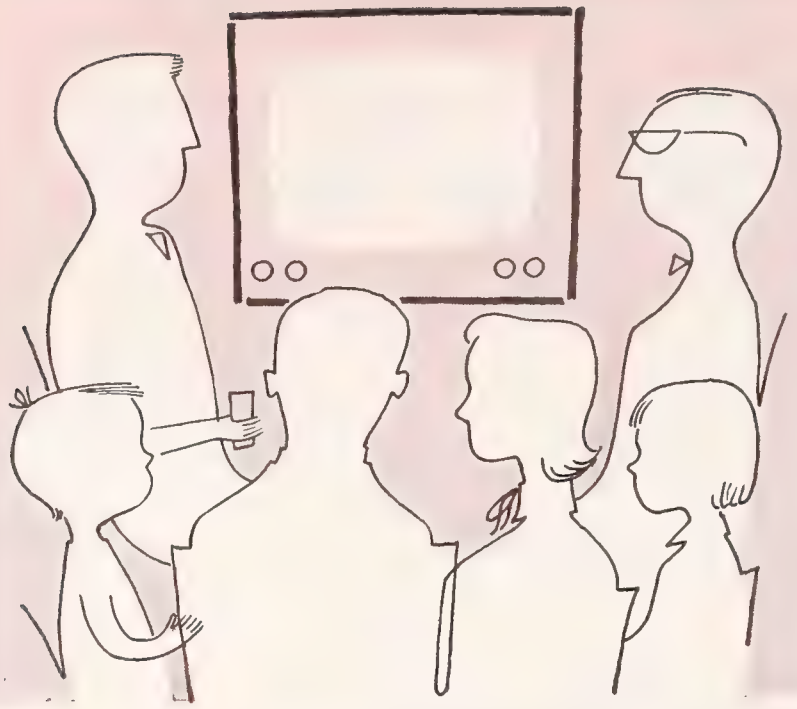
CANDETTES CAMPAIGN • Charles Pfizer & Co. (Candettes throat lozenges), Brooklyn, N. Y., placing 10-week spot campaign on 10 tv and 12 radio stations starting Jan. 10. Dowd, Redfield & Johnstone, N. Y., is agency.

TV FOR FERTILIZER • F. S. Royster Guano Co. (fertilizer), Norfolk, Va., placing television spot announcement campaign starting in January in Virginia and Carolinas. Agency: Van Sant, Dugdale & Co., Baltimore.

SUNOCO PUSH • Sun Oil Co. (Sunoco), Phila., for its new "five-way filling pump" (that gives gasoline purchasers choice of octanes), pressing down broadcast advertising accelerator in Florida and parts of southeastern Georgia this month. Next week, Sunoco launches 10-13 week saturation spot radio campaign on over 50 stations, following up with 52-week tv film sponsorship in two new markets. Ruthrauff & Ryan, N. Y., is agency.

Movie Companies Make Deal With Griffing Pay-Tv System

MAJOR motion picture companies were reported Friday to have entered into agreements with southwest theater owner Henry Griffing, under which they would lease their feature films to Griffing for theatre use and also permit him to show them simultaneously on experimental basis over pay-television system in Bartlesville, Okla., using Jerrold Corp. equipment. Spokesman for Columbia Pictures in New York confirmed that his company had made this agreement with Mr. Griffing "purely as an experiment" and he said it was his understanding other major studios have made similar arrangements. Jerrold is a major manufacturer of community antenna television equipment and has claimed in past that its "wired system" for pay tv does not require FCC approval.



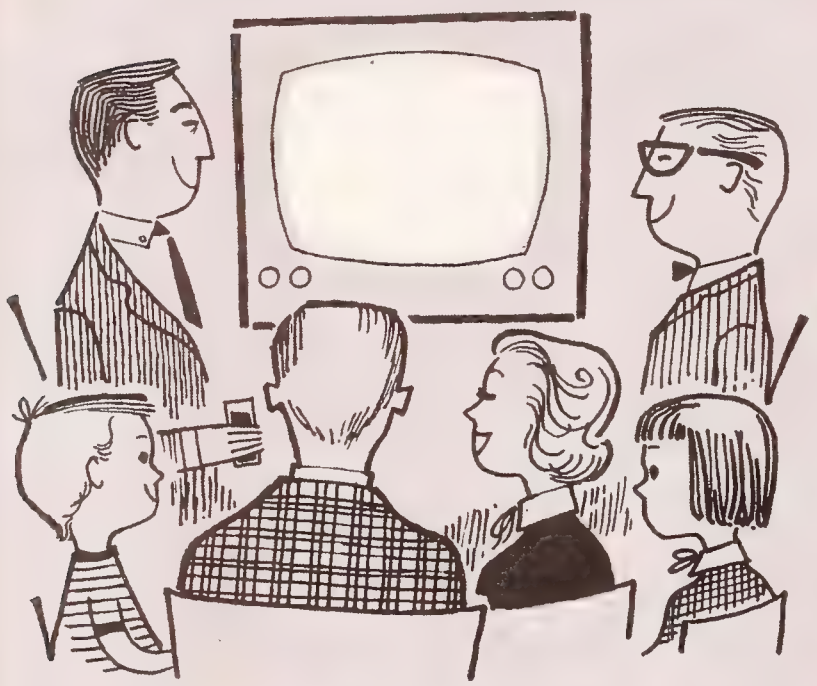
in

Kansas City

instead of

claimed

audience



get the

*documented**

audience . . . with

KCMO-TV

*more quarter-hour firsts, according to PULSE (August), ARB (July) and NIELSEN (July) than any other station in the Greater Kansas City area.

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Binghamton, Ashland Sales Filed for Commission Approval

TWO APPLICATIONS were filed with FCC Friday seeking approval to sales of stations in Binghamton, N. Y., and Ashland, Ohio.

WINR-AM-TV Binghamton was sold by Southern Tier Radio Service Inc. to Binghamton Press Co. (Gannett newspaper interests) for $165,000. WINR is 680 kc, 1 kw day, 500 w night, directional antenna. WINR-TV is on ch. 40, received grant in September 1954, never has been on air. Balance sheet for stations (dated Sept. 30) showed total assets of $161,578, of which $26,853 was current assets; current liabilities of $75,040, and deficit of $4,641.

Gannett Co. broadcast properties, all held through newspapers, are WENY Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; WHEC-AM-TV Rochester, N. Y. (85.7%), and WHDL-AM-FM Olean, N. Y. (49%).

Also sold Friday was WATG-AM-FM Ashland, Ohio, from Ashland Broadcasting Co. to Radio Ashland Inc. for $112,000. WATG is on 1340 kc, 250 w. WATG-FM is Class B outlet on 101.3 mc. Stations' balance sheet as of Aug. 31 showed total assets of $60,352 ($11,327 current assets), current liabilities of $14,173, and deficit of $12,123.

Radio Ashland is comprised of Charles D. Calhoun (55.1%), former chief engineer, WLOH Princeton, W. Va., and at one time manager of WSAY Rochester, N. Y.; Charles Winick (34.9%), on faculty of Queens College, N. Y., and Lewis Clarkin Roche (10%), electronics technician.

NARTB Mails Out Ballots For Radio Board Elections

ELECTION process to fill 17 places on NARTB Radio Board got underway Friday as Everett E. Revercomb, secretary-treasurer, mailed out forms to be used in certifying station representatives who will be eligible for nomination. Forms must be returned by Jan. 3.

Expiring terms are for nine odd-numbered districts and eight at-large directorships. Terms end April 11 at close of annual NARTB convention. Board members ineligible to run for re-election are Herbert L. Krueger, WTAG Worcester, Radio Board vice chairman; George H. Clinton, WPAR Parkersburg, W. Va.; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore., and F. Ernest Lackey, WHOP Hopkinsville, Ky.

Y&R International Research Meet Planned for New York Dec. 7-11

RESEARCH department of Young & Rubicam, N. Y., will hold international research conference Dec. 7-11 in New York, for Y&R's research specialists in Montreal, Toronto, London, Mexico City, Frankfurt and U. S.

According to Sigurd S. Larmon, Y&R president, more than 40 research executives will take part in conference held under direction of Dr. Peter Langhoff, vice president and research director. Emphasis will be on use of data to marketing and advertising problems with talks by Mr. Larmon, Vice President Louis N. Brockway, and General Foods Vice President R. M. Schmitz.

SDX Plans To Stress Journalistic Opportunities

SIGMA DELTA CHI, national journalistic fraternity, will stress work opportunities in all branches of journalism as its 1956-57 national theme with implementation scheduled for action at closing session of 47th annual convention in Louisville last Saturday (see early story page 74).

Convention, having record attendance exceeding 400, also was to vote Saturday on incoming slate nominated as follows: Honorary president, Barry Bingham, president and editor-in-chief, *Courier Journal* and *Louisville Times* (WHAS-AM-TV); president, Sol Taishoff, B•T Washington; vice president, professional chapter affairs, Robert Cavagnaro, general executive of Associated Press in charge of western area; vice president, undergraduate chapter affairs, Edward Lindsay, editor, Lindsay-Schaub newspapers, Decatur, Ill.; vice president, expansion, James A. Byron, news director, WBAP-AM-TV Fort Worth; secretary, James Pope, executive editor, *Courier-Journal,* Louisville. Nominated for re-election as treasurer was Buren McCormack, *Wall Street Journal.* Nominated for executive council vacancies were V. E. (Red) Newton, managing editor, *Tampa Tribune* (WFLA-AM-TV), and Bill Ray, NBC news editor, Chicago.

Press freedom, both domestic and international, highlighted four-day convention, presided over by Mason Rossiter Smith, editor and publisher, *Tribune-Press,* Gouverneur, N. Y., who moves to chairmanship of executive council.

Argentina's Dr. Alberto Gainza Paz, editor and publisher of *La Prensa,* whose paper had been seized by Peron and then returned to him year ago when dictator was overthrown, in banquet address Thursday warned that no American republic today is free from "the real or potential threat" to freedom. Peron's seizures also had embraced both radio and television.

Freedom of access to news at all levels requires vigilant continuing effort, it was agreed by panel of experts Friday moderated by Clark R. Mollenhoff, Cowles bureau, Washington. Panelists were Edward Barrett, dean, Columbia U. School of Journalism and former Assistant Secretary of State for overseas information, including Voice of America; William Arthur, managing editor of *Look,* and Guy Easterly, publisher, *LaFollette Press,* weekly of LaFollette, Tenn.

Panelists also agreed it was short step from controlled access to dictatorship. They deprecated government by handout and resistance of public officials to permit reporters to get behind press releases. Mr. Barrett suggested that every incident of restraint, at whatever level, be resisted, and suggested that SDX as all-inclusive journalism organization, assume leadership.

Top professional chapter award went to Washington, D. C., with these runnersup: Northern California (San Francisco), Dallas, Milwaukee and North Dakota.

PEOPLE

KENNETH H. BAKER, vice president of Market Research Corp. of America, has joined California-Oregon Television Inc., operating three Smullin tv stations in California and Oregon, as vice president in charge of research and market development. He is former NARTB research director and president of Broadcast Measurement Bureau. Stations operated by William B. Smullin are KIEM-TV Eureka, KBES-TV Medford and KOTI-TV Klamath Falls.

JOHN K. OTTLEY Jr. has been elected a partner of Liller, Neal & Battle, Atlanta and New York advertising agency.

HENRY LUHREMAN, formerly in sales posts with MCA-TV in St. Louis and Frederic W. Ziv Co., to Official Film's St. Louis office as sales representative in six-state midwestern area.

WALTER A. TIBBALS, vice president of Four Star Films Inc., has resigned effective immediately to join **LEE SAVIN,** former production vice president of Gross-Krasne, in independent television company.

JOHN A. KUNEAY, vice president and member of board of Fletcher D. Richards Inc., N. Y., as well as supervisor in charge of tire division account of U. S. Rubber Co., to Grey Adv., N. Y., as vice president and account supervisor.

GORDON G. VANDERWARKER, media director at Needham, Louis & Brorby Inc., N. Y., elected vice president.

Commercial Tv Receives Praise For Educational Programming

SURVEY of educational tv programs on commercial stations "is indicative of the felt responsibility . . . in carrying out a continued policy of public service to their respective communities," Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, said Friday in announcing results of survey by federal agency.

"Like previous surveys made before the present 23 noncommercial educational stations were on the air," he said, "it gives strong indication of the fine cooperative effort which exists between the educator and the broadcaster in making known the needs and the services of schools and colleges throughout America." He commended role of commercial tv stations in White House Conference on Education, held early in 1956.

Gertrude G. Broderick, radio-tv education specialist of federal agency, conducted survey. She pointed to "truly remarkable demonstrations" of tv's use for educational purposes. Her study shows programs on commercial tv stations indicating "a cooperative working relationship between the commercial stations and the schools within the available time limits."

WMGT (TV) Due Back on Air

IMMINENT return to air of ch. 19 WMGT (TV) Pittsfield, Mass., was indicated Friday when FCC granted station requested special temporary authority to resume commercial operation. WMGT was knocked off air by strong winds last February. In requesting special authority to go back on, station said it planned to recommence "some time during first week in December."

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*Reg. U. S. Patent Office

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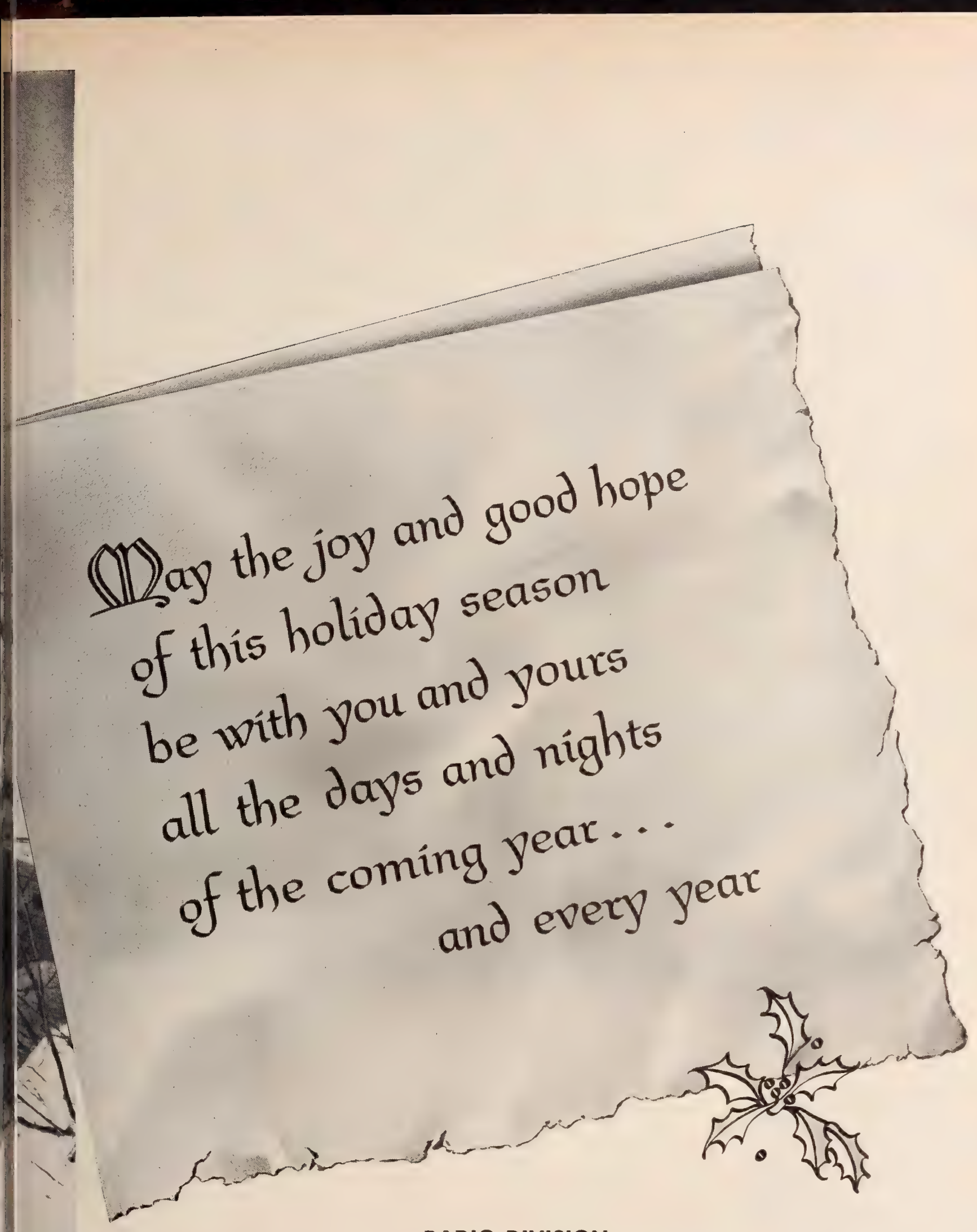
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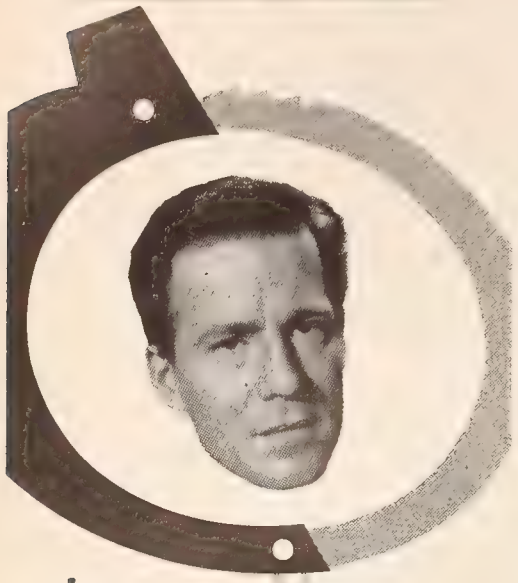


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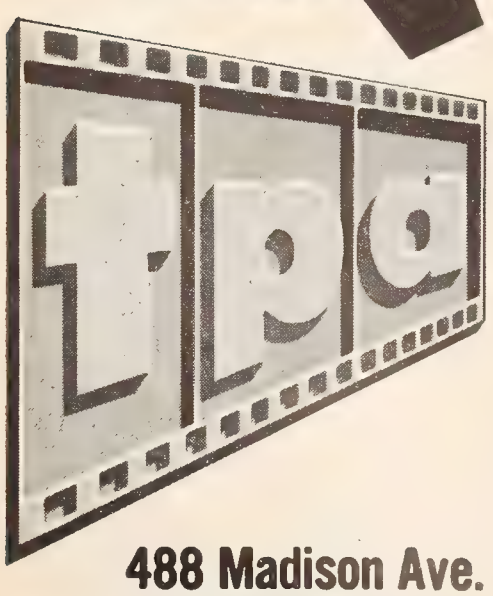


the ELLERY QUEEN series

starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56



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IN REVIEW

HIGH BUTTON SHOES

IF YOU can sit with a clear conscience through a 90-minute musical show that has no particular plot, or even form, then you probably enjoyed the NBC-TV *Saturday Spectacular* presentation of "High Button Shoes," Nov. 24. Certainly Nanette Fabray, Hal March, Don Ameche and the show staff did about all any artist could to make it a diverting evening.

A high point of the lighthearted production was the Mack Sennett Ballet. Miss Fabrey, mugging in the midst of the ubiquitous cops, was in her element. And so were directors and cameramen. Catching so much action on one small television screen was no mean accomplishment.

A low point to some color viewers, those who favor traditional color schemes, was the set of shocking combinations effected by a costumer mismating blues and greens, pinks and oranges. The time is past when designers have to stand on their heads to prove they are working in color. And the inevitable red vest will probably go down in history as one of color tv's oldest cliches.

Production costs: Approximately $150,000.
Sponsored in color and black-and-white on NBC-TV Nov. 23, 9-10:30 p.m. EST, by Oldsmobile Div. of General Motors through D. P. Brother Co. and RCA Victor and RCA-Whirlpool through Kenyon & Eckhardt Co.
Producer-director: Joe Cates; book: Stephen Longstreet; music and lyrics: Jule Styne and Sammy Cahn; book for tv: Arnie Rosen and Coleman Jacoby; music director: Ted Raph; choreographer: Bob Hamilton; choral director: Earl Rogers; set designer: Burr Smidt; costumes: John Boxer.
Cast: Hal March, Joey Faye, Nanette Fabray, Janet Ward, Jack Collins, Don Ameche, Isabelle Hoops, Faye Sappington, Ethel Watts, Gretchen Rhoads, Mari Hammill, Nancy Price, Ruth Reynolds, Eleanor Williams.

ELOISE

ONCE UPON a time, amidst the toy-strewn wreckage of a top-floor suite at the Plaza Hotel in New York, there lived a six-year-old city child named Eloise. As the heroine of a charming 65-page Simon & Schuster picture book by nightclub singer Kay Thompson and artist Hilary Knight, Eloise delighted thousands of us precocious grown-ups with her antics, which ran the gamut from pouring water down the hotel mail-chute to stealing the waiter's flaming shashlik from the smart Rendezvous Room.

But Eloise lives no more. The impish hellion who always liked to say important words three times is dead dead dead, killed mercilessly by her creator whose vision may well have been impaired by the glare of sponsor coin. Eloise, we're sure, would have viewed *Playhouse 90's* caricature of herself as simply cheap cheap cheap. Here was the Thanksgiving turkey of all times, a tasteless dish garnished with a flock of famous performers and, when all was said and done, a carcass stripped of all charm and substance.

Taken for what it was—a 90-minute gratis commercial for Conrad Hilton's shining jewel, the Plaza—we'd venture to say that little Eloise could have written a better one herself with only a pastel crayon from the five and dime.

Production costs: $250,000.
Co-sponsored by Ronson Corp. through Norman, Craig & Kummel; Singer Sewing Machine Co. through Young & Rubicam; Bristol-Myers Co. through BBDO; Philip Morris Co. (Marlboro) through Leo Burnett & Co. on CBS-TV's Playhouse 90, *Thurs., Nov. 22, 9:30-11 p.m. EST.*
Adapted by Leonard Spigelglass and Kay Thompson from Miss Thompson's 1955 book, "Eloise" *(Simon & Schuster, N. Y., 1955). Producer: Martin Manulis; director: John Frankenheimer; asst. producer: Russell Stonham; assoc. director: Ron Winston; lyrics, score and arrangements: Lennie Hayton and Kay Thompson; art director: Al Heschong; story editor: Peter Kortner.*
Cast: Evelyn Rudie, Ethel Barrymore, Mildred Natwick, Kay Thompson, Hans Conried, Louis Jourdan, Maxie Rosenbloom, Charlie Ruggles, Monty Woolley, Conrad Hilton, Inger Stevens, Jack Mullaney.

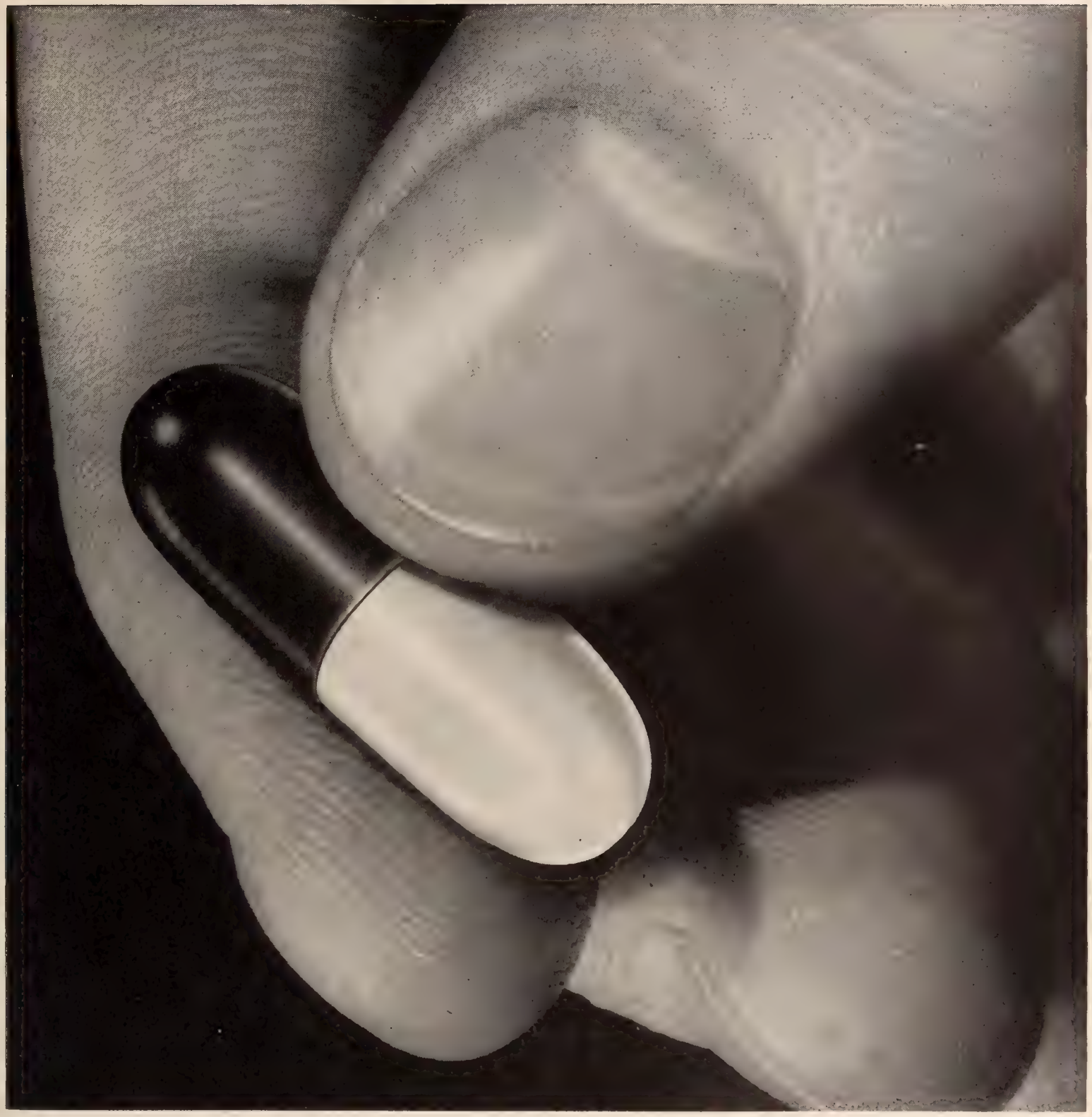
MAN & SUPERMAN

THE LAST time this corner bandied about the term "flawless" was back in November 1955, when it heaped praise upon Maurice Evans' production of George Bernard Shaw's *The Devil's Disciple* [B•T, Nov. 28, 1955]. Our reason for trundling it out again at this time: Mr. Evans' production (in cooperation with Mildred Freed Alberg and George Schaefer) of Shaw's "Man and Superman."

Here was not only fine comedy presented in the grand manner of the British theatre, loaded with Shavian wit (e.g. "virtue . . . is the trade unionism of the married"), but comedy impeccably produced, spoken with force, vitality and clarity rare in this electronic medium. Despite what Shaw's hero, the hapless Jack Tanner, might have felt about this cat-and-mouse game between woman and her prey, it was good, clean fun from beginning to end.

Recreating their original roles from the 1947 Broadway revival were Mr. Evans, Malcolm Keen and Chet Stratton. Though the rest of the cast performed with maturity and a zest for what they were doing, our favorite was that lovely, frog-voiced British importation, Joan Greenwood. Had it been possible, we would have tossed a bouquet of roses to her through the 21-inch tv screen.

Production costs: Approximately $130,000.
Sponsored by Hallmark Cards Inc. through Foote, Cone & Belding on NBC-TV's Hallmark Hall of Fame, *Sun., Nov. 25, 9-10:30 p.m. EST.*
Tv version of George Bernard Shaw's original play by Maurice Evans, Mildred Freed Alberg and George Schaefer. Executive producer: Mrs. Alberg; producer-director: Mr. Schaefer; assoc. producer-director: Robert Hartung; editorial supervisor: Joseph Schrank; scenery: Robert Wightman; costumes: Noel Taylor.
Cast: Maurice Evans, Joan Greenwood, Malcolm Keen, Chet Stratton, Edith King, Sylvia Short, Douglas Watson, Walter Graea, Ian Martin and Patricia Moore.



WOODLAND-TV *is* BIG *territory!*

Pills by the billion pop down the mouth of this vital market. Proof: last year it coughed up $309-million for pharmaceutical and drug sales. But are you getting your share? Here's the country's 18th television market. Western Michigan is YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.



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CASE HISTORY—FURNITURE



The WORLD'S LARGEST HOME FURNISHING STORE, Barker Bros., ends a two-year test of Southern California radio and finds it good.

A pioneer in the medium, Barker's had used it effectively, but never as substantially as when President Neil Petree and Advertising Director Kenneth Pelton called on Mays & Co., their agency, for radio promotion of the firm's Diamond Jubilee Year.

Using the new radio, they put jingle spots on eight major stations. (Largely responsible for the move was a survey of new suburban areas, proving nearly half the residents were not reachable by more traditional media.)

Results: "Radio has proved its usefulness to us," says Mr. Petree. "Best confirmation is our continued use." With a 1956 increase of 18%, and volume in its 18 stores still climbing, Barker's is now refining its radio techniques with tests of items, days and times.

KBIG is happy at Mr. Mays' report that "the merchandise items on your station had fine response . . . thanks to the boys at KBIG who have been giving the copy their own slant and adding to its 'sell'."

Huge, sprawling Southern California is reached best by radio; KBIG plus other fine stations for complete saturation; KBIG alone for greatest coverage at lowest cost-per-thousand.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

Radio Networks' Future

EDITOR:

BROADCASTING's special report "Are Radio Networks Here to Stay?" [B•T, Nov. 26] was most interesting. Your objective and comprehensive appraisal of the situation today and your initiative in sending around a questionnaire to agencies, stations, and networks is characteristic of B•T's industry-wide reputation for good service, good interpretation, and interesting presentation.

While the net, net answer to your questions represents an indorsement for network radio that perhaps does not surprise broadcasters close to the network operation, I am sure that many of your readers may have been surprised into learning a good deal about the strength (as well as the problems), of network radio today.

Congratulations on a fine editorial job.

Don Durgin,
V.P. in Charge of ABC Radio
New York, N. Y.

P. S.: A slap on the wrist though, please, to your proofreader. On page 41 my answer to your last question on network affiliations should read: "Changes in network affiliations . . . in several cases resulted from an *ownership* change in the station." (Not as printed, an *overnight* change in the station.") However, in the proofreader's defense, let it be said that the quickening interest in radio properties *has* resulted in overnight ownership changes in some markets!

CP to Woodworth

EDITOR:

YOUR NOV. 26 ISSUE ERRONEOUSLY SHOWS MY CP GRANTED TO PARTNERSHIP INCLUDING JACK V. REEDER. PHONE CALL TODAY TO FCC SHOWS NOT GRANTED THAT WAY. SHOULD BE TO MYSELF S. J. WOODWORTH, PEAK BROADCASTING COMPANY. APPRECIATE IMMEDIATE CORRECTION IN FORTHCOMING ISSUE B•T.

S. J. Woodworth
Winslow, Ariz.

[EDITOR'S NOTE: The original application included Jack Reeder as partner and FCC, from which B•T obtained its information, did not report the revised application making S. J. Woodworth sole owner.]

Expert Endorsement

EDITOR:

I want to express my appreciation of the lead editorial entitled "Promotions Are In Order" in the Nov. 19 B•T.

I think you hit upon something that needed to be said, and you said it well.

John F. Day, Dir. of News
CBS News, New York

[EDITOR'S NOTE: Mr. Day refers to B•T's editorial recommending that broadcast news chiefs be elevated to executive level positions within their organizations.]

News Directors' Status

EDITOR:

I certainly congratulate you on your editorial and your remarks to the RTNDA as reported in your Nov. 19 issue. I hope they will do much to awaken some operators to the great potential they are missing.

If management took more interest in the news director's job it would see the opportunities, seize them and advance the art far beyond what it is now. Let's try and induce some owners or managers to drop in on someone like Sig Mickelson at CBS occasionally while they're on the way to one of the advertising agencies on the street. They'd be amazed at what that guy puts out in the way of information—and information that can usually be turned to a profit, too.

Hal Fellows [NARTB president] is one who appreciates all of this and his help will be inestimable in arousing owners to the possibilities. Let's keep hammering away at it and do count on me to help.

Howard L. Chernoff, Consultant
San Diego, Calif.

NTFC's Alfred N. Goldsmith

EDITOR:

On page 72 of the Nov. 19 issue of B•T, under the heading "Lever Project Enlists National Television Film Council", it is stated that a committee of the NTFC was appointed to collaborate with Lever Brothers "to up-grade television film commercial quality".

Members of the committee were stated to include Dr. Thomas T. Goldsmith, NTFC board chairman and television consultant to RCA and other companies.

The actual appointment was that of Dr. Alfred N. Goldsmith, NTFC board chairman and consultant to RCA, NBC, and other companies.

My friend, Dr. T. T. Goldsmith Jr., is an executive and research director at the Allen B. DuMont Laboratories—but not an official of the National Television Film Council.

Alfred N. Goldsmith
New York, N. Y.

[EDITOR'S NOTE: B•T sincerely regrets the error, has taken steps to insure against any future repetition.]

WISE Was There

EDITOR:

You can chalk up another one for the on-the-spot effectiveness of radio. We can't swear to it, but we believe that WISE Radio has given the quickest news coverage of local news in the history of radio.

Last night (Nov. 20) WISE broadcast on-the-spot coverage of a severe automobile accident as the accident occurred. At 11:02 p.m. WISE was broadcasting from our "Star Castle" overlooking Wink's Drive-In Restaurant on the Tunnell Road in Asheville and our announcer on duty was in such a position that he was able to broadcast the happening of the wreck blow-by-blow.

We wonder if there has ever been faster coverage of any newsworthy occurrence by any medium? . . .

Which just goes to prove that radio is usually fustest with the mostest.

Douglas China
WISE Asheville, N. C.



EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

NOBODY'S LISTENING BUT PEOPLE —WHO HARDLY SIT STILL A MINUTE!



Weekdays, a housewife is mostly on her feet and on the go. There's just one advertising medium that can reach her continuously...just one she can pay attention to continuously. Radio.

And in all radio, the CBS Radio Network is the consistent daytime favorite...with a line-up of dramatic serials that attract an average of 4,115,000 people a minute, every Monday through Friday!

What a time and place to sell all the products for which women are your best customers.

this is the right time to buy...

CBS RADIO NETWORK



From left to right.

12:00 N.	WENDY WARREN & THE NEWS
12:15 PM	BACKSTAGE WIFE
12:30 PM	ROMANCE OF HELEN TRENT
12:45 PM	OUR GAL SUNDAY
1:00 PM	THIS IS NORA DRAKE
1:15 PM	MA PERKINS
1:30 PM	YOUNG DR. MALONE
1:45 PM	ROAD OF LIFE
2:05 PM	RIGHT TO HAPPINESS
2:15 PM	SECOND MRS. BURTON

ALL-STATE
A&P
AMOCO
BUDWEISER
BUICK
CADILLAC
CHESTERFIELD
CHEVROLET
CHRYSLER
CITIES SERVICE
DAIRY CO-OP
DOANS PILLS
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INSTANT SANKA
KROGER
LIFE MAGAZINE
LINCOLN-MERCURY
LADIES HOME JOURNAL
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McCORMICK TEA
SINCLAIR
SHELL OIL
PALL MALL
PURE OIL
ROMAN CLEANSER
WILDROOT

GET ON THE BALL!

THESE SPOT ADVERTISERS HAVE PROVEN THAT TO SELL IN THE *BIG* YOUNGSTOWN, OHIO MARKET, YOU NEED THE EXCELLENT COVERAGE, THE BIG AUDIENCE AND THE PROGRAM APPEAL THAT ONLY WFMJ RADIO CAN GIVE! IF YOUR COMPANY NAME DOES NOT APPEAR HERE, THEN BY ALL MEANS GET ON THE BALL BY CALLING HEADLEY-REED OR WFMJ STATION MANAGER, MITCH STANLEY IN YOUNGSTOWN.

A MERRY CHRISTMAS TO ALL

WFMJ 5000 WATTS FULL TIME
NBC IN YOUNGSTOWN, OHIO

our respects

LOYD CLAUNTS SIGMON



TEAMWORK is the management ingredient constantly used by Loyd Sigmon to help smooth out the lumps in the day-by-day business and program growth of KMPC Los Angeles and KSFO San Francisco, owned by Golden West Broadcasters Inc., a Gene Autry-Robert Reynolds interest.

Vice president and minority stockholder in Golden West, Mr. Sigmon is director of engineering and assistant general manager of KMPC and a radio veteran since 1929. At the present, he also spends part of his time in San Francisco helping in the development of KSFO, newly acquired by Golden West.

"There is no unimportant job in our organization," Mr. Sigmon says. "Even the porter's work is necessary to the comfort and morale of the staff and hence is important. This is true of every phase of our operation, and we try to make everyone understand why his job is important. This is teamwork, which is so essential to success."

Mr. Sigmon, as chairman of the board of the Southern California Broadcasters Assn., has instilled this spirit of unselfish cooperation in the regional broadcast promotion group to help make it one of the most aggressive and progressive such organizations within the business fraternity. An engineer before he became administrator, Mr. Sigmon developed the SCBA public alerting system known as "Sigalert" which is in use by Southern California radio-tv stations in conjunction with the Los Angeles Police Dept. and civil defense authorities.

Mr. Sigmon is the new vice president for radio of the California State Radio and Television Broadcasters Assn. and is a member of the board of the Southern California Armed Forces Electronics and Communications Assn.

"We must always be interested in public service and willing to serve where we can," Mr. Sigmon believes. "A radio station can't hope to succeed in the long run if it fails to take an active interest in the welfare of the community of which it is a member. We don't exist separate and apart."

Loyd Claunts Sigmon was born May 6, 1909, at Stigler, Okla. He went to public elementary school there and then attended Wentworth Military Academy, Lexington, Mo. It was here that he built his first amateur station licensed by the Commerce Dept. and using old tubes given him on his first visit to a radio station, WDAF Kansas City.

After Wentworth, young Sigmon studied for his electrical engineering degree at the Milwaukee School of Engineering but didn't finish because of the depression. Instead, in 1929, he went to work as engineer at WEEI Boston and continued his studies at Massachusetts Institute of Technology.

In 1936, he was named chief engineer of KCMO Kansas City and in 1941, was appointed director of engineering at KMPC. His combined engineering and administrative talents were to be found during war service from 1943-46 in the U. S. Army Signal Corps.

He was assigned the task of establishing Armed Forces Radio Network in England, after which he was placed in charge of all radio for ETO (except tactical and air force), supervising 3,000 men. He directed building of the 60 kw mobile transmitter-receiving station dubbed "Sigmon's Circus" or "Sigcircus" which comprised a caravan 1½ miles long when moving. This communication center served U. S. broadcasters and networks, too.

After V-E Day, he was placed in charge of radio for the Military Government of Germany under General Eisenhower. Winner of several high military honors, including the U. S. Legion of Merit and the Royal Order of the British Empire, Mr. Sigmon cherishes his honorary membership in the French Signal Corps, which he helped rebuild. He left the service as a lieutenant colonel in 1946 and returned to KMPC.

Both his administrative and engineering talents were given new recognition in 1950. KMPC promoted Mr. Sigmon to vice president and assistant general manager and his alma mater, Milwaukee School of Engineering, presented him an honorary degree for his contributions to the field of electronics.

Mr. Sigmon married Ruth Pettit of Springfield, Mo., in 1933 and they now make their home in Studio City, Calif. They have two boys, James, 19, a student at Oklahoma A & M, and David, 13. Mr. Sigmon has built a virtual communication center at home for his amateur station W6LQ (Lovely Queen) which he proudly shows to visitors.

Active in the American Legion, Mr. Sigmon also belongs to the Los Angeles Chamber of Commerce and the Los Angeles and Hollywood Advertising Clubs.

When Your Product Appears Here

WKY-TV

OKLAHOMA CITY



It Disappears Here

Channel 4

© WKY-TV NBC ABC

THE NATION'S *FIRST* COLOR TELEVISION STATION

OKLAHOMA CITY

YOUR *BEST* POINT-OF-SALE IN OKLAHOMA

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Okla. City
WSFA-TV, Montgomery, Ala.
WTVT, Tampa, Fla.

Represented by THE KATZ AGENCY, INC.

WE CHALLENGE YOU TO MATCH THE

WSTV

*BASED ON NIELSEN

1,045,580 TV HOMES*

in our coverage area . . . **THE STEUBENVILLE-WHEELING AND PITTSBURGH MARKETS** —richest steel and coal area in the world—4,531,600 population, ranking with the nation's 4th largest market—$7⅓ billion income—$4½ billion retail sales.

FREE BONUS OF PITTSBURGH

Our rate is based on our Steubenville-Wheeling coverage, so you get our coverage among 399,810* Allegheny County (Pittsburgh) TV homes absolutely free.

A member of the FRIENDLY GROUP

WSTV-TV, WSTV-AM, Steubenville, Ohio
WBMS-AM, Boston, Mass
WPIT-AM, Pittsburgh, Penna.

WSTV-TV

STEUBENVILLE, OHIO

Represented by AVERY-KNODEL

CBS - ABC - CHANNEL 9 230,500 WATTS

HIGHEST TOWER IN TRI-STATE AREA

WSTV-TV

OHIO STEUBENVILLE PENN. PITTSBURGH W. VA. WHEELING

STEEL AND COAL CENTER OF AMERICA

Gen'l Mgr: John J. Laux, WSTV-TV, Steubenville, Ohio, ATlantic 2-6265 • **Nat'l Sls. Mgr:** Rod Gibson, 720 Fifth Ave., N. Y. 17, N. Y. JUdson 6-5536

ADVERTISING VALUE YOU GET ON

V-T-V

COVERAGE SURVEY #2

LOWEST COST PER THOUSAND

COMPARE	TV HOMES IN AREA*	COST OF 1 HR. AA TIME	COST OF 1 MIN. AA TIME	WEEKLY COVERAGE
WSTV-TV	1,045,580	$500	$100	552,870
Sta. B, Wheeling	424,510	500	100	226,350
Sta. C, Pittsburgh	1,218,110	2,000	500	971,790

PLUS

- Your own "Index of Advertising Effectiveness" — prepared by Richard Manville Research
- Complete directory of stores, buyers, wholesalers in WSTV-TV coverage area
- Comprehensive merchandising service — tailored to your needs

PHONE, WIRE OR MAIL COUPON FOR DETAILS TODAY

MR. JOHN J. LAUX, GEN'L MGR. WSTV-TV, STEUBENVILLE, OHIO B•T

- ☐ Please have your representative call.
- ☐ I'd like to see your new color film, "How to Make Money in the Steel Market."
- ☐ Send me a free copy of your "Index of Advertising Effectiveness."
- ☐ How can I get your DIRECTORY OF STORES, BUYERS, WHOLESALERS, ETC.?
- ☐ Send me your list of merchandising services.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

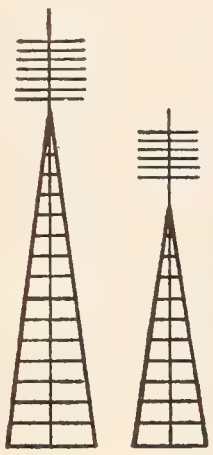
CITY_____ ZONE_____ STATE_____

Two Mobile Ratings Say:

Take 5 . . . and get more!

Two brand-new television audience measurements give WKRG-TV, Channel 5, an overwhelming advantage over Station "B" in the important Mobile market.

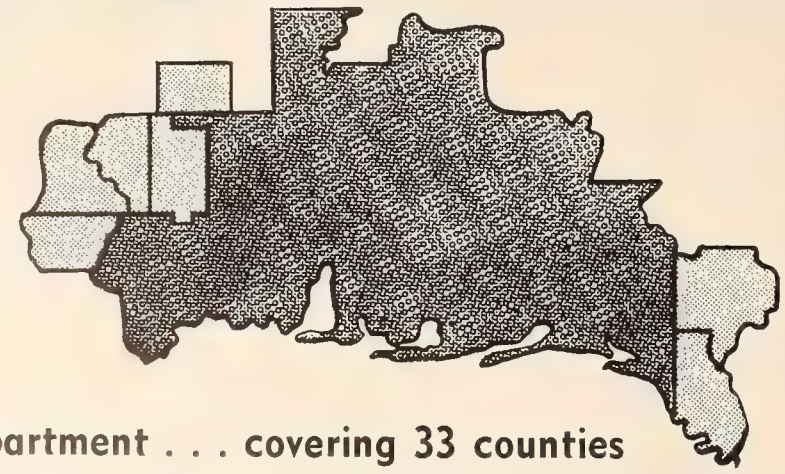
Pulse Says 5 Reaches More People



The Mobile Telepulse for October '56 shows WKRG-TV leading in 275 quarter hours to 171 for Station "B". The night time lead is most one-sided, 117 to 48.

Nielsen Says 5 Reaches More Homes

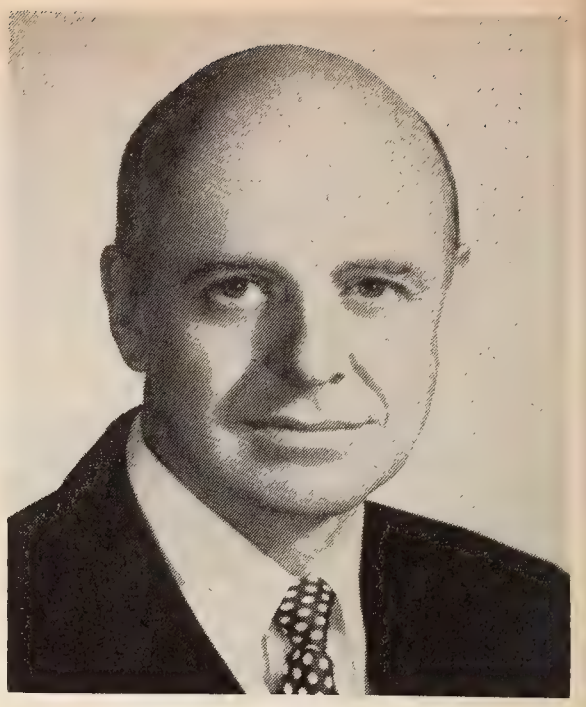
The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "B", with 45,000 extra homes in Channel '5's NCS area.



So, to sell Mobile, 'Take 5' and Sell More!

WKRG-TV CBS Ch. 5

Representatives: Avery-Knodel



GORDON FENNIEN BUCK

on all accounts

SINCE the days when he sold outdoor advertising and produced radio serials in Texas more than 20 years ago, Gordon Buck, vice president and media director of Foote, Cone & Belding, Chicago, has had a keen interest in all media facets. At FC&B, his current assignment is to administer and organize responsibility and to develop integrated planning functions for major account groups.

Born in Evanston, Ill., on May 10, 1908, Gordon Fennien Buck worked at the suburban Winnetka Trust & Savings Bank as teller, savings department manager, and stock broker from 1926 to 1932. He took a general business course at U. of Illinois two years and also attended American Institute of Banking and U. of Chicago. Mr. Buck then joined Outdoor Service (branch of Erwin, Wasey), North Texas Adv. Co., handling market research interviews and outdoor advertising sales. He wrote and produced *Dan Dunn* on WFAA Dallas and *Park Place Rhythm* on KFJZ Ft. Worth.

In 1935, Mr. Buck turned to research analysis with International Business Machines Corp., and, among other activities, developed market research applications, including A. C. Nielsen Audi-Meter tabulating procedures. He participated in the beginning and development of Industrial Surveys Corp. (now Market Research Corp.), serving as executive vice president-director.

Mr. Buck set up his own firm, Audience Service Co., in 1945 and later was manager of Area Surveys Div. for C. E. Hooper Inc.

Since joining Foote, Cone & Belding 10 years ago, Mr. Buck has successively been research director, manager of media analysis, account executive, business manager for operating committee, executive assistant to President Fairfax M. Cone and assistant general manager. He was appointed to his present post last September.

Mr. Buck is married to the former Mildred Payne. They live in Glencoe (Ill.) and have four children—Gordon Jr., 22; Bill, 18; Carol, 14, and Catherine, 10. He is a member of AAAA's Central Region Agency-Educator Committee and secretary-treasurer of AAAA's Chicago Council Board of Governors.

COVER as much as 80%

OF MICHIGAN'S 9½ BILLION DOLLAR MARKET

SAVE up to 15%

BY USING 2 OR MORE KNORR STATIONS

Want to cover a great big 80% of Michigan's 9½ billion dollar market? Want to save a great big 15% in the process? You can . . . and *most effectively* with Knorr Broadcasting Corporations 4 powerful community stations. Here, in a 15 county area, News-Music-Sports loving listeners keep their radios tuned to the stations that offer the most of what they want most! And, Knorr stations are, by actual survey, the best dollar buys in each of their 4 rich markets.

- **BUY ALL 4 STATIONS, SAVE 15%**
- **BUY ANY 3 STATIONS, SAVE 10%**
- **BUY ANY 2 STATIONS, SAVE 5%**

WKMH
DEARBORN-DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN



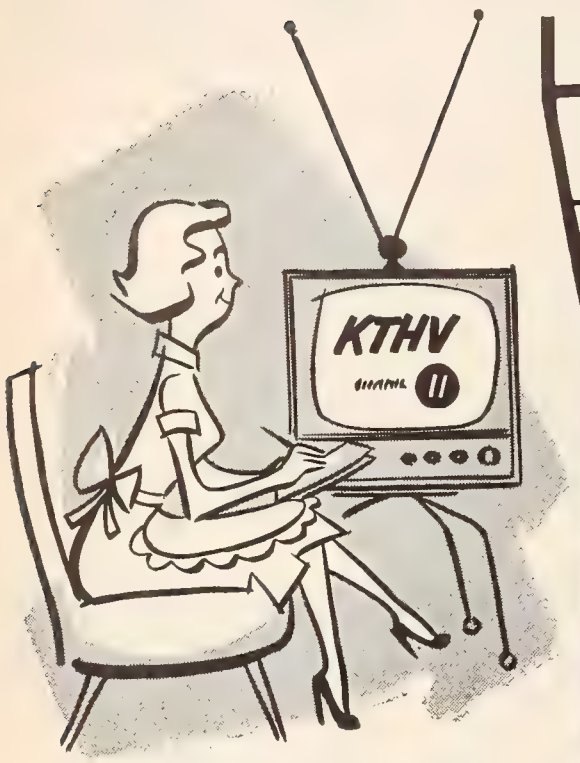
Represented by Headley-Reed

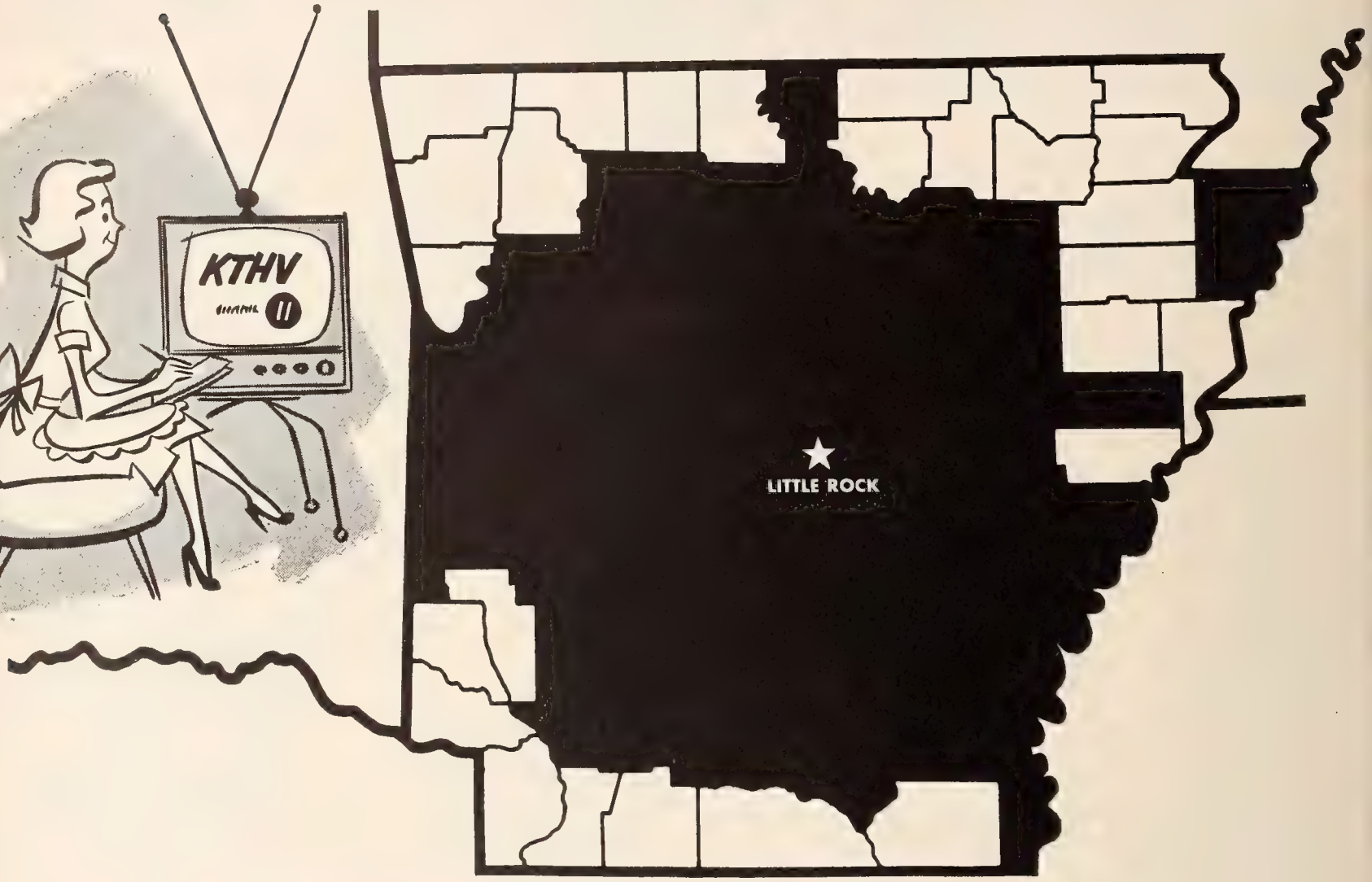
KNORR BROADCASTING CORP.

Most of Arkansas Watches

KTHV Channel 11 LITTLE ROCK

(and we have the MAIL to prove it!)





KTHV *gets viewing response* from most of Arkansas — 47 counties to be exact! Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

With 316,000 watts on Channel 11 and with tallest antenna in the Central South (1756′ above average terrain) KTHV *sells* most of Arkansas.

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 51, No. 23 **DECEMBER 3, 1956**

THE TOP 40 AGENCIES IN 1956 RADIO-TV

Rank	Agency	Combined Radio-Tv Billing	Radio Only	Tv Only	Am-Tv Share of Overall Billing	Comparison with 1955
1.	YOUNG & RUBICAM	$82	$ 8	$74	40%	+$10
2.	BBDO	80	10	70	40%	+ 20
3.	MCCANN-ERICKSON	76.4	9.9	66.5	35%	+ 16.4
4.	J. WALTER THOMPSON	70	10	60	33⅓%	+ 12
5.	TED BATES	55	6	49	65%	+ 18
6.	BENTON & BOWLES	53.8	3.1	50.7	60%	+ 14.8
7.	LEO BURNETT	43	5	38	60%	+ 0.9
8.	WILLIAM ESTY	40	6	34	50%	+ 1
9.	DANCER-FITZGERALD-SAMPLE	37.5	6.5	31	52%	+ 7.5
10.	KENYON & ECKHARDT	35.6	4.5	31.1	55%	+ 1.1
11.	FOOTE, CONE & BELDING	32.5	7	25.5	35%	+ 12
12.	COMPTON ADV.	31.9	2.3	29.6	50%	+ 6.4
13.	N. W. AYER & SON	28	10	18	25%	+ 7
14.	SULLIVAN, STAUFFER, COLWELL & BAYLES	24.5	4.4	20.1	60%	+ 6.7
15.	CAMPBELL-EWALD	21	4	17	25%	+ 7
	LENNEN & NEWELL	21	1.5	19.5	50%	+ 1
17.	RUTHRAUFF & RYAN	15	4	11	50%	— 0.5
18.	CUNNINGHAM & WALSH	14.5	2.8	11.7	30%	— 2.5
19.	CAMPBELL-MITHUN	14	1	13	45%	*
	D'ARCY ADV.	14	3	11	22%	+ 4
	GRANT ADV.	14	2.5	11.5	20%	+ 2.9
	MAXON INC.	14	1	13	40%	same
23.	TATHAM-LAIRD	$13.8	$ .6	$13.2	60%	+ $1.6
24.	KUDNER AGENCY	13	4	9	35%	— 1
25.	NEEDHAM, LOUIS & BRORBY	12	2.5	9.5	37%	same
26.	GEOFFREY WADE ADV.	11	2	9	85%	same
	GREY ADV.	11	2.2	8.8	30%	+ 3
28.	BRYAN HOUSTON	10.8	1.3	9.5	50%	+ 1
29.	NORMAN, CRAIG & KUMMEL	9.6	2.6	7	30%	+ 3.6
30.	NORTH ADV.	9	1	8	80%	*
31.	GEYER	8	2	6	30%	+ 1
	ERWIN, WASEY	8	2	6	25%	same
33.	EMIL MOGUL	7.5	2.5	5	45%	*
34.	MACMANUS, JOHN & ADAMS	7	1.5	5.5	22%	— 1.5
	RUSSEL M. SEEDS	7	1.5	5.5	40%	*
	EARLE LUDGIN	7	.8	6.2	55%	+ 0.7
37.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6.7	1.2	5.5	50%	+ 0.7
38.	WARWICK & LEGLER	6.2	1.3	4.9	40%	+ 0.5
39.	RAYMOND SPECTOR	5.6	1	4.6	95%	*
40.	HARRY B. COHEN	5.5	1.2	4.3	50%	*

[All dollar figures in millions] Not listed in 1955.

• Young & Rubicam, with $82 million, ranks first for third year

• Together, top 40 placed $964 million of U.S. broadcast total

THIS is the fifth of B•T's annual surveys to determine how much the nation's leading agencies billed in broadcast media during the year. The estimates were prepared by a staff under the direction of agency editor Florence Small.

FOR the third year in succession Young & Rubicam in 1956 led the nation's advertising agencies in combined radio and television billing with an expenditure of $82 million, a $10 million increase over its 1955 total, according to B•T's fifth annual analysis of the broadcast billings of the major agencies.

BBDO, tied with McCann-Erickson for second place in 1955, achieved undisputed runner-up status this year with radio-tv billing amounting to $80 million, an advance of $20 million over its 1955 estimate.

McCann-Erickson swelled its am-tv total by $16.4 million over its 1955 aggregate to register a billing figure this year of $76.4 million.

J. Walter Thompson Co. held its fourth-ranking position in 1956 with a combined radio-tv outlay of $70 million, a rise of $12 million over its last year's compilation.

Ted Bates supplanted Leo Burnett in fifth place with an $18 million escalation that raised its 1956 total to $55 million.

The remaining leaders to comprise the big ten in radio-tv billings in 1956 were: Benton & Bowles, $53.8 million; Leo Burnett, $43 million; William Esty, $40 million; Dancer-Fitzgerald-Sample, $37.5 million; Kenyon & Eckhardt, $35.6 million.

The cumulative billing of the 40 advertising agencies included in B•T's survey this year amounted to $963.8 million. In 1955 the review embraced 36 agencies with a billing aggregate of $812.5 million.

In the "television only" category this year, Young & Rubicam repeated its dominance with a check-out figure of $74 million. This was $14 million more than the agency's 1955 estimate. BBDO took over second place in that department from J. Walter Thompson with a year-end total of $70 million. McCann-Erickson finished third with tv expenditures of $66.5 million, followed by J. Walter Thompson with $60 million, and Benton & Bowles, $50.7 million.

Three agencies share supremacy in "radio only" billing, supplanting *en masse* the previously unbroken dominance of Dancer-Fitzgerald-Sample in that medium. The triple winners of 1956, each with a radio outlay of $10 million, are BBDO, N. W. Ayer & Son and J. Walter Thompson. D-F-S finished seventh this year, although significantly it raised its combined billing by $7.5 million, symbolizing the vastly increased trend of national accounts to television.

In all, 19 of the 40 agencies in the survey reported decreases in radio billing; 10

of the 40 registered advances, with the remainder substantially holding the line.

One formidable newcomer joined the listings this year with the establishment of North Adv., representing the imposing Toni account among others. Its entry was balanced, however, by the dissolution of the Biow Co., known in its latter phase as Biow-Beirn-Toigo. Last year the agency placed tenth in the B•T survey; in 1956 its $30 million billing scattered widely over the field, accounting importantly for the gains marked up by many of its previous rivals.

In general, however, the dramatic increase among agencies in tv billings is a reflection of the advanced budgets of going advertisers rather than a result of the infusion of new accounts. In an industry where the exceptional is commonplace, tv in 1956 was remarkable for the increase in spending of established clients.

Following is a detailed summary of the activity this year in each of the 40 leading agencies.

As in previous years, the computations represent expenditures for time and talent in both network and spot. The estimate in each case is based on information received directly from the agency involved.

THE TOP 10 AGENCIES IN 1956 TV BILLING

Rank	Agency	1956 Billings	1955 Billings	Gain or Loss from 1955
1.	YOUNG & RUBICAM	$74	$60	+14
2.	BBDO	70	49.5	+20.5
3.	McCANN-ERICKSON	66.5	49.5	+17
4.	J. WALTER THOMPSON	60	53	+ 7
5.	BENTON & BOWLES	50.7	35	+15.7
6.	TED BATES	49	30	+19
7.	LEO BURNETT	38	36.3	+ 1.7
8.	WM. ESTY	34	35	— 1
9.	KENYON & ECKHARDT	31.1	30	+ 1.1
10.	D-F-S	31	17	+14

THE TOP 10 AGENCIES IN 1956 AM BILLING

Rank	Agency	1956 Billings	1955 Billings	Gain or Loss from 1955
1.	BBDO	$10	$10.5	— .5
2.	N. W. AYER & SON	10	10	same
3.	J. WALTER THOMPSON	10	5	+5.0
4.	McCANN-ERICKSON	9.9	10.5	— .6
5.	YOUNG & RUBICAM	8.0	12.0	—4.0
6.	FOOTE, CONE & BELDING	7	3.5	+3.5
7.	D-F-S	6.5	13.0	—6.5
8.	TED BATES	6	7	—1.0
9.	WM. ESTY	6	4	+2.0
10.	LEO BURNETT	5	5.8	— .8

YOUNG & RUBICAM: Combined radio-tv billing: $82 million; $74 million in television, $8 million in radio. Radio-tv share of overall billng: 40%.

Still the industry's number one radio-tv agency, Y&R increased its broadcast billing by $10 million over last year. The gain might be credited to Kaiser Aluminum & Chemical Corp.'s entry into television with the high-budgeted *Kaiser Aluminum Hour* on NBC-TV, and a swelled General Foods Corp. advertising budget that was felt in both daytime and nighttime television. Though it lost Elgin Watch Co. to J. Walter Thompson Co., Elgin at one time last season being a cosponsor of Ed Murrow's *Person-to-Person* on CBS-TV, Y&R returned to this program with Time Inc.'s alternate-week backing of the interview program.

General Electric Co. stayed with the alternate-week *20th Century-Fox Hour*, Johnson & Johnson with *Adventures of Robin Hood* (alternating with the Wildroot Co.), and Lincoln Div., Ford Motor Co., with the *Ed Sullivan Show*. Singer Sewing Machine Co. joined the sponsor-roster of *Playhouse 90*, along with Bristol-Myer's Bufferin (also Y&R), P. Lorillard Co.'s Kent, out of *Appointment with Adventure*, kept its toehold in tv with alternate-week sponsorship of *The $64,000 Challenge;* Remington-Rand's electric shaver division stayed with *What's My Line?*—all on CBS-TV; Borden Co., out of *Justice*, stayed with tv as alternate-week sponsor of *The People's Choice*, both NBC-TV as did Procter & Gamble with *The Line-up* on CBS-TV.

In the spot announcement field, there was stepped-up activity in both radio-tv, ranging from Piel Bros. beer to Thomas J. Lipton tea and soup, from Personal Products Corp. on tv to Metropolitan Life Insurance Co. on radio.

BATTEN, BARTON, DURSTINE & OSBORN: Combined radio-tv billing: $80 million; $70 million in television, $10 million in radio. Radio-tv share of overall billing: 40%.

BBDO rates the No. 2 spot for the second consecutive year, with broadcast billing up $20 million over last year's compilation, due in part to the following combination of circumstances: assignment of the Republican National Committee broadcasts during the past presidential election year; the acquisition of a sizeable portion of Revlon billings (formerly assigned to Norman, Craig & Kummel); the recovery of Pfeiffer Brewing Co. (Jacob Schmidt Brewery) which BBDO had lost to Maxon Inc. in April 1955; the introduction of American Tobacco Co.'s newest filter brand, Hit Parade cigarettes, and the addition of new shows to its program roster plus a general growth in budget for most radio-tv accounts. BBDO lost Trans World Airlines to Foote, Cone & Belding and, following acquisition of Philco Corp., effective Jan. 1, 1957, was forced to resign Zenith Radio Corp. and Easy Washing Machine Corp. to Earle Ludgin. Neither were network sponsors.

This past summer, BBDO picked up the Foremost Dairy account from Guild, Bascom & Bonfigli, and earlier in the year acquired Eagle Pencil Co. from the former Biow Co. In another loss, E. I. DuPont de Nemours took part of its billing from BBDO and assigned it to N. W. Ayer.

BBDO's network showsheet looks like this: American Radiator & Standard Sanitary Corp. (*Sunday Color Spread* spectaculars); American Tobacco Co. (*Jack Benny Program, Private Secretary* on CBS-TV, *Hit Parade* on NBC-TV); Armstrong Cork Co. (*Armstrong Circle Theatre* on NBC-TV); Bristol-Myers' Ban deodorant (*Playhouse 90* on CBS-TV); Campbell Soup Co. and Lever Bros. (*On Trial* on NBC-TV); DeSoto Div., Chrysler Corp (*You Bet Your Life*, NBC radio-tv); DuPont (*DuPont Cavalcade Theatre* on NBC-TV); General Electric Co. (*General Electric Theatre*, on CBS-TV, though out of NBC-TV's *Medic* and into ABC-TV's *Cheyenne* and *Conflict*); General Mills (*Arthur Godfrey Show* on CBS-TV); Revlon (*$64,000 Question* on CBS-TV); U. S. Steel Corp. (*U. S. Steel Hour* on CBS-TV); Vick Chemical Co. (*The Big Story* on NBC-TV); Wildroot Co. (*Adventures of Robin Hood* on CBS-TV).

McCANN-ERICKSON: Combined radio-tv billing: $76.4 million; $66.5 million in television, $9.9 million in radio. Radio-tv share of overall billing: 35%.

Despite sizeable additions to its client roster this year, including such acquisitions as Coca-Cola Co. from D'Arcy, and Chesterfield (Liggett & Myers) from Cunningham & Walsh, McC-E lost its toehold on last year's No. 2 spot (for which it tied with BBDO), to register third in 1956 among the leading radio-tv agencies. Its combined broadcast billing gain was $16.4 million (as against BBDO's $20 million jump). Achieving an increase of $17 million in tv billing alone, and dropping a little over $500,000 in radio, McCann's broadcast profile showed the following broad outlines.

Bulova Watch made its initial tv program

plunge with this season's *Jackie Gleason Show* on CBS-TV; Esso Standard Oil not only expanded its *Esso Reporter* station lineup but went into regional syndicated tv film programs with the *Golden Esso Theatre;* Coca-Cola continued the *Eddie Fisher Show* on NBC-TV (which it will drop for local spot) and added *Mickey Mouse Club* on ABC-TV; Swift & Co. ventured into ABC-TV's *Disneyland;* Chesebrough-Ponds sponsored *Adventures of Jim Bowie* also ABC-TV; Chrysler Corp. stayed with CBS-TV's *Climax-Shower of Stars,* though it dropped NBC-TV's *It's a Great Life;* Donahue Sales Corp. (Talon zippers) bought into NBC-TV's "T-H-T" lineup; John Hancock Mutual Life Insurance Co. participated in an occasional *Producers' Showcase* on NBC-TV; Lehn & Fink participated in *Queen for a Day* on the same network; Mennen Co. picked up *High Finance* on CBS-TV which it will drop next month, and Westinghouse Electric Corp. stayed with CBS-TV's *Studio One* throughout the year (including summer, when it added the CBS-TV and CBS-Radio election package for $5 million plus, including the short-lived *Pick The Winner*). The year also was marked at McCann with a sharp increase in use of spot, affecting a good 40% of its client roster.

J. WALTER THOMPSON, Combined radio-tv billing: $70 million; $60 million in television, $10 million in radio. Radio-tv share of overall billing: 33⅓%.

In fourth place for the second consecutive year, with combined billing up $12 million over last year, the big spenders at JWT once again were Kraft Foods (NBC-TV's *Kraft Television Theatre,* NBC-TV daytime strips and MBS' *Five Star News*); Eastman Kodak (*Screen Directors Playhouse* on NBC-TV early in year, later switching to ABC-TV's *Ozzie and Harriet*); Scott Paper Co. (out of *Omnibus,* but retaining ABC-TV's *Father Knows Best* for the 1956-57 season); Ford Motor Co. dealer co-op and advertising associations (*Tennessee Ernie Ford* on NBC-TV and *Ford Star Jubilee* on CBS-TV); Lever Bros Co. (*Lux Video Theatre* on NBC-TV); Aluminum Ltd. (remaining with *Omnibus* on ABC-TV); Johns Manville Corp. (*Meet The Press* on ABC-TV); Pan-American World Airways (out of *MTP,* but into CBS-TV's *See It Now,* effective Jan. 1); Sylvania Electric Products (out of *Beat The Clock,* into *The Buccaneers* both CBS-TV). JWT's most active spot users are: Harold F. Ritchie Co. (Scott's Emulsion), Ford Motor Co. (network & spots), Chun King Sales Co. (chow mein), Lever Bros. Co., J. B. Williams & Co., and the Mentholatum Co. (the latter network as well as spot). Its biggest acquisition during year: Joseph Schlitz Brewing Co., which it inherited—along with CBS-TV's *Schlitz Playhouse of Stars* shortly before Biow Co. closed its doors.

TED BATES & CO: combined radio-tv billing: $55 million; $49 million in television, $6 million in radio. Radio-tv share of overall billing: 65%.

With an increase of $18 million of overall broadcast billing accounted for the past year, Bates surged ahead in both network and spot placement for toiletries and household products. In early spring, the agency picked up Biow Co.'s Whitehall Pharmacal Co. and, in the autumn, got two more Colgate-Palmolive accounts, Vel and Fab, which had been serviced by William Esty Co. It lost an active daytime tv and nightime radio client when CBS Inc. suspended its CBS-Columbia manufacturing affiliate, but more or less compensated for this loss by seeing its American Chicle budget increase (*Adventures of Jim Bowie* on ABC-TV, *Caesar's Hour* on ABC-TV last season and during the summer, as well as regional sponsorship of syndicated tv film programs).

Whitehall became quite active toward the middle of the year, with *Sir Lancelot* on ABC-TV, *Love of Life* and *Douglas Edwards and the News* on CBS-TV and Standard Brands enlarged its expenditures on the *Arthur Godfrey Show* on CBS-TV and *Queen for a Day* on NBC-TV; Anahist went in heavy for spot; Brown & Williamson Tobacco Co.'s Kool did likewise with the introduction of filtered Kools; Viceroys, over and beyond spot, stayed in the slot formerly held by *NBC Comedy Hour* by participating in its replacement, the current *Steve Allen Show.* Other spot users: Hawley & Hoops (M&N candies), Dromedary cake mixes, and Minute Maid Corp.

BIOW'S LEGACIES

BIOW Co. provided the advertising history of 1956 with what was unmistakably one of its major events, and probably its major disaster, by closing its doors after 38 years. The Biow accounts were dispersed as follows:

To J. Walter Thompson Co., the Jos. Schlitz Brewing Co.; to Lennen & Newell, Benrus Watch and Armstrong Rubber Co.; to Ted Bates, Whitehall Pharmacal Co. (American Home Products); to Joseph Katz Co., Bond (clothing) Stores Inc. (with Compton Adv., San Francisco, getting Bond for the Western U. S. as well as Langendorf United Bakeries); to Kenyon & Eckhardt, Pepsi-Cola Co.; to N. W. Ayer & Son, Philip Morris Co.; to Grey Adv., the Procter & Gamble accounts (Fluffo, Lilt); to Warwick & Legler, Jacob Ruppert Breweries; to Anderson & Cairns, Julius Wile & Sons (wines, liquors) and Seeman Bros. (tea, groceries, other specialties), and to Norman Craig & Kummel, Hudson Pulp & Paper Co.

BENTON & BOWLES: combined radio-tv billing: $53.8 million; $50.7 million in television, $3.1 in radio. Radio-tv share of overall billing: 60%.

Though Benton & Bowles acquired a rash of new accounts at the close of 1955 (Studebaker, Western Union, Florida Citrus Commission, Grove Labs, etc.), the bulk of their broadcast billing did not actually register until this calendar year, which goes to explain the $14.8 million jump in radio-tv activity for 1956 over last year's total broadcast billing figure of $39 million.

For B&B, this was an active year in "introductory spot campaigns" for such clients as Philip Morris Co. (*new* Parliaments in flip-top box), Procter & Gamble Co. (Zest, Crest and Pink Camay) and S. C. Johnson & Son (Glade furniture polish). Though the agency bowed out of several network programs (*TV Readers Digest* for Studebaker on ABC-TV, *MGM Parade* on ABC-TV, and *It's Always Jan* on CBS-TV, both for General Foods, and *Concerning Miss Marlowe* for P&G), it picked up four new shows: *West Point* and *Dick Powell's Zane Grey Theatre* for General Foods, and *As The World Turns* and *Edge of Night,* two daytime serials for Procter & Gamble, all CBS-TV.

B&B also placed participations for Instant Maxwell House on the *77th Bengal Lancers* tv adventure show, continued for P&G in *This Is Your Life* and for Johnson's Wax on *Robert Montgomery Presents,* all on NBC-TV. It again staged a special "circus spectacular" for GF on CBS-TV. One of its final coups in 1956 was to pick up the balance of the Studebaker-Packard Corp. account (Packard Motors Div.) from D'Arcy.

LEO BURNETT: Combined radio-tv billing: $43 million; $38 million in television, $5 million in radio. Radio-tv share of overall billing: 60%.

After gaining nearly $9 million in broadcast billing in 1955, Burnett this year added a $900,000 increase, due not so much to new accounts (e.g. Eastside Brewery from Warwick & Legler: Jif Camay from Benton & Bowles and two new P&G product assignments, and Franco-American Div. of Campbell Soup Co. from D-F-S) as to increased activity on behalf of its old clients. Marlboro (Philip Morris), for example, went from a heavy spot announcement schedule to sponsorship of regional professional football games and into participating sponsorship on *Playhouse 90;* Kellogg added *Name That Tune* to its roster which already included *Lassie;* P&G launched *The Brothers,* a new situation comedy, and Franco-American bought some segments of the daytime *Garry Moore Show,* all on CBS-TV.

WILLIAM ESTY: Combined radio-tv billing: $40 million; $34 million in television, $6 million in radio. Radio-tv share of overall billing: 50%.

Registering an increase of $1 million this year (as against the 1954-55 gain of $8 million) in broadcast billing, Esty in 1956 was again most occupied with its R. J. Reynolds Tobacco Co. account. Continuing a heavy push for filtertip Winstons, it launched an introductory campaign for Salems, a menthol-tipped brand, in the spring. On network, Reynolds was represented on the *Phil Silvers Show,* and *I've Got a Secret*—both CBS-TV, *Wire Service* on ABC-TV, *The Crusader* on CBS-TV and *People Are Funny* on NBC-TV.

At the end of this month, Esty will abdicate the Colgate-Palmolive account, still giving it credit for the past year on behalf of Vel, Fab, Rapid Shave and Brisk. Towards the end of the year, Thomas Leeming-Pacquin will spend their total advertising al-

TOP RANKING RADIO-TV AGENCIES, 1952-1955*

1952

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	$40	$13.5	$26.5
2.	YOUNG & RUBICAM	36	12	24
3.	BENTON & BOWLES	30	10.5	19.5
	BIOW CO.	30	10.5	19.5
5.	WILLIAM ESTY & CO.	28	10	18
6.	J. WALTER THOMPSON	27	13.5	13.5
7.	DANCER-FITZGERALD-SAMPLE	26	17.5	8.5
8.	MCCANN-ERICKSON	25	8.7	16.3
9.	FOOTE, CONE & BELDING	20	10	10
10.	LEO BURNETT	18	9	9
11.	LENNEN & NEWELL	15	3	12
	TED BATES	15	6	9
13.	KENYON & ECKHARDT	14.5	5.5	9
14.	N. W. AYER & SON	12	6	6
15.	MAXON INC.	11	4.4	6.6
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	10	4	6
	CUNNINGAM & WALSH	10	4	6
18.	NEEDHAM, LOUIS & BRORBY	8	3	5
	CECIL & PRESBREY	8	3.6	4.4
	COMPTON ADV.	8	4.5	3.5
21.	SHERMAN & MARQUETTE	7.5	2.5	5
	RUTHRAUFF & RYAN	7.5	3.2	4.3
23.	CAMPBELL-EWALD	7	1.8	5.2
	D'ARCY ADV.	7	3.5	3.5
	WARWICK & LEGLER	7	3	4
	WARD WHEELOCK CO.	6	3.5	2.5
27.	HARRY B. COHEN CO.	4.5	1.8	2.7
28.	WILLIAM WEINTRAUB	4	2	2
29.	ERWIN, WASEY & CO.	3.5	1.5	2
30.	FULLER & SMITH & ROSS	3.4	.9	2.5

1953

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	$49.5	$14.5	$35
2.	YOUNG & RUBICAM	49	15	34
3.	J. W. THOMPSON CO.	35	13.5	21.5
4.	BENTON & BOWLES	32	11.8	20.2
	BIOW CO.	32	8	24
6.	WILLIAM ESTY & CO.	29	8	21
7.	DANCER-FITZGERALD-SAMPLE	27	18	9
8.	MCCANN-ERICKSON	25.5	8	17.5
9.	TED BATES & CO.	24	6	18
	LEO BURNETT CO.	24	7.2	16.8
11.	FOOTE, CONE & BELDING	18	8	10
	LENNEN & NEWELL	18	4	14
13.	KENYON & ECKHARDT	15.2	5.6	9.6
14.	KUDNER AGENCY	15	4.8	10.2
15.	CUNNINGHAM & WALSH	14	4	10
	MAXON INC.	14	4.2	9.8
17.	N. W. AYER & SON	13.4	6.5	6.9
18.	SULLIVAN, STAUFFER, COLWELL & BAYLES	13	3	10
19.	COMPTON ADV.	12.5	5	7.5
20.	NEEDHAM, LOUIS & BRORBY	11	4.5	6.5
	SHERMAN & MARQUETTE	11	3.5	7.5
22.	GEOFFREY WADE	10	6.5	3.5
	RUTHRAUFF & RYAN	10	5	5
24.	CECIL & PRESBREY	9.5	1.5	8
25.	CAMPBELL-EWALD	8.5	1.8	6.7
26.	WARWICK & LEGLER	7	1.5	5.5
27.	D'ARCY ADV.	6.5	2.5	4
28.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	1.5	4.5
	FULLER & SMITH & ROSS	6	1.5	4.5
	MACMANUS, JOHN & ADAMS	6	2	4
	WARD WHEELOCK CO.	6	2.5	3.5
	WEISS & GELLER	6	2	4

*B•T's annual surveys, which began in 1952, have increased in scope with the increase in broadcast billings and with refinement of the survey technique. These facts account for the increased number of agencies in each year's surveys. All figures are in millions of dollars.

locations in spot radio, giving that medium a boost. Other Esty campaigns were those for P. Ballantine & Sons (Ziv's *Highway Patrol* in regional markets) and National Carbon Co. (Prestone antifreeze in spot announcement drives).

DANCER-FITZGERALD-SAMPLE: Combined radio-tv billing: $37.5 million; $31 million in television, $6.5 million in radio. Radio-tv share of overall billing: 52%.

Last year's pace setter in radio billing among the top 36 agencies, D-F-S this year saw its radio billing drop to one-half of last year's $13 million. However, its $7.5 gain in total broadcast billing—due in the main enlarged tv allocations on behalf of such clients as General Mills, P&G, Falstaff Brewing Co., American Chicle and Nestle Co.—was achieved to a considerable extent by the acquisition of Liggett & Myers Tobacco Co's L&M filter cigarette from Cunningham & Walsh. L&M stayed with *Gunsmoke* and joined Frigidaire as an alternate-week sponsor on *Do You Trust Your Wife?* both on CBS-TV. B. T. Babbitt participated in last season's Monday night *Caesar's Hour* on ABC-TV; American Chicle stayed through the usual summer hiatus on Mr. Caesar's replacement program, the *Ernie Kovacs Show*, and Dentyne entered the syndicated tv film field in selected spot markets. General Mills stayed with daytime tv, and Falstaff again pursued the sporting events.

KENYON & ECKHARDT: Combined radio-tv billing: $35.6 million; $31.1 million in television, $4.5 million in radio. Radio-tv share of overall billing: 55%.

With a gain of $1.1 million in broadcast billing, K&E this year gained Blatz Beer from Norman, Craig & Kummel, Lever Bros. Co.'s Spry from Foote, Cone & Belding, Pepsi-Cola from the defunct Biow Co., and stepped up the tv activity of RCA Whirlpool by placing it in NBC's radio-tv election "package" plus NBC-TV's *Saturday Spectaculars*. It lost (effective Dec. 31) the Warner-Lambert Hudnut division (to SSC&B and NC&K), and with it, the forthcoming billing on *Your Hit Parade* on NBC-TV.

Also lost: Mennen Co. to McCann-Erickson and Grey Adv. (*Wednesday Night Fights* on ABC-TV-Radio and *High Finance* on CBS-TV). Though Ford dropped out of NBC-TV's *Producers' Showcase*, its Mercury Div. and Lincoln-Mercury Dealers Assn. stayed with the *Ed Sullivan Show* on CBS-TV. In spot, Mercury blanketed the country for its 1957 model, a yearly appropriation which was larger this fall than last.

FOOTE, CONE & BELDING: Combined radio-tv billing: $32.5 million; $25.5 million in television, $7 million in radio. Radio-tv share of overall billing: 35%.

The agency this year bolstered its radio-tv billing by an estimated $12 million. A good part of this was due to the acquisition of Trans-World Airlines (heavy spot radio), the big Pepsodent drive, purchase of MCA-TV Ltd.'s *Rosemary Clooney Show* for Clairol, introduction of Firestone's newest auto tire (via a special ABC-TV *Voice of Firestone* spectacular), Hallmark Card Co. (*Hallmark Hall of Fame* spectaculars), and Armour & Co.'s Dial soap (*George Gobel Show* — all on NBC-TV — and *Danny Thomas Show* with Kleenex on ABC-TV).

Among FC&B's losses this year: International Latex (resigned to Reach, Yates & Mattoon), Lever Bros.' Spry (to Kenyon & Eckhardt). Still active: Liebmann Breweries (Rheingold beer), Paper-Mate Div. of Gillette Co., International Cellucotton Products Co. (Kleenex).

COMPTON ADV.: Combined radio-tv billing: $31.9 million; $29.6 million in televi-

1954

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$60	$15	$45
2.	BBDO	59	13	46
3.	J. WALTER THOMPSON CO.	50	12	38
4.	MCCANN-ERICKSON	46	9	37
5.	BIOW CO.	33.4	5.6	27.8
6.	LEO BURNETT CO.	33.3	6	27.3
7.	WM. ESTY CO.	31	5	26
8.	BENTON & BOWLES	29.2	8.4	20.8
9.	DANCER-FITZGERALD-SAMPLE	28.5	15.5	13
10.	TED BATES & CO.	27.5	7	20.5
11.	KENYON & ECKHARDT	22.5	7.5	15
12.	COMPTON ADV.	22.3	5.5	16.8
13.	FOOTE, CONE & BELDING	22	5.5	16.5
14.	LENNEN & NEWELL	20	4	16
15.	N. W. AYER & SON	18	7.5	10.5
16.	CUNNINGHAM & WALSH	16	3.5	12.5
17.	KUDNER	14	2.6	11.4
	MAXON INC.	14	3	11
19.	SULLIVAN, STAUFFER, COLWELL & BAYLES	13.8	3.8	10
20.	RUTHRAUFF & RYAN	13	4	9
21.	NEEDHAM, LOUIS & BRORBY	11.9	3.6	8.3
22.	BRYAN HOUSTON INC.	11.5	4	7.5
23.	GEOFFREY WADE	11	7	4
24.	CAMPBELL-EWALD	10	2.2	7.8
	WEISS & GELLER	10	2	8
26.	TATHAM-LAIRD	9.5	1	8.5
27.	D'ARCY	8	3.5	4.5
	ERWIN, WASEY	8	3	5
29.	MACMANUS, JOHN & ADAMS	7	.5	6.5
30.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2.2	3.8
	GEYER INC.	6	2	4
32.	FULLER & SMITH & ROSS	5.7	.5	5.2
33.	GRANT ADV.	5.5	1.5	4
	WARWICK & LEGLER	5.5	1.3	4.2
35.	GREY ADV.	5.1	1.5	3.6
36.	HARRY B. COHEN	5	2	3

1955

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$72	$12	$60
2.	BBDO	60	10.5	49.5
	MCCANN-ERICKSON	60	10.5	49.5
4.	J. WALTER THOMPSON	58	5	53
5.	LEO BURNETT	42.1	5.8	36.3
6.	BENTON & BOWLES	39	4	35
	WILLIAM ESTY	39	4	35
8.	TED BATES	37	7	30
9.	KENYON & ECKHARDT	34.5	4.5	30
10.	BIOW-BEIRN-TOIGO	30	5	25
	DANCER-FITZGERALD-SAMPLE	30	13	17
12.	COMPTON ADV.	25.5	4.5	21
13.	N. W. AYER & SON	21	10	11
14.	FOOTE, CONE & BELDING	20.5	3.5	17
15.	LENNEN & NEWELL	20	4	16
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	17.8	3.3	14.5
17.	CUNNINGHAM & WALSH	17	3.5	13.5
18.	RUTHRAUFF & RYAN	15.5	4	11.5
19.	CAMPBELL-EWALD	14	3	11
	KUDNER AGENCY	14	2.5	11.5
	MAXON INC.	14	3	11
22.	TATHAM-LAIRD	12.2	.9	11.3
23.	NEEDHAM, LOUIS & BRORBY	12	3	9
24.	GRANT ADV.	11.1	2.6	8.5
25.	GEOFFREY WADE ADV.	11	4	7
26.	D'ARCY ADV.	10	3.5	6.5
	WEISS & GELLER	10	2	8
28.	BRYAN HOUSTON	9.8	2.8	7
29.	MACMANUS, JOHN & ADAMS	8.5	.7	7.8
30.	ERWIN, WASEY & CO.	8	3	5
	GREY ADV.	8	1.7	6.3
32.	GEYER INC.	7	2	5
33.	EARLE LUDGIN & CO.	6.3	.3	6
34.	NORMAN, CRAIG & KUMMEL	6	2	4
	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2	4
36.	WARWICK & LEGLER	5.7	1.2	4.5

sion, $2.3 million in radio. Radio-tv share of overall billing: 50%.

Compton nearly doubled its 1954-55 broadcast billing increase of $3.2 million by chalking up a $6.4 million gain for the past calendar year. Though it gained three new accounts, R. T. French Co. mustard (from J. Walter Thompson), Bond clothes' western division and Langendorf United Bakeries (both from the former Biow Co.), much of its added radio-tv billing can be said to have accrued from increased expenditures on behalf of existing accounts: Procter & Gamble Co., Goodyear Tire & Rubber Co., Remington Rand Div., Sperry-Rand Corp., Socony Mobil Oil Co., Standard Brands Inc. and Nehi Corp. (Example: P&G, which took Cascade detergent out of test markets and into national spot buys.)

Among the programs registering for this year's billing figure: *NBC Comedy Hour* in which Compton's newest client at the outset of the year, the electronics division of Avco Mfg. Co., had a brief fling; *What's My Line?* which Remington Rand is continuing on an alternate week basis (with Helene Curtis) on CBS-TV, the *Goodyear Tv Playhouse* (in which Compton has participations for Goodyear's Neolite product on NBC-TV), as well as a number of shows on all three tv networks sponsored by P&G.

N. W. AYER & SON: Combined radio-tv billing: $28 million; $18 million in television, $10 million in radio. Radio-tv share of overall billing: 25%.

Up $7 million in combined broadcast billing from last year's $21 million, N. W. Ayer & Son, quietly but surely, placed one of its biggest accounts in network television for the first time. The agency, while keeping the client in radio *(Bell Telephone Hour* on NBC Radio), launched *Telephone Time* on CBS-TV, a filmed dramatic series with storyteller John Nesbitt, and quite late in the year, signed with CBS-TV for occasional color science-education programs, of which the first was *Our Mr. Sun.*

Ayer picked up the impressive Philip Morris account (accent on spot) from the now-defunct Biow Co. and saw Chrysler Corp.'s allocations for Plymouth nearly doubled. Plymouth, dropping *News Caravan* on NBC-TV, went into co-sponsorship on two ABC-TV musical programs, one with Lawrence Welk, the other with Ray Anthony. It placed radio-tv spot campaigns for the following clients: Hawaiian Pineapple Co., Hills Bros. coffee, Philip Morris, Bell Telephone companies, Plymouth Motors Corp. (introductory campaigns for 1957 model) and Armour & Co., and once again signed for *Christmas Sing With Bing* (Crosby) on CBS Radio for the Insurance Companies of North America.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $24.5 million; $20.1 million in television, $4.4 million in radio. Radio-tv share of overall billing: 60%.

SSC&B marked its 10th year in business with a gain in radio-tv billing of $6.7 million over 1955's combined figure of $17.8 million. Though it lost Speidel watchbands to NC&K (and the billing on NBC-TV's *The Big Surprise)* and later in the year, Simoniz Co., SSC&B compensated for these defections towards the end of the year with the acquisition of a sizable portion of the Block Drug Co. account from Harry B. Cohen Adv. and with the assignment (via Kenyon & Eckhardt) of the Warner-Lambert account. The latter will probably not register much billing till after January 1, 1957.

SSC&B continued actively in spots for Smith Bros., Richard Hudnut Div. of Warner-Lambert, Carter Products Inc.,

Lever Bros. Co., and American Tobacco Co.

Sperry & Hutchinson Corp. (S&H Green Stamps) placed its first broadcast advertising this year through SSC&B on NBC-TV's two daytime programs, *Today* and *Home;* Noxzema, which dropped CBS-TV's *Person-to-Person* earlier in the year, popped into last season's *Perry Como Show* as a participating sponsor, and Pall Mall continued its sponsorship of *Big Story* on NBC-TV.

CAMPBELL-EWALD: Combined radio-tv billing: $21 million; $17 million in television, $4 million in radio. Radio-tv share of overall billing: 25%.

This year C-E jumped its 1955 radio-tv layout of $14 million by $7 million. Currently Chevrolet is stepping up its NBC-TV *Chevy Show* schedule to twice a month, stays on *Crossroads* on ABC-TV, the 15-minute weekly *Dinah Shore Show* on NBC-TV and the strip of CBS Radio newscasts. Earlier this season the advertiser launched a heavy saturation spot schedule for its 1957 model. Chalking up neither account gains or losses, Campbell-Ewald continued to place Goebel beer in spot sports show buys, Flagg shoes and the National Bank of Detroit in spot announcement drives.

LENNEN & NEWELL: Combined radio-tv billing: $21 million; $19.5 million in television, $1.5 in radio. Radio-tv share of overall billing: 50%.

Representing a $1 million gain in broadcast billing over last year, L&N this year put P. Lorillard's Old Gold cigarettes into weekend tv with a one-two punch: on Friday nights, Old Gold alternates on NBC-TV's *The Walter Winchell Show,* on Saturdays, participates with Bulova Watch Co. on *The Jackie Gleason Show* on CBS-TV.

But L&N's biggest broadcast activities are yet to come: Early next year, it will place Emerson Drug Div. (Bromo-Seltzer) of Warner-Lambert as alternate-week sponsor of NBC-TV's *Your Hit Parade,* with Warner-Lambert's Hudnut Div. leaving that show following reassignment from K&E to SSC&B, and Colgate-Palmolive as co-sponsor on a new CBS-TV situation comedy, *Mr. McAdam and Eve.* Benrus Watch Co., which L&N picked up from Biow along with Armstrong Rubber Co., will buy into *Caesar's Hour* on NBC-TV. One of the agency's late fall acquisitions was Stokely-Van Camp Co. (from Calkins & Holden), a frequent spot user for its canned foods.

RUTHRAUFF & RYAN: Combined radio-tv billing: $15 million; $11 million in television, $4 million in radio. Radio-tv share of overall billing: 50%.

Down $500,000 from last year in broadcast billing (due in part to the loss of Packard Motors Div., Studebaker-Packard Corp., to D'Arcy, which in turn lost it to B&B a year later), Ruthrauff & Ryan compensated by picking up some products of the Whitehall Pharmacal account vacated by the former Biow Co., in addition to acquiring the Bon Ami account (resigned by Norman, Craig & Kummel) towards the middle of the summer.

For Bon Ami, R&R launched two massive two-day "blitz campaigns" in major U. S. cities to introduce Jet Bon Ami. U. S. Air Force recruiting campaign once again was given to R&R. In radio, Sunoco (Sun Oil Co.) stayed with *Three Star Extra* on NBC Radio. Others in spot included the Frito Co., Reddi-Wip Co., Tv Time popcorn and William Wrigley Jr. Co. chewing gum.

CUNNINGHAM & WALSH: Combined radio-tv billing: $14.5 million; $11.7 million in television, $2.8 million in radio. Radio-tv share of overall billing: 33⅓%.

Although this year's broadcast billing for C&W represents a loss of $2.5 million, due in part to the departure of Liggett & Myers Tobacco Co. (L&M cigarettes to D-F-S, Chesterfields to McCann-Erickson), Cunningham & Walsh's position in the coming year will be fortified with its assignment of the complete Texas Co. (Texaco) account (formerly handled by Kudner Adv. and Erwin, Wasey & Co).

The 1956 Liggett & Myers billing will still show up on C&W's roster this year despite the loss, for such programs as *Gunsmoke* on CBS Radio and CBS-TV, *Dragnet* on NBC Radio and NBC-TV, and the early *Warner Bros. Presents* series on ABC-TV. Among active spot buys at C&W are Chase-Manhattan Bank, American Telephone & Telegraph Co. ("The Yellow Pages"), Kitchens of Sarah Lee Inc. and the Narragansett Brewing Co.

CAMPBELL-MITHUN: Combined radio-tv billing: $14 million; $13 million in television, $1 million in radio. Radio-tv share of overall billing: 45%.

New in the Campbell-Mithun agency this year were Kroger Co. (grocery store chain), picked up from the Ralph H. Jones agency in Cincinnati, and Northwest Orient Airlines, acquired from Cunningham & Walsh, both spot users. Among its old accounts, Theo. Hamm Brewing Co. sponsored the Edward R. Murrow-CBS Radio newscasts regionally in the Midwest besides sponsoring 30-minute films and sports programs in the north-midwest area; Pillsbury Mills (feed, bakery and frozen foods divisions) sponsored segments of CBS-TV's *Arthur Godfrey* morning and evening shows and Art Linkletter's *House Party;* Gold Seal Co. (Snowy bleach, Glass Wax) continued on *The Perry Como Show* on NBC-TV; American Dairy did likewise on ABC-TV's *Disneyland,* and the Red Heart dog food division of John Morrell Co. remained active in both spot and network on both radio and tv.

D'ARCY ADV.: Combined radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing: 22%.

Though it lost the Coca-Cola account to

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 4 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 11, 18, 25).

Dec. 7 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Dec. 14, 21).

Dec. 12 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Dec. 19, 26).

NBC-TV

Dec. 3 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Dec. 24, 31).

Dec. 3-7 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 30, Dec. 10-14, 17-21, 24-28, 31).

Dec. 4 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Dec. 11, 18, 25).

Dec. 4 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel Seeds (also Dec. 11, 18, 25).

Dec. 5 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Dec. 19, 26).

Dec. 6 (9:30-10 p.m.) *Tennessee Ernie Ford Show,* Ford Motor Co. through J. Walter Thompson Co.

Dec. 7 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 14, 21, 28).

Dec. 8 (1-2 p.m.) *New Figures of 1957,* Warner Bros. Co. through C. J. LaRoche.

Dec. 8 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Dec. 22, 29).

Dec. 9 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 16, 23).

Dec. 9 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 23).

Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

[Note: This schedule will be corrected to press time of each issue of B•T]

A HALF DOLLAR



will go a long way these days on WHO Radio!

Take 9 a.m. to 12 noon as an example . . .

FAR be it from us to suggest that radio is the *only* worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. *Especially on WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual *listening* homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for $1.01—*ALL LISTENING TO WHO!*

That's the half-dollar *minimum.* With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra *home* sets and 573,000 *car* radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

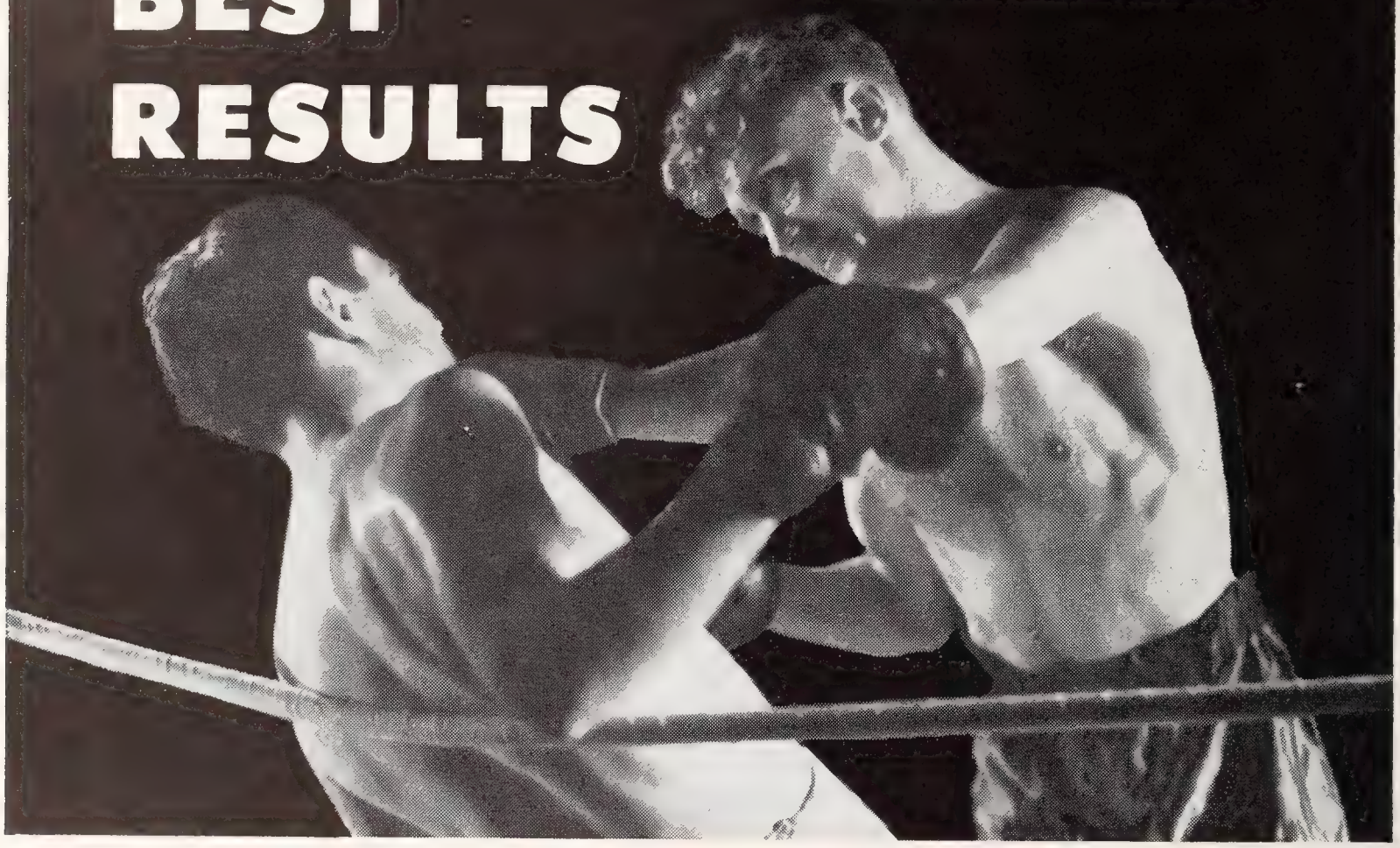


Peters, Griffin, Woodward, Inc.
National Representatives

PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit sales results "on the button" for *you,* too.

*Cumulative Pulse Audience Survey



Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

WITH CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

McCann-Erickson at the end of last year, this changeover did not take effect until March, thus D'Arcy can be credited with at least a few months worth of billing on Cokes. Despite this loss, D'Arcy gained $4 million in billing over last year, an increase made possible by the acquisition of several new General Tire Co. divisions and the vast reorganization in the sales and advertising structure of Anderson, Clayton & Co. foods division, whereby D'Arcy got several new products assigned to it. Having picked up Packard Motors Div. of Studebaker-Packard only a year ago, the agency lost it to Benton & Bowles, but the loss was not a great one following S-P's withdrawal from network activity (*Tv Readers' Digest*). It continued in spot for Gerber's foods and Anheuser-Busch Brewing Co.

GRANT ADV.: Combined radio-tv billing: $14 million; $11.5 million in television, $2.5 in radio. Radio-tv share of overall billing: 20%.

The agency advanced its billing by $2.9 million this year, from $11.1 to $14 million. The big thing at Grant in 1956 was, once again, Dodge Motors Div. of the Chrysler Corp., and the big thing with Dodge was—and still is—Lawrence Welk and his Champagne Music. It was so big with Dodge, as a matter of fact, that the automaker launched its second Welk series on ABC-TV, *Top Tunes and New Talent*. Tv budgets being as high as they are, Dodge persuaded its sister division at Chrysler, Plymouth motors, to pick up part of the tab, which Plymouth did in exchange for a similar agreement on its *Ray Anthony Show*, also on ABC-TV.

In the spot phase of Grant's business: seasonal drives for the Florists' Telegraph Delivery Assn. (Valentine's Day, Easter, Mother's Day, Christmas, etc.) on both radio and tv, and the brief sponsorship of MBS' Walter Winchell newscasts for Seaboard Drug Co.

The Lentheric division of Olin-Mathieson, which Grant picked up in January from Cunningham & Walsh, is slated to go to Tatham-Laird at the end of the year, and National Airlines left Grant Dec. 1 for Hoite Agey Adv., Miami.

MAXON INC.: Combined radio-tv billing: $14 million; $13 million in television, $1 million in radio. Radio-tv share of overall billing: 40%.

Consistent for four straight years, Maxon's broadcast billings are still set at $14 million, representing neither gain nor loss since 1953. However, television billing rose $2 million, while radio billing declined that amount. Its three principal accounts, Heinz 57 foods, Gillette Safety Razor Co. and General Electric Co., stayed very active this year. Heinz in the *Studio 57* tv film series in regional markets, Gillette in both radio-tv sports events (e.g *Cavalcade of Sports* on NBC-TV and NBC Radio, etc.), and General Electric Co. on *20th Century-Fox Hour* on CBS-TV. GE billing dropped somewhat, due to the transfer of GE television receivers to Young & Rubicam.

TATHAM-LAIRD: Combined radio-tv billing: $13.8 million; $13.2 million in television, $600,000 in radio. Radio-tv share of overall billing: 60%.

Again for the third consecutive year, T-L increased its broadcast billing (by $1.2 million) largely on the strength of its tv activities. Though it lost some of the Simoniz Co. billing, and the Fulham Bros. food account to DCS&S, T-L gained part of the Procter & Gamble account in the agency shuffle that followed the demise of the Biow Co. Most active radio-tv clients: Armour & Co., C. A. Swanson & Sons (frozen foods), Toni Div. of Gillette Co. and Wander Co. (Ovaltine).

KUDNER AGENCY: Combined radio-tv billing: $13 million; $9 million in television, $4 million in radio. Radio-tv share of overall billing: 35%.

Kudner spending this year dipped $1 million from its 1955 combined figure. However, it was one of the few agencies to increase its radio billing from $2.5 million to $4 million (due in great part to Goodyear Tire & Rubber Co.'s special Easter shows). Kudner in 1956 suffered two setbacks: one was the end of Buick sponsorship of the Jackie Gleason *Honeymooner* series on CBS-TV; the other, the year-end loss of the Texaco radio-tv billings to Cunningham & Walsh. However, with C&W transfer not becoming effective till Jan. 1, 1957, Texaco's budget for ABC Radio's Metropolitan Opera broadcasts, its regional sports shows, and ABC Radio news strips appear on Kudner's 1956 tally. Texaco's budget was trimmed considerably this year in television following client withdrawal from the Jimmy Durante-Donald O'Connor *Star Theatre* series on NBC-TV. But Frigidaire popped back into network with alternate-week sponsorship of CBS-TV's *Do You Trust Your Wife?*, which it will drop later this month. Buick's other sponsorships included ABC election coverage, several NBC-TV *Producers' Showcase* programs, and come Jan. 1, it will pick up the tab for CBS-TV's Orange Bowl football classic.

NEEDHAM, LOUIS & BRORBY: Combined radio-tv billing: $12 million; $9.5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 37%.

Though the overall broadcast billing picture stayed at the $12 million mark for NL&B, tv expenditures rose $500,000 while radio dropped $500,000. Latter may be charged to the loss of Wilson Sporting Goods Co., a radio spot user; the former to the use of *Caesar's Hour* on NBC-TV by Quaker Oats Co. on behalf of Ken-L-Ration dog-food, as well as sponsorship of Monsanto Chemical Co.'s All detergent on last season's *Warner Brothers Presents* on ABC-TV.

Agency acquired Palm Beach Co. clothes from Ruthrauff & Ryan, Hotpoint Div. of General Electric Co. for Hi-Vi tv sets (a new account), and several others, including Crowell-Collier Publishing Co.'s *Woman's Home Companion* and the Worthington Corp. (air conditioners). Principal tv activity at NL&B: servicing the S. C. Johnson & Son account's alternate-week *Robert Montgomery Presents* programs on NBC-TV.

GEOFFREY WADE ADV.: Combined radio-tv billing: $11 million; $9 million in television, $2 million in radio. Radio-tv share of overall billing: 85%.

Wade's overall billing for the third consecutive year hovered at the $11 million mark, although once again there was a shift from radio to television (this year to the tune of $2 million). Miles Labs, having spent some time with *John Daly and the News* on ABC-TV, stays with that network when it switches to *Broken Arrow* this week [Dec. 6]. On NBC-TV, Miles sponsors other newscasts, plus segments of the *Tennessee Ernie Ford Show* and *Queen for a Day*.

GREY ADV.: Combined radio-tv billing: $11 million; $8.8 million in television, $2.2 million in radio. Radio-tv share of overall billing: 30%.

Grey this year bettered by $100,000 its 1955 broadcast billing gain of $2.9 million rising from $8 million to $11 million. New at the agency this year were Hearst Corp. *(Good Housekeeping)*, Crowell-Collier Publishing Co. *(Collier's)* from Kudner, Hoffman Beverage Div., Pabst Brewing Co. (picked up from Warwick & Legler), part of the General Electric Co. account (flashbulbs), Whitehall Pharmacal Co. (Kolynos toothpaste), Procter & Gamble (Fluffo), latter two from the Biow Co., and Chunky Chocolate Corp. from Hilton & Riggio.

Old accounts that went into radio and television were Emerson Radio & Phonograph Corp. (local tv newscasts), Dan River Mills Inc. (a first time in tv on a spot announcement basis), Shwayder Bros. (Samsonite luggage) in spot, to name but some. During the year, Grey lost Doeskin tissues (spot) and Kirsch beverages (which it resigned in order to take on Hoffman). Ideal Toy Corp. once again shared sponsorship of Macy's Thanksgiving Day parade on NBC-TV, and Mennen participated in *High Finance* on CBS-TV.

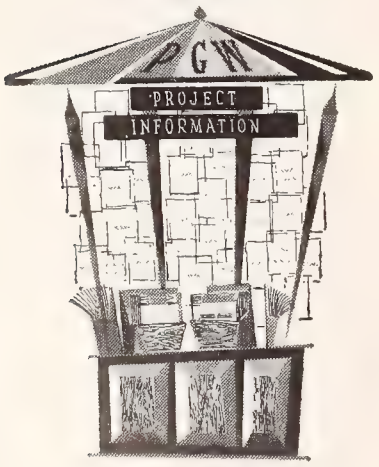
BRYAN HOUSTON: Combined radio-tv billing: $10.8 million; $9.5 million in television, $1.3 million in radio. Radio-tv share of overall billing: 50%.

Up $1 million in broadcast billing from last year, Bryan Houston in 1956 gained more new business than it lost. Its Colgate-Palmolive account list was reduced by one product, Veto Spray deodorant (which went to Norman, Craig & Kummel), but towards the end of the year it gained *Newsweek* magazine from the former Scheideler & Beck agency, although this won't be effective until the first of the year.

Following the reorganization of Anderson, Clayton Foods Co. in Dallas, Houston acquired Mrs. Tucker's margarine from SSC&B. Nestle's participated in last season's *Stage Show* on CBS-TV and J. P. Stevens Co. (fabrics) made use of tv for the first time when it sponsored a 13-week sequence of *Omnibus* on CBS-TV early in the year. *Omnibus* (not Stevens) is now on ABC-TV.

spot's

P.G.W. PROJECT INFORMATION



Your P.G.W. Colonels are prepared to provide assistance in planning spot radio campaigns. Please do not hesitate to call us.

Spot's Hot! You see it in the trade press every day — sales success after sales success resulting from the sales impact of Spot Radio. You hear about the flexibility only spot radio provides, enabling an advertiser to "sell deep" into the markets he selects. And most of all, you hear it from more and more thoughtful advertising executives — "Spot's Hot".

hot

e have assembled complete market information in
e convenient reference for the leading radio sta-
ons listed on this page. We'd like to present a copy,
d discuss how you can "heat up" a sales campaign.



ETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

250 PARK AVENUE • NEW YORK 17, NEW YORK

CHICAGO *N. Michigan Ave. icago 1, Illinois*

DETROIT *Penobscot Building Detroit 26, Mich.*

ATLANTA *Glenn Building Atlanta 3, Georgia*

FORT WORTH *406 W. Seventh St. Fort Worth 2, Texas*

HOLLYWOOD *1750 N. Vine St. Hollywood 28, Calif.*

SAN FRANCISCO *Russ Building San Francisco 4, Calif.*

EAST—SOUTHEAST

WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
KYW	Cleveland	50,000
WWJ	Detroit	5,000
KDKA	Pittsburgh	50,000
WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WSVA	Harrisonburg, Va.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST—SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDZ	Decatur	1,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
WISC	Madison, Wis.	1,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000
KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Boise	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

GASOLINE-OIL IN DETROIT RADIO AND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION (Network plus Spot)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Standard Oil (D'Arcy)	—	3	27	311
2.	Pure Gas & Oil (Leo Burnett)	—	1	15	165
3.	Speedway 79 Gasoline (W. B. Doner)	—	3	7½	142
4.	Gulf Oil (Young & Rubicam)	1	1	4	68
5.	Shell Gas & Oil (J. Walter Thompson)	—	1	8	64
6.	Mobilgas & Oil (Compton)	—	1	4	59
7.	Sinclair Gas & Oil (Morey, Humm & Johnstone)	—	1	3	54
8.	Supertest Gas & Oil	—	1	2	3

RADIO (Network Plus Spot)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Speedway 79 Gasoline (W. B. Doner)	—	3	92 2/3	76
2.	Standard Oil (D'Arcy)	—	2	17½	47
3.	Gulf Oil Co. (Young & Rubicam)	—	2	33	26
4.	Pure Gas & Oil (Leo Burnett)	—	3	20	21
5.	Quaker State (Kenyon & Eckhardt)	(P)	1	19	21
6.	Sun Oil Co. (Ruthrauff & Ryan)	5	1	15	15
7.	American Oil Co. (Joseph Katz)	(P)	1	4	5
8.	Supertest Gas & Oil	—	1	2	1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Heublein Inc.'s Maltex cereal increased its spot schedule.

NORMAN, CRAIG & KUMMEL: Combined radio-tv billing: $9.6 million; $7 million in television, $2.6 million in radio. Radio-tv share of overall billing: 30%.

NC&K this year exceeded its 1955 combined estimate by $3.6 million, thus approaching the $10 million mark with the acquisition of such accounts as the Democratic National Committee, Speidel watchbands (from SSC&B), Hudson Pulp & Paper Co. (from Biow), Colgate-Palmolive's Veto (from Bryan Houston), and part of Warner-Lambert (via K&E). With this to show, NC&K placed Ronson on CBS-TV's *Playhouse 90,* kept Speidel on NBC-TV's *The Big Surprise,* but lost Blatz beer (to K&E).

NORTH ADV.: Combined radio-tv billing: $9 million; $8 million in television, $1 million in radio. Radio-tv share of overall billing: 80%.

North Adv., concluding its initial year of operation, appears in B•T's annual billing roundup for the first time with a broadcast total of $9 million, basically on the strength of the Toni (Div. of Gillette Co.) account. Toni, heavy in daytime tv, this year went into nighttime tv with alternate-week sponsorship of *The Walter Winchell Show* on NBC-TV. Another North client, Lanvin Parfums, although no network spender (limiting its tv to spot announcement drives in large cities), came close to national coverage this year when it lined up a group of NBC Radio o&o stations to carry several special pre-convention political discussion programs. Englander Mattress Co., from the former Biow Co., has been sponsoring a cash give-away contest on a spot basis.

GEYER ADV.: Combined radio-tv billing: $8 million; $6 million in television, $2 million in radio. Radio-tv share of overall billing: 30%.

With broadcast billing up $1 million—all due to tv—the Geyer account most active this year was the Boyle-Midway subsidiary of American Home Products Corp., which went into *Love of Life, Secret Storm* (both CBS-TV), *Queen for a Day* and *It Could Be You* (both NBC-TV)—all daytime tv shows. American Motors (Nash), last year's big spender at Geyer, cut back its tv appropriation in ABC-TV's *Disneyland,* but added to its radio expenditures on NBC Radio's *Monitor.* Kiwi shoe polish had been resigned late last year when the agency acquired Boyle-Midway's Griffin shoe polish.

ERWIN, WASEY & CO.: Combined radio-tv billing: $8 million; $6 million in television, $2 million in radio. Radio-tv share of overall billing: 25%.

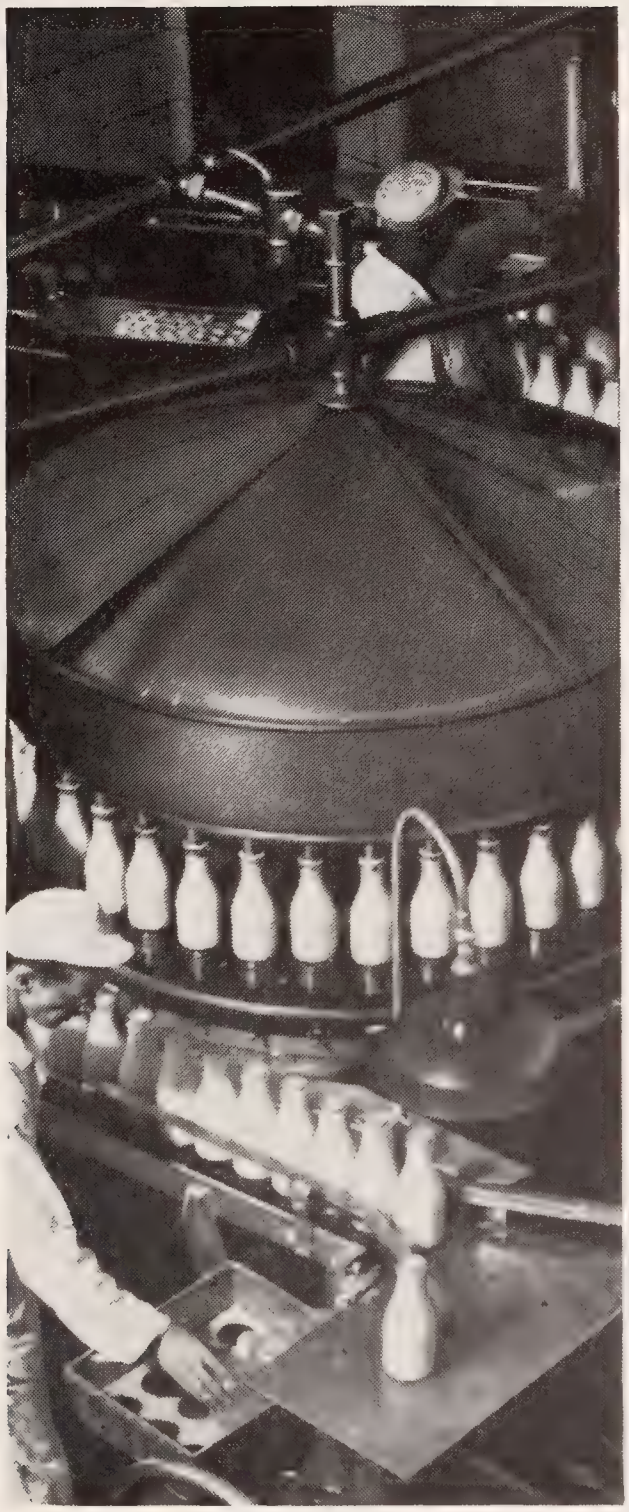
Another agency whose overall broadcast billing remained the same for the second consecutive year, Erwin, Wasey increased its tv expenditures $1 million, while its radio budget dropped $1 million. This see-saw movement may be explained by increased tv activity on behalf of several clients: Carnation Co. (syndicated *Annie Oakley* series in regional markets in addition to CBS-TV's *Burns & Allen Show);* Toastmaster Products Div., McGraw Electric Co., and Seth Thomas Clock Div., General Time Corp. (NBC-TV's *Today, Home* and *Tonight);* Hamilton Beach Co. (CBS-TV's *Good Morning With Will Rogers Jr.),* and Campana Sales Co. (NBC-TV's *Queen for a Day).*

The agency added two regional accounts White King Soap from Raymond R. Morgan Co., and Arizona Brewing Co. Radio's decline at Erwin, Wasey may be ascribed to the loss of Chemway Corp.'s Zonite products and of Musterole, both heavy radio spot users.

EMIL MOGUL: Combined radio-tv billing: $7.5 million; $5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 45%.

Emil Mogul appears in B•T's compilation for the first time this year. For Revlon Mogul was in CBS-TV's *$64,000 Challenge* and *Question,* and for Knomark Mfg. Co. (Esquire boot polish) it was in participating sponsorship on *Caesar's Hour* on NBC-TV

Chicago, Chicago,
that Dairy Food Town—
Leader in
Milk Processing,
Number One Butter
and Egg Market
in the United States!



. . . AND
THE PURE MILK ASSOCIATION
SELLS MILK IN CHICAGO
WITH WMAQ's MARY MERRYFIELD

During Dairy Month, Mary Merryfield suggested that listeners write to the Pure Milk Association for recipe booklets. More than 3,000 requests resulted! That's the kind of promotion Chicago's Pure Milk Association credits with upping bottled milk sales-volume by a phenomenal 22% last year.



It's the kind of result that *all* of Mary's sponsors enjoy on her Monday-Friday (12:00-12:55 pm) broadcasts. Fashion, beauty, home, careers — Mary Merryfield offers news and advice on almost every phase of daily living, while she sells for such other leading advertisers as Bengay, Birds-Eye, Clapp's Baby Foods, Fould's Macaroni, General Food's La France, Ralston Purina, Slenderella and United Fruit.

Let NBC Spot Sales show you how Mary Merryfield can lead you to greener sales pastures . . . for as little as 26¢-per-thousand-listeners. In New York, a call to your NBC Spot Sales representative brings you an immediate Radio-Phonic Spot Buying audition by telephone.

WMAQ

NBC *Radio leadership station in Chicago*

SOLD BY NBC SPOT SALES

THE GREATEST CARTOON &
...from NTA's $60,000,000



Many Academy Award Winners are among this sparkling cartoon carnival, whose appeal has been proved by the wide acclaim they have received. Among the outstanding titles in this unending Laugh Parade are:

106 Betty Boop
26 Little Lulu
38 Koko the Clown
38 George Pal Puppetoons
127 Screen Songs
45 Talkatoons

...and many more!

CARTOONS AND COMEDIES ARE BETTER THAN EVER . . . In one week, over 50 different programs in New York listed filmed cartoons and comedies . . . morning, noon, and night!

COMEDY TV SHOWS ON EARTH

"Panorama of Entertaining Programs"

"THE COMEDY CAVALCADE"

The largest single source of cartoon and comedy programs available to TV— consisting of 600 titles featuring some of the most famous laugh-getters of our time...that's part of NTA's fabulous $60,000,000 "Panorama of Entertaining Programming."

Produced by one of America's foremost studios, they represent the widest variety and maximum production skill and showmanship. In addition to such outstanding cartoon subjects as Betty Boop, Little Lulu, George Pal Puppetoons, they include such great comic personalities as these:

JACK BENNY	CHARLIE RUGGLES	CHARLIE CHAPLIN
ETHEL MERMAN	BURNS & ALLEN	VICTOR MOORE
ROBERT BENCHLEY	W. C. FIELDS	BORAH MINNEVITCH
WILLIE & EUGENE HOWARD	JACK OAKIE	JACK HALEY
GEORGE JESSEL	SMITH & DALE	CHESTER CONKLIN
EDDIE PEABODY	WALTER CATLETT	BILLY HOUSE

Study these names, one by one. Then consider their enormous appeal to countless millions in the televiewing audience, as well as their appeal to you . . . in terms of budget and time-flexibility. They're backed by one of the largest promotional campaigns ever offered with any TV programming package!



PHONE, WIRE, OR WRITE TODAY!

All the details are available to you from

HAROLD GOLDMAN, Vice President in Charge of Sales

NTA

National Telefilm Associates, Inc.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO, ILLINOIS	HOLLYWOOD, CALIFORNIA	MONTREAL, CANADA	MEMPHIS, TENNESSEE	BOSTON, MASS.	MINNEAPOLIS, MINNESOTA
612 N. Michigan Avenue	8721 Sunset Blvd.	1434 St. Catherine St.	2605 Sterick Building	Statler Hotel Office Building	1011 Currie Avenue N.
Phone: Michigan 2-5561	Phone: Crestview 1-1191	Phone: University 6-9495	Phone: Jackson 6-1565	Phone: Liberty 2-9633	Phone: Federal 8-7013

Esquire also picked up the tab for the one-time, hour-long showing of J. Arthur Rank's *The Magic Box* earlier this fall.

In tv spot, the most active Mogul accounts were Rayco Mfg. Co. (auto seatcovers) and Monarch Wine Co. (Manischewitz). Park & Tilford's Tintex, which Mogul acquired the first of the year through its absorption of the former Storm & Klein agency, as well as National Shoes Inc., Barney's Clothes in New York, Ronzoni Macaroni Co. and Gold Medal Candy Corp. (Bonomo's Turkish Taffy), all made ample use of spot in both broadcast media.

MacMANUS, JOHN & ADAMS: Combined radio-tv billing: $7 million; $5.5 million in television, $1.5 million in radio. Radio-tv share of overall billing: 22%.

The agency's combined broadcast billing dipped $1.5 million this year, due in part to Pontiac's withdrawal from NBC-TV's *Playwrights '56,* and Dow Chemical Corp.'s similar move on *Medic,* also on NBC-TV. However its radio billings registered a gain of $4.5 million—again due to Pontiac, which compensated for its unhappiness in tv by splurging in radio: a lineup of Notre Dame U. football games, heavy spot radio push for the 1957 model, participations on NBC Radio's *Monitor* and a rash of CBS Radio programs. Cadillac, too, went heavy on *Monitor* for its 1957 model.

Another shot-in-the-arm for MJ&A's radio billing: acquisition of a host of accounts previously serviced by David J. Mahoney, now an MJ&A client as president of Good Humor Corp. Besides Good Humor, MJ&A picked up S. A. Schonbrunn (Medaglia d'Oro coffee). White Rock Corp., Ceribelli & Co. (Brioschi effervescent), S. B. Thomas bread and others.

RUSSEL M. SEEDS: Combined radio-tv billing: $7 million; $5.5 million in television, $1.5 million in radio. Radio-tv share of overall billing: 40%.

Seeds this past year placed W. A. Sheaffer Pen Co. as alternate sponsor on CBS-TV's *Navy Log,* and when that program shifted to ABC-TV, backed *The Brothers* on CBS-TV; Lanolin Plus (which it inherited from the Biow Co.) on *Name That Tune* (CBS-TV) and *Break the $250,000 Bank* in color on NBC-TV. It also bought participations for Brown & Williamson Tobacco Co. on *Steve Allen Show* and *Tennessee Ernie Ford Show,* both NBC-TV, plus radio-tv spot campaign.

EARLE LUDGIN: Combined radio-tv billing: $7 million; $6.2 million in television, $800,000 in radio. Radio-tv share of overall billing: 55%.

Reporting an increase of $700,000 in broadcast billing over last year, Ludgin this year was represented—for Helene Curtis—on CBS-TV's *What's My Line?* and the Sunday afternoon *Washington Square* program with Ray Bolger on NBC-TV. It placed Best Foods in spot radio and television, and toward the end of the year gained both Zenith Radio Corp. and Easy Washing Machine Corp. from BBDO.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Combined radio-tv billing: $6.7 million; $5.5 million in television, $1.2 million in radio. Radio-tv share of overall billing: 50%.

This agency registered a broadcast billing increase of $700,000 over last year's round-up figure of $6 million. Among new accounts: Fulham Bros. frozen foods from Tatham-Laird, J. B. Williams' Conti from Bermingham, Castleman & Pierce, Chemway Corp.'s Zonite from Erwin, Wasey & Co., and the assignment of a new laxative product, Regutol, to the Pharmaco Inc. account list. All are spot users. At the same time, DCS&S lost International Latex Corp.'s Isodine (pharmacal division) to Reach, Yates & Mattoon. Bristol-Myers continued its sponsorship of *Alfred Hitchcock Presents* on CBS-TV, and this season joined the roster of *Playhouse 90* sponsors, also on CBS-TV.

WARWICK & LEGLER: Combined radio-tv billing: $6.2 million; $4.9 million in television, $1.3 million in radio. Radio-tv share of overall billing: 40%.

Up $500,000 in broadcast billing over last year, W&L in 1956 gained the Biow-resigned Jacob Ruppert Brewery account as well as J. A. Wright silver polish, losing to Leo Burnett Co. the remainder of the Pabst account (the west coast regional East Side beer which stayed at W&L when Pabst moved to Burnett last year). W&L resigned Hoffman Beverage Div. of Pabst to Grey Adv., and also closed its West Coast office. Schick, which it acquired last year, will bow out of *Robert Montgomery Presents* on NBC-TV in January, going into that network's *Dragnet* instead. Ruppert sponsored various local sports shows in the New York area on tv.

RAYMOND SPECTOR: Combined radio-tv billing: $5.6 million; $4.6 million in television, $1 million in radio. Radio-tv share of overall billing, 95%.

As the agency for Hazel Bishop, the Spector agency placed the account—throughout the past year—on *Beat the Clock, Arthur Murray Dance Party, This Is Show Business, Garry Moore Show, Bob Crosby Show, Place the Face*—all on CBS-TV, and dropped *This Is Your Life* on NBC-TV. Next year it will place *On Your Account* on CBS-TV.

HARRY B. COHEN ADV.: Combined radio-tv billing: $5.5 million; $4.3 million in television, $1.2 million in radio. Radio-tv share of overall billing: 45%.

For Cohen, this was a year of gains and losses. In the former category, it picked up Doeskin Products (tissues, toilet paper) from Grey Adv., but in the latter, lost Block Drug Co. to SSC&B and Lawrence Gumbinner Adv. An agency whose broadcast billing is primarily in spot, Cohen placed campaigns for Grove Labs (Grove and Fitch subsidiaries), West End Brewing Co. (Utica Club), B. T. Babbitt Co. (Glim) and, of course, Doeskin.

BBDO Assigns Eight On Four Major Accounts

EIGHT new personnel assignments affecting four major BBDO accounts were announced by the agency last week. They affect the following accounts and people:

• **Revlon:** Nelson Gross, former radio-tv director at H. B. Humphrey, Alley & Richards, will supervise advertising on Satin Set and Touch 'n Glow powder and liquid makeup. Martin S. Fliesler, formerly with McCall Corp.'s promotion department and with McCall's *Better Living* magazine, appointed account executive on Revlon's nail enamel. Sanford Buchsbaum, formerly an account supervisor at E. T. Howard Co., was named account executive on Satin Set. Named assistant account executive for marketing and research was Harvey Comita, formerly with advertising research foundation.

• **Penick & Ford (syrups and desserts):** Stanley A. Bogan, formerly assistant to the executive vice president, Ellington & Co., was named account executive in charge of Brer Rabbit molasses, My-T-Fine desserts, Vermont Maid syrup and Cocomalt. H. Blakeney Henry, formerly with J. Walter Thompson, was named assistant account executive.

• **Bristol-Myers (Ban, Trushay, Sentry):** Martin Devine, former Kenyon & Eckhardt account executive, was named to a similar post on B-M products.

• **General Electric Co. (lamps):** Paul Smith, former Compton Adv. account executive, to a similar post on GE's "Live Better Electrically Campaign."

Perlstein Leaves Pabst Brewing To Open Market Consulting Firm

NATHAN PERLSTEIN has resigned as advertising director of Pabst Brewing Co. to open his own marketing consultant firm, effective Jan. 1, he announced last week. He had been associated with Pabst Brewing for the past 18 years in various capacities and is credited with placing millions of dollars of advertising in broadcast and print media.

Mr. Perlstein will set up Nathan N. Perlstein & Assoc. Inc., with headquarters at 333 N. Michigan Ave., Chicago. He will be succeeded at Pabst by Richard Hehman, who has been advertising manager and recently brand manager. Latter also is expected to assume certain sales promotion duties.

Pabst and other companies will be among his clients in the new marketing consultant firm.

Hal Dietz Named Emerson V.P. In Charge of Sales, Marketing

HAL DIETZ, vice president in charge of sales, Emerson Radio & Phonograph Corp., Jersey City, N. J., has been appointed vice president in charge of sales and marketing, it was announced last week by Emerson's Executive Vice President Dorman D. Israel. In his new post, Mr. Dietz will supervise all advertising, sales promotion and market research activities. Lester Krugman, who has



THE TWO-DOLLAR KEY THAT LAUNCHED A BILLION-DOLLAR CAREER

Back in 1906 a 15-year-old lad got a job as a Postal Telegraph messenger for $5 a week. With two dollars of the first week's salary he bought a dummy telegraph key. Within six months he had taught himself the Morse code and won a job with Marconi Wireless Telegraph Co.

That lad was David Sarnoff — and his two-dollar investment launched him on a career that was to make history in the world of communications.

His was the brilliant imagination that blazed more trails in electronics than any other man in the industry. And among his ideas none was more important than the concept of network radio that created the National Broadcasting Company, the first radio chain in America.

NBC brings listeners throughout the nation on-the-spot national and international news coverage and informed and authoritative commentators. It brings its audience world figures in every field of interest. It provides a technical perfection possible only to an organization with the talents and resources of a great network.

Since 1927 WFAA has been an affiliate of NBC, operating as the first NBC affiliate west of the Mississippi River. Through this network affiliation we have been able to bring the WFAA audience the world's finest radio coverage in news, music, sports, entertainment and educational features.

We are proud of this association with America's first and greatest network. And we are happy to join in a sincere tribute to its head, General Sarnoff, on his 50th anniversary in the industry. Under his leadership, we look forward to still greater accomplishments in every field of electronic communications to serve the public interest, necessity and convenience.

WFAA

DALLAS

NBC TQN

Edward Petry & Co., Inc., *Representatives*

Radio and Television Services of the Dallas Morning News



the "touch"...

been Emerson's vice president in charge of marketing, has resigned [B•T, Nov. 26].

Also announced was the appointment of Edward Kantrowitz, former assistant to the vice president in charge of marketing, as advertising and sales promotion director. Albert Leon continues as sales promotion manager.

Mr. Dietz became Emerson's sales vice president four months ago after serving in various top-echelon executive capacities with a number of Emerson distributing organizations. Mr. Kantrowitz has been with Emerson since 1949, first as advertising production manager, then assistant sales director, advertising manager and assistant to the marketing vice president.

Stations Asked to Hold Back Report Damaging to Cold Remedy

DOWD, Redfield & Johnstone, New York, wired some 20 radio stations and more than 100 tv stations urging them to withhold publicity on a news release, which quoted from two studies in the *Journal of the American Medical Assn.* on the inadequacies of treating colds with Bioflavonoid cold tablets. Dowd, Redfield & Johnstone is the agency for Grove Labs, N. Y., which manufactures Bioflavonoid cold tablets.

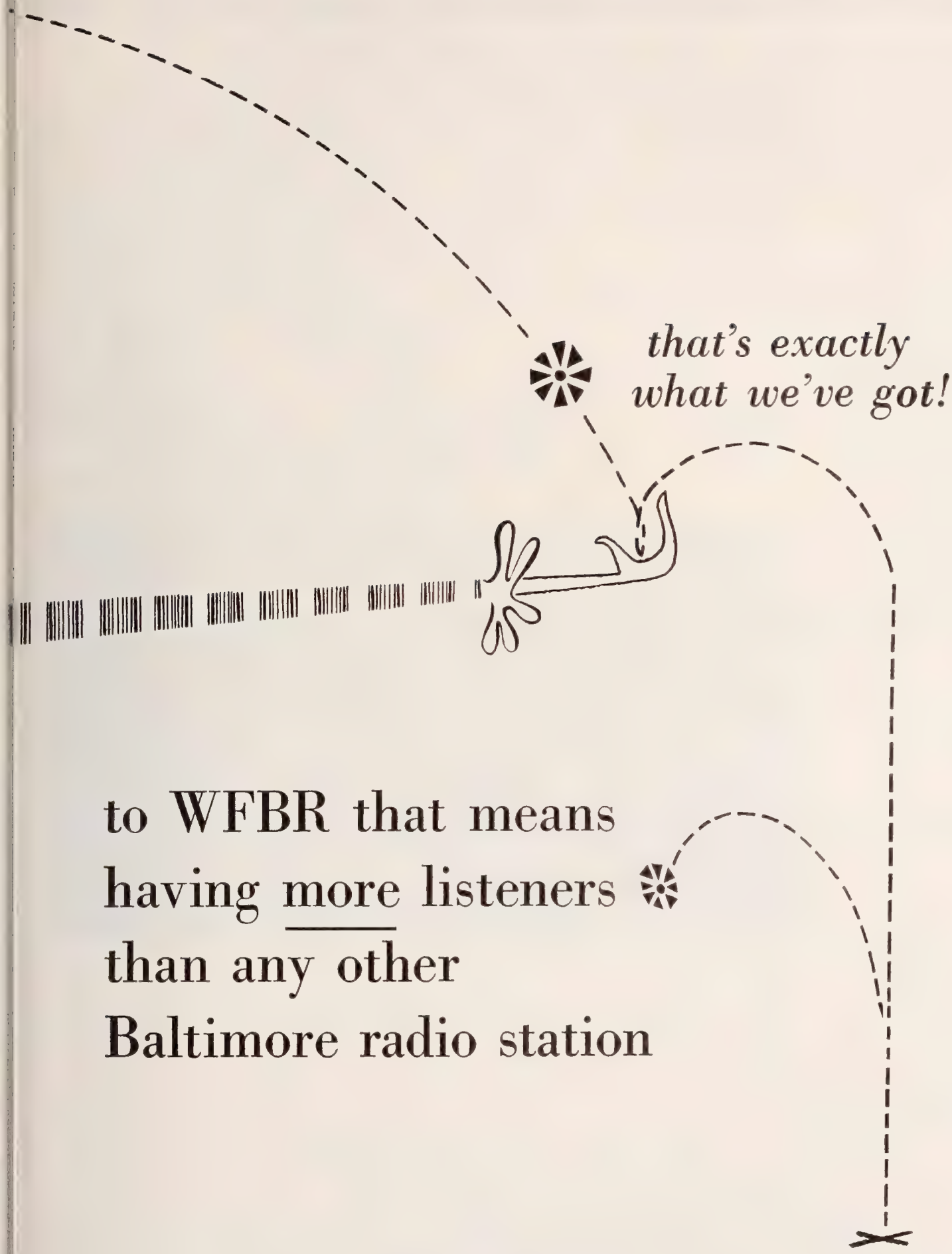
A spokesman for the agency last week said that the company sent telegrams to all print and broadcast media on its schedule for Grove's Citroid compound. The telegram suggested that publicity be withheld "until all factors on both sides can be analyzed." The press release, together with a four-page summary of the AMA studies, was issued by Ted Bates & Co., agency for the Anahist Co., a competitor of Grove Labs.

The spokesman said the agency did not feel it was trying to censor either the station's or printed media's use of news material by its telegram. He pointed out that Grove Labs has evidence from other medical sources that Bioflavonoids are useful in treating colds and the agency wanted to bring this information to the attention of the media before they started to publicize the AMA findings. He stated the agency had received no complaints from radio or tv stations, but did not know whether they had acceded to its request. He added that newspapers carrying the story gave space to Grove Labs' claims.

W&L, Luft Co. End Association

WARWICK & LEGLER, New York, advertising agency, and the George W. Luft Co., Long Island City, N. Y., manufacturers of Tangee beauty preparations, last week announced they had severed their 21-year association, effective Nov. 14. Coincidentally, H. Paul Warwick, W&L president, resigned as a director of the Luft Co.

Both Mr. Warwick and John A. Cawley, president of the cosmetics firm, declined to offer a reason for the sudden resignation. The account billed nearly $1 million annually. Tangee is a spot radio and tv user. A new agency is expected to be picked before the end of the year.



to WFBR that means
having more listeners
than any other
Baltimore radio station

WFBR Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR AND COMPANY

* September-October Pulse

RADIO, TV STAR BEFORE EASTERN AAAA

Record 2,152 attend New York conference dominated by broadcast media

RADIO AND TV monopolized the floor and the attention of delegates last week as the eastern region of the American Assn. of Advertising Agencies held its annual conference in New York with a record estimated total attendance of 2,152 agency executives and guests.

The two-day conference presented experts in the principal phases of agency activity in seven separate workshop sessions ranging from creative work to mechanical production, from research to account management to marketing and merchandising. Radio-tv was the exclusive subject of one workshop, figured prominently in another — where broadcast media won unanimous nomination as major advertising vehicles in a hypothetical campaign-planning session —and could draw profitable pointers even from workshops dealing primarily with other media.

There also was a closed session for top management at which general public relations problems occupied a high agenda spot, and proposals for a special project in the public relations area were discussed. Officials said details would not be announced before the first of the year, at the earliest. Somewhat surprisingly, the question of methods of compensating agencies—a controversial one, with Assn. of National Advertisers members seeking a re-evaluation of the prevalent commission system—did not come up at the meeting.

The closed session, with Lennen & Newell President Adolph J. Toigo presiding as chairman of the AAAA eastern region, featured a panel discussion of "Current Problems of the Industry." AAAA President Frederic R. Gamble was moderator and the panel consisted of Robert D. Holbrook, chairman of Compton Adv. and of AAAA; Carl Newton, partner in Donovan, Leisure, Newton & Irvine, special counsel to the AAAA; J. Davis Danforth, executive vice president of BBDO and chairman of the AAAA board's special committee on public relations; Emerson Foote, executive vice president of McCann-Erickson and chairman of AAAA's board committee on media relations, and William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed and vice chairman of the AAAA board's committee on advertiser relations.

The management luncheon, presided over by Brown Bolte, executive vice president of Benton & Bowles and vice chairman of the AAAA eastern region, heard Senior Vice President Melvin Brorby of Needham, Louis & Brorby detail agency manpower problems and suggest ways of solving them, and to wind up the two-day meeting there was a "look-ahead" session Wednesday afternoon featuring three other top agency officials: President Barton A. Cummings of Compton Adv.; President James H. S. Ellis of Kudner, and Chairman Bryan Houston of the agency bearing his name.

Radio-tv won its big plum in the media buying workshop, held Tuesday afternoon and devoted to the theme "How to Plan Media Strategy." Three panelists, working independently, reached the conclusion that broadcasting should be the predominant medium to be used in a campaign for a product identified to them only as "a potable"—it turned out to be Tetley Tea (see page 56).

The "look-ahead" session that closed the two-day meeting Wednesday afternoon gave special attention to young people in advertising.

Barton A. Cummings, president of Compton Adv., counseled agency people (1) "to take the time to go to the technicians, to the engineers, to the production people of your clients and ask question after question after question" in order to know "thoroughly" the clients' products or services; (2) to "know the people in your own agency and take full advantage of the best brains that are available to you," not alone through group meetings but also through personal consultation on problems; (3) to learn thoroughly the client's marketing set-up, including distribution, sales organization and sales trends, distributors and dealers, sales promotion and merchandising—to "inject yourself into your client's business completely," and at the same time to know as much as possible about the client's competition; (4) to "know your client."

"Clients don't really give a damn for an advertising man whose only role is to please him, to yes him, to agree with him," Mr. Cummings said. "A client who is objective, and I think most of them are, will give you every opportunity to express your point of view and the reasons why you got there. He wouldn't be human if he agreed with you all the time. But as long as your purpose is proper and you have integrity and the courage of your convictions, he will never condemn you for trying to help him sell more of his product or service.

"So I urge you, in case the thought has not reached you, treat your clients as people. Show respect for their judgment, because often their ideas, whether they be creative, marketing or whatever, may solve the very problem that you are struggling with."

Mr. Cummings also offered these pointers:

"Don't be alarmed or overwhelmed by the advertising problems (and opportunities) facing you. Tackle them and you will find that you have a far greater capacity than you may now realize.

". . . If you should find, after tackling new, large chunks of advertising problems and responsibilities, that you have become so busy that you haven't time to think—then ditch all you need to of that workload until you *are* free—to think! . . . In short, seek your level of capacity and output that permits you the time and freedom of mind necessary to the solving of problems and the creating of ideas—for ours is still the business of ideas and there is no substitute for thought—or for the time to think!"

Bryan Houston, board chairman of Bryan Houston Inc., sketched "three specific areas of advertising skill which all of our younger people need to acquire and three character traits which they need to bring with them and which, incidentally, we need to encourage."

He stressed (1) "the ability to distinguish

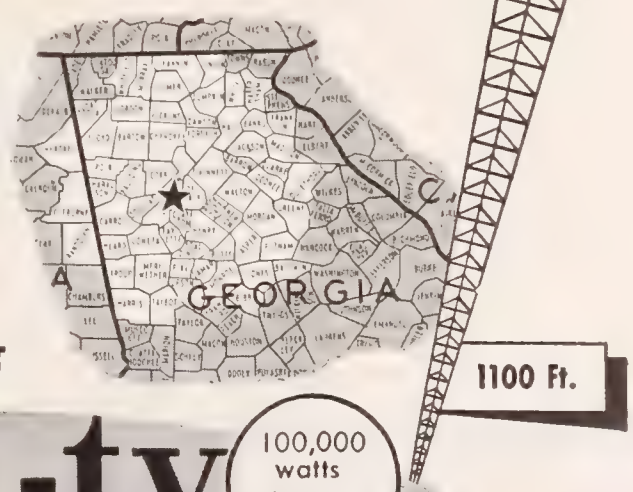


THREE AGENCY HEADS who spoke before the 4A's eastern conference in New York last week discuss their topics with another agency head, who presided at the session. L to r: James H. S. Ellis, president of Kudner Agency; Barton A. Cummings, president of Compton Advertising; Adolph J. Toigo, Lennen & Newell president and chairman of the eastern region for 4A, who presided over the eastern conference sessions, and Bryan Houston, chairman of the board of Bryan Houston.



WHEN YOU BUY ATLANTA...BUY waga-tv AND GET AN EXTRA SCOOP OF THE MARKET!

With its taller tower, maximum power, top local and CBS-TV programing, WAGA-TV covers a greater area and attracts more viewers, with the net result that advertisers get a whopping bonus for their money. WAGAland accounts for *more than half* of Georgia's population, retail sales, and spendable income. Write for full facts in booklet form, or ask one of our reps for a copy.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv 100,000 watts channel 5

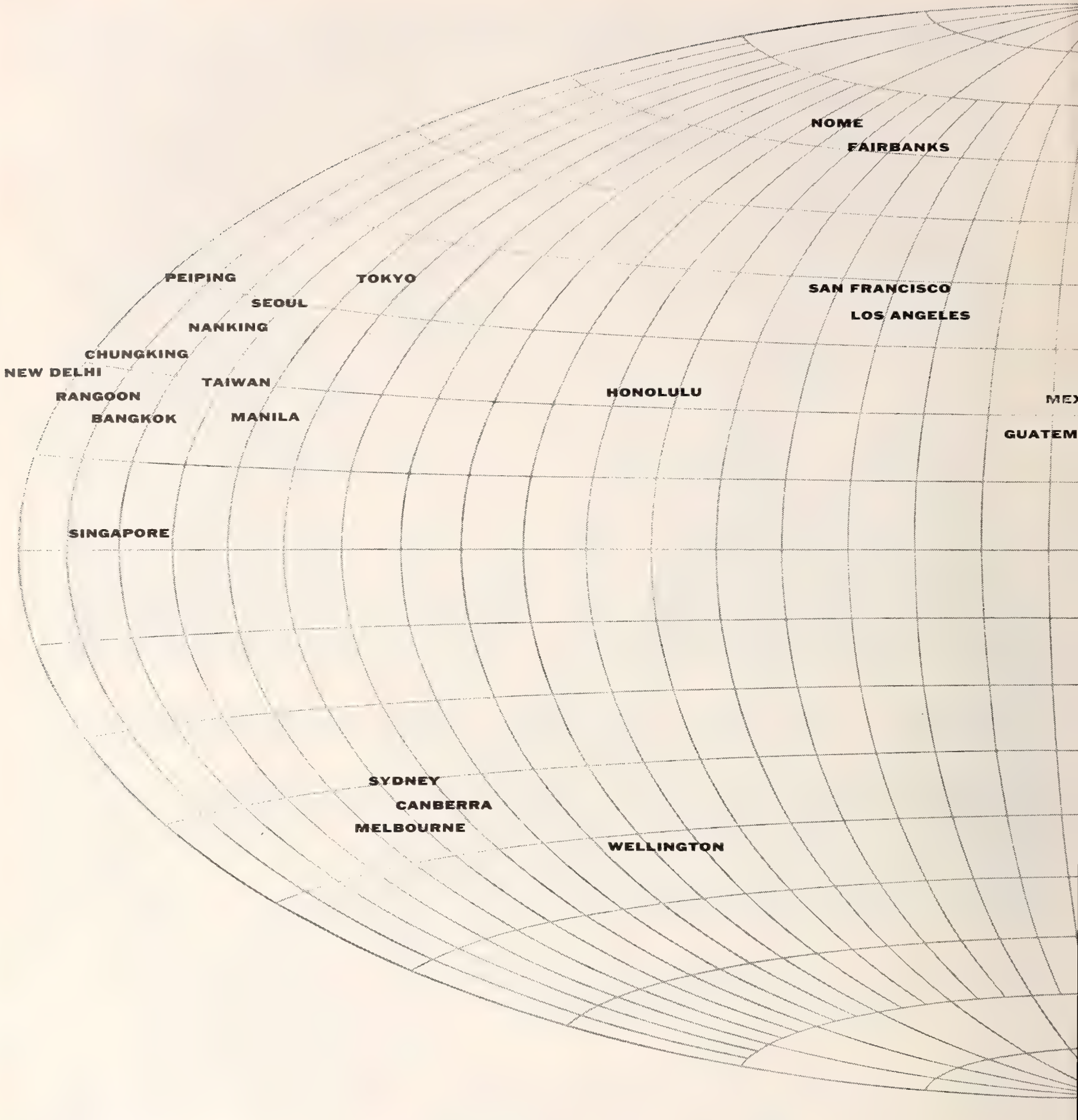
CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

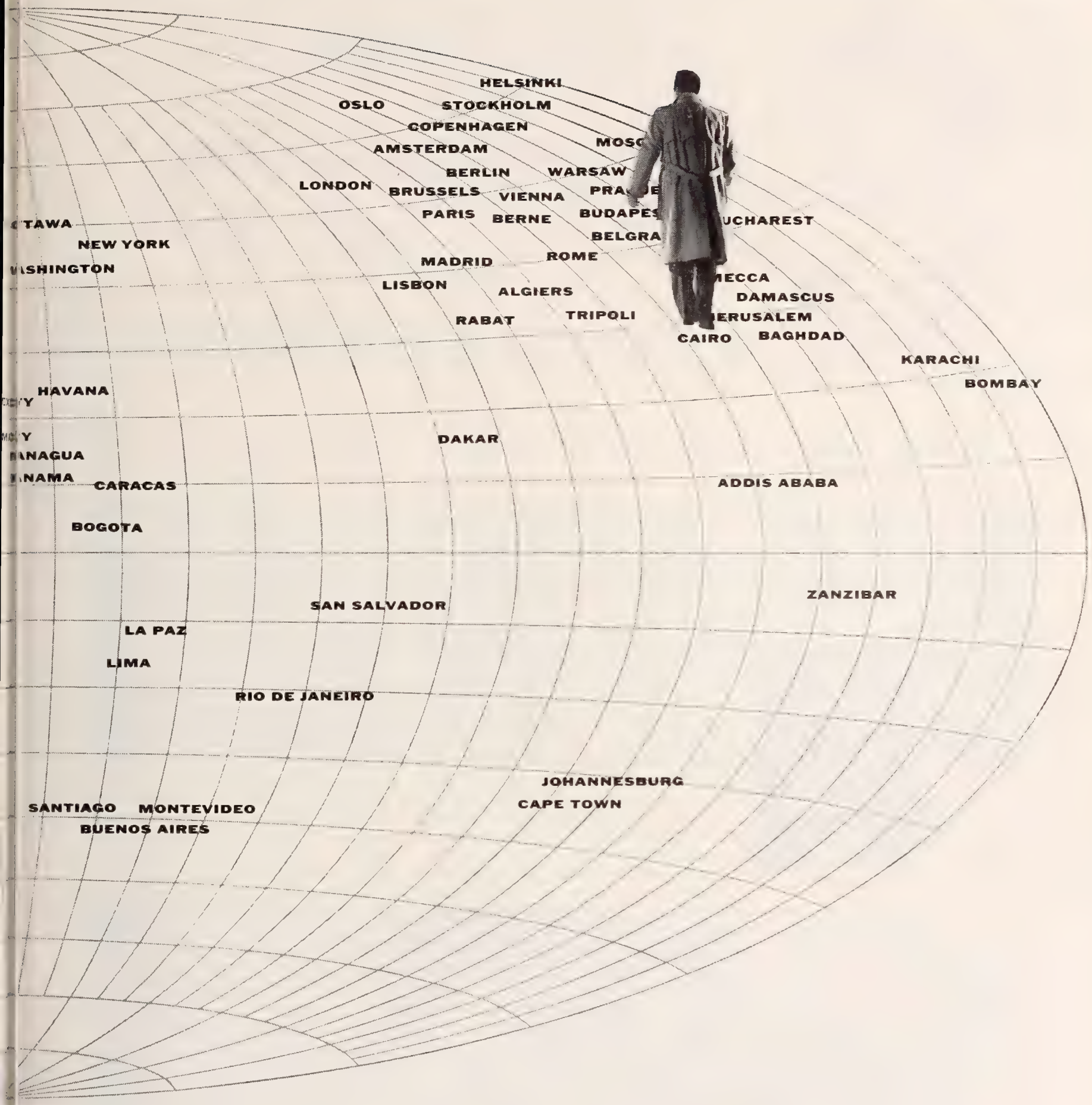
NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.



CORRESPONDENT-AT-LARGE! Israeli forces march across the Egyptian border. Tensions in the Middle East, long smoldering, erupt suddenly.

In Los Angeles—8,000 miles across the face of the globe—KNXT newsman Clete Roberts, veteran World War II correspondent, prepares for immediate take-off. His assignment: eye-witness KNXT coverage of the conflict... a unique instance of a *local* television station with its own on-the-scene war correspondent.

Just the week before, reporter Roberts, with Grant Holcomb, flew to San Francisco



to cover the arrival of 31 survivors of a mid-Pacific plane ditching . . . telecast "live" on the early morning *Panorama Pacific* show and filmed for showing on other KNXT news programs later in the day.

The all-round reporting of Clete Roberts is but one example of KNXT's unequaled news and public service programming, which travels 500 miles—or 8,000—as a matter of routine, to provide top coverage. And one more reason as well, why KNXT continues, month after month, to be Southern California's favorite station. **KNXT**

CBS Owned • Channel 2 Los Angeles • Represented by CBS Television Spot Sales

an idea from an adjective, the ability to tell a good ad from a bad one with greater accuracy than average," which he acknowledged is "so simple to say and is so difficult to do"; (2) the need to study "the channels of communication," or media, about which "nobody, but nobody, knows enough"; (3) the skill of planning, "a deceptively simple word" which actually requires much information including "a working knowledge of the peculiar economics of the consumer product involved."

"Regardless of what spot you have, or hope to have, in the agency business," Mr. Houston also admonished, "you must learn to think simply and to say simply what you have thought."

Among the key characteristics needed in the agency business, he continued, are "brains, integrity, and courage." He said:

"You'll need brains because this is a creative business. You must not only create new ways to stimulate sales, but frequently you must think of and justify new products and new improvements of old products to satisfy the new desires that you have created. You should have brains enough to grasp a working knowledge of communications, semantics, psychology and showmanship. You need brains enough to be able to acquire some knowledge of any client's business within a matter of weeks. Most of all, of course, it takes brains to create effective advertising.

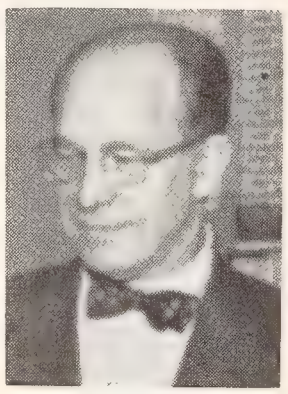
"You need integrity to an unusual degree because you are in a consulting business which grew out of a straight media sales operation. You are in a business where any client at any time has a right to ask for your opinion . . . Assuming you know something about advertising and assuming that your opinion is worth having, your client has every right to hear that opinion, or to hear you say, 'I don't know, but I will find out.' Your client has every right to rely on your integrity to the extent that any recommendation from you is a recommendation for the benefit of the client and not colored by what's best or easiest or cheapest for the agency. That is more strain on your integrity than the average man needs in his daily life.

"Most of all you need courage, because the American advertising agency is one of the last strongholds of creative capitalism. Just as every crook must have a mouthpiece, just as the sick and moribund must have healers, so every man who has a dream of building a business by making something better or cheaper or prettier or more convenient for America must have the help of an advertising man. The real reason why most people of the world are anti-capital-

NEEDED: NEW TALENT ON AD ROW

THE continuing need for new people in the advertising agency business was stressed at the management luncheon Tuesday by Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago.

"To increase by 10% the effective use of our people," he said, "to reduce by 10% the restless moving about; to diminish by 10% the executive time spent in finding that great guy when we need him urgently — that could do great things for our business and for our balance sheets." But, he added:



MR. BRORBY

"To bring at least 10% of *new* people into our business each year—men and women from new sources outside the agency business—this seems to me to be perhaps the greatest opportunity and the easiest target. It's something each of us can start doing more of, beginning today. It is a far preferable alternative to the rash of cannibalism which breaks out feverishly—and which seems to be prevalent at the moment. This incestuous form of recruiting often takes on the form of fraternity rushing, and makes me wonder if we haven't gone back to being freshmen and sophomores."

Mr. Brorby cited J. Walter Thompson Co. President Norman Strouse's documentation, at the AAAA convention last spring, that the agency field needs to enlist 2,100 new specialized people each year for the next 10 years, based on present and anticipated expansions in advertising.

He noted that Mr. Strouse himself, Compton Adv.'s Chairman Robert Holbrook, Young & Rubicam's President Sigurd Larmon, and Kenyon & Eckhardt's Chairman D'Arcy Brophy were among current advertising leaders who started out in other fields and "came into the agency business rather late and somewhat unconventionally." He continued:

"If young men [like these] have demonstrated in other jobs that they are good executives, that they get along well with people, that they have developed the ability to solve problems, that they have an understanding of business and what it takes to make a sale—then surely there must be some way in which we can discover and make use of their fresh talents in our business.

"Certain of our departments are more logical entry points for these outside people. In our media, research, marketing or merchandising departments they may find their talents and experience more immediately usable.

"But perhaps without an intermediate stepping stone, some could move, with a period of training, directly into our account divisions. I have a hunch that some of them might even make a great success in copy [which is also] a thinking department, an idea department, a problem solving department — whose members, of course, have to be able to write simply and clearly and, at times, imaginatively."

In addition to seeking personnel from other businesses, he continued, "of course we must continue and even increase our efforts to bring keen young men into our business when they leave their universities." But that "is not so much my thesis as the broadening of our procurement policies so that men at several age brackets may find their way into our business without having to start at the $1,200-a-year training salary that was offered Bob Holbrook when he was already earning $10,000."

Mr. Brorby suggested that agencies might be well advised to "free one of our important staff key executives to spend a considerable amount of his time" in the search for new agency people.

He conceded that not all people thus hired would be "immediate and great" successes. But neither are all men who're lured away from other agencies—sometimes at prices that prove excessive, he added.

Another important factor in solving personnel problems, Mr. Brorby continued, is "the loving care of those people who are already members of our organization." He advocated "objective and frequent appraisals" of all staff members, with an eye not only on salaries but also on "job fulfillment and job satisfaction." As a corollary he proposed "a policy of promotion wherever possible without failing too long and without being afraid to move a man from one department to another."

"Lastly," he said, "but certainly of the greatest importance, management needs to supply its people with those incentives, attitudes, encouragements, working conditions, which provide a climate for growth and individual fulfillment and which make unnecessary the continual shift from one agency to another which is altogether too common a characteristic of this business.

"Profit - sharing, insurance, pension plans and, of course, fair salary treatment are some of the standard devices. Wide stock ownership can be even more useful, as we have found ourselves. Over half of our entire organization own stock —which means all of our important and key and older people do."

He called also for leadership which understands personnel's need for "job satisfaction," pointing out that "there can be greater satisfaction in being a respected member of a happy, effective group than in making a lot of money."

Making more effective use of existing personnel, he pointed out, is still another approach to the solution of the manpower problem. He cited "meetings" and "communications" as two areas alone in which "we can save many hours by learning new methods."

THE CODE 3 SUCCESS STORY

FIRST in audience appeal . . . rated top syndicated film in Portland (31.7*) and San Diego (27.4**), **FIRST** in time period in San Francisco (13.0**), Spokane (27.4**), Seattle (15.7**), Kalamazoo (15.5*), Wichita (52.7*) and St. Louis (18.2*).



FIRST in excitement, presenting thrilling "Front Page" dramas based on *actual police cases* taken from the files of world-famous Sheriff Eugene W. Biscailuz, of Los Angeles County . . .

FIRST to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, air, sea and mountain rescues, murder, robbery, juvenile crime. Stirring case histories to build audiences of all ages!

FIRST with top advertisers . . . making headline news in sales . . . Miller Brewing, National Biscuit Co., Safeway, General Electric, General Tire, Petri Wine, etc.



FIRST in sales results . . . testimonials pouring in . . . renewals months in advance . . . excitement and recognition for *you* and your product.

Wouldn't YOU like to be **FIRST** in your market? Let "Code 3" . . . signal for flashing lights and screaming sirens . . . be your signal for action. *Write, wire, phone for complete details.*



*Pulse **ARB

ABC FILM SYNDICATION, Inc.

10 East 44th St., New York City, OXford 7-5880

ists has nothing to do with the fact that capitalism produces more for everybody than any other economic system. The trouble with capitalism is that it takes courage.

"As the vital organ of American capitalism, the agency is a bad place for a youngster who is primarily interested in security. Agencies do not get alimony and there is no old age pension for the 45-year-old agency man who has lost that elusive, but essential, quality of thinking primarily for the future. The agency business can be very cruel. It is possible to do a good job and still lose an account. It is possible to do good work and have it brushed aside, but nowhere have I found an equal opportunity to put as much of my time against productive work. Nowhere have I found as great an opportunity to do work that helps to bring prosperity to so many people. Nowhere do I see an equal opportunity for a youngster to stand on his own two feet and carve out for himself a place in the world without climbing on someone else's back or waiting for the man ahead of him to die."

James H. S. Ellis, president of Kudner Agency, told the agency audience that "the creative challenge to each of you individually is to write advertising which *makes the people think you know what you're talking about*—and *believe what you say*—and to do the job in a way that *makes interesting reading or listening.*"

He said that research and surveys serve "a very useful purpose," but that "all the surveys and research in the world can't do your thinking for you." The objective, he asserted, is to write copy that "will get people to do what you want them to do, because of what you have said."

"We can give advertising a black eye," he continued, "if we write advertising that is apparently insincere, needlessly boastful, or simply dull."

He emphasized that "every client's product is interesting and . . . our job is to put a finger on that interest." The creative writer, he continued, not only must know his client's product but should "know competitive products too."

"We are not," Mr. Ellis concluded, "a mass-production industry. What comes out of any agency is the creative work of individuals. And, if we as individuals work with tongue-in-cheek—if our attitude is flippant —or cynical—or lazy—the public is entitled to conclude that we are, in fact, the phonies that our critics say we are."

George H. Gribbin of Young & Rubicam presided over the "look-ahead" session.

Dr. Ernest Dichter, president of the Institute for Motivational Research, announced a new method for measuring consumer response patterns to tv commercials in a speech at the radio-tv creative workshop Tuesday afternoon, and some of the "headaches in producing color commercials" were explored by a panel under Jack Sidebotham, art director of Young & Rubicam.

These "headaches" related primarily to the reproduction values of colors and precautions to be taken to make sure that they come through faithfully. The questions were put by Steve Frankfurt, Y & R, and Robert Peterson, Dancer-Fitzgerald-Sample, to Charles G. Barkley of CBS-TV and Ed Bennett of NBC.

In another feature of the radio-tv workshop, which was headed by Vice President John F. Devine of J. Walter Thompson Co., the agency people were shown a sampling of foreign theatrical commercials.

Brief talk on the musical jingle and its relationship to popular records was delivered to the tv-radio creative workshop by Mitch Miller, director of popular artists and repertoirs, Columbia Records, who followed substantially his remarks made earlier in the month at Radio Advertising Bureau's National Radio Clinic [B•T, Nov. 5].

He reminded that both the jingle and the hit record vie for listener attention, that the jingle, therefore, must be simple and "yet have enough color, performance and humor not to be dull." Simplicity can be achieved, he thought, without letting a 20-second or minute spot "degenerate into a contest with a stop watch to see how many facts can be crammed and stuffed into the allotted time."

Author Ed Shepherd Mead *(How to Succeed in Business Without Really Trying* and *How to Get Rich in Tv Without Really Trying),* who retired last January as tv copy chief and a vice president of Benton & Bowles, New York, salted his talk on copywriting at the print creative workshop with typical take-offs on agency methods in creating ad copy.

Mr. Mead warned that "more and more advertising is becoming dull, repetitious, and imitative because, more and more, it is being written by committees.

"A good idea, in advertising or anyplace else, has a kind of shape to it. It has corners on it. The trouble with a committee is that it can't stand corners. A committee has to knock the corners off, so that every idea will have the same shape."

He suggested that more advertising be written which has in mind the "people who are going to buy the product—and not . . . the five different committees you know are going to have to approve the ad."

Speakers participating in the account management workshop on Wednesday afternoon were James D. Webb, president, C. J. LaRoche & Co., New York; Richard S. Lessler, vice president, marketing and research, Grey Adv., New York; John Toigo, vice president and director of marketing, Joseph Schlitz Brewing Co., Milwaukee, and Vincent R. Bliss, president of Earle Ludgin & Co., Chicago. George M. Prince, executive vice president, Charles L. Rumrill Co., Rochester, presided at the session.

Mr. Webb, exploring the topic of "How To Keep Pace With the Changing Nature of Account Management," urged executives not only to maintain "an abiding interest in advertising and be a student of advertising but to be creative in your own thinking."

Mr. Bliss discussed the assigned question of "How Should Account Management Concern Itself With Profits?" and immediately replied: "This is not account management's job at all. Account management should concentrate single-mindedly on making profits for the client." He noted that at Earle Ludgin the agency has no contract with the clients and can be fired at any time, and added that agency would feel justified in discharging an account executive who was

WHAT HOUSEWIVES WANT IN COMMERCIALS

A DEPARTURE from the usual in this year's broadcast media session was the scheduling of a "housewife" to address agency folk on how the housewife looks at tv commercials. The "housewife"—Mrs. Jean Wade Rindlaub, former BBDO vice president — emphasized that "we're all tired —me and my friends, and we don't want to be YELLED at."



MRS. RINDLAUB

"They like a quiet approach, soft sell, low pitched voices, natural, real commercials that explain things as you would to a friend.

"They like imaginative, entertaining commercials that are simple, sensible, logical and short. . . .

"They dislike long commercials and screaming, hammering, hard pressure commercials and exaggerated claims and strident voices and general overbearing loudness.

"They dislike overglamorous people and overdistorted situations. They don't like you when you sound coy or stilted or inane or even dull."

What would the housewife like in tv commercials?

Said Mrs. Rindlaub: ". . . more cartoons, more short, simple, direct commercials, more information and service, food service, beauty care service, home care service, more natural, softer speech, more natural people, more humor and wit, more imagination, more daring, more demonstrations, more genuine sincerity and enthusiasm, more believable claims."

She continued, "nothing in there, when you come right down to it, that would be very hard to supply." The housewife is not very different from the agency man when he is at home, Mrs. Rindlaub observed, watching and liking substantially the same things. She suggested that "some of those feelings that you and your friends have" should be remembered "when you're writing [copy] to me and my friends."

NOW* IN PHILADELPHIA

for less than $15.00

you can buy 1 minute spots* on WIBG's . . .

TOP-o'-the MORNING SHOW



TOM DONAHUE

Bubbling brimming "Big Tom's" personality is a real morning waker-upper.

It's no wonder sponsors are picking up the tab fast. The Hottest Morning Man in Philadelphia . . . that's TOM DONAHUE. Here at last, is an outstanding morning personality that is realistically priced. (See chart below)

Before they are out of bed, radio clocks are automatically set to the bright spot on the dial . . . 990 . . . it's a Phila. habit. Distinctive style ala Donahue plus WIBG's POWER PACKED 10,000 Watts make the big difference! If you want more sales at a lower cost . . . you want Tom Donahue. Call Radio Representatives today!

CHARTER ADVERTISERS

signing before December 29, 1956 deduct 15% from net price on all 13 week firm contracts.

TOP-O'-THE MORNING with TOM

*ANNOUNCEMENTS	ONE MINUTE	THIRTY SECONDS
1 Time	$30.00	$21.00
13 Times	29.00	20.50
26 Times	28.00	20.00
52 Times	27.00	19.50
104 Times	26.00	19.00
156 Times	25.00	18.50
260 Times	24.00	18.00
312 Times	23.00	17.50

ADDITIONAL DISCOUNTS: Deduct 15% from above rates for announcements prior to 7:00 AM or after 9:00 AM • Announcements: Six announcements a week, deduct 10% off the earned frequency • SPECIAL RATES for NEWSCASTS.

WIBG

SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300

National Representative: RADIO-TV Representatives

990

10,000 WATTS

Pennsylvania's most powerful independent



"I see by B•T. . ."

So says an important agencyman about information from Broadcasting • Telecasting. So *any* executive interested in what happens on the radio and television scene might say.

B•T, with the largest staff in the field, reports in 85,000 informed, informative and pertinent words a week, exactly what took place—in Paducah, on Madison Avenue, in Congress, in the FCC, ABC, NBC, CBS, MBS and points N, E, W and S.

B•T, the only vertical news magazine specializing in radio-television coverage *with ABC Membership*, reaches the men and women who matter. Readers get first-hand information and advertisers get their money's worth.



FLOWERS FROM RECENT BOUQUETS:

Missouri Journalism Award

Advertising Club Achievement Award

FCC-NARTB Plaque

Erdos & Morgan Survey
Editorial Confidence
(Overwhelmingly favored among 7 publications in the field)

Erdos & Morgan Survey
Readership
(Read by 90% of executives surveyed in radio, tv and advertising)

"Maybe we don't always agree with what your editorials say, but you are the epitome of independence and fearlessness in what you say on your editorial page."

—GEORGE C. MCCONNAUGHEY,
Chmn., FCC

"The broadcasting industry is fortunate in having your fine facilities always ready and available to cover the news."

—DAVID SARNOFF,
Chmn. of the Board, RCA

"B•T deserves the commendation of the entire radio-television industry for its comprehensive and accurate reporting in the past quarter century."

—LEONARD H. GOLDENSON,
Pres., AB-PT

". . . salute you for the outstanding job you have done in reporting and commenting on (25) significant years."

—WILLIAM B. LEWIS, *Pres.*
Kenyon & Eckhardt

". . . high esteem in which the entire broadcasting industry holds you and your fine staff . . ."

—THOMAS F. O'NEIL, *Pres.*
RKO Teleradio Pictures Inc.

"You and your associates through B•T have over the past 25 years made outstanding contributions to the radio and television industry . . ."

—ARTHUR FATT, *Pres.*
Grey Adv. Agency

". . . reminded of the truly marvelous prestige and stature you have attained."

—C. TERRENCE CLYNE,
Chmn., Plans Review Bd.
McCann-Erickson

". . . I can't remember when I first started reading your publication, but I do know that to this day I can't start Monday morning without it. B•T is not only my recording secretary, but it is where I look for the new trends and studied opinions . . ."

—ARTHUR HULL HAYES
Pres., CBS Radio

"May your next 25 years be as worthy and fruitful as your first quarter century."

—BEN DUFFY, *Pres.*
BBDO

26TH YEAR

BROADCASTING
TELECASTING

the businessweekly of
radio and television

TELLS THE WHOLE STORY
ON TIME

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

handling his clients "with one eye on agency profits." He pointed out it is the duty of the account executive to make clear to a client the precise cost of a campaign and the extent of the services to be offered by the agency.

Mr. Lesser, who spoke on "How Proper Account Management Can Broaden and Increase Creative Output," subtitled his talk "The Fifth Freedom," which he described as "the psychological freedom—the freedom to think." As a means of attaining "the freedom to think" on all levels of an advertising agency, Mr. Lesser offered these suggestions: avoid the practice of "foolish consistency," explaining that because a policy has been established and accepted by a client over a period of time does not mean that new ideas cannot improve it; do not nourish the fear of controversy, because "controlled controversy" is a stimulant to ideas and should not be rejected on the basis of fear; avoid the "folklore of time," which dictates that an idea must be conjured up immediately because of actual or alleged pressure from the client; stress intelligence rather than experience in hiring employes; learn to use "the quiet people" in the agency, who may not be dynamic and forceful but who can be active contributors in the proper environment.

Mr. Toigo, who spoke on "How To Build An Effective Agency-Client Relationship for Greater Productivity," stressed that advertising does not suffer from a scarcity of ideas, but said that many of the ideas are not applicable for a particular product in terms of the advertiser's objectives and perspective. He insisted that ideas should have direct application for the advertiser at the time they are required by him, and recounted several stories of "successful ideas" in certain regions of the country, which proved to be failures at later dates in other parts of the country.

Cooperation With Agencies

A workshop treating agencies' cooperation with sales was a feature on the Wednesday afternoon agenda.

P. Townsend Griffin, vice president of Benton & Bowles, illustrated, with the aid of slides, how various analyses of a client's sales figures can aid advertising plans.

He pointed up some case histories: How a manufacturer's sales figures jumped in the standout sales areas via a test run at the suggestion of the agency, which had noted that the client's concentration on bringing up sales in low areas had failed, and another in which the client's sales chart showed no peaks and valleys but whose products were not getting an equitable share of all regional markets (cure: concentration on markets where the share was weak).

In a third case history, he showed how the agency found a correlation of distribution with share of the market for a cosmetics maker, and in a fourth, Mr. Griffin noted the agency merchandising man found the answer to a client's advertising problem by studying trends of other products (cure: more sales were going to many products packaged in larger sizes, client did the same and increased his total sales).

Asserted Mr. Griffin: "whatever your conclusions, whatever your plan, *test first.*"

Dan E. Shea, vice president and merchandising director, Lennen & Newell, delivered another slide demonstration pointing up merchandising aids on the retail store level.

William Nevin, vice president of Compton Adv.'s marketing department, who also presided over the sales workshop, stressed that the success of agency people will be "to such a degree in direct proportion to how well this critical function" of selling is performed.

William Holden, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield, noted that more than 85% of his agency's billing includes products sold through grocery stores, thus underlining the importance of DCS&S's "store panel." This panel was made up in agreement with a retail grocery chain that lets the agency audit certain products and competitive products every two weeks for an accurate unit count. With this continuing data on store traffic on hand, the agency has set up a number of test techniques, covering both its clients and competitors.

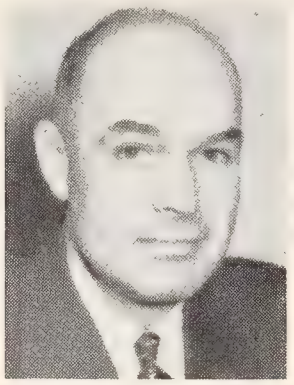
Also on the program was David Palmer, merchandising chief, Erwin, Wasey & Co.

THREE WAYS TO SPEND $750,000

- **Agency heads chart theoretical campaigns at AAAA meeting**
- **Plans differ, but broadcasting stressed over all other media**

BROADCASTING is the medium that should be used predominantly in a campaign for a product identified only as a "potable," according to a conclusion reached by three panelists during the media buying workshop at the AAAA's Tuesday afternoon session. Theme of the session was "How to Plan Media Strategy."

Several weeks before the AAAA meeting, James J. McCaffrey, vice president and media director of Ogilvy, Benson & Mather, New York, had asked the panelists to prepare media plans for the unidentified advertiser in line with the following information: the yearly advertising budget is $750,000; the product is distributed east of the Mississippi in both the northern and southern sector and is drunk more heavily in the north in the winter and in the south in the summer; it is bought largely by housewives in the middle - income and lower-income groups: is consumed more heavily in the urban areas and among large-sized families, particularly those of Anglo-Saxon origins; each of three competitors has an advertising budget larger than the "potable," ranging from one-and-one-half to three times as much.



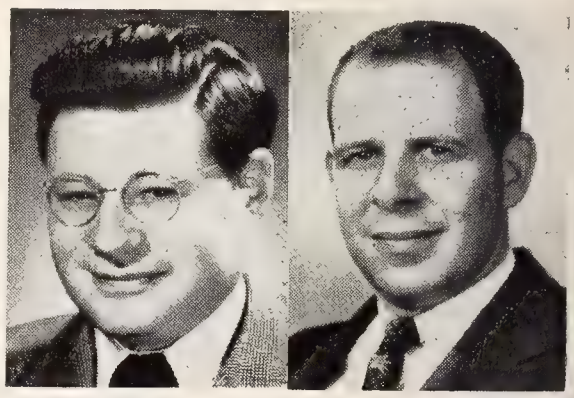
MR. PORTER

Disagree on Use

Although all three panelists agreed on broadcasting as the favored approach to this marketing problem, they disagreed on use and degree of use. E. L. Deckinger, vice president in charge of media strategy, Grey Adv., New York, outlined a campaign utilizing daytime television exclusively; Arthur A. Porter, vice president and executive media director, J. Walter Thompson Co., New York, blueprinted a plan strong on radio network participations, spot radio schedules, and seasonal radio announcements, supplemented by limited newspaper usage; Lee M. Rich, vice president and associate media director, Benton & Bowles, New York, evolved strategy that would allot 84% of the budget to spot radio and 16% to Sunday supplements and comics.

The panelists' unanimous choice of broadcasting as the prime vehicle of this product campaign, under the marketing conditions prescribed, was bolstered at the conclusion of the talks when Mr. McCaffrey revealed that the "potable" product advertiser in actuality was the Tetley Tea Co. and last spring its agency, Ogilvy, Benson & Mather, decided to invest the total $750,000 budget in spot radio.

Dr. Deckinger, who was in favor of investing the entire $750,000 in daytime spot television in 42 markets in the products distribution area, hedged to the extent that he would place some of the funds in nighttime tv and spot radio if judicious buying in daytime tv "left some money over." Dr. Deckinger reported he made his decision after considering the marketing information provided by Mr. McCaffrey and voiced the belief that daytime tv would be effective because (1) the "potable" product lends itself to demonstration (2) the product is bought by women and appeals to larger families; (3) the flexibility of the medium permits purchase of time to conform with seasonal sales pattern of the product and enables the advertiser to buy "strong" in some areas and reduce purchases in others.



DR. DECKINGER MR. RICH

Dr. Deckinger was echoed by subsequent speakers in stressing that a $750,000 budget could create "excitement" only by placing its strength in one medium, considering that three other competing companies had larger advertising budgets. He noted that he might

KRON is TV in SF

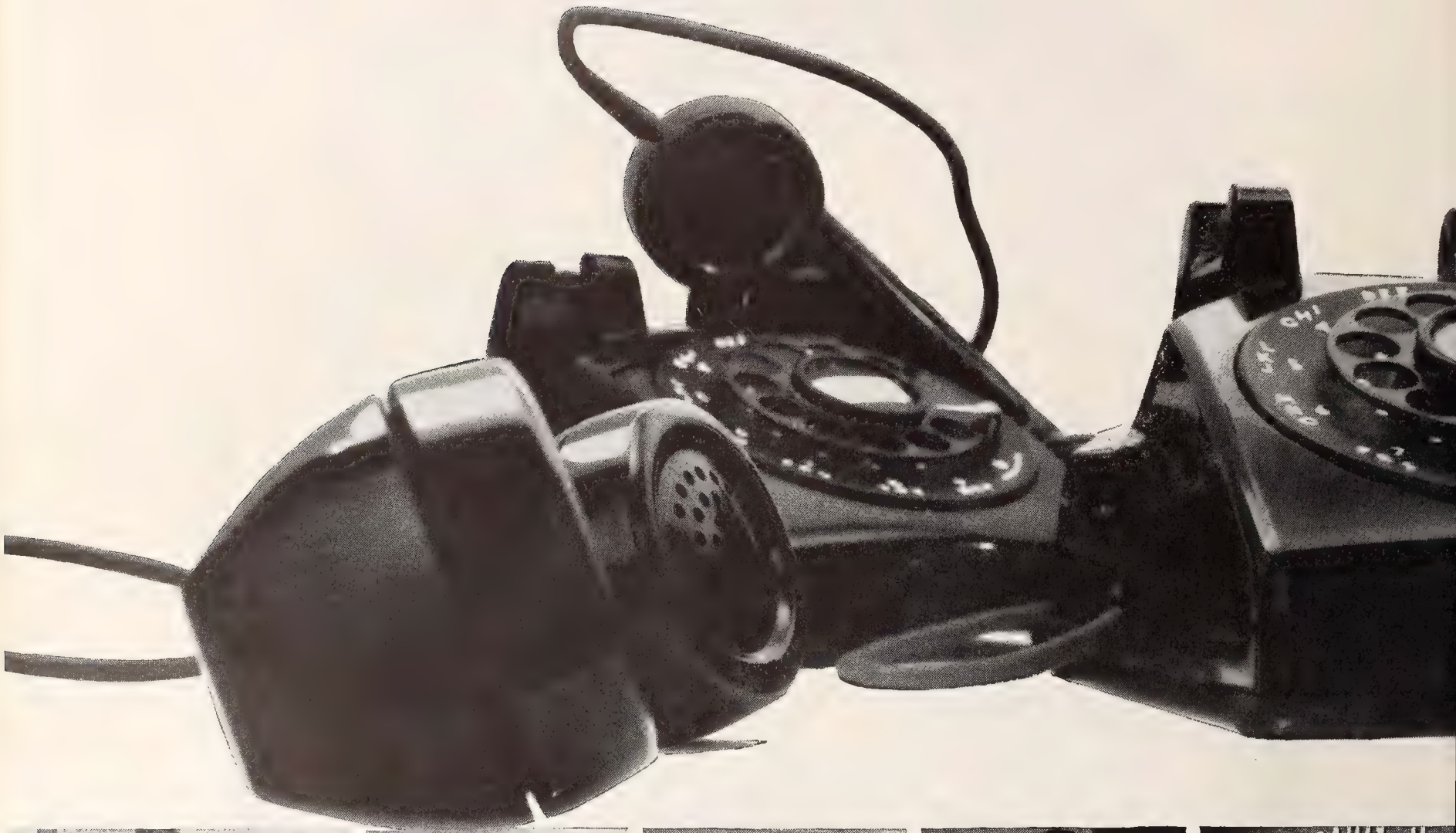


San Francisco is sold on KRON-TV

CINEMA
SHOWPLACE
MTW 10:30 PM
AVAILABLE

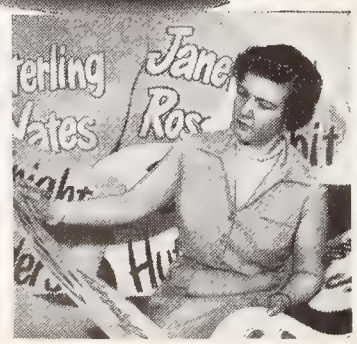
S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

WANT SOME





ALLEN BAUTZER
KYW-TV, Cleveland



JUNE BUZZELLI
KDKA, Pittsburgh



ED WALLIS
KYW, KYW-TV, Cleveland



JIM ALLEN
WBZ-TV, Boston



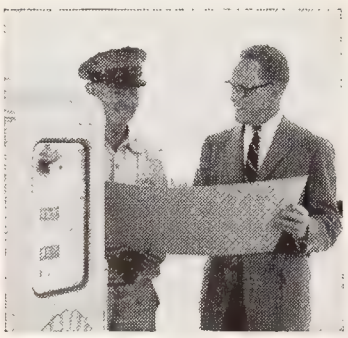
CHRIS CHRISTENSEN
KEX, Portland, Oregon



ROY SCHWARTZ
WBZ+WBZA
Boston-Springfield



DAVE LEWIS
KDKA, KDKA-TV, Pittsburgh



BILL RYAN
KPIX, San Francisco



HILDA WOEHRMEYER
WOWO, Fort Wayne



JANET BYERS
KYW, Cleveland

ACTION?





CHICK KELLY
WBC Assistant National
Promotion Manager



DAVE PARTRIDGE
WBC National
Promotion Manager

A *big* audience is only *part* of the battle—you want an audience that gets up off its money and *buys*. Which is where our *Promotion Managers* come in. Westinghouse Broadcasting's Promotion Managers help build *loyal* audiences for WBC stations—audiences that believe what they hear because they believe in WBC.

Tell you what—if you can't get audience action from WBC top audience, top ratings, top talent, top programs, in top markets with top coverage—sparked by TOP PROMOTION—then, save your money, it can't be had!

But if thousands of big and small advertisers are any criterion, it *can* be had on WBC. So, if you're looking for more audience action, call A. W. "Bink" Dannenbaum, WBC Vice-President—Sales, at MUrray Hill 7-0808, New York.

No Selling Campaign is complete without the WBC Stations

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Support the Ad Council Campaigns

Continues from page 56

not be achieving "dominance" over the competitors who may well be in tv too, but felt that with judicious buying of spots, adjacent to programs reaching desirable audiences, the budget could accomplish its objective of raising the brand's share of market.

Mr. Porter's master-plan encompassed purchase of five 7½-minute segments on CBS Radio daytime programs for 52 weeks; five spots a week on 102 stations in 100 markets, heavy on Thursday and Friday; 10 spots a week on radio during the "season" (in the North from November to March and in the South from April to September), plus insertions in 57 newspapers during the respective "seasons," tied to a premium contest. Mr. Porter volunteered that he "wheedled" the funds for the newspaper promotion, amounting to an added $150,000, out of "client" Mr. McCaffrey, pointing out that his broadcasting investments had accounted for the original budget.

Mr. Porter's reasoning for the heavy emphasis in daytime network and spot radio was that the advertising effort required broad coverage of a large area at maximum frequency, and was designed to reach women as a whole and particular types (those with large families and of Anglo-Saxon origin). He felt that daytime programs also would reach women during noontime meals or in the early afternoon when they could be more responsive to advertising for "a potable." He felt that the print campaign could bolster the primary broadcasting push because newspapers provide "strong coverage" in urban areas and are effective for tie-in promotion contests.

Mr. Rich's solution to the marketing plan was to utilize 52 weeks of spot radio, concentrated in the distribution areas of the product at a cost of $628,000. He recommended from 15 to 25 spots a week, depending on the size of the market and its potential sales, scheduled in the early morning and noon. He advised placing the remaining $122,000 in Sunday supplements and newspaper comic pages during the peak seasons of the product.

His choice of spot radio, Mr. Rich said, was dictated by the need to appeal to a large audience at times of day and in seasons when listeners would be most receptive to the sales message. Spot radio's scheduling flexibility, he indicated, was most suited to satisfy these requirements.

All speakers cited the comparatively low budget of $750,000 as a deciding factor in shaping their media strategy. Except for Dr. Deckinger, who selected daytime tv, the other panelists and Mr. McCaffrey ruled out television, magazines and newspapers as "too expensive."

Mr. McCaffrey revealed that the actual plan for Tetley Tea Co., as drawn up by OB&M, earmarked the entire budget of $750,000 in spot radio on 11 stations, scheduled in 65 major markets in Tetley's distribution area. Tetley bought 10 to 40 announcements per week, Mr. McCaffrey said, at an estimated cost-per-thousand of $.84.

In addition to the other considerations cited by other pro-radio speakers, Mr. McCaffrey mentioned that tv, magazines and newspapers were ruled out not only because they were costly but because it was felt that the "visual appeal" did not constitute a vital copy element. He said the reasoning was that tea could be made appealing in copy by stressing "special blend" and "easy preparation," and the sound of boiling water could be communicated clearly on radio.

A summation and critique that challenged the planning of all speakers, including Mr. McCaffrey's, was presented by Dr. Leo Bogart, director of account research services, McCann-Erickson, New York. One of his main criticisms was that the detailed market profile Mr. McCaffrey provided did not affect the basic decision to use spot broadcasting. He claimed that all speakers seemed more concerned with breadth of coverage, frequency of impression and cost per thousand than with any selective targeting.

Dr. Bogart, examining the reasons that led the panelists to select spot broadcasting as the dominant medium, listed the size of the budget and the regional character of the product's distribution as the important considerations. He noted that all four plans appeared to be the product of judgment by the specialists and not formulated "with the aid of a slide rule, magic formula or a rule book."

NEW, BETTER RESEARCH ASKED BY ARF

325 attend second annual session; tripled advertising seen by 1966

A NEED for new and better research in both television and radio was pointed up by advertiser, agency, and media authorities almost in unison as the Advertising Research Foundation held its second annual conference last Thursday in New York.

This radio-tv highlight emerged from separate workshop sessions which were part of an all-day program that included a forecast that advertising in the U. S. may triple itself to a $30 billion annual volume by 1966; a demonstration of a new printed advertising rating technique that may also be applicable to television, and explorations of the future in broad terms of changing and expanding markets.

A capacity crowd of some 325 agency, advertiser, and media executives was on hand for the workshop and general sessions, which were preceded by an ARF subscribers annual meeting at which Dr. W. H. Wulfeck, William Esty Co., was named chairman of the foundation board and other officers were elected for the coming year (see separate story page 62). CBS Radio President Arthur Hull Hayes was program chairman for the conference.

A general session and three simultaneous workshops—on radio, on television, and on printed media—occupied the morning program, while the afternoon was devoted to a broad "look ahead" theme.

TV Workshop Emphasizes Need For Commercial Impact Research

With more advertising dollars flowing into television, research of necessity must go beyond seeking a measurement of the number of homes reached, and enter—no matter how timidly at first—the wide and more complex field of tv commercial impact.

In brief that was the message underscored by a quartet of leading experts in tv research at the television workshop, each of whom talked of various provocative aspects of the general theme.

ARF's national survey of tv sets in U. S. homes as of August 1956 is slated for release this month or in January.

Highlights of last week's sessions included:

• Disclosure by two agency researchers that their individual firms were conducting independent surveys, experimental in nature and pointed toward "research of the future."

• Call on the ARF by Jay Eliasberg, acting director of research, CBS-TV, that it consider pooling its resources to investigate the area of advertising impact rather than audience size.

• A warning by an agency executive—Bernard (Bud) Sherak, research director of Kenyon & Eckhardt, New York—that more "careful and systemic" evaluation be made of findings of promotional research, noting that from time to time agencies and their clients must rely on such research in both media planning and decision making.

New tv research projects at their individual agencies were related by Ben Gedalecia, research director of BBDO, New York, and William Weilbacher, executive assistant to the vice president in charge of media research and merchandising of Dancer-Fitzgerald-Sample, New York.

Main point of Mr. Gedalecia's talk was that BBDO has discovered, via its specialized research project on the "consumption of media—what people do with it once received," that an element of the population, which uses more than one medium, is inclined to be a heavier user of each of the media as compared to those people who confine themselves to one or possibly two advertising media.

Mr. Gedalecia hinted that if these findings are "true"—that is, substantiated in additional studies—the implications for all of the advertising field can be far-reaching. Marshaling these findings, an advertiser perhaps can then seek out how best to redesign his advertising, using the qualities of each medium.

He emphasized that the research indicates a two-fold function in this element—that is, these people are the first to try out new products advertised and act as "demon-

Now Nielsen proves it....

KXLY's YOUR BEST SPOKANE BUY!

LATEST NIELSEN REPORT SHOWS KXLY LEADS SPOKANE MARKET COVERAGE IN FOURTEEN OUT OF SIXTEEN RATING CATEGORIES!

Results of the first comprehensive Nielsen survey ever taken in Spokane's huge Inland Empire market prove conclusively:

KXLY-TV delivers more audience, reaches a greater area, in 14 out of the 16 categories Nielsen measures.

What's more KXLY delivers 11% more audience in weekly circulation at 23% less cost than its nearest competing station!

Nielsen
SPOKANE MARKET REPORT
November, 1956

TOTAL INLAND EMPIRE

	TOTAL HOMES IN AREA	NUMBER HOMES REACHED	WEEKLY HOMES REACHED	TV HOMES IN AREA	DAYTIME WEEKLY CIRC.	DAYTIME DAILY CIRC.	NIGHTTIME WEEKLY CIRC.	NIGHTTIME DAILY CIRC.
KXLY-TV CBS-Chan. 4	**261,300**	**120,190**	**118,520**	**133,740**	**105,803**	**73,390**	**118,420**	**97,330**
Channel 6	224,600	111,150	109,120	122,680	95,180	66,330	108,810	91,180
Channel 2	224,600	107,740	103,570	122,680	78,700	50,060	102,720	73,530

SPOKANE COUNTY COVERAGE

KXLY-TV	**82,900**	**62,510**	**62,510**	**62,510**	**54,440**	35,310	**62,510**	51,000
Channel 6	82,900	62,510	62,130	62,510	52,500	**35,380**	62,130	**53,570**
Channel 2	82,900	62,510	61,500	62,510	43,560	28,190	61,500	44,810

TAP THE BILLION-DOLLAR SPOKANE MARKET WITH THE COST-LESS NO. 1 STATION*

**1955 Inland Empire Retail Sales $1,313,678,000*



SEATTLE-PORTLAND
ART MOORE AND ASSOCIATES

REPRESENTATIVES: AVERY-KNODEL
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

straters" to others, voluntarily inducing purchases of newly advertised products by "light users" of advertising media.

For the advertiser, this "two-fold function" would suggest that the advertising be prepared to aid this element "in doing their 'demonstration' job [of products] better."

BBDO launched its project with an assumption that "something was missing" from the description of audience in terms of a single medium, network, magazine, newspaper, etc., he said, and explored the problem of how the individual uses media—is he a heavy user or a light user? Does media fill a want? Does it move from one person to another? Is there a "consumer of media *per se?* he asked.

The agency's research consisted of depth interviewing, asking the respondent what he or she "did yesterday." It was found that only a "tiny fraction" of the population does not use any media, but that one out of six persons using media was in the audiences of four different media. Another finding revealed that 93% of "yesterday's tv audience" did not use tv exclusively.

Mr. Gedalecia said results indicated that the more media an audience member used, the greater amount of each of the media was consumed. (If a one-medium user, for example, consumed one hour with that medium, then a two-media user would consume perhaps 1½ hours of that same medium.)

In exploring the makeup of the 1 out of 6 audience which consumed at least four different media, BBDO researchers found them generally to be younger, to be more interested, to be of greater sociability, to entertain more, to attend motion pictures more frequently, than other media users. And—of greater importance to the advertiser—to be more venturesome (more likely to buy more things), more ready to accept new things or products and likely to talk more about them.

Powerful Minority

Thus, he noted, there is an indication that the heavy brunt of advertising reaches a group of media users that is smaller in numbers but inclined to "move the word out" and who "will buy new things of the advertiser." Mr. Gedalecia, who earlier in the week presided at a research workshop of the American Assn. of Adv. Agencies' eastern conference (see story, page 46), noted some similarity in the BBDO approach with Dr. Paul Lazarsfeld's discussion of "opinion leaders" or "influencers."

Mr. Weilbacher made his point succinctly: "There is a pressing need for a measurement of people who are actually exposed to specific tv commercials."

He said this need was over and above such current services provided as the count of homes viewing a program, the number of homes tuned during the average minute a program is telecast and information pointing to where, in a program, home tuning is relatively high or relatively low.

He emphasized that "homes don't watch commercials; people do," and that tv commercials "are aimed at specific people. . . . Presumably, we plan a television commercial with the thought that specific kinds of people will view it."

Thus, he continued, "we need a measurement of the number of people who view our commercials . . . a measurement of the specific kinds of people reached by our commercials so that we can determine whether we are reaching the audience that we plan and want to reach."

Mr. Weilbacher, taking note of "scattered studies" on the proportion of tuned sets attended by one or more people, said: "The kind of measurement that we need is not of this type. . . . We are interested in knowing how many and what kind of people we actually reach, not with our programs but with our commercials."

Becoming more specific, Mr. Weilbacher cited D-F-S research that indicated "wide variation among programs in regard to the number of people they attract to specific commercials," citing a finding that of housewives who saw a specific program, 15-40% were not in the same room as the tv set when the commercial was aired. With understatement, he added: "This is a critically important finding when a specific tv commercial can only be of interest or importance to women."

Such findings, he went on, suggest that available program rating data cannot serve as a valid basis for evaluating delivery of people to commercials, although they serve as a basis for evaluating the delivery of homes to programs. He said: "When we measure the delivery of people to commercials, we find wide ranges in program efficiency, much wider than cost-per-thousand computations based on homes reached would suggest."

He emphasized that D-F-S' work in this area has been experimental and limited to relatively few programs with an expensive technique used (telephone recall interviews carefully tracing movement of individuals into and out of the room while watching a program). But, he asserted:

"Our investigations have been broad enough to give us real cause for concern about media decisions which are based only on homes reached."

Needed, Mr. Weilbacher said, is an "efficient method to measure this dimension for all programs," detailing how many people are exposed to commercials for each program, "at least by total, and by age and sex," and the degree to which different programs vary in ability to deliver people to commercials.

He suggested this measurement be available once or twice yearly but that "certainly the measurement must be made if we are to improve our television program purchasing and base our program evaluation on a truly realistic basis."

Mr. Weilbacher also explored another measurement need, but this he said was theoretical, and while important, "is not now practical" and not likely for "years to come." This measurement would classify audiences according to their predisposition to buy certain products and products of competitors.

Such data, he asserted, would permit greater efficiency of tv advertising through more accurate frequency of media exposure in planning.

Mr. Eliasberg in his talk pointed up what he called a "simple criterion" that can point the way to a correct decision by an advertiser who has alternative courses of action. The criterion: a correct answer to the question, "Which course will produce

ARF Adds 8 Directors; Wulfeck Named Chairman

DR. W. H. WULFECK, chairman of the executive committee of William Esty Co., was elected chairman of the board of directors of the tripartite Advertising Research Foundation last Thursday at the annual business meeting of subscribers, held in New York coincident with ARF's second annual conference.

In the chairmanship Dr. Wulfeck succeeds J. Ward Maurer, advertising vice president of the Wildroot Co., who continues on the board of directors.

Ben R. Donaldson, institutional advertising director of Ford Motor Co., was named vice chairman. William A. Hart continues as president. Edward P. Seymour, vice president of Crowell-Collier Pub. Co., was re-elected treasurer, and Edward F. Herrick of the ARF staff was re-elected secretary. Eight new directors were named.

President Hart, in his annual report, noted that the number of subscribers—who include representatives of advertisers, agencies, and media—had grown from 203 in 1955 to 257 this year, and said that "certainly, if ARF is to continue to develop and so be of increasing service, a broader base of subscribers and a plan for more substantial underwriting of projects is needed." He said, "It has been suggested that it is time to restudy the dues structure and method of nominating directors and propose any necessary changes in the bylaws."

Advertising, Mr. Hart said, appears to be "on the threshold of a great cooperative effort which can make it an even more effective tool."

He said that 120 volunteers from subscribers' organizations contribute time and talent through work on ARF committees—talent that "could not be bought at any price, even if it were available"—and that they do so "not for personal gain or glory, but . . . for the benefit of all who buy and sell advertising."

New board members named at the meeting were David C. Adams, NBC; Rex M. Budd, Campbell Soup Co.; Frederic R. Gamble, American Assn. of Advertising Agencies; Andrew Heiskell, *Life* magazine; Walter C. Kurz, *Chicago Tribune;* Fred B. Manchee, BBDO; Henry Schachte, Lever Bros., and Paul B. West, Assn. of National Advertisers.

to quote

J. B. Fuqua, President, WJBF (tv), Augusta, Ga.,



'GPL tops everybody'

"... in quality of equipment ...



GPL THREE-VIDICON COLOR FILM CHAIN provides color picture of unmatched quality. Superiority achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

GPL-WATSON VARI-FOCAL LENS—High definition equal to fixed-focus cameras. 3" to 30" focal length makes lens equally useful in studio and field. Performs most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected; flat field over entire range. Operates from camera or control room.

GPL 16MM. TELECAST PROJECTOR—Bright, crisp pictures, high fidelity sound reproduction. Designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers 2 hours continuous operation. Separate motor drive for film feed and take-up. Provides trouble-free start and stop operation, local or remote.

GPL VIDICON FILM CHAIN—Provides sharper picture and contrast, better transmission. Operates unattended. Most advanced black and white equipment available. Can replace iconoscope overnight; using same projectors, master and utility monitors and racks. Has long-life vidicon tube; stable black level; easy to multiplex.

GPL 35MM. TELECAST PROJECTOR gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35mm. field, GPL engineering skill adapted to television the famed Simplex XL mechanism and sound head made by International Projector, an affiliated GPE Company.

GPL VIDEO RECORDING SYSTEM—Used in over 90% of video-recording-equipped studios. A thoroughly integrated system providing finest picture resolution and grey scale, high quality sound. Exact synchronization between local power frequency and incoming video not needed, so permits recording of signals from remote locations.

... and in servicing customers ..."

Says Mr. Fuqua: "I want you to know how very much I appreciate the wonderful service which you gave us when our TV station was burned ... While we had a total loss on most equipment, we were back with complete programming in less than three days only because of the very splendid cooperation we got from GPL. ... From the very beginning of our TV station in 1953, our experience in dealing with equipment people leads me to say that GPL tops everybody, not only in quality of equipment, but, what is more important, you top everybody in servicing your customers, both on a regular and emergency basis."

Write, wire or phone for information on GPL equipment.

GPL

GENERAL PRECISION LABORATORY
INCORPORATED

A SUBSIDIARY OF GPE

63 Bedford Road, Pleasantville, New York. • 188 W. Randolph Street, Chicago, Illinois. • 21 N. Santa Anita Avenue, Pasadena, Cal. • • Cable Address: PRELAB

the greatest sales per dollar of advertising expenditures?"

This criterion, while seemingly not too important, takes on significance, he said, when applied to these media problems: In which medium should the advertiser spend his money? Should the buy in tv be for a long station lineup or one that is shorter? And in magazines, should they be half pages or full pages?

But assumption of this criterion is only half the job, he emphasized. To apply it, the advertiser should know everything or at least nearly everything about the cost of each action, audience produced by each and the impact of each on the "average member of the audience."

He then traced the available knowledge to the advertiser of each of three factors: he knows all that he needs to know about cost; as to tv audience size, he knows enough for practical purposes, but of "impact," there is no "satisfactory measurement."

Noting that the tv industry is "plagued by tv ratings from different services which vary substantially for the same program," even a variance of 20% (existing because the services are using different definitions of audience) would be "immaterial because we don't have a satisfactory measurement of impact whichever definition of audience we use."

He suggested ARF undertake the job of research in the area of advertising impact because it could come up with "useful generalizations"; it has access to a pool of creative research brain power; and while agencies or advertisers themselves would not finance such a project, they easily would share the cost via ARF.

Mr. Sherak noted that Kenyon & Eckhardt's research department has been making "systematic evaluations of what we call 'outside research'." This process has paid off, he said, "in guiding our media planners as to which research findings they can use with confidence—and which they can reject with confidence." Urging other agencies and advertisers to follow such a procedure, Mr. Sherak also recommended an "appeal to the industry to curb some of the less disciplined promotional research activity."

Mr. Sherak asserted: "I would like to point out . . . there is a vast amount of promotional research activity going on today—all of it biased to some degree. Some of the research is exceptionally good; some of it is exceptionally bad—and it is by no means obvious which is which."

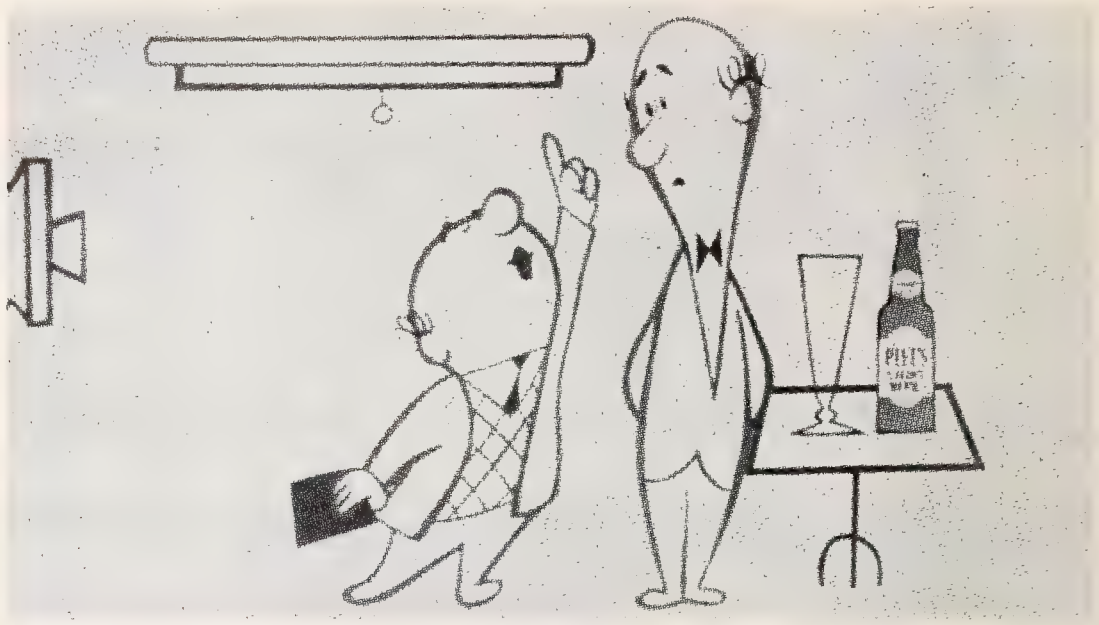
Radio Workshop Lays Stress On Improving Circulation Research

The radio workshop, thrown open to floor discussion from the outset by moderator Samuel Thrum, media director of Lever Bros., ended in agreement that the ARF Technical Committee should be asked to suggest ways to improve radio's quantitative circulation research and also its qualitative research.

Much of the discussion related to the forthcoming Nielsen Coverage Service No. 2 reports on radio and how they may be used by advertisers and agencies in determining media strategy—a question admittedly difficult to answer since the radio reports will not be put into general distribution by Nielsen until this week and therefore have not been studied by advertisers, agencies, or media.

The problem of determining the extent of stations' coverage outside their metropolitan areas was pointed up repeatedly, but with several station representative executives pointing out that Station Representatives Assn. had worked out—when NCS No. 1 was issued in 1953 — what has become known as the "SRA Formula" of projecting "outside" coverage from the coverage data shown for the station's metropolitan area.

The representatives — including Ward Dorrell of John Blair & Co. and Dan Denenholz of Katz Agency—noted that this formula has been used consistently by some agencies (J. Walter Thompson Co. was mentioned specifically) and expressed the belief



WHAT BERT AND HARRY DID FOR PIEL'S

SALES of Piel's beer this year through November are ahead of the same period a year ago, Thomas P. Hawkes, Piel Bros.' vice president in charge of marketing, reported last week.

The rise in the firm's sales, according to Mr. Hawkes, reflect from the growing popularity of the "Bert and Harry" (Round Bert and Tall, Shy Harry) used in Piel's advertisments, primarily radio and tv, since December 1955, and a prize contest, backed by the brewery, for a "Tropical Island Paradise" in the Bahamas. Young & Rubicam, New York, is the agency for Piel's.

"Increased orders from both old and new viewers, listeners and readers have continued ever since," reported Mr. Hawkes.

He disclosed:

After Bert and Harry had appeared for only four months, a research study was made. The study reflected a tremendous change in the over-all "brand image." The public's fondness for Bert and Harry had been translated into a new and vastly improved attitude towards the company's products. The research also revealed a widespread belief that Piel's was the largest beer advertiser in its market when it was actually being outspent by its three principal competitors. The study also showed an overwhelming vote for the "best liked advertising" and a number of new "triers" resulting in other brand switches to Piel's.

Piel's advertising is marketed in Metropolitan New York (its major market), western Massachusetts, Connecticut, New Jersey, eastern Pennsylvania and Delaware, although, Mr. Hawkes says, "the actions, humor and philosophy of Bert and Harry now are laughed at, quoted and imitated almost everywhere in the nation."

"Sales to consumers in their homes," according to Mr. Hawkes, "are up for eleven months of 1956 in the company's marketing area. Our packaged sales gained in each major market despite their individual differences."

Mr. Hawkes also pointed out that the normal seasonal declines in beer sales are customary and expected in September with its cooler temperatures. This year, however, Piel's, via Bert and Harry, was able to buck the customary decline by starting an essay contest for a tropical treasure island.

Entrants had to write an answer in 25 words or less to Harry's command: "Tell me again how good it'll taste, Bert." Bert's "answers" had to be in before the close of any one of four weekly periods—Sept. 24, Oct. 1, 8 and 15.

All media, including radio and television spots carrying the Bert and Harry remarks, were used for the campaign, which resulted in higher sales during the slump season.

"In reflecting on the accomplishments of the past year," concluded Mr. Hawkes, "we are very well satisfied with achievements to date that can be attributed to the stimulating influence that Bert and Harry have had on attracting more consumers to our brand."

WBKB IS CHICAGO

Channel **7 WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"THE CITY AND ITS RIVER"



A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago—Photography: Chicago Architectural Photographing Co.

The of *paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

that it could be used again with NCS No. 2. They conceded it was not perfect, but said it at least was "the least bad" method known for making such projections. The question of the formula will get top priority from SRA when enough NCS No. 2 radio data is available, they asserted.

In answer to a question about the possibility of A. C. Nielsen Co. expanding its NSI (Nielsen Station Index) service, George Blechta of the research firm said some changes will be made shortly—that the "NSI area" as such, which he agreed shows really "the coverage of nothing," will be discontinued and that these studies will concentrate on the station's coverage area and also show its metropolitan-area data.

When a radio spokesman noted that radio business currently is at an all-time peak, Henry Schachte, advertising vice president of Lever Bros., suggested that if the medium is "really prosperous," now should be the time for a project designed to see—perhaps through ARF—just what measurements are really needed for radio.

RAB President Kevin Sweeney interjected that he would concede that more data is available for some other media—but not for newspapers, which he said are "getting away with murder" insofar as research truly helpful to the advertiser is concerned.

He said RAB would be willing to spend some money to help on this problem, but that RAB's main job was to help sell advertisers on radio's worth as a medium and that he felt research dealing with "outside" coverage of specific stations was basically one for those stations that have "outside" circulation.

Arthur Hull Hayes, president of CBS Radio, expressed the view that "something must be wrong" with the concept of basic ratings—that some stations won't accept one service's measurements while other stations will accept that service but reject others. He stressed the need for more qualitative, as distinguished from quantitative, research.

General Session Features Talk On Ratings for Printed Ads

At the opening general session of the conference, Sherwood Dodge, chairman of ARF's Printed Advertising Rating Methods Study Committee and vice president and general manager of Foote, Cone & Belding, New York, outlined "a promising new approach to rating printed advertising," and noted that this approach may have applications for television as well. He traced the background of the efforts of the PARM Committee in the field of printed advertising rated methods and reported the committee now has under study a new method of studying "leadership" that "may well revolutionize current approaches to this problem."

Mr. Dodge said the basic principle of the method is accomplished with a flash of light projecting an advertisement briefly on a screen by means of a machine, called a "Communiscope." He said the machine projects the advertisement long enough to establish recognition but not long enough to permit viewers to absorb new ideas.

Mr. Dodge said the machine is expected to have other applications and expressed the belief that it can be used to measure the effect of television commercials. He said six or seven flashes of stills will result in "a playback."

Mc-E's Harper Moderates 'Looking Ahead' Windup Session

A two-hour session on "Research Today for Tomorrow and Tomorrow's Tomorrow," with McCann-Erickson President Marion Harper Jr. serving as moderator, wound up the all-day conference.

"Advertising will be close to a $20 billion industry five years hence and close to a $30 billion industry by 1966" if the dollar volume of advertising in this country continues at the rate it has set since World War II, Dr. Dexter Merriam Keezer, vice president and director of the department of economics of McGraw-Hill Pub. Co., told the group. Advertising currently is estimated at a $10 billion annual pace.

MBS Gains, NBC Loses In Miles Rescheduling

IN a major reshuffle of its broadcast properties, Miles Labs last week dropped an estimated $1 million in net billings for programs and participations on NBC Radio and bought a series of weekly five-minute shows and spots on MBS. The new Mutual contract is effective Jan. 1 and reportedly represents $1.5 million in new billings.

Miles cancelled its 15-year-old *News of the World* with Morgan Beatty across the board, five-minute news segments on the weekend *Monitor* and participations in *Bandstand, Woman in My House* and *Hilltop House,* all on NBC.

In turn, the advertiser purchased 39 weekly programs and participations on Mutual, with business placed through the network's midwest office. Miles agency is Geoffrey Wade Adv., Chicago.

Wendell B. Campbell, RKO Teleradio Pictures Inc. vice president in charge of national MBS sales, announced the saturation type campaign Thursday, calling for seven-day advertising of Alka-Seltzer, One-a-Day vitamins, Bactin, Tabcin and Nervine products. The 52-week campaign involves 29 five-minute news and commentary programs and 10 five-minute features, with details to be announced later, according to Carroll Marts, vice president in charge of Mutual's midwest office, who conducted negotiations with Miles. He indicated *Queen for a Day,* once sponsored by Miles, would be one of the programs. Mr. Campbell said newscasters and commentators would be selected soon, along with other programs.

News-commentary shows will be aired Monday-Friday at 10:35-40 a.m., 5:45-50 p.m., 8:25-30 p.m. and 9-9:05 p.m. (all EST). News features will be carried Monday-Wednesday-Friday at 7:45-50 p.m.; Saturdays at 11:30-35 a.m., 5-5:05 p.m. and 9-9:05 p.m. and Sundays at 1-1:05 p.m., 5-5:05 p.m. and 9-9:05 p.m.

Miles' campaign will be supported with full merchandising activities, Mutual explained, on behalf of dealers and distributors to coincide with start of the series. Miles has sponsored 10¼ hours of programming

We're building more homes in growing San Diego!













6,031* actual residential dwelling building permits issued in 1955. That's 423% more than in 1945! 152,200 building permits issued from 1945 to 1955.

This makes San Diego the Nation's 19th Market—bigger than *Portland, Seattle, Dallas, Denver and Miami.*

In San Diego, more people are making more, building more and watching Channel 8 more than ever before.

**City of San Diego Building Inspection Department Annual Report 1955.*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

The B•T of paid circulation

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**City of San Diego Building Inspection Department Annual Report 1955.*

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

on the Don Lee Network for a number of years and will retain these properties. No other Miles properties were involved in the budget reshuffle, according to spokesmen for the agency, which confirmed the decision.

Miles retains sponsorship or participations in four network tv properties—*News Caravan* (twice weekly), *Tennessee Ernie Show* and *Queen for a Day*, all on NBC-TV, and *Broken Arrow* (alternate weeks, Tuesday, 9-9:30 a.m. EST) on ABC-TV plus west coast radio shows (including *Magazine of the Air*) on Don Lee Network, placed by Wade Adv. agency Hollywood.

Miles' purchase of ABC-TV's *Broken Arrow* for alternating weeks (with General Electric Co.), effective Dec. 11, was announced Monday by James W. Beach, vice president in charge of the network's central division. The company is dropping Wednesday-Friday sponsorship of John Daly's newscasts on that network this month.

Ford Switches Sponsorship, Drops 'Jubilee' Spectaculars

FORD MOTOR Co. (Ford Div.) which for several months now has been debating whether to continue its once-a-month *Ford Star Jubilee* color spectacular on CBS-TV, last week formally dropped the show. Ford has signed as alternate sponsor (with Maxwell House Div., General Foods Corp.) of the *Dick Powell-Zane Grey Theatre* on the same network [AT DEADLINE, Nov. 5]. The *Zane Grey* sponsorship became effective last Friday.

Inasmuch as the Saturday 9:30-11 p.m. time segment this past weekend had originally been set aside for *Jubilee*, CBS-TV had a half hour open which it filled with a 30-minute color "portrait" of Grandma Moses, originally seen last December as part of a *See It Now* telecast. The half-hour period needed filling because Mennen Co.'s *High Finance*, shown live three out of four weeks, was not scheduled for last Saturday. The other shows remaining in the balance of the 90-minute period were not affected because they were on film.

Lentheric to Three Agencies

LENTHERIC DIV. of Helene Curtis Industries is dividing its estimated $1.2 million account among three agencies following resignation of the business by Grant Adv. Inc. The company's announcement gives Gordon Best Co., Tweed hair spray; Earle Ludgin & Co., Lentheric men's products and Tweed fragrance, and Weiss & Geller Inc., Tweed shampoo. Earlier it had been reported that Lentheric would assign the entire perfume cosmetic account to the Ludgin agency. The company was purchased recently from Olin Mathieson Chemical Corp.

Gillette Again For Rose Bowl

GILLETTE Safety Razor Co., Boston, through Maxon Inc., New York, has signed with NBC Radio and NBC-TV for sixth consecutive year sponsorship of the annual Rose Bowl football classic on Jan. 1. The 1957 game matches the U. of Iowa and Oregon State.

Pharmaceuticals Drops Shriner, Signs New CBS-TV Quiz Package

PHARMACEUTICALS Inc. (Geritol, Niron, Zarumin, RDX) has dropped the current *Herb Shriner Show* (variety) on CBS-TV in the Tuesday, 9-9:30 p.m. (EST) period. The show was withdrawn after agreement late Thursday between the sponsor, CBS-TV and Mr. Shriner. Differences centered on the future format of the program. The network said a new property would be obtained for Mr. Shriner.

The current show will go off after tomorrow's performance. Victor Borge's special show will be seen in the 9-10 p.m. slot next Tuesday. Thereafter, Pharmaceuticals will sponsor a new Goodson-Todman quiz package, *Nothing But the Truth*, in the Shriner time. Edward Kletter Assoc. is agency for Pharmaceuticals, which also sponsors *Sunday News Special* on CBS-TV, 11-11:15 p.m.

J & J Expands Tv Advertising

JOHNSON & JOHNSON, New Brunswick, N. J., will expand its tv advertising schedule after the first of the year by making its initial use of daytime tv network programming, E. G. Gerbic, vice president-merchandising director, announced last week. J&J, already alternating sponsorship with Wildroot Co. on CBS-TV's *The Adventures of Robin Hood* (Monday, 7:30-8 p.m. EST), will sponsor, on alternate Fridays, the 10:30-10:45 a.m. segment of CBS-TV's *Garry Moore Show* effective Jan. 11. It will also sponsor the 2:15-2:30 p.m. segment of *Our Miss Brooks*. The sponsorship, placed through Young & Rubicam, N. Y., is for Band-Aids and J&J baby products (powder, lotion, cotton balls, shampoo).

Head Elected V.P. of BBDO

RALPH E. HEAD, director of marketing for BBDO, has been elected a vice president, it was announced last week by Ben Duffy, President. Mr. Head, who has been with the agency since 1947, last month was made marketing director.

Robert Schmelzer succeeds Mr. Head as account group head on Eagle pencil. Spencer Meredith continues as Eagle pencil's account executive.

Mogul Has Record Month

FIRST "million-dollar month" in the 16-year history of Emil Mogul Co. has been reported by Emil Mogul, president, who revealed that gross billings in October exceeded $1 million. Mr. Mogul added that billings for 1956 are expected to reach the $10 million mark, which he described as "a new high for the firm."

SPOT NEW BUSINESS

Garrett & Co. (Virginia Dare wine), Brooklyn, N. Y., has placed 4-week pre-Christmas radio spot drive over several New Orleans stations. Agency: McManus, John & Adams, N. Y.

Temple Frozen Foods (packaged frozen Chinese food specialties), Brooklyn, through Blaine-Thompson Adv., N. Y., conducting spot radio campaign on WOR and WMGM, both New York, and WTOP Washington.

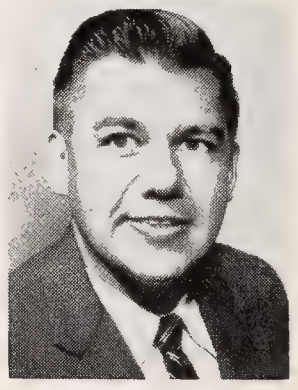
NETWORK NEW BUSINESS

Standard Brands Inc., through Ted Bates & Co., N. Y., has signed 52-week order with NBC-TV representing $400,000 in gross billings for alternate-week Tuesday, 4:15-4:30 segment of *Queen for a Day* (Mon.-Fri., 4-4:45 p.m. EST). Standard Brands also sponsors second quarter-hour period of the *Tennessee Ernie Ford Show* on Tuesdays and Fridays.

A&A PEOPLE

Louis W. Bonsib, founder of Bonsib Adv. Agency, Fort Wayne, Ind., elected chairman of board. **John F. Bonsib,** firm's vice president-treasurer, named president.

Roger M. Johnson, research department head, Erwin, Wasey & Co., L. A., named vice president in charge of media and research.



MR. JOHNSON

William E. Chambers Jr., formerly vice president-account supervisor, Marschalk & Pratt division of McCann-Erickson, appointed vice president-account supervisor of Foote, Cone & Belding's N. Y. office.

John L. Hansen, Campbell-Ewald Co., San Francisco, and **Stewart K. Choate,** recently vice president of Rhoades & Davis, same city, formed their own agency, Hansen-Choate Advertising. Address is 20 San Mateo Drive, San Mateo, Calif.

Len Hall Jr., vice president, BBDO, transferred from Cleveland to New York office as group creative head for electronic products on Philco Corp. account. **Fred I. Sharp Jr.,** account supervisor on Timken Roller Bearing Co., Hammermill Paper Co., and Lovell Mfg. Co. accounts, elected vice president of BBDO in Cleveland.

Howard Dahms, account executive-creative director, Advertising Assoc. of Phila. Inc., and **Rube Blavat,** office-production manager, both elected to firm's board of directors.

Phil Field, vice president, MAC Studios, Chicago, to Lew Sanders Adv., same city, as account executive.

Leonard B. Faupel, assistant to advertising manager, P. Ballantine & Sons, Newark, N. J., named advertising manager.

Kenneth E. Lane, manager of advertising department, Toni Co., Chicago, named director of advertising administrative services, succeeding **Jack R. Green,** who has joined J. Walter Thompson Co., same city, as associate media director.

Malcolm Dewees to Buchanan & Co., S. F., as radio-tv director.



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV covers Lincoln-Land — a rich 42-county area, 95.5% OF WHICH IS OUTSIDE OMAHA'S GRADE "B" COVERAGE!

Lincoln-Land has over 200,000 families — *125,000 of them unduplicated by any Omaha TV station!* Actually, Lincoln-Land is as independent of Omaha as South Bend is of Fort Wayne or Providence is of Hartford.

Latest Telepulse credits KOLN-TV with 194.4% more *nighttime* viewers than the next station, 138.1% more *afternoon* viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official Basic CBS-ABC Outlet for South Central Nebraska and Northern Kansas — "Nebraska's other big market".

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

FARM DIRECTORS PLEDGE SELVES TO BROADER STATION, SALES ROLE

FARM broadcasters are gaining more recognition and stature as an industry trade force but they should accept greater responsibility for helping station management and advertisers achieve sales goals.

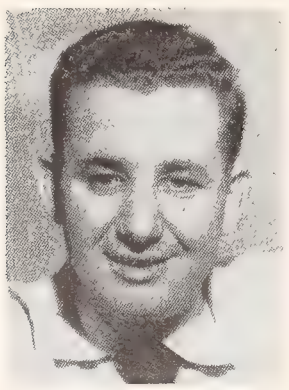
This challenge was offered to 350 members of the National Assn. of Television & Radio Farm Directors at its 13th annual convention in Chicago Nov. 23-25 [AT DEADLINE, Nov. 26], held at the Conrad Hilton Hotel concurrent with the International Livestock Exposition and 4-H Club Congress.

NATRFD delegates were importuned by station managers, agency executives and station representatives alike to reappraise their activities in the light of intensified industry competition and particular client needs, not restricted solely to agricultural advertisers. They also were urged to work more closely with their own commercial departments and station representatives. NATRFD also:

• Laid the groundwork for separate radio and tv sales promotion presentations, to be prepared for agency utilization as a means of dramatizing the farm market potential for advertisers and to strengthen one of NATRFD's "weakest links."

• Discussed plans for a Farm Broadcasting Day, to be held in conjunction with NARTB Feb. 2 as a means of pointing up contributions of rural programming and other activities. Resolution was adopted commending NARTB for promising to help in establishing the day.

• Elected Jack Timmons, KWKH Shreveport, as president to succeed John McDonald, WSM Nashville; named Wes Seyler, WIBW Topeka, vice president, and elected Don Tuttle, WGY Schenectady, N. Y., secretary-treasurer. Bob Miller, WLW Cincinnati, received the American Farm Bureau Federation 1956 award for distinguished contributions to farm broadcasting.



MR. TIMMONS

• Heard from NARTB President Harold E. Fellows on "The Road Ahead" for radio-tv farm broadcasting and witnessed presentations of the National Safety Council's Farm Safety awards [B•T, Nov. 26].

• Discussed the possibility of hiring a parttime or fulltime paid executive and also a field liaison representative to work with agencies and clients.

NATRFD President Timmons was empowered to appoint a three-man executive committee to study the sales presentation projects after members agreed to allocate an equal budget for both radio and tv.

Mr. Timmons also was authorized to appoint another committee to sound out station managers and farm directors on the proposal to employ an executive for the purpose of helping run the association. Another group will be set up to work with the Federal Civil Defense Administration on its information program. NATRFD spring meeting for 1957 was set for Washington, D. C.

Management and agency-representative-station panels on Sunday highlighted closing day activities. Station managers' group included Edgar T. Bell, KWTV (TV)-KOMA Oklahoma City; Larry Haeg, WCCO Minneapolis; R. B. Hanna, WRGB (TV)-WGY Schenectady; B. G. Robertson, KTHS Little Rock, Ark., and Norman Kraeft (farm service supervisor) speaking for Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV Chicago).

Participating in the agency-representative-station sessions were Frosty Blair, Edward Petry & Co.; Bud Booton, Bruce B. Brewer Agency; Art Kelly, WHAM Rochester; Dwight Reed, H-R Representatives; Gerald Seaman, Bert Gittins Agency, and George Utley, WFAA Dallas. They discussed ways farm directors can help to sell.

Makeup of the current farm audience was reviewed earlier Sunday for NATRFD associate members by Dr. Forrest Whan, Kansas State College, who has conducted radio-tv audience surveys in recent years. He scored the notion that farm audiences are limited to set hours, claiming that at least one male adult can be found in every farm household at some hour of the day.

Opening day and Sunday morning were devoted to business, with theme of "Ideas Build—Better Programs—More Listeners—More Sponsors" running through how-to-do-it radio-tv Saturday sessions. Many talks were presented on film and tape recording. Visual improvement of tv programs was discussed by Lester Weinrott, vice president, Kling Film Productions, Chicago. Creativity was explored by Herbert True, marketing professor on leave from U. of Notre Dame.

Dr. A. L. Andrews, advertising manager, Dr. Hess & Clark, Ashland, Ohio, citing the lack of marketing information on farm television as well as farm tv shows, declared "there is practically no such thing as farm television from an advertiser's viewpoint."

Tv Edges Magazines By TvB 'Yardstick'

A NEW "yardstick" for measuring the "circulation" of television against that of print rivals has been devised by Television Bureau of Advertising. First outlined in TvB's newest wide-screen presentation [B•T, Nov. 19], the "yardstick" shows at what hours of the day television's audience surpasses those of various magazines, singly and in combination. For example:

At 8:45 a.m. EST 1.6 million tv homes are watching television, or the equivalent of the average net paid circulation of *Esquire* and *Holiday* magazines combined. By 9:15 a.m. tv's figure is 2.4 million, surpassing *National Geographic,* and an hour later it is 3.1 million, equal to *Time* and *Newsweek* combined. Tv draws ahead of *Good Housekeeping* at 10:45 a.m. with 3.9 million, passes *Family Circle* and draws even with *Look* at 11 a.m. with 4.1 million, edges past *McCall's* at 11:45 with 4.7 million and passes *Saturday Evening Post* and also *Ladies Home Journal* at 12 noon with 5.1 million. With 5.7 million homes watching at 1:45 p.m., television surpasses *Life's* 5.6 million, and at 7:45 p.m. reaches the 11 million mark to exceed *Reader's Digest.*

The "yardstick," developed by TvB Sales Development Director George Huntington, shows the number of homes watching television on a quarter-hourly basis from 8 a.m. through 11:45 p.m. A. C. Nielsen data for July-August form the basis for the tv figures, while the magazine circulations are the net paid averages as of Dec. 31, 1955, as shown in *Standard Rate & Data Service.*

Adams Elected to Head Daytime Broadcasters

RICHARD E. ADAMS, WKOX Framingham, Mass., was elected president of the Daytime Broadcasters Assn. at a two-day meeting in Chicago last week.

The DBA also gave its executive committee permission to move "promptly" as needed in furtherance of the association's petition for uniform-and-extended operational hours for daytimers and on the allied clear-channel case, both pending before the FCC.

Action came during a two-day DBA meeting at Chicago's Sheraton Hotel and followed the association's request to the Commission that it provide ample time for comments in any clear-channel proceedings.

Mr. Adams, the new president, succeeds Jack Younts, WEEB Southern Pines, N. C., who becomes government relations director. Ray Livesay, WLBH Mattoon, Ill., was re-elected board chairman. Other officers are Alf M. Landon, Topeka, executive vice president; Karl Baker, WLDS Jacksonville, Ill., vice president; Joe M. Leonard Jr., KGAF Gainesville, Texas, secretary-treasurer (assuming secretarial duties relinquished by George Volger, KWPC Muscatine, Iowa).

The executive committee includes Ben Letson, WCNH Quincy, Fla.; Jack P. Hankins, WELS Kinston, N. C., and Messrs. Livesay, Adams, Younts and Volger. Mr. Letson and Mr. Hankins also become directors, along with nine other DBA members. The board ratified selection of Benedict P. Cottone, Cottone & Scheiner, as Washington counsel for DBA and chose Chicago for its annual membership meeting next April 6.

Additional directors elected to the DBA board are Michael Cuneen, WDLA Walton, N. Y.; J. C. Willis, KVOM Morrillton, Ark.; Hecht S. Lackey, WSON Henderson, Ky.; J. P. Scherer, WHFB Benton Harbor, Mich.; R. W. Olson, KWOA Worthington, Minn.; Ralph Weir Jr., KJCK Junction City, Kan.; Frank Quinn, KDEF Albuquerque, N. M.; Frank Burke Jr., KPOP Los Angeles, and Dean Nichols, KOMW Omak, Wash.



OUR 112,009th COMMERCIAL...

This one is on us!

After telecasting 112,008 commercials, we staged this one involving the staff and management of WNCT. It's our third birthday celebration commemorating our 18,761st hour of television service to over 177,470* Eastern North Carolina homes.

The month of December marks the start of WNCT's fourth year of operation in a field where many still measure experience in months.

Each of the folks above is a specialist, skilled in a particular phase of the station's operation. However, all of them have in common the best interests of our advertisers.

FLASH! BIRTHDAY STATISTICS
SAMPLES FROM THE NEW NIELSEN STUDY!*

A. WNCT covers 42 Eastern North Carolina counties.

B. 96% of the TV homes in 18 of these counties report regular weekly viewership of WNCT

C. 80% of the TV homes in 16 of these counties report regular daily viewership of WNCT.

The Pulse, Inc. showed WNCT first in every minute of every hour of every day. Now A. C. Nielsen's figures emphasize it.

*A. C. Nielsen Coverage Service, NCS No. 2, Spring 1956

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY



RAB President Kevin Sweeney —whose business it is to know —last week told the Radio-Television Executives Society in New York why radio slipped, and why it's coming back. Here, condensed, is what he said.

HOISTING THE MEDIUM THAT LET ITSELF DOWN

TELEVISION is always assigned the blame or credit for ending [radio's Golden Era] and for dethroning radio with national advertisers, but radio itself did more to end the era than any other outside force. Radio got itself into the mess and radio—after a little preliminary stumbling and ground-pawing—has extricated itself superbly.

Radio got itself into the mess through a combination of factors which, if they had been held by any other industry, we would have characterized as "gross mismanagement." Such factors as:

(1) Putting the bulk of our eggs into too few baskets. An example: It was almost *lese majesté* to sell radio to any but a handful of national advertisers. A half dozen advertisers had control of all daytime radio. While magazines cannily sold their wares to more than 1,100 advertisers, we continued to sell ours nationally to about 30.

(2) Slavish program imitation. This seems to be a chronic disease handed down from generation to generation in broadcasting because tv now has it in a virulent form. It was exemplified in radio by the rash of quizzes which broke out from time to time, by the wild efforts to corner the funny man, the fixation among stations that everyone must listen to news at 11:00 p.m.

(3) Premature hardening of the arteries. Item: Such conventions as (a) that regardless of station or network that daytime was worth half as much as evening time, or (b) that adequate advertising of a product could be done in 15 seconds were adopted as part of the 10 commandments of radio and no one could challenge them. For a youthful industry we had some pretty set ideas. We had grown wise too soon.

(4) Sheer neglect. The fiction that an industry could run along without knowing anything about itself, half-staffed (the other half of the executives had run off into tv), parsimoniously operated (and if there ever was a business where money must be spent to make money, radio was and is it).

(5) Decimal point selling. All recommendations that radio should or shouldn't be bought were made on the basis that 6.1 was a larger number than 4.7.

Eight years ago radio began to have trouble with the national advertiser and what we did about it was to start a witch hunt. We looked for a scapegoat. The audience of our evening periods in which we had many national dollars was going down and instead of doing something about it we cried "foul"—the rating services were shortchanging us. Some of our larger advertisers began investing substantially in television. Our answer was that we still had the bulk of their budgets and they'd be sorry—they'd learn that there was no medium that was as good as radio (why it was better than other media we weren't quite sure nor did we make a real effort to tell advertisers the reason).

So by 1950 and 1951 and 1952 we began to encounter real trouble with the national advertiser. And no one had done more —or should I say less?—to get into this fix than radio. Whatever the reverse of "re-emergence" is was what was happening to us.

It was then that the painful but fairly rapid job of rebuilding began. We began to build an industry on a far sounder basis—a building job that will continue for at least 20 years, 20 years of successive increases in radio's total volume from both national and retail advertisers regardless of the nation's economy.

But let me put this whole matter of the national advertiser and radio's re-emergence into perspective, by reminding you of two facts.

(1) Between 1949 and 1956 radio dropped about $90 million a year in national advertising, but this drop was more than made up by our important gains in local billing. We're now doing four times the local billing we were doing just after the war. So the overall trend in radio has been up every year.

(2) In 1946 66% of the total dollars invested in radio came from network or national spot. Like outdoor we were basically a national medium. In 1956 31% of our total dollars will come from national business, the other 69% from local and retail sources. While we'll never say about the national advertiser "Who needs 'em?", the bald fact is that if every dollar of national advertising were withdrawn from radio—instead of rolling in radio's direction—there wouldn't be a single radio station casualty. We have moved into the highly desirable position that the newspapers enjoy—the retailer will keep us in business.

In 1956 national advertiser spending in radio increased. More important, the attitudes of scores of major advertisers changed. Many have told RAB that there will be more money, a bigger share of the budget in 1957. A half-dozen important agencies who sang our requiem in 1952 have chorused various versions of a hymn to our future.

Why this—*je ne sais quoi*—shall I coin a word—this "re-emergence"?

Radio's re-emergence and its exciting progress toward a far larger share of the national as well as the retail advertising dollar is based on a simple fact: Radio has more management brain power and more management aggressiveness and ingenuity now than ever before in its history.

And more is arriving daily.

Hundreds of the best executives radio developed in the 1940's voluntarily went to or were dragooned into tv. Subtract these from the few hundreds we had at the end of the war and you have the principal cause of radio's stumbling answer to the 1952-53 crisis. Radio declined because it didn't have enough brain power exclusively its own to meet the new challenges thrust in its path by national advertisers' changes in media buying.

Now radio is "loaded"—hundreds of the best guys in media selling are running radio stations, radio rep outfits and radio networks. It is these guys that have made capital of the same selling advantages radio had five years ago but didn't know what to do with.

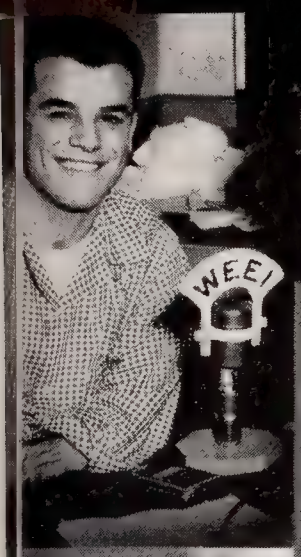
To give you an example—take a town of 500,000 with eight stations that I could name if I wanted to stop eating. Four years ago there was one radio station manager in this city who could find his own navel without a road map and this guy was so busy with his tv stations he had forgotten about his radio property. Now, there are four bright guys running radio stations in this town. When you go up against them it's like playing Oklahoma—one mistake and you're on the short end of a 54-6 score. Looking from the buyer's point of view, this means your chances of buying right are increased 100% because you have some brains on the other end of the teletype. Nobody ever lost money betting on brains.

I admit reluctantly that radio management is a long way from unadulterated genius. We still have some distinguished clotheads in our business, some minds encased in button shoes waiting for the return of the days when there was a seller's market in nighttime station breaks, some guys whose concepts of the only way to operate a station is like a cut-rate drug store.

But the tide is flowing against them. Almost every week a guy who knows what he's doing takes over from someone who doesn't.

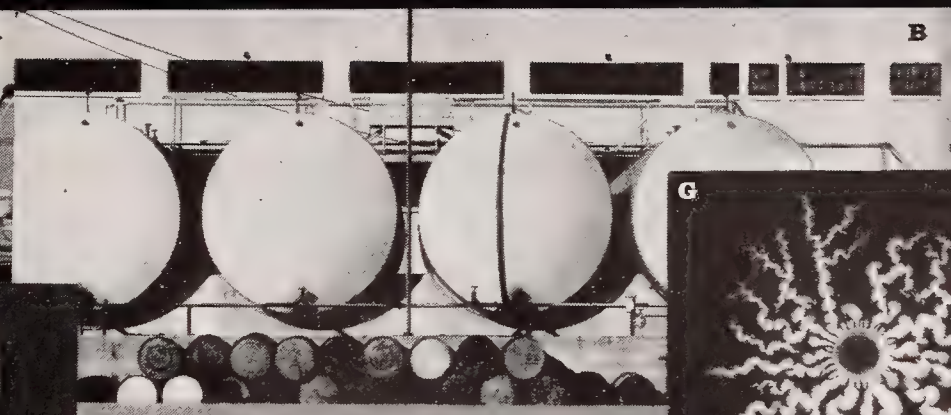
It sounds pretty florid, but these guys have the "vision." They see what radio can do for the national advertiser. They know it is fundamentally superior to either print or tv for most of these advertisers. And they are not afraid to hack it, knead it, beat it or saw it into the shape and size that it will be saleable to and sell for national advertisers.

They are not content with our $270 million slice of the national advertising pie, They'll make it $350 million within the year because they are concentrating on the main business, the long overdue business of first showing national advertisers why network will do a better job than magazines, spot will do a better job than newspapers, and almost any type of radio that gets the same loving laying on of hands that tv gets from agencies will outproduce the silver screen dollar for dollar.



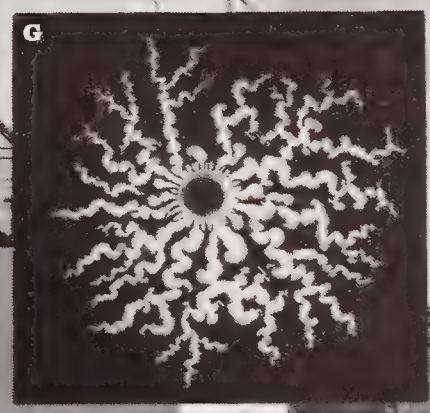


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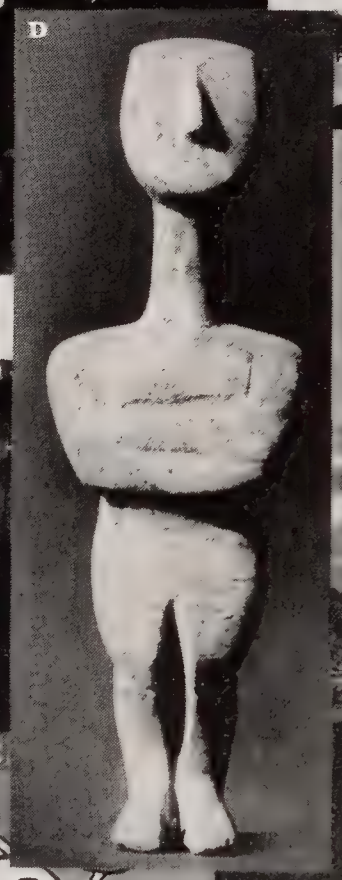


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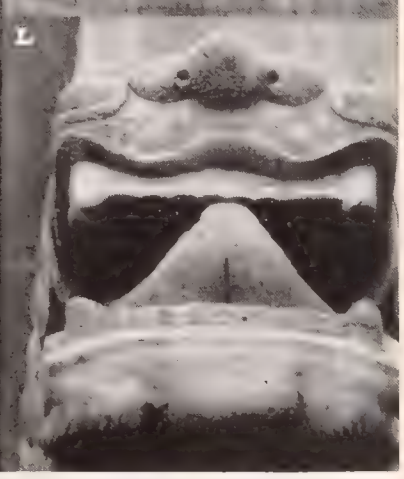
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K



L

How well do you know the Boston market?

As any native can tell you, there's a lot to be seen in and around Boston. If you're familiar with the land of the cod, you may recognize quite a few of the photographs above.

A. WEEI's Priscilla Fortescue interviewing singer Julius La Rosa.

B. Warehouse in New Bedford.

C. Old church in Attleboro.

D. Second Millennium idol at the Boston Museum of Fine Arts.

E. Radiator in Glass Flower Room at Harvard University.

F. Lighthouse and breakwater in East Gloucester, Massachusetts.

G. Photograph of an electrical discharge, made at the Massachusetts Institute of Technology.

H. Chinese Merchants National Bank, Stuart Street, Boston.

I. Trademark of the Davis Brothers Fisheries, Gloucester.

J. Three dimensional abstraction, Shoppers' World, Framingham.

K. E. B. Rideout, WEEI's weather expert for the past 30 years.

L. Sculpture on Harvard campus.

Anyone familiar enough with Boston to recognize its landmarks will also recognize this basic truth about the Bostonian himself: he's a tough customer to sell. But once you've won his trust and his confidence, he's likely to be your customer for life. WEEI has already won that trust for the products it advertises. No one knows the Boston market as WEEI does — especially the buying habits and brand loyalties of the Boston people. When you have something to sell to people in that special Boston market, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, C, F, I, J — Standard Oil Co., N. J.; G — Massachusetts Institute of Technology.

WEEI

MICKELSON SAYS TV MUST AVOID PROPAGANDA AT CONVENTIONS

- **CBS vice president panel speaker at SDX meet in Louisville**
- **Cites danger of election coverage becoming 'spectaculars'**
- **Day of all-electronic tabulation forecast by NBC's Taylor**

IN a post mortem panel on 1956 election coverage, Sig Mickelson, CBS vice president in charge of news and public affairs, told the 47th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Louisville Thursday that "the greatest thing that television has to fear is the power of television itself."

While he disclaimed perfect coverage of the conventions and the elections, Mr. Mickelson said tv must exercise vigilance against the staging of "tremendous propaganda conventions." The danger, he said, is that they are no longer news events but "spectaculars."

Other panel participants felt that a vastly better job was done in 1956 than four years earlier when Democratic candidate Adlai Stevenson leveled the charge of a "one-party press." Turner Catledge, managing editor of the *New York Times,* who moderated the panel, commented that the charge itself probably influenced all media in closer and more efficient coverage.

Also taking part in the panel were Davidson Taylor, NBC vice president in charge of public affairs; William L. (Bill) Beale, chief of the Washington bureau of the Associated Press, and Julius Frandsen, news editor of the Washington bureau of United Press.

Dictates of Experience

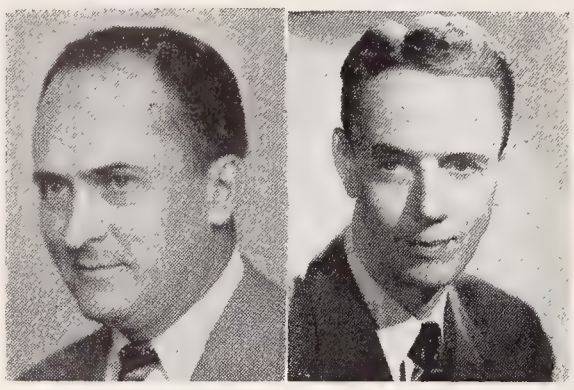
Mr. Taylor said that while tv reached maturity in its election coverage, there were things he would be disposed to handle differently next time. He would use less complicated camera angles, for one thing. He predicted the day of election tabulation by all-electronic means.

Mr. Beale said there had been less complaint regarding coverage of this election than any in his experience, going back to 1932.

The Freedom of Information report, which incorporated model statutes on freedom of access by all media at all governmental levels and likewise supported the substance of the proposed Moss bill to be introduced next session by Rep. John E. Moss (D-Calif.), was accepted unanimously by the convention Thursday. In the absence of V. E. (Red) Newton, managing editor of the *Tampa* (Fla.) *Tribune* (WFLA-AM-TV), the report was presented by Jim Brooks, president of the Chicago professional chapter.

Four Sigma Delta Chi awards for distinguished service in journalism were presented to college students in recognition of broadcast newswriting and reporting. The awards, presented Thursday by Executive Counsellor Robert M. White II, editor of the *Mexico* (Mo.) *Ledger,* follow:

Radio Reporting to Warren Wolfson, for script, and Ted Elbert, for beeper phone interviews with Dr. C. T. Moss, concerning ileitis, on June 8, following first news of President's illness. Messrs. Wolfson and Elbert are students at the U. of Illinois. Broadcast was made on WILL Urbana (U. of Illinois station).



MR. MICKELSON MR. TAYLOR

Television Reporting to P. J. O'Connell, reporter-cameraman, for film-and-script coverage of fire that destroyed three business establishments on main street of Jewell, Iowa. Mr. O'Connell is student at Iowa State College. Broadcast was done on WOI-TV Ames (owned by Iowa State College).

Radio Commentary to Roger Pihl, Jim Carrig and Wayne Wille, students at Medill School of Journalism, Northwestern U., for series of four weekly five-minute programs dealing with problem of grade crossing accidents, broadcast on WNMP Evanston (a commercial station).

Public Service in Radio Journalism to John Debrine and Don Segall for "Curbstone Playground," a radio documentary dealing with city gangs, combining drama with actual interviews. Messrs. Debrine and Segall are students at Boston U.'s School of Public Relations and Communications. Program was broadcast on WBUR (FM) Boston (owned by Boston U.).

RETMA Urges Cutback On Set Excise Taxes

A THREE-POINT program for urging reduction of certain excise taxes and elimination of others on radio-tv receivers was approved by Radio Electronics Television Mfrs. Assn. at its quarterly meeting in Chicago last week. (Also see excise tax story, page 78.)

In preparation for its appearance before a House Ways and Means Subcommittee this Wednesday, RETMA moved to adhere closely to its previous position on excises. It favored (1) reduction from 10% to 5% on sets and other products, (2) elimination of 10% tax on all channel receivers (with uhf) and (3) dropping of same levy on color units [AT DEADLINE, Nov. 26].

RETMA board also approved a recommendation of the association's set division for establishment of an industrywide (RETMA) educational committee to coordinate the training and vocational activities of its various divisions, sections and committees.

With respect to excise tax testimony, RETMA is prepared to offer other suggestions, including one for tape-recorders and recorder-playbacks.

The question of whether some units constitute components or end products also will be raised.

One of the more controversial subjects raised at last week's meeting of RETMA's board and various divisions, sections and committees at the Sheraton Hotel (Tuesday through Thursday) was that of "counterfeiting" receiving tubes. Practice by some individuals of buying tubes, removing manufacturer labels and stamping them with other brand names is felt by the association to be costly and illegal, particularly in two or three major cities, with manufacturers being bilked.

The board also heard a status report from its frequency allocation committee, headed by W. R. G. Baker, General Electric Co., and RETMA president, in connection with activities involving TASO—Television Allocations Study Organization. Group was set up at the suggestion of FCC and includes two RETMA representatives.

RAB Shows How Radio Exceeds Daytime Tv

WHO listens and sees what—and when? According to Radio Advertising Bureau more families listen to radio than watch tv between 7 a.m. and 5 p.m., and more *adults* listen to radio than watch tv between 7 a.m. and 7 p.m. Furthermore, RAB points out that the nighttime radio audience (6 p.m.-12 midnight) averages twice as many adults as does daytime tv (7 a.m.-6 p.m.).

These statistics are but a few contained in a new RAB research report titled "New Audience Patterns," based on a Pulse Inc. analysis or "profile" of the top 27 markets where tv penetration has passed the 90% figure.

The report breaks down sets-in-use as between radio and television, shows viewing habits (i.e. individually, by group or family) on an hourly basis, and presents data on the cost efficiency of the two media.

What does this report show? Comments RAB Vice President and Promotion Director Sherril Taylor: ". . . We wanted to see exactly what effect tv has had on radio listening patterns. Radio, we've found, emerges as a powerful medium that delivers big, adult audiences through the 17-hour broadcasting day while major tv audiences are concentrated within a 6-hour peak of nighttime viewing."

Instead of mailing this report to agencies and advertisers, RAB has asked interested parties to contact local stations, networks or station representatives.

AN OPEN LETTER

November 21, 1956

Mr. Murray Carpenter
President and General Manager
WTWO
Bangor, Maine

My dear Friend and Colleague:

Before time closes the circle on recourse and leaves us only with History's vague prints and contestable notes, come with me, join hands, so that we may meet together the great goddess ARB.

Yes, Dear Warrior, come further and worship with me at the feet of god Pulse, emblem of Purity, and god Trendex, deity of Truth.

'Tis sad, indeed, that in our time the sting of gloves does not bring forth the crackle of pistols at dawn. But, alas, adjust we must and adjust I do.

Even should you desire to resurrect the fallen gods Crosley and Literary Digest, I beseech you to choose your ground, your meeting time, your weapons.

I will be there.

Sincerely yours,

Leon P. Gorman, Jr.
Vice President and General Manager
WABI-TV
Bangor, Maine.

Disc Jockeys Organize Public Service Council

FORMATION of the National Council of Disc Jockeys for Public Service was announced last Monday by Murray Kaufman, WMCA New York personality. According to Mr. Kaufman, elected president of the organization, the NCDJPS is a non-profit membership corporation dedicated to "the building of a stronger young America."

Mr. Kaufman pointed out that although the council has a "unique opportunity to reach an estimated 20 million youngsters who listen to and watch radio-tv programs daily," the members of the council "don't want to be do gooders . . . preachers, because we'd only lose our rapport with these kids."

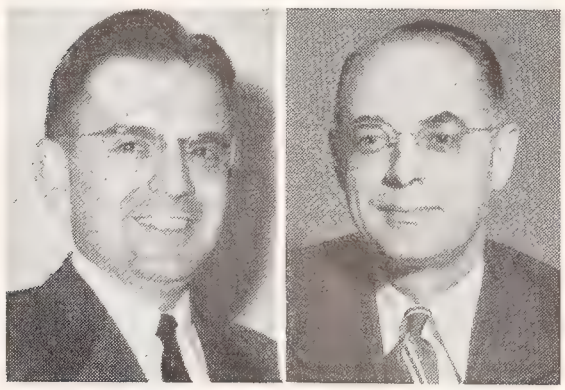
The group will attempt to utilize the "enormous influence" its members wield on the mass audience by sponsoring local community affairs (with the council's sanction) and, in general, lending the weight of their names to social programs designed to combat juvenile delinquency and to other betterment drives.

The board of governors includes, aside from Mr. Kaufman, Howard Miller, WIND Chicago; Al Jarvis, KFWB Hollywood; Bob Clayton, WHDH Boston; Dick Clark, WFIL-TV Philadelphia; Don McLeod, WJBK Detroit; Mark Evans WTOP Washington; Art Pallan, KDKA Pittsburgh, and Phil McLean, WERE Cleveland. Organizations with which the council will work include the Heart Fund, the Girl and Boy Scouts, Community Chest, and a number of others.

Sowell, Hatch Join NARTB Radio Board

TWO new members of the NARTB Radio Board were elected last week in special balloting to fill vacancies. F. C. Sowell, vice president-general manager of WLAC Nashville, was elected director for Dist. 6 (Ark., La., Miss., Tenn.). He fills a vacancy created by the death of David Wilson, KPLC Lake Charles, La., winning the election over Sam W. Anderson, KFFA Helena, Ark.

George C. Hatch, president of KALL Salt Lake City and vice president of KUTV (TV),



MR. HATCH MR. SOWELL

was elected to the Dist. 14 (Mountain States) post formerly held by Walter E. Wagstaff, who resigned when he moved from KIDO Boise, Idaho, to KGW-TV Portland, Ore.

Mr. Sowell has been at WLAC 27 years, having previously worked on a Tennessee newspaper. He has been active on NARTB committees and is a member of the 1957 Convention Committee. Last spring he was resolutions chairman at the NARTB Chicago convention. Mr. Hatch is president of the Utah Broadcasters Assn.



NEW president of Arizona Broadcasters Assn., Dick Lewis, KTAR-KVAR (TV) Phoenix, is greeted by Lee Little, KTUC Tucson, retiring president, at the ABA meeting. L to r: Messrs Lewis and Little; Tom Wallace, KTKT Tucson, vice president, and Howard Loeb, KRIZ Phoenix, secretary-treasurer.

RETMA Consolidates Headquarters Office

HEADQUARTERS of Radio-Electronics-Tv Mfrs. Assn. will be moved about Feb. 1 to 1721 DeSales St. N.W., Washington. James D. Secrest, executive vice president, said the building will be known as the RETMA Building. It is a four-story structure and is now being remodeled. Conference facilities will be provided. The building is adjacent to the BROADCASTING•TELECASTING Bldg., across from the Mayflower Hotel.

Currently RETMA is headquartered in two Washington buildings, Wyatt and Sheraton. The consolidation will effect economies, Mr. Secrest said. The association's engineering department, now in New York, may be moved to Washington later. Members will have a chance to visit the new headquarters during the association's spring meetings, March 13-15.

NARTB Am Committee Meets

NARTB's Am Committee will meet Thursday at the Statler Hotel, Washington, with Chairman Grover C. Cobb, KVGB Great Bend, Kan., presiding. Committee members are George Cory, KUBC Montrose, Colo.; Cecil Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; John Patt, WJR Detroit; Todd Storz, KOWH Omaha; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Owen F. Uridge, WCKR Miami; Jack Younts, WEEB Southern Pines, N. C.; Charles R. Denny, NBC; Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS.

Arizona Stations to Pass Sales Tax on to Sponsors

ARIZONA broadcasters are passing on a 1% state sales tax to sponsor, collecting the tax at the source for state government, as result of conference held during a recent Arizona Broadcasters Assn. meeting at Tucson. Procedure applies to intrastate networks as well as in case of state business.

Dick Lewis, KTAR-KVAR (TV) Phoenix, was elected president of ABA at the meeting, succeeding Lee Little, KTUC Tucson. Other officers are Tom Wallace Sr., KTKT Tucson, vice president, and Howard Loeb, KRIZ Phoenix. New board members are Mr. Little Arlo Woolery, KSUN Bisbee; Gene Spry, KPHO Phoenix, and Homer Lane, KOOL Phoenix. The ABA adopted a resolution calling on NARTB to change its name back to NAB.

TvB Renews Rorabaugh Contract

INITIAL one-year contract of Television Bureau of Advertising with N. C. Rorabaugh Co., which works with bureau on its quarterly tv spot expenditure reports, is being renewed for five-year period, Norman E. (Pete) Cash, TvB president, announced last week. TvB has issued four such reports covering last quarter of 1955 through third quarter of this year. Report is based on spot activity of 294 stations.

Salant Heads NARTB Committee

RICHARD S. SALANT, CBS, has been reappointed chairman of the NARTB Television Transmission Tariffs Committee for the 1956-57 fiscal year. Serving with him are A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph Heffernan, NBC; Frank Marx, ABC; Robert B. McConnell, WISH-TV Indianapolis; Donald H. McGannon, Westinghouse Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif., and Lee B. Wailes, Storer Broadcasting Co.

ABC Radio Affiliates Advisory Board

November 16, 1956

As members of the ABC Radio Affiliates Advisory Board we know that network radio today is unmistakably gaining new strength both with audiences and advertisers. The average network station today outrates the average non-affiliated station consistently across the country, providing better service to the community as well as better ratings. The will o' the wisp of independent station rating superiority has been publicized by a few instances of recent network disaffiliation which we believe were ill advised.

We feel strongly that ABC affiliates today have the greatest opportunity in years to capitalize upon the basic strength and resurgence of network programming service. ABC management has given us concrete evidence of aggressive and dynamic leadership in the areas of programming, news, sales and research, all of which combine to give us a stronger program structure for the benefit of our communities.

As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box.

Si Goldman – WJTN Jamestown, N.Y.
J. P. (Pat) Williams – WING Dayton, O.
Ben A. Laird – WDUZ Green Bay, Wisc.
T. B. Lanford – KRMD Shreveport, La.
C. B. Locke – KFDM Beaumont, Texas
William Grove – KFBC Cheyenne, Wyo.
James Wallace – KPQ Wenatchee, Wash.
A. D. (Jess) Willard – WGAC Augusta, Ga.

INDUSTRY CALLS FOR AID TO UHF BY LIFTING ALL-CHANNEL SET TAX

- **Only way to save uhf stations, House committee told**
- **Chairman Magnuson says Senate committee backs proposal**
- **NARTB, NBC, CBS and others cite need for tax relief**

INFLUENTIAL voices in the broadcasting industry last week lined up behind a proposal to rescue uhf broadcasting from its crippled state by eliminating the 10% federal manufacturer's excise tax on all-channel television sets.

In testimony before a House Ways & Means subcommittee headed by Rep. Aime J. Forand (D-R. I.), or in statements or letters submitted to the House unit, they voiced convictions that excise tax relief—to equalize the difference in the costs of vhf-only and all-channel sets and thus to increase uhf circulation—is the strongest possible move and perhaps the only one possible that can save uhf.

Testifying or submitting statements and letters supporting the tax elimination proposal last week were Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, which held hearings in the 83d and 84th Congresses on uhf troubles and membership of which is unanimously behind the proposal; John W. English, vice chairman of the Committee for Competitive Tv and officer and stockholder in WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., both uhf stations; NARTB; Frank Stanton, CBS Inc. president; Joseph V. Heffernan, NBC financial vice president; Assn. of Maximum Service Telecasters, and others.

The subcommittee, which continues its sessions this week, opened hearings last Monday on the excise tax structure. Other witnesses are expected to support the proposal to eliminate the excise tax on all-channel sets.

Opposition from Treasury Dept.

The Treasury Dept. has opposed lifting the tax on grounds it will result in loss of revenue. Although the amount of revenue involved is not known because the Treasury does not break down the tax revenues received from television receivers, radio sets, phonographs and components, the revenue figure is estimated between $75 million and $100 million annually.

NBC Financial Vice President Heffernan in testimony last week described the excise tax revenue on tv sets now as running around $75 million annually. He argued that this loss would be largely made up when more uhf stations were established and began making money, estimating that if 1,000 of the 1,300 uhf stations authorized in FCC allocations plan were on the air they could be expected to yield an additional 50 million dollars a year in corporate income taxes.

Chairman Forand told Mr. Heffernan that if the subcommittee could find new "offsetting" revenue "we would be able to go all-out for the proposal."

Radio-Electronics-Tv Mfrs. Assn., which is scheduled to testify this Wednesday, reported last week its evaluation of factory tv set production for 1955 is $1,071,020,420 —which means manufacturer's excise taxes of 10% of that figure would be $107 million in revenue to the Treasury from tv set sales.

Most of the advocates of elimination of the excise tax say the action would give uhf its biggest boost by equalizing the prices of the two types of receivers, so that the consumer would buy the all-channel set in preference to the vhf-only set. Although there are other technical problems to be solved, the excise tax relief is the best remedy and would have an immediate effect on uhf broadcasting by encouraging present hard-pressed uhf operators to stay on the air, providing others with incentive to return from their suspended-operation status or to begin construction on FCC grants, it was stated.

Sen. Magnuson submitted a statement urging elimination of the excise tax from all-channel tv sets if possible, and "at the very least from all-channel color sets."

The Washington Democrat, who noted his views on elimination of the excise tax on all-channel sets are concurred in unanimously by the other members of the Senate Commerce Committee, said it was made clear in the committee's hearings in 1954 and January-July 1956 that the 70 uhf channels are "not being successfully incorporated into our national television structure," and are falling into disuse. Of 343 uhf tv grants made by the FCC, only about half went on the air and only 91 now are operating, he stated.

The Senate group met with manufacturers of sets and tuners, but could get no agreement among them to make all-channel sets because of antitrust complications, Sen. Magnuson continued.

The most important benefit in eliminating the excise tax would be in increasing the usefulness of the 75% of tv frequencies which are in the uhf band. Only in this way can many communities hope to get a local service or to have a second, third or fourth program service, he explained.

On proposals for elimination of tax on all-channel color sets, Sen. Magnuson said that while such an action obviously would not stimulate production of all-channel sets as rapidly as removal of the tax on all all-channel sets, it "would accomplish the same result in time as color sets gradually replace black and white receivers."

CCT's Mr. English asked rhetorically how the uhf set tax problem differs from other worthy excise tax relief requests, and answered: "Most importantly in this: the government, with its control of allocations, created this problem. The government has a duty to correct the problem. No one else can do so."

Another important aspect, he added, is that the government by allocating tv channels dictates to the people the kind of tv signals they will receive in different areas and "it would seem an outrage" if the people in uhf-only markets were required to pay more for their receivers than those in vhf-only markets. "Yet that is the present case," he said, and it can be equalized only by removing the excise tax on all-channel sets.

NARTB, noting it has 317 tv stations and all the tv networks as members, said it is fundamentally opposed to excise tax on radio and tv sets because this taxes the circulation of vital information to the public.

While renewing its stand against excise taxes on radio and tv receivers, NARTB said there are "further reasons which justify the elimination of the 10% excise tax on all-channel tv receivers."

NARTB said manufacturers have testified that removal of the excise tax on all-channel sets would eliminate the difference in price between vhf-only sets and all-channel sets and as a result the prospective set buyer undoubtedly would prefer the set capable of receiving all channels. The increase in all-channel receivers would encourage competition in the tv broadcasting field by allowing uhf stations to compete more effectively with vhf stations. Such an action would not mean a tax loss since increased income taxes from successful uhf stations should more

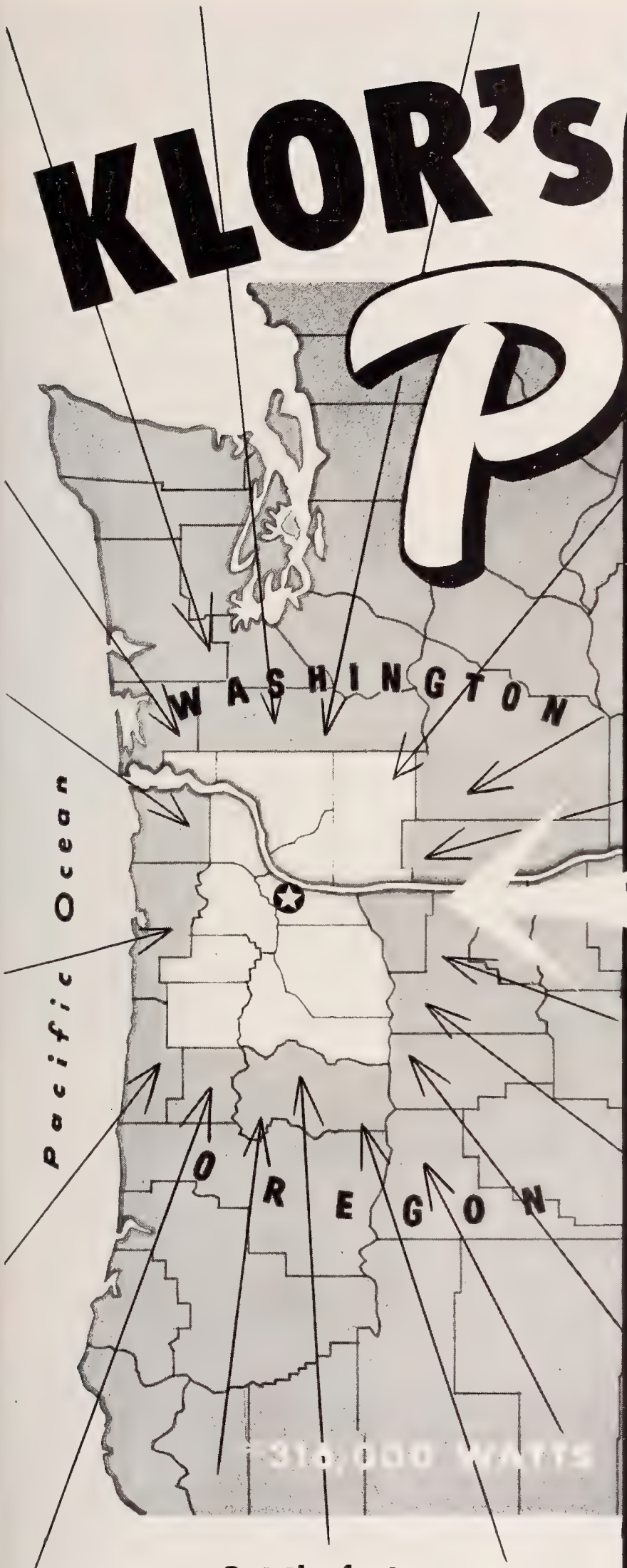
WWLP (TV)'S ALL-CHANNEL INCENTIVE

A UHF STATION—WWLP (TV) Springfield, Mass. (ch. 22)—is offering a "full year of advertising free for their tv products" to the first manufacturer of tv sets which will put out nothing but all-channel tv sets for national distribution.

The unusual challenge came last week from the station's general manager, William L. Putnam. The "full year of advertising" will consist of time representing the yearly expenditure the manufacturer now has allocated for his advertising in the Springfield market.

Mr. Putnam noted that an all-channel tv set distribution would serve the medium of television and would aid in providing the public with "maximum reception." Observing, too, that the "basic problem of receiving uhf" has come from the manufacturers who have put out vhf-only sets, for the most part because of obvious economic reasons, Mr. Putnam asserted that his was not a "publicity stunt." He said that the repeal of the 10% excise tax on tv sets is up for discussion once again in Congress, and "if the government cannot see its way clear to provide equal tv service to all American tv set owners, perhaps we broadcasters can help the manufacturers provide this service."

KLOR's Power* TO SELL



WONDER WORKING

METROPOLITAN
PORTLAND (OREGON)

THE NATION'S 20th MARKET

316,000 watts carrying your product story into the homes of this fast-growing, dollar-rich Pacific Northwest market.

POWER-PACK PERFORMANCE... "measurable merchandising" on-the-spot—a sales "task force" representing over 100 years (combined) experience in sales, merchandising, radio and television, go to work for you the moment you place your schedule on KLOR!

KLOR
PORTLAND, OREGON
Good Looking
Home-Owned

Channel **12**

HENRY A. WHITE
President

S. JOHN SCHILE
General Manager

Get the facts
Get the figures
from
GEORGE P. HOLLINGBERY CO.

than offset any slight increase in excise tax revenue which might result, the NARTB statement pointed out.

The CBS president's letter said the company wants to record its vigorous support of removal of the excise tax on all-channel sets, both black and white and color, and believes such a step is basic and necessary toward "achieving the sound development of uhf television broadcasting." Use of uhf, along with vhf, is in turn necessary for full utilization of the tv spectrum and for effectuation of a "wholly free system of nationwide competitive television broadcasting."

Dr. Stanton said CBS' view is solely that of the broadcaster. It makes no tv receivers and would derive no tax savings from elimination of the excise tax. Its sole interest, he added, is to encourage the wider use and sounder growth of uhf.

Noting the price differential between the two types (all-channel and vhf-only) has been an important deterrent to growth of uhf. Dr. Stanton said this has resulted in a disappointing lag in sale of all-channel sets, with grave consequences to the uhf broadcaster because he sells circulation to an advertiser.

Mr. Heffernan said the FCC has declared the development of a nationwide television system to be the national policy and that elimination of the excise tax on all-channel tv sets will "remove a principal handicap."

Noting that the proposal has the unanimous support of the FCC and the Senate Commerce Committee, the NBC executive said it also has the approval of NARTB, Committee for Competitive Tv, Assn. of Maximum Service Telecasters, several educational broadcasters and others.

When the FCC in 1952 authorized 70 uhf channels to meet the growing problem brought about by the shortage of vhf channels, it was contemplated that hundreds of uhf stations would soon go into operation, Mr. Heffernan said. Instead, only 91 uhfs, a bare 7% of the 1,300 contemplated under the FCC plan, are in operation today.

Since the price differential between vhf and all-channel sets acted as a deterrent to development of uhf circulation, most set production continued to be vhf only and this limited the growth and success of uhf stations, Mr. Heffernan continued.

This disparity in circulation between uhf and vhf has increased each year and the greater it becomes the greater the handicap tv has to overcome if it is to expand in the only area available to it—uhf—the NBC vice president said.

Mr. Heffernan said that in the home districts of two of the House subcommittee's members there are six and five radio stations, respectively; yet in neither is there a tv station, although three have been authorized in each district. Without tax action, the NBC executive said, "we know of no realistic basis to hold out encouragement."

The situation in tv is unique, Mr. Heffernan said, in that radio stations have been increasing while the growth in number of tv stations "has virtually come to a stop—and at a level which falls far short of fulfilling the national policy for a television system based on a multiplicity of stations.

The AMST statement described the excise tax as "in large part responsible for the failure of uhf television to provide the public service expected of it."

The present unsatisfactory uhf situation is the result of a number of interrelated problems not yet resolved, but perhaps the most serious, AMST said, is the unsatisfactory quality of the uhf equipment in all-channel receivers as compared with vhf equipment. In addition, all-channel receivers are much more expensive than vhf-only models, with the result that few all-channel sets are sold and manufacturers have little incentive to improve the quality of uhf receiving equipment when there is a ready market for lower-priced vhf-only sets, the AMST statement continued.

Conversions to uhf are expensive and not very satisfactory technically, the statement pointed out.

Rep. Robert C. Byrd (D-W. Va.) called for removal of the 8% federal excise tax on community tv service. He said this "unfair and inequitable tax" is being collected from 50,000 tv set owners in West Virginia and more than 500,000 in 40 other states. Rep. Byrd said he did not believe the community tv service tax is legal.

A statement by the Record Industry Assn. of America asked for elimination of a 10% federal excise tax on records because radio and tv competition had largely replaced phonograph records as home entertainment, while the record industry itself has turned largely to educational and cultural production.

FCC Defers 6 Coast Licenses In Suspected Folger 'Lottery'

HARD CORE of a half-dozen west coast stations—which have indicated they are still carrying the Folger Coffee Co. doorbell ringing coffee quiz or have not answered an FCC inquiry [B•T, Nov. 12]—are still being carried on deferred license renewal in FCC files. All the others of the 34 stations queried regarding the program, which the Commission staff suspects is a possible lottery, have informed the Commission they either have not carried the promotion or have ceased carrying it. Their licenses already have been renewed, or will be when their terms expire.

In a drastic action the Commission last week rescinded its renewal of the licenses of KHJ-AM-FM Los Angeles and placed the renewal applications in the pending file until "resolution" of the Folger campaign question. The FCC renewed the RKO Teleradio stations' licenses earlier last month.

Meanwhile the Commission was informed that the Folger Coffee Co. and its advertising agency, Raymond R. Morgan Co., Los Angeles, desired to convince the FCC that the quiz show was legitimate and did not violate the lottery laws. It asked the Commission not to take any action in this matter before Dec. 11, when, it is presumed, a justification of the program will be submitted.

The program involves, it is understood, a message over the airwaves urging listeners to always answer their doorbell with a Folger coffee can in their hands. If the Folger representative is the visitor, it is understood, a prize is given.

KOB Gets Order to Go Nighttime Directional

THE FCC last week ordered KOB Albuquerque, N. M., to go nighttime directional in order to protect WABC New York, the dominant station on the 770 kc clear channel. The order was issued following KOB's qualified agreement to revise its antenna transmission pattern two weeks ago [B•T, Nov. 26].

KOB has been operating on 770 kc under temporary authority of the FCC since 1941. The NBC-affiliated outlet uses 50 kw daytime and 25 kw nighttime. The Commission's action was initiated by a Court of Appeals order which told the FCC that it must protect Class 1 WABC on 770 kc. WABC has been fighting to force KOB off its frequency for 15 years.

The Commission's order last week gave KOB 10 days from Nov. 26 to begin taking steps to revise its antenna structure and 120 days from Nov. 26 for completion of this job. The Commission told KOB to let it know within 13 days from Nov. 26 date what determination it has made on beginning construction of a directional nighttime antenna array. The KOB nighttime directional operation is a temporary measure pending a permanent solution to this clear channel tangle.

KOB's agreement to institute nighttime directional operation was predicated on the Commission's designating a clear channel within 30 days for it to operate on as a Class 1-B outlet. KOB in 1940 was assigned as a Class 1-B station on 1180 kc; it was officially moved to 1030 kc in 1941 and then to 770 kc temporarily.

In the meantime, ABC, owner of WABC, wrote FCC Chairman George C. McConnaughey last week that it objects to the Commission's solution of the KOB problem—even on an interim basis. It urged that the FCC order KOB back to its regularly licensed 1030 kc channel.

Three New Radio Stations Get FCC Authorization

THE FCC granted construction permits for three new am stations last week. Cities and permittees:

Franklin, N. C.—Macon County Broadcasting Co., 1050 kc, 500 w, daytime. Equal owners are Graves Taylor, stockholder in WJR Detroit; Henry G. Bartol Jr., 50% owner of WTYN Tryon, N. C., and John E. Boyd.

Athens, Ohio—Ohio U., 1340 kc, 100 w, unlimited hours, non-commercial educational. Ohio U. also owns WOUI (FM) Athens.

Midland, Tex.—Great Western Radio Co., 1580 kc, 1 kw, daytime. George Wayne Inglis, insurance-real estate interests, and Elvis Leo Roberts, part owner of movie theatre, are partners.



"MIDDLE OF THE NIGHT" starring Edward G. Robinson and Gena Rowlands

"A PACKED HOUSE EVERY PERFORMANCE"

In theatre lingo, a "tightly-knit" production creates many things . . . a "sizzling success" . . . a "long run" or an "SRO boxoffice". "Middle of The Night", for example.

Naturally, this smattering of "legitimate" lingo leads straight to the WICU story, which is: around the Erie area (3 states and 2 countries) tv commercials consistently reach a "packed house every performance". (Check the score below.) The reason, of course, is the circle of successful programming that surrounds your messages over WICU. (The only VHF station within 100 miles.) Timebuyers never had it so good!

So, if you're tired of summer stock (or shock!), take your sock and buskin over to the WICU stage and trod the professional boards. A note to Ben McLaughlin, General Manager or a call to Petry, will place a star on your door.

A LOOK AT THE BOX OFFICE*

	National	WICU
Eddie Fisher	9.0	44.3
Medic	25.6	52.3
Truth or Consequences	16.9	52.3
Screen Directors Playhouse	14.7	51.8
Mickey Mouse Club	19.5	33.6
Big Story	24.7	55.8
People Are Funny	22.1	54.3
Ford Theatre	23.8	54.0
I Led Three Lives	13.8	54.0
Loretta Young	25.0	54.0

*Telepulse February, 1956

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

BMI OPENS BOOKS FOR CONGRESS

- **Antitrust subcommittee sees records on CBS, NBC fees**
- **Five-year totals show ASCAP got three times as much**

BROADCAST Music Inc. received a total of $8,405,632 in performance fees from CBS and NBC during the years 1951-55, inclusive, while the American Society of Composers, Authors & Publishers received $24,792,156 from the two networks over the same period, BMI reported last week in information filed with the House Antitrust Subcommittee.

Since the organization of BMI in 1939 the two networks have paid BMI a total of $16,534,370 as of last July 31, according to BMI, which reported CBS had paid in $8,520,291 and NBC $8,014,079 from Oct. 1, 1939, through July 31, 1956.

BMI, answering a list of questions brought up during testimony last September in the House subcommittee's hearings in New York, also furnished information on BMI stockholders; compared its system of fee collections for performances with that of ASCAP; presented data indicating the predominance of ASCAP songs in and out of broadcasting and denied that a controversial BMI contract with a music publisher constituted a violation of antitrust laws, adding that the disputed document was the only such contract BMI ever made and that it never was enforced, anyway.

BMI explained that television networks pay ASCAP a sustaining fee of $12.50 monthly for each affiliate, plus 2½% of the network's net receipts from sponsors after deductions, while BMI gets only 1.09% of such receipts and no sustaining fee. In radio, ASCAP is paid $200 a year sustaining fee for each affiliate, plus 2.75% of the network's net receipts after deductions, while BMI gets 1.2% of such receipts and no sustaining fee.

Stations' Stock in BMI

The 73,104 shares of BMI stock are held by 624 stations, BMI said, while BMI music is licensed to 3,839 radio and tv stations.

Answering charges made during the hearings that BMI songs dominate radio-tv popularity polls, BMI furnished information, requested by the subcommittee, based on "Tunes With Greatest Radio-Tv Audience" for a week out of each month for the period March through August 1956. The popularity percentage for the weeks March 17, April 21, May 19, June 16, July 21 and Aug. 18, based on John G. Peatman's copyrighted Audience Coverage Index appearing in *Billboard* magazine, for these weeks respectively, were:

Radio: BMI 28.1, ASCAP 71.8; BMI 9.6, ASCAP 90.3; BMI 10, ASCAP 90; BMI 23.3, ASCAP 76.6; BMI 13.3, ASCAP 86.6; BMI 27.5, ASCAP 72.4.

Tv: BMI 35.4, ASCAP 64.5; BMI 36.6, ASCAP, 63.3; BMI 26.6, ASCAP 73.3; BMI 31, ASCAP 68.9; BMI 20, ASCAP 80; BMI 26, ASCAP 73.3.

On the other hand, BMI said, *Billboard's* "Honor Roll of Hits," a list of top tunes based on record and sheet music sales and disc jockey and juke box performances, contains a higher ratio of BMI-licensed compositions than the Peatman survey. This indicates, BMI said, that BMI compositions are played more off the air (on juke boxes, etc.) than on radio or tv.

BMI submitted additional information on its 1949 contract with Hill & Range Songs Inc., in which principals of Hill & Range agreed that three other music publishing firms owned by the same principals and publishing ASCAP music would not "engage in or perform any exploitation, song plugging or similar activities, or any other activities for the purpose of obtaining performances of musical compositions."

In its report last week, BMI said, "We contend BMI is entitled to ask the publisher who receives a substantial guarantee from BMI not to divert his energies to plugging of ASCAP tunes."

BMI asserted that its financing during its organization period was "not based on any guarantees by CBS and NBC." CBS has told the committee that the network became "contingently liable" in 1940 in the amount of $400,000 for BMI purchase of the E. B. Marks Corp. (music firm) catalogue, but that the network never was called upon to furnish the money [B•T, Nov. 5].

Court Hears Arguments On FCC Station Limit

VALIDITY of FCC's rules governing multiple ownership was argued last Monday before the U. S. Court of Appeals, Washington, by Storer Broadcasting Co. and the Commission. The Storer appeal from the FCC's numerical limit on station ownership had been remanded to the court by the U. S. Supreme Court, which had reversed the Appellate Court by upholding the Commission's right to limit tv holdings [B•T, May 28].

Albert R. Connelly, arguing for Storer, contended the FCC's former limit of five tv stations (now seven of which at least two must be uhf) was arbitrary and capricious, not being adequately explained in its order promulgating the rule. To support his claim, Mr. Connelly cited multiple ownership cases where groups with fewer stations than Storer actually serve up to four times as many people. He showed how other multiple owners had much higher revenues and added that under the numerical rule a station in Butte, Mont., holds the same status as one in New York City.

Mr. Connelly also objected to a provision of the rule by which a 1% stockholding applies in multiple ownership cases. He contended the FCC actually has had little experience with ownership of five tv stations by a single interest.

Warren E. Baker, FCC general counsel, reminded that the Supreme Court had upheld the Commission's authority to adopt this type of rule and said the basic purpose was to promote diversified program viewpoints, provide maximum service and prevent concentration of ownership or power. He held that ownership of a large number of stations gives unfair competitive advantages in network affiliations, sale of national spot and purchase of films. Asking rhetorically if the Commission rule is unreasonable, he said Storer misunderstands the basic purpose of the rule. He said the rule doesn't prevent Storer from serving as great a populace as NBC, for example.

Mr. Baker agreed there may be need for a rule beyond the one-to-a-city limit and the seven-seven-seven maximum. This might cover "in-between situations," he said.

The argument was heard by Circuit Judges E. Barrett Prettyman, Wilbur K. Miller and David L. Bazelon.

Ralph Renton Succeeds Boese As Asst. FCC Chief Engineer

RALPH J. RENTON, in charge of the FCC Conelrad program since 1951, will succeed William C. Boese as assistant chief engineer of the Commission in charge of technical research, it was announced last week. Mr. Boese resigned to join Johns Hopkins U. Applied Physics Lab, Silver Spring Md. [AT DEADLINE, Nov. 26].



MR. RENTON

Mr. Renton joined the Federal Radio Commission as junior radio inspector in Boston in 1927 and came to Washington in 1941.

He served as chief of the equipment and project section, assistant chief of the technical operations section and for three years was chairman of North American Regional Broadcasting Engineering Committee.

Balaban Brothers Receive Grant For Birmingham, Ala., Ch. 42

BIRMINGHAM Television Corp., owned by Harry and Elmer Balaban, was granted ch. 42 in the Alabama city last week by the FCC.

The Balabans, who have midwestern theatre interests, own 50% of the following stations: ch. 20 WICS (TV) Springfield, Ill.; ch. 39 WTVO (TV) Rockford, Ill.; ch. 23 WMCM (TV) Grand Rapids, Mich., and WRIT Milwaukee, and have applications pending for a WICS satellite in White Heath, Ill., and for interest in KFBI Wichita, Kan. The Birmingham outlet will operate with 16.6 kw visual power.

AF Suspends Use of 'Reflector'

OPERATION of a tv "reflector" at Holloman Air Development Center near Alamagordo, N. M., was ordered suspended by Air Force officials last week after they learned FCC had not approved the installation. The booster had been picking up and rebroadcasting ch. 9 KTSM-TV El Paso, Tex.

The Timebuyer Asks . . .

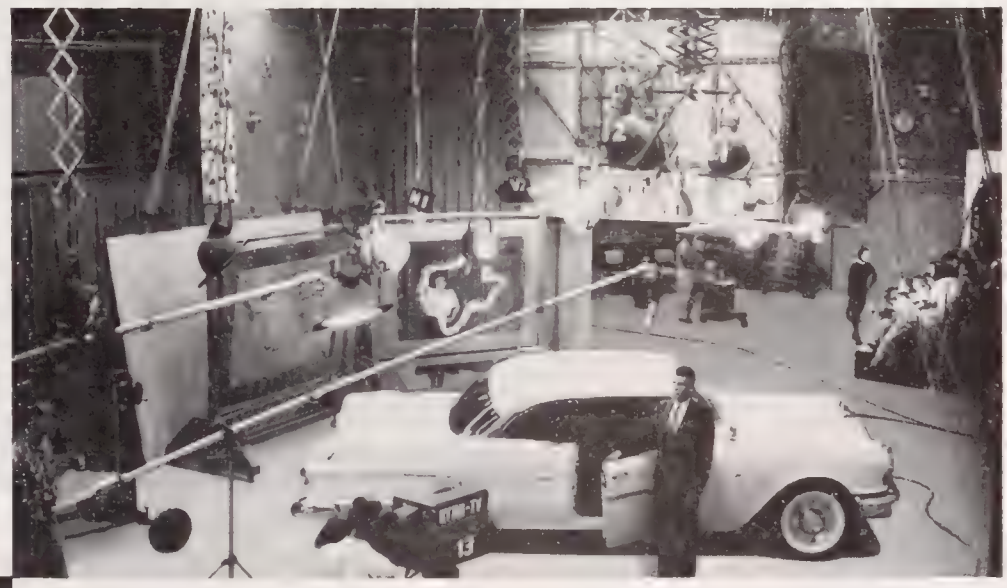
"DOES KTRK-TV DO MUCH LOCAL PROGRAMMING?"



A GOOD QUESTION, and one that every smart timebuyer asks about every station he buys. Local programming is a good index to the participation of the station in community affairs, and it becomes a reflection of the confidence and loyalty that the local audience has for the station.

Cunningham & Walsh's Joe Gavin, right, gets the KTRK-TV story from Bob Bryan of the George P. Hollingbery Company.

Year in and year out, KTRK-TV carries nearly as much local live programming as the other two stations combined. Better shows and showmanship demonstrate daily a regard and an understanding of the developing needs of the maturing Houston television market.





A top news staff headed by Ray Conaway turns out 6 daytime and 3 nightly newscasts daily—the best news coverage in town. And it's like that in every programming category. KTRK-TV offers more live local sports for Dad, more original wholesome local children's shows, more good "family" shows for Mother and all the family. No film series is ever shown without attention to local touch and live production. Add this local strength to ABC's great fall lineup and you find KTRK-TV the family favorite—and the best buy in Houston.



KTRK-TV THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

HOUSTON CONSOLIDATED TELEVISION COMPANY
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY, 500 Fifth Avenue, New York 36, New York

Deintermix Comments Deadline Maintained

EARLY comments on the FCC's proposals to detintermix 14 cities—the deadline for which is today (Monday)—included an ABC supplement to its July allocations plan involving the top 200 markets and a host of petitions by citizens and resolutions by municipal and business organizations in favor of or opposed to projected moves.

The Commission, faced with half dozen pleas for more time, remained adamant. It denied petitions asking for extensions of the deadline for another 30 to 45 days.

Among the comments filed last week was one from the Wisconsin Committee to Save Existing Rural Television Service. Accompanied by petitions containing more than 20,000 signatures, it urged the FCC to retain ch. 3 in Madison, Wis.

The Commission has proposed to deintermix various markets by (1) deleting the sole vhf to make a community all uhf; (2) by deleting a second vhf not yet operating to make a community predominantly uhf, or (3) by adding a vhf channel to make the community predominantly vhf.

The proposed changes were outlined last June [B•T, July 2]. They involve: Springfield, Ill.-St. Louis, Mo.; Hartford, Conn.-Providence, R. I.; Peoria, Ill.-Davenport, Iowa, Rock Island-Moline, Ill.; Norfolk-Portsmouth-Newport News, Va.-New Bern, N. C.; Albany-Schenectady-Troy-Vail Mills, N. Y., New Orleans, La.-Mobile, Ala.; Charleston, S. C.; Madison, Wis.; Duluth, Minn.-Superior, Wis.; Miami, Fla.; Evansville, Ind.; Elmira, N. Y.; Fresno-Santa Barbara, Calif., and Columbia, S. C.

ABC's Revisions Offered

The ABC document was an engineering exposition of its original proposals which propose deintermixture in the top 200 markets. Basic to the ABC proposal are reduced separations, some transfers of existing vhf operations and deintermixture.

Meanwhile added proposals for allocation changes were submitted to the FCC last week by (1) ch. 16 WNET (TV) Providence, R. I.; (2) by KLMR Lamar, Colo., and (3) by State Telecasting Co., Gulfport, Miss., uhf applicant.

WNET suggested other communities in Rhode Island to which Hartford's ch. 3 might be assigned. KLMR asked that ch. 12 be assigned to Lamar. State Telecasting urged that the Biloxi, Miss., educational reservation be changed from ch. 44 to ch. 13 (the only vhf in Biloxi) so that the gulf coast area may be all commercial uhf.

The FCC last week called for comments by Dec. 28 on a proposal by ch. 21 KVAN-TV Vancouver, Wash., to add ch. 2 there.

It denied:

(1) a request by WVET-TV Rochester, N. Y., seeking reconsideration of a proposal to make Elmira, N. Y., all uhf by deleting its ch. 9 and adding ch. 30 to present chs. 18 and 24;

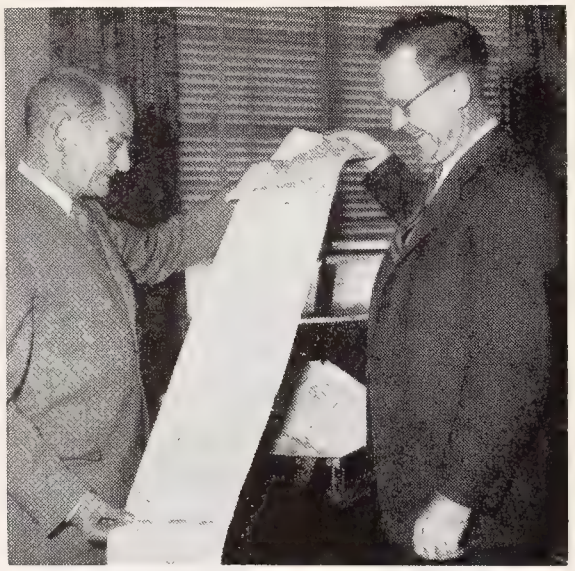
(2) request by ch. 3 WTIC-TV Hartford, Conn. (conditional grantee), for reconsideration of proposal to make Hartford all uhf by deleting ch. 3 and assigning it to Providence, R. I. This would entail transferring ch. 61 Easthampton, Mass., to Hartford and deleting ch. 65 at Meriden, Conn.;

(3) request by WMAY-TV, conditional grantee of ch. 2 Springfield, Ill., to rescind proposed rule-making in Springfield-St. Louis, Mo., proceeding which would make Springfield all uhf by deletion of ch. 2. In so doing, ch. 2 would be reassigned to either St. Louis or Terre Haute, Ind., or both, and chs. 26 and either 36 or 39 would be assigned to Springfield in addition to present chs. 20 and educational 66;

(4) by WIRL-TV, conditional grantee of ch. 8 Peoria, Ill., for reconsideration of rule-making which would make Peoria all uhf. This would be accomplished by deleting ch. 8 and adding chs. 25 and 31 to present chs. 19 educational 37 and 43;

(5) petition by WMBD Peoria to sever from the deintermixture portion the proposal to assign ch. 31 to that city, and to institute separate rule-making to add that channel to Peoria;

(6) request by WTVW (TV), conditional grantee of ch. 7 Evansville, Ind., to withdraw rule-making which would make Evansville all uhf by removing educational reservation from ch. 56, giving that city chs. 50, 56, and 62 for commercial use. Ch. 7 would either be made educational or assigned to Louisville, Ky., as commercial;



OPPOSING deletion of ch. 3 from Madison, Wis., petitions containing more than 20,000 signatures were presented last week to FCC Chairman George C. McConnaughey (l) by Robert Mortensen, Madison attorney and chairman of the 10-man volunteer Wisconsin Committee to Save Existing Rural Television Service. The Wisconsin filings were among the first to be submitted to the FCC as comments in the 13 proposed deintermixture cities, the deadline for which is today (Monday).

(7) petition by ch. 3 WISC-TV Madison, Wis., for withdrawal of rule-making which would make that city all uhf and for evidentiary hearing on any proceeding affecting Madison's ch. 3, and

(8) petition by ch. 22 WWLP (TV) Springfield, Mass., for reconsideration of FCC's June 26 Report & Order increasing from 1,000 kw to 5,000 kw maximum authorized power of uhf stations.

EIGHT ASK FCC SALE APPROVAL

- **Tucson purchase largest**
- **Two others to be filed**

LEADING the list—moneywise—of applications filed last week seeking FCC approval to station sales was the $533,000 purchase of ch. 9 KDWI-TV Tucson, Ariz., by a group of Texans.

The purchasing group, Tucson Tv Co., is comprised of H. U. Garrett (40%), oilman; Tom E. Foster (10%), who owns 60% of KDET Center, Tex.; Taylor Milton (15%), contractor; W. E. Dyche Jr. (11%), attorney; Tolbert Foster (10%), son of Tom E. and owner of 40% of KDET, and two others. The Fosters also own the East Texas Network, which has affiliations of 11 am stations.

KDWI-TV, an independent outlet, began operation last May and operates with 58.9 kw visual radiated power. The station balance sheet, as of Sept. 30, showed total assets of $551,373, of which $26,780 was current, and current liabilities of $12,997.

Applications were also filed seeking FCC approval to the sales of the following stations:

WEBK Tampa, Fla.—from Hillsboro Broadcasting Co. to W. Walter Tison for $134,000 [At Deadline, Nov. 19]. Mr. Tison is former owner of WALT Tampa and former 20%-owner of WTVT (TV) there. Daytimer WEBK is on 1300 kc with 1 kw. Station balance sheet, as of Sept. 30, showed $70,889 total assets, of which $7,197 was current assets, and current liabilities of $15,257.

WYZE Atlanta, Ga.—from Greater South Broadcasting Co. to Atlanta Broadcasting Co., for $125,000. Atlanta Broadcasting, mainly comprised of local businessmen, is a newly-formed company. WYZE is on 1480 kc with 5 kw. The daytime outlet, which received its construction permit last March, showed total assets, of $78,263, of which $18,745 was current; total liabilities of $37,941, and a deficit of $18,878, as listed in the station balance sheet dated Sept. 29, 1956.

KCKN Kansas City, Kan.—from KCKN Broadcasting Co. to Cy Blumenthal, Virginia broadcaster, for $110,000. KCKN is 1320 kc, 250 w. Sale is contingent on FCC consent to $2.5 million purchase of Capper Publications by Stauffer Publications Inc. [B•T, Nov. 5]. Mr. Blumenthal owns WARL Arlington, WCMS Norfolk and WROV Roanoke, all Va. The KCKN balance sheet, as of Aug. 31, showed total assets of $54,439, of which $17,034 was current; current liabilities of $14,577, and a loss of $65,791 for the eight months ending Aug. 31.

KARM-AM-FM Fresno, Calif.—George Robert Harm is purchasing the 50% interest of Clyde F. Coombs for $50,000. George Harm is son of Hattie Harm, who owns the other 50% of the Fresno outlets. KARM is on 1430 kc with 5 kw. The KARM-AM-FM balance sheet, as of July 31, showed total assets of $340,036, of which $160,108 was current; total liabilities of $147,731, and a deficit of $15,678.

WABM Houlton, WAGM-AM-TV Pres-

Just tear off this coupon and mail the magazine*



Going through a pile of old B•T's the other day in the anteroom of a time-buyer's office we were struck by the number of our advertisements they still contained. "This is awful," we thought. "Our agency said the advertisements would pull themselves right out of the magazine. And here they are still in."

Maybe we ought to change our approach. Shall we run a coverage type ad with a racy picture of a babe type babe? Or a map? Or one with genuine, 14 karat arithmetic which shows that Eastern Iowa has more wherewithal than Burning Tree, Purcellville, and Lower Slobbovia combined?

How about a picture of our new tower, one of the three highest in the world? That's always good for high readership (by us).

Or maybe it should be a success story. We could easily find one for Product X, even if it only proves that you can sell Product X.

How about a cost comparison with other media? That's always good for clearing the hall. And it makes the other media mad too (if they happen to read it).

Naw. Let's just run another one of those WMT-TV type advertisements which say our new tower is so high it makes your neck ache to think of it but what the hell people watch programs not towers and boy do we have ratings** even with the old tower (which we're keeping for stand-by purposes; and airplanes you stay away, hear?).

So tear this advt. out (advt.) and keep it on your desk to impress the Katz man when he comes around to tell you about *industrial* Iowa and inquire about your sciatica.

**Mail it to CBS (that's just to get CBS in here someplace on account of that's our fraternity).*

***More people watch WMT-TV than.*

que Isle, both Me.—830 shares of common stock held by Harry E. Umphrey is being purchased for $30,000 by the licensee, Aroostook Broadcasting Corp. The stock will be retired and Harold D. Glidden, who now holds 870 shares of stock, will become 94.8% owner of the stations. Balance sheet for the stations, as of Aug. 31, showed total assets of $255,922, of which $108,779 was current; total liabilities of $51,900, and a surplus of $172,002. WABM is 1340 kc, 250 w; WAGM is 1450 kc, 250 w; WAGM-TV is on ch. 8 and operates with 11.5 kw visual radiated power.

WAIR-AM-FM Winston Salem, N. C.—from Radio Winston-Salem Inc. to Forsythe Broadcasting Co. (John F. Koons III) for $30,000. Mr. Koons since 1949 has been an account executive with Midland Adv. Co., Cincinnati. WAIR-AM-FM balance sheet as of Sept. 30 showed total assets of $88,948, of which $13,445 was current; total liabilities of $99,428, and a deficit of $22,479. WAIR is on 1340 kc with 250 w.

WRVC (FM) Norfolk, Va.—from Larus & Brother Co. (WRVA-AM-TV Richmond, Va.) to John D. Rogers Jr., attorney, WRVC employes Charles G. Massie Jr. and Norman C. Willcox and others. Sale price is $13,500. Larus & Brother Co. balance sheet as of Sept. 30 showed total assets of $10,742,083, of which $8,711,788 was current assets, and total liabilities of $1,769,026.

Also sold last week was WJAN Spartanburg, S. C., from Spartanburg Broadcasting Co. to John K. L. Peterson for $100,000. The sale, which was announced by Paul H. Chapman Co., Atlanta, Ga., broker negotiating the transaction, is subject to FCC approval. Mr. Peterson is a Far Hills, N. J., real estate developer. WJAN is a 250-w MBS-ABC affiliate and operates on 1400 kc.

Paul Chapman Co. also announced that WFNM DeFuniak Springs, Fla., has been sold by Clayton W. Mapoles for $27,200. Purchasing the station, subject to FCC consent, is Gulfport Broadcasting Co., (Mel Wheeler, president of WEAR-TV Pensacola, Fla.). WFNM is a 1-kw daytimer and operates on 1460 kc.

Sale of WSFA Montgomery, Ala., Among Transfers Passed by FCC

THE $175,000 sale of WSFA Montgomery, Ala., from WKY Television System Inc. to Charles W. and Connie I. Holt and Robert N. Robinson was among those given FCC approval last week. The sale does not include the tv affiliate, WSFA-TV. The Holts control WHSY Hattiesburg, Miss.; WHNY McComb, Miss., and WHXY Bogalusa, La.

Also approved last week was about the $200,000 sale of KBMI Henderson and KSHO-TV Las Vegas, both Nev., by Moritz Zenoff to Tv Corp. of America (Zugsmith-Hogan-Oxarart-Feldmann interests). Comr. Bartley dissented, saying he thought the reasons given for the transfer were "inadequate" for him to find the sale was in the public interest. Tv Corp. of America equal partners are Frank Oxarart, 26⅔% owner of KRKD-AM-FM Los Angeles and KITO San Bernardino, 10% of KVSM San Mateo, and 50% of KDON Salinas, all Calif.; Albert Zugsmith, 35⅓% of KRKD-AM-FM and KITO, 37½% of KVSM and 25% of KULA-AM-TV Honolulu; Arthur B. Hogan, owner of KFOX-AM-FM Long Beach, Calif.; 37½% of KVSM and 25% of KULU-AM-TV, and Jack Feldmann, who owns 50% of KDON and 10% of KVSM.

Wagner Seeks FCC Approval On KIBH Sale to Seward Corp.

WILLIAM J. WAGNER, veteran broadcaster, last week filed an application with the FCC asking it to approve the sale of his KIBH Seward, Alaska, the third such sale of his broadcast properties within the last three months. A fortnight ago [AT DEADLINE, Nov. 26], Mr. Wagner filed an application to dispose of KFRN Fairbanks. The FCC has already approved the sale by Mr. Wagner of KFQD Anchorage [B•T, Oct. 29].

Mr. Wagner is selling KIBH to Seward Broadcasting Corp. for $40,000. KIBH's balance sheet showed total assets of $13,817 as of Sept. 30. His two previous sales were for $80,000 each. Seward Broadcasting is comprised of nine stockholders, each holding 11.11% interest. One stockholder, A. G. Hiebert, is president and stockholder of KTVA (TV) Anchorage and KTVF (TV) Fairbanks, both Alaska. Mr. Wagner is vice president-minority stockholder of both outlets), and has an interest in the applicant seeking Mr. Wagner's KFRB.

Mr. Wagner is associated with Roy V. Smith in Wagner-Smith Assoc., N. Y., station representative firm [B•T, Nov. 19], which will handle properties sold by Mr. Wagner as well as other stations.

WGMS Stations Revert To Former Ownership

WGMS-AM-FM Washington has informed the FCC that, in compliance with a court order, ownership of the stations reverted to The Good Music Station Inc. Nov. 26.

The cycle began last July when the FCC approved the stations' sale to RKO Teleradio for $400,000. Minority 16⅔% stockholder Lawrence M. C. Smith protested the sale. He claimed, among other things, that the stations were sold despite the fact that another buyer had offered more than RKO Teleradio; that he (Mr. Smith) was not consulted and that the sale infringed upon his rights as a minority stockholder.

Mr. Smith also objected to an employment contract offered by RKO Teleradio to M. Robert Rogers and his wife, who own 42⅔% of WGMS stock. The FCC last week issued an order setting hearing issues and placing burden of proof on Mr. Smith.

In November the FCC scheduled a hearing on Mr. Smith's protest but allowed RKO Teleradio to keep the stations pending outcome of the hearing. Mr. Smith appealed and the U. S. Court of Appeals ordered that the stations be returned to The Good Music Station Inc., which was done last week.

Contacted by B•T, Mr. Rogers said that the stations' daytime programming, effective last Saturday, was being somewhat revamped to conform more to a good-music operation. He said the new Monday-Friday daytime music programs will be "middle hair" rather than "longhair."

Tv Properties Sought By Columbia Pictures

COLUMBIA PICTURES Corp. is interested in purchasing television stations because tv "is part of our business," Abe Schneider, vice president and treasurer of the company, last week told Columbia's annual stockholders meeting in New York.

Mr. Schneider's comment was prompted by a stockholder's question whether the company has been seeking to buy radio and television stations.

Mr. Schneider, who said Columbia's plans do not include acquisition of radio stations, pointed out that television stations come more directly within the company's framework of operations. He indicated that a tight cash position precluded making purchases of television stations at present, but added that "management is continuing to explore the situation."

Mr. Schneider told stockholders that Columbia is actively in television through its subsidiary, Screen Gems, which produces and distributes to tv both films produced expressly for tv and feature films. He pointed out that Columbia has released to television 104 pre-1948 feature films and another package of mystery features, and currently is in the process of preparing another package of feature films for tv. He indicated that Columbia, from time to time, will make available to tv other features from its pre-1948 library.

Famous Artists Corp., Jaffe Announce Plans for Merger

FAMOUS ARTISTS Corp. and the Jaffe Agency, two veteran Hollywood talent and literary agencies in the motion picture field, last week announced plans to merge under the name of Famous Artists Assoc. and to make "ambitious" expansion into television with a "top tv industry" executive to be named to head that phase of the combined operation.

The Jaffe Agency will move its personnel to enlarged quarters at Famous Artists' present offices in the California Bank Bldg., Beverly Hills. Sam Jaffe will be president and Charles K. Feldman chairman of the board of the new company. Jack Gordon, presently a Famous Artists stockholder, and Phil Gersh, Jaffe stockholder, become directors of Famous Artists Assoc. with Mr. Gordan named executive vice president and Mr. Gersh vice president. Other vice presidents of the new agency will be Ben Benjamin, Mary Baker, Frank I. Davis Jr., Ronald Lubin and Harry E. Sokolv.

WGN-TV Chicago Gets Rights To Warner Bros. Film Library

WGN-TV Chicago has acquired exclusive local tv rights to the Warner Bros. feature film library [CLOSED CIRCUIT, Nov. 26], according to a joint announcement Thursday by Ward L. Quaal, WGN Inc. vice president-general manager, and W. Robert Rich, general sales manager of Associated Artists Productions, distributing the 700-title Warner package. The announcement was made



(Left) JOHN DALY
American Broadcasting Company

(Center) DOUGLAS EDWARDS
Columbia Broadcasting Company

(Right) CHET HUNTLEY
and DAVE BRINKLEY
National Broadcasting Company

"We now switch you to...

The cue line from one of these commentators, the push of a button and your network audience is on the scene in Chicago, Washington, Los Angeles . . . wherever the news is breaking. The magic of network switching gives viewers a front row look at the drama of current events.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

With split-second precision, push buttons are operated to make connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation



A big share of Florida's estimated 5 million tourists are on their way to Florida's West Coast to enjoy fun and sun this winter. For three years, Florida has led the nation in percentage of increased traffic volume —*car radios* are an important addition to the more than a quarter of a million *radio homes* in the WFLA Sales Area!

WFLA delivers this big PLUS market — blankets the Tampa-St. Petersburg Metropolitan Area *(Florida's SECOND and America's 36th Retail Market* — and covers 11 counties in Florida's richest industrial-agricultural area!

So, to reach more radio listeners—*more often*—in this double barrelled market of steady year 'round buying power, supplemented by millions of tourist dollars — *spot your product on WFLA!*

(Figures from Survey of Buying Power, May, 1956)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC TAMPA-ST. PETERSBURG NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

at a WGN-TV "Hollywood in Chicago" ceremony held at the Ambassador East Hotel.

WBKB (TV) Chicago previously had announced it had obtained 39 first-run United Artists features for use with the 742-film RKO package on its *Movietime USA*, starting today (Monday).

Mr. Quaal said the Warner library teams with 20th Century-Fox and Columbia contracts.

Heavy promotion campaigns are being placed behind the two stations' film packages and WBBM-TV is planning a campaign for its Metro-Goldwyn-Mayer film library.

Miner Resigns As Producer, Head of Unit Four Productions

WORTHINGTON (TONY) MINER resigned last week as president of Unit Four Productions and as executive producer of the firm's *Kaiser Aluminum Hour* on NBC-TV (alternate Tuesdays, 9:30-10:30 p.m. EST). The packagers—consisting of producers-directors George Roy Hill, Franklin Schaffner, Fielder Cook and, up to last week, Mr. Miner—are under contract to continue the series through this season. No successor to Mr. Miner's post is being sought for the present.

Mr. Miner continues as a program producer for NBC-TV, with whom he has a long-term contract. No official reason was given for Mr. Miner's resignation from Unit Four or the program, although considerable unhappiness among the sponsor, Kaiser Aluminum & Chemical Corp., its agency, Young & Rubicam, and Unit Four itself has existed, mainly because of the choice of certain properties.

Earlier this season, Unit Four wanted to tackle "controversial themes." One of these, dealing with anti-semitism (John Galsworthy's play "Loyalties") and another, dealing with the communist satellite problem (the Poland riots and trials), were turned down by Y&R as "unacceptable." A reported doubt, at the time, of whether Unit Four would continue on the Kaiser series was resolved after lengthy discussions and negotiations.

Ziv Study Shows Oil Companies Increasing Program Sponsorship

A STUDY released last week by Ziv Televisision shows that sponsorship of the firm's tv filmed series by gasoline and oil companies is on a steady increase. Since 1952, the number of such companies sponsoring Ziv programs has doubled and the number of markets in which the shows are carried has quadrupled, the study reveals.

As an indication of the upsurge in activity by oil and gas companies, M. J. Rifkin, vice president in charge of sales, pointed out that Ohio Oil has signed to sponsor Ziv's new *Men of Annapolis* series in 13 midwestern markets; Lion Oil Co. has expanded its list for a second year of *Highway Patrol* to nine markets, and Phillips Petroleum Co. has broadened its lineup for *I Led Three Lives* from 23 markets in 1953 to 38 this year.

NBC Tv Film Division Expands Sales Force

APPOINTMENT of three new executives and expansion of its sales force were announced last week by NBC Television Films Division of California National Productions Inc., NBC subsidiary. They are Leonard C. Warager to manager of sales planning and development; John C. Bechtel to administrative sales manager, succeeding Mr. Warager, and Serge Valle, to research supervisor.

At the same time, Jake Keever, sales director for NBC Television Films, announced that George W. Harper and John A. Thayer have joined the division's central office in Chicago as salesmen, reporting to central sales manager Edward A. Montanus.

Mr. Warager joined NBC-Films as a syndicated tv film salesman in 1951, became regional sales supervisor in 1952, eastern sales manager in 1954 and administrative sales manager in 1955. Mr. Bechtel joined NBC guest relations in 1949, and after three years in the controller's office, came to NBC Film Div. in 1953, first as billing supervisor, then as manager of revenue services. Mr. Valle joined the film department as a research analyst last year.

Mr. Harper's previous association was with Libby, McNeill & Libby in its West Indies operation, and Mr. Thayer, former sales manager of Gotham Recording Co., New York, also served as account executive with the former DuMont tv network.

Tv Needs Tailormade Filming, WBC Engineer Tells Meeting

A RECOMMENDATION was made last week at the Westinghouse Broadcasting Co. second annual film program meeting in New York that distributors provide stations with prints of feature films made to tv rather than to theatre specifications.

This need for upgrading of feature film prints to "high broadcasting standards" was stressed in a talk by Raymond J. Bowley, director of audio-video engineering for WBC. He explained that feature films produced for the theatre screen have a contrast range of 100:1, whereas home tv receivers can reproduce a contrast range of 30:1. In a demonstration showing of two



Buy
and use
Christmas
Seals...

Fight Tuberculosis!

prints of the same motion picture—one made for theatre and the other for television, he commented on the "marked superiority" in quality and detail in the tv print.

Mr. Bowley's remarks were made last Thursday at the opening session of the meeting, which continued through Saturday. Others speakers were Donald H. McGannon, WBC president, and Mel Goldberg, research director. The meeting was conducted by Richard M. Pack, WBC vice president in charge of programming, and William J. Kaland, national program manager. Station program managers and film supervisors participating in the morning and afternoon sessions were Herb Cahan and Ray Hubbard, WBZ-TV Boston; Preston Stover and Carl Lawton, KYW-TV Cleveland; Cal Jones and Dick Dreyfuss, KDKA-TV Pittsburgh, and William Dempsey, KPIX-TV San Francisco.

'Digest' Sales Total $250,000

BERNARD L. SCHUBERT Inc., N. Y., announced last week that sales totaling $250,000 have been grossed during the past month on *Tv Reader's Digest,* the company's latest half-hour film series. The series has been sold to 12 stations, according to Bernard L. Schubert, president, who stated negotiations are expected to be completed in other transactions that will bring in an added gross of $350,000 within the next 20 days.

Actors Guild Accepts Reed Settlement Offer

BOARD of directors of the Screen Actors Guild voted unanimously last week to approve a settlement with the Roland Reed companies whereby actors will be paid more than $100,000 in overdue residual payments on four series of syndicated television shows. The series are *My Little Margie, The Stu Erwin Show* (also known as *Trouble With Father*), *Space Ranger* and *Waterfront.*

Simultaneously with the settlement, the guild board removed all the Roland Reed companies from the Guild's "unfair list" and reinstated their collective bargaining contracts.

The entire amount now due the actors will be paid over a period of approximately eight months, commencing immediately. All films involved were produced under the Guild's 1952 television film contract, which provided for residual payments on the third and fourth runs combined, and the fifth and sixth runs separately. Under the Guild's 1955 contract, residuals start with the second run.

Details of the settlement: *My Little Margie,* made by R. R. Tv Productions Inc. in conjunction with a Hal Roach Jr. company, with 118 episodes in arrears: Hal Roach Jr. previously reached agreement with the Guild and is now paying his 50% share of the residuals overdue at the rate of four episodes per week. Roland Reed agrees to pay his 50% share at the rate of two episodes per week with all delinquencies to be paid up not later than Aug. 6, 1957. Residuals on additional runs will be kept current.

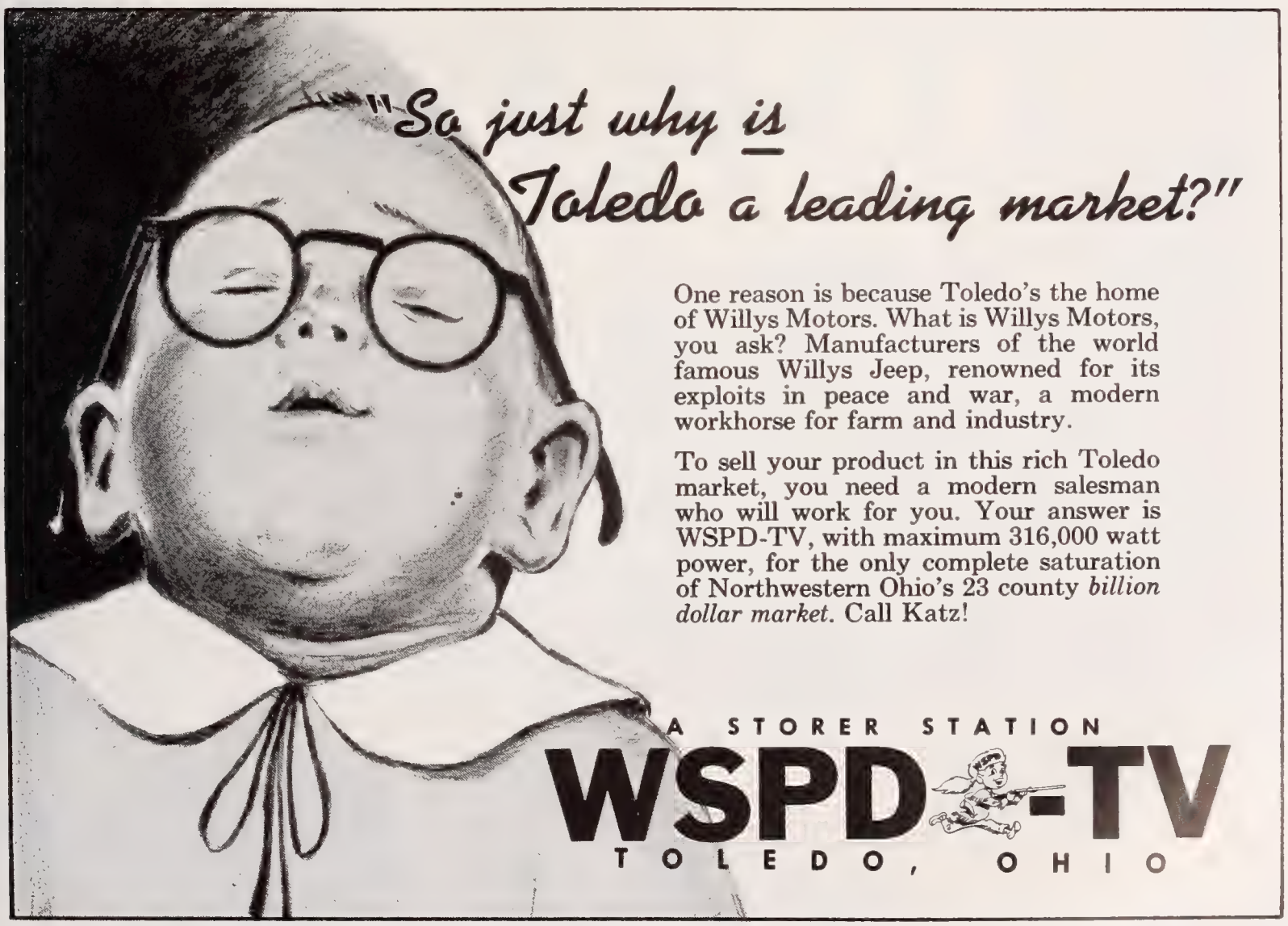
The Stu Erwin Show, made by R. R. Tv productions and a Hal Roach Jr. company, with 23 episodes in arrears: Official Films will assume all re-run obligations, details of payment to be approved by the Guild.

Space Ranger, made by Roland Reed Productions, with 39 episodes in their third runs and some of them in fifth runs: commencing Nov. 26 and weekly thereafter, Reed will pay residuals on a third and fifth run of one episode each week, with all delinquencies to be cleaned up not later than Aug. 6, 1957. After third and fifth runs have been paid for, Reed will pay residuals on those episodes in sixth run at the rate of three episodes a week.

Waterfront, made by Roland Reed Productions, now in the third run and delinquent: commencing Nov. 26, Reed will pay delinquent residuals at the rate of one episode per week, with all re-runs from now on to be paid as they become due.

Am-Par Firms Features Schedule

AM-PAR PICTURES Corp., new motion picture production subsidiary of American Broadcasting - Paramount Theatres Inc., [B•T, Nov. 19] will make between six and eight features during 1957, it was announced last week by President Irving H. Levin.





Tv's 'Ranch Party,' 'Showboat' To Be Filmed by Screen Gems

TWO independent producers have signed to film new television series at Screen Gems Inc., Hollywood, television subsidiary of Columbia Pictures Corp.

Filming was to start last week on 39 half-hour *Western Ranch Party* shows, to be produced by the Ranch Party Co., headed by President Mitchell J. Hamilburg and Executive Producer William Wagnon Jr. The western musical variety show will feature Tex Ritter as host and Jay Stewart as master-of-ceremonies, plus two guest stars each week.

Calhoun-Orsatti Enterprises, headed by film star Rory Calhoun and Victor Orsatti, through Briskin Production, will begin filming 39 episodes of *Here Comes the Showboat* at Screen Gems Dec. 10. The deal also permits Calhoun-Orsatti to produce additional programs for Screen Gems and feature-length motion pictures for Columbia. Mr. Calhoun will star in the series and Mr. Orsatti and Lou Breslow will alternate as producers. Also featured will be Alan Case of Broadway's *Damn Yankees.*

Douglas Film Suit to Trial

ACTOR Kirk Douglas came out on top last week in the first legal skirmish of his $415,000 suit against Walt Disney Productions for unauthorized use on ABC-TV of personal films taken by Walt Disney at his home showing the actor and his family. They were shown on the *Disneyland* series last spring. Los Angeles Superior Court Judge Leon T. David refused to strike the suit as requested by Disney and said public figures not only have certain rights of privacy but also have rights of property in the commercial use of their names in publicity. The case now goes to trial.

Anderson to New CNP Position

ROBERT A. ANDERSON, former business affairs director, California National Productions Inc., has been named to a new post, director of business and administration, it was announced last week by Robert D. Levitt, vice president and general manager of the NBC subsidiary. Mr. Anderson will administer both business and operating divisions of California National.

FILM SALES

Interstate Television Corp., N. Y., announces the following sales: *Action Adventure* series and *Jimmy Wakely* to WHP-TV Harrisburg, Pa.; *Public Defender* to WLOS-TV Asheville, N. C.; WBRC-TV Birmingham; WBTW (TV) Florence, S. C.; KLAS-TV Las Vegas; WMCT (TV) Memphis; WJMR-TV New Orleans; KROC-TV Rochester, Minn., and KTVH (TV) Wichita.

FILM PRODUCTION

Screen Gems Inc., N. Y., to begin production on *Johnny Wildlife,* its first all-color series. Also reports Briskin-Sauber Productions, Hollywood, has begun shooting on *Shore Leave,* a new half-hour series.

Television Programs of America, N. Y., to launch *The New Adventures of Charlie Chan,* half-hour tv film series with J. Carrol Nash in title role.

Desilu Productions, Hollywood, signed by Procter & Gamble and General Foods to film 13 new episodes of *Those Whiting Girls* to be used either as summer replacement for *I Love Lucy* on CBS-TV in 1957 or as new series in fall. Margaret and Barbara Whiting star.

FILM RANDOM SHOTS

Guild Films Co., N. Y., announced acquisition of rights to *Kingdom of the Sea,* half-hour series, said to be first underwater program produced in color for television. Series is produced by Emperor Productions.

Broadcast Information Bureau, N. Y., has issued latest edition of its *Tv Film Program Directory,* listing various types of filmed programming available to television.

Mel Gold Productions, N. Y., has expanded headquarter facilities, acquiring entire third floor of Capitol Bldg. at 1639 Broadway, N. Y.

Sterling Television Co., N. Y., opened new offices at 43 W. 61st St., to house its shipping, receiving and accounting departments. Sales and executive offices remain at 205 E. 43d St.

Vogue-Wright Studios, Chicago, to discontinue its film operations by year's end to concentrate on art and photography activities. Organization plans to honor present orders before ceasing film work.

FILM PEOPLE

Charles D. Reeves, account executive, CBS-TV film sales, will join Screen Gems, N. Y., on Dec. 1 as national account executive.

H. Richard Hertel, editorial supervisor, Kling Film Enterprises Inc., Chicago, appointed production manager. **Carl Nelson** named editorial supervisor.

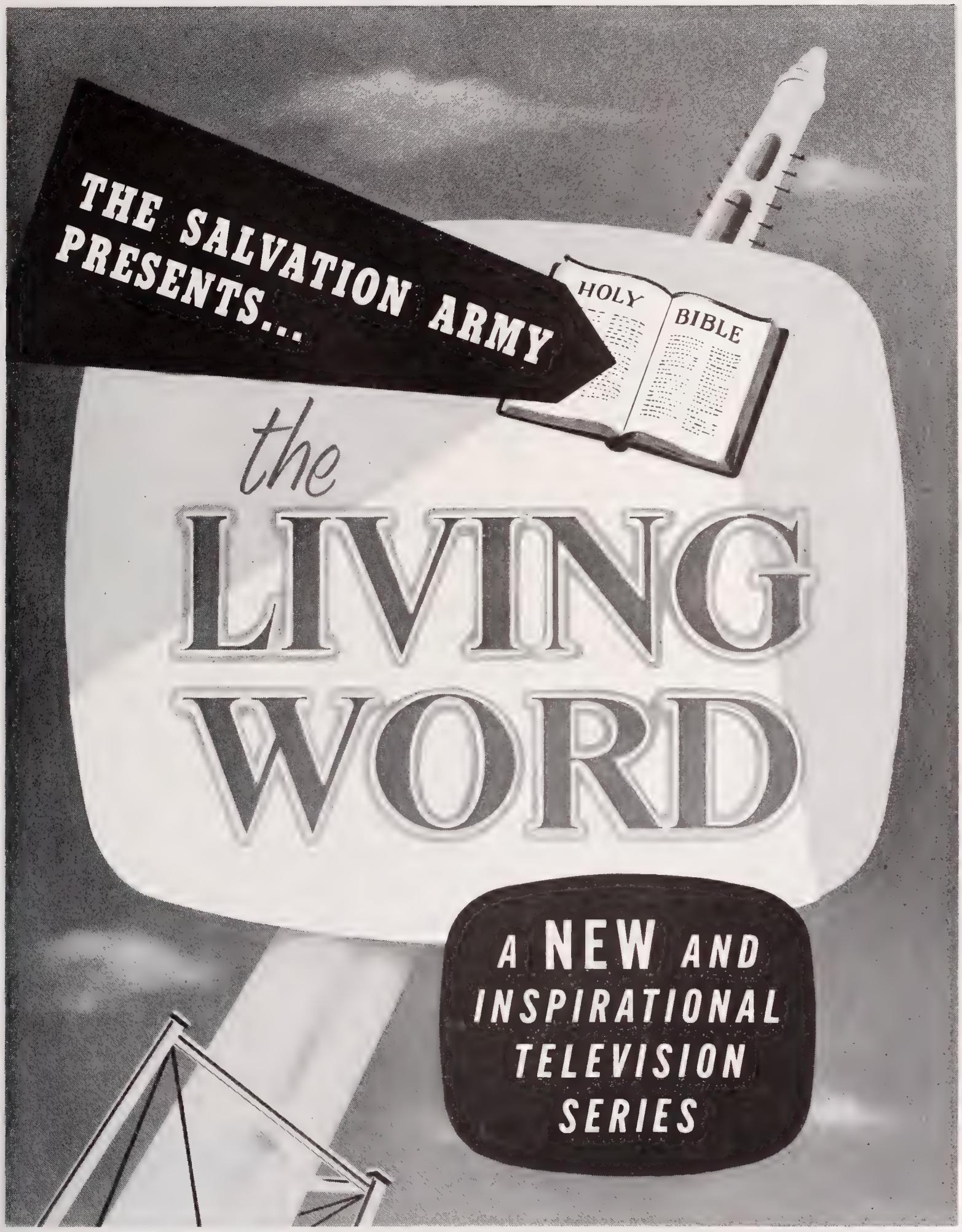
Elaine Laron, former producer, DuMont Television Network, to Screen Gems Inc., N. Y. as publicity representative.

Ronald Leif, supervisor of research for MCA-TV Film Syndication Division promoted to division's N. Y. sales staff. **Mike Meyers,** television research and rating analysist, joins MCA-TV's research department.

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.
WHLS
Where local "know-how" delivers the local touch.
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

COMING!--1957



A PUBLIC SERVICE PROGRAM FOR RELEASE THROUGHOUT THE UNITED STATES AND CANADA

FOR INFORMATION, WRITE TO: THE SALVATION ARMY
United States — 120 West 14th St., New York
Canada — 20 Albert Street, Toronto, Ontario



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



'FOUR OR FIVE' BIDS RECEIVED BY BITNER

- **Follow demise of C-C buy**
- **No definite offers firmed**

THE FUTURE of Consolidated Television & Radio Broadcasters Inc. properties—radio and television in Indianapolis, Minneapolis and Grand Rapids, and radio only in Flint, Mich.—became the object of spirited consideration among broadcast entities last week, following the collapse of the highly touted Crowell-Collier $16 million purchase [B•T, Nov. 26].

Among those understood to have entered more or less formal bids for the seven Consolidated stations are Time Inc., RKO Teleradio Pictures Inc., Meredith Publishing Co. and Harold Gross (WJIM-AM-TV Lansing, Mich.).

But, reported Harry M. Bitner Sr., Consolidated chairman, "no action was taken" regarding the disposition of the properties at the first Consolidated board meeting since the Crowell-Collier demise, held last week in Princeton, N. J., the home of the senior Mr. Bitner. He did not confirm or deny that sale of the stations was discussed at the board meeting. He admitted that "four or five" people had expressed an interest, but "guessed" that no decision will be made for about a month.

The next regular meeting of the Consolidated board is in February. The possibility that a special meeting may be called before that date was not discounted.

Time Inc. Reported Interested

Time Inc. reportedly is interested in a $16 million package purchase. Since it already has an interest in three vhf television outlets, under FCC ownership rules Time Inc. would have to dispose of one vhf station if the purchase were made. A Time Inc. group, including Wesley Pullen, Time Inc. executive, and Wayne Coy, former FCC chairman and 50% owner of KOB-AM-TV Albuquerque, N. M. (Time Inc. owns the other 50%), visited the Indianapolis and Grand Rapids installations last week.

Meredith is said to be interested in the Minneapolis properties for $3.5 million. The Bitners bought WTCN-AM-TV Minneapolis last year for $1.8 million. It was reported that Payson Hall, Meredith radio-tv executive, received network assurance that ABC affiliation would remain if Meredith secured ownership of the Minneapolis stations.

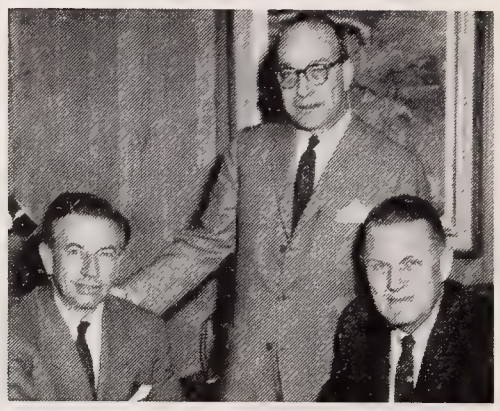
RKO Teleradio, it is believed, has its eye on WFBM-AM-TV Indianapolis for $7 million. Since it, too, now has the limit of five vhf outlets, it would have to dispose of one of these in order to acquire the Indianapolis stations.

It was indicated that Mr. Gross would like to acquire WOOD-AM-TV Grand Rapids, and possibly WFDF Flint., for between $5.5 million and $6 million.

Among others who have indicated an interest is John Pool, Detroit tax attorney (who has represented Storer Broadcasting Co. in tax matters).

Any transactions will be handled by Robert Palmer of Reynolds & Co., investment firm.

The Crowell-Collier purchase of the Consolidated properties foundered on the tight money market. It was called off two weeks ago when the publishing firm declined to pay the cost required to secure $6 million in financing from Elliot Janeway and associates. It had arranged for all but that sum when it filed the transfer application with the FCC last October. Crowell-Collier now owns KFWB Los Angeles, which it bought for $2.5 million from Harry Maizlish earlier this year.



APPOINTMENT of Peters, Griffin, Woodward Inc. as national sales representatives of WJIM-AM-TV Lansing, effective today (Dec. 3), was announced last week. Signing representation contract here is Harold F. Gross, president of the stations, while H. Preston Peters, president of PGW (1), and W. W. Bryan, Detroit vice president of the representation firm, look on.

Big 10 Basketball Starts Dec. 15 on 35 Tv Stations

SCHEDULE of 13 Big 10 Conference and intersectional basketball telecasts on approximately 35 midwest stations in eight states, with Standard Oil Co. (of Indiana) as co-sponsor, will start Dec. 15, Sports Network Inc., New York, reported last week. Sports Network obtained the rights to the games and Standard has purchased the first-half on all outlets. Agency is D'Arcy Adv. Co., Chicago [AT DEADLINE, Oct. 22].

In Chicago, WBKB (TV) will carry the games, with Household Finance Corp. (through Needham, Louis & Brorby Inc.) buying the second half, which is being offered for co-op sale to advertisers in individual markets.





Dore Schary, Head of M-G-M Studios, tells how:

"I send Liz Taylor home every night!"

" 'Raintree County' is colossal in every respect – including its problems! Shooting schedules have to be kept. Release dates have to be met. Over $5,000,000 is at stake!

"Yet, each night we have to send Elizabeth Taylor's 'rushes' – and all the others, too – from location in Kentucky back to Hollywood for processing. Then, re-take if necessary – or go ahead.

"We never slipped off schedule – thanks to Air Express!

"With Air Express picking up the cans of film, flying them out immediately, meeting them by radio-controlled truck for faster delivery – this major problem was solved without a single delay!

"And yet, most of our shipments cost less than any other air service. 15 lbs., for instance, Lexington, Kentucky, to Los Angeles, California, is $10.91. It's the lowest-priced complete air service by $1.09!"

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

CBS-TV SPOT SALES RISE 21% THIS YEAR

- **Manager meet told of gain**
- **Summer sales push cited**

TOTAL BILLINGS this year of CBS Television Spot Sales have shown a 21% increase over 1955, it was reported last week by John A. Schneider, general manager.

Mr. Schneider spoke at the opening of the third annual general managers' meeting held last week at the Savoy-Plaza Hotel in New York. An earlier meeting in the week was held Monday and Tuesday by management of the CBS-TV owned-and-operated stations at the same hotel. He noted that the increase was substantially higher than the 12 to 15% predicted at the general managers meeting last year.

Mr. Schneider said that tv was primarily responsible for the growth in the variety of items now available to the consumer, that it has created a demand for the 52% of all packaged products on the drug and grocery shelves which did not exist six years ago. He pointed out that nearly 70% of the dollar volume of these stores was accounted for by the new products. He noted also that two categories vital to the existence of spot advertising — food and home goods — have boomed in dollar sales far exceeding government economists' predictions made back in 1953.

While predicting a continuing growth next year for tv spot, Mr. Schneider felt the increase would be slightly less than the percentage rise enjoyed this year.

He emphasized that spot sales would especially emphasize sales for the summer months, a topic which came under discussion along with promotion for major feature film packages. These subjects and also a review of public affairs programming made up the major portion of the sessions.

CBS-TV retiring President J. L. Van Volkenburg and Executive Vice President Merle S. Jones, who becomes president Jan. 1, were among the top CBS executives addressing the meetings.

A special talk on the use of spot television by Dan River Mills Inc. was delivered at the Wednesday closed spot sales luncheon by A. W. Barber, general advertising manager and sales promotion manager at Dan River.



CRAIG LAWRENCE (c), vice president in charge of CBS-owned television stations, welcomes Harvey J. Struthers, general manager of WHCT (TV), the new CBS-owned television station in Hartford, Conn., to his first CBS management meeting, held last week in New York. L to r: Gene Wilkey, CBS-TV executive in St. Louis; Mr. Struthers; Mr. Lawrence; Jack Schneider, general manager of CBS Television Spot Sales, and Clark George, general manager of KNXT (TV) Los Angeles.

Quality Group Re-elects Quaal, Other Officers, New Directors

RE-ELECTION of Ward L. Quaal, WGN-AM-TV Chicago, as president and of other officers, plus four additions to its board of directors, were announced by the Quality Radio Group Inc. last week following its annual stockholders meeting in Chicago.

Also re-elected, besides Mr. Quaal, vice president and general manager of WGN Inc., were W. H. Summerville, vice president of WWL New Orleans, re-elected vice president, and William D. Wagner, secretary of WHO Des Moines, Iowa, as secretary-treasurer.

New directors, all elected for three-year terms, are R. E. Dunville, president, Crosley Broadcasting Corp., Cincinnati; John de-Russy, sales manager, WCAU Philadelphia; Stanton P. Kettler, vice president of Storer Broadcasting Co., Miami Beach, Fla., and E. K. Hartenbower, general manager, KCMO Kansas City, Mo.

Seventeen stations were represented at the Quality stockholders meeting. They were WOR New York, WCAU Philadelphia, WHO Des Moines, WWL New Orleans, WGBS Miami, WRVA Richmond, WLW Cincinnati, KVOO Tulsa, WSM Nashville, WBAP Fort Worth, WSB Atlanta, WOW Omaha, KOB Albuquerque, KIRO Seattle, KCMO Kansas City, KSL Salt Lake City and WGN Chicago.

KGVO-TV Changed to KMSO-TV; Station Moves Into New Studios

COINCIDENT with its move into new studios in downtown Missoula, Mont., KGVO-TV that city changed its call letters to KMSO-TV Dec. 1, according to President-General Manager A. J. Mosby. KGVO-TV had been operating from studios at the station's transmitter site 15 miles from Missoula.

KMSO-TV's new building contains three studios, the largest 40 x 60 x 20 ft., with a total of 16,800 sq. ft. of floor space. Mr. Mosby said the call letter change was made to stand for the airline designation of Missoula, which will make the call more easily recognizable by the public.

Blair Sales 45% Over Last Year

RADIO sales look healthy in at least one station representative's book. Robert E. Eastman, vice president of John Blair & Co., last week took a look at sales on the 45 radio stations the firm represents and found that John Blair is 40% ahead of last year, with the outlook next year for still another 25% increase. Mr. Eastman reported "better use" of spot radio by national advertisers—creative copy and heavier campaigns producing sales results for many of the advertisers—as the principal impetus.

Shor Wins First Court Round In $1.1 Million Libel Suit

A NEW YORK Supreme Court justice ruled Thursday that a libel suit, rather than one for slander, can be prosecuted against an alleged slanderous remark made on television. The case in question involves New York restaurant owners Toots Shor and Sherman Billingsley.

Mr. Shor sued Mr. Billingsley for $1,100,000 damages as a result of a May 8 telecast in which Mr. Billingsley allegedly said of Mr. Shor: "I wish I had as much money as he owes."

Counsel for Mr. Billingsley argued that application of libel laws to broadcasting or tv, in which no script is used, is a matter for the legislature rather than the courts. Justice William C. Hecht Jr. said in a written opinion that he did not agree and that the suit would be sent to trial.

According to legal authorities, in an action for libel, a litigant could recover damages without proof of actual damage, while in slander the actual damages must be shown. Normally, a libel action is based on written material, while slander pertains to the spoken word.

WPIK Appoints Moore to Post

APPOINTMENT of Robert E. Lee Moore as national sales director for WPIK Alexandria, Va., and Breen & Ward, New York, as station representative, was announced last week by Carl L. Lindberg, station president.

Mr. Moore, a veteran of 20 years in broadcasting, for the past two years has handled local sales and public relations for WPIK. Breen & Ward, located at 400 Madison Ave., New York, is a new organization headed by Edward J. Breen, formerly associated with Grant Webb & Co.

All-Time October High Reported in WBC Sales

GROSS BILLINGS for October 1956 reached all-time highs on both the radio and television stations of the Westinghouse Broadcasting Co., it was announced last week by Alexander W. Dannenbaum Jr., sales vice president.

In radio, Mr. Dannenbaum said, October sales figures showed an 11.6% increase over the previous record month of March 1948. In television, the October total amounted to 4.6% above the October 1955 figure, the previous high.

WBC-owned KDKA Pittsburgh surpassed all previous monthly figures in October, recording a total 8.4% higher than November 1950, the previous record month, according to Mr. Dannenbaum. He said other WBC radio stations topped their October billings for the past five years, ranging from 13.4% to 40.7%.

WBZ-TV Boston and KPIX (TV) San Francisco both exceeded past record months, Mr. Dannenbaum reported, with WBZ-TV's total in October exceeding the previous high by 5.7% and a KPIX increase of 18.2%.

"The increase in radio clearly indicates that sponsors support the WBC position that radio's role today is best served on a community basis, providing music, news and public service on a local, almost personal level," Mr. Dannenbaum declared. "In television, the October record underscores growing audience and advertiser acceptance . . ."

WBC radio stations are WBZ-WBZA Boston-Springfield, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh and KEX Portland. Its television stations are WBZ-TV Boston, KYW-TV Cleveland, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

KEX Follows Other WBC Outlets, To Become Independent Dec. 17

LOCAL origination of all programming at KEX Portland, Ore., a Westinghouse Broadcasting Co. radio outlet, will take effect Dec. 17, Philip G. Lasky, WBC vice president in charge of western operations, announced last week.

KEX, an affiliate of ABC Radio, was the only remaining WBC radio station to hold a network affiliation following the breaking off last summer of the other four WBC outlets from NBC Radio. The station, the announcement said, will change to a "home town status," with programming emphasis on music, local and national news and increased community service, which now make up the format of WBC's other four outlets.

WRR, KXOL Offered In Spot Combination

SPOT radio buyers will be able to purchase via a single contract a combination package schedule in the Dallas-Fort Worth area, according to an agreement being announced today (Monday) by two stations — WRR Dallas and KXOL Fort Worth.



SIGNING national sales representation contract in the New York office of Avery-Knodel is Durward J. Tucker, general manager of WRR Dallas, while looking on are (l to r) J. W. Knodel of the representation firm; Earle Fletcher, vice president-general manager of KXOL Ft. Worth; John J. Tormey, radio sales manager in the representation firm's New York office, and Lewis Avery, the firm's president. Beginning last Saturday (Dec. 1), the two Texas stations are being offered in combination to national spot advertisers by Avery-Knodel.

The stations—through Avery-Knodel, station representative—will offer their combined facilities, along with discounts for the combination schedules. The pact—effective last Saturday—was announced jointly by Durward J. Tucker, WRR's general manager, and Earle Fletcher, KXOL's general manager. Avery-Knodel also will represent the stations individually (it has represented KXOL nationally since last summer).

WRR and KXOL reported they instituted the arrangement to provide "maximum ease" of purchasing radio time in the two-city market. They cited "increasing impact of local radio news and programming in terms of the great growth of the Southwest and Dallas-Fort Worth in particular."

Beckham New General Manager Of KSLA-TV Shreveport, La.

BEN BECKHAM JR. has been elected general manager of KSLA-TV Shreveport, La., succeeding the late Don George.



MR. BECKHAM

Mr. Beckham, attorney, oil man and real estate operator, also is a pioneer in television in the Shreveport area, having first filed his application for ch. 13 in that city in 1948. In April 1952, after tv channels were reallocated following the FCC freeze, Mr. Beckman organized Shreveport Television Co., which included, in addition to himself, Mr. George, Henry Linam and Carter Henderson. The company was awarded ch. 12 in 1955. Winston Linam continues as station manager. Mr. Beckham is a 25% stockholder.

$1¼ Million Deal Concentrates WGR-AM-TV Ownership Locally

REALIGNMENT of the ownership of WGR-AM-TV Buffalo, N. Y., was announced last week, indicating virtually 100% local ownership of the 5 kw, NBC-affiliated am outlet (on 550 kc) and the ch. 2, CBS-affiliated WGR-TV. Selling stock were Mrs. Helen L. Deuel (widow of late publisher of *Niagara Falls* [N. Y.] *Gazette*), 800 shares; Myron Kirk and wife (Mr. Kirk is with Kudner Agency), 768 shares; J. Whitney Peterson, U. S. Tobacco Co. president, 160 shares; Barbara A. Schick (Schick shaver), 384 shares; Ann Rogers (wife of former chairman of Texas Co.), 192 shares; former Maryland Sen. Herbert O'Conor (Dem.), 96 shares, among others. Stock originally bought at $10 per share, sold at $450 per share.

New major interests in firm are: George F. Goodyear, from 7.5% to 11.56%; J. Fred Schoellkopf IV, 7.3% to 11.32%; Seymour H. Knox, 2.29% to 5.41%; Seymour H. Knox III, 2.6% to 3.69%; Northrup R. Knox, 2.6% to 3.08%; Paul A. Schoellkopf Jr., 0 to 5.29%; Paul A. Schoellkopf, 7.5% to 8.87%. J. J. Bernard, vice president and general manager, became a .12% stockholder. About $1¼ million was involved in the transaction, which embraced 30% ownership. The present owners bought WGR in 1954 for $1.45 million from Leo J. Fitzpatrick and I. R. Lounsberry. The WGR-TV grant was made two years ago to merged applicants WGR and *Niagara Falls Gazette* principals. Some WGR principals have interests in WHAM-TV Rochester, N. Y., and WSVA-AM-TV Harrisonburg, Va.

Katz Adds to Tv Cost Summary

A COMPILATION called "Spot Tv Advertising Cost Summary No. 20", an updated version of spot cost data which The Katz Agency has been providing to agencies at six-month intervals since 1949, is being distributed by Katz along with a new feature, "Formulas for Estimating Spot Tv Budgets." The latter is made a part of the spot tv cost summary folder, which is based on published rates as of Sept. 10.

WILY Reports Doubled Sales

WILY Pittsburgh has more than doubled its national business this year in comparison with 1955, according to Ernie Tannen, vice president-general manager. According to Mr. Tannen, the more than 100% increase "indicates strongly that more and more national advertisers are becoming aware of the potency of Negro radio."

New York Fm Goes Commercial

WWRL-FM New York, a non-commercial outlet since its inception in December 1953, starts today (Monday) on an expanded broadcasting schedule with commercials. The station, heretofore on the air from 6 p.m. to midnight, will commence operations at 9 a.m. and will continue to sign off at midnight.

KSWM-TV to Start; Harry Burke Appointed

KSWM-TV Joplin, Mo. (ch. 12), which along with KSWM recently was purchased by the Jack N. Berkman-John J. Laux interests [B•T, Nov. 5], expects to go on the air tomorrow (Tuesday) morning under its new ownership and with new call letters, KODE (TV).

In January, following completion of a new 1,680 foot tower that KODE claims will be the highest man-made structure in the four-state region of Missouri, Kansas, Arkansas and Oklahoma, KODE will operate with a maximum radiated power of 316 kw. Other construction plans affecting studios and transmitter buildings as well as office space currently are being made.

No change in network affiliation status—CBS-TV—will be made. Austin A. Harrison, former president and general manager of the station, will continue in a consulting capacity for the next six months. Named vice president and general manager of the new Berkman property was Harry Burke, former vice president and general manager of KFAB Omaha who resigned that post earlier this year.



MR. BURKE

The Berkman-Laux interests comprise the Friendly Group consisting of WSTV-AM-TV Steubenville, Ohio; WPIT Pittsburgh; WBMS Boston; WFPG-AM-TV Atlantic City, N. J.; WBLK-AM-TV Clarksburg W. Va., and WPAR Parkersburg, W. Va., as well as the Joplin properties.

WGN-AM-TV Re-appoints Petry; Expands Scope of Representation

ENLARGEMENT of representation by Edward L. Petry & Co. for WGN and WGN-TV Chicago was jointly announced Thursday by William A. McGuineas and Ted Weber, radio and tv sales managers, respectively, of WGN Inc.

Petry had represented both *Chicago Tribune* broadcast properties in 11 western states under the old contract. It will now represent WGN in all areas of the U. S., save Chicago, New York, Philadelphia, Detroit, Milwaukee, St. Louis and Kansas City and WGN-TV everywhere except Chicago, New York, Philadelphia, Boston, Baltimore, Pittsburgh, Cleveland, Akron, Detroit, Cincinnati, Indianapolis, Milwaukee, Minneapolis, St. Louis and Kansas City.

In those cities, the stations will be covered by WGN Inc. Chicago headquarters staff or by its eastern office in New York.

Bahakel Stations to Convene In Roanoke, Va., Dec. 14-15

MANAGERS and staff of the seven Cy N. Bahakel radio stations will meet in Roanoke, Va., Dec. 14-15 for the organization's annual conference. Augmenting the group of 80 Bahakel staff members will be the mayor of Roanoke, who will welcome them at a luncheon Dec. 14, agency, sales representation, wire service, legal and NARTB representatives and other multiple stations owners, including Charles W. Holt (WHXY Bogalusa, La.; WHNY McComb, WHSY Hattiesburg, both Miss, and WSFA Montgomery, Ala.

The group will discuss new program formats, programming innovations for the needs of individual communities, commercial service and engineering responsibilities. Coleman Austin Jr., manager of WRIS Roanoke, is handling convention arrangements. Other Bahakel managers to attend: Henry Hughes, WWOD Lynchburg, Va.; Phillip Bahakel, WKIN Kingsport, Tenn.; Bob Proctor, WLBJ Bowling Green, Ky.; Chuck Krause, WPLH Huntington, W. Va.; Don Neil, WABG Greenwood, Miss., and Mims Boswell Jr., WKOZ Kosciusko, Miss.

Fort Smith, Ark., Vhf Commences on Ch. 5

CH. 5 KNAC-TV Fort Smith, Ark., went on the air Saturday with regular programming as that city's second tv station and first vhf outlet, according to General Manager Cecil Sansbury. The station received special temporary authority for operation from the FCC last week.

At the outset, KNAC-TV is operating from 4 a.m. to midnight with an interim power of 28.8 kw until its authorized power of 50.1 kw can be effected. Formal opening ceremonies are planned for early in January.

Mr. Sansbury joined the station from WEHT (TV) and WEOA Henderson, Ky.-Evansville, Ind., where he also was general manager. Other KNAC-TV officers include Roger Garrett, assistant manager, also formerly with WEHT (TV) and WEOA, and Chief Engineer Claude Scott, formerly at KSLA-TV Shreveport.

The other Fort Smith tv station is ch. 22 KFSA-TV.

Coggeshall Retires from WGY

A. O. COGGESHALL, radio pioneer and one of the first WGY Schenectady announcers, retired Friday from the General Electric Co. station after 34 years of broadcasting service. Since 1946, Mr. Coggeshall had been WGY's music supervisor, organizing the station's music library and bearing responsibility for all WGY music programs.

Originally a G. E. accountant, Mr. Coggeshall joined WGY in 1922 as an announcer, and two years later was named program manager, a post he held for 22 years, until the end of 1946. He continued to be heard on the air.

N. C. Basketball on WPTF

WPTF Raleigh, N. C., will carry 48 basketball games of four state universities this winter under the sponsorship of Walker Martin Inc., General Electric distributor, six GE dealers and the Jesse Jones Sausage Co., Garner, N. C. WPTF Sports Director Jim Reid will do the play-by-play with Bill Jackson handling the color. The Pittsburgh U.-North Carolina State game last Saturday night began the series.

West Coast Union Sponsors 'Public Service' Music Show

A LABOR UNION in the sponsor's slot of a continuing musical program that has a symphony orchestra maestro as disc jockey—these are features of a weekly show currently being broadcast by three Washington State radio stations, KXA Seattle, KIMA Yakima, and KXLY Spokane.

The program, *An Hour With Katims,* conducted by Milton Katims, director of the Seattle Symphony Orchestra, consists of se'ections designed to please "listeners with haircuts of all lengths," and is broadcast from 1 to 2 p.m. Sundays. The sponsor is the Community Service Dept. of the Western Conference of Teamsters (AFL-CIO), which makes no use of the program's "commercial" time for itself, instead offering this time to civic and charitable groups in need of reaching the public with appeals.

KYTE Celebrates Its Opening

SEVERAL hundred persons attended an open house yesterday (Sunday) at KYTE Pocatello, Idaho, which began broadcasting on Nov. 21. The new music-and-news independent is a daytimer on 1290 with 1 kw.

The station is owned and operated by J. Ronald Bayton, 50% owner and manager of KOFE Pullman, Wash., and applicant for a new station at Idaho Falls, Idaho. Jerry Fennel is KYTE general manager and his wife is traffic manager. Don Fuhrmann is program director.

WAPA-TV San Juan Sales Rise

INCREASING business volume with 1956 sales to date up 102% over the same 1955 period has been reported by ch. 4 WAPA-TV San Juan, Puerto Rico. Andrew N. Vladimir, WAPA-TV sales manager, who announced the business rise, said that November sales indicated a record month for the two-and-a-half-year-old outlet. WAPA-TV has been on the air since May 1954.

REPRESENTATIVE APPOINTMENTS

KCCC-TV Sacramento, Calif., appoints McGavren-Quinn Co., S. F., effective Dec. 1.

WOKO Albany, N. Y., names Breen & Ward, same city.

WWIN Baltimore, Md., appoints Meeker Co., N. Y.

WALA-AM-TV Mobile, Ala., has appointed, respectively, H-R Representatives Inc. and H-R Television Inc.

REPRESENTATIVE PEOPLE

Joseph Ruggiero, account executive, Forjoe & Co., and manager of its N. Y. office, to Select Station Representatives Inc., same city, sales staff.

Ralph Jones, salesman, KTLA (TV) Los Angeles to Hollywood sales staff of Weed & Co.

Lois T. Morse, assistant editor, *Sponsor* magazine, to Blair Tv Assoc., N. Y., promotion department.

Bernard Howard, president, Star National Inc., N. Y., father of girl, Kathy Lynn, Nov. 15.

STATION PEOPLE

W. Irving Rose, commercial manager, WSKN Saugerties, N. Y., named executive vice president. Mr. Rose will continue as commercial manager of WSKN.

Louis W. Shapiro, with WSTV Steubenville, Ohio, in radio sales since 1945, named radio sales manager. He also handles tv sales for WSTV-TV and will continue this in addition to his new position.



MR. SHAPIRO

E. J. Galbos, station manager, KVWO Cheyenne, Wyo., named general manager. **Robert Rubin,** assistant manager, succeeds Mr. Galbos.

Gene Ellerman, general manager, WWTV (TV) Cadillac, Mich., elected vice president and **Daryl Sebastian,** assistant general manager, named assistant treasurer. **Clayton A. Roehl,** producer-director WOOD-TV Grand Rapids, appointed production director of WWTV.

Leo Jylha, general manager, WBCM Bay City, Mich., named commercial manager in charge of local and national sales.

Ervin Siemoneit named chief engineer, KAWL York, Neb.

John H. Riedel, technical operations supervisor, WRCA-TV New York, appointed manager of studio technical operations.

Frank Cassidy, former publicity director for Woods Productions, Chicago, to KAFY Bakersfield, Calif., as sales executive.

Richard T. McCue, assistant in NBC's radio-tv night operations department, to WRCA New York as radio director.

Jack Frazier, director of radio-tv merchandising for Crosley Broadcasting Corp. [WLW-AM-TV Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLWA (TV) Atlanta], named director of client service, newly-created post.

Douglas LaMear, merchandising manager-sports director, KGW Portland, Ore., to sports director for KGW-AM-TV, and **Charles D. Richardson,** salesman-office manager, KPTV (TV) same city, to KGW-TV's sales staff. **Sylvia Taylor,** KPTV continuity director, to KGW-TV in similar capacity. **Richard C. Ross,** associate news editor, KING-TV Seattle, to KGW-TV as news director. **Tom McCall,** named news commentator-analyst, KGW-TV Portland.

Lynn Christian, producer-director, KNUZ-TV Houston, Tex., to KCEN-TV Waco-Temple, Tex., as operations director.

Audrey Rose succeeds **Loretta Pemberton** as traffic director of WHTN-TV Huntington, W. Va.; **Jim Vormelker,** sales staff, will resign to join service. **Bill Love,** sales service representative, WCMI Ashland, Ky., joins WHTN-TV in similar capacity.

Charles Vaughn, director, WKRC-TV Cincinnati, to educational WCET (TV) same city, as program director.

Robert Hanger, WSRW Hillsboro, Ohio, to WHTN-TV Huntington, W. Va., as local news director.

Dominic J. Farrell, account executive, Crosley Broadcasting Corp., to WKRC-TV Cincinnati sales staff.

Mark Munn, continuity editor-instructor in radio-tv writing, KWSC Pullman, State College of Washington educational station, appointed assistant sales promotion manager, WGN Inc. (WGN-AM-TV Chicago).

Kerm Kath, general manager, KGOS Torrington, Wyo., father of boy.

Charles J. Carey, program manager, WNEM-TV Bay City, Mich., father of boy, John Segers, Nov. 21.

Leonard Mosby, production manager, WMBR-TV Jacksonville, Fla., father of boy, Blair Elliott, Nov. 19.

Howard Mays, production department, WSAZ-TV Huntington, W. Va., father of boy, Richard Howard, Nov. 26.

Bob Reagan, publicity department, KTLA (TV) Hollywood, married Barbara Fitzgerald, Nov. 23.

Bob Mead, announcer, WMIX Mt. Vernon, Ill., married Gloria Gamage.

James R. Newcomb, 21, naval air cadet and son of Lamar A. Newcomb, president-general manager of WFAX Falls Church, Va., killed a fortnight ago in Memphis, Tenn., when plane he was piloting crashed.



WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

WIBC has received many awards for contributions to the field of traffic safety . . . 5 successive National Safety Council Awards, the Indianapolis Safety Board's Award to disc jockey Easy Gwynn, etc. But one of the station's most highly prized awards in this field again went to Easy Gwynn, this one by a private business, the Allstates Insurance Company, for his efforts in behalf of driver education. This award is another indication of WIBC's leadership in community service.

FIRST IN AUDIENCE

WIBC not only leads the way among Indianapolis radio stations in public service, but WIBC programs lead in audience ratings, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

WIBC's success in building big audiences and in public service is largely due to the station's well known personality salesmen . . . names like Easy Gwynn, Al Brooks, Robin Bright, Jim Shelton and many others. These same personalities are available on a "first come, first serve" basis to help you sell your produce or service.

WIBC 1070 KC

The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

ABC's Video Upswing Starts With Sinatra

THE expected surge by ABC to hypo its tv programming next fall already was underway in earnest last week. The network reported it had outbid its two tv network competitors—CBS-TV and NBC-TV—for the talent services of recording-screen-tv star Frank Sinatra.

The contract with Mr. Sinatra actually is between Kent Productions and ABC. Kent is owned by Mr. Sinatra and has exclusive rights to his services. Mr. Sinatra reportedly expects to net a possible $1 million each year for three years from the pact, which provides for ABC acquisition of a stock interest in Kent over that period.

The agreement was announced Wednesday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., ABC's parent company, after it was concluded in New York by Mr. Goldenson and the William Morris Agency, acting as representative for Mr. Sinatra. Negotiations were handled on the West Coast by Mr. Goldenson and other ABC executives.

Under the pact, Mr. Sinatra will appear exclusively on ABC-TV in a weekly half-hour program series with a flexible format permitting the star to vary his talents in the dramatic, comedy and musical fields. He also would star on two one-hour special programs for each of the three years.

ABC rights to his exclusive services do not affect his motion picture obligations and activities.

Mr. Sinatra had not been under contract in the tv field, although he has made frequent one-time appearances on network programs. At the time Mr. Sinatra was the rage as a crooner, he was heard regularly in radio series, including *Your Hit Parade*.

Melnick to Accentuate ABC-TV Live Day Shows

NAMING last week of Daniel Melnick, former CBS producer, to the newly-created post of manager of program development for ABC-TV presages that network's plans for live daytime programming.



MR. MELNICK

Robert F. Lewine, ABC-TV vice president in charge of programming and talent, in announcing Mr. Melnick's appointment, disclosed that one of his first assignments will be to "assist in the development of ABC-TV's contemplated live daytime network programming."

Since the recent management shakeup at ABC-TV, emphasis has been put on more live shows. Except for its Sunday schedule, ABC-TV has no live daytime programming. The network programs *Afternoon Film Festival* and *Mickey Mouse Club* are film shows on weekday afternoons. On Sunday afternoons, its live shows are *Johns Hopkins' File 7, College Press Conference, Medical Horizons* and *Dean Pike*. Of these programs, *Medical Horizons* is sponsored (Ciba Pharmaceuticals).

Tobacco Network Names Williams; Plans N. Y. Sales Office in Jan.

ELECTION of Ray D. Williams, owner-general manager of WHIT New Bern, N. C., as president of the 14-member Tobacco Radio Network has been announced by the network. The election took place at the Tobacco Network's annual stockholders meeting, in Raleigh. It was also announced that the network, which is comprised of 14 eastern North Carolina am and fm stations, plans to open New York sales offices in January. The New York branch will be supervised by Ken Willson, who for the fifth year was re-elected executive vice president-general manager of the network.

Other officers elected were P. G. Sewell of WRCS Ahoskie, as vice president, succeeding Mr. Williams, and Hal Vester of WFTC Kinston, as secretary-treasurer. Elected to the board of directors were Allen Jones of WGNI Wilmington, and Victor Dawson of WFNC Fayetteville.

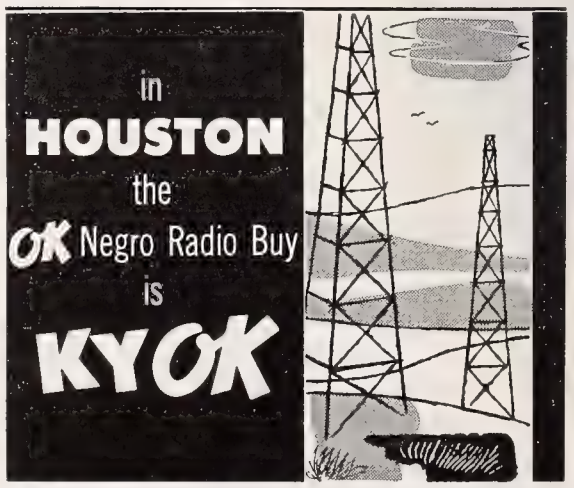
Tucker to Appear on NBC-TV Despite Disapproval of Met

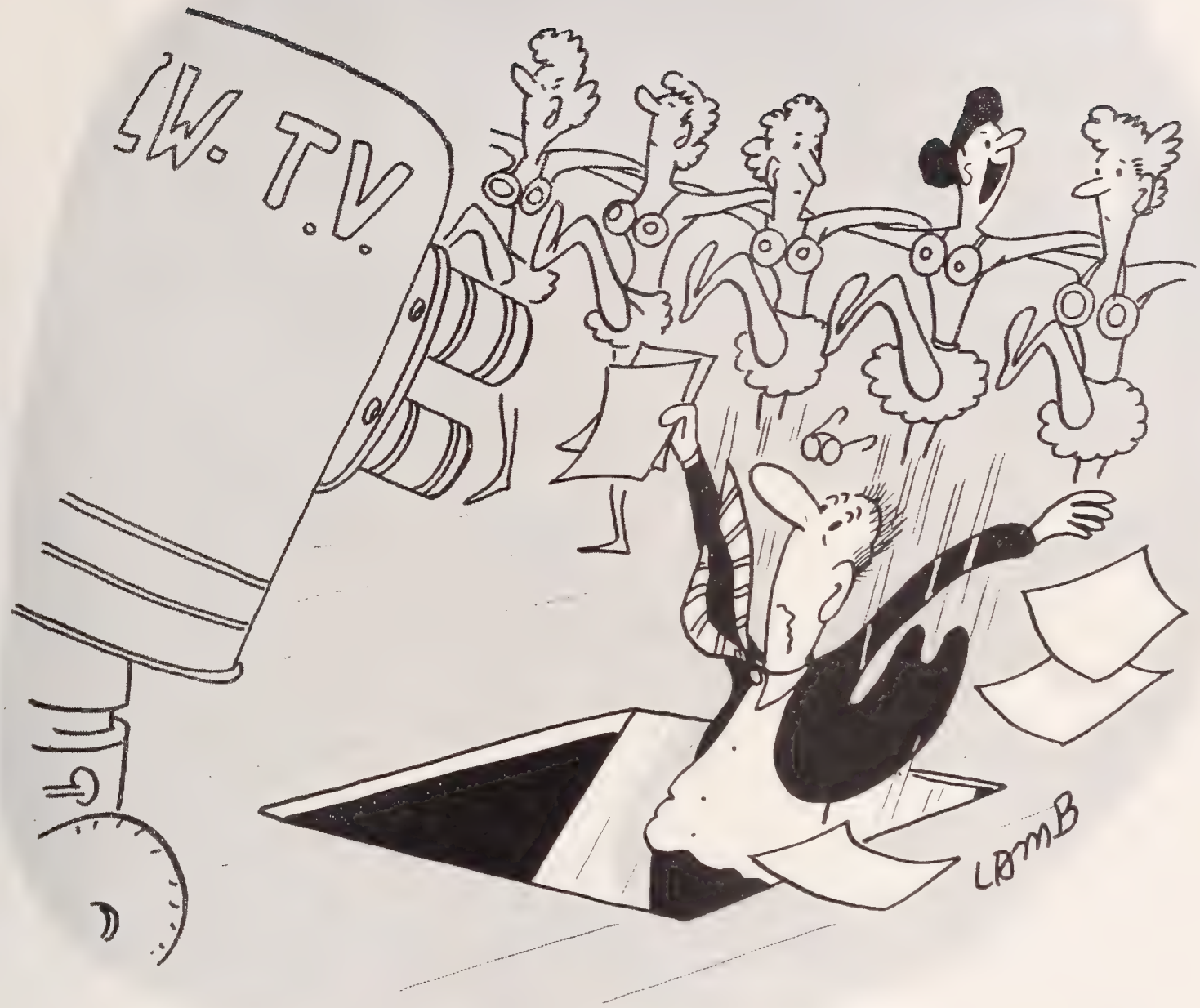
NBC-TV reported last week that opera singer Richard Tucker was still set to appear on Sol Hurok's "Festival of Music" program on the network's *Producers' Showcase* Dec. 10 (8-9:30 p.m. EST), despite apparent efforts of the Metropolitan Opera Co. to block his performance. The opera company has a contract with *The Ed Sullivan Show* on CBS-TV to present four more opera excerpts on that program this season.

It is reported that the Metropolitan notified Mr. Tucker that he will not be permitted to appear on the Met's production to be staged on Mr. Sullivan's programs if he goes on the NBC show. A representative for Mr. Tucker last week said the singer still planned to appear on "Festival of Music."

Hoag Rejoins CBS-TV Sales

ROBERT HOAG, former president of Hoag-Blair, station representative, has rejoined CBS-TV sales, it was announced Thursday by CBS-TV Sales Vice President William H. Hylan. Mr. Hoag first joined CBS-TV after





He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

World War II, as commercial manager of the network's KTSL (TV) Los Angeles, now KNXT (TV). He transferred to New York in 1952 as a member of CBS Television Spot Sales and the following year became sales manager of KFMB-TV San Diego.

His association with Hoag-Blair, which began in 1954, ended this past summer with his resignation [B•T, Sept. 17].

Houseman Signed by CBS-TV

PRODUCER-DIRECTOR John Houseman, an outstanding veteran of moton pictures, radio and screen plays, was signed last week by CBS-TV as executive producer in charge of the network's new, hour-long series, *The Seven Lively Arts,* which is to be scheduled for the next fall season.

Robert T. Herridge continues as producer of the series on which he already has been at work. He will report to Mr. Houseman. Mr. Herridge formerly produced *Camera Three* and was a producer of *Studio One,* both on CBS-TV.

Schlatter to NBC-TV Hollywood

GEORGE SCHLATTER, former manager of Ciro's, Hollywood night club, has been named to an executive position with NBC-TV's program department there, it was announced last week by Harold Kemp, general program executive with the network's Pacific Div. Mr. Schlatter's duties will consist of scouting and auditioning new talent and assisting Mr. Kemp in securing guest stars for variety shows. Previously, Mr. Schlatter was booking agent for Music Corp. of America.

CBS Producer John Carney Dies

JOHN M. CARNEY, 60, CBS staff producer on the Arthur Godfrey programs since 1945, died Tuesday night in New York. Mr. Carney had been with CBS since 1945 and previously was associated with MCA Ltd. He had produced Mr. Godfrey's *Talent Scouts* up to last May, when he took a medical leave of absence, returning to the program on a limited basis a few months ago. Survivors include his wife, a son and a daughter, his parents and five brothers, one of whom is Art Carney, actor and co-star with Jackie Gleason on the latter's CBS-TV comedy show.

NETWORK PEOPLE

Richard W. Jolliffe, administrative manager of sales services, CBS Radio, named account executive.

Richard Dunlap, producer-director, *Kraft Theatre* (NBC-TV, Wed., 9-10 p.m. EST), to associate producer of *Omnibus* (ABC-TV, Sun., 9-10:30 p.m. EST).

David Orrick, named director on NBC-TV's *Lux Video Theatre.*

Ray Crosset, scenario editor, Universal-International to CBS-TV's program department as executive editor.

Leonard H. Goldenson, president American Broadcasting-Paramount Theatres, re-elected to third term as board chairman of United Cerebral Palsy Assns.

ANOTHER BLUE NOTE FOR JIMMY

- **Local 47 sues AFM for nearly $4½ million**
- **Diverson of fees for tv re-use of movies involved**

SECOND major legal action against James C. Petrillo's administration of the American Federation of Musicians was filed in Los Angeles Superior Court Thursday as 22 musicians from AFM Local 47 there asked for damages of $4,468,950, money alleged to have been diverted by Mr. Petrillo to the AFM trust fund from old movies released to television.

The suit, filed in behalf of 2,400 musicians employed in the motion picture industry, also requested that the court issue an injunction to restrain over 100 movie producers and tv film distributors from making any further "re-use" or "royalty" payments to AFM, to the AFM music performance trust fund or to any persons other than the performing musicians themselves.

In addition to the AFM, "neutral" defendants named in the suit include RKO Teleradio Pictures Inc., Walt Disney Productions, United Artists Corp., Warner Brothers Pictures Inc., Republic Productions Inc., Columbia Pictures Corp., Paramount Pictures Corp., Samuel Goldwyn Productions Inc., Loew's Inc. (MGM), Universal Pictures Co., Republic Pictures Corp., 20th Century-Fox Film Corp., Allied Artists Pictures Corp., CBS Inc., NBC, American Broadcasting-Paramount Theatres Inc. and about 90 others.

The papers were presented to the court by Los Angeles attorneys Harold A. Fendler and Daniel A. Weber, who earlier, on behalf of 91 other members of Local 47, and representing 6,000 musicians in the phonograph recording field, filed suit for $8,587,900 against AFM [B•T, Nov. 26]. A third legal action is to be taken later to challenge the AFM policies of trust fund royalties in films made expressly for tv.

Fees to Trust Fund

In the newest complaint, the motion picture musicians allege that collective bargaining agreements were negotiated for them by the federation in June 1952 and in December 1954 which specifically provided for additional wage payments to be made to all musicians performing services in motion pictures which were subsequently released for use on television. In June 1955, the complaint alleges that all of these additional wage payments were diverted from the musicians by Mr. Petrillo, who decreed that all future wage re-use payments should be made to the trust fund originated by him for the purpose of contributing to the public knowledge and appreciation of music.

Mr. Petrillo's action is alleged by the musicians to have been a "breach of the fiduciary obligation owing to them."

The complaint asserts that $1,495,000 in additional wage payments was diverted from the 2,400 musicians to the trust fund, and that the federation, in addition, negotiated collective bargaining agreements, purportedly on behalf of the musicians, which required the motion picture producers to pay to the trust fund amounts equal to 5% of the gross revenue received from sale or license of the motion pictures to television, and that during the last four years such royalty payments have aggregated $2,973,-950. Before the termination of the existing agreement on Dec. 31, 1958, these payments will aggregate a total of $10,000,000, the court was told.

These royalty payments are alleged to constitute money which belongs to the plaintiffs because it arises from the plaintiffs' services, and if the federation had exercised loyalty and good faith in its collective bargaining agreements, the motion picture companies would have agreed to pay amounts equivalent to such royalty payments to the plantiffs as increased wages.

The complaint asks for a declaratory judgment declaring the various rights, duties and liabilities of all parties and specifically declaring the provisions of the 1955 amendment to the Hollywood film-tv labor and trust agreements to be invalid insofar as they require additional wage payments and royalty payments to be diverted into the trust fund. The complaint also asks that all monies presently in the hands of Samuel R. Rosenbaum as trustee of the trust fund be declared to be held in trust by him for the 2,400 musicians who have actually rendered services in producing the motion pictures in question.

In 1951 the AFM permitted the release of theatrical film to tv on these conditions:

(A) The producr or any subsequent owner or lessor of the films sign a trust fund agreement with Samuel R. Rosenbaum, trustee, agreeing to pay to the trustee 5% of the gross revenues derived from the exhibition of these films on television.

(B) The music sound track is to be re-recorded using the same number of musicians as performed on the original scoring.

In October 1952, the above agreement having proven to be technically impractical

REVOLT REVIEWED

STORY of the musicians' revolt against James Caesar Petrillo within AFM Local 47 at Los Angeles, led by Cecil Read, is told by Lester Velie in the December issue of *Reader's Digest.* The story, "The Union That Fights Its Workers," relates that when Mr. Read took Local 47's trust fund appeal to Mr. Petrillo and the International Executive Board in New York, the AFM president "raged at him for three hours" but finished with a plea "that laid naked his fears." Mr. Velie writes that Mr. Petrillo asked Mr. Read: "Please, go back and be president of your local if you want to. But, I beg of you, don't take the federation into court."

and the re-recording sessions having degenerated into "dummy" sessions, a new agreement was reached as follows:

(A) Payments to the trust fund of 5% of gross revenues as before.

(B) $25 to be paid to each musician who had recorded the original music for these films. (This was a one-time payment made on the sale or release of the film to tv exhibition, although the 5% royalties to the trust fund was to be on all showings of the film on tv.)

The provision for the $25 payment to the individual musician was and is in accordance with past AFM policy and that of related actors and singers guilds, which require additional payments for the use of a recorded or filmed performance in more than one medium.

In 1954, this agreement was renewed for five years with substantially the same provisions, but in June 1955, the suit alleges, Mr. Petrillo and the international executive board arbitrarily changed this contract (which had 3½ years to run) and instructed the film producers and their assignees that these $25 payments were now to be made to the trust fund and not to the individual musicians whose work was being reused.

"Prior to this ruling of the IEB in June of 1955, our members had received about $7,000,000 from this source. In case a musician was deceased, his widow or heirs had been paid. Since June of 1955, our members or their heirs have been deprived of over $4,000,000 in reuse payments. This $4,000,000 may not have been paid to the trustee as yet, because payments are not due until 60 days after the film appears on tv. Many of the 4,000 films released to tv have not been shown yet, hence the difference between $4,000,000 due to musicians on films released to tv and the $1,495,000 amount alleged in the complaint for films already shown" the plaintiffs explained.

New AFTRA Pacts in Chicago Raise Announcers Pay to $170

SEVEN Chicago radio and television stations, including five network-owned and two independents, have come to terms with American Federation of Television & Radio Artists following local membership ratification of national two-year contracts negotiated with the networks and transcription companies [B•T, Nov. 26, 19]. Contracts are to be signed this week.

Agreements completed with the network-owned stations—WBKB (TV), ABC; WBBM and WBBM-TV, CBS; WMAQ and WNBQ (TV), NBC—call for $20 increases in staff radio-tv announcer fees (from $150 to $170 weekly) and a 10% boost in freelance rates for performers and models, plus incorporation of pension-and-welfare benefits (5%) in radio pacts. New contracts are retroactive to Nov. 16.

Terms of the two-year contract with WGN and WGN-TV, independent outlets, were announced by Ward L. Quaal, vice president and general manager of WGN Inc. Negotiations with WGN Inc. were concluded Nov. 16 providing for a $5 increase in base salary for staff announcers (from $165 to $170) and for a 5% raise in fees of local tv performers and models.

Negotiations were still underway last week with WLS, *Prairie Farmer* station affiliated with both ABC and MBS. Other independent radio stations were not involved in negotiations, since their contracts do not expire until next February.

AFTRA Chicago's original demands, it was understood, called for boosts of 20% (or $30) in weekly minimum salaries for staff radio and tv announcers and of 25% for television models.

Seattle Announcers Compromise

AFTRA announcers in Seattle accepted a compromise proposal Nov. 24, ending a strike threat involving KOMO, KJR, KING and KIRO. The compromise involved an increase in weekly base pay from $110.60 to $115, retroactive to Oct. 1, increasing to $117.50 Oct. 1, 1957, and to $120 nine months later, according to AFTRA. The contract expires in April 1959.

WGAW to Meet on Contracts

A SPECIAL membership meeting of the Television-Radio Writers Branch of the Writers Guild of America West has been called for Dec. 13 in Los Angeles to approve proposed staff contracts for live tv and radio so that the guild's negotiating committee can proceed with final signing of free lance contracts with the networks.





Radio Set Shipments Increase in September

SHIPMENTS of radio sets to dealers in September totaled 835,025 units, well ahead of the 579,102 shipped in August of this year and the 757,196 in September 1955, according to Radio-Electronics-Tv Mfrs. Assn.

Cumulative radio shipments for nine months of 1956 totaled 5,326,820 sets, a substantial gain over the 4,197,081 shipped in the same 1955 period. Number of radios shipped to dealers by states during the first nine months of 1956 follows:

State	Total	State	Total
Alabama	61,785	Nebraska	32,731
Arizona	29,273	Nevada	7,068
Arkansas	28,467	New Hampshire	18,851
California	566,250	New Jersey	204,809
Colorado	39,054	New Mexico	16,285
Connecticut	85,264	New York	855,559
Delaware	10,291	North Carolina	81,605
Dist. of Columbia	48,078	North Dakota	11,999
Florida	100,923	Ohio	303,820
Georgia	84,368	Oklahoma	41,293
Idaho	11,157	Oregon	45,108
Illinois	414,494	Pennsylvania	377,481
Indiana	93,009	Rhode Island	32,275
Iowa	52,118	South Carolina	33,831
Kansas	42,093	South Dakota	12,028
Kentucky	70,604	Tennessee	66,376
Louisiana	74,020	Texas	218,540
Maine	29,428	Utah	17,343
Maryland	92,374	Vermont	11,519
Massachusetts	220,895	Virginia	80,975
Michigan	231,354	Washington	80,272
Minnesota	75,377	West Virginia	33,119
Mississippi	31,308	Wisconsin	98,885
Missouri	121,047	Wyoming	6,274
Montana	14,944	GRAND TOTAL	5,326,820

Midwestern Instruments Inc. Nears Merger With Magnecord

MAGNECORD INC., Chicago, and Midwestern Instruments Inc., Tulsa, have approved terms of a merger of the two companies, according to a joint announcement by M. E. Morrow, chairman of the board of Midwestern, and Barrett Wendell, Magnecord chairman. The merger plans, which have been approved by both boards of directors, will be submitted to stockholders of both companies for immediate action.

Terms of the agreement call for an exchange of securities, with issuance of Midwestern Instruments common stock in exchange for all Magnecord common stock. American Research and Development Corp., Boston, is a major investor in Magnecord.

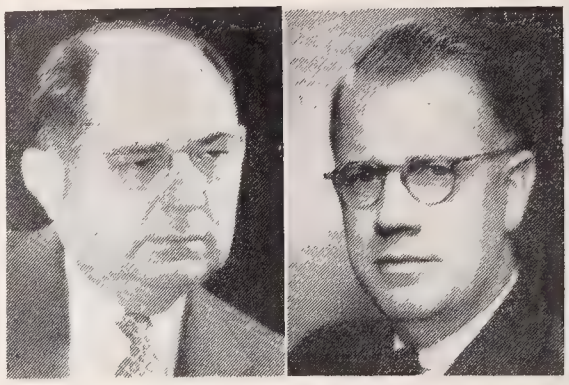
Present plans are for operation of Magnecord as a division of Midwestern Instruments, with integration of personnel of both organizations.

Midwestern, with annual sales at the rate of $4.5 million, manufactures oscillographs, galvanometers, torque motors and other industrial electronic equipment. Magnecord, noted largely for its professional and industrial magnetic tape recording equipment, reports annual sales in excess of $2.5 million.

General Precision Laboratory Makes Executive Promotions

DR. RAYMOND L. GARMAN, vice president of General Precision Laboratory Inc., Pleasantville, N. Y., has been elected to the new position of executive vice president and technical director, and James W. Murray, vice president, was named executive vice president and general manager, another new post, it was announced last week.

Dr. Garman will be responsible for technical administration of the company, including research and development, and Mr. Murray for all phases of manufacturing and administration.



DR. GARMAN MR. MURRAY

Richard W. Lee, director of GPL's Avionic Engineering Div., and William J. Tull, director of Avionic Sales Div., both were elected vice presidents. William P. Hilliard, vice president of Pleasantville Instrument Corp., GPL's manufacturing subsidiary, was named PIC president, and Raymond G. Johnson, PIC controller, was named to the additional office of assistant treasurer.

RCA Announces 'Super Brain' Electronic Computer System

DEVELOPMENT of a new electronic "super brain" that will enable electronic computers to store more than a million bits of information in a space slightly larger than a shoe box was announced last week by the RCA David Sarnoff Research Center, Princeton, N. J.

The new device, developed by a group of scientists under the direction of Dr. Jan A. Rajchman, is also capable of recalling any or all of the items in a "few millionths of a second."

In announcing the new unit—which consists basically of thin, printed plates of a special magnetic material perforated with small holes—Research Vice President Dr. Irving Wolff declared that it is a modified and improved version of the high-speed magnetic core memory system developed a few years ago by Dr. Rajchman.

DuMont Labs Ships to KTCA (TV)

A 25 KW transmitter and complete multi-scanning equipment for color tv was sent last week by Allen B. DuMont Labs to KTCA (TV) Minneapolis (ch. 2), educational tests early next year. KTCA (TV) is owned and operated by the Twin City Educational Television Corp.



Advertising, Sales Personnel Reassigned at RCA Tube Div.

REASSIGNMENTS of advertising and sales promotion staff of RCA Tube Div. has been announced by Manager Harold S. Stamm.

G. G. Griffin, for the last two years manager of distributor advertising and sales promotion, becomes manager of product advertising and sales promotion. R. A. Huff, administrator of distributor advertising and sales promotion, responsible for receiving tubes and kinescopes, becomes manager of advertising and sales promotion, entertainment market, and will be assisted by S. T. Vanascore as administrator of renewal advertising, kinescopes.

F. X. Banko, administrator of advertising and sales promotion, equipment market, becomes manager of advertising and sales promotion, industrial market, assisted by C. E. Howard as administrator of renewal advertising, cathode ray and power tubes, and by George Sapin as administrator of equipment advertising, cathode ray and power tubes.

A. J. Jago, with RCA since 1953, becomes administrator, budgetary and cost controls. E. B. May, manager, advertising and sales promotion, electronics, components and test equipment, becomes administrator, advertising and sales promotion, semi-conductors. J. J. Phillips, administrator, advertising and sales promotion, power tubes, becomes administrator, shows and exhibits. H. M. Slovik, editor of the house organ *Huddles and Tube Tips,* becomes administrator of publications, assisted by Robert L. S. Ledy.

Allen B. DuMont Jr. Promoted

ALLEN B. DuMONT Jr., an executive with Allen B. DuMont Labs, has been named assistant manager of the electronics firm's receiver division, F. P. Rice, division manager, announced last week. In his new post, Mr. DuMont will supervise product development from a technical and styling standpoint of such items as tv sets, radios, phonographs and high-fidelity components. Mr. DuMont, son of the firm's board chairman and founder, joined Allen B. DuMont Labs as a sales trainee in the cathode-ray tube division, and successively held various posts in sales, tube and receiver divisions.

$250,000 Kay Lab Expansion

A $250,000 expansion program for Kay Lab, San Diego, has been announced by President and Board Chairman LaMotte T. Cohu. Construction is to start immediately on an addition to the present plant to house engineering, sales and administrative personnel. Included in the expansion plans are a new customer-service department for field service engineering, equipment repair and maintenance and graphic arts facilities.

MANUFACTURING PEOPLE

Arthur V. Loughren, former vice president in charge of research, Hazeltine Corp., Little Neck, N. Y., to Airborne Instruments Lab Inc., Mineola, N. Y., as vice president. He is also president of Institute of Radio Engineers.

George D. Rice, production manager, Kay

Advertisement



From where I sit
by Joe Marsh

The Kid's Learned to "Take Charge"

I was down at Buck Benson's store the other day when a fellow came in with a six-year-old boy—obviously his son.

While the fellow was looking over some stuff on the counter, Buck handed a free peppermint stick to the boy, who promptly tore off the wrapper and went to work on it.

The father seemed quite put out about his son's lack of manners and held up his hand to stop him. "What do we say when Mr. Benson gives us something?" he demanded. "Charge it," replied the kid without hesitation.

From where I sit, children aren't the only ones who "repeat things" without knowing what they're talking about. For instance, I'm convinced that many of those who speak out against the old American custom of enjoying a glass of beer after work are just parroting what they've heard others say. It's better to get the facts—then make up our own minds—*and permit our neighbors to do the same.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

Lab, San Diego, elected vice president in charge of manufacturing and member of board of directors.

Joe H. Morin, Howard W. Sams & Co., Indianapolis, named sales head of company's newly created Industrial Service Department.

Matthew J. Hughes, electronic product district sales manager in Teterboro, N. J., Sylvania Electric Products Inc., to electronic product special sales representative for national accounts in N. Y.

Neil Uptegrove, advertising manager, Instrument Div., Allen B. DuMont Labs, named advertising manager of Technical Products Div.

Leon Seldin, engineering manager, low frequency instruments, Allen B. DuMont Labs, to assistant engineering manager, instrument div., Federal Telephone & Radio Co., Clifton, N. J.

Jack Behrend, Tv Equipment Co., Chicago, father of girl.

MANUFACTURING SHORTS

RCA reports live color studio camera shipment to WTMJ-TV Milwaukee and 12-section superturnstile antenna to WAVY-TV Portsmouth, Va.

Westinghouse Electric Corp. has placed three vhf and three uhf 17-inch portable aluminum-cased tv sets on market. Designed by Raymond Loewy, sets retail at $154.95 for vhf, $179.95 for uhf.

Sylvania Electric Products Inc., N. Y., and **Corning Glass Works,** Corning, N. Y., announce plans to form Sylvania-Corning Nuclear Corp. Each company will own one-half of stock and will conduct research and engage in development and production activities in atomic energy.

Hancock Electronics Corp., Redwood City, Calif., announces new closed circuit tv camera designed for complete remote control. Five adjustments may be made from one or more remote control points. Adjustments include remote pan and tilt, optical focus, rotation of lens turret and Delta-Lite (light control).

ORRadio Industries Inc., Opelika, Ala., announces its "no-spill reel" for tape recorders which utilizes rubber bands slipped over two notches on opposite ends of tape holding it securely in place.

Bell & Howell, Chicago, announces portable version of Miracle 2000 tape recorder model incorporating four speakers with sound reproduction described as "unusual" in such models. Unit includes two eight-inch "woofer" and two electrostatic "tweeter" speakers. Unit has three separate motors as in professional recorders and features "drop-in" threading, dual speed operation and program indicator for locating recording on tape. Price is $299.95.

Avco Mfg. Corp., N. Y., announced its research and advanced development division, will construct a $15 million research and development center at Wilmington, Mass.

Standard Electronics Corp., Newark, N. J., announces shipment of 500 watt transmitter to CHEK-TV Victoria, B. C.



BAYUK CIGARS Inc. (Phillies), Philadelphia, through Al Paul Lefton agency has signed to sponsor the basketball games of the professional Philadelphia Warriors on WCAU that city. Present for the contract signing are (l to r) seated, Eddie Gottlieb, owner-manager of the Warriors; E. Archie Mishkin, Bayuk president; Donald W. Thornburgh, president-general manager of WCAU-AM-TV; Bill Campbell, WCAU sports director who will do the play-by-play; standing, Winslow P. Martin, Al Paul Lefton; Bernard Sless, Bayuk general sales manager, and Joseph T. Connolly, vice president in charge of WCAU Radio.



PLANNING a nine-day promotional campaign on WSUX Seaford, Del., to open the new B. F. Goodrich Store there, in cooperation with Motorola tv, are (l to r) W. C. Evans, co-owner and chief engineer of WSUX; Phil Adams, WSUX commercial manager; Elizabeth Evans, co-owner and manager of the station, and James H. Nichols, manager of the Goodrich Store. The saturation campaign included 12 teasers, 172 spot announcements, 15 musical and sports programs, 12 weather reports, 49 five-minute newscasts and seven hillbilly programs.

ROBERT VAN WORK, president of Mary Carter Paint Factories, signs for sponsorship on WTVJ (TV) Miami of three Sunday afternoon CBS pro football games. In back are John S. Allen (l), WTVJ vice president in charge of sales, and Win Clark, station account executive who sold sponsorship of the games. →



FOR A SECOND YEAR, Greiner Bakery of Parkersburg, W. Va., renews its contract for nightly sponsorship of *The World Tonight* on WTAP-TV, that city. At the contract signing are (l to r) seated: Allan Land, general manager of WTAP-TV and WHIZ, and A. L. Greiner, bakery president, and standing: Stuart Leslie, WTAP-TV account executive, and Milton Komito, the tv station manager.



PROFESSIONAL SERVICES

Smith Announces Formation Of Research Consultant Service

ESTABLISHMENT of a new broadcast research consultant service for station management effective Dec. 1, with headquarters in Minneapolis, has been announced by Charles H. Smith, research director of WCCO-AM-TV that city and veteran in the radio-tv industry.



MR. SMITH

Mr. Smith announced he will continue to serve as consultant to WCCO and WCCO-TV and that his services have been retained by the J. H. Whitney & Co. stations—KOTV (TV) Tulsa, KGUL-TV Galveston (Houston), WISH-WISH-TV Indianapolis, WINT (TV) Waterloo (Fort Wayne) and WANE Fort Wayne, both Indiana.

Establishment of the business by Mr. Smith was attributed to a "realization of the increasing need of stations for more and better research on a scale short of providing their own research departments."

Mr. Smith has been chairman of Television Bureau of Adv.'s Research Committee since April and recently served on Adv. Research Foundation committees dealing with radio-tv problems.

Burke, Grove to D. C. Law Firm

DOW, LOHNES & ALBERTSON, Washington radio-tv law firm, announced that attorneys Julian Burke and William J. Grove have joined the firm. Mr. Burke, a 1954 Georgetown U. Law School graduate, was law clerk to Circuit Judge E. Barrett Prettyman and to Supreme Court Justice Stanley F. Reed before joining the Washington law firm. Mr. Grove, a 1941 Temple U. (Philadelphia) Law School graduate, was assistant general counsel, Federal Power Commission, 1953-56.

PROFESSIONAL SERVICES PEOPLE

Albert W. Bates elected vice president of Selvage & Lee Inc., public relations firm with offices in Washington, N. Y., and Chicago.

Robert Queen, staffwriter, *Journal of Commerce* and freelance tv writer, to Greater New York Fund as radio-tv director.

Edward McDonald, news-special events director, WAKR Akron, Ohio, to Carl Byoir & Assoc., New York.

James W. Blackburn, Blackburn-Hamilton Co., station broker firm, hospitalized in Buffalo, N. Y., (Mercy Hospital), with heart attack described as mild. Mr. Blackburn, suffered attack Nov. 20.

PROFESSIONAL SERVICES SHORTS

David J. Jacobson & Co. and **Smith, Rose & Co.** have merged to become United Public Relations Inc. David J. Jacobson, president and Harold A. Smith, vice president. Address of new firm is 120 E. 56th St., N. Y. 22. Telephone: Plaza 1-3950.

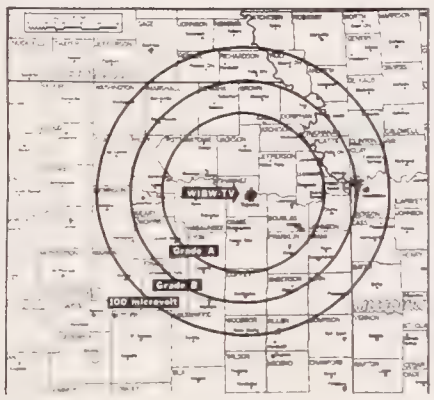
MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



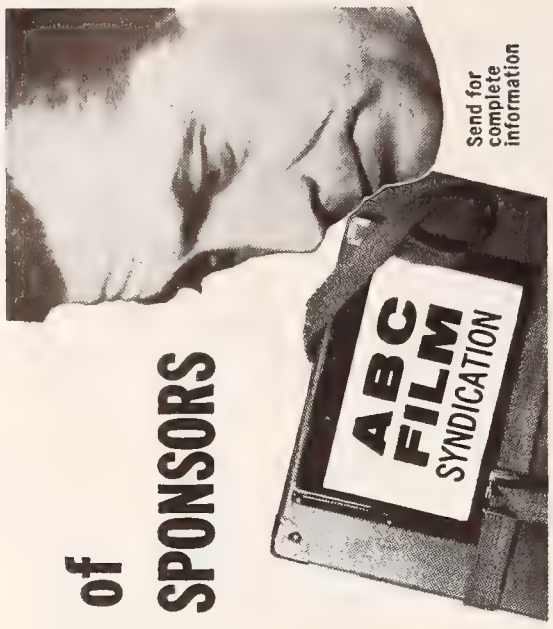
WIBW-TV absolutely dominates 20 Kansas Counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 586,022 TV homes. Check the new A.R.B. for the TopekAREA. See the across-the-board preference for WIBW-TV.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

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BMI

"According to the Record"

Continuities for January

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

January's "*According to the Record*" includes stories about the Panama Canal, George Washington, Buffalo Bill, "The Burning of the Clavie," and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 12th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

GREAT BRITAIN'S TV HOMES UP 25% SINCE ADVENT OF COMMERCIAL TV

THE NUMBER of television homes in Great Britain increased by 25% during the first year that commercial television was in operation there, and the average tv home—since it's had a choice—has almost consistently spent more time with commercial tv than with the state-owned, noncommercial British Broadcasting Corp.

Data to support these conclusions is contained in a compilation of audience research information, *Measuring Up*, prepared by A. C. Nielsen Co. Ltd., British arm of A. C. Nielsen Co.

Compared with U. S. ownership and viewing patterns as reflected in Nielsen measurements in this country, however, the British not only fall short of the U. S. in percentage of tv-equipped homes, but also lag in average hours of viewing within the homes that are equipped.

Measuring Up places the number of tv homes in Britain at 6,040,000 as of September 1956. This represents 41.6% and compares with 4,820,000 or 33.3% in September 1955, when independent (commercial) tv was getting started there. In the U. S., there were almost 35.5 million tv households last March, representing 73% of the country's total, and Nielsen figures for September 1956 put the tv homes total at 37.7 million.

Total tv ownership in British areas served by Independent Television Authority, according to *Measuring Up*, runs 6% to 7% higher (in relation to total homes) than in Great Britain as a whole. Example: Estimates for September 1956 indicated that 47.4% (or 3,683,000) of all homes in the ITA areas had television sets, as against the 41.6% reported for Great Britain as a whole.

Home Viewing About Same

While British set ownership has gained steadily, the average viewing time per home has changed little. As a "brief, general answer," the Nielsen booklet reports that the average tv home in Britain watches television "from three to five hours a day." But breakdowns on viewing in the three principal ITA-BBC cities show it generally to be well under five hours—in September in London, for example, weekday viewing per home per day is shown as 3.1 hours, as against 3.0 in September 1955; in Birmingham, where ITA has been operating a shorter time, it was 3.6 as against 4.4 in February, and in Manchester, newest ITA area, 3.4 against 3.5 in May.

In the U. S., Nielsen figures show viewing averaged 4.43 hours per home during September (based on a seven-day week computation), and Nielsen authorities report that in other months of the year U. S. viewing per weekday runs one to two hours over the figures for London, which went from September 1955's 3.0 hours per home per weekday to a high of 4.3 in February and since then have ranged between 3.0 and 3.5.

The September data in *Measuring Up* makes it clear that "in every area, both on weekends and weekdays, in homes able to receive both services, viewing to [independent television] is between two and three times as great as viewing to BBC and, indeed, occasionally exceeds this ratio." In London in September, for instance, the average home spent 2.3 hours per weekday watching ITA, as against 0.8 hours with BBC.

The study shows that "women tend to predominate" in the commercial tv audience. A Nielsen study in London during July showed that children form the biggest blocks between 4 and 6 p.m. (41% of the audience between 4 and 5 p.m., 48% between 5 and 6 p.m.), but women lead from then on, rising from 42% of the 7-8 o'clock audience to 47% between 10 and 11 o'clock. Men comprise 36% of the audience at 7-8 p.m. and gradually increase to 45% at 10-11 p.m.

Consumer Products Dominate

More than 60% of all commercial time in the three areas—London, Birmingham and Manchester—is sponsored by general consumer goods. In London, for instance, household commodities were represented in 20% of the total commercials delivered; beverages in 16%, food in 14%, and toilet preparations in 11%. Substantially the same pattern was found in the two other areas, although "food" edged out "household commodities" for first place in Manchester. (Comparable data for the U. S., according to Nielsen spokesmen, is not available for publication).

Measuring Up shows the 15-second spot to have gradually established itself as the most frequently used commercial length in the London area and the booklet points out that "the same trend is noticeable in the shorter experience of Birmingham and Manchester, especially Manchester." In London a year ago, 60-second announcements represented 33% of the commercials; 30-second spots represented 26%; 15-second spots, 18%; 7-second spots, 9%, and other lengths, 14%. For June-August 1956, the 15-second length was first with 30%; 30-second spots were next with 27%; 60-second spots had dropped to 16%; 7-second announcements represented 11% and all others totaled 16%.

More People Listen MORE to WAPI
BIRMINGHAM
THE Voice OF ALABAMA
John Blair & Co.

Regular Programming Begun By CHEK-TV Victoria, B. C.

CHEK-TV Victoria, B. C., was scheduled to begin regular programming Saturday on ch. 6 with 1.8 kw video power. The station will be on the air eight hours daily, carrying three hours of network shows, an equal amount of syndicated films and two hours of local live programs.

The station occupies a new $90,000 building covering 6,950 sq. ft., and the main studio has an area of 3,000 sq. ft. CHEK-TV will be able to carry live network shows via a microwave link.

The ch. 6 outlet is headed by David M. Armstrong, owner-manager of CKDA Victoria. Other officers include Vice President-General Manager Charles R. White, former manager of KLEW-TV Lewiston, Idaho; Secretary-Treasurer Dr. M. M. Mathisen; Sales Manager Doug W. Keough, former sales manager of CJLH-TV Lethbridge, Alta.; Program Director Robert Hallock, who formerly held the same position with KLEW-TV, and Promotion Director Harry O. Watts, formerly with CKY Winnipeg, Man.

An affiliate of CBC, CHEK-TV is represented by Tv Reps. Ltd. and Forjoe and has a highest one-time hourly rate of $210.

Bavarian Radio's Commercial Tv Questioned in Bundestag Inquiry

A GROUP of 16 Bonn Bundestag (lower house) delegates have prepared an inquiry to the government concerning the recent introduction of commercial television. Inquiry is scheduled to be discussed in the Bundestag shortly.

Introduction by Bavarian Radio and Radio Free Berlin of commercial segments into their otherwise non-commercial schedules has met fierce opposition from various quarters as existing stations are not privately-owned and have a monopoly in broadcasting.

The group which has drafted the inquiry is doubting Bavarian Radio's right to use its facilities for commercial purposes. The claim is based upon a legal regulation which forbids relay lines (operated in Germany by postal authorities) to be used for commercial purposes without express sanction from the Government. Latter was, however, neither requested nor granted.

Second part of the inquiry deals with the "legal instability" which is noted in German Broadcasting. German Government is requested in the inquiry to create a clear legal situation in the broadcasting field by having Bonn officials either sanction the commercial operations of the existing monopoly stations, take commercial tv away from them and give to a future net of private stations or forbid commercial broadcasting altogether.

Bavarian Commercial Tv Begins

THE COMMERCIAL segment in Bavarian Radio's schedule operation registered approximately 55% of Bavaria's tv homes tuned in to the program during its first week of operation. According to Infratest, German rating service, cost per thousand viewers for the 30-second commercials the first night of commercial tv in Bavaria was the equivalent of about $4.75 in U. S. money. Cost per thousand sets reached was $13.33. Costs went up at the second night to $5.95 and $16.20, respectively. Commercials are confined to start and end of the 30-minute commercial slot in BR's schedule. Programs range from German version of *$64,000 Question* (only $1,400 in Bavaria) to sports and detective drama.

British Order Ampex Recorders

LONDON'S Commercial Television News reports that Ampex's video tape recorder will be utilized in British television. According to the newspaper, both Assoc. Rediffusion Ltd. and British Broadcasting Corp. have ordered sets from Ampex costing $75,000 each. Bill Cheevers, A-R chief engineer, plans a trip to the U. S. next month to see the video tape in action.

INTERNATIONAL PEOPLE

Major James Baxter, chairman of board, McKim Adv. Ltd., Toronto, retired. Mr. Baxter has been in advertising business for past 40 years.

INTERNATIONAL SHORTS

Nestle (Canada) Ltd., Toronto, Ontario, has appointed F. H. Hayhurst & Co. Ltd., Toronto and Montreal, to handle nine of its food products, and E. W. Reynolds Ltd., Toronto, to handle five.

CKSF Cornwall, Ontario, has issued rate card No. 12, effective Jan. 1 with base of $60 for one hour class A time.

Broadcast Advertising Bureau, Toronto, Ontario, mailing to automobile dealers brochure pointing out size of Canadian radio audience as prospective car buyers. Promotion emphasizes number of radio listeners who listen while they drive.



LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
in the Heart of America

WEVD AM FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
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3. Inherent listener loyalty
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Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

WHBF

coverage area has

1,102,500

people who spend

$1,339,059,000.

(Total retail sales. (S. M. Buying Power))

CBS FOR THE



WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL



HE'S "DOING A FINE JOB" FOR OSCAR MAYER IN CHICAGO, MILWAUKEE,

and other midwest markets

117 half hour TV films
Complete sponsor list and other data on request.



10 E. 44th St., New York 17, OXford 7-5880

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1956 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

IN THE PUBLIC INTEREST

Aid to Civil Defense Education Given by Los Angeles Stations

EIGHTEEN area radio stations and the seven Los Angeles tv stations are aiding the Los Angeles City Office of Civil Defense in educating the public to civil defense.

In addition to making a strong pitch for a locally-produced brochure, "Stay Alive," the broadcasters are informing the public as to the "sound" and meaning of attack warning sirens, a strong departure from the general policy of the past, which forbade the use of emergency sirens on the air. Maurie Webster, director of operations for KNX and the Columbia Pacific Radio Network and chairman of the Southern California Broadcasters Assn. Civil Defense Committee, said that "lead-ins" to prevent any "scare" are included in the warning transcriptions.

In addition to donating substantial amounts of air time, the stations have backed the civil defense campaign production-wise. Frank Goss of KNX and Pat Bishop of KFI recorded 30 anouncements for radio and filmed five spots for tv. KABC-AM-TV provided studio facilities and NBC the sound effects. The spots cover such subjects as action to be taken after the warning sounds, the contents of emergency food supplies and use of the family car in an emergency.

WHAS-AM-TV Show Distributes 31 Grants to Charitable Groups

THIRTY-ONE Crusade for Children grants were distributed to charitable organizations in Kentucky and Southern Indiana in a special broadcast a fortnight ago by WHAS-AM-TV Louisville, Ky., entitled "Crusade Report."

This year's Crusade for Children was staged in Louisville on Sept. 22 by means of 16-hour tv and radio marathon, and contributions totaled $187,060. To the net proceeds was added $5,959 in saving from previous grants.

As a result, Kentucky agencies received a total of $152,185 in grants and Indiana agencies got $12,404. The Welfare Funds of Theatre Authority received a donation of $12,867 under the required agreement that governed the appearance of visiting performers and $15,561 went for program expenses.

Tv Filmed Programs Double Their Public Service Spots

TWICE as many filmed tv programs produced by Hollywood for network exposure have public service spots this year as before, the Advertising Council reported Monday at a West Coast meeting to encourage even wider support of council campaigns. The mechanics of film shows, particularly syndicated packages with multiple sponsors, provide the biggest problems since the pattern for live tv and radio has been perfected, it was acknowledged.

The conference, attended by Hollywood radio-tv agency executives, network officials and producers, heard James Lambie Jr., special assistant to the White House, relate the importance of the voluntary campaigns to the U. S. government and the desirable effect this all-industry cooperation has had in reducing any need for the government itself to enter the mass communication business as a commercial customer.

Edwin W. Ebel, vice president in charge of advertising and consumer relations for General Foods Corp. and chairman of the council's radio-tv committee, announced the selection of Walter Bunker, vice president of Young & Rubicam, Hollywood, as chairman of the Hollywood radio-tv committee succeeding Frederic W. Wile Jr, former program vice president of NBC Pacific Div. Success of the "Register and Vote" campaign and other drives receiving heavy support from broadcasters and sponsors was related by Gordon C. Kinney, radio-tv director, and Robert Coleson, Pacific Coast representative, both Advertising Council.

During discussion to widen the exposure of Advertising Council messages, Wayne Tiss, manager of BBDO's Hollywood office, noted radio's growing audience and warned against overlooking the medium in the tv rush. He suggested mailing materials directly to disc jockeys in addition to normal station mailings.

Holman Again to Head Crusade

EUGENE HOLMAN, board chairman, Standard Oil Co. of New Jersey, has accepted the chairmanship of the Crusade for Freedom, parent organization of Radio Free Europe, for the second year. Arthur W. Page, director and former vice president of American Telephone & Telegraph Co., was elected president, succeeding William A. Greene who has resigned. Elected executive vice president of Crusade for Freedom was John M. Patterson, a former U. S. State Dept. official, and more recently an official of Colonial Williamsburg Inc.

CARE Seeks Ad Council Support

THE Advertising Council last week was asked to support a $2 million campaign to aid refugees and victims of the Hungarian revolt, by Cooperative for American Remittances to Everywhere Inc. (CARE). In effect, CARE asked the council to lend its weight to the charitable organization's drive to make CARE packages available inside Hungary proper. First internal Hungarian distribution of food parcels was made Thanksgiving Day, and subsequent aid in the form of food and clothing is being extended daily in Austrian and Yugoslav refugee centers. The campaign will mark the first time in seven years that CARE has gone behind the Iron Curtain.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

11 U.S. Stations Cited By AP For News Work

ELEVEN U. S. broadcasting stations have been cited by the Associated Press for providing "many early tips and follow-ups . . . [and] producing outstanding beats."

At an annual AP Managing Editors Assn. in Philadelphia, last month, these stations were among the AP members receiving citations, awarded annually to those "who go far beyond the usual obligations of membership to supply AP with news and pictures." In making the awards, A. M. Glassberg, chairman of the APME Citations Committee and an executive of the Everett, Wash., *Herald,* noted that one-sixth of the 1956 awards went to broadcasters. He asked, "is there cooperation between radio stations, tv stations and newspapers? The answer is in the affirmative . . . such cooperation reached a new high this year."

Those cited included:

• KDDD Dumas, Tex., and KFDA-AM-TV Amarillo, Tex., for providing sufficient information on the Dumas, Tex., explosion, permitting AP to score a news beat. Mentioned were KFDA-AM-TV news director Jack James and KDDD's Les Sabo.

• KICD Spencer, Iowa, in cooperation with the Spencer *Daily Reporter* for "achieving a victory for the right to know," that is arousing sufficient community sentiment opening to the public, sessions of the Spencer City Council, and sharing this enterprise with AP members.

• WSVA Harrisonburg, Va., for covering the death of Sen. Alben W. Barkley during his speech at a mock Democratic Party convention and making a tape recording of his last words available to AP members. Mentioned for "exceptional work:" WSVA news director Wip Robinson.

• KAGH Crosett, Ark., and owner-manager Julian Haas for "alertness in the station's own area and awareness of AP needs" in the shooting of a Louisiana state trooper and the death of four in a highway accident.

• WCTW (FM) New Castle, Ind., in cooperation with the *Courier-Times,* owner-operator, for scoring a 40-minute beat on the rioting at the Perfect Circle Corp., and feeding the story on successive days to AP members. Mentioned: WCTW's news director Jamie Cunningham and manager Howard A. White.

• KSCO Santa Cruz, Calif., KUHM Eureka, Calif., and KMYC Marysville, Calif., for "extraordinary service" on the

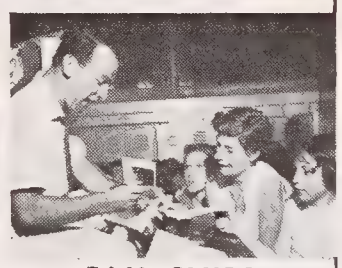
BRONSON HONORED

EDWARD H. BRONSON, NARTB tv code affairs director, was named Catholic Man-of-the-Month for December by National Council of Catholic Men. Announcement was made in *Catholic Men,* council's official publication. Award was made for "an excellent job in a tough assignment."

The Biggest "MALE" PULL in Detroit!


DANCE PARTY




FAN CLUBS


CELEBRITY INTERVIEWS


TEEN AGE HOST

BUD DAVIES draws crowds wherever he goes . . . whatever he does. And on CKLW radio and CKLW-TV he receives hundreds of letters each day requesting everything from a fan club card to the products he advertises. Bud's 'teen ager audience influences the buying of everything from charm bracelets, to home improvements, to soft drinks, in the Detroit market. If you want to sell it . . . let Bud tell it.

CKLW-TV Channel 9 325,000 Watts

CKLW 800 KC 50,000 Watts

GUARDIAN BLDG. • DETROIT 26, MICH.
ADAM YOUNG, INC. *National Representative*

expert **tv** lighting



low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST
Department BT
234 Piquette Ave.
Detroit 2, Michigan

"Sheena"



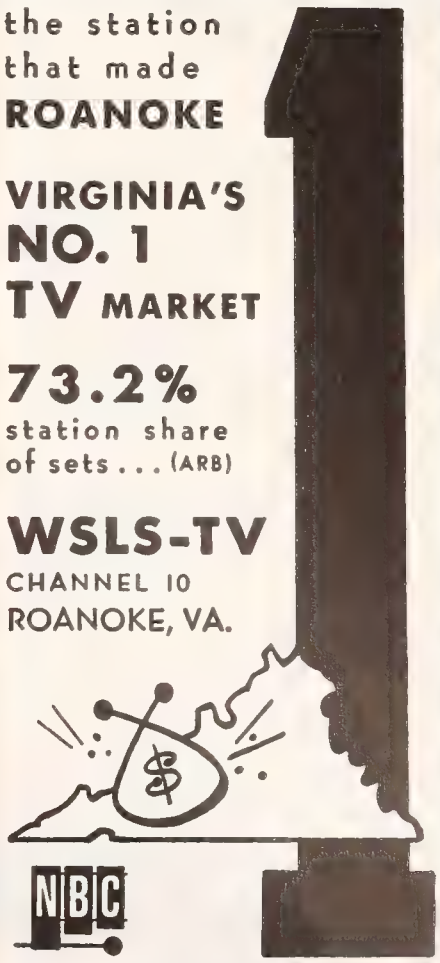
10 E. 44th St., New York 17, OXford 7-5880

the station
that made
ROANOKE

VIRGINIA'S
NO. 1
TV MARKET

73.2%
station share
of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

1955 California floods. Mentioned: KSCO news director Gloria Lorenzo, KMYC program director Bill Cleveland, and KUHM program-news director Frank Brown.

• KGW Portland, Ore., in cooperation with the *Portland Oregonian* and *Oregon Journal*, for keeping a steady flow of details and photographic coverage coming to AP members of the amateur mountain climbing disaster atop Mt. Hood in the summer of 1955 that accounted for the loss of several teenagers.

• WTMJ-AM-TV Milwaukee in cooperation with the *Milwaukee Journal* "for the alertness of WTMJ's Ross Brewender and the *Journal's* Harry Hill" in supplying information and pictures on the Lake Michigan dredge disaster to AP members.

National Safety Council Seeks Radio-Tv Safety Award Entries

ENTRIES for non-competitive public interest awards to radio-tv networks and stations and other public information media for "exceptional service to safety" last year are being accepted by the National Safety Council.

Deadline for entries has been advanced to Feb. 1, 1957, to speed up issuance of awards for radio-tv networks and stations and for five other categories: advertisers, daily and weekly newspapers and syndicates, consumer and trade magazines, outdoor and transportation advertising companies. Blanks may be obtained from the council at 425 N. Michigan Ave., Chicago, and entries may be self-made or submitted by any "logically associated group or individual." Awards probably will be announced next April. A board of judges will be set up for radio-tv-advertiser groups.

Simultaneously, the council announced that, at the request of the Alfred P. Sloan Foundation, it will again administer the Sloan Radio-Tv Awards for highway safety, selected by a jury from among recipients of public interest certificates in the radio-tv-advertiser categories. They are expected to be announced next May. Blanks may be obtained from NSC.

Another set of awards, for farm safety, were presented to radio-tv stations and farm newspapers during the National Assn. of Television and Radio Farm Directors' annual convention in Chicago [B•T, Nov. 26].

WDBJ Roanoke, WRAD Radford Win Virginia's Freeman Awards

WDBJ Roanoke and WRAD Radford are winners of the Douglas Southall Freeman awards for public service through radio journalism presented Virginia stations by the Virginia Associated Press Broadcasters Assn. Presentations were made at the associations semi-annual meeting at Roanoke a fortnight ago.

WDBJ received the award in the metropolitan station class for its 15-minute Saturday night shows explaining to its audience the report of the Virginia Public Education (Gray) Commission. WRAD won in the non-metropolitan class with a series of public service entries.



EXECUTIVE vice president of KFH Wichita, Kan., since 1929, Marcellus M. Murdock receives a service pin from John Rigby, of Beverly Hills, Calif., company president, at the organization's board of directors' meeting a fortnight ago. With them (l) is Frederick Bullard, of Tucson, Ariz., a director. Mr. Rigby has been president of KFH since he founded the broadcasting company in 1925.

AWARD SHORTS

Tom Chauncey, executive vice president-general manager, KOOL-AM-TV Phoenix, Ariz., awarded document by Gov. Ernest W. McFarland for "KOOL-TV's news service and its excellent coverage" of statewide events.

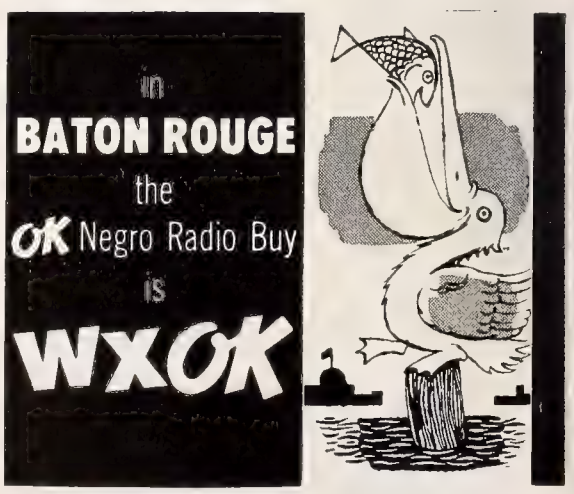
James H. Connolly, vice president-general manager, KGO-AM-TV San Francisco, received citation from Redwood Empire Assn. for having "contributed materially to the progressive development of Redwood Empire, both sides of the Golden Gate Bridge."

KGW Portland, Ore., cited by Associated Press Managing Editors Assn. for "outstanding membership participation."

WSAZ-TV Huntington, W. Va., has won Wiedemann Award for 1956 given by Wiedemann Brewing Co. for station's "outstanding merchandising service."

WWVA Wheeling, W. Va, honored by local Community Chest at a luncheon for "successful conclusion of its silver anniversary drive for funds" in that area.

Jay E. Raeben, writer for ABC-TV's *Medical Horizons* received Russell L. Cecil Award for Science Writing in Rheumatic Diseases for his script, "Arthritis, The Sly Crippler."



B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

December 1956

Total U. S. Stations on Air: 490
(Commercial: 468; Educational: 22)
Total Cities with Tv Stations: 310
Total Tv Homes: 35,495,330
(Advertising Research Foundation, March, 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 370,000; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WJLN-TV (48) 12/10/52-Unknown
DECATUR—
► WMSL-TV (23) NBC, CBS; McGillvra; 32,500; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 42,500; N; $150
MOBILE—
► WALA-TV (10) NBC, ABC; H-R; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 146,090; N; $450
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400
TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 58,829; N; $300
YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 55,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; 40,600; $200
► KNAC-TV (5) H-R
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 160,322; N; $450
► KATV (7) (See Pine Bluff)
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 160,080; N; $450
TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, CBS; Weed; 100,000; $300
► KERO-TV (10) NBC; Hollingbery; 154,720; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250
CORONA†—
KCOA (52) 9/16/53-Unknown
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $250
FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
► KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,580,884; $2,000
► KCOP (13) Petry; 2,580,884; $1,250
► KHJ-TV (9) H-R; 2,580,884; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,580,884; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,580,884; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; 2,580,884; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,580,884; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC; Branham; 65,000; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; 366,550; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 160,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 449,928; N; $900
► KFSD-TV (10) NBC; Katz; 400,000; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,700
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LF, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500.
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown
SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200
SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) 1,131,891; $800
TULARE—
► KVVG (27) Bernard; 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward, 399,864; $650
► KLZ-TV (7) CBS; Katz; 399,854; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 399,864; N; $650
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 399,864; N; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 19,205; $120
MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,312; $155

CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; $373,596; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) Raymer; 2,051,000; N; LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 644,000; N, LF, LS; $1,800
► WTTG (5) Weed; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 386,000; $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; 107,750; N; $300
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 246,384; N; $750
WQIK-TV (30) Stars National; 8/12/53-Unknown
WFGA-TV (12) 8/31/56; Unknown
MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; 376,000; N, LF, LS; $950
► WGBS-TV (23) CBS; Katz; 278,869; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 380,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 173,692; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 340,000; N, LF, LS; $600
► WTVT (13) CBS; Katz; 330,000; N, LF, LS; $600
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WPTV (5) NBC, CBS; Venard; 95,000; $275
WIRK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

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B·T TELESTATUS

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 558,000; $900
► WSB-TV (2) NBC; Petry; 572,430; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 211,506; N; $300
► WRDW-TV (12) CBS; Branham; 182,100; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,-959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,-352; N; $300

THOMASVILLE (TALLAHASSEE, FLA.)—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; 85,169; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS, ABC; Peters, Griffin, Woodward; 67,525; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,-000; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 55,-021; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) ABC; McGillvra; 54,000; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 403,370; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,397,500; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,397,500; N, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,397,500; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,-000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 190,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 244,420; N; $450
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; 153,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 317,-420; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N; $450
► WTVO (39) NBC; Headley-Reed; 116,000; $250

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC; Meeker; 523,825; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 140,000; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; 175,200; $450

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 164,364; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 702,000; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; 660,000; N, LF, LS; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,900; N; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-Unknown; Meeker

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 251,-970; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $400

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Blair Tv Assoc.; 325,977; N; $350
► WMT-TV (2) CBS; Katz; 221,795; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 294,000; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $350

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Jan. 15; $100

GOODLAND†—
► KWGB-TV (10) $200

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; N, LS; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 210,724; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 586,022; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 150,000; N; $400

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

CHEK-TV (ch. 6) Victoria, B. C.; KICA-TV (ch. 12) Clovis, N. M.; KNAC-TV (ch. 5) Ft. Smith, Ark., and KWGB-TV (ch. 10) Goodland, Kan.

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,-966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
WKYB-TV (6) 11/14/56-Unknown

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 196,860; N; $300
WCNS (40) 7/19/56-July

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 103,005; $250
► KTAG (25) CBS; Young; 68,648; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 305,000; N; $400
KLSE (*13) 12/14/55-December

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 407,884; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 157,782; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-February

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 239,695; N; $500

MAINE

AUGUSTA—
Pine Tree Telecasting Corp. (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 96,000; N; $300
► WTWO (2) CBS; Venard; $300

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 702,606; $1,275
► WBAL-TV (11) NBC; Petry; 702,606; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; 702,606; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 56,-590; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decisio 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (58) 7/5/56-January (Satellite of WWLI Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 225,000; N; $40
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N LS; $600

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 580,536; N, LF, LS; $690
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 388,305; $300
DETROIT—
► WJBK-TV (2) CBS; Katz, 1,600,000; N, LL; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) 5/12/54-Unknown
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 583,788; N; $1,175
WMCM (23) 9/2/54-Unknown
IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 602,760; N; $1,100
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 451,000; N; $1,000
WTOM-TV (54) See footnote
MARQUETTE†—
► WDMJ-TV (6) Weed
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 61,002; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 632,000; $600
► KSTP-TV (5) NBC; Petry; 688,558; N, LS, LF; $1,550
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 615,000; $800
KTCA (*2) 6/20/56-Unknown
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; 45,000; $150
HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 68,000; N; $175
JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $360
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 84,216; N; $250
WCOC-TV (30) See footnote
TUPELO—
WTWV (9) NBC; Young; $150; December

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 101,246; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 149,060; N; $350
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; 104,000; $250
JOPLIN—
► KSWM-TV (12) CBS; Venard; 116,000; N; $250
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 600,268; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 600,268; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 600,268; N, LS, LF; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 222,954; N; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 163,210; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 953,226; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 108,396; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $150
KALISPELL†—
KGEZ-TV (8) Cooke; 7/19/56-Unknown
MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 80,180; N; $200
HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 125,000 (includes satellite KHPL-TV); N; $300
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 156,319; $400
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 381,764; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 381,764; N; $850
KETV (7) 4/27/56-Unknown
SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 54,010; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 77,643; N; $300
► KOAT-TV (7) ABC; Hollingbery; 87,774; N; $300
► KOB-TV (4) NBC; Branham; 77,643; N; $300
CARLSBAD—
► KAVE-TV (6) CBS; Branham; 30,000; $150
CLOVIS—
► KICA-TV (12) Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250
SANTA FE—
KVIT (2) 1/25/56-February

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 180,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 441,430; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 551,954 (plus 663,446 Canadian coverage); N, LS, LF, LL; $950
► WBUF (17) NBC; NBC Spot Sls.; 178,100; N; $500
► WGR-TV (2) ABC; Peters, Griffin, Woodward; 551,871 (plus 585,607 Canadian coverage); $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 80,000 (plus 118,840 Canadian coverage); $200
ELMIRA—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
► WYSE-TV (18) NBC; Harrington, Righter & Parsons (Satellite WYSR-TV Syracuse)
HAGAMAN—
► WCDB (29) (satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300
NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WROC-TV (5) NBC, ABC; Hollingbery; 365,000 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000; N, LF, LS; $780
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350
SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 380,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 211,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 38,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 342,000; N; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) ABC; Petry; 278,971; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; 51,600; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 454,234; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 179,908; N; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
WRAL-TV (5) NBC; H-R; 6/27/56-December; $600
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 163,564; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; 94,600; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 572,966; N; $600
► WTOB-TV (26) ABC; Venard; 133,720; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 24,800; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 31,350; $200
DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; 18,000; $150
FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $200
KMOT (10) 10/5/55-Unknown
WILLISTON†—
KUMV-TV (8) 7/19/56-December (partial satellite of KFYR-TV Bismarck)
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 130,000; N, LF, LS; $450

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

AFTERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00		The Heckle and Jeckle Cartoon Show Color Sweets Co. AW –F	
1:15			
1:30		*Face the Nation*	*Frontiers of Faith* L
1:45			
2:00		2 PM To Concl.	No Net. Service
2:15			
2:30		Philip Morris National Brewing Gillette American Oil Falstaff Brewing Gobel Brewing Pabst Brewing Burgemuster Brewing Standard Oil of Indiana Chevrolet Dealers of Pittsburgh Speedway Regional Professional Football	*Youth or American Forum* L
2:45			
3:00			*Outlook L&F*
3:15			
3:30	*Johns Hopkins File 7* L		Mutual (alt. Sun.) Zoo Parade L & F
3:45			
4:00	*College Press Conference* L		Gen. Motors Wide Wide World L
4:15			
4:30	CIBA Medical Horizons L	*The CBS Sunday News*	ALT
4:45			H. Curtis Wash. Square L & Topper
5:00	Dean Pike L	(st. 12/16) *Mama*	
5:15			
5:30		(st. 12/16) *Mr. Boing Boing* Color Film	Heinz Capt. Gallant F
5:45			
EVENING			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential Air Power T	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F
7:15			
7:30	Pharmaceuticals Ted Mack Amateur Hour L	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolds Metals Circus Boy F
7:45			
8:00		Mercury Div. of The Ford Motor Co The Ed Sullivan Show L	Polaroid Jergens Brown & Williamson Steve Allen Show L
8:15			
8:30	Corn Prods. Press Conference L		
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Aluminium, Ltd Union Carbide Omnibus L		
9:30		Bristol-Myers Hitchcock Theatre F	
9:45			
10:00		P. Lorillard (Alt. wks.) Revlon The $64 000 Challenge	P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's	White Owl Cigars' National Bowling Champions
10:45			

MONDAY

AFTERNOON	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady	*Tic Tac Dough* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	*It Could Be You* L
12:45		P&G Guiding Light L	
1:00		W. Cronkite	
1:15		1:10 *Standup & Be Counted* S	
1:30		P&G As The World Turns	
1:45			
2:00		Seven-Up Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff	
3:15			NBC Matinee Theatre (Participating) Color L
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day	
4:00		Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00		Whitehall News L	
6:15			
6:30			
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie	Whitehall News L	
7:15	Daly-News		
7:30	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	*Nat King Cole*
7:45			Studebaker News Caravan
8:00	Armour Int. Cellucotton Danny Thomas Show F	Carnation (Alt. wks.) General Mills Burns & Allen F	Producers' Showcase (3-9-30 1 wk. of 4)
8:15			Whitehall Lever F Sir Lancelot
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Amer. Tobco. Toni Stanley L
8:45			
9:00	Co-op Life Is Worth Living L	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Revlon Can Do L
9:15			
9:30	Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Schick
9:45			
10:00	Top Tunes and New Talent (L)	Westinghouse Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady	*Tic Tac Dough* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	*It Could Be You* L
12:45		P&G Guiding Light L	
1:00		W. Cronkite	
1:15		1:10 *Standup & Be Counted* S	
1:30		*As The World Turns* Sus	
1:45			
2:00		Best Foods (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Big Payoff (Sus.)	
3:15			NBC Matinee Theatre (Participating) Color L
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day	
4:00		Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00		Whitehall News L	
6:15			
6:30			
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie	Whitehall News L	
7:15	Daly-News		
7:30	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Vicks. Lewis-Howe L J. Winters
7:45			Remington-Rand News L
8:00	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Speidel Purex Big Surprise L
8:15			
8:30	Miles Labs (Alt. wks.) Gen. Electric Broken Arrow F	P&G (Alt. wks.) Sheaffer The Brothers F	L & Myers Max Factor Noah's Ark F
8:45			
9:00	duPont duPont Theatre F	Pharmaceu. Herb Shriner L	P&G Jane Wyman F
9:15			
9:30	Co-op It's Polka Time L	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L
9:45			
10:00		Revlon The $64,000 Question L	
10:15		Liggett & M. (Alt. wks.) Frigidaire Do You Trust Your Wife?	Lanolin Plus Break The Bank L
10:30			
10:45			

WEDNESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	*Tic Tac Dough* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	*It Could Be You* F
12:45		P&G Guiding Light L	
1:00		W. Cronkite	
1:15		1:10 *Standup & Be Counted* S	
1:30		P&G As The World Turns	
1:45			
2:00		Gerber (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff	
3:15			NBC Matinee Theatre (Participating) Color
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45		P&G The Brighter Day	
4:00		Am. Home Pr. Secret Storm	Queen For A Day Participa L
4:15			
4:30		P&G The Edge of Night	*Modern Roman L*
4:45			
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
EVENING			
6:00		News L (Sus.)	
6:15			
6:30			
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie	News L (Sus.)	
7:15	Daly-News		
7:30	American Motors American Dairy Derby Foods Disneyland F	General Mills The Giant Step	Coca-C Plant Eddie F L
7:45			Time Miles New Carava
8:00	Am. Tobacco U. S. Rubber Navy Log (F)	Bristol Myrs. (Alt. wks.) Arthur Godfrey Show	Gen. F Hira Hollid F
8:15			
8:30	Eastman Kodak Adv. of Ozzie & Harriet F	Pillsbury (alt.) Kellogg	Scot Fath Kno Bes F
8:45			
9:00	Ford Ford Theatre F	Colgate The Millionaire F	Kra Food Televi Thea L
9:15			
9:30		R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P& This Your L
10:15			
10:30			Pharm tical Twenty L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni (Alt. wks.) Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	*It Could Be You* L
	P&G Search for Tomorrow	
	P&G Guiding Light L	
	W. Cronkite	
	1:10 *Standup & Be Counted* S	
	As The World Turns (Sus.)	
	Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Big Payoff (Sus.)	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	
	Am. Home Pr. Secret Storm	Queen For A Day Participating L
	P&G The Edge of Night	
		Modern Romances L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	Whitehall News L	
Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Chevrolet Dinal Shore Show L
Am. Metal Spec. Remco Ind. Hartz Circus L	Reynolds (alt. wks.) Colgate Bob Cummings Show F	Miles News Caravan L
	Chrysler Motors Climax L	DeSoto-Plymouth You Bet Your Life F
R. J. Reynolds Wire Service F	Shower of Stars	Schick Chesterfield Dragnet F
		P&G alt. Borden Co. The People's Choice F
Am. Chicle & Co-Op Ozark Jubilee	Bristol Myers (Alt. wks.) Singer Ronson-Wkly Playhouse 90 L	Ford Tenn. Ernie Ford Show L
		Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	*It Could Be You* L
	P&G Search for Tomorrow	
	P&G Guiding Light L	
	W. Cronkite	
	1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	
	Am. Home Pr. Secret. Storm	Queen For A Day Participating L
	P&G The Edge of Night	
		Modern Romances L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	News L	
National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Coca-Cola Planters Eddie Fisher L
Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	News Caravan L
Chevrolet Crossroads F	Gen. Foods Ford Motor Zane Grey Theatre F	Gulf Life of Riley F
Mogen David Treasure Hunt L	R.J.Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Toni Lorillaro Walter Winchell L
Sterling Drug The Vise F	Schlitz Brewing The Schlitz Playhouse F	Campbell Lever On Trial F
	Brown & Williamson (Alt. wks.) P&G Line Up F	Am. Tobacco Vicks Big Story L
Plymouth Ray Anthony Show L	Amer. Oil Hamm Time Person To	Gillette Cavalcade of Sports L
		State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	*Cowboy Theater* F
		Mr. Wizard L
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	
		(eff. 12/15) Pro. Basketball Games
	Football	
Evinrude Knapp Monarch Co. Famous Film Festival (F)		
	Hazel Bishop Beat The Clock L	No Net Service
	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F
	P. Lorillard Bulova Jackie Gleason Show L	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L
	Nestle Gale Storm Show	
Dodge Div. The Lawrence Welk Show L	P & G Hey! Jeannie L	Quaker Oats B. T. Babbitt Knomark Wesson Caesar's Hour L
Emerson Drg. Lentheric Masquerade Party L	L&M Alt. wks. Remington Rand Gunsmoke F	
	Hazel Bishop You're on Your Own	Armour (alt.) Pet Milk George Gobel L
		Am. Tobacco Warner Lambert Your Hit

AFTERNOON
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MORNING

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Bauer & Black, Ludens, Ideal Toy, Mighty Mouse Playhouse, 10:30 - 11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Camera Three, 11:30-12 noon; UN In Action, 11-11:30 a.m.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Exquisite Form, Union Underwear, Norwich Pharm. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, General Mills, Best Foods, Hytron, Yardley, Bristol-Myers, Staley, Chevrolet, SOS, Swift & Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simoniz, American Home, General Foods, Scott Paper.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

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BROADCASTING TELECASTING

December 3, 1956

B·T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,225,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV(10) CBS; Blair; 510,400; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,062,886; N; $450
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 50,000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 93,223; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; 47,000; N; $150

ENID—
► KGEO-TV (5) ABC; Pearson; 264,510; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 213,210; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 67,880; $300

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 11,500; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,350; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spt Sls.; 385,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV(8) Blair; $700; 6/23/55-December

ROSEBURG†—
► KPIC (4) Hollingbery; 12,000; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 478,916; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 242,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 1,026,839; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,233,836; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-December
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $2,000
► WENS (16) ABC, CBS, NBC; Branham; 435,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 250,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 116,450; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 136,329; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 213,524; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 330,402; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) Initial Decision 6/28/56

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,658; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 183,917 (includes satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL†—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 210,716; N; $450
► WRGP-TV (3) NBC; H-R; 197,390; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 104,500; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; 176,399; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; 156,400; N; $360

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 465,011; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 465,011; N; $900
► WREC-TV (3) CBS; Katz; 465,011; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 303,000; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $425
► WSM-TV (4) NBC; Petry; 272,856; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 56,131; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 89,497; $300
► KGNC-TV (4) NBC; Katz; 89,497; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 162,946; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 115,151; N; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
KGTX-TV (3) 11/5/56-Unknown

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) NBC (ABC, CBS per program basis); Young; 59,300; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; 590,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 590,000; N; $1,000

EL PASO—
► KILT (13) ABC; Young; H-R; $250
► KROD-TV (4) ABC, CBS; Branham; 99,663; N; $450
► KTSM-TV (9) NBC; Hollingbery; 93,653; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 590,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348 $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 134,052; N $350
► KDUB-TV (13) CBS; Branham; 137,498; N, LS LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 55,325; $225 (Station receives NBC shows from KPRC-TV Houston.

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $20

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250

SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622 $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 330,222; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 335,018; N LL, LS, LF; $700
KONO-TV (12) H-R; $560; 5/23/56-January

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 62,469; $20 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300
TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 100,000; N; $260
TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $300
WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 132,000; N; $250
WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250
WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 107,000; N; $300
► KSYD-TV (6) CBS; Blair Tv Assoc.; 107,000; N; $300

UTAH

SALT LAKE CITY
► KSL-TV (5) CBS; CBS Spot Sls.; 209,000; N; $600
► KTVT (4) NBC; Katz; 209,000; N, LS; $600
► KUTV (2) ABC; Avery-Knodel; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 145,736; $350

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown
BRISTOL†—
► WCYB-TV (5) NBC, ABC; Weed; 368,870; N, LF, LS; $300
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
► WVEC-TV (15) See Norfolk
HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250
LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 418,016; N, LS, LF; $875
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 190,000; N; $350
PETERSBURG—
► WXEX-TV (8) See Richmond
PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/56-January, 1957
RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; $700
► WTVR (6) ABC; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750
WOTV (29) 12/2/53-Unknown
ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 479,222; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 250,246; $300
EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown (satellite of KIMA-TV Yakima, Wash.)
PASCO—
► KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 538,200; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 538,200; N, LL, LF, LS; $1,025
► KTNT-TV (11) CBS; Weed; 538,200; N; $900
► KTVW (13) Hollingbery; 538,200; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
SPOKANE—
► KHQ-TV (6) NBC, Katz; 187,768; N, LL, LF, LS. $550
► KREM-TV (2) ABC; Petry; 196,000; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 187,768; N; $600
VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
WALLA WALLA—
Walla Walla Tv Co. (8) 10/24/56-Unknown (satellite of KIMA-TV Yakima, Wash.)
YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 173,684; N; $200
CHARLESTON—
► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote
CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown
FAIRMONT†—
WJPB-TV (35) See footnote
HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 365,005; N; $450
► WSAZ-TV (3) NBC; Katz; 585,993; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200
PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 41,875; $150
WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,000; N; $350
GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 235,000; N; $300
► WMBV-TV (11) See Marinette
LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 130,000; $360
MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 309,275; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; 130,000; N; $250
► WMTV (33) NBC; Young; 140,000; N; $280
MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250
MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 377,500;N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,200; N; $400
► KDAL-TV (3) See Duluth, Minn.
WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 98,200; $350
WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
Harriscope Inc. (2) 10/17/54-Unknown
CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150
RIVERTON—
KWRB-TV (10) 9/26/56-Unknown

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 25,000; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 25,000; $150
FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 10,000; $135
JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; 5,000; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 103,000 (includes Hilo and Wailuku satellites); $350
► KONA (2) NBC; NBC Spot Sls.; 97,500 (includes Wailuku satellite); $472.50
► KULA-TV (4) ABC; Young; 91,800; $250
WAILUKU†—
► KMAU (3) (Satellite of KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown
MAYAGUEZ†—
► WORA-TV (5) CBS, ABC; Young; 27,000; N; $125
PONCE†—
WKBM-TV (11) 5/3/36-Unknown
SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 125,000; $250
► WKAQ-TV (2) CBS; Inter-American; 110,000; $375
WIPR-TV (*6) 2/2/55-March, 1956

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870
BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 13,288; $170
CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 45,000; $280
EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 58,000; $325
HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; 40,000; $300
HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 542,116; $550
KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 52,000; $280
KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,300; $400
LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; 13,800; $160
LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450
MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200
MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; 494,000; $1,000
► CBMT (6) CBC; CBC; 484,000; $750
NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Canadian Reps.; 13,500; $160
OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; 82,000; $300
► CBOT (4) CBC; CBC; 98,000; $400
PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 35,000; $260
PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 16,500; $170
QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350
REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260
RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240
ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; 70,554 (including U. S.); $300
ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 18,560; $200
SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; 30,000; $230
SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $170
SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Young, Hardy; $400
SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220
SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240
TIMMINS, ONT.†—
► CFCL-TV (6) CBC Renaurd, McGillvra; 9,600; $160
TORONTO, ONT.—
► CBLT (6) CBC; CBC; 480,000; $1,000
VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 159,000; $580
VICTORIA, B. C.—
► CHEK-TV (6) CBC; Tv-Reps. Ltd, Forjoe; 30,000; $210
WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100
WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 25,000; $235
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 75,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240
TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; 406,123; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WHUM-TV Reading, Pa.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte. N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown. Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KBMT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

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BROADCASTING
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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MEASURE OF SERVICE...MARK OF INTEGRITY

*** B•T is the *only* ABC publication in its field.**

Financial Troubles Delay Phila. Educational Tv Start

FAILURE of educational ch. 35 WHYY-TV Philadelphia to get $100,000 reportedly pledged by the Philadelphia Board of Education has kept the station from going on the air as planned Nov. 26. A spokesman said last week that the board had denied making a firm commitment for that amount and feels that there has been inefficient business management on the station's corporate level.

The school board also expressed doubt that there were enough uhf receivers in the Philadelphia area to make it feasible for the station to begin programming and wanted more voice in the station's operation. WHYY-TV Managing Director Richard Burdick said that "We have felt all along that the Board of Education should be a part of the programming of an educational station in Philadelphia."

The board gave the station $10,000 Nov. 23. The city of Philadelphia has donated $100,000, with another $100,000 to be raised through other means.

In efforts to resolve the dispute, a three-man mediation committee composed of area college presidents is studying the problem and the New York engineering firm of Cresap, McCormick & Paget is conducting a survey of the station's activities. The committee is working with Dr. Leon J. Obermayer, president of the school board, and Walter Biddle Saul, president of Metropolitan Philadelphia Educational Radio & Tv Corp. (WHYY-FM-TV).

Mr. Burdick said that a drive for public funds has been launched and that the station would go on the air as soon funds were available, although no definite date has been set. The station has been sending out a test signal for over a month.

Educational Grants Honor Women Employes of CBS Inc.

GRANTS totaling $7,000 will go to five privately-supported colleges and universities based on length of service records of five women graduates employed by CBS or its divisions for 15 or more years, CBS Foundation Inc., CBS' agency for educational and charitable grants, announced last week. The grants are made on basis of $1,000 for 15 years CBS employment of a woman graduate, and $500 for each additional five years employment. College or universities can use the funds as they see fit.

New grants, indicating employe, position, institution and amount are as follows: Agnes Law, librarian, CBS Reference Dept., Syracuse U., $2,500; Esther Dobbins, manager, program information division, CBS Reference Dept., Oberlin College, $1,500; Alice Santti, manager of contract division, CBS Radio Spot Sales, Simmons College, $1,000; Olive Tracy, graphics presentation specialist at CBS Radio, Eastern Nazarene College (Quincy, Mass.), $1,000, and Emma Schaumann, supervisor in accounting of Columbia Records, Bridgeport, Conn., Connecticut College for Women, $1,000.

'See It Now' In Classroom

CBS-TV's *See It Now* staff and the National Education Assn. joined hands in an unusual classroom venture in connection with the showing of the program yesterday (Sunday) dealing with comedian Danny Kaye's world tour on behalf of the U. N. International Children's Emergency Fund (UNICEF).

Under terms of the project, NEA (with help from *See It Now* researchers) prepared 50,000 eight-page classroom discussion guides to be used by more than one million NEA members in discussing the program in classes after showing on the network.

U. of Ky. Students Get Awards

TWO Kentucky U. radio arts students—a senior woman and a man engaged in graduate study—have been named recipients of scholarships provided by off-campus donors. David Dick, Lexington, Ky., was named winner of a $1,000 grand award by the DuPont Foundation through WHAS Louisville, and Mary Ann Kullack, Dayton, Ohio, received a Kentucky Broadcasters Assn. scholarship for $75.

RCA Institute Graduates 177

ONE HUNDRED and seventy-seven students of radio and television were graduated Tuesday from RCA Institutes Inc. at New York U. Students included representatives from the U. S., British West Indies, Canada, Hawaii, Liberia and Puerto Rico. The principal graduation address was given by Dr. C. S. Jones, president of the Academy of Aeronautics at LaGuardia Airport, New York.

EDUCATION PEOPLE

Elspeth Simmons Corley, WLWA (TV) Atlanta, Ga., named director of program coordination and public information for Alabama Educational Commission in Birmingham.

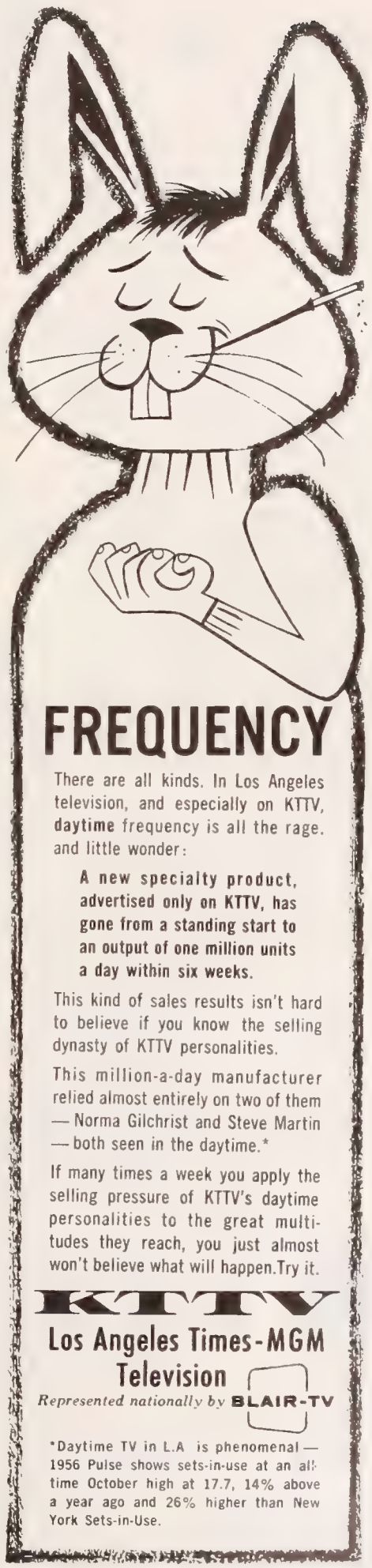
Dr. Donald K. Reynolds, head of electrical engineering department, Seattle U., named executive engineer representing Stanford Research Institute in Seattle area.

Chapin Ross appointed assistant director of radio for Abilene Christian College, Abilene, Tex.

EDUCATION SHORTS

RCA Institutes making available 16-mm motion picture in color titled *Your Career in Electronics*. Produced by RCA, and running 24 minutes, film is designed to familiarize students with technician's role in electronics industry.





Broadcasters, Baseball Look to 1957 Season

WITH the ink not yet dry in the 1956 World Series record book and with football still in the headlines, broadcasters are busy lining up coverage of the 1957 national pastime activities. Joining WKRC Cincinnati in announcing plans to cover the Cincinnati Redlegs [B•T, Oct. 22] and WBAL Baltimore in signing Gunther Brewing for the 1957 Orioles, are WGN-TV Chicago, Pittsburg Pirates Network, KOOL Phoenix, The Yankee Network and WBRC Birmingham, Ala.

Theo. Hamm Brewing Co., St. Paul, and Oklahoma Oil Products Co., Chicago, have signed to co-sponsor all Chicago White Sox and Chicago Cubs home day games on WGN-TV for the third consecutive year, according to Ward L. Quaal, vice president and general manager of WGN Inc. Agencies are Campbell-Mithun Inc. for Hamm and Maryland Adv. for Oklahoma.

Atlantic Refining Co. and Pittsburgh Brewing Co. will co-sponsor tv and radio coverage of the Pittsburgh Pirates, with the number of games telecast to be doubled. The radio broadcasts will be carried by a network of stations in four states.

Narragansett Brewing Co. for the tenth straight year will sponsor broadcasts of the Boston Red Sox on the Yankee Network. Nighttime and weekend games of the Red Sox will be telecast. Cunningham & Walsh is agency.

KOOL-AM-TV Executive Vice President and General Manager Tom Chauncey announced that the radio outlet has gained exclusive rights to the New York Giants 17-game spring exhibition schedule. KOOL carried the entire schedule of the minor league Phoenix Stars during 1956.

Storer Broadcasting Co.'s WBRC will broadcast the Class AA Birmingham Barons baseball games for the next two years, according to Eddie Glennon, general manager of the Barons, and George B. Storer Jr., vice president of Storer.

Color Tv Party Held for Tots

WKY-TV Oklahoma City, Okla., took advantage of NBC-TV's presentation of "Jack and the Beanstalk" to give a color tv party for local youngsters. The children were invited to the station's Little Theatre to see the show and meet 3-D Danny and Foreman Scotty, local tv personalities. The party was promoted with but a few on-the-air announcements as the theatre's seating is only 200. When the co-sponsors, Dulaney's, a local RCA distributor, discovered the theatre was filled, they invited the overflow to its showrooms to watch the colorcast. When still more room was needed, the station arranged with downtown dealers to bring in a color tv set which was placed in the lobby for standing patrons.



WALTER DRISKILL, vice president of the Gunther Brewing Co. (Gunther beer and ale), Baltimore, signs for sponsorship of 1957 Baltimore Orioles baseball on WBAL there. Gunther also will sponsor selected exhibition games [B•T, Nov. 5]. Witnessing the contract-signing are W. C. Geoghegan (l), advertising director of the brewing company, and Leslie H. Peard Jr., manager of WBAL.

Chicago Livestock, 4-H Meets Get Broad Radio-Tv Coverage

RADIO-TV stations joined with International Harvester Co. in coverage of International Livestock Exposition and 4-H Club Congress events in Chicago the past 10 days.

Coverage included direct remotes, live studio shows, films and recordings by local stations, while International Harvester made available recording facilities for interviews at the International Amphitheatre. The 4-H Club Congress also maintained facilities in the Conrad Hilton Hotel.

Broadcast coverage reported to B•T by broadcasters:

NBC Radio's *National Farm & Home Hour* interviewed winners of the National 4-H Citizenship and Leadership awards Nov. 24 and reported on Congress and exposition activities Dec. 1. WGN-TV presented 4-H projects on its *RFD Chicagoland* and film highlights of the exposition Nov. 24. WGN carried daily remotes from the exposition on its *Norman Kraeft Show*. WBBM originated its noontime Julian Bentley news program from the Amphitheatre Nov. 26-30 and Farm Editor George Menard produced tapes for his early-morning *Country Hour* during the exposition. WLS also reported extensive coverage of the two events.

WJAN's Starr Writes Miller Show

ABC RADIO's *Tribute to Major Glenn Miller* last Thursday (10:30-11 p.m. EST) was written, produced and emceed by Ray Starr, former Glenn Miller announcer and now manager of WJAN Spartanburg, S. C. The program, which originated from Memorial Auditorium, Spartanburg, featured Ray McKinley and the Glenn Miller Orchestra and top recordings of the late Mr. Miller's band [B•T, Nov. 19], in addition to Mr. Starr.

WSTV Celebrates Anniversary

IN celebration of its 16th anniversary last month, WSTV Steubenville, Ohio, distributed a three feet by six feet cake to passers-by in front of the station's downtown offices. More than 800 pieces of cake were given away. During the celebration, Harry Birrell, program director, conducted his *Man About Music* program from a street platform.

Do-It-Yourself House Kit

IN a special promotion for the feature film, *Mr. Blandings Builds His Dream House*, which will be shown on WOR-TV New York's *Million Dollar Movie* program, the station has sent to radio-tv editors and trade press writers all parts of a scale-model house that they can assemble into a complete two-story house. WOR-TV also will advertise the program this week in the real estate and advertising news sections of major newspapers in the New York area.

Holds Annual 'Doll House' Drive

WRC-AM-TV Washington has dedicated its 21st annual Christmas Doll House campaign to collect toys for needy children. The goal this year is 22,000 toys. Brig. Gen. Thomas A. Lane, a D. C. commissioner, presented the station with an official proclamation in which the commissioners urged public support of the Doll House and praised the management and staff of WRC-AM-TV for "splendid contribution of time, energy and effort" in behalf of needy children. The Doll House is set up in downtown Washington where shoppers are invited to present gifts of new toys or cash while they are shopping in the area. Disc jockey shows are used to plug the campaign and the *Timekeeper* program is broadcast daily from the Doll House.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
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50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

KOCS Interviews Refugee

KOCS Ontario, Calif., broadcast a long distance telephone conversation between Manager Pete Odens and one of the Hungarian refugees who arrived in this country. The interview was conducted as the refugees were preparing to eat a Thanksgiving dinner. The station is also conducting a "Bundles for Hungary" drive in its area asking for winter clothing to be forwarded to Hungary through the American Friends Service Committee of Pasadena, Calif.

WTMJ-TV Shows Color News Film

WTMJ-TV Milwaukee claims to be the first station in Wisconsin to use successfully a single system sound color news film. The film was shown a fortnight ago on the station's Sunday evening *Newsroom* program. Tony Neuman, of Album Photo Co., was photographer.

Tribute to Tommy Dorsey

WOZK Ozark, Ala., received the news of Tommy Dorsey's death at 2:50 CST and cancelled a regularly scheduled program at 3:00 to present a salute to the late bandleader. The half hour tribute to Mr. Dorsey featured his top recordings and historical data about him.

Drinks Are 'On the House'

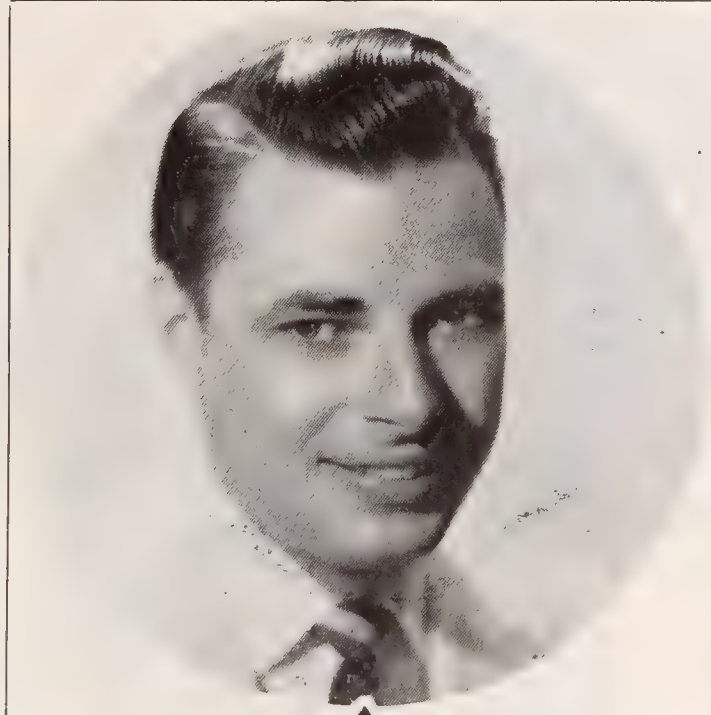
KRUX Phoenix offered to pick up the bill for its listeners' final Thanksgiving drink. Only catch was, the final drink had to be coffee. This was done in conjunction with KRUX's year round highway safety campaign. More than 50 restaurants offered "one for the road—on KRUX." The station's mobile units were on 24-hour duty with the Arizona Highway Patrol and Arizona claimed a fatality free Thanksgiving Day.

Flying Money Causes Traffic Jam

WHEN WSKY Asheville, N. C., built its *Lucky Jackpot* up to $250, disc jockey Bob Cain decided to take $100 of it in $1 bills as a gag. He walked out of the studio with the money and later overheard a fellow disc jockey telling listeners that the money had been stolen. Deciding to go one step farther with the joke, Mr. Cain climbed up on the marquee of a local theatre and sent dollars fluttering to the street below. Traffic finally became so jammed it required several police cruisers to restore everything to order.

BABY RUTH OUT IN COLD

DISC JOCKEYS on WBZ-WBZA Boston - Springfield have been instructed not to play the pop tune, "A Rose and a Baby Ruth," on the grounds that the tune constitutes an "obvious plug" for Baby Ruth candy bars, a Curtiss Candy Co. product. Grady Edney, program manager, said the stations' policy is based on the belief that "if one record like this one slips through, a rash of follow-ups plugging retail products is sure to follow."



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BETTER BALANCED MUSIC PROGRAMMING

John Lynker, Pres. & Gen. Mgr. of WSKN, Saugerties, N. Y., writes:

"I have been programming SESAC more and more, and for good reason. Competition in radio is greater than ever and you must give your listeners 'Better Balanced Programming' in order to keep their attention.

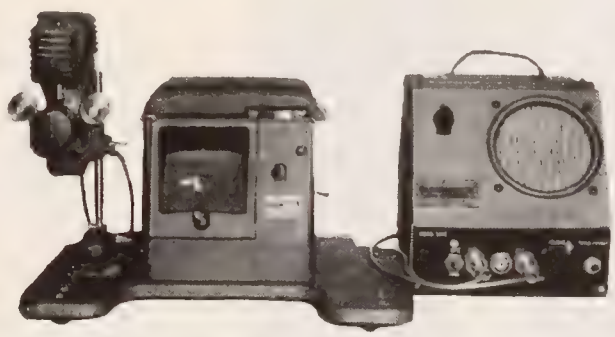
"The excellent selection of material plus top quality 'Hi-Fi' sound of the SESAC Library give WSKN the music 'plus' that makes for better shows and more listeners. This has resulted in outstanding results for our advertisers and ever increasing sales.

"To sell your station to the advertiser you must first sell your programs to your listeners, and the SESAC Library has been to me as both a 'DJ' and manager a superior sales aid.

"As for me, I would say, for Better Balanced Programming use the Better Balanced Library—SESAC."

Season's Greetings

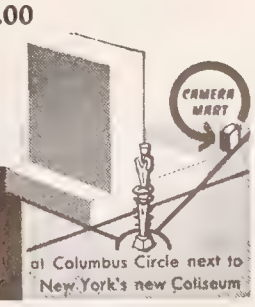
to our friends the world over



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A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

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BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

PROGRAMS & PROMOTIONS

Promote Mental Health Program

WIBW-TV Topeka, Kan., mailed 1,000 reprints of an article that appeared in Topeka State Hospital's publication *The Statesman* concerning a survey of the Kansas State Hospital program which was presented in a series of five 15 minute shows over WIBW-TV. The reprint was mailed to doctors, employes of state hospitals and persons interested in mental health. The station also mailed a postcard to 4,000 relatives of patients, newspapers and interested persons inviting them to view the show and saying "we know that you are interested, but you can help us by getting an uninterested neighbor to watch the series."

'Tic-Tac-Dough' Contest

NBC-TV sales department is inviting over 1,000 agency and advertiser executives to enter a special *Tic-Tac-Dough* promotion contest. The contest is based on NBC-TV's noontime audience participation program. Participants are asked to correctly fill in a number of tic-tac-toe squares containing answers to questions regarding NBC-TV's daytime program and sales status. The contest closes Dec. 10. The three top winners will receive an RCA Victor portable tv set.

'Workshop' Scripts in Japan

TWO radio scripts originally aired on *CBS Radio Workshop* have been included in a package of programs written by American, British, French and German authors to be aired the week of Dec. 10 on NHK-TV (Nippon Hoso Kyokai) network in Japan. They are Arthur Miller's *William Ireland's Confession* and Vernon Delston's *Three Strikes, You're Out.* Mr. Delston also is radio-tv director of Kameny Assoc., New York, advertising and public relations agency for Canon Camera Co., Japan.

Letter Cites Market Changes

SOME 2,000 advertiser, agency and network executives throughout the country have been sent a promotional letter on behalf of KROC-TV Rochester, Minn., by Elizabeth Beckjorden, network-station representative, highlighting changes in the Rochester market with particular attention to industrial expansion in the area. The letter cites a new $10 million IBM plant which will open in March 1957 with about 5,000 employees; plans for building 5,000 new homes in Rochester by next spring and new schools to cost about $5.5 million; plans for new $2.5 million airport building and new $25 million four-lane belt highway, plus expansion into the cities by other industrial companies.

Stations Aid Snowbound Erie

TYPICAL of all stations' services during the recent snow storm in Erie, Pa., were reports last week to B•T by WLEU, WSEE (TV) and WICU-TV. The stations carried emergency bulletins as soon as it was apparent that this was more than an early seasonal fall. They all issued warnings to viewers and listeners, relayed pleas for help, answered thousands of phone calls and broadcast on an around-the-clock schedule.



THE NEWSMOBILE of WICE Providence, R. I., goes to sea on an aircraft carrier. The *USS Leyte,* attached to the Atlantic Fleet's submarine unit and based at Quonset Point, R. I., loads the station's transmitter-equipped mobile unit for a 50-mile "good-will" tour on which 175 officials of the Rhode Island Chamber of Commerce were guests. Bob Lape, WICE's news director, assisted by Oliver Adams, station engineer, supplied the station and its audience with on-the-spot reports of the day's action aboard the carrier.

Swift Plans Special Drive To Support Retail Grocers

TELEVISION—both spectaculars and regular program series—will be the focal point of an estimated $8 million "Operation Consumer Impact" campaign to be launched by Swift & Co. for retail grocers early in 1957. Of the estimated $8 million, less than $1 million will be used in radio-tv.

Highlight of the advertising-merchandising-promotion drive, which will accent coupon redemptions and dealer contests, is that the Chicago meat packer will sponsor a complete hour-and-a-half spectacular on NBC-TV Feb. 3 with Imogene Coca and other stars. Titled *Ruggles of Red Gap,* the program will be the first of three such programs to be sponsored by Swift, with two other spectaculars scheduled later in the year in support of similar promotions.

The campaign also will be pushed on Swift-participating programs, including ABC-TV's *The Lone Ranger* and *Disneyland;* CBS-TV's *House Party,* Bob Crosby and Garry Moore shows; NBC-TV's *Tennessee Ernie Show,* and CBS Radio's *House Party*. Agency: McCann-Erickson, Chicago.



"I'm amazed that KRIZ Phoenix *would say it's suitable for all occasions—"*

Telecasts Church Services

WSPA-TV Spartansburg, S. C., has begun weekly telecasts from the First Baptist Church in that city. This is the first church service telecast in the area, according to Walter J. Brown, WSPA-AM-FM-TV president.

Live Telecast from Theatre

A LIVE telecast of Act II of Mozart's *Cosi Fan Tutti* as it was being presented before an audience in Cleveland's Karamu Theatre was recently made by WEWS (TV). The director of the play at Karamu sat in WEWS' remote truck and described the action to the station crew so that the cameras could focus the right shots as they came up.

Toastmaster Offers Promotion Kit

A CHRISTMAS promotion kit, including a plan book with radio spots and other material, is being distributed by Toastmaster Products Div. of McGraw Electric Co. to retail dealers to be used with company's national advertising activities. The kit is designed to help dealers tie-in with a national advertising program, which includes three network shows and more than 30 advertisements in leading national magaines. Also included in the gift-buying promotion kit are window streamers and product spots on all Toastmaster appliances, three-dimensional toaster display piece, suggested newspaper ads and the plan book with instructions and illustrations, direct mail material and suggested telephone sales approach as well as radio spots.

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yourself...



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Hennessy is available everywhere, but you can now *send* Hennessy as a gift to friends and business associates in 30 states. For information, write, wire or phone:
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Station Authorizations, Applications
(As Compiled by B•T)

November 21 through November 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Nov. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,981	2,954	171	331	125
Fm	534	517	43	42	0

FCC Commercial Station Authorizations
As of October 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearings	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	377	91	468[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	317	654[1]
Noncomm. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,043	337	813	566	1,380[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,106	337	849	593	1,443[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 701 already granted.

New Tv Stations . . .

ACTION BY FCC

Birmingham, Ala.—Application of **Winston-Salem Bcstg. Co.** seeking cp for new tv on ch. 42 dismissed by letter 11-26-56. (Request of attorney.) Announced Nov. 28.

APPLICATIONS AMENDED

Bowling Green, Ky.—Application of **George A. Brown Jr.** seeking new tv amended to correct coordinates and furnish additional engineering data. Announced Nov. 26.

Wilmington, N. C.—Application of **United Bcstg. Co.** seeking new tv amended to furnish new financial data, change estimated cost construction and programming, change ERP to 100 kw vis., 70.8 kw aur., trans. location to On North Lane Rd., off N. C. Rte. 117, Rocky Point, N. C., change type trans., ant. (661.15 ft.) and make other equipment changes. Announced Nov. 27.

Sioux Falls, S. D.—Application of **Morton H. Henkin** seeking new tv on ch. 13 amended to change applicant to **KSOO Tv Inc.**, change ERP to 28.97 kw vis., 17.38 kw aur., trans. location to 1.3 mi. N. of Rowena, Split Rock Twp. in Minnehaha County, 9 mi. E. of center of Sioux Falls, change type trans. and ant. and make other equipment changes. Announced Nov. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WHLS-TV Port Huron, Mich.—Stevens-Wismer Bcstg. Co., ch. 34.

KMSO-TV Missoula, Mont.—Mosby's Inc., ch. 13. Changed from KGVO-TV.

WHTO-TV Atlantic City, N. J.—Neptune Bcstg. Corp., ch. 46. Changed from WFPG-TV.

WLAN-TV Lancaster, Pa.—Peoples Bcstg. Co., ch. 21.

KGTX-TV Bryan, Tex.—Brazos Bcstg. Co., ch. 3.

WARL-TV Arlington, Va.—Northern Virginia Bcstrs. Inc., ch. 20.

APPLICATIONS

WMSL-TV Decatur, Ala.—Seeks mod. of cp (which authorized new tv) to change ERP to 9.40 kw vis., 5.64 kw aur., change type trans. and make other equipment changes. Announced Nov. 27.

KBTM-TV Jonesboro, Ark.—Seeks mod. of cp (which authorized new tv) to change ERP to 48.6 kw vis., 24.3 kw aur., studio and trans. location to 4¼ mi. S. of Jonesboro Courthouse, Jonesboro, install new trans. and ant. system and make other equipment changes. Announced Nov. 28.

KARK-TV Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes. Announced Nov. 28.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp (which authorized new tv) to change station location from Waterloo to Fort Wayne, Ind. (pursuant to report and order adopted 11-14-56, effective 12-20-57) and to change studio location to "to be determined, Fort Wayne." Announced Nov. 23.

WHO-TV Des Moines, Iowa—Seeks mod. of license to change aur. ERP to 158 kw. Announced Nov. 27.

WTPA (TV) Harrisburg, Pa.—Seeks cp to replace expired cp (which authorized new tv). Announced Nov. 28.

WKST-TV New Castle, Pa.—Seeks cp to change trans. location to Midlothian Blvd., Youngstown, Ohio, change ERP to 198 kw vis., 119 kw aur., change type trans. and make ant. and other equipment changes. Announced Nov. 23.

KRGV-TV Weslaco, Tex.—Seeks cp to change ERP to 100 kw vis., 50 kw aur., studio location to 311 Missouri Ave., Weslaco, change type trans. and make minor equipment changes. Announced Nov. 28 .

Allocations . . .

ACTION BY FCC

Charleston, Columbia, S. C.; Madison, Wis.; Elmira, N. Y.—FCC by memorandum opinion and order, denied following petitions for extensions of time to file comments in "deintermixture" proceedings: (1) by **Washington Post Co. (WMBR-TV Jacksonville, Fla.**, ch. 4) for extension of time to Jan. 21, 1957, in Charleston and Columbia, S. C., proceedings in Dockets 11753 and 11799; (2) by **Radio Wisconsin Inc. (WIBC-TV Madison, Wis.**, ch. 3) for extension to Jan. 18, 1957, in Madison proceeding in Docket 11754; (3) by **(WCSC-TV Charleston, S. C.**, ch. 5) for extension to Jan. 21, 1957, in Columbia, S. C., proceeding in Docket 11799, and (4) by **Central New York Bcstg. Corp. (WSYE-TV Elmira, N. Y.**, ch. 18) for extension to Jan. 31, 1957, in Elmira proceeding in Docket 11758. Commissioner Doerfer dissented. Announced Nov. 21.

PETITION

Cape Girardeau, Mo.—V. W. Lillard d/b as Cape Girardeau Television Co. requests amendment of Sec. 3.606 by instituting rule-making to add ch. 2 to Cape Girardeau. Announced Nov. 23.

Translators . . .

APPLICATION

Madras, Ore.—Jefferson County Television Inc., ch. 74 (830-836 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** P. O. address % **Kenneth McCaulou**, secretary, Madras. Trans. output 10 w, ERP to community 134.4 w. Estimated population to be served 2,500. Estimated construction cost $5,491, first year operating cost $750. Announced Nov. 28.

APPLICATIONS AMENDED

Maupin, Ore.—Application of **Estel L. Stovall** seeking cp for tv translator station amended to supplement legal, financial data and to correct geographical coordinates. Announced Nov. 27.

Manson, Wash.—Application of **Manson Community Tv Co.** seeking new tv translator station amended to change ERP from 171 w to 176 w. Announced Nov. 26.

New Am Stations . . .

ACTIONS BY FCC

Show Low, Ariz.—Peak Bcstg. Co. granted 1050 kc, 250 w D. Post office address Box 606, Show Low. Estimated construction cost $16,327, first year operating cost $24,000, revenue $36,000. **Searcy J. Woodworth**, chief engineer, **KVNC Winslow, Ariz.**, is sole owner. Announced Nov. 20. (Corrected report.)

Las Vegas, Nev.—Application of **B. Floyd Farr, George Snell and Robert J. Blum, partnership d/b as Radio Nevada**, seeking cp for new am on 1010 kc, 1 kw D, returned. (Request of applicant.) Announced Nov. 26.

Amsterdam, N. Y.—Application of **Walter T. Gaines** seeking cp for new am on 1280 kc, 1 kw D, remote control trans., returned. (Incorrectly dated.) Announced Nov. 26.

Livingston, Tex.—Application of **E. H. Whitehead and Tommie Cole Stripling d/b as Polk County's Bcstg. Service** seeking cp for new am

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

on 1220 kc, 250 w D, returned. (Incorrectly filed.) Announced Nov. 23.

APPLICATIONS

Walsenburg, Colo.—Floyd Jeter 1380 kc, 1 kw D. P. O. address 1502 W. Oklahoma, Enid, Okla. Estimated construction cost $7,390, first year operating cost $15,864, revenue $24,000. Mr. Jeter is engineer-announcer, **KCRC Enid.** Announced Nov. 28.

Columbus, Ohio—North American Bcstg. Co. 920 kc, 500 w. P. O. address % **William R. Mnich** 1375 Sunbury Rd., Columbus. Estimated construction cost $44,413, first year operating cost $78,000, revenue $92,000. Principals include Mr. Mnich (pres.-gen.mgr.-53.25%), sales representative. **WCOL Columbus; John C. Fergus,** attorney (11.69%), **Robert H. Fergus,** sports car dealer (11.69%), **John H. Gardiner,** insurance agent (11.69%), and **Roger M. Doerr,** mgr. Decatur (Ill.) Pump Co. (11.69%). Announced Nov. 23.

Marion, S. C.—Pee Dee Bcstg. Co. 1430 kc, 1 kw D, remote control trans. P. O. address % **Al G. Stanley,** 514 Goodwin Ave., Lumberton, N. C. Estimated construction cost $16,473, first year operating cost $36,000, revenue $50,000. Principal stockholder is Mr. Stanley (vice pres.-70%), mgr., **WTSB Lumberton.** Announced Nov. 26.

Huntingdon, Tenn.—Robert G. Watson and John M. Latham d/b as The Huntingdon Bcstg. Co. 1400 kc, 100 w unl. P. O. address % Mr. Latham, 1102 West South St., Mayfield, Ky. Estimated construction cost $9,020, first year operating cost $28,000, revenue $42,000. Mr. Watson is mgr., **WKTM Mayfield.** Mr. Latham is 50% owner, **WFWL Camden, Tenn.** Announced Nov. 23.

APPLICATIONS AMENDED

Grants Pass, Ore.—Application of **James O. Wilson Jr. and Jim T. Jackson d/b as Grants Pass Bcstg. Co.** seeking cp for new am on 1270 kc, 1 kw D, amended to specify studio location as "same as trans." Announced Nov. 26.

Gresham, Ore.—Application of **C. H. Fisher and Edna E. Fisher d/b as Multnomah Bcstrs.** seeking cp for new am on 1380 kc, 500 w D, amended to change frequency to 860 kc, change power to 250 w, change type trans., make changes in ant. and ground system and re-describe ant.-trans. and studio locations as 1.1 mi. N. of city center on Cleveland Ave., Gresham. Announced Nov. 26.

Existing Am Stations . . .

ACTIONS BY FCC

KOB Albuquerque, N. M.—FCC by memorandum opinion and order, authorized **Albuquerque Bcstg Co.,** if it so desires, to construct and operate station **KOB Albuquerque,** pending final resolution of its permanent status, in manner set forth in plan submitted in its letter of Nov. 19. (See story, this issue. GOVERNMENT section.)

KWRO Coquille, Ore.—Application seeking cp to replace expired cp (which authorized change frequency, increase power, change hours, change ant.-trans. location, operate trans. by remote control and make changes in ant. system) returned. Announced Nov. 23.

CALL LETTERS ASSIGNED

KCMS Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc.

WMMA Miami, Fla.—Frieda Bcstg. Corp., 1260 kc.

WJJC Commerce, Ga.—Albert S. Hardy, 1270 kc.

WRAJ Anna, Ill.—Anna Bcstg. Co., 1440 kc.

KLUE Shreveport, La.—Twin City Bcstg. Co., 1350 kc.

WNBP Newburyport, Mass.—Theodore Feinstein, 1470 kc.

WHMI Howell, Mich.—Livingston Bcstg. Co., 1350 kc.

WCMP Pine City, Minn.—Pine County Bcstg. Co., 1350 kc.

KAGE Winona, Minn.—Winona Bcstg. Co., 1570 kc.

KRNY Kearney, Neb.—Elbert M. Gallemore Sr., 1460 kc.

WHTG Eatontown, N. J.—Harold M. Gade, 1410 kc.

KLTR Blackwell, Okla.—Star Bcstg. Co., 1580 kc. Changed from KBWL.

KOPY Alice, Tex.—Alice Bcstg. Co., 1070 kc. Changed from KBKI.

KZOL Muleshoe, Tex.—Blackwater Valley Bcstrs., 1570 kc.

WLDL La Crosse, Wis.—Lyons Bcstg. Co., 1490 kc. Changed from WLCX.

APPLICATIONS

WSUZ Palatka, Fla.—Seeks mod. of cp (which authorized new am) to make changes in ant. system (decrease height). Announcd Nov. 23.

KWEI Weiser, Idaho—Seeks cp to change from 1240 kc to 1220 kc, increase power from 250 w to 1 kw, change from unl. to D and install new trans. Announced Nov. 23.

KVFD Fort Dodge, Iowa—Seeks authority to determine operating power by direct measurement of ant. power. Announced Nov. 26.

WPAG Ann Arbor, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Nov. 26.

KHIT Walla Walla, Wash.—Seeks mod. of cp (which authorized new am) to change studio location from 228 E. Main St., Walla Walla, to 6 E. Alder St., and operate trans. by remote control. Announced Nov. 28.

WISK St. Paul, Minn.—Seeks mod. of license and cp (which authorized install DA-D, change station location, change frequency, power, type trans. and ant.-trans. location) to change name to Victor J. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as BVM Bcstg. Co. Announced Nov. 23.

KLAD Klamath Falls, Ore.—Seeks cp to change from 900 kc to 960 kc, increase power from 1 kw to 5 kw, install new trans. and make changes in ground system. Announced Nov. 26.

WBUX Doylestown, Pa.—Seeks cp to increase power from 250 w to 1 kw, install new trans. and DA. Announced Nov. 26.

WRIP Gloucester, Va.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location. Announced Nov. 23.

APPLICATION AMENDED

WFCR Fairfax, Va.—Application seeking cp to increase power from 500 w to 1 kw and install new trans. amended to change ant.-trans. and studio locations to Oak and Second Sts., Fairfax. Announced Nov. 26.

New Fm Stations . . .

APPLICATION

Lockport, N. Y.—Lockport Union Sun & Journal Inc. 99.3 mc, 350 w unl. P. O. address 142 Main St., Lockport. Applicant (licensee, **WUSJ Lockport**) was licensee of **WUSJ-FM Lockport,** deleted Nov. 14, 1952. Announced Nov. 20.

APPLICATION AMENDED

Red Bank, N. J.—Application of **Frank H. Accorsi** seeking new fm amended to change frequency to 100.3 mc. Announced Nov. 23.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KFSG-FM Los Angeles, Calif.—Echo Park Evangelistic Assn., 103.5 mc.

KCMS-FM Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 104.9 mc. Changed from KCMS (FM).

WBOR (FM) Brunswick, Me.—Bowdoin College, 91.1 mc, non-commercial educational station.

WWWS (FM) Greenville, N. C.—East Carolina College, 91.3 mc, non-commercial educational station. Changed from WECT (FM).

APPLICATIONS

KMFM (FM) Mountain Park, N. M.—Seeks cp to change ERP to 33.4 kw, ant. height above average terrain to 255 ft. and change ant. system. Announced Nov. 28.

WJMC-FM Rice Lake, Wis.—Seeks cp to change ERP to 25.83 kw, ant. height above average terrain to 543 ft. and change type trans. Announced Nov. 23.

Ownership Changes . . .

ACTIONS BY FCC

KAIR Tucson, Ariz.—Granted assignment of cp from **William John Hyland III and Dawkins Espy d/b as Pima Bcstg. Co.** to **Mr. Hyland, Mr. Espy and James H. Duncan d/b as Pima Bcstg. Co.** Mr. Duncan will pay $30,000 for 25%. Announced Nov. 21.

WMIC Monroe, Mich.—Granted assignment of cp from **Charles S. McIntyre, Brouwer D. McIntyre and William D. McIntyre d/b as Radio Station WMIC** to **McIntyre Bcstg. Co.** Corporate change. Principals continue as ⅓ owners each. Announced Nov. 21.

WRGP-TV Chattanooga, Tenn.—Granted acquisition of control by **Ramon G. Patterson** (present 50% owner) through purchase of 50% stock from **Will Cummings** for $87,000. Announced Nov. 27.

APPLICATIONS

KYOR Blythe, KROP Brawley, KREO Indio, KPRO Riverside, all **Calif.**—Seek assignment of licenses from **Fred E. Carr, trustee in bankruptcy,** to **Imperial Bcstg. System Inc.** for $533,850. Imperial principals: **Fred K. Danzig** (pres.-19%), radio-tv program packager; **Sherrill C. Corwin** (11%), theatre, film interests, and 15% owner, **KAKE-TV Wichita, Kan.; A. Bartlett Ross Jr.** (19%), radio-tv program packager, and **Morris Pfaelzer** (12.5%), theatre interests. Announced Nov. 23.

KARM-AM-FM Fresno, Calif.—Seeks acquisition of positive control by **George Robert Harm and Hattie Harm** as family group through purchase of 50% of stock by Mr. Harm from **Clyde F. Coombs** for $50,000. Mr. Harms and his mother will own 100%. Announced Nov. 26.

KFEL Pueblo, Colo.—Seeks assignment of license from **Frank Donald Hall** to **KFEL Inc.** Mr. Hall will exchange license for 98% ownership of corporation. Announced Nov. 23.

WGHF (FM) Brookfield, Conn.—Seeks assignment of cp from **William G. H. Finch** to **Eastern Bcstg. System Inc.** for amount of expenses. New corporation will be capitalized in excess of $15,000. **August J. Detzer,** proposed sales manager, will own 50% and Mr. Finch 50%. Announced Nov. 23.

WJSB Crestview, Fla.—Seeks assignment of license from **C. S. Henderson,** Crestview, Fla., to **Everett M. McCrary tr/as Crestview Bcstg. Co.** for $23,500. Mr. McCrary, at present sales manager of automobile agency, Fort Walton Beach, Fla., was at one time gen. mgr. **WATM Atmore, Ala.** Announced Nov. 27.

WYZE Atlanta, Ga.—Seeks assignment of license from **Greater South Bcstg. Co.** to **Atlanta Bcstg. Co.** for $125,000. Equal partners in Atlanta Bcstg. are **Bill R. McRae** (pres.), **George C. Nicholson, Henry W. Lanham, Chester H. Jones** and **Roy V. Harris.** Mr. McRae is vice president-Atlanta mgr., Clarke Brown & Co., radio-tv representative. Mr. Nicholson is attorney and partner in **WAUG Augusta, Ga.** Mr. Lanham is gen. mgr.-⅓ owner, **WTAM Decatur, Ga.** Mr. Harris is attorney. Mr. Jones is partner, WAUG, and has laundry and real estate interests. Announced Nov. 26.

WTAY Robinson, Ill.—Seeks transfer of control from **Keith Moyer, Roger L. Moyer and James Hilderbrand** to **Kathryn Duncan** (40%), **Edwin Phelps Jr.** (40%), and **Edwin Phelps Sr.** (20%) for $63,819. Miss Duncan is Robinson realtor. Mr. Phelps Jr. is gen. mgr. of WTAY and Mr. Phelps Sr. is retired attorney. Announced Nov. 28.

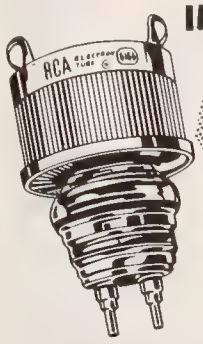
WINT (TV) Waterloo, Ind.—Seeks assignment of cp from **Tri-State Television Inc.** to **Universal Bcstg. Co.** Corporate change. Announced Nov. 23.

WABM Houlton, WAGM-AM-TV Presque Isle, both **Me.**—Seeks acquisition of control by **Harold D. Glidden** through sale of 830 shares of stock from **Harry E. Umphrey** to corporation for $30,000. Mr. Glidden will own 94.8%. Announced Nov. 27.

WKIK Leonardtown, Md.—Seeks acquisition of negative control by each of **William C. Redd** and **James L. Bittner** through purchase of five shares of stock by licensee corporation from **Charles E. Springer** for $2,500. Mr. Redd and Mr. Bittner each will own 50%. Announced Nov. 26.

KRBI St. Peter, Minn.—Seeks assignment of cp from **Gustavus Adolphus College** to **Gateland Bcstg. Corp.** Total consideration $21,350. Gateland

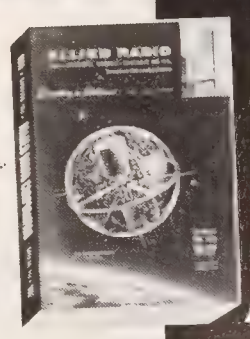
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principals: **Edward Schons** (50%), 50% owner of **KLIL Estherville, Iowa**, 50%, **WKAI Macomb, Ill.**, and minority stockholder, **WDUZ Green Bay, Wis.**; **Mavis Peterson** (33⅓%), secy.-ofc. mgr., KLIL and WKAI, and **William D. Reynolds** (16⅔%), employe, Crown Iron Works, Minneapolis. Announced Nov. 26.

WBKH Hattiesburg, Miss.—Seeks assignment of license from **Benny L. Blackledge Jr.** and **F. M. Smith d/b as Hattiesburg Bcstg. Co.** to **Deep South Radio Inc.** Corporate change. No change in ownership. Announced Nov. 27.

WAIR-AM-FM Winston-Salem, N. C.—Seek assignment of licenses from **Radio Winston-Salem Inc.** to **Forsythe Bcstg. Co.** for $30,764. **J. F. Koons III**, account executive, Midland Adv. Co., Cincinnati, Ohio, is 100% owner of Forsythe. Announced Nov. 28.

KRTV Hillsboro, Ore.—Seeks assignment of license from **Harold C. Singleton tr/as Tualatin Valley Bcstrs.**, to **Tualatin Valley Bcstrs. Inc.** Corporate change. No change in ownership. Announced Nov. 28.

WSCR Scranton, Pa.—Seeks transfer of control from **David M. Baltimore** to **WBRE-TV Inc. (WBRE-TV Wilkes-Barre, Pa.)** for exchange of stock. Baltimore family owns WBRE-TV. Announced Nov. 28.

WKBJ Milan, Tenn.—Seeks assignment of license from **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King and Bryant Cunningham d/b as West Tennessee Bcstg. Co.** to **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King, Bryant Cunningham and Jack C. Merrill d/b as West Tennessee Bcstg. Co.** Mr. Merrill is buying 16⅔% interest for $5,000. Announced Nov. 23.

KTXN Austin, Tex.—Seeks acquisition of positive control by **Robert N. Pinkerton** through purchase of 25% interest by **Mr. Pinkerton** and **Edgar B. Pool** from **Elsie Moselle Stewart** for $15,000. Mr. Pinkerton, present 50% owner, will own 66⅔% and Mr. Pool remainder. Announced Nov. 23.

KENN Kenedy-Karnes City, Tex.—Seeks assignment of license from **Charles W. Balthrope** to **The Camel Co.** for $18,429. Mr. Balthrope will be president-96% owner. Announced Nov. 27.

KVKM Monahans, Tex.—Seeks transfer of control from **Joe Vandiver** and **G. C. Greenlee** to **J. B. Walton** and **Helen Winborne Walton** who are buying 64% for $30,000. Waltons have ranching and oil properties. Announced Nov. 26.

WRAP Norfolk, Va.—Seeks assignment of cp from **Rollins Bcstg. of Virginia Inc.** to **Rollins Bcstg.-Telecasting of New York Inc.** Corporate change for purpose of consolidating management of WRAP and **WNJR Newark, N. J.** Both firms are wholly-owned subsidiaries of Rollins Bcstg. Inc **(WAMS Wilmington, Del.; WJWL Georgetown, Del.; WBEE Harvey, Ill.; WIRI Indianapolis; WPTZ (TV) Plattsburgh, N. Y.)**. Announced Nov. 23.

WRVC (FM) Norfolk, Va.—Seeks assignment of license from **Larus & Bro. Co.** to **Virginia Good Music Corp.** for $13,500. One-third owners of Virginia Good Music are **John D. Robers Jr., Norman C. Willcox** (pres.) and **Charles G. Massie Jr.** Mr. Massie and Mr. Willcox are present minority stockholders and employed as program director and commercial mgr., respectively. Announced Nov. 26.

KFRB Fairbanks, Alaska—Seeks assignment of license from **William J. Wagner tr/as Alaska Bcstg. Co.** to **Fairbanks Radio Bcstrs. Inc.** for $80,000. Principals in Fairbanks Radio are **Robert D. Byers** (pres.-23.36%), air transportation interests, and **A. G. Hiebert** (vice pres.-23.36%), pres. and minority stockholder, **KTVA-TV Anchorage** and **KTVF-TV Fairbanks.** Announced Nov. 23.

KIBH Seward, Alaska—Seeks assignment of license from **William J. Wagner tr/as Alaska Bcstg. Co.** to **Seward Bcstg. Corp.** for $40,000. Equal owners of Seward Bcstg. are **R. E. Baumgartner** (pres.), attorney: **Jacque E. Roth**, Seward bank v.p.-mgr.; **Lawrence Urbach, Seward** retail clothier; **Meryl A. Bass**, corresponding secretary, Seward Chamber of Commerce; **Ray J. James**, owner of Seward construction firm; **John W. Jeffrey**, agent, Seward steamship firm: **Joseph B. Deisher**, M.D., Seward; **Walter B. Blue**, Seward high school teacher, **and A. G. Hiebert** (see Fairbanks application above). Announced Nov. 28.

KHON Honolulu, Hawaii—Seeks involuntary assignment of license from **Aloha Bcstg. Co.** to **William V. Pacheco and Allen R. Hawkins**, co-commissioners (court-appointed), who will hold foreclosure sale. Announced Nov. 27.

Hearing Cases . . .

FINAL DECISION

KNBY Newport, Ark.—FCC announced its decision of Nov. 19 denying application of Newport Bcstg. Co. to change frequency of station KNBY Newport from 1280 kc to 730 kc, continuing operation with 1 kw D without prejudice to filing by Newport of application for such change subject to its utilization of directional antenna array to protect existing stations in accordance with Commission's rules and technical standards; dismissed as moot request of **KTRY Bastrop, La.**, to reopen record and add issue (Docket 10883; BP-9081). By separate order of same date, Commission denied motion of Newport to strike exceptions and supporting brief of Morehouse. Announced Nov. 23.

OTHER ACTIONS

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—FCC by order of Nov. 21, pursuant to direction of Court of Appeals, ordered that on or before Nov. 26 license and cp of WGMS Bethesda and license of WGMS-FM Washington be reassigned by **RKO Teleradio Pictures Inc.**, to **The Good Music Station Inc.**, and, accordingly, effective date of Commission's action granting assignment at issue is postponed to effective date of Commission's decision after hearing unless prior to that time Commission, upon being relieved by court of obligation to stay effectiveness of grant, shall find that public interest requires that grant remain in effect (Docket 11821; BAPL-114; BALH-236). Comrs. Hyde and Bartley concurred in action taken herein. Announced Nov. 21.

Irwin, Pa.—FCC by order of Nov. 21 granted petition by **WCAE Inc.** for immediate stay of further proceedings in Irwin ch. 4 comparative hearing case, to extent that hearing now scheduled for Dec. 3 is continued to Dec. 17, so that Commission may have opportunity to carefully consider arguments made in WCAE's Nov. 16 petition for reconsideration of Nov. 9 order and in any oppositions and replies which may hereinafter be filed (Dockets 7287 et al.). Announced Nov. 21.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexico Change List #196 September 29, 1956

960 kc

XEDF Nuevo Laredo, Tamaulipas—Correction in operating characteristics. 5 kw D 1 kw N, DA-1 unl., Class III. 12-29-56.

1300 kc

XEYJ Nueva Rosita, Coahuila—Correction in call letters. 1 kw D 100 w N unl., Class IV. 9-29-56.

1400 kc

XEJL Guamuchil, Sinaloa—New. 1 kw D 250 w N unl., Class IV. 3-29-57.

1490 kc

XEAL Manzanillo, Colima—New. 500 w D 250 w N unl., Class IV. 3-29-57.

1550 kc

XEJJ Jalapa, Veracruz—Change in operating characteristics. 10 kw unl., Class I-B. 9-29-56.

XEXO Nuevo Laredo, Tamaulipas—Change in classification. 50 kw D DA-N. Class II. 9-29-56.

1320 kc

XERN Montemorelos, Nuevo Leon—Change in call letters. 250 w D 100 w N unl., Class IV. 9-29-56.

Mexico Change List #197 October 29, 1956

680 kc

XEFJ Teziutlan, Puebla—New. Change from 1330 kc. 1 kw DA-N unl., Class II. 4-29-57.

970 kc

XEYA Irapuato, Guanajuato—Delete assignment. 1 kw D 100 w N unl., Class III-B. 10-29-56.

1260 kc

XEKP Ojinaga, Chihuahua—New 500 w D 100 w N unl., Class IV. 4-29-57.

1330 kc

XEFJ Teziutlan, Puebla—Delete assignment. Changed to 680 kc. 1 kw D 100 w N unl., Class IV. 10-29-56.

1430 kc

XEKR Nueva Rosita, Coahuila—Change in call letters from XERN. 100 w unl., Class IV. 10-29-56.

1450 kc

XENW Culiacan, Sinaloa—Change in call letters from XEGF. 250 w. unl., Class IV. 10-29-56.

Routine Roundup . . .

November 21 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 23, to file exceptions to initial decision re **WMEX Boston, Mass.**, for renewal of license. Action Nov. 20.

Mid-West T.V. Corp., Indianapolis, Ind.—Granted petition for extension of time to Nov. 26, to file reply to "Oppositions to Petition to Reopen Record and for Leave to Amend Application of **Mid-West T.V. Corp.**" filed by **Indianapolis Bcstg. Inc., WIBC Inc.** and **Crosley Bcstg. Corp.**, in ch. 13 proceeding, Indianapolis, Ind. Action Nov. 20.

Broadcast Bureau—Granted petition for extension of time to Dec. 4, to file comments to "Petition to Enlarge Issues" filed by **Dept. of Education of Puerto Rico**, in ch. 3 proceeding, Mayaguez, P. R. Action Nov. 20.

By Chief Hearing Examiner James D. Cunningham

Hamlet, N. C.; Palmetto, Bradenton, Key West, all **Fla.**—Ordered that hearings shall commence Feb. 13, 1957, in following am proceedings: **Risden Allen Lyon,** Hamlet; **Gulf Isles Bcstg. Co.,** Palmetto, and **Sunshine State Bcstg. Co.,** Bradenton; **Ken-Sell Inc.** and **Florida Keys Bcstg. Corp.,** Key West (Dockets 11858-9; BP-10242, 10603). Action Nov. 19.

By Hearing Examiner H. Gifford Irion

Groton, Conn.; Bridgehampton, N. Y.—Ordered that record in proceeding on applications of **Lawrence A. Reilly** and **James L. Spates,** Groton, and **The Thames Bcstg. Corp.,** Bridgehampton, is reopened and that further hearing will be held Nov. 26, at 2:30 p.m. Action Nov. 19.

WDVM Pocomoke City, Md.—Granted petition for leave to amend (together with amendment of such petition) to specify directional antenna with power of 1 kw instead of nondirectional operation, and application, as amended, is removed from hearing docket. Action Nov. 19.

November 23 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 28, to file exceptions to initial decision in proceeding on am applications of **Courier-Times Inc.,** New Castle, Ind., and **WSLM Salem, Ind.** Action Nov. 21.

Broadcast Bureau—Granted petition for extension of time to file oppositions or comments to **Lake Huron Bcstg. Corp.,** Saginaw, Mich., "Petition to Enlarge and Clarify Issues," in ch. 12 proceeding, Flint **(WJR, The Goodwill Station Inc.,** *et al.*); time extended to date 15 days after final action is taken on Lake Huron's appeal from order of Chief Hearing Examiner disallowing intervention. Action Nov. 21.

By Chief Hearing Examiner James D. Cunningham

Beaumont, Tex.—Denied petition of W. P. Hobby to intervene as party in ch. 6 proceeding, Beaumont **(The Enterprise Co.** and **Beaumont Bcstg. Corp.).** Action Nov. 20.

By Hearing Examiner Herbert Sharfman

Pachuta, Laurel, Miss.—On oral request of counsel for applicants, and without objection by Broadcast Bureau, ordered that hearing is further continued from Nov. 26 to Jan. 14, 1957, re applications of **WCOC-TV Meridian, Miss.,** for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian, and **Laurel Television Co.** for new tv station to operate on ch. 7 in Laurel. Action Nov. 20.

Indian City Bcstg. Co., Anadarko, Okla.—Granted request for continuance re its am ap-

Continues on page 133

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IO 5 5990

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New group ownership has just taken over 1kw fulltime station operating studios in two prosperous towns of 25,000 and 20,000 in Gulf Coast Texas area. We are reprogramming and restaffing and need chief engineer, sales manager, salesmen, announcer-salesman, announcer-copywriter. Top pay, incentive bonus, insurance plus promotion opportunities in six station group. Write full details first letter. Box 525C, B•T.

Managerial

General manager—for well established regional radio station southeast. Excellent opportunity for aggressive man who knows how to sell and can encourage others to likewise. Give complete resume and qualifications in first letter. All replies strictly confidential. Box 548C, B•T.

Help wanted: Commercial manager wanted for southern California independent. State experience and sales record first letter. This is an immediate opening. Box 591C, B•T.

Local sales manager wanted by central Illinois radio station, city over 100,000. Reply Box 596C, B•T.

Sales manager—strong on sales for major Ohio market. Real financial opportunity for right man. Please write full details to Box 602C, B•T.

Sales manager or salesman. One of America's most progressive and fastest growing station representatives is looking for a man with proven experience to manage its midwest office. The successful applicant will have had experience selling either local radio and/or television time or has had equivalent experience with a national spot representative. In your application state your past and current affiliations and what compensations you would expect. Address your reply to Ted Oberfelder, 60 East 56th Street, New York 22, New York.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Good salesman with considerable experience in small markets as assistant to station manager. Good base salary plus percentage override on station billing. Station located in prosperous small city of 25,000 in Gulf Coast Texas area with remote studios in adjoining town of 20,000. No competition, only station in market. Unlimited earning opportunity for aggressive hard worker with ideas for small market radio. Write giving previous experience and current earnings. Box 522C, B•T.

Opportunity for experienced salesmen. Good market. Good deal. KFRO, Longview, Texas.

KPOK, Scottsdale, Arizona, with personalities, power, and prestige offers prodigious potential for producer. Send resume, references, photograph to Dick Gilbert.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

Top salesman, liberal salary, commission, car allowance. Send full particulars and photo to Bob Murray, KWG, Stockton, California.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

$350 per month. 48 hour week. Married men only. Minimum 2 years experience. Send full details, tape and references to Box 343C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. $100 a week to start. Box 459C, B•T.

DO YOU HAVE ALL THREE?

1. CHARACTER
2. ABILITY
3. EXPERIENCE

If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N. W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Announcer ready for sales and programming; $90. South-southwestern location. Box 489C, B•T.

Announcer-salesman. Have you ever wanted to be manager of your own radio station? We currently operate only station in prosperous Texas city and plan to open remote studios in town of 20,000 people only 15 miles away with no station. You live there, sell time, write copy and announce your own program twice daily. Tremendous opportunity for a real hustler to make himself between $6,000 and $10,000 base plus percentage of billing. Small town radio experience essential. Write giving full background. Box 523C, B•T.

Announcer, first-class ticket. Accent on voice, Good deal for right man in wonderful Idaho, sportsman's paradise. Experienced, solid man to grow with expanding organization. Resume, tape to Box 554C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Southern station needs first ticket-announcer and straight announcer. Permanent. Pay good. Box 592C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Solid staff man for small market station in Pennsylvania. Desire a man who knows and likes small town radio and small town life. Above scale pay plus genuine opportunity for advancement for the right man. Include photo, 7½ tape with more than just a newscast on it, and experience details with your reply. Box 630C, B•T.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Experienced combo man, first phone, interested in sales, all-around local operation, qualified to advance to managerial position. Send details, tape. KCRE, Crescent City, California.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Help wanted-announcer. News-deejay, immediate addition to staff. Must be able to cover local news beat, write and announce news and double on bright morning deejay show. 5000 clear channel top station. Don't apply unless much better than average. Salary $5,500 to $6,000 to start. Rush tape including news, personality deejay and adlib. Include full background, picture, references, personal data. Bob Brabbon, Program Director, KGDM, Stockton, California.

Experienced announcer, who can handle adlib, run a top DJ night show, and opportunity to sell. Send tape-resume-salary and recent picture. Kerm Kath, KGOS, Torrington, Wyoming.

Wanted: Experienced announcer, network station. Contact Radio Station KLIC, Dr. F. P. Cerniglia, Monroe, Louisiana.

Immediate opening for experienced commercial announcer. Prefer man with midwest or western experience. Airmail all details to Personnel Director, KOA-Radio, Denver.

Announcer: Good salary. Experience preferred but not necessary, ability a must. Send full information, tape, photo and references to KSCB, Liberal, Kansas.

Announcer—must be strong for hard hitting music and news daytime Piedmont North Carolina. Some knowledge classical desirable. Tape and resume immediately. Sandy McClamroch, WCHL, Chapel Hill, North Carolina.

Announcer-engineer. 1st phone announcer, short hours good pay for right man, permanent position. Send tape, and photo to WDKD, Kingstree, S. C. Telephone 6761.

January 15th WDIX will have an opening for radio air-salesman. This is 5kw established operation in an excellent small town where segregation will continue another 50 years. There's good fishing, hunting, golf, excellent schools and supervised playgrounds, beaches and mountains near year-round resort weather, vacations with pay, profit sharing, group hospitalization and salary insurance your option. We require first phone. Send tape, photo, biography, salary desired to WDIX, Orangeburg, South Carolina.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Clear channel announcer. Staff audition at WLW, Cincinnati. "The Nation's Station" if off and running with a completely revamped local program schedule loaded with personality shows, remotes and souped up news. Prefer experienced newscaster-writer who can handle interviews, audience. Must be able to sell on the air. Submit 7½ tape with news, commercials, adlib about self. Also resume and photo. To Program Manager, WLW, Cincinnati 2, Ohio.

Sports director needed at once. Football, basketball play-by-play, some staff. Contact Program Director, WMAN, Mansfield, Ohio.

Increasing our staff. Must have minimum one year commercial station experience. Send complete details and tape to WNXT, Portsmouth, Ohio.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Technical

Experienced chief engineer for 1000 watt directional station in Louisiana. Box 537C, B•T.

First ticket, good maintenance engineer, with fair voice, for big market am-fm. Opportunity to become chief. Full details first letter. Box 563C, B•T.

Chief engineer for fulltime 1kw in prosperous Gulf Coast Texas city of 25,000 people. Lots of sunshine, ideal living conditions in friendly community. Good base salary, annual bonus, health insurance. Other benefits. Immediate opening. Write giving full background. Box 524C, B•T.

Immediate opening for a qualified chief engineer familiar with daytime remote control, night-time directional operation. 1000 watt RCA equipment. Pleasant living and network conditions in medium-sized community Washington-Baltimore area. No board work. We're ready to talk terms. For interview, write giving full information, experience, personal data, recent photograph, references and salary expected. Box 579C, B•T.

Chief engineer—DJ combination. Must be able to handle 5kw am transmitter and be good DJ. Capable, steady man with reliable habits and good references can make good money. Start at $500.00 if can qualify. Two openings, one in California and other in Pacific northwest. Send complete information, picture and experience, references and tape. In hurry. Reply Box 615C, B•T.

First class engineer-announcer combination man for progressive am-fm combination—excellent opportunity strong independent—will pay price for right man. Box 623C, B•T.

New station needs combination man first class ticket, good engineering background and excellent voice. Send details and tape. Good salary. KAFA, Box 762, Colorado Springs, Colorado.

Engineer-announcer. KBMN Radio, Bozeman, Montana. Engineer must be proficient and have good voice. Salary commensurate with ability. Send audition tape, full particulars, and recommendations to KBMN, Bozeman, Montana.

Have immediate opening for daytime operation. Apply Clint Formby, Manager, KPAN, Hereford, Texas.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

First class engineer . . . combo man preferred but not obligatory. New five thousand watt operation in New York State's beautiful north country. Send background, references, WEAV, Plattsburg, New York. Car Necessary.

RADIO

Help Wanted—(Cont'd)

Technical

Need immediately two engineers, first phone, transmitter, no announcing. Contact WHLM, Bloomsburg, Pennsylvania.

Daytime kilowatt has opening for first class engineer. Ability to announce helpful but not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLPO, LaSalle, Illinois.

Experienced engineer with 1st class license for maintenance, recording and construction. WPIK, Alexandria, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Engineer-announcer, immediately. Call Liberty 1680, WVOS, Liberty, N. Y.

Am-fm chief engineer, experience in installation, construction, maintenance in both equipment, servicing of studio and directional arrays. Photo background and salary first letter. Address all correspondence to: Corporacion Radiofonica Nacional, P. O. Box 347, Maracaibo, Venezuela.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Program director—outstanding kilowatt indie with top ratings and excellent staff wants family man with PD experience. Administrative and creative ability paramount. Box 571C, B•T.

Ready to move up? You've got ideas? You're a good announcer but are convinced you'd be the program director if given a chance? You may be the man we want. We've got a job for a man 35 to 45 in a pleasant, rapidly growing area near Washington-Baltimore. Network-affiliated but with aggressive local programming policy. Interested? Write immediately! We're ready! Give full data first letter, experience, salary expected, recent photo. Send tape. We'll return it if not hired. Box 578C, B•T.

Immediate opening for experienced newsman qualified in reporting, writing, editing. No air work. Prefer man with midwest or western experience. Airmail complete details to Personnel Director, KOA-Radio, Denver.

Newsman who can dig, write, local news. Crusader. Experienced, tho not essential if you like news. Opening December 20th. Phone, write or wire, KOEL, Oelwein, Iowa.

Girl Friday experienced in copy, traffic, secretarial. Contact Bob Murray, KWG, Stockton, California.

Copywriter: Prefer experienced woman for CBS am-tv operation. Reply to Manager, WARD-AM-TV, Johnstown, Pa.

Wanted immediately, continuity writer able to do parttime announcing. Please send resume, tape and starting salary. WCLA, Box 87, Petersburg, Virginia.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

RADIO

Situations Wanted

Managerial

Station manager—long, thoro experience. Strong on sales, energetic hard worker. Efficient management, gets things done. Good business builder. Dependable, nondrinker, high character. Know and prefer southern markets. Available immediately. Box 336C, B•T.

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

General manager, ten years experience all phases, first phone, married, car, 30. Let's reciprocate information. Box 535C, B•T.

Management problems? Over 20 years profitable radio management experience available your station. Desire management contact. Box 598C, B•T.

Manager-sales manager: From $54,000 yearly loss to good profit, my record for past three years in major market. My owner sold, capital gains; new owner to operate. Available. Opportunity to present my record will be appreciated. Box 613C, B•T.

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local, agency and industry references. Confidential. Box 616C, B•T.

Executive—twenty years solid administrative experience in both sales and programming, network and local levels, currently employed in New York, seeks top position with established organization. Twelve years with present affiliation, but wishes to relocate in smaller community. Mature, imaginative, hard worker. Salary secondary to possibilities for growth and pleasant living conditions. Outstanding references. Box 621C, B•T.

Sales manager-manager. Successful sales record. Creative selling. College. Responsible. Loyal. Economy minded. Cooperative. Sports and special features. Presently sales manager. Box 622C, B•T.

Assistant manager eight years radio wants managerial post. Young executive, 34, family, excellent air work. Box 624C, B•T.

Salesmen

Attention: Wisconsin-Illinois-Minnesota. Two jobs for the price of one. Announcing and sales. Radio and tv. 5 years experience, all phases. Desires am or combination operation. Accent on sales. Top Announcer. Box 628C, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 575C, B•T.

Top Pulse rated DJ-country and pop—available January 1. Also excellent news and all-around announcer—10 years experience—family—reliable. Box 594C, B•T.

Hi, northeast! Looking for a personality DJ? Over 2 years experience, currently employed. Third ticket, vet, car, single, 26. $85 with opportunity. Box 595C, B•T.

Needs more work. Sportcaster with 10 years experience and not enough to do. Regional net. play-by-play. Currently working 3rd market. Sponsored. Prefer East. Box 605C, B•T.

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

CONTINUITY AND TRAFFIC JOBS OPEN
AT
CALIFORNIA NETWORK TV

Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in TV traffic (Cardex System). Also need versatile, experienced, detail-minded continuity writer (man or woman). Send full details, all references, photo and samples first letter.

BOX 581C, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

Six years radio programming and announcing—one year television on-camera, news weather, commercials—resume and tape on request. Box 632C, B•T.

Basketball announcing veteran—scholastic, collegiate. Guaranteed satisfaction. Sports stations reply. Box 611C, B•T.

Staff announcer—schooled in radio and tv. Desires midwest location. Available immediately. Strong commercial delivery. College background. Box 625C, B•T.

Disc jockey combo man, presently employed metropolitan area, own show, prefer east coast. Box 428, 1474 Broadway, N. Y. C.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Technical

1st phone, 4 years 5kw experience, desires permanent position kw or better. Married. Box 128A, RFD 11, Ludlow, Vermont.

Programming-Production, Others

Trained, experienced, single, male, 32 . . . experienced all programming . . . far north, deep south . . . anywhere. Car. Two weeks notice . . . samples on request. State salary first letter. L. Greene, P. O. Box 37, Denison, Iowa.

Idea man, now in agency copy. Job may terminate soon. Box 601C, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KTRE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Announcers

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Technician with first class license for Gulf Coast vhf station. Emphasis on operating ability. Salary dependent on experience. Send resume, photo and references. Box 606C, B•T.

Transmitter supervisor, eastern vhf network affiliate. Assume responsibility for supervision and operation of DuMont installation. Reply in full, Box 619C, B•T.

Experienced tv transmitter operator for station in medium midwest market. Scale depends upon experience. Box 620C, B•T.

Immediate opening for technically minded studio engineer with first class license and at least two years experience. Send resume of experience, education and recent photo to Engineering Department, WNBF-AM-FM-TV, Binghamton, New York.

Studio technician—must be resident course graduate of recognized technical school. Prefer man with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

TELEVISION

Help Wanted—(Cont'd)

Technical

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Experienced studio maintenance man for Florida basic CBS station. One familiar with 3V color equipment preferred. State experience and minimum starting salary first letter. Engineering Dept., P. O. Box 1198, Tampa, Florida.

Chief engineer—small new vhf, Casper, Wyoming. Air date February 1, 1957. Send resume to Harriscope, Ind., 355 North Beverly Drive, Beverly Hills, California.

Programming-Production, Others

Wanted immediately. Experienced tv continuity writer. Salary open. Send experience, resume and references to Tom Matthews, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Experienced general manager, or sales manager. Young, aggressive, with outstanding sales record and excellent industry references. Have constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

Sales manager-manager: There's no substitute for experience! Earning figures substantiating over $100,000 yearly personal sales selling radio intangible. Also, tv experience. Now employed but looking for tv sales manager-manager future. Opportunity to discuss and negotiate appreciated. Box 614C, B•T.

Announcers

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 347C, B•T.



CHICAGO
HOLLYWOOD
PORTLAND

TELEVISION PRODUCTION EXPERIENCED



Professionally trained, well qualified Personnel. Classes in TV Production have just completed their training in three of our four schools' completely equipped studios. A Portland Television Production class is pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

News director. Best background, top references. Would work as staff member; not interested in small-time operation. Prefer northwest. Box 593C, B•T.

Agencies—tv stations, Looking for rare species of sales-minded continuity writer, experienced radio, tv, newspaper? Box 608C, B•T.

Film director of large eastern station would like position in midwest or west. Eight years tv film experience. Film experience—production, direction, etc., twenty year. Illness in family necessitates move. Box 609C, B•T.

Young woman experienced on-camera, production and administration desires immediate on-air promotion or programming position northern vhf. Box 617C, B•T.

Television newscaster. Three years television-radio announcing. News reporter, writer. Play-by-play sports. Now employed Texas radio-television station. Midwest university graduate. Box 627C, B•T.

Production manager: 7 years experience in tv medium, all phases, studio, film, photography, directing, corelating, switching, engineering. and package producing, would like position with future. Please state salary. Box 629C, B•T.

ADVERTISING AGENCY

Situations Wanted

Many years experience includes: Sales, client contact, direction and creative in tv, radio, film, agency, network. Reliable, best references. Contact me in N. Y. week of December 3rd, through B•T N. Y. office. Box 626C, B•T.

FOR SALE

Stations

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

For sale: Prosperous, Texas, 250 watt with good gross. Prospects for next year good. Box 599C, B•T.

Florida coastal growing secondary market, $50,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Texas County Seat. Near Big Dallas. Progressive, aggressive, small city. Well-established AM operation. Ralph Erwin. Broker. No information by telephone.

South Texas. Established AM operation. Absentee owned. City of 10,000-plus. Ralph Erwin. Broker. No information by telephone.

Southwest Diversified Center. Recreational, industrial, military. Year-round recreation facilities attract over 5-million visitors annually. Market in excess of 70,000. Requires $22,500 cash to handle. Ralph Erwin: Broker. 1443 South Trenton: Tulsa. No information by telephone.

Southwest cultural center. Fine college, two private schools, plus active military facility. Delightful mild year-round climate. Active community, served by two main-line railroads. Takes $15,000 cash to handle. Ralph Erwin. Broker. No information by telephone.

Southwest—100 single station—fulltime. Opportunity for owner-manager. $10,000 down. Write Bob Hoskinson, 331-34 Oklahoma Natural Building, Oklahoma City, Oklahoma. Knapton Business Brokers.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

For sale—one Redifon G 40 transmitter 500 watt. Phoen, CW or MCW. 230 volts 50-60 cycles single phases. .525 to 2.1 mcs and 6.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B•T.

FOR SALE

Equipment

Approved am broadcast frequency monitor, Western Electric Model 1-C, $75. KLEX, Box 341, Lexington, Missouri.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

For sale: Gates remote control RCM-14 unit with metering system. Just taken out of service due to move to transmitter. WCVS, Springfield, Illinois.

Five RCA 44 BX mikes. Two of these were new in 1955; the other three have been factory repaired in past year. All have been used only in our studios. Price—$90.00 each or $420.00 for the lot. Write Chief Engineer, WCUE, Akron 8, Ohio.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

For sale: One 500 watt am transmitter, type RCA BT 5G, complete with console and plate transformer; equipped to broadcast on any frequency for 535 to 1600kc. Excellent condition—never been used. For inspection or additional information, contact Bruce Linton, School of Journalism, University of Kansas, Lawrence, Kansas. Bid Blanks may be obtained from William F. Perkins, Director of Purchases, State House, Topeka, Kansas. Proposals will be received until 2:00 p.m. of December 27, 1956, and then publicly opened. Right is reserved to accept or reject any or all bids or parts of bids and to waive information therein. Signed: William F. Perkins, Director of Purchases.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase small single station in southeast or far west. Station owner. Box 442C, B•T.

Immediate interest: Seeking station buy within approximately 100-mile radius N. Y. C. Send information. Box 590C, B•T.

Wanted immediately: Financially responsible party interested in 250 to 5000 watt operation in south or southeast. Replies confidential. Box 603C, B•T.

Wanted: Single station vicinity New York. Principals only. Reply in confidence to Box 604C, B•T.

Wanted to buy. Small station in Arkansas or Oklahoma. Write P. O. Box 555, Fort Smith, Arkansas.

WANTED TO BUY

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

Used disc recorder, or overhead recording mechanism. State type, condition, accessories and price. WLBN, Lebanon, Kentucky.

Wanted immediately—used disc recorder. State price and make. Tony Marturano, Box 550, Rome, New York.

Wanted: Used high power microwave tv cover 180 miles. Used channel four three bay antenna. Hector Balcazar, Apartado No. 1762, Mexico City, Mexico.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

ACCOUNT EXECUTIVES

Top-notch 1000 watt fulltime independent in Indiana's second market looking for two account executives for January 1st starting date. This is sales force addition brought about by increased business and part of planned 1957 station expansion. Our Account Executives are averaging $10,000 and better yearly. Guaranteed draw against 15%. These are top sales positions backed by promotion and merchandising—so do not answer unless you are an account executive in the true meaning of the word. Write full details and minimum starting draw to Boyd W. Lawlor, Manager, Radio Station WWCA, Hotel Gary, Gary, Indiana.

SOUTHWEST VHF TELEVISION STATION
SINGLE STATION MARKET

Metropolitan-cosmoplitan market in excess of 100,000. Trans-continental gateway city, direct access by air, deluxe train, express bus. Delightful climate, palm trees and semi-tropical flora in profusion. Station fully established, generous daily schedule. Absentee-owned. Cash requirement is $100,000. Written inquiries from qualified principals are cordially invited.

RALPH J. ERWIN, BROKER

1443 South Trenton — Tulsa, Oklahoma

RADIO

Help Wanted—(Cont'd)

Announcers

Combo Men

wanted immediately at top rated station in Michigan's second market. Top disc jockey quality. Excellent wages. Wire collect immediately.

WTAC

The Big Station

Flint, Michigan

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TOP ANNOUNCERS

Leading Eastern independent needs two top-notch men. Clever morning DJ and versatile all-around man for another slot. Also want good continuity director with original ideas and ability to write "gimmick" copy.

Box 612C, B•T

Disc Jockey

Top disc jockey with first class ticket needed at once. If you have good voice, good selling ability on the air, if you can get along with people we need you immediately, no floaters wanted. If you are a drinker, do not bother to answer this ad. $100 per week or better to the right party. Telephone J. C. Jeffery, Daytime Gladstone 7-1194, Evenings Gladstone 9-5322, Kokomo, Indiana.

RADIO

Help Wanted—(Cont'd)

Technical

CHIEF ENGINEER

Wanted — Permanent — Experienced —for California FM Station. Good pay —Good future. Send recent photo and details to:

Box 555C, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

AMEN, SOL TAISHOFF!

Veteran news director agrees with Nov. 19 B•T editorial. Let me help make your TV-AM operation the leader in your area with a vigorous, dynamic and responsible approach to news and public affairs. Thoroughly experience in all aspects of TV-AM news coverage and production, including newsreel. Proven performance, A-1 references. Now employed. Box 618C, B•T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

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TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

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WANTED TO BUY

Stations

Radio-Tv executive desires to purchase all or substantial interest in Florida radio station, with object of joining station in any capacity for which qualified. Over score of years' experience in radio sales and station management, several years in Tv. Direct or through your broker. Replies confidential.

Box 580C, B•T

REPRESENTATIVES

AM-TV STATION MANAGERS ATTENTION

Personalized Sales Service.
Use our Madison Avenue address and phone number as your New York office.
Our company is here to act as your sales manager and will work with your representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.
For further information write Box 573C, B•T. We have an interesting story for you.

NEED NATIONAL REP

Big aggressive station will require big aggressive sales rep. Application on file for 5000 watts at 620kc, daytime non-directional. Terrific coverage over America's richest natural resources. Contact E. Anson Thomas, 1102 Elm Avenue, Grand Junction, Colorado.

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WE KNOW WHAT STATIONS WANT

Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.

Broadcast Coaching Associates, 1733 Broadway, N. Y. C.
JU 6-1918

Continues from page 126

plication; date for applicant to furnish proposed exhibits is extended from Nov. 19 to Dec. 3; date for applicant to advise of its plans, if any, to call any other witnesses is extended from Nov. 23 to Dec. 3; date for Broadcast Bureau to notify counsel for applicant of its desire to cross-examine applicant's engineer is extended from Nov. 29 to Dec. 5, and start of evidentiary hearing now scheduled for Dec. 6, remains unchanged. Action Nov. 20.

November 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KULA Honolulu, T. H.—Seeks mod. of cp (which authorized change ant.-trans. and studio location and make changes in ant. system) to extend completion date.

KADM Othello, Wash.—Seeks mod. of cp (which authorized new am) to extend completion date.

WCBI-TV Columbus, Miss.—Seeks mod. of cp to extend completion date to 6-12-57.

License to Cover Cp

WJBC-FM Bloomington, Ill.—Seeks license to cover cp (which authorized changes in licensed station).

KSYD-TV Wichita Falls, Tex.—Seeks license to cover cp (which authorized new tv).

RENEWAL OF LICENSE

KWIL Albany, Ore.; KVAS Astoria, Ore.; KBKR Baker, Ore.; KELA Centralia-Chehalis, Wash.; KOOS Coos Bay, Ore.; KCOV Corvallis, Ore.; KUMA Pendleton, Ore.; KPAM Portland, Ore.; KRCO Prineville, Ore.; KXA Seattle, Wash.; KNEW Spokane, Wash.; KREW Sunnyside, Wash.; KVAN Vancouver, Wash.; KIT Yakima, Wash.; KOIN-TV Portland, Ore.; KING-TV Seattle, Wash.

RENEWAL OF LICENSE RETURNED

KULE Ephrata, Wash. (incorrectly filed).
KYJC Medford, Ore. (signed improperly).

REMOTE CONTROL

KRAM Las Vegas, Nev.

November 26 Applications

ACCEPTED FOR FILING

Modification of Cp

KAMD Camden, Ark.—Seeks mod. of cp (which authorized change frequency, increase power, install DA-N and new trans., change ant.-trans. location and operate trans. by remote control while employing non-DA) to extend completion date.

KEEN San Jose, Calif.—Seeks mod. of cp (which authorized increase D power and install new trans.) to extend completion date.

WMLF Pineville, Ky.—Seeks mod of cp (which authorized new am) to extend completion date.

WCOG Greensboro, N. C.—Seeks mod. of cp (which authorized increase D power, install new trans. and erect additional tower for new DA-D array) to extend completion date.

REMOTE CONTROL

WSJM St. Joseph, Mich.

License to Cover Cp

WTWB Auburndale, Fla.—Seeks license to cover cp which authorized new am.

WWXL Manchester, Ky.—Seeks license to cover cp which authorized new am.

WLIV Livingston, Tenn.—Seeks license to cover cp which authorized new am.

November 27 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 23

WCER Charlotte, Mich.—Granted license for am station.

KWFC Hot Springs, Ark.—Granted license covering change facilities, install DA-N and new trans., change ant.-trans. location and operate trans by remote control while using non-DA, and change type trans.; conditions.

KGON Clackamas Bcstrs., Oregon City, Oreg.—Granted license covering changes facilities, and install new trans. and DA; conditions.

Actions of November 21

WRWJ Selma, Ala.—Granted license for am station and specify studio location and remote control point; condition.

KDLM Detroit Lakes, Minn.—Granted license covering change facilities and type trans.

KUTI Yakima, Wash.—Granted license covering change frequency.

WBOC Salisbury, Md.—Granted license to use presently licensed trans. as alternate main trans. for nighttime and as auxiliary trans. day; increase day power, install new trans. and change from DA-N to DA-2; conditions.

WSJM St. Joseph, Mich.—Granted authority to operate trans. by remote control.

WBCU Union, S. C.—Granted extension of authority to sign off at 7:30 p.m., except for special events, pending action on BML-1680 to change hours to specified (5:30 a.m. to 7:30 p.m.).

Following were granted extensions of completion dates as shown: **WFLB-TV, Fayetteville, N. C.**; to 3-21-57; **WITI-TV, Whitefish Bay, Wis.**, to 5-29-57; **KERO-TV, Bakersfield, Calif.** to 3-15-57; **WHP-TV Harrisburg, Pa.**, to 6-6-57; **WIMA-TV Lima, Ohio**, to 6-6-57.

Actions of November 20

WCOV-TV Montgomery, Ala.—Granted license for tv station (ch. 20); ERP vis. 200 kw, aur. 100 kw, and specify studio and trans location (change in description only, not move).

WREX-TV Rockford, Ill.—Granted license for tv station (ch. 13) and specify studio and trans. location (not move).

KCOR-TV San Antonio, Tex.—Granted license for tv station (ch. 41); ERP vis. 11 kw, aur. 6 kw.

KAKE-TV Wichita, Kans.—Granted license for tv station (ch. 10); ERP vis. 316 kw, aur. 219 kw, and specify studio location.

KRNT-TV Des Moines, Iowa—Granted license for tv station (ch. 8).

WPBN-TV Traverse City, Mich.—Granted license for tv station (ch. 7).

KCMO-TV Kansas City, Mo.—Granted license for tv station (ch. 5); and specify trans. location (not move); ERP vis. 100 kw, aur. 60 kw.

WDAY-TV Fargo, N. Dak.—Granted license for tv station (ch. 6); ERP vis. 56.2 kw, aur. 28.2 kw.

WREC-TV Memphis, Tenn.—Granted license for tv station (ch. 3); ERP vis. 100 kw, aur. 60.3 kw.

KGGM-TV Albuquerque, N. Mex.—Granted license for tv station (ch. 13); ERP vis. 7.59 kw, aur. 3.8 kw.

WRDW-TV Augusta, Ga.—Granted license for tv station (ch. 12).

Actions of November 19

WMIC Monroe, Mich.—Granted license for am station; conditions.

KLGA Algona, Iowa—Granted license for am station; conditions.

KMYC Marysville, Calif.—Granted license covering erection of third tower to be used with present N. E. tower for daytime operation, increase in D power, install new trans. and changes in DA-D; conditions.

KMOS Tyler, Tex.—Granted extension of completion date to 4-1-57; conditions.

November 27 Applications

RENEWAL OF LICENSE

KIBH Seward, KIFW Sitka, both Alaska; KOBY San Francisco, Calif.; KBND Bend, KFJI Klamath Falls, KFLW Klamath Falls, KOBY Medford, KBCH Oceanlake, KBPS Portland, all Ore., and KWSC Pullman, Wash.

November 28 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

Deer Park, N. Y.—Ordered that hearing shall commence Jan. 25, 1957, re am application of **WGSM Deer Park.** Action Nov. 26.

Bath, Me.—Ordered that hearing shall commence Jan. 23, 1957, re am application of **Winslow Turner Porter**, Bath. Action Nov. 26.

KODY North Platte, Neb.—Granted petition for dismissal with prejudice of its am application. Action Nov. 26.

Polly B. Hughes, Tampa, Fla.—Granted petition for dismissal of her am application without prejudice. Action Nov. 26.

By Hearing Examiner Jay A. Kyle

Prairie du Chien, Wis.—Pursuant to "Notice of Desire to Withdraw" filed on Nov. 23, by State of Wisconsin, U. of Wisconsin (**WHA Madison, Wis.**) protestant in proceeding on am application of **WPRE Prairie du Chien**, ordered that hearing scheduled for Nov. 26, is continued without date. Action Nov. 26.

By Hearing Examiner Elizabeth C. Smith

WBLK-TV Clarksburg, W. Va.—Ordered that further hearing will be held Dec. 4 in matter of applications of **Ohio Valley Bcstg. Corp.** for new tv station (WBLK-TV, ch. 12), and for transfer of control of that corporation from **News Pub. Co.** to **WSTV Inc.** Action Nov. 21.

Broadcast Bureau—Granted petition for extension of time from Nov. 27 to Dec. 6 for filing Proposed Findings of Fact and Conclusions and from Dec. 18 to Dec. 27 for filing replies thereto re application of **WNYC New York, N. Y.**, for Special Service Authorization and petition of **WCCO Minneapolis**, to cancel SSA. Action Nov. 26.

By Hearing Examiner Thomas H. Donahue

J. E. Willis, Lafayette, Ind.—Granted petition for leave to amend his am application to correct description of trans. site. Action Nov. 26.

By Hearing Examiner Hugh B. Hutchison

KWBU Broadcasters, Inc., Corpus Christi, Texas—Granted petition requesting it be substituted as intervenor in lieu of **The Baptist General Convention of Texas** (prior licensee of KWBU) in proceeding on applications of **KOB Albuquerque, N. Mex.**, for modification of cp and for license to cover cp as modified and authority to determine power by direct measurement. Action Nov. 21.

Mayaguez, P. R.—On hearing examiner's own motion, ordered that hearing conference will be held Nov. 29 in ch. 3 proceeding Mayaguez **(Ponce de Leon Bcstg. Co. of P. R., *et al*)** Action Nov. 26.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—On oral request of counsel for Broadcast Bureau, and without objection by counsel for other parties in proceeding on applications of **WCBQ Sarasota, Fla.**, for cp to replace expired cp and for mod. of cp, ordered that hearing scheduled for Nov. 28, is further continued to Jan. 9, 1957. (Action Nov. 21) and ordered that oral argument is scheduled for Nov. 29, at 10 a.m. upon: 1) Petition for order prohibiting taking of depositions, filed by **WSPB Sarasota** on Nov. 16, and opposition thereto filed by applicant on Nov. 26, and 2) petition for removal of hearing, filed by WSPB on Nov. 19 in same proceeding. Action Nov. 27.

November 28 Applications

ACCEPTED FOR FILING

Modification of Cp

KQUE Albuquerque, N. M.—Seeks mod. of cp (which authorized change frequency. increase power, install DA and new trans.) to extend completion date.

KKTV (TV) Colorado Springs, Colo.—Seeks mod. of cp to extend completion date to 6-20-57.

WHCT (TV) Hartford, Conn.—Seeks mod. of cp to extend completion date to 7-6-57.

KSEI-TV Pocatello, Idaho—Seeks mod. of cp to extend completion date to 6-25-57.

WHBF-TV Rock Island, Ill.—Seeks mod. of cp to extend completion date to 6-21-56.

WTTW (TV) Chicago, Ill.—Seeks mod. of cp (which authorized noncommercial educational tv) to extend completion date to 7-6-57.

License to Cover Cp

WNBF-FM Binghamton, N. Y.—Seeks license to cover cp which authorized new fm.

WDJB-FM Roanoke, Va.—Seeks license to cover cp which authorized changes in licensed station.

RENEWAL OF LICENSE

KRTV Hillsboro, Ore.; KTAC Tacoma, Wash.

REMOTE CONTROL

WNLK Norwalk, Conn.; WHLM-FM Bloomsburg, Pa.

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ASCAP's Juicy Melon

IF THIS comparison is odious, it is intended to be.

The comparison is between an announcement of 1956 payments to members by the American Society of Composers, Authors & Publishers [B•T, Nov. 26] and testimony of various ASCAP officials and members before the House Antitrust Subcommittee last September.

ASCAP announced a fortnight ago that this year it would distribute about $20 million to members, the most in any year of its history.

ASCAP testimony before the Celler committee was that ASCAP was the victim of a giant conspiracy among broadcasters to force ASCAP music off the air and replace it with Broadcast Music Inc. works.

The nicest thing to be said about this comparison is that it betrays an inconsistency between the facts of ASCAP collections and disbursements and the fancies of its officials and members who testified before the Celler group.

The inconsistency is made the more glaring in information filed by BMI with the Celler committee, as reported elsewhere in this issue. BMI says that from 1951 through 1955, ASCAP was paid a total of nearly $25 million by CBS and NBC. In the same period, BMI was paid $8.4 million.

If a conspiracy is going on among broadcasters, it is proved by the figures to be a total flop.

The Shortcut on Uhf

WHILE the experts desperately seek an answer to the vexatious problems of the uhf station operators, they apparently are all but ignoring the one sure way in which to bring a large measure of prompt relief. That is the elimination of the 10% excise tax on tv receivers which will tune the entire tv range so that manufacturers will find it just as profitable to make and merchandise the non-taxed all-band receivers as to manufacture vhf-only sets on which excises would still be paid.

This approach isn't new. Several efforts have been made in past sessions of Congress to get favorable action, but it always has been a case of too little too late. Both the Treasury and Congressional committees are loath to lop off any tax, and unless the job is done early and with conviction, it will be the same story next year.

The opportunity is here. The House Ways & Means Subcommittee on excise taxes already has begun hearings, preparatory to the opening of the new Congress next month. The Treasury, at the very first day of hearings last week, argued against any excise tax cuts, including those which had been slated for next April under the present law. The odds then would be against a cut.

But who has a better case than television? It is a vitally important pursuit. There is need for competition. It is a growth field that gives employment to hundreds of thousands and, through its impact as an advertising vehicle, moves the goods that our factories produce. It is important to the national defense. And what is involved? The possible loss of a few million dollars in excise taxes against the probable gain of many more millions in corporate taxes. All this in an economy that is approaching $500 billion in national product.

This is the time to open up. It is a job, not only for the uhf operators who can ill afford to pay the bill, but for the vhf licensees, the FCC, the NARTB, and, if you please, both the Senate and House committees which have been grappling with the allocations problem with a vague hope that some miracle will be passed to make uhf as good as vhf overnight. The FCC is involved in deintermixture proceedings which at best can supply only a partial solution and, at worst, can become hopelessly enmeshed in litigation.

Because of past experiences in Congress, there are those who despair of favorable action. But the motion picture exhibitors two years ago succeeded in knocking off the old "war" excise taxes. Isn't healthy competition in tv as important as increasing movie attendance?

The answer is obvious. What isn't obvious is that the movie exhibitors lobbied for years to achieve a result. They did it at the local, state and federal levels.

Set manufacturers are business people. They hold no government license. It costs less to make a single band vhf receiver than a continuous band combination vhf-uhf set. But if the cost is equalized, or nearly so, through repeal of the excise tax on all-band receivers *only*, it then will become economically expedient to make those sets. Competition will take care of it too, because far-sighted manufacturers will begin to promote the all-band sets, and others will have to fall in line.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"All guests appearing on this program are flown here by Ozone Airlines. Their plane is late again, and they've completely loused up our show!"

If the excise tax on all-band sets is withdrawn at the next session, we predict most of those 83 non-operating uhfs that have been given an ultimatum by the FCC on further extensions will reactivate, and that new applications will be filed in increasing numbers. The deintermixture problem will all but evaporate in time.

The tv allocations then would follow the radio pattern. Am stations have varying coverages, ranging from the 250 w local to the 50,000 w clear. But it's all radio, picked up on the same receiver. Tv, once the all-band receivers come into general use, would not distinguish between uhf and vhf; it would all be television, receivable on the same set.

This tv Utopia would not come overnight. It would take many months. The experts, now pondering the uhf-vhf enigma, have no timetable. The shortcut is by way of the all-band receiver. By going all out—everybody—for elimination of the 10% excise tax on all-band receivers, and the retention of the tax on vhf-only sets, the simple, quick, economic answer would be within reach.

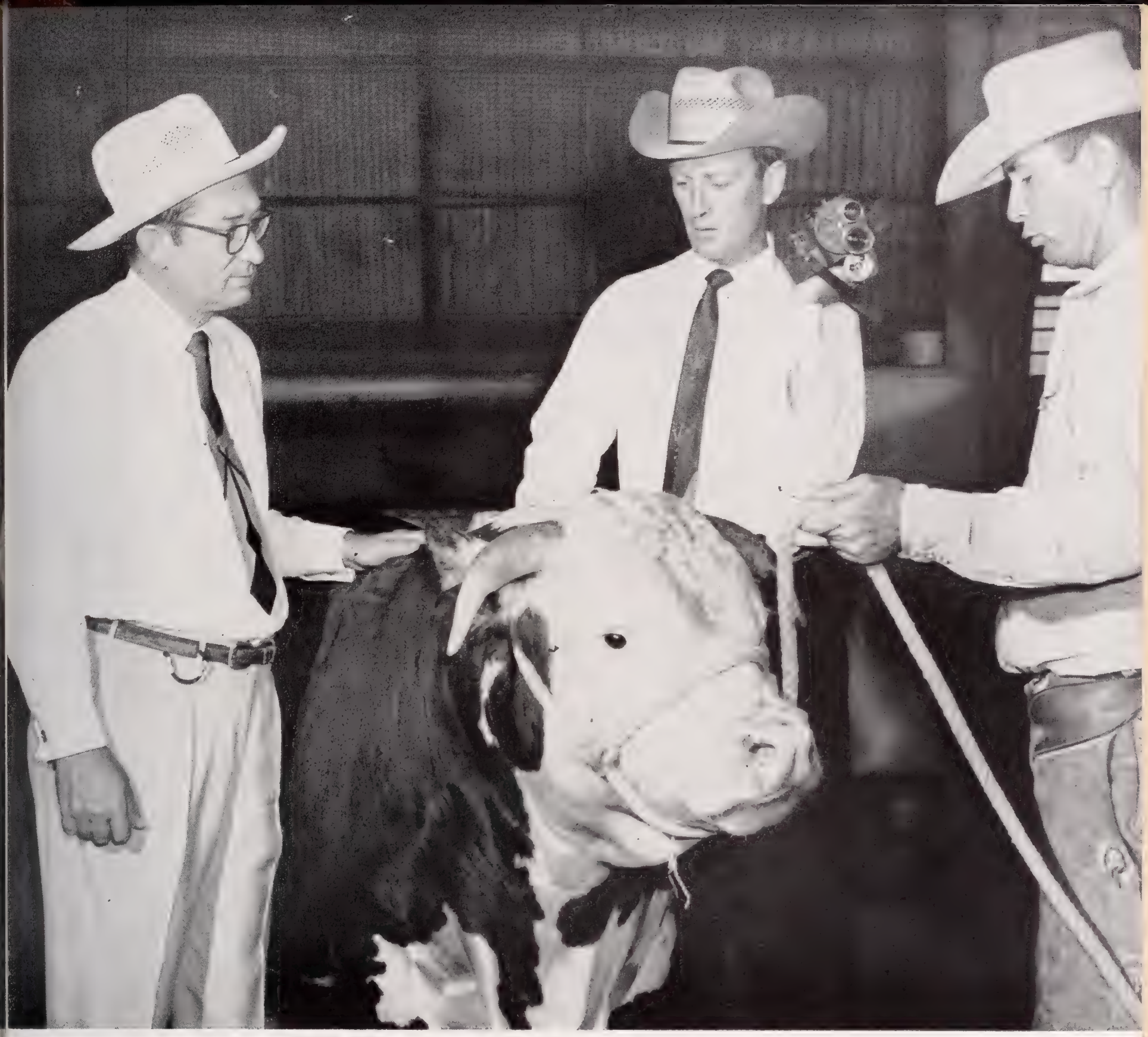
Lots in a Name

A GRASS-ROOTS movement to change NARTB back to plain old NAB, which had served for years as the landmark and trademark of organized American Plan broadcasting, is gaining momentum. Various state associations and all of the recent NARTB area meetings developed discussions for a return to the old order. The contention is that "National Assn. of Radio & Television Broadcasters" is unnecessarily cumbersome, and that "broadcasters" is all-inclusive anyway, embracing all modes of aural and visual transmissions for the public.

The 1951 change gave recognition to television and, in some measure, was the price of fusion of the then separate television association with the then NAB. Perhaps it was worth the price, since the union is working. At the time we commented that NARTB, spelled out, was "an almost unpronounceable mouthful."

Restoration of "National Assn. of Broadcasters" as the official name would not be difficult to achieve; it requires only the affirmative action of the association's board of directors, and the changeover of stationery, bronze name-plates and code insignia as well as calling cards. But what about the nickname "NAB"? Since the 1951 changeover, there has come into being the National Audience Board—NAB, in short.

It may get nowhere, but since there is the well-supported proposal to cut back on the name, why not look ahead to the inevitable and do it in one fell swoop? Make it the "National Federation of Broadcasters"—NFB. One day all must be under one tent—a confederation of the entities that live under broadcasting by the American Plan.



41,081 Requests Indicate Size of KPRC-TV Rural Audience

George Roesner, dean of Texas farm broadcasters, and his sidekick "Buck" Buchanan are the most widely travelled and best known farm reporters in the Southwest. When they offered seeds on their daily shows recently, they were literally swamped with requests. A total of 41,081 packages of seeds were ordered by ranchers and farmers living in 128 counties . . . proof again of KPRC-TV's tremendous rural audience in the Houston Gulf Coast area.

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JACK McGREW, National Sales Manager

Nationally Represented by
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7-9 p.m. and 10-11:30 p.m.

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Channel 13 KTVW

A McCaw Station

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 10, 1956 35¢ PER COPY

IN THIS ISSUE:

Government files antitrust suit against RCA-NBC Page 27

NBC, affiliates celebrate network's 30th birthday Page 32

Screen Gems acquires Hygo, United, tv film firms Page 60

Agency timebuys on CBS-TV: a B•T analysis Page 102

The Storz Style . . . in public service

From the files of the five Storz Stations . . . here are two recent . . . and typical . . . examples of service in the public interest:

in Miami, WQAM helped get out the vote



What happened when WQAM decided to conduct a presidential straw vote? More than 50,000 phone calls swamped WQAM's facilities in the 5½ day "Election Poll." Hourly average: 870 calls. Each of the 600 announcements WQAM devoted to "Election Poll" urged listeners not only to take part in the *straw* vote, but to exercise their franchise on Election Day, as well.

Unofficial returns for Dade County, Florida, showed a balloting of more than 250,000 votes—representing a decided increase over the 1952 turn-out.

in New Orleans, WTIX comforted a mourning family



A poverty-stricken family had just buried its two youngest members, dead of rat-poisoning. One Sunday, WTIX devoted a full air day to mobilizing assistance for the desperate family. In cooperation with American Legion Post 203, WTIX personalities urged contributions of money, clothing and food.

The response was instantaneous. More than $2,100 . . . 400 items of clothing and 50 boxes of foodstuffs poured in to comfort the family in its unhappy hour.

The Storz Stations

Today's Radio for Today's Selling

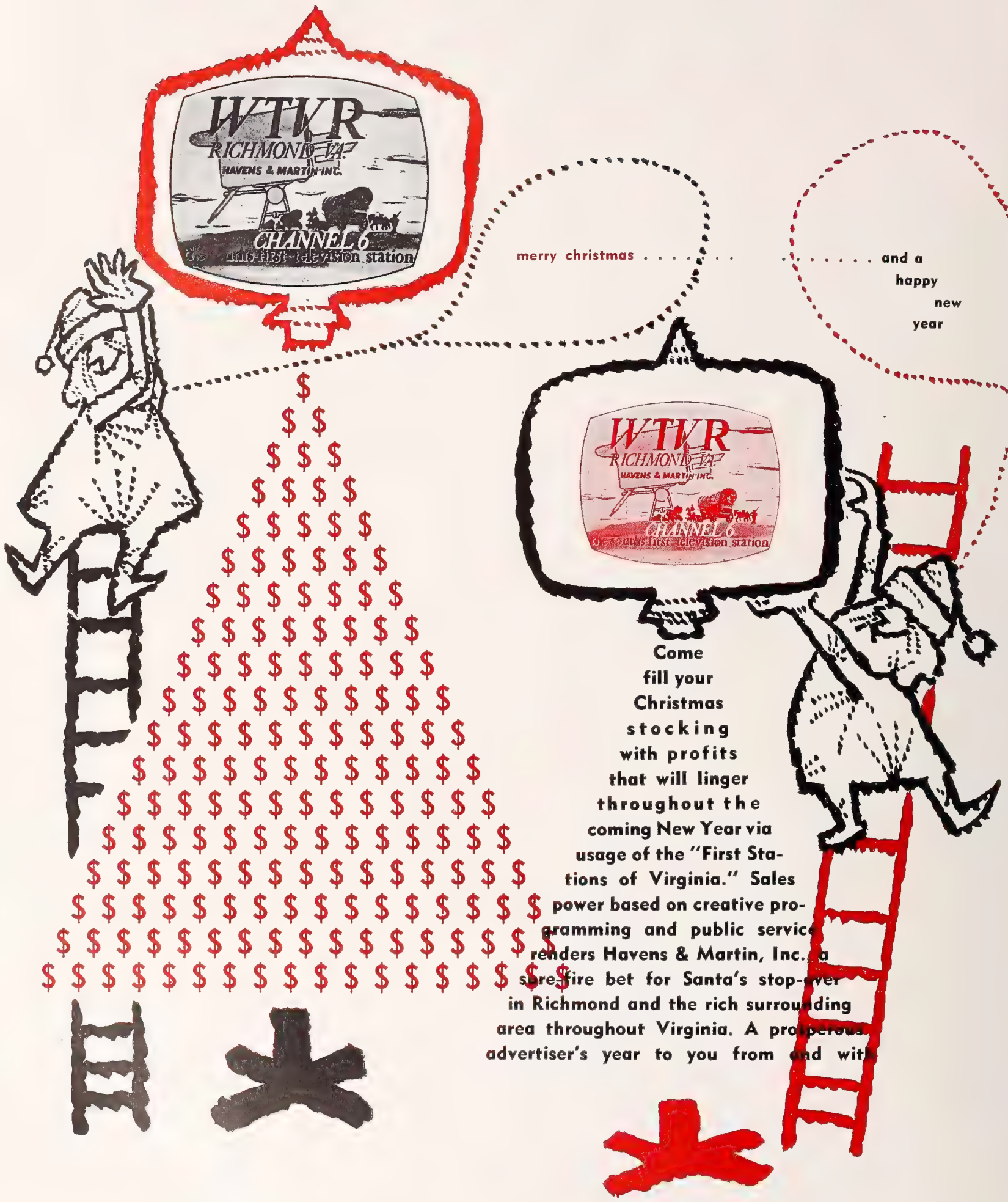
TODD STORZ,
President

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WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

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WJIM-TV

Channel 6 Lansing

NBC...CBS...ABC

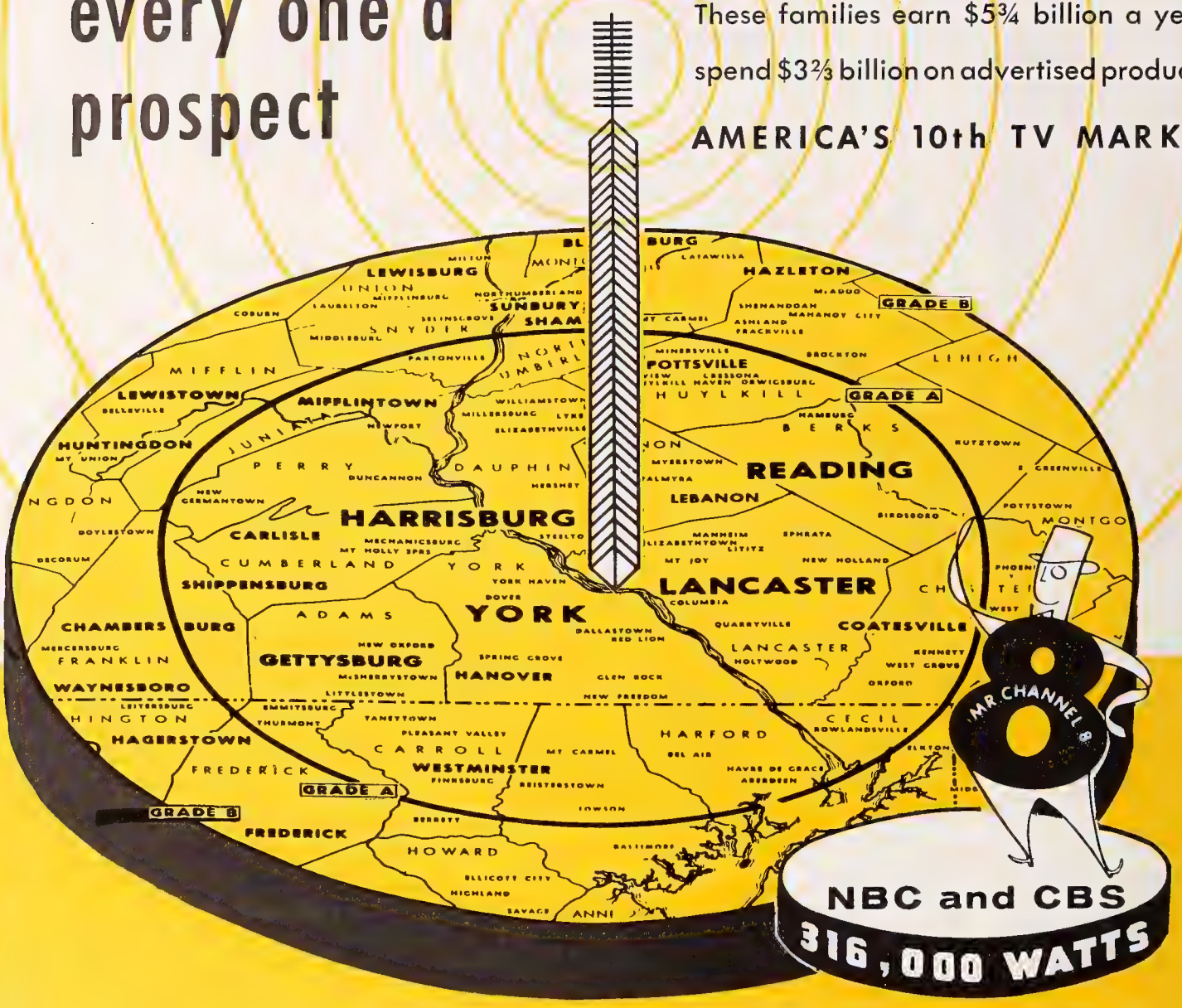
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3½ million people . . . every one a prospect

Selling opportunities are rich and ready in America's 10th TV market. Its multi-city population consists of 3½ million people comprising 989,605 families, with a high TV set ownership of 917,320. These families earn $5¾ billion a year, spend $3⅔ billion on advertised products.

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NBC and CBS

CHANNEL 8
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DAMPENER ON TRADING? • With concern being evinced at FCC policy level on tv station sales, thought reportedly is being given to recommendation to Congress that law be revised to provide that no transfers shall come within regular license tenure except on "involuntary" basis (death of licensee principal, bankruptcy or other extenuating unforeseen development). Present broadcast license tenure is three years and FCC already is unofficially committed in favor of five-year license tenure. If "anti-trafficking" provision were incorporated in proposal, it would presumably run concurrent with license tenure.

B•T

THOUGH he now plans no announcement until after first of year, it's understood that Sylvester L. (Pat) Weaver Jr., "between jobs" since resigning as NBC chairman in September, has decided he'll go into business for himself, probably with shingle big enough to cover multitude of activities. Among those contemplated: independent production services, talent representation and consultancy to advertisetrs and agencies.

B•T

HOLIDAY DECISION • Whether FCC Chairman George C. McConnaughey will wish reappointment to FCC when his term expires June 30 won't be made known until after first of year—possibly following inauguration, Jan. 21. Mr. McConnaughey, who assumed office Oct. 4, 1954, to serve unexpired term of George E. Sterling, who had resigned for health reasons, had pondered return to his law practice in Columbus, Ohio, in partnership with his eldest son. He is expected to "consult" with his family about future plans over Christmas holidays.

B•T

TALENT guilds are giving lukewarm consideration to lump sum offer of about $700,000 by Matty Fox for all tv rights to his syndicate's backlog of 75 post-1948 RKO feature films since he leaves it up to guilds how money would be split. Screen Actors Guild wants to negotiate separately from Screen Directors Guild and Writers Guild of America for biggest share. Craft guilds are ignored. If guilds can work out lump sum agreement, policy could set pattern for stalemated talks on post-1948 formula at Assn. of Motion Picture Producers and free big Hollywood backlog for tv.

B•T

FORD & FRANKIE • Ford Motor Co.'s new Edsel car division (through Foote, Cone & Belding) has expressed interest in buying alternate weeks sponsorship of Frank Sinatra series in 1957 on ABC-TV. Ford bid, however, must hinge on Liggett & Myers (Chesterfield) decision on whether it would want co-sponsor. Chesterfield, through McCann-Erickson, New York, has contract with ABC-TV, pending formalities, for full Sinatra series. Contract reserves right for cigarette firm to offer half of series to another sponsor (also see story, page 44). ABC meanwhile was reported late Friday to have firm offer for half-sponsorship from cosmetic firm, if Chesterfield is willing to go along.

B•T

AS ABC-TV's nightly lineup is now constructed, addition of Ford sponsorship would limit scheduling of Sinatra show to probably Thursday evening. Both Thursday and Saturday nights had been considered most likely for "beefing up" by strong, high-budgeted Sinatra show, but sprinkling of automotive shows through most of schedule (for example, Lawrence Welk Show *for Dodge is on Saturday, 9-10 p.m. EST) would cause product conflict. There's no automotive Thursday night.*

B•T

BIDS FOR BITNER • Formal bids from at least two groups—Time Inc. and syndicate which would comprise Meredith Publishing Co. and Harold Gross (WJIM-AM-TV Lansing)—will be in hands of Consolidated Television & Radio Broadcasters Inc. (Bitner) this week, with prospects of action possibly before end of year. Offers followed collapse of Crowell-Collier $16.2 million agreement [B•T, Nov. 26].

B•T

TIME Inc. offer, it is presumed, will be for whole package (WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids; WTCN-AM-TV Minneapolis and WFDF Flint). This would entail selling off one of existing Time Inc.'s three properties in view of seven station multiple ownership limit. Gross bid apparently would be for Grand Rapids and possibly Flint, with Meredith interested in Minneapolis at $3.5 million, re-affirming former proposal. At least two important radio-tv groups reportedly are interested in Indianapolis property.

B•T

RESEARCH MONEY • More research to make more radio sales—that's word at Radio Advertising Bureau, which is setting aside more funds for that purpose in 1957 than ever before. In addition to its usual research activities, which run to about $75,000 annually, RAB board has set up $52,000 research reserve for special project or series of projects as need arises, plus $50,000 earmarked for specific project which officials aren't revealing yet but which they say could lead to changes in whole face of marketing.

COLUMBIA Records reportedly has picked up sponsorship of Arthur Godfrey's Talent Scouts *for Dec. 12 and 26 for holiday season. Although Columbia phonographs have used network tv before, this will be first time for records. McCann-Erickson, New York, is agency.*

B•T

PAY-TV TIME-TABLE • Complete digest of subscription tv data, including testimony before committees of Congress, should be in hands of FCC from its staff by mid-January. FCC then is expected to begin consideration of hotly controverted topic and determine whether: (1) it has jurisdiction under existing law to authorize subscription method; (2) whether it should allow experimental operation to test public reaction, or (3) whether it should pass buck to Congress for consideration of legislative action.

B•T

FCC feels its pay-tv time-table is in keeping with Congressional attitude, since Commission was told last year that it's first and foremost problem was tv allocations, with which it is grappling.

B•T

RADIO RATE RISE • WGN Chicago shortly will announce daytime rate increase, averaging 22% with maximum of 40%, effective Jan. 1. Usual six-month protection will be given, with nighttime rates remaining unchanged. Ward Quaal, vice president and general manager, increased WGN-TV rates effective Sept. 1 (average of 20%), establishing top rate at $1,800 per hour.

B•T

BELIEING "tight money" market, Stauffer Publications Inc. last Thursday completed transaction with Kidder, Peabody & Co. for $2 million loan to run 10 years at 5½% interest for its $6.5 million-plus acquisition of Capper Publications' properties, including WIBW-AM-TV Topeka [B•T, Nov. 5]. Another Capper station, KCKN Kansas City, Kans., has been sold for $110,000 to Cy Blumenthal (WARL Arlington, Va.) and associates in transaction subject to FCC approval. Loan was negotiated by Robert E. Grant, Kidder vice president, with Oscar Stauffer.

B•T

HELP WANTED • Expansion of NBC News personnel is planned in immediate future to staff NBC Radio's new hot news format. Also imminent are several appointments on foreign staff, which would be accomplished through replacements and transfers.



tops in Indianapolis

. . . and climbing

to new heights

CBS TELEVISION

Ratings proved it a year ago—
they're still proving it today! Ever increasing
viewership, exciting programming,
top-flight facilities *keep* WISH-TV *the*
dominant station in Indianapolis.

For availabilities, see the Bolling Company.

WISH-TV
channel **8**

at deadline

CUNNINGHAM & WALSH TAKES 3 AGENCIES UNDER NAME; WILL BILL $50 MILLION

NEW CONCEPT of national advertising agency service announced Friday by John Cunningham, president of Cunningham & Walsh, New York, in disclosure that C&W, Brisacher & Wheeler & Staff, San Francisco, The Mayers Co., Los Angeles, and C&W Chicago (formerly Ivan Hill Inc.) will be consolidated as of Jan. 1 into one national advertising agency under Cunningham & Walsh name with an estimated $50 million in billing and 500 employes. C&W board will have representatives from each office: Franklin C. Wheeler and Robert Brisacher from San Francisco; Henry Mayers, Los Angeles, and Ivan Hill, Chicago.

Mr. Wheeler continues as president of Brisacher & Wheeler Div. of C&W, Mr. Mayers as president of Mayer Co. Div., and Ivan Hill as executive vice president of C&W.

New concept, Mr. Cunningham said, was result of advertisers' need of agency with country-wide knowledge of local and regional markets. Under consolidation there will be one class of common stock, one board of directors, and national management committee will be formed with representatives of each office which in turn will be responsible for interoffice policy, recommendations and operating procedure. One feature of new plan will be exchange of marketing, merchandising and creative personnel between offices for from two to three months. All offices will participate in C&W's promotion, "The Man from C&W."

Brisacher & Wheeler & Staff brings $5 million in billing. Agency was formed in 1919 by late Emil Brisacher. President Franklin C. Wheeler, Executive Vice President Walton Purdon, Vice Presidents Robert Brisacher, Clifford Ball, Bradford Collins, Ettore Firenze, Lester Freedman and Howard Gossage remain in office. Richard Ide, who has been vice president and manager of New York office of B&W&S, becomes executive of C&W in New York.

Mayers Co. brings $3.5 million in billing, which includes recently acquired Sears, Roebuck account plus other food, financial, industrial and public utility accounts.

Kintner to Miss NBC Meet; 9 Major Pronouncements Scheduled

ONE top level executive face will be missing at NBC celebration at Miami this week—that of Robert E. Kintner, former ABC president who joins NBC as executive vice president Jan. 1. He's staying away in scrupulous compliance with terms of his departing agreement with ABC which prevents his going to work for NBC before first of year.

Highlights at Miami meeting (see story page 32), according to insiders, will be: (1) address of President Robert W. Sarnoff at 30th anniversary banquet Thursday night, slated to offer more than flag-waving over three decades of achievements. He plans to address himself to number of major industry problems, including government investigations, future of radio and network coverage of top-magnitude public affairs, such as U.N. crisis sessions; (2) word on major changes in NBC-TV's nighttime programming and some morning and afternoon changes at Friday business session—Emanuel (Manie) Sacks, new tv program vice president, planned to take his key executives to Miami past weekend for concentrated skull sessions to complete thinking on revised lineups; (3) NBC officials expect all NBC-TV basic stations, 85% of all tv affiliates and 80% of all NBC Radio affiliates to attend Miami convention.

Big Ten Again Will Fight NCAA Football Restrictions

BIG TEN promised Friday it will carry fight for loosening NCAA football tv restrictions to latter's own television committee and perhaps floor of association's national convention in St. Louis Jan. 9-11.

Western Conference tv group authorized to recommend that NCAA controls be limited to designating number of appearances (three) any school may have on tv, whether national, regional or local. Individual NCAA members would negotiate own tv arrangements. Big Ten team appearances past year were limited to one national and five regional dates by NCAA television committee. Recommendation adopted by Big Ten's faculty representatives and athletic directors. Doug Mills, U. of Illinois, is district representative on NCAA tv committee.

Move to Plug Tax Loophole Alarms Coast Star-Producers

NEW personal holding company tax law regulations, proposed by Treasury Dept., have caused stir in Hollywood star and independent production circles. Regulations seek to plug loopholes in personal company tax laws whereby such firms now can use own personal services of star-owner and outside money to package complete programs (both motion picture and tv) independently. Public has to Dec. 15 to protest, after which Treasury's Internal Revenue Bureau issues final rules.

Regulations would be retroactive to 1954, it is understood, and could wreak financial havoc with number of Hollywood entities who have formed such companies to produce tv shows or movies for themselves—rather than for third party networks or studios, according to observers. Star normally has been taking less salary from his firm than that which network or sponsor pays to corporation for package, thus obtaining more favorable tax position. Hollywood claims tax proposal is discriminatory to entertainment industry and will destroy artistic initiative.

RCA Board Declares Dividends

RCA board has declared extra 50 cent dividend and regular quarterly dividend of 25 cents per common share, Brig. Gen. David Sarnoff, board chairman, announced Friday. Dividends are payable Jan. 28 to stockholders on record at close of business Dec. 19. Also declared was 87½ cent dividend per share on first preferred stock for Jan. 1-March 31, 1957, payable April 1 to stockholders on record at close of business March 11.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

DALY'S SPONSOR • General Cigar Co. (Robert Burns cigars and cigarillos, White Owl cigars, other tobacco products), N. Y., signed effective today (Mon.) for all of *John Daly and the News* (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST). Reportedly contract would represent more than $2 million gross. Agency: Young & Rubicam, N. Y.

FILLS BREACH • Interim sponsorship of CBS-TV's *Phil Silvers Show* by J. B. Williams Co. (Lectric Shave, Ice Blue Aqua-Velva), Glastonbury, Conn., for six weeks (three full shows, three "cross-plugs"), effective Jan. 8, expected to be announcd this week. Williams will be "relieving" Amana Refrigeration Inc., Amana, Iowa, regular alternate sponsor (with R. J. Reynolds Tobacco Co.). It's understood Amana wants to let up on advertising following Christmas season. Refrigeration firm is expected to return to series after 6-week hiatus. J. Walter Thompson Co. is agency for Williams.

AGAIN • Seeck & Kade (Pertussin) planning second group of secondary radio markets to start Dec. 31, using about 60 stations for 13 weeks. McCann-Erickson, N. Y., is agency.

TV FOR YEAST • National Brands Div. (Ironized yeast), N. Y., buying minute tv spots starting Jan. 6 in 35 tv markets for 16 weeks. Agency: Thompson-Koch Co., N. Y.

PINKHAM SPOTS • Lydia Pinkham Medicine Co., Lynn, Mass., through Harry B. Cohen, N. Y., buying radio spot announcement campaign to start Jan. 7 and run for 20 weeks.

LISTERINE BUYING • Lambert Pharmacal Co. (Listerine antiseptic), N. Y., buying radio spot announcement campaign to start Jan. 1 for 13 weeks in 38 markets. Lambert & Feasley, N. Y., agency for Listerine, also mulling radio network participations.

DELAYED • Chesterfield cigarettes, N. Y., through McCann-Erickson, N. Y., originally planning to start 13-week radio spot announcement campaign Jan. 6, has delayed starting date to Feb. 4. Approximately 100 markets involved.

COMPTON FOR HINES • Duncan Hines cake mix, formerly serviced by Gardner Adv., St. Louis, has named Compton Adv., N. Y., to handle advertising. Other Duncan Hines mixes, for muffins, etc., will remain with Gardner. Procter & Gamble now owns Duncan Hines Co. Cake mix will run approximately $900,000 in billing.

Continues on page 9

National Sponsors Agree



Phoenix children are eager-beaver followers of the "It's Wallace?" Show. Wallace Snead, Goldust Charlie and Ladmo, stars of the show, sell, sell, SELL throughout an hour of first run Warner Brothers Cartoons. Two Phoenix stores sold 1,440 pairs of Gold Rivet Jeans as a result of only three weeks' promotion.

The Wallace show enjoys the highest cumulative daytime rating in Phoenix — topping KPHO-TV's "Trailtime" in second place. "It's Wallace?" is the ONLY local TV show in the TOP TEN.*

In less than a month Wallace received over 4,000 membership applications to the "Wallace Watchers" club. Each contained 25 cents club fee.

"It's Wallace?" is SRO for sponsors now, but make your reservations early for this "eager-buyer" audience.

June '56 ARB*

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Daly Hits Back at Critics Of Network Crisis Coverage

UNSCHEDULED blast at anti-network criticism for not programming full coverage of United Nations deliberations last month on Middle East crisis voiced late Thursday by ABC's John Daly, vice president in charge of news, public affairs, special events and sports, at Sylvania television awards banquet in New York (see story, page 92).

Mr. Daly, in accepting ABC's award for political convention coverage, took occasion to answer, noting "we do not feel that the industry or the networks have received fair consideration in criticisms of U. N. coverage" and defended networks' position because of "issue of balance involved." Sylvania's judges panel had pointed to failure of tv networks in U. N. coverage.

Sold: KWRN Reno, KROG Sonora

AMONG applications filed with FCC Friday seeking approval to station transfers was $37,275 sale of KWRN Reno, Nev., from KWRN Inc. to Radioreno Inc. Radioreno is comprised of equal partners James F. Hadlock, owner of Los Angeles advertising-production agency; William H. Welsh, director of special events, KTTV (TV) Los Angeles, and Gerald A. Simmonds, KTTV account executive. KWRN, 250 w ABC affiliate on 1230 kc, had $7,372 deficit through last June, according to station's June 30 balance sheet.

Also sold Friday, subject to FCC approval, was KROG Sonora, Calif., for $30,000. Brewster E. Ferrel is selling 250 w KROG (1450 kc) to Walter T. Eggers, chief engineer of station, and George E. Johnstad, San Francisco water company employe.

ABC to Cover Sugar Bowl

ABC reported Friday it will carry Sugar Bowl football classic (Tennessee vs. Baylor), exclusively, on radio and tv Jan. 1 (beginning at 2 p.m. EST).

Investment Fund Assets Up 25%

TELEVISION Electronics Fund Inc., investment organization, Friday reported net assets of $132,618,446 for fiscal year ended Oct. 31, representing over 25% increase over total year ago. Net asset value per share rose from $11.06 to $11.97, according to Chester D. Tripp, TEF president.

Film Quality Problems Go Before Professional Meets

FILM PRODUCERS Assn. of New York announced Friday it has scheduled meetings with various film crafts in order to solve some of mutual problems relative to film production quality. Committee already has met with group of 12 New York film laboratory executives and plans to confer later with other crafts.

FPA, which is cooperating with Lever Bros. in project to upgrade film quality [B•T, Nov. 5], has scheduled seminar on subject for early next year and will provide Lever agencies with preview of seminar on Dec. 17. FPA committee members include Robert Lawrence, president, Robert Lawrence Productions, and FPA president; Walter Lowendahl, executive vice president, Transfilm Inc.; Peter J. Mooney, secretary-treasurer, Audio Productions; David Pincus, president, Caravel Films, and Walter Kullberg, general manager, Sound Masters Inc. Committee of laboratories created to work with FPA group consists of Robert Crane, Color Service Labs, chairman; Arthur Miller, Pathe Labs; Sam Schlein, DeLuxe; L. Feldman, Du Art; Ben Bloom, Movielab; Douglas Yates, Consolidated, and Paul Guffanti, Guffanti Labs.

Am Actions Argued in Court

FCC's grant of new am outlet in Hartselle, Ala., last January (now WHRT on 860 kc with 250 w, daytime) and denial of application by WERD Atlanta, Ga., for increased power on same frequency (it operates with 1 kw) argued in U. S. Court of Appeals in Washington Friday. Commission maintained Hartselle grant in public interest because it brought first station to community. WERD claimed modification should have been granted because of its specialized service (it is programmed for Negro populace of Atlanta and environs). FCC counsel questioned by bench as to whether FCC considered this factor in arriving at decision. Sitting were Circuit Judges Henry W. Edgerton, Charles A. Danaher and Walter M. Bastian.

Niles to Gross $1.2 Million

FRED A. NILES Productions, Chicago-Hollywood film company, will gross slightly less than $1.2 million for 1956, it was announced Friday by Fred A. Niles, president of firm. In reviewing first year of operation, he expressed belief best future prospects lay in "greater creativity" in tv spot production, offering of additional services and "greater attention" to tv shows with midwestern flavor.

PEOPLE

LAWRENCE TIBBETT, opera singer, reported by Mutual Friday to be considering weeknight MBS "good music" feature. Mr. Tibbett would act as host and moderator.

EVANS NORD, KELO Sioux Falls, elected president of South Dakota Broadcasters Assn. He succeeds **RAY EPPEL,** KORN Mitchell. **ROSS CASE,** KWAT Watertown, elected vice president; **JAMES SLACK,** KUSD Vermillion, secretary-treasurer.

JACK TRINDL, formerly in writing and production capacities at Vogue-Wright Studios, WGN-TV and WNBQ (TV) Chicago, to creative staff of Kling Film Enterprises Inc., same city.

AL MANUTI re-elected, without opposition, to another two-year term as president of New York Local 802, American Federation of Musicians. Others re-elected: **AL KNOPF,** vice president; **HY JAFFE,** treasurer, and **ALDO RICCI,** incumbent secretary who won over **ANDY PINO.**

CHARLES A. PALMA, assistant film editor, Transfilm Inc., promoted to editor, and **ROBERT FIRESTONE,** apprentice at company, named assistant film editor.

BILL FISCHBACH, continuity director, WLWD (TV) Dayton, to traffic manager. **MARJEAN BAUMGARDNER,** formerly with WTHI-TV Terre Haute, named as his successor.

Tv Film Producers Elect

ALLIANCE of Television Film Producers, Hollywood, Friday announced following new officers: president, John Zinn, general manager of Chertok Productions; vice president, Maurice Unger, vice president of Ziv Tv Programs Inc.; secretary, Jack Findlater, vice president of Revue Productions; treasurer, Maurice Morton, vice president of McCadden Corp. Named to serve on executive committee were Hal Roach Jr., president of Hal Roach Studios; Armand L. Schaefer, president of Flying A Pictures Inc., and Rudy Abel, associate producer of Robert Maxwell Assoc. ATFP represents majority of tv film producers on West Coast.

Tru-Sonic Microphone System

STEPHENS TRU-SONIC INC., Culver City, Calif., has completed major production run on new wireless microphone system, President Bert Berlant announced Friday. Miniature fm transmitter system is designed for radio-tv use.

• BUSINESS BRIEFLY

Continues from page 7

DENTYNE TV • American Chicle Co. (Dentyne chewing gum), N. Y., planning television spot campaign after first of year. Dancer-Fitzgerald-Sample, N. Y., still has specific details under wraps.

CRANBERRY CAMPAIGN • National Cranberry Assn., Hanson, Mass., buying two-week pre-Christmas radio spot announcement schedule in 13 markets through BBDO, N. Y.

RADIO FOR SANKA • General Foods (instant Sanka coffee), N. Y., buying two-week radio announcement campaign starting Dec. 19 on West Coast.

ARMOUR ALTERNATES • Armour & Co. (meats), Chicago, buys alternate Wednesdays on two NBC-TV strip programs—*It Could Be You* (12:30-1 p.m. EST) and *Matinee Theatre* (3-4 p.m. EST)—with early January starting date, both for 26 weeks. Agency: Tatham-Laird Inc., Chicago.

BUYS ON T-H-T • Wool Conversion (insulation products), St. Paul, buys 16 participations on NBC-TV's *Today-Home-Tonight* shows effective next February. Agency: Buchen Co., Chicago. Buy reportedly is first for firm on network tv.

HARD WATER SELL • Colgate Palmolive Co. (Vel beauty bar soap), planning to use tv spot campaign starting early in January. Vel beauty bar is used in hard-water areas. Agency: Carl S. Brown, N. Y.

SSS SPOTS • SSS Co. (tonic), Atlanta, buying radio spot schedule throughout southern area. Audrey S. Ferguson, media director for Day, Harris, Hargrett & Weinstein, Atlanta, is placing orders.

SOUTHERN CLIENTS • Parker Pen Mexicana, El Salvador Coats & Clark (paper), and United Shoe & Leather have appointed Kenyon & Eckhardt de Mexico S. A., as agency, bringing total number of K&E accounts in Mexico City office to seven. Others are RCA Victor Mexican S. A., Joseph Holzer & Cia (importers of Omega and Tissot watches), Helene Curtis de Mexico and Ansa S. A. (Yardley toilet goods).

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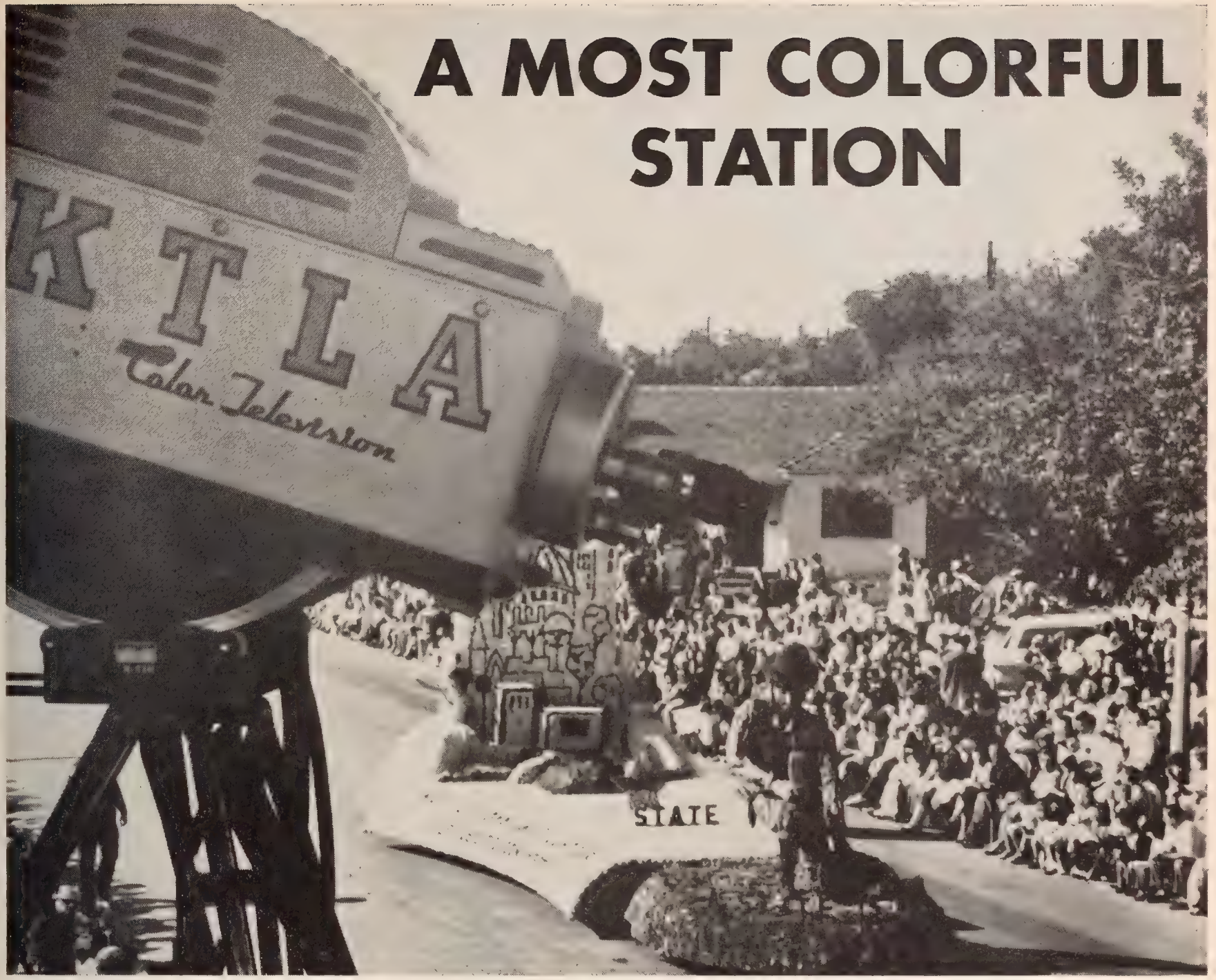
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*Reg. U. S. Patent Office

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A MOST COLORFUL STATION



in fact...

The *only* independent in the country able to do a color remote

The *only* independent station in California able to originate both live and filmed color shows.

KTLA CHANNEL 5 LOS ANGELES

Represented Nationally by Paul H. Raymer, Co.

In Miami .

VIA AIR MAIL

THE STORZ STATIONS
222 SOUTH 15TH STREET
OMAHA 2, NEBRASKA

WDGY (MINNEAPOLIS-ST. PAUL
KOWH OMAHA
WHB KANSAS CITY
WTIX NEW ORLEANS
WQAM MIAMI

TODD STORZ
PRESIDENT

Memo to: Jack Sandler, General Manager; and ALL THE STAFF, at WQAM, Miami

I want to offer my heartiest congratulations to you on the newest Hooper survey for Miami which covers the months of October-November, 1956. As you know, it shows WQAM in first place. First place in the morning, 7:00 a.m. to 12:00 noon. First Place in the afternoon, 12:00 noon to 6:00 p.m., and, of course, first place in all-day average.

This has been accomplished in just a little over 90 days. Frankly, I can hardly express in words the pleasure and satisfaction this great achievement gives me.

To see just how great an accomplishment it is, let's look at it in light of history. The objective of Storz Station programming has always been to provide the people served by our stations with programs of maximum interest and entertainment value. Pursuing this basic objective, each of our stations became--and remained--the most listened-to station in its area, according to numerous surveys and audience reports.

In the past we also broadcast several contests and "give-away" programs, feeling that in proper ratio to the overall broadcast day, these, too, had interest and entertainment value for our listeners. However, it was always our contention that contests and give-aways of themselves could not, and would not, build and maintain station audience. Unless overall station programming philosophy were sound, contests would add little, if anything, to the audience.

Shortly before our company took over the operation of WQAM, we became aware of information leading us to conclude that the Federal Communications Commission frowned on the broadcasting of contests and give-aways. Immediately, on all of our existing stations, we discontinued broadcasting such features. Under our ownership, WQAM, as you know, has never broadcast any give-aways, or any contests requiring the listener to be tuned in in order to win a prize.

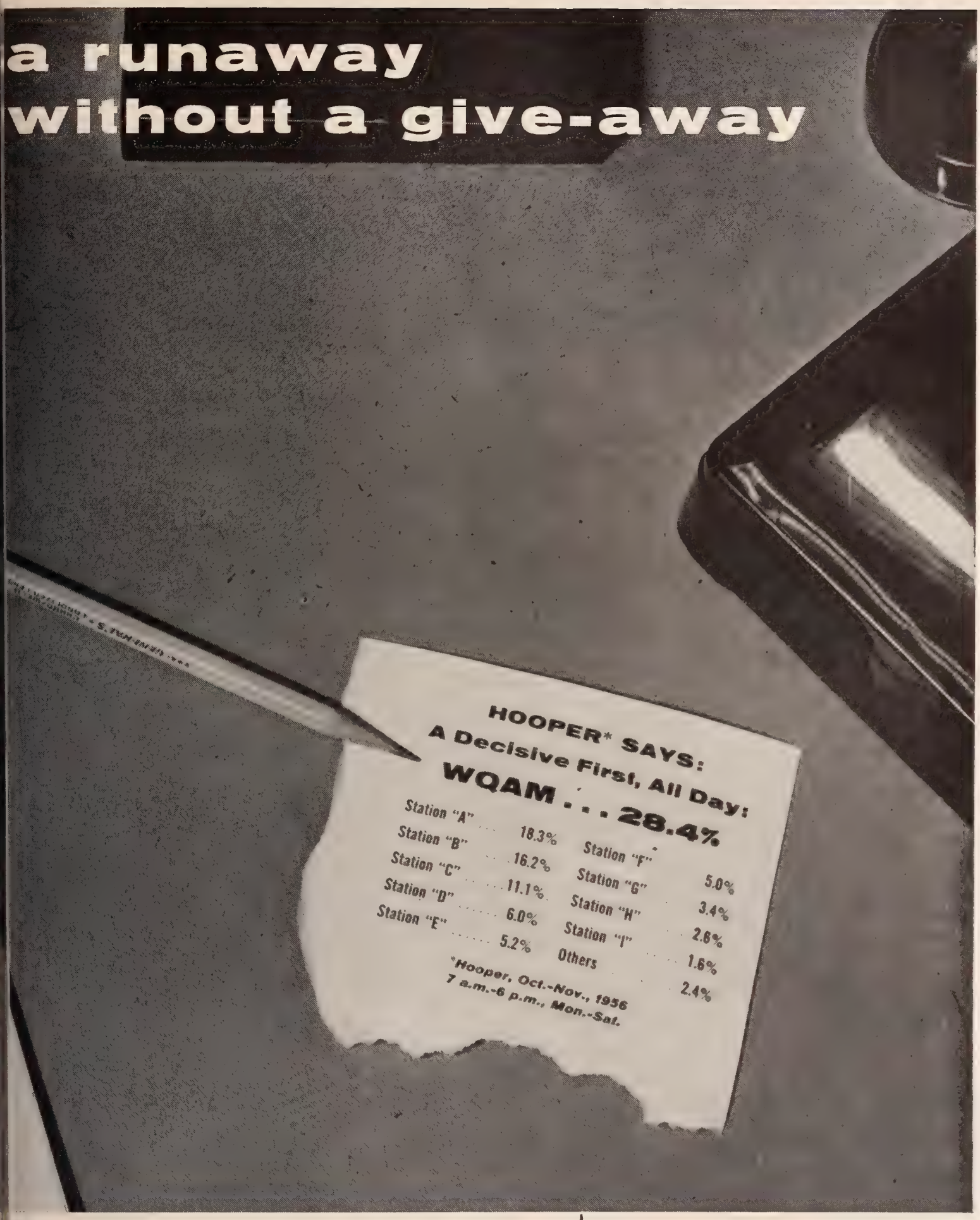
This fact itself underscores the fabulous job done by WQAM. The credit for this achievement goes justly to every member of the WQAM staff. The tremendous and rapid growth of WQAM to a position of first place dominance is a direct result of the enthusiasm and dispatch with which you have executed the creative ideas. I know of no parallel anywhere in the radio industry. Again, my hearty congratulations for a difficult job, well done.

Our present audience position is reassuring, with an all day average of almost 30%, while the second station has 18%. But we are hopeful that this is only the beginning. Greater Miami, now grown to a population in excess of one million, is entitled to the best radio that our ability, interest and creative effort can produce. The programming committee has now developed 34 new programming ideas, which will be put into effect on WQAM as quickly as possible. Some will go on the air immediately. All should be in effect by next Spring.

Todd Storz

Todd Storz

TS.rep



The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

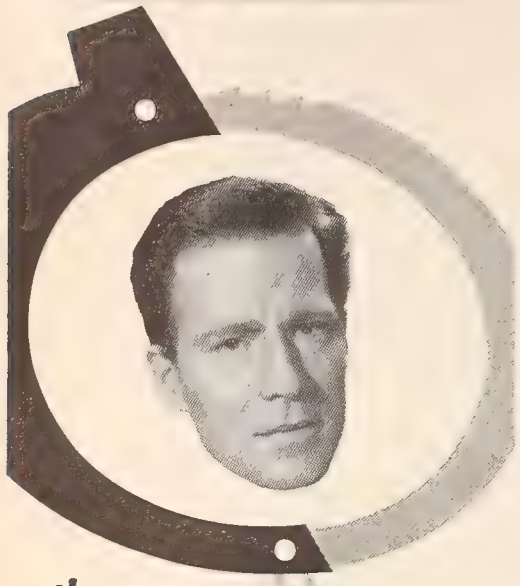
WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

TOP RATING IN CINCINNATI!



the ELLERY QUEEN series

starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56



488 Madison Ave.
New York 22
PLaza 5-2100

THE JAZZ AGE

PLOT-WISE, as they say in certain gray-flanneled precincts, NBC-TV's *Project XX* couldn't have come up with a better story than the period F. Scott Fitzgerald dubbed "The Jazz Age." It began with the bang of the last bullet fired Nov. 11, 1918, and died with the whimper of the Dow-Jones tickers on Wall St. 10 years later.

As the companion piece to *Project XX's* earlier venture this season, "The Great War," last Thursday's hour-long reconstruction of 1919-29 proved that Henry (Pete) Salomon & Co. could do just as well—if not better—with topics that did not deal almost exclusively with war, dictators and military might. Moreover, as contrasted with some of their earlier efforts, which tended to be somewhat overwritten, "The Jazz Age" was tied together by prose that was eloquent in its simple witty style. Samples: of Queen Marie of Rumania—"she could smell the money of ballyhoo way off in the Balkans"; of prohibition—"the rum-runners obeyed the law of supply and demand, but broke all others"; of the "vamps"—"they were Shebas looking for their sheep."

Yet, what made "The Jazz Age" was not so much the script as its delivery. It seems ironic that the late Fred Allen, who simply couldn't make a go of television while he was alive, should have come out so well after death. It was not just luck that made NBC-TV pick Mr. Allen for the role of social commentator; it was showmanship.

When all was said and done, we had but one reservation: namely, that the producers spent too much time (and film) trying to prove that this was, indeed, the Era of Wonderful Nonsense.

That's all we have to say, except for a note of caution to you parents of the Presley cult: you're going to have to do an awful lot of explaining in the weeks to come . . .

Production costs: Approximately $125,000. Sponsored by North American Philips Co. (Norelco shavers) through C. J. LaRoche & Co., Thurs., Dec. 6 (10-11 p.m. EST) on NBC-TV.

Produced by Henry Salomon; script by Mr. Salomon and Richard Hanser; assistant producer: Don Hyatt; editor: Isaac Kleinerman; narrator: Fred Allen; score: Robert Russell Bennett.

SECRET LIFE OF DANNY KAYE

ON DEC. 2, CBS-TV let the American public in on a hitherto unrevealed international secret which also is being disclosed to the tv public of 22 other countries, from Australia to Yugoslavia, by their own television broadcasting organizations.

The secret is simple: The children of the world have unanimously united into a global Danny Kaye fan club. The potential impact of that simple secret could be a mammoth political force for world peace.

What was shown in the 90-minute program filmed by the *See It Now* staff was Danny Kaye entertaining the children of the world, with words where he had words the children could understand, without words where he didn't have them, but always with magnificent success. Well or sick, whole or maimed—and many of the performances were put on in hospitals, clinics and the like—all the kids loved every minute of Mr. Kaye's inspired clowning.

Here, for the most part, was 90 minutes of laughter that was never far from tears, 90 minutes of Danny Kaye and hundreds of youngsters, some crippled with polio, some blinded with trichoma, some eaten with leprosy and some healthy, but all with smiles that revealed teeth in a condition that would be deplorable by American standards.

Here, for every second of the 90 minutes, was the kind of propaganda every cause dreams of; here were thousands of children whose momentary happiness in the presence of Danny Kaye underlined their permanent helplessness; here, as they drank UNICEF milk, used UNICEF salve or bared their arms for shots of UNICEF vaccine, these children told the UNICEF story so plainly that no appeal had to be spoken. Here was tv at its public service best.

Sponsored by Pan-American World Airways through J. Walter Thompson Co. and Shulton Inc. through Wesley Assoc. on CBS-TV, Sun., Dec. 2, 5-6:30 p.m. EST.

Produced & edited by Edward R. Murrow & Fred W. Friendly. Assoc. producer: Palmer Williams; asst. producer: Ed Jones; reporters: Ed Scott, Gene DePoris; cameramen: Charles Mack, Leo Rossi, William McClure; sound technicians: Robert Huttenlock, Dave Blumgart, Maurice Reitberger; film editors: William Thompson, F. Howard O'Neill, Mili Lerner; special contributors: Sylvia (Fine) Kaye and Sammy Prager.

TRIBUTE TO T.D.

"DIGNIFIED" would hardly be the word to describe the hour-long musical wake Herbert John Gleason held for his fellow Irishman, the late Tommy Dorsey, a week ago Saturday night. In contrast to the tribute NBC-TV's *Tonight* paid the late Fred Allen earlier this year, the Gleason-CBS-TV stanza was hamstrung with a maudlin script simply oozing with trite platitudes and punctuated by cliches. (But then, Mr. Dorsey was a bandleader, while Mr. Allen was *only* a brilliant humorist, and we know how welcome *they* are on tv, alive or dead).

Once Mr. Gleason stopped talking, things got better. Loud, brassy and memory-provoking, here was a spectacular that would probably have delighted the Sentimental Gentleman of Swing. Gathered on two soundstages, in New York and Los Angeles, were most of TD's old colleagues, running the gamut of his band's repertoire, from "Royal Garden Blues" to "Opus No. 1" and back again. Frankly, we weren't half as impressed by the names of those Hollywood and Tin Pan Alley stars—twinkling and extinguished—who dropped in to do their bit, as by their vast number. That most of them had been spawned by the Dorsey organization during the past two decades was almost unbelievable. There were not only such stars as Jo Stafford, Bob Crosby, Connie Haines, Tex Benecke, Dick Haymes, the Pied Pipers, Charlie Barnet, Count Basie, Sy Oliver, et. al., but more orchestra sidemen than you could shake a baton at.



Costume by Clare Potter

You feel very special on Red Carpet flights*

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

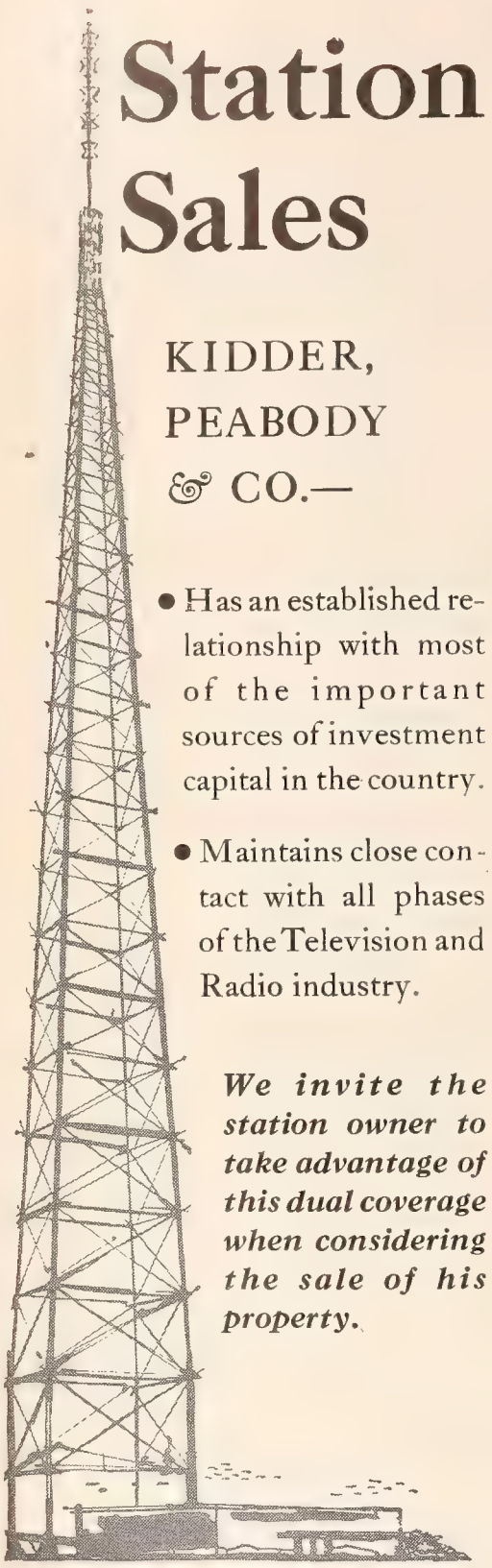
Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You *are.* And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!



World's fastest airliners—United DC-7s! Red Carpet nonstop flights: New York-San Francisco, New York-Los Angeles, Chicago-San Francisco, Chicago-Los Angeles, Washington, D.C.-San Francisco, Los Angeles-Seattle, California-Hawaii.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.



Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

OPEN MIKE

Newspapers and Tv

EDITOR:

I was very interested in the article in your Nov. 19 issue comparing tv and newspaper audiences and costs. I would like to pose a question with respect to the statement (quoted from Pulse study) that "the findings show that on an all-home basis the average person spends 34 minutes a day with newspapers and 1 hour 45 minutes with television . . .": How much advertising exposure opportunity is represented (out of the total daily advertising content of the two media) by 34 minutes a day with newspapers, and 1 hour and 45 minutes a day with tv?

I think the Pulse survey and the interpretation of the findings are guilty of a critical omission on this score. An individual can be (and usually is) exposed to most ads in an issue of a newspaper. Naturally, the quality of the copy and layout and a reader's needs and interests will determine which ads actually are read, to what extent, and by whom. On the other hand, an individual cannot possibly be exposed to the total advertising content of tv in an hour and 45 minutes. It's a matter of chance whether a given advertiser's commercials are seen or not. Thus, an inherent advantage of print media, particularly newspapers, shows up quite clearly.

This letter is not intended to minimize the selling power of tv. The record speaks for itself. I simply felt compelled to point out, in specific connection with the Pulse study in your article, that there is another side of the coin . . . in favor of newspapers.

Arch Crist
BBDO, Minneapolis, Minn.

[EDITOR'S NOTE: To present both sides of the coin, B•T showed Mr. Crist's letter to TvB, whose presentation to a New York advertiser-agency group touched off the discussion. Herewith are TvB's comments:]

EDITOR:

It is important to Mr. Crist and anyone else learning of the recent TvB national study, as conducted by Pulse, to realize that fundamentally, in an advertising world of mixed metaphors, apple-and-pomegranate research and elastic yardsticks, TvB has developed a basic, primary tool of media measurement—time spent. This is as far as the current study is intended to go. Subsequent studies will investigate other areas of media comparisons—from the standpoint of direct comparability, a quality hitherto lacking in "incomparable comparisons."

Mr. Crist's commentary, however, does invite some philosophizing: First, in regard to newspapers; the average individual spends 34 minutes per day with this medium; about 61% of all newspaper space is devoted to advertising (Media Records); 15% of all readers of a paper recall "glancing" (noting) at the average advertisement of 140 lines or more (Starch).

With these facts in mind, it is conjecturable that if *equivalent* time were devoted to every line (editorial and advertising) of a newspaper by the average reader, this would result in about 18 minutes of "advertising exposure opportunity" per reader per day; *but,* this figure should be appreciably reduced, for we all know that people, in reading newspapers, spend disproportionate time with editorial material (news, sports, comics, columns, cross-word puzles, etc.); the 15% "glancing" figure clearly indicates that while all readers of a paper may have the opportunity of being exposed to all ads, all readers simply don't avail themselves of the opportunity . . . in fact, see only three out of every 20 ads (Starch).

One other point is important: The myth, not math, of the longevity of the newspaper —and the "additional advertising exposure opportunity" that this affords the advertiser. But, and the *national* finding is corroborated by what TvB discovered in Chicago last March—90% of all references to newspapers during a 24-hour period were one-time-only references.

On the "tv side of the coin," it should be noted that the TvB study reported time spent with television on an *all*-home base. This includes the steadily-shrinking segment of the population, the non-tv home. On a *television home* base, the figure is projectible to over two and a quarter hours per person per day.

Applying a figure of 15% commercial time—of all broadcast time—to this viewing, then, the average person in the average day has an "advertising exposure opportunity" of 21 minutes of television commercials and actually *sees* these commercials.

One other point of philosophy—which of the two media does Mr. Crist feel the average individual will be more relaxed with, more susceptible to; which medium will be more persuasive; which medium will merit his attention and gratitude—the one with 60% "commercials" (newspapers) or television, with 15% commercials?

Gene Accas, Vice Pres.
Television Bureau of Advertising
New York, N. Y.

Powerful Tool

EDITOR:

Who says radio has to take a back seat? On Nov. 1, a severe snow storm hit the Rocky Mountain Empire. In fact, blizzard conditions prevailed for two days. Roads were blocked—people were stranded. The only form of communication was radio. The KGOS news room was flooded with phone calls—people wanting to know if there would be school today, were the roads open. For two days KGOS informed the people of eastern Wyoming and western Nebraska of road conditions, helped find missing persons and relayed messages via the air. Here is one of many letters received after the storm was over.

> "We wish to give our sincere thanks to KGOS and your staff for the kind help you gave to help find our parents and husband and son who were stranded in the More Springs area. You spared us many hours of worry."

I think many of us fail to realize the powerful tool which we have in radio and the services which we can render in time of need.

Kerm Kath, Mgr.
KGOS Torrington, Wyo.



The new advertising strategy based on Politz research

Radio — and *only* radio — can sell your potential customer while she is occupied with other things. Radio is her constant companion, following her wherever she goes.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach.

Alfred Politz Research Inc. collected the important facts on which this new technique is based. This highly respected research firm discovered that even in areas where television is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen!

Not in just one — but in 5 separate markets, the Politz studies show that people *trust, respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice Story is in a presentation which is now ready at all Christal offices. Call now and arrange for a demonstration.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

for January release!





52 true dramas
of suspense, fear, and fighting courage...
from TV's most successful adventure series!

CRUSADER

starring BRIAN KEITH ...a man with a mission

Local and regional advertisers will welcome this opportunity to catapult their sales with a great network hit.

CRUSADER *is rounding out 65 smash weeks for Camels and Colgate-Palmolive on CBS TV. Its 12-month average Nielsen rating of 22.1 tops the average rating for all other dramatic series.* Each half hour is beautifully cast and produced . . . based on official records . . . packs a terrific wallop for the entire family. High drama, high ratings, higher and higher sales!—all yours when you say* **CRUSADER** *to MCA. Say it today.*

**Flash! Latest October Nielsen- 28.3*

MCA TV America's No. 1 Distributor of TV Film Programs

12

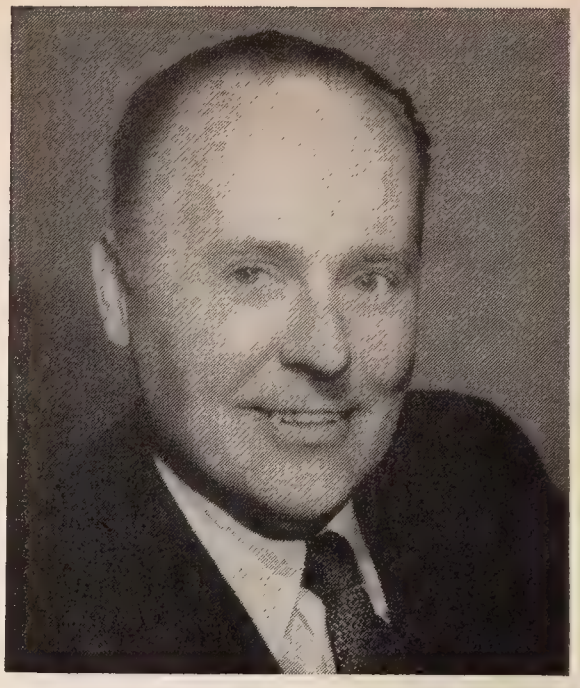
This month marks our 12th month in business. During our first year we worked hard and developed top facilities . . . acquired an outstanding staff of experts . . . and produced *pace-setting* TV commercials and shows with a new kind of creativity. If you would like to see the fruits of our year's labor, please write for a sample reel of TV spots.

The staff of Fred Niles Productions extends warm wishes for a very happy Holiday Season.

FRED A. NILES
Productions, Inc.
Films for theatre, TV & industry
22 W. HUBBARD ST., CHICAGO 10
In Hollywood: RKO-Pathe, Culver City

our respects

to PAUL JOHN MILLER



AT THE TIME Paul J. Miller moved to Wheeling, W. Va., 25 years ago, he already had spent more than a dozen years in the entertainment and business ends of radio dating back to 1918. Today, the Storer Broadcasting Co. vice president and managing director of WWVA-AM-FM Wheeling is sometimes known as Ohio Valley's "Mr. Radio," having spent the greatest part of his lifetime in radio in that region.

Paul John Miller, who was born Oct. 24, 1904, in Pittsburgh, knew more about radio as a high school lad of 14 than he did about the sketchy rules governing it when in 1918 an older fellow amateur warned him that World War I security efforts prohibited the operation without a license of his spark coil transmitter.

Not long afterward he again was on the air with his amateur W8AGX and later held broadcast licenses for WMBU and WCBF Pittsburgh, both short-lived efforts because of lack of financing. Upon his graduation from high school in 1922, he went to KQV, a pioneer station in Pittsburgh, to begin his commercial broadcasting career.

At KQV, Mr. Miller was operator, announcer and entertainer and he did everything around the station from tuning up the transmitter to announcing and playing the piano. When the station went on a commercial basis in 1926, he knew enough about engineering, although he had not completed studies at Carnegia Tech, to build the transmitter.

Mr. Miller continued to operate his W8AGX, and it was one of the few stations in the world that was heard by WNP, the MacMillan Arctic Expedition, in its explorations near the North Pole in 1925.

During those days one Pittsburgh newspaper said about him: "There may be more versatile individuals in Pittsburgh radio circles than Paul J. Miller of KQV, but we don't know them. Paul can perform almost any duty that arises around a broadcasting station. He plays the saxophone and piano and sings. . . . He designed the control panel in the new studios . . . and he has worked in the commercial end of the business, selling both time and receiving sets. In addition to all this, he is the station's principal sports announcer."

This sports chore was one of Mr. Miller's loves and he set out to make KQV a sports station. As one of radio's first sportscasters, he originated ideas that since have become standard in broadcasting. He began regular broadcasts of college football games played by Carnegia Tech, Duquesne and Pitt. When he couldn't attend games personally, he "re-created" broadcasts from the wires of Western Union, and with addition of band music and crowds cheering they sounded so much like the actual thing that his followers bet each other on whether he was actually at the field of play. He also had a pioneer quiz broadcast with prizes and made a broadcast from an Ohio River steamer. He became manager of KQV in 1928.

In 1931 he went down the river to join WWVA Wheeling, which had been on the air several years, as an announcer and entertainer, and helped originate the station's still-popular *Inquiring Mike*. There he met Vivian McDonald, then doing an organ program on WWVA, and married her. They live across the Ohio River at Martins Ferry.

At WWVA, the "Friendly Voice," he also worked in engineering, announcing and entertaining and continued until a few years ago to conduct the station's *Ohio Valley Football Reporter*. He later became production manager, then assistant managing director, and in 1953 was named managing director. A year ago he was elected a Storer vice president.

A past president of West Virginia Broadcasters Assn., active in the Masonic organization and in almost all local civic affairs, Mr. Miller plays a golf game in the high 80s. He is a believer of the "personal touch" approach in broadcasting and is known throughout the business as a master of mail order advertising. An example of the WWVA mail pull is a recent announcement on the station's Saturday night *WWVA Jamboree* (7:30 p.m.-midnight), which drew 10,000 pieces of mail from 550 counties in 23 northeastern states. Mr. Miller appeared as announcer and entertainer on the first *Jamboree* program 23 years ago and a week ago last Saturday the show counted its two millionth member of the studio audience.

For his quarter-century in area broadcasting the Wheeling Advertising Club presented Mr. Miller with a giant certificate honoring his 25 years of service to the Ohio Valley community.



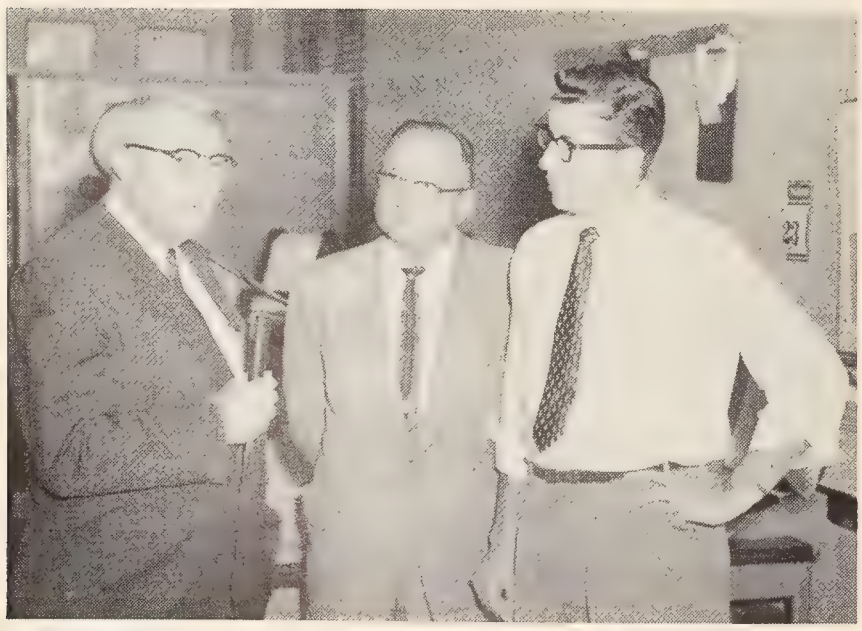
WBAL and WBAL-TV in Baltimore, proud to be NBC affiliates, extend hearty and sincere congratulations on your 30th Anniversary. The years of your past have been consistently marked with distinguished accomplishment. We all look forward eagerly to the challenging years ahead, confident they will add many more new milestones of outstanding achievement.

WBAL NBC **WBAL-TV**

BALTIMORE, MARYLAND

CLEAN UP . . . On Friday morning, and even during the storm swept darkness of Thanksgiving Night, many people grabbed available equipment and worked desperately to clear drive ways and fire hydrants, after an appeal over WICU "Storm Central" by City Fire Chief Peter Kuhn.

FROM FRONT ROW CENTER A PACKED HOUSE



OPERATION SNOW-DRIFT . . . Mayor Arthur Gardner, City Streets Director Joseph Walczak, and WICU Newsman Van Cantfort hold a quick conference in WICU "Storm Central".

WICU has consistently headlined a marquee of ratings, stars and properties . . . today, the headline comes straight from the Associated Press!

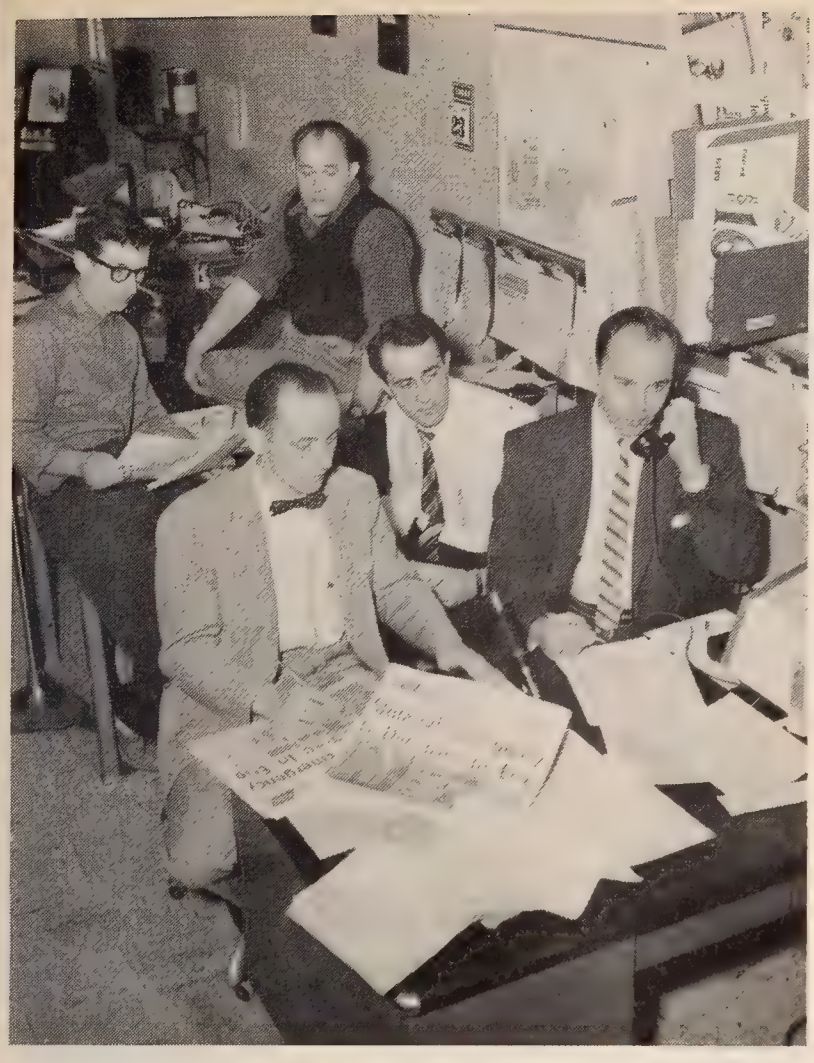
"Stations WIKK and WICU (TV) served as emergency message centers when telephone lines were down in parts of Pennsylvania, New York and Ohio . . . pleas for help, messages to stranded and missing persons and instructions from civic officials were taken by phone and relayed in special broadcasts . . . the WICU switchboard handled more than 10,000 phone calls in a 24 hour period."

The "Storm Central" pictorial documentary ranges from lake line snow scenes to behind the studio scenes at WICU: routing thousands

WICU

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

New York • Chicago • Atlanta •



STORM CENTRAL went into actual operation at 6:45 PM when Newsman Van Cantfort, in introducing his Dateline Erie News Telecast said, "Welcome to News Central, or should I say Storm Central." From that moment WICU began a news coverage operation which was to last 78 hours and 22 minutes and contain 10 hours and 52 minutes of simulcast public service announcements over WICU-TV and WIKK radio.

- **CRISIS: . . .**

  30 inches of snow in 30 hours covers Erie area.

- **CALLS: . . .**

  10,000 phone calls routed in 24-hour period.

- **COMMENDATION: . . .**

  An adequate supply of blood was assured St. Vincent Hospital as a result of appeals over station WICU.

TO STORM CENTRAL . . . EVERY PERFORMANCE!

of phone calls . . . relaying urgent appeals . . . while maintaining 78 hours of news and simulcast public service.

The "Storm Central" impression of WICU is indelible: reliable eye and ear reporter, trusty shoulder in emergency, helping hand in the community, sun-shine entertainer and storm-time friend.

"Storm Central" indicates that around Erie, WICU combines instantaneous reporting with vital public service programming — a minor marketing fact perhaps, but a major factor concerning advertisers, their product distribution programs and their spot segment campaigns.



CIVILIAN DEFENSE MOBILIZATION . . . Announcer Dave Forsyth (in boots) meets with local CD officials in restaurant where first efforts were made to mobilize the local units. With many people away from their homes for the Thanksgiving Holiday and communications lines jammed, WICU-WIKK handled the brunt of CD communications for the first thirty hours.

ERIE, PA. CHANNEL 12

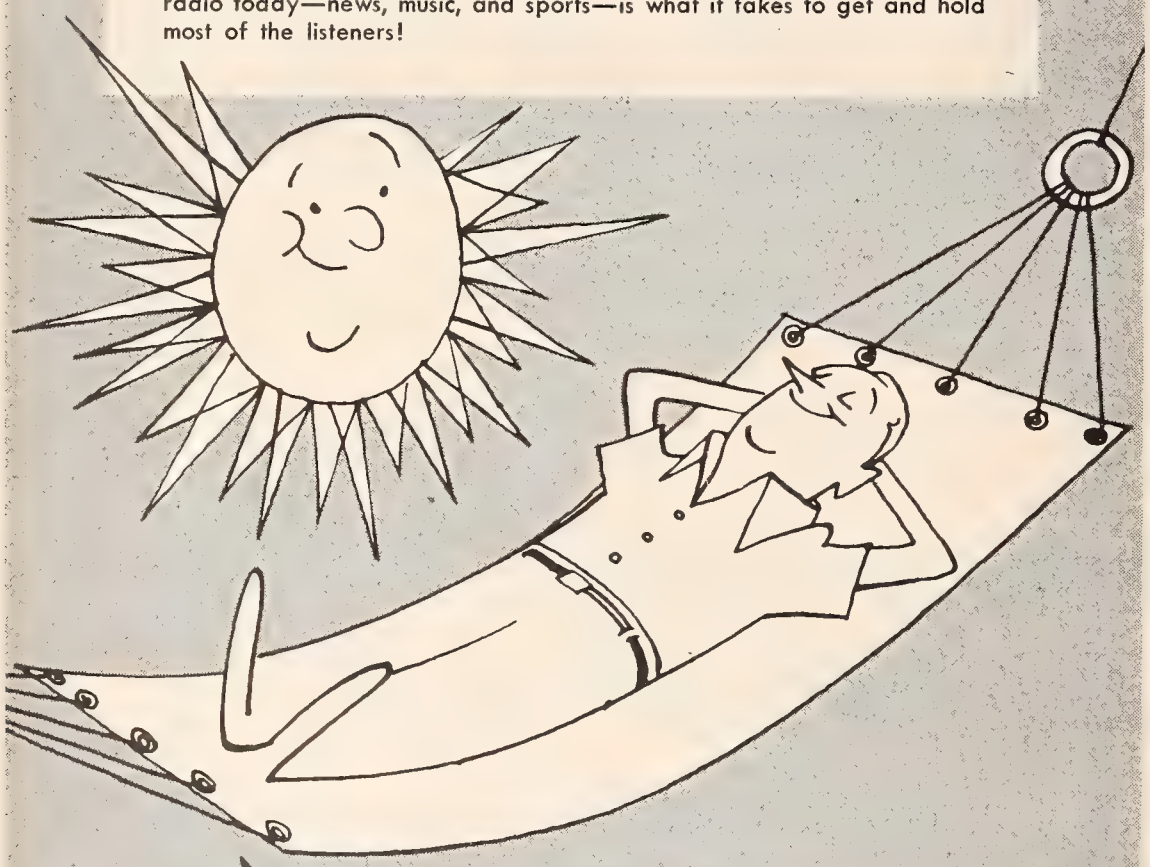
Represented Nationally By **EDWARD PETRY AND CO., INC.**

Detroit • San Francisco • St. Louis • Los Angeles

Saginaw Story —

While we rested...
This advertiser tested!

We don't like to rest on our laurels . . . but this was one time we couldn't help ourselves. A leading advertiser in the Saginaw-Bay City-Midland area wanted the best buy for his radio dollars. Our surveys showed WSAM to be the best buy. However, taking nothing for granted, this advertiser conducted an independent survey in this rich Tri-City Michigan area to be absolutely sure which radio station reached the most prospects for the least amount of money. Needless to say, WSAM led all the rest in his survey, too, and WSAM got the order—for the entire year! Proof again that WSAM's progressive programming of the big three in radio today—news, music, and sports—is what it takes to get and hold most of the listeners!



SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

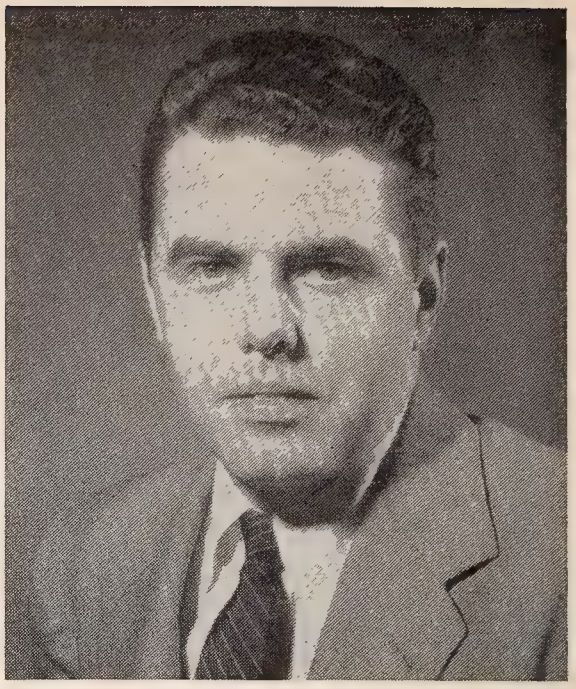
BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Fred A. Knorr, Pres.
Richard Schuler, Mg. Director
Represented by HEADLEY-REED

The Community Stations

WSAM
SAGINAW, MICHIGAN

KNORR BROADCASTING CORP.



DONALD H. QUINN

on all accounts

WHEN Donald H. Quinn moved to New York in 1946 following his release from the Navy, he decided to look for a job that was "interesting." A family friend suggested that he might like the advertising business.

Today Mr. Quinn is gratified that he accepted the friend's counsel. In the intervening 10 years, he has progressed from mail boy at Lennen & Mitchell (now Lennen & Newell) to vice president in charge of media for Doherty, Clifford Steers & Shenfield, New York.

Mr. Quinn was born in Northampton, Mass., Aug. 11, 1923, and attended local schools. Shortly after graduation from high school, he entered the New York State Maritime Academy at Fort Schuyler, N. Y., and the following year (1943) was graduated as an ensign in the U. S. Naval Reserve, remaining on active duty until 1946.

His first post-war job as a mailroom boy for Lennen & Mitchell lasted four months, and then he was shifted to the agency's research department. Several months later, he was named an assistant timebuyer. He remained with the agency until the spring of 1949, when he resigned to join the timebuying department of Ruthrauff & Ryan, New York. In 1951, he became a timebuyer for Pedlar & Ryan, New York, and in October 1952 he was appointed head timebuyer at DCS&S. He was promoted to director of media in April 1954 and was named a vice president last spring.

Mr. Quinn heads a staff of 19 people in the media department of Doherty, Clifford, Steers & Shenfield, of which six are timebuyers. Mr. Quinn realizes the useful purposes to which radio and tv can be utilized on behalf of clients, though he also recognizes the value of other media, depending on marketing requirements. As an indication of DCS&S' confidence in radio and tv, Mr. Quinn points out that in 1956 approximately $6.7 million (about 50% of the agency's total billings) was allocated to the broadcast media.

In April 1951, Mr. Quinn married Margot Ryan of Larchmont, N. Y., They live in Bronxville, N. Y., with their two children, Susan, 4, and Douglas, 3.

New York to Paris to Seattle...



SEATTLE, SEPTEMBER 13, 1927: Lindbergh, the "Lone Eagle," spoke over KOMO microphones to thousands who idolized his courage . . . the same thousands who had breathlessly followed his perilous progress over the Atlantic . . . who heard history being made when "WE" settled at Le Bourget Aerodrome . . . and who had shared in his triumphal return to the nation's capital—events swiftly, accurately related to the nation by NBC and brought to the Pacific Northwest by KOMO.

On Wings of NBC Sound!

For thirty years, America has consistently received the peak of public service... top entertainment value ... on-the-scene reporting of history-making news ... first in radio, then in television, now in both... thanks to NBC.

KOMO and KOMO-TV are happy to share this Thirtieth Anniversary of NBC. KOMO began operations thirty years ago, too—December 31, 1926—and in April, 1927, first to bring network radio to Seattle and the great Pacific Northwest... the personalities, the programming, the *concept* that has kept NBC and its affiliates in the deserved position of leadership.

With pride in our participation... with gratitude for the leadership NBC so generously shares with us... we offer sincere congratulations on thirty years of progress.

30th Anniversary Year **KOMO-RADIO**
Charter Affiliate **NBC** *Pacific Coast Network*
First With Full Color **KOMO-TELEVISION**



REPORT ON SURVEY CONDUCTED IN 32 N. C. COUNTIES BY A. T. ALLEN & CO. CPA

★ for your free copy, address WPTF RALEIGH, on your letterhead

Is Radio Important To You In Planning Farm Work?
88% said Yes

Are The Broadcasts At Times Most Convenient For You?
95% said Yes

What Stations Do You Listen To Most?
78% said WPTF
4% Station A
3% Station B
2% (each) Stations C, D, & E
1% (or less) Each of 9 Stations
2% Stations on local 10-Station Network

Name The Farm Radio Person In Whom You Have The Most Confidence
89%
named WPTF personalities including Earl Hostetler, Bill Jackson, Jim Reid, John Harris, Sam Beard

WPTF

50,000 Watts 680.KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina



R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING
TELECASTING

Vol. 51, No. 24 **DECEMBER 10, 1956**

JUSTICE DEPT. HAULS NBC INTO COURT

- **Antitrust complaint charges coercion in stations swap with WBC**
- **Threat to entire fabric of network operations posed by action**

THE Justice Dept. threw a noose around the NBC-RCA corporate neck last week. It asked the courts to draw it tight.

By week's end, other broadcast entities were holding their breath.

After 18 months of rumors, innuendos and public utterances of its concern with broadcast network practices, the department filed a civil antitrust complaint against NBC and RCA for alleged coercion against Westinghouse Broadcasting Co. in the Philadelphia-Cleveland stations swap. The suit, filed Tuesday in Philadelphia federal district court, asked the divestiture of the assets of NBC "as the court may deem necessary and appropriate."

RCA-NBC issued a statement the same day claiming that they were the victims of an inter-agency squabble over jurisdiction. They pointed out that the FCC has investigated the allegations and had found it in the public interest to approve the transfers (see text, page 29). Full page ads quoting this statement appeared in Philadelphia newspapers last Friday.

The exchange of stations between NBC and WBC was approved by the FCC last December. NBC traded its owned Cleveland outlets (WTAM-AM-FM and WNBK [TV]) for WBC's Philadelphia outlets (KYW and WPTZ [TV]). WBC also was paid $3 million.

Although the government complaint stressed the alleged conspiracy on the part of RCA-NBC in the Philadelphia situation, the broad language of some of its sections, plus the unexplained vagueness of some of the "prayers for relief" caused alarm in many network offices.

One non-NBC network official termed the charges "frightening" in their implications.

There was no question, in other quarters, that last week's action should be considered as "only the beginning." This was more or less confirmed by government sources.

Back of the general alarm were the months of grand jury investigation in Philadelphia on the NBC-WBC transaction and the warning given publicly last September by Asst. Attorney General Victor R. Hansen that Justice was intensively investigating the whole area of network practices. The antitrust chief made these observations before the Celler antitrust committee in New York [B•T, Sept. 24].

The Justice Dept.'s complaint last week referred pointedly to such significant sectors of network practices as the importance of affiliations to tv stations, the representation by networks of not only their owned stations but of independent stations, and the income of networks in 1954 and 1955.

The status of the Philadelphia grand jury investigation was not disclosed. It was noted by some observers that normally a government civil and criminal action is begun at the same time. In this case the civil action was filed alone.

It was observed by knowledgeable antitrust attorneys that a grand jury investigation is sometimes used by the Dept. of Justice to cross-examine witnesses and to secure documents. The Justice Dept. has no power to subpoena witnesses or documents.

One of the first casualties of the government's action was the NBC purchase of WKNB-AM-TV New Britain, Conn. The FCC on Thursday announced that on its own motion it was postponing the effective date of the initial decision favoring approval of the $600,000 transaction. The FCC said it had insufficient time to consider the sale. Unless exceptions are noted to an initial decision within 40 days, the recommendations are made final. They would have become final Dec. 10, under these terms [B•T, Nov. 5].

One of the major questions which immediately arose following the filing of the suit was how the Justice Dept. could charge antitrust violation on a matter already considered and approved by the FCC. It was pointed out that this is not a new problem in government circles. It was observed that similar conflicts of jurisdiction had involved Justice with the Maritime Board, Civil Aeronautics Board and Interstate Commerce Commission. In one of the latest such decisions the government suffered defeat, the Supreme Court in 1952 asserting that the Maritime Board's approval of a shipping agreement removed the shipowners from prosecution under the antitrust laws (Far East Conference case).



HAPPY BIRTHDAY!

The question also was raised as to whether the Justice Dept. had offered RCA-NBC a settlement under its avowed policy of pre-filing negotiations. This policy was made public by then Asst. Attorney General Stanley N. Barnes in an appearance before a House Judiciary subcommittee in 1955. It was understood that this policy had been honored more in the breach than in the observance and that RCA-NBC had not been approached.

It also was observed that if the government wins this suit, Westinghouse could file

THE GOVERNMENT'S CHARGES AGAINST RCA-NBC

Following is the text of the government complaint listing alleged offenses:

Beginning about March 1954, and continuously thereafter to the date of the filing of this complaint, the defendants RCA and NBC have been engaged in an unlawful combination or conspiracy in unreasonable restraint of the aforesaid interstate trade and commerce in violation of Section 1 of the Sherman Act.

The aforesaid combination or conspiracy has consisted of a continuing agreement and concert of action between the defendants RCA and NBC to obtain vhf television station ownership for NBC in five of the eight primary markets by the unlawful use of the power of the defendant NBC, as a network, to grant to or withhold from non-network station owners, NBC network affiliation for their television stations.

Defendants RCA and NBC have effectuated this combination or conspiracy in part by depriving WBC and Westinghouse Electric of WBC's vhf station in the Philadelphia market by the following means:

(a) Threatening to cancel or to refuse to renew WBC's affiliation with NBC in Boston and Philadelphia if WBC refused to negotiate with NBC for the transfer of its vhf station in Philadelphia to NBC;

(b) Withholding affiliation with NBC for a vhf station about to be acquired by WBC in Pittsburgh, until WBC agreed to transfer its vhf station in Philadelphia to the defendant NBC;

(c) Threatening to withhold affiliation with NBC for WBC's fifth vhf and two uhf stations when acquired.

On or about May 16, 1955, defendant NBC entered into a contract with WBC in unreasonable restraint of the aforesaid trade and commerce in violation of Sec. 1 of the Sherman Act. This contract provided that:

(a) NBC would acquire the WBC television and radio broadcasting facilities in Philadelphia;

(b) WBC would acquire the NBC television and radio broadcasting facilities in Cleveland;

(c) NBC would pay WBC $3,000,000.

On or about January 21, 1956, WBC and the defendant NBC exchanged the aforesaid facilities pursuant to this contract.

Said offenses are continuing and will continue unless the relief hereinafter prayed for in this complaint is granted.

The effects of the aforesaid offenses, among others, have been and are:

(a) To reduce the ability of WBC as a station owner to compete with NBC and other station owners for the sale of advertising;

(b) To preclude competition among independent advertising representatives for representation of one of the vhf stations in the Philadelphia market;

(c) To preclude competition among station owners in the Philadelphia market for NBC network affiliation; and

(d) To reduce the ability of Westinghouse Electric to compete with RCA and others in the sale of equipment for the transmission and reception of radio and television signals.

suit for antitrust violation and stand to collect treble damages—which could run into the millions.

An analogy was seen between this first television network case and the government's antitrust moves against newspapers. It was likened to the Justice Dept.'s successful move against the *Lorain* (Ohio) *Journal* in 1949; which was followed by similar actions against the *New Orleans Times-Picayune* and the *Kansas City Star*. The last case has been appealed to the U. S. Supreme Court.

Actually, this is the second government suit against broadcast networks. The Justice Dept. filed an antitrust complaint against all radio networks in 1941. This was while the networks were appealing from the FCC's chain ownership regulations. This suit was dropped when the Supreme Court upheld the Commission's right to promulgate these rules.

The antitrust issue was raised during the 1953 hearings on the ABC-United Paramount Theatres merger. The proceedings were observed almost in their entirety by a Justice Dept. attorney. Following the FCC approval of this merger there was talk of Justice Dept. action, but no move was ever made.

The possibility that trial on the RCA-NBC suit will not commence for two years was broached by many conversant with court procedures in cases of this nature. The usual procedure, it was explained, is for the defendants to file an answer 20 days after the complaint is filed. This would make the deadline for RCA-NBC to reply to these charges Christmas Eve. However, it also was pointed out that continuances are customarily given in these matters. Following these answers, a pretrial conference usually is held in an attempt to consolidate and focus the issues and to itemize the witnesses and exhibits to be called. A trial is then held. Parenthetically, it was observed that the famous Paramount motion picture antitrust case ran for 10 years, from investigation to consent decree.

THE RCA-NBC ANSWER TO THE CHARGES

Following is the text of the RCA-NBC answer to the government complaint:

This suit results from a jurisdictional dispute between two agencies of government, in which RCA and NBC have been caught in the middle. The NBC-Westinghouse exchange of stations in Philadelphia and Cleveland, with which the action deals, was approved by the Federal Communications Commission in December 1955 after a thorough study of all the facts. On the basis of this study, the FCC decided that the exchange was in the public interest.

Contrary to the claim made by the Antitrust Div. in this suit, not only was Westinghouse not coerced by RCA and NBC to make the transfer, but Westinghouse, in fact, sent a letter to the FCC urging approval of the transfer as being in the public interest. It was on the basis of this representation by Westinghouse as well as the other material before it that the FCC approved the transfer now challenged by the Antitrust Div. A copy of this letter is attached.

The FCC is specifically authorized by Congress to pass upon such station transfers, and NBC acted in accordance with its decision. Now another branch of government—the Antitrust Div.—is trying to undo the action of the Federal Communications Commission.

If American businesses are to be hauled into court by the Antitrust Div. because they act in conformance with the rulings of an authorized government agency, then indeed confusion will be compounded by confusion. We are confident that this dispute between government agencies will not result in RCA and NBC being penalized for scrupulously following the procedures established by law.

The following letter, signed jointly by the Chairman of the Board of Westinghouse Broadcasting Co. and the Chairman of the Board of the National Broadcasting Co., was sent on Nov. 10, 1955, to George C. McConnaughey, Chairman, Federal Communications Commission:

Dear Chairman McConnaughey:

Attached are the replies of our respective companies to the points raised by the Commission in its letter of Oct. 17, 1955, describing the proposed exchange of the Westinghouse stations in Philadelphia for the NBC stations in Cleveland and answering the other questions raised by the Commission.

The decision to make this exchange was arrived at after careful consideration of all factors at the highest management level of both companies. It has the approval of our respective Boards of Directors and the approval of the Boards of Directors of our respective parent companies.

The companies, therefore, entered into the agreement satisfied that the exchange is a fair one, that its consummation will serve the best interests of both companies, and that it is consistent with the public interest.

We jointly urge the Commission to approve this exchange at an early date.

The Justice Dept.'s complaint charges RCA-NBC with "unlawful combination or conspiracy in unreasonable restraint of . . . trade in violation of Section 1 of the Sherman Act."

The conspiracy, the government said, has consisted of "a continuing agreement and concert of action" between RCA and NBC to obtain ownership of vhf tv stations in five of the eight primary markets "by the unlawful use of the power" of NBC to grant or withhold affiliations.

This conspiracy was effectuated in part, the government declared, by "depriving WBC (Westinghouse Broadcasting Co.) and Westinghouse Electric of WBC's vhf station in Philadelphia" by: (a) threatening to cancel or refuse renewals of NBC's affiliation with WBC stations in Boston and Philadelphia if Westinghouse refused "negotiation with NBC for the transfer of its vhf station in Philadelphia"; (b) withholding affiliation from WBC's Pittsburgh vhf outlet which it was about to acquire (WBC bought DuMont's ch. 2 WDTV [TV] Pittsburgh [now KDKA-TV] for $9¾ million early in 1955); (c) threatening to withhold affiliation from WBC's other tv stations when and if acquired.

The transfer agreement between NBC and Westinghouse in the summer of 1955 whereby WBC agreed to swap its ch. 3 WPTZ (TV) Philadelphia and KYW in that city for NBC-owned WTAM-AM-FM and ch. 3 WNBK (TV) Cleveland plus $3 million was termed by the Justice Dept. as "in unreasonable restraint of trade and a violation of Section 1 of the Sherman Act." Westinghouse bought the Philadelphia vhf outlet from Philco for $8.5 million in 1953.

The effects of this exchange, the government declared, reduced the ability of WBC to compete with NBC and other station licensees for the sale of advertising; precluded competition among independent advertising representatives for representation of one of the vhf stations in the Philadelphia market; precluded competition among station owners in the Philadelphia market for NBC affilia-

tion, and reduced the ability of Westinghouse to compete with RCA and others in the sale of tv transmitter and receiver equipment.

In its discussion of NBC, the Justice Dept. said that NBC furnishes network service to about 200 "independent" television stations and the same number of radio stations, as well as to its own o&o stations. It referred to the fact that NBC also acts as advertising sales representative for all members of its owned stations as well as for some independently owned stations. Total revenues of NBC account for over 23% of RCA's total annual revenues, the government declared.

In a review of the "trade and commerce involved," the Justice Dept. began by stating that the sale of advertising is essential to the operation of television and radio networks, station groups and broadcasting stations. It added that "vigorous" competition for national spot advertising and local advertising exists among networks, network station groups, independent station groups and independent stations. It also maintained that there is competition among the networks, and between the networks and independent representatives, for representation of independent stations and station groups in the sale of national spot advertising.

"Affiliation," the government complaint said, "makes television station operations more profitable and is generally essential to the economic survival of television stations except in the three largest major markets. Time periods adjacent to popular network programs are particularly attractive to advertisers for local and national spot advertising. Station breaks, during which the broadcasting station is identified at regular intervals, provide valuable advertising for the station owner."

Networks Revenues in 1955

The Justice Dept. reported that in 1955, (including owned stations) NBC's television revenues amounted to $159 million; in 1954, $120 million. It cited CBS's revenues for 1955 as $153 million; for 1954 as $123 million; ABC's in 1955 as $54 million, in 1954 as $44 million. It said that in 1954 total television revenue was $538,122,000; of which network time sales accounted for 45%; national spot 33% and local 22%.

The government also pointed out that Philadelphia is the fourth market and Cleveland the tenth market of the U. S. in terms of population and retail sales. It pointed out that in 1954 NBC owned vhf television outlets in New York, Chicago, Los Angles, Cleveland and Washington (markets 1, 2, 3, 10 and 11) and that WBC owned stations in Philadelphia, Boston and San Francisco (markets 4, 6 and 7). The Justice Dept. stated that WBC was the only non-network station owner with three vhf stations in markets 4 through 7. It added: "In this capacity, it was an important competitor of defendant NBC and other station owners for advertising in the eight primary markets."

The government formally asked the court to:

1. Find that the "aforesaid combination or conspiracy and the aforesaid contract of May 16, 1955 (between NBC and WBC) in violation of Section 1 of the Sherman Act."

2. Order "such divestiture" of the assets of NBC as it may "deem necessary and appropriate."

The government also asked the court that it be given "such other and additional relief as may be proper," and that the government recover the costs of the suit.

In announcing the filing of the suit, Attorney General Herbert A. Brownell Jr. said:

"The purpose of this civil complaint is to enforce the antitrust laws in the broadcasting industry. Where, as here alleged, a network has used its power to gain a competitive advantage as a station owner over its competitors, it is the duty of the Government under the Sherman Act to seek to remedy the effects of this offense and to prevent similar offenses in the future."

Assistant Attorney General Victor R. Hansen, antitrust chief of the Justice Dept., said:

"This is the first case filed by the Dept. of Justice under the antitrust laws involving the activities of any television network. Congress, in passing the Communications Act in 1934, expressed its policy that the antitrust laws should apply to the broadcasting industry. Accordingly, the conduct of RCA and NBC must meet the same standards of accountability under the Sherman Act as that of any other American business."

AT STAKE FOR NBC

IN its complaint against RCA-NBC, the Justice Dept. asked the court to divest NBC (RCA is pointedly omitted) of such assets as the bench "may deem necessary and appropriate." This paragraph refers to the authority granted the court by Sect. 4 of the Sherman Act and Sect. 313 of the Communications Act of 1934.

Sect. 313 of the Communications Act applies all of the antitrust laws of the United States to "the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications."

It declares that whenever a licensee is found guilty of antitrust violations, the court may, in addition to other penalties, revoke the station licenses of the defendant.

Sect. 311 of the Communications Act directs the FCC to refuse a station license or permit to any person whose license has been revoked by a court under Sect. 313.

NBC owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles, WBUF-TV Buffalo (N.Y.) and is buying WKNB-AM-TV New Britain (Conn.). FCC regulations limit the ownership by one party to seven am, seven fm and seven tv stations (no more than five in the vhf band).

It was in June of 1955 that NBC and WBC asked the FCC to approve the exchange of the Philadelphia and Cleveland stations. Right from the start there were unofficial reports that Westinghouse was bowing to the exchange because it feared loss of its NBC affiliations not only in Philadelphia but also in Pittsburgh and Boston.

These rumors were used as a basis for a charge by WGR-TV Buffalo, N. Y., in its objection to the $312,500 purchase by NBC of ch. 17 WBUF-TV Buffalo (later withdrawn). The charges and rumors impelled the FCC to send an investigating team to Philadelphia and New York. Later, the Commission sent both parties a McFarland letter indicating that a grant was not possible without a hearing due to the charges of coercion and questions of overlap and concentration.

Both NBC and Westinghouse replied, with covering letters by Brig. Gen. David Sarnoff, NBC chairman, and E. V. Huggins, chairman of WBC, urging approval.

On Dec. 28, 1955, the FCC announced that it had approved the transactions by a vote of six to one. Comr. Robert T. Bartley dissented, holding that a full hearing should be held. This position was countered by Comr. John C. Doerfer who issued a concurring statement, the gist of which was that WBC had exercised a "business judgment" in the matter.

It was learned at that time that on Dec. 27, the day before the FCC approval was announced, the Justice Dept.—which had been kept advised of the purported charges of coercion—informed the FCC that it was investigating the situation. The Justice Dept. did not ask the FCC to defer action.

Sent to FCC Chairman

The Justice Dept.'s communication, over the signature of then Asst. Attorney General Stanley N. Barnes in charge of antitrust, was directed to FCC Chairman George C. McConnaughey.

Mr. McConnaughey, appearing before the Celler committee last March, explained that the grant had been approved a week before the announcement, on Dec. 21 to be exact, and that the hiatus between the decision and the announcement was due to the need to await Comr. Bartley's dissent and Comr. Doerfer's concurring statement.

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary and antitrust subcommittee, pressed Mr. Barnes on why Justice had not asked the FCC to defer action on the transaction. Mr. Barnes explained that communications was a field where the FCC and Justice exercised "concurrent jurisdiction." He added that it was his opinion that the FCC action did not foreclose an antitrust suit by the Justice Dept. if one was warranted.

In June WBC President Don McGannon testified before the Magnuson committee that Westinghouse would still have owned the Philadelphia ch. 3 outlet had it not been faced with the probable loss of NBC affiliation. He said that the network intimated that if WBC did not agree to the exchange, NBC would acquire another station in

Philadelphia, thus causing WBC to lose its NBC affiliation in Philadelphia in any event.

The importance of this affiliation was pointed up by Mr. McGannon when he reminded the Senate committee that a $5 million valuation on the NBC affiliation had been placed on the books when WBC bought the then WPTZ (TV) from Philco in 1953 for $8.5 million.

The Celler committee, late in June at its Washington hearings, reopened its consideration of the NBC-WBC swap. It introduced into the record memoranda from FCC investigators which seemingly pointed up the fact that (1) WBC officials feared loss of the NBC affiliations in Pittsburgh and Boston as well as Philadelphia if Westinghouse balked at the exchange; (2) Chris Witting, then WBC president, suggested among other alternatives that WBC try for CBS affiliations in Pittsburgh and Boston and ABC in Philadelphia; (3) WBC officials said they were told that if the NBC-WBC transaction fell through the network would buy ch. 6 WFIL-TV Philadelphia; (4) the FCC's Broadcast Bureau felt that the NBC-WBC replies to the McFarland letter adequately answered the charges of duress but that there still remained to be considered questions of possible overlap.

It was at this time, also, that Chairman McConnaughey told the Celler committee that the Commission majority agreed that no hearing was necessary since all the facts were before it.

Mr. Barnes had made it clear at the initial House antitrust hearing that the Justice Dept. was studying the Philadelphia situation. He termed it a "delicate" situation.

Hansen Discloses Probe

It was seven months later that Assistant Attorney General Victor R. Hansen ripped the lid off the Department's activities in this area—an unprecedented action from the notoriously close-mouthed Justice Dept. Appearing before the Celler subcommittee in New York, the newly appointed antitrust chief openly admitted that the department was investigating network practices, ventured the opinion that some network practices seemed to be illegal (option time, must buys, etc.), and added that he expected something to break on the department's investigation of the NBC-WBC exchange of stations before the year's end.

It was known then that the Justice Dept. was presenting a case on the exchange of stations to a grand jury in Philadelphia. Among those subpoenaed were Brig. Gen. David Sarnoff, Robert W. Sarnoff, Joseph E. Heffernan, Charles R. Denny, all of NBC, and E. V. Huggins, Chris J. Witting, John W. Steen and Joseph Baudino, all of WBC. In addition documents were subpoenaed from NBC and RCA, WBC and Westinghouse Electric, CBS and others.

It was at this time also that Mr. Hansen ventured the opinion that any relaxation of the FCC's multiple ownership rules would be inconsistent with the objectives of the antitrust laws. He opposed proposals which would have placed a limitation on single ownership of stations to the number of stations covering not more than 25% of the population, in lieu of the present limit of



SITE of NBC's 30th birthday observance this week (story page 32) is the spanking new (opened Nov. 25) Americana Hotel in Bal Harbour, Miami Beach, which boasts 475 rooms, 10 acres of sub-tropical landscaping, the usual complement of dining rooms, bars and shops, a nightclub, 600 ft. of private ocean and (for the more timorous) an Olympic-sized swimming pool with 100 cabanas.

When not taking advantage of the above, the 750 NBC-affiliated guests may occupy themselves with the agenda items listed below. Business sessions are in bold face.

WEDNESDAY

10 a.m. to 6:30 p.m.: Registration.

2-4:30 p.m.: Ladies shopping tour of Lincoln Road (transportation provided).

7 p.m.: Open house, grand ballroom.

THURSDAY

7-10 a.m.: Telecast of *Today* from pool of Americana Hotel.

9 a.m.-3 p.m.: NBC men's golf tournament, La Gorce Country Club.

10-10:30 a.m.: Ladies dancing class, Americana pool.

12 noon-2:30 p.m.: Fashion show and lunch, Floridian Room.

2:30-5:30 p.m.: Yacht trip through Miami waterways.

3:30-4:30: Bingo, Americana pool.

7 p.m.: Cocktail party reception, Starlite Patio.

8 p.m.: NBC affiliate dinner, grand ballroom. Harry Bannister, station relations vice president, toastmaster. Welcome by Florida Gov. Leroy Collins. Talk by Niles Trammell, former NBC president, now president of WCKT (TV) Miami. Principal address by NBC President Robert W. Sarnoff.

FRIDAY

7-10 a.m.: *Today* telecast from Americana pool.

9 a.m.-12 noon: Ladies golf tournament, La Gorce Country Club.

10:30-11 a.m.: Ladies dancing class, Americana pool.

11 a.m.-12 noon: Open meeting with affiliates, Westward Room.

12:30 p.m.: Luncheon, Grand ballroom, honoring Brig. Gen. David Sarnoff, RCA board chairman, for his contributions to broadcasting.

2:45-5:45 p.m.: Ladies shopping tour, Lincoln Road (transportation provided).

3-5 p.m.: Ladies bridge, canasta, gin rummy tournament, Americana pool.

3-5 p.m.: Affiliates closed meeting, Westward Room.

8 p.m.: Cocktail party, Starlite Patio.

9 p.m.: Lobster roast and beefsteak barbecue, Americana pool.

11:30 p.m.-1 a.m.: *Tonight* show, from Americana pool.

SATURDAY

(Morning and early afternoon will be for organized fishing, boating and other activities.)

5:30-7:30 p.m.: Buffet, Starlite Patio.

7:30-9 p.m.: *Perry Como Show* will originate in grand ballroom, with guests including Groucho Marx, Jo Stafford, Johnny Ray, Steve Allen, Melinda Marx. (Doors close promptly at 7:50 p.m.)

9:15-10:15 p.m.: Cocktails, Starlite Patio.

10:30 p.m.: NBC supper dance (formal), grand ballroom.

SUNDAY

Transportation will be provided to all churches.

seven in each of the broadcast services, am, fm and tv.

The new assistant attorney general also revealed for the first time that the Justice Dept. was investigating the whole field of network operations—prices, discounts, rebates, rejections, kinescoping, production, demand, program ownership, contracts. He told how the investigation had been in progress for two years and that in March 1956, the FBI was called in to assist.

He added that the question of option time, network must buys and network activity in the station representation field was also being looked into by the G-men. And he noted that perhaps one of the answers might be to force the networks to divest themselves of owned stations.

He estimated at that time that the completion of the over-all investigation would take from one to two years. It was then that he promised that the "Westinghouse matter" would be brought to a head before the end of the year.

The FCC's own network study was instituted with an $80,000 Congressional appropriation in July 1955. The study staff, under the direction of Roscoe L. Barrow, dean of the U. of Cincinnati's law school, was named that fall. For the fiscal year ending June 30, 1957, an additional $140,000 was appropriated by Congress.

The FCC's network study is being supervised by a four-man committee: Chairman McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. The 12-man study staff has spent most of its time in acquiring background knowledge, seeking information through questionnaires and meetings with all segments of the industry, and sifting and collating the information it has collected. Its final report is scheduled to be delivered the end of this fiscal year. There have been reports, however, that one or two reports may be submitted earlier.

This is the third government antitrust suit filed against RCA. In 1932, RCA entered into a consent decree which broke up what was then called the radio trust. At that time General Electric, Westinghouse and AT&T were forced to divest themselves of their ownership in RCA. The government tried to have the 1932 judgment reopened several times, but the courts refused to do so.

In November 1954, the Justice Dept. brought a civil suit against RCA in New York, charging that RCA's patent system and practices tended to give the company a monopoly. The charge was also levied that RCA since 1932 has attempted to monopolize radio-tv research, patent holdings, patent acquisitions and issuance, and patent exchanges. It was also charged that RCA acquired tv patents with the intent of achieving control over potential and actual competitors. Named as co-conspirators, but not as co-defendants, were GE, Westinghouse, AT&T, Bell Labs and Western Electric.

The complaint was directed particularly at RCA's "package licensing" practice. This refers to the principle by which licensees of RCA pay one royalty for the use of all radio-tv patents. The 1954 complaint also alleged that RCA refused to issue certain licenses in the radio-tv field and that RCA was engaged in a campaign of "harassment" by instituting more than 250 patent infringement suits.

The patent antitrust suit followed a grand jury investigation of the electronics industry in 1952. This was dropped in January 1953.

Other present major litigation, involving RCA and its patent practices, include Zenith's suit. The infringement suit instituted by the late Edwin Howard Armstrong was settled.

Similar government antitrust litigation against AT&T and International Business Machines Corp. concluded earlier this year with consent decrees in which patents of both these companies were thrown open on a reciprocal and non-exclusive licensing basis.

FOUR DAYS TO CELEBRATE 30 YEARS

Network, on Miami holiday, can look back on rapid progress, growth

TWENTY years ago, NBC celebrated what its officials called "a century of progress in a decade of broadcasting."

This week, in the sparkling new Americana Hotel at Bal Harbour, Miami Beach, NBC and its radio and television affiliates will celebrate three times that—the 30th anniversary of the nation's pioneer network.

Despite the sudden shadow cast by the Justice Dept.'s antitrust suit and the imminence of a court defense against it (see story, page 27), top officials of NBC will gather with hundreds of affiliate executives and their wives—an estimated 750 persons in all—for four days of business and fun starting Wednesday.

Although separate radio and television affiliates meetings are scheduled Friday morning and afternoon, mostly it's a convention for fun (see complete agenda, page 31).

There'll be a banquet Thursday night with the principal address by NBC President Robert W. Sarnoff and a talk also by Niles Trammell, president of WCKT (TV) Miami but better known to the affiliates through his 24 years in key NBC executive posts, including nine years as president.

On Friday the affiliates themselves will be hosts at a luncheon honoring Brig. Gen. David Sarnoff, board chairman of RCA, who proposed the formation of NBC in the first place and has kept an alert eye and an informed hand on the direction of its affairs ever since.

There'll be a golf tournament, too (Thursday), and a dinner and dance to close out the festivities Saturday night. During the four days three major NBC-TV programs—the *Perry Como Show*, one *Tonight* and two *Today* shows—will originate from the Americana convention site.

In the origination of programs as well as the banquet and dinner, at least, the 30th birthday convention will find kinship with that first ten-year "Century of Progress" celebration—which obviously took its name from the fact that Lenox Riley Lohr, installed that year as NBC's second president, had previously organized and run the Chicago "Century of Progress Exposition."

The record makes plain, however, that there was more to justify the "Century of Progress" billing for the 1936 celebration than just the former connection of an official with the Chicago exposition. For radio, it had indeed been a notable decade.

Four networks had come into being where none existed before, two of them operated by NBC (the Red and the Blue, so designated because of the different colored lines used to differentiate the circuits on engineers' maps). Radio had moved ahead with swift strides, revolutionizing the country's concepts of home entertainment as it did so. Television, though still experimental, was on the way—at that 1936 convention the NBC affiliates got their first official demonstration of the new medium.

The first of NBC's three decades started, after the organizational preliminaries, on Nov. 15, 1926, with a four-and-a-half-hour program featuring, among many others, Mary Garden singing in Chicago, Will Rogers wisecracking in Independence, Kan., and Walter Damrosch conducting the New York Symphony Orchestra in New York. Twenty-one charter affiliates and four other stations carried the inaugural broadcast—which was repeated, with virtually all of the original talent, as a highlight of the 1936 celebration.

NBC-Blue was established Jan. 1, 1927, as an adjunct of the original network, which became NBC-Red. On that same day the nation's radio listeners heard the first coast-to-coast broadcast—the Rose Bowl football game from Pasadena, Calif. (Alabama tied Stanford, 7-7).

The first year brought a succession of newsmaking developments. President Coolidge broadcast his Washington birthday address over a coast-to-coast network of 42 NBC stations (NBC now has 188 radio affiliates). The NBC Pacific Coast network was organized April 11, and in July U. S. and Canadian stations were linked by broadcast. The Dempsey-Tunney prizefight in Chicago on Sept. 22 was carried by 69 stations, the largest hookup to that time.

Radio was steadily expanding its reach. President Coolidge was heard opening the Pan-American Conference in Havana on Jan. 16, 1928, and a year later NBC carried a symphony concert in what was described as the first shortwave broadcast from England. By Dec. 23, 1928, NBC was a permanent coast-to-coast network, with 58 stations. In the meantime, NBC had launched its

Text continues on page 36

23.4% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 23.4% more at filling stations than Grade B area families of any other Richmond market TV station

	Amount Spent on Gas, Oil, Lubricants by Grade B Area Families	Percentage
WXEX-TV	$73,806,000	100%
Station B	$59,529,000	80.7%
Station C	$59,812,000	81%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



Something new has been added

This tiny mountain cabin in the Sierras is the home of a highly paid logger. He wanted television for years, but couldn't get it until KFRE-TV went on the air.

Now, something new has been added. The powerful KFRE-TV signal carries over and beyond the hills to bring him, his neighbors, and thousands more families their first enjoyment of television programs. They consistently watch KFRE-TV . . . for it's the only channel they can get.

KFRE-TV is the only station that covers both the rich San Joaquin Valley . . . and the thousands of families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

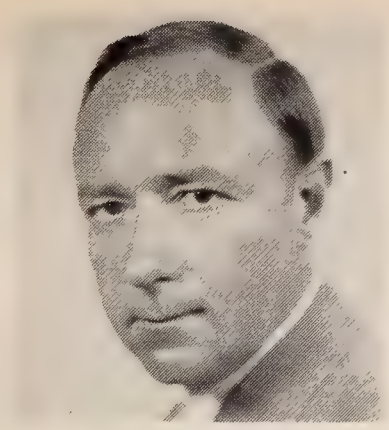


KFRE-TV
FRESNO CBS

12

BLAIR-TV

Paul R. Bartlett, President



1926-1936

MERLIN H. AYLESWORTH (Sept. 9, 1926, to Jan. 1, 1936): "I've come clean to my job, with no experience and no prejudices. I am literally starting from the bottom at the top." So said NBC's first president when he gave up the post of managing director of the National Electric Light Assn. to take the new job.

In (Deac) Aylesworth's presidential decade, NBC introduced and developed some of radio's most enduring talents, launched a second network, and started its first tv station. He left NBC to become head of Radio-Keith-Orpheum, subsequently joined Scripps-Howard newspapers and served as publisher of the *New York World-Telegram,* and, during his later years, was an attorney and consultant (Cities Service, which entered network radio at his suggestion and became its oldest continuous sponsor, was one of his clients). He died in 1952 at 66.



1936-1940

LENOX R. LOHR (Jan. 1, 1936, to July 12, 1940): Like his predecessor, NBC's second president admitted at the outset that his first job would be to learn what radio was all about. He came to radio—and NBC—from the Chicago Century of Progress Exposition, which he organized and guided to notable success despite the nationwide depression. He had been an engineer, soldier, typographer, writer, editor, showman, salesman, and public relations expert. At NBC he maintained and expanded the Aylesworth policy of top-flight entertainment. The NBC Symphony orchestra was organized, new comedy and dramatic programs were launched, and the network's organizational structure was tightened. Mr. Lohr left NBC and the broadcasting industry in 1940 to become president of the Chicago Museum of Science and Industry, a post he still holds.



1940-1949

NILES TRAMMELL (July 12, 1940, to Oct. 7, 1949): Unlike the first two presidents, Niles Trammell came to the job with a long history in radio. He had resigned an Army commission in 1922 to join RCA. In 1928 he switched to NBC as a salesman, became manager of the Central Div. two months later and vice president of the division the following year. In 1939 he moved to New York as NBC executive vice president, en route to the presidency. Often described as a statesmanly combination of salesman and showman, he oversaw advances on all fronts during his presidential term, among them programming, sales, news coverage, and —especially—television. From the presidency he moved into the board chairmanship, leaving that post Dec. 31, 1952. He is now president and part owner of the recently-constructed WCKT (TV) Miami, an NBC-TV affiliate.



1949-1953

JOSEPH H. McCONNELL (Oct. 7, 1949, to Jan. 2, 1953): Eight years of executive service with RCA led Mr. McConnell to the NBC presidency. After private law practice in the South and service with the National Recovery Administration in Washington in 1933-35, he joined the law firm representing RCA. In 1941 he joined RCA and was executive vice president when named NBC head. Much of his tenure at NBC was marked by reorganization. NBC was split into three components (radio network, tv network, o&o stations), and top executives were imported from outside. Television was on the march. Network radio was beginning to take a buffeting. Mr. McConnell's term was probably the most tumultuous of that of any NBC president. Mr. McConnell left the NBC presidency, later went to Colgate-Palmolive as president and from there, last year, to Reynolds Metals Co. at Reynolds Metals he currently serves as general counsel and member of the board.



1953-1953

FRANK WHITE (Jan. 2, 1953, to Aug. 7, 1953): NBC was the third network Frank White served, the second as president. He entered radio in 1937 as treasurer of CBS after approximately 16 years in the accounting and publishing fields. In 1947 he was named president of Columbia Records, a CBS subsidiary. From there he moved, in 1949, to the presidency of Mutual. Three years later he joined NBC, serving as vice president and general manager of the radio and tv networks until his elevation to the presidency. The period was one of continued expansion for television, and continued readjustment for radio. Mr. White's term was foreshortened by the physical demands of the job. Near-exhaustion forced him to take a month's rest, and, when he failed to recover his old vitality, he resigned. Mr. White subsequently joined McCann-Erickson International as president and continues to serve in that capacity at the agency.



1953-1955

SYLVESTER L. WEAVER Jr. (Dec. 4, 1953, to Dec. 7, 1955): Spectacular has to be the word for Pat Weaver as well as for the program extravaganzas which he endowed with that name. Advertising manager of American Tobacco Co. under the late George Washington Hill at the age of 30, and subsequently radio-tv vice president of Young & Rubicam, he joined NBC in 1949 as head of television. Named president at the age of 44, he solidified his already established reputation as an innovator and "grand concept" man. Among the departures for which he was credited, before and during his presidency, are the 90-minute color spectaculars, *Today, Home* and *Tonight* and their magazine concepts of selling, and *Wide Wide World,* to name some. He went from president to chairman of the board, resigning the latter post Sept. 7, 1956. Since then he's been to Europe on a vacation-business trip, has yet to settle his future plans.

THE PRESIDENTS OF NBC

CONTINUED

CONTINUED

THE PRESIDENTS OF NBC



BRIG. GEN. DAVID SARNOFF: Although charged with the bigger job of running RCA, Gen Sarnoff has always kept a keen eye cocked on NBC. As boss of RCA, he's also unquestioned boss of subsidiary NBC, and between tenures of Messrs. White and Weaver he served four months as network president.



1955-

ROBERT W. SARNOFF (Dec. 7, 1955, to date): NBC's current president (shown here testifying before the Senate Commerce Committee) reached that post at the age of 37. Son of Brig. Gen. David Sarnoff, RCA board chairman, he joined NBC's sales department as an account executive Jan. 1, 1948, after three years with Cowles Publications. When Mr. Weaver was named president, he became executive vice president in what came to be known as "the team of Pat and Bob." As president he has consolidated his reputation as an effective and efficient administrator combining a business-like and an imaginative approach to broadcasting. Apart from tv and other phases of NBC activity he has laid out what NBC regards as "the pattern for survival" for network radio.

"political career," covering the Republican and Democratic conventions in June 1928 and broadcasting election returns for the first time the following November.

NBC put its new radio mobile unit into use for the first time on All Fools Day, 1930, broadcasting from New York's Bronx Zoo. On Christmas Day, 1931, "Hansel and Gretel" was presented as the first of a regular series of Metropolitan Opera broadcast over the combined facilities of the Red and the Blue.

NBC moved into its new multi-million-dollar home in New York's new Radio City and made its first broadcast from there—an elaborate four-hour program—on Nov. 11, 1933. Two years later, on Dec. 7, 1935, NBC Hollywood studios were opened.

Although it was still NBC's first decade, television was edging forward. The construction permit for NBC-RCA's first experimental tv station in New York had been issued April 4, 1928, and W2XBS began operating from the New Amsterdam Theatre there on July 30, 1930, transmitting 60-line images. On Oct. 30, 1931, the station started experimental 120-line picture transmissions from the Empire State Bldg., now the "home" of all seven New York area stations. Regular experiments with live talent were started in February 1932. Bell system coaxial linked the NBC studios with the Empire State transmitter—a distance of 15 blocks—for the first time on June 10, 1936, and the next month NBC used live artists and film in its first public demonstration of an all-electronic tv system.

Many still-famous names were first heard in homes across the nation in those early days—and later. Eddie Cantor led the list, appearing as a guest on NBC on Nov. 22, 1926. In the ensuing decade he was followed, chronologically, by Al Jolson, Rudy Vallee, Amos 'n' Andy, Fred Allen, Walter Winchell, Jane Froman, Ed Wynn, Jack Benny, Jack Pearl, Groucho Marx, Jimmy Durante, Bob Hope, Fibber McGee and Molly, Bing Crosby, Fred Waring and Ralph Edwards.

The second decade was dominated by the war years. News coverage, intensified by NBC as by all networks with the growing uneasiness in Europe in the middle and late 30s and the outbreak of war in 1939, was stepped up even further with the bombing of Pearl Harbor in December 1941 and continued at an all-out pace throughout the war.

But international unrest and war did not stop developments on the home front. The NBC Symphony Orchestra was organized and launched a weekly series of concerts on Nov. 4, 1937, and Arturo Toscanani took up the baton on the following Christmas Day in an association that lasted through the 1954 season. NBC's New York fm station commenced operation Jan. 11, 1940, and on Jan. 9, 1942, the Blue Network was separated from NBC and established as a separate company (later re-named ABC).

Television's strides were growing longer. NBC put its first mobile tv station on New York streets Dec. 12, 1937, and on April 30, 1939, W2XBS inaugurated regular program service with a telecast from the opening of the New York World's Fair, with President Roosevelt among the participants. Fred Waring and other stars were featured in a twice-weekly studio tv series starting May 3, 1939, and by June 20 of that year the weekly television program schedule totaled 10 hours. Tennis, major league baseball, college and pro football all came under the tv eye that year, and hockey, basketball, the circus, and a complete broadway play ("When We Are Married," on March 3) were added the next.

FCC members were shown pictures rebroadcast by WRGB (TV) Schenectady from a direct pickup from NBC in New York in a demonstration Feb. 1, 1940, and the "network" became a three-station operation on June 24, 1940, when coaxial cable permitted tv pickups in Philadelphia—at the Republican National Convention—to be seen in New York and Schenectady as well as Philadelphia.

FCC authorized commercial television effective July 1, 1941, and NBC's W2XBS became WNBT (now WRCA-TV) New York and, with four sponsors on the first day, became the world's first commercial tv station.

Then the U. S. entered World War II, and on May 22, 1942, television schedules were cut to four hours a week. Even so, many memorable events were captured by television during this period, among them special films of Japan's surrender on Sept. 9, 1945; opening sessions of the U. N. Security Council in New York on March 25, 1946, and the Louis-Conn heavyweight championship fight in June 1946 when the addition of a Washington station brought NBC up to a four-station network.

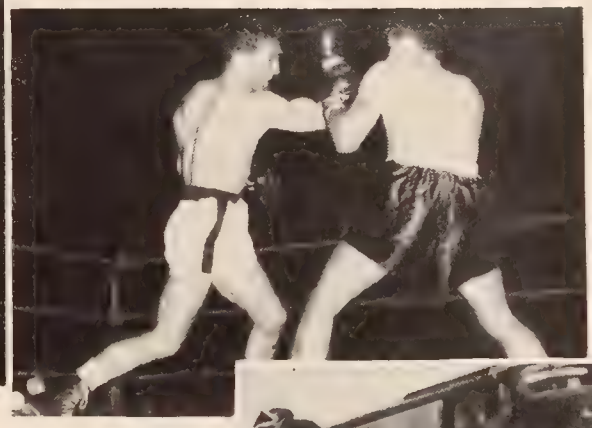
Near the end of the second decade, NBC demonstrated—Oct. 25, 1945—the RCA-developed super-sensitive "image orthicon" camera tube which solved major illumination problems and made outdoor pickups possible.

The third decade saw television establish itself and a new factor come into the picture —color.

For network radio, the past 10 years have been the hardest, as NBC and the other radio networks have tried to adjust to changing listening habits and changing buying patterns brought on by the growth of television. As part of that adjustment, NBC has inaugurated new techniques, including the weekend *Monitor* service (started June 12, 1955) and, for a time, a *Weekday* counterpart. More recently, the *Bandstand* concept of

LEADERSHIP
in News Service









WSYR has achieved leadership in news service by making news coverage the **Number One** programming responsibility. Seven full-time staffers share the job of covering, editing and reporting 12 complete news reports daily — these in addition to NBC's news reports. They cover the local and regional news 'round the clock — set up "on-the-spot" broadcasts of important special events. Naturally, the people of Central New York prefer WSYR for news. And advertisers recognize WSYR as **the news buy** in this 20-county market with 1.5 million population and $2.2 billion annual spending power.

NBC Affiliate

WSYR

5 KW ★ SYRACUSE ★ 570 KC

Represented Nationally by HENRY I. CHRISTAL CO., INC.

live music by name bands for two hours each weekday morning has been in operation since July 27 of this year, and since then a whole new project including five-minute newscasts hourly has been laid out for introduction early next year.

In September 1947, NBC and Eastman Kodak announced the development of a special camera which paved the way for kinescope recordings—a development the importance of which became increasingly appreciated as the number of affiliates grew faster than AT&T could link them for simultaneous transmissions.

But the size of the live network was growing quickly too.

NBC's midwestern tv network opened Sept. 20, 1948, to include St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo—all connected by coaxial cable. Two years later, coaxial cable links to Memphis, Kansas City and Omaha, and to Jacksonville, Fla., were opened (the World Series that year, televised as far west as Omaha, reached an estimated 38 million people). On Sept. 4, 1951, microwave relay and cable linked the East Coast and the West, and that year the World Series reached 60 million. By the end of 1953 NBC had 168 affiliates (compared to 207 now).

There were other technical achievements: first use of the split screen on Aug. 2, 1949, and rear screen projection on Jan. 13, 1950; construction of multi-million-dollar tv studios at Burbank, Calif., which were opened Oct. 4, 1952; airborne relay of live pickups in Cuba to U. S. audiences on *Wide Wide World* on Nov. 13, 1955.

Color Tv Speeds Up

Color television meanwhile developed slowly at first, then at a faster and faster clip. RCA and NBC held out for a compatible color system—which RCA had announced in August 1949—and in the end FCC reversed itself and authorized compatible standards on Dec. 17, 1953. NBC-TV then carried four major programs in color within 15 days, and by the end of that year the five NBC-owned stations and 65 affiliates had announced they would equip to relay network color shows.

NBC started the 1954 new year by relaying—in the first coast-to-coast colorcast from the West Coast—color pickups of the Tournament of Roses Parade at Pasadena. The 90-minute color spectaculars were inaugurated Sept. 12, 1954, with the presentation of Betty Hutton in *Satins and Spurs* from NBC's new Brooklyn studios, just adapted for color at a cost of $3.5 million.

New color studios in Burbank were opened March 27, 1955, and a $12 million program to increase color facilities even further was announced the following November. NBC-owned WNBQ (TV) Chicago commenced operations as the world's first "all color" station on April 15, 1956, and last month NBC announced a $3.5 million plan for further expansion of the network's color facilities during 1957-58. By Nov. 1 of this year, NBC was networking 55 hours of color programming per month, and network officials announced that by Jan. 1, 1957, 134 of its 207 stations would be equipped to carry network colorcasts, 30 to originate their own live color shows, and 47 to originate film shows in color.

NBC'S HOURLY NEWS RUNS INTO HITCH; MAJOR AFFILIATES REFUSE CLEARANCES

NBC Radio's new plan of offering five-minute newscasts on the hour ran into enemy fire last week, despite its success in attracting Bristol-Myers to half-sponsorship (see story, page 50).

Spokesmen for a number of major NBC Radio affiliates told B•T that for both programming and economic reasons they would not clear the five-minute segments requested for the newscasts, which NBC hopes to start Jan. 14 [B•T, Nov. 12 *et seq.;* CLOSED CIRCUIT, Dec. 3].

NBC officials voiced surprise at this resistance, asserting that both in discussions with affiliates throughout the country and in returns of contract amendments to date they have encountered virtually complete endorsement—and that on this basis they have no thought except to go ahead with the plan. They acknowledged that some stations indicated problems would be involved in clearing all the periods concerned, but said these stations also indicated they would work out these problems satisfactorily.

Larry Webb, managing director of Station Representatives Assn., meanwhile sent to SRA members a memorandum charging that "this supposedly 'new' plan is a further invasion on the part of NBC of their affiliates' station time periods at cut-rate prices—and this at a time when radio time sales are showing excellent gains, especially in the national spot field."

Mr. Webb claimed "the only thing 'new' about [the plan] is that such a deal has never been offered to an advertiser at such a ridiculously low price." He quoted NBC estimates that the cost per thousand home commercial impressions would come to 59 cents and that this would drop to 48 cents if auto commercial impressions were counted. His memorandum continued:

"Radio stations throughout the country have been doing an outstanding job of news programming for years, and practically every newscast is sold out to either local or national advertisers. NBC, instead of doing a really creative and selling job for their affiliates in option time periods, has decided that it is much easier—and perhaps more lucrative—to move into the most valued time periods which have been developed solely by the stations and chip off some of that 'spot' money which has been the major source of revenue for radio stations throughout the country."

'No Time for Station Breaks'

A "possible" other new feature in the plan, Mr. Webb asserted, is that unlike most local news shows, it "leaves no time for station breaks" to be sold to local sponsors—and that it accomplishes this "for a price far below the station's rate card." He continued:

"The question being asked is 'Why do the affiliates say yes to such a plan?' Perhaps the answer in most cases is wrapped up in an NBC network tv affiliation, or in other cases, a long hoped for tv affiliation. If further proof is needed that NBC really wields a club over the heads of many of its affiliates, perhaps this is it.

"Unless there are hidden factors in the formula for figuring revenue, not one station on the list has anything to gain by this deal, including the NBC owned and operated stations, and radio, the advertising medium that has been undersold for the past 30 years, is again confronted with another cut-rate proposition at the hands of a network."

The complaint of individual stations pictured as opposing the plan involved both economics and program policy. Spokesmen, who asked that their identities not be revealed, maintained that many stations believe that "news on the hour" is "not good programming," and that there simply isn't enough news available to justify the 17 hourly newscasts which NBC proposes to carry each day.

Loss of Money Seen

Their economic objection was fundamental: They claimed that by giving up the five-minute periods that NBC is asking for, they would lose money because some of these periods, at least, are sold locally for more than they would receive from NBC for the network newscasts. One station estimated its loss in local revenues would come to $42,000 a year, whereas its total revenues from the network currently do not exceed $25,000 a year.

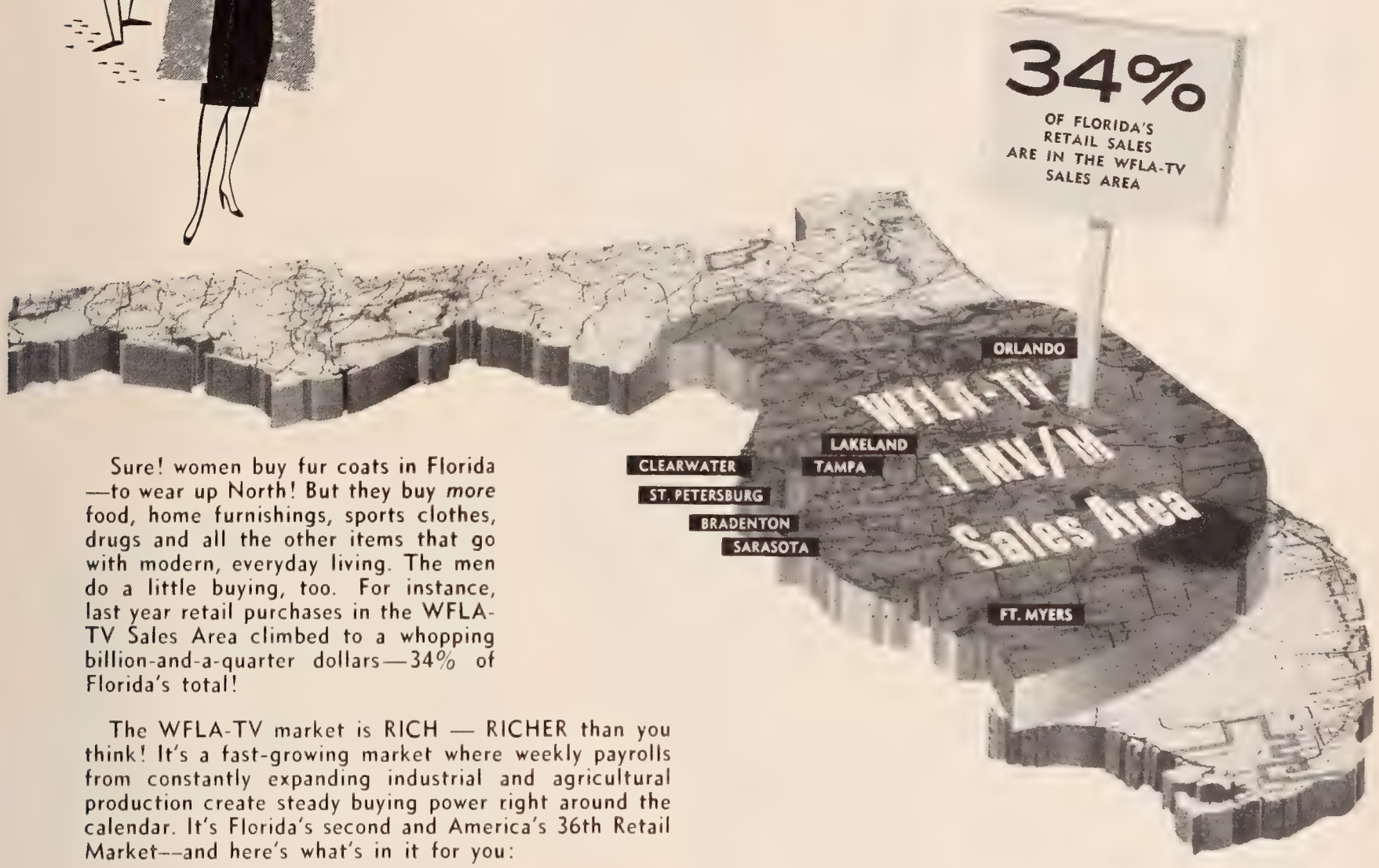
The critics acknowledge that a vast number of affiliates heartily endorse the plan, as NBC officials have reported. But, these critics maintained, most of the approvals come from smaller stations, and larger ones and those with good local sales in these five-minute periods stand to lose if they clear the time.

The five-minute news plan, which would present newscasts hourly from 7 a.m. to 11 p.m., is part of an overall proposal by NBC that also encompasses a "hot line" service (already in operation) permitting NBC to break into local programming immediately with news of major importance; 70-second station breaks, which give affiliates one-minute local commercial availabilities; right of affiliates to sell network sustainers locally, subject to recapture in event of network sale; and changes designed to strengthen programming. NBC officials a fortnight ago completed a series of regional meetings to explain the entire project directly to affiliates. They reported afterwards that it had received virtually 100% approval except for a relatively few instances where affiliate representatives withheld comment or were not in position to speak for their managements.

Harry Bannister, NBC station relations vice president, said Friday that not in five years had he taken a proposal on the road to affiliates and met with so nearly universal acceptance as was accorded the current project. The relatively few stations that indicated they would have problems, he said, also gave indication that the problems could be worked out. He declined to give figures on the written returns as yet, but said they greatly exceeded his expectations and contain no rejections.



it's RICHER than you think!



Sure! women buy fur coats in Florida —to wear up North! But they buy *more* food, home furnishings, sports clothes, drugs and all the other items that go with modern, everyday living. The men do a little buying, too. For instance, last year retail purchases in the WFLA-TV Sales Area climbed to a whopping billion-and-a-quarter dollars—34% of Florida's total!

The WFLA-TV market is RICH — RICHER than you think! It's a fast-growing market where weekly payrolls from constantly expanding industrial and agricultural production create steady buying power right around the calendar. It's Florida's second and America's 36th Retail Market—and here's what's in it for you:

34% of Florida's RETAIL SALES
56% of Florida's GROSS FARM INCOME
37% of Florida's HOUSEHOLDS
35% of Florida's FOOD SALES
31% of Florida's DRUG SALES

WFLA-TV, with unduplicated NBC live programming reaching out into its 100-mile area, and strong local programs packed with showmanship, puts your product into more homes in Florida's *Second Market!*

(Figures from Consumer Markets—1955)

wfla-tv channel 8
TAMPA-ST. PETERSBURG
NBC Basic (INTERCONNECTED)
NBC

National Representative
BLAIR - TV

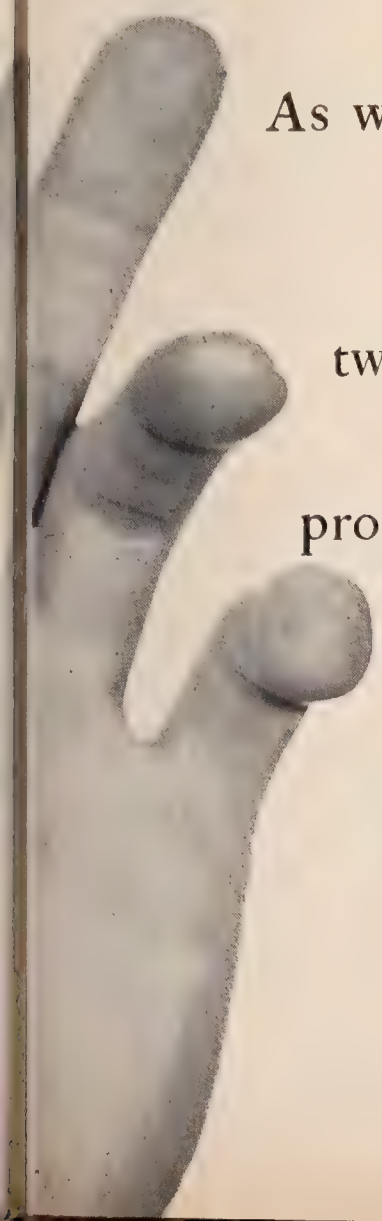
We



re real Proud!

It's December—the last month of another year—a year that has seen Television rise to new heights and Radio come alive again, but for most of us here at Hollingbery, it marks a record year wherein the stations we represent have seen sales climb to new levels...higher levels than were ever anticipated. As we say, we are real proud of this record, and we might rest on our laurels, but to us the record of this past year is only a "starting point" for an even bigger and better twelve months to come. We are already making plans for 1957...for greater sales results, all spelling out greater profits for each and every Hollingbery station.

We repeat, "WE'RE REAL PROUD!"



Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis

GM REVISES CO-OP AD PROGRAM

- **Company decides to discontinue dealer-company fund**
- **Congressional, Justice Dept. probes seen as reason**

COOPERATIVE advertising through dealers and distributors felt the impact of congressional and Dept. of Justice probing last week as General Motors, reputedly the nation's largest advertiser, revised its longtime co-op program.

Decision of GM to discontinue its co-op fund, part of a reported $100 million annual advertising fund, led Attorney General Herbert Brownell Jr. to say, "The Dept. of Justice welcomes the announcement by GM of its abolition of the dealer advertising fund. This step should help to eliminate some of the sources of friction between dealer and manufacturer."

GM has decided to eliminate the cause of the federal probes—dealer contributions. In a letter to GM's 18,500 passenger car and truck dealers, Harlow H. Curtice, president, said the company pioneered a factory-dealer advertising program nearly 30 years ago to meet a dealer need for "quality and comprehensive advertising on a local basis."

Advent of radio created new advertising problems, said Mr. Curtice, who added, "More recently, with the growth of television as a national and local advertising media, the number and complexity of these problems have increased substantially, especially in the administration of the program. These problems have been handled on a national and local basis to achieve the broadcast coverage for all dealers, not however, without some instances of differences of opinion between dealers themselves and between some dealers and those charged with the administration of the program."

Under its new policy GM has eliminated dealer contributions entirely. It has refunded to each dealer the unspent portion of his contributions to the GM advertising and promotional fund. GM assumes full responsibility for the cost and administration of the new advertising and promotional program on a local and national basis, and it factors added costs into the list prices of General Motors vehicles instead of receiving dealer contributions for each car sold.

GM contended the changes will have little effect on costs to the consumer. The new program does not affect normal dealer advertising on a local basis to specific competitive situations.

According to testimony before the Senate anti-trust subcommittee, which held hearings on General Motors advertising practices early this year, some dealers objected to contribution of an estimated $20, for example, to GM for each Chevrolet sold. The committee wrote legislation, enacted during the summer, which allows dealers to sue in federal court on the ground of bad faith in terminating a franchise agreement.

FAMILIAR FRAME

General Mills

THE TV SCREEN, one of the most looked-at shapes in America today, provides the outline for the new General Mills corporate signature, which brings uniform identification to the company's broad line of products.

Hundreds of circles, squares, triangles, rectangles, ovals and futuristic shapes and combinations were rejected in favor of the video screen, according to J. S. Fish, director of advertising for General Mills.

The new corporate symbol will be used as the signature for advertising, promotional material and product packages. It also will serve on stationery and business forms, physical structures and vehicles, publications and other literature.

Hudson Motors' Account Placed With Geyer Adv.

THE $2.8 million Hudson Motors' account (Hudson and Metropolitan autos), which last month was resigned by Brooks, Smith, French & Dorrance [B•T, Nov. 12], has been placed with Geyer Adv., both through New York and Detroit. Geyer for the past 20 years has handled the Nash and Kelvinator Div., of American Motors.

Geyer now handles the complete American Motors Line, ranging from passenger sedans and station wagons (Hudson, Nash, Rambler, Metropolitan), refrigerators, freezers and air conditioners (Kelvinators).

Following the appointment the agency's president, Sam M. Ballard, announced that Geyer would set up an entirely new creative group to handle the new accounts. The appointment was effective Dec. 1.

Studebaker-Packard Has No Plans For Added Network Activity Now

STUDEBAKER-PACKARD Corp., operating on a "slightly reduced" broadcast advertising budget for the forthcoming year, plans no further network activity for the present, spokesmen indicated last week. The auto firm sponsors *NBC News* with Chet Huntley and David Brinkley (NBC-TV, Mon., 7:45-8 p.m. EST).

At a news conference in New York Thursday, S-P President Harold E. Churchill said his firm would concentrate on the medium priced field for 1957, producing only Packard Clipper sedans and station wagons.

Although S-P's agency, Benton & Bowles, has not yet finalized the full introductory campaign, spot radio-tv reportedly will be used.

Also on Thursday, S-P dealers in 22 cities got their first look at the 1957 Packard when Theatre Network Television Inc. staged a special closed-circuit program from ABC-TV headquarters in New York.

Mogul Names Three Heads For Research Dept. Units

CREATION of three functional divisions within the research department of Emil Mogul Co., New York, with a directing head for each unit was announced last week by Joel Martin, director of media and research.

Harvey Queen, assistant director, becomes responsible for consumer research and administration; Arnold Feldman assumes supervision of statistical service and sales analysis, and Lawrence Lynch directs the department's field research service.

Mr. Martin also announced that Melvin H. Ross, formerly assistant project director at Dancer-Fitzgerald-Sample, New York, and Norman S. Passman have been added to Mogul's research staff.

Philip Morris to Back Touring Country Music

TOURING country music shows are planned by Philip Morris Inc. to start next month in the South and later expand throughout the country. The advance itinerary—which will include free concerts and weekly broadcasts sponsored on radio—was announced last week after a contract signing between the cigarette maker and Jim Denny Artist Bureau, Nashville.

Country music star Ray Price will headline the first "Philip Morris Country Music Show." Radio telephones installed in the group's bus will permit members of the show to talk with editors, disc jockeys and others in the areas they intend to visit. At each major stop along the road, the group will be featured in a weekly radio broadcast, with the station lineup and originating station for each of the airings dependent on the travel route.

N. W. Ayer & Son, Philadelphia-New York, is the agency.

Ben Duffy Hospitalized

BEN DUFFY, president of BBDO, New York, and one of advertising's best known leaders, suffered a cerebral hemorrhage last Monday in Minneapolis, but was reported later in the week to be resting comfortably. Stricken during a business trip, he is a patient at Minneapolis' Abbott Hospital and is not permitted visitors. His family has requested that no remembrances be sent to him during his hospitalization.

$750 per week gets you!

15.1

WABD's presentation of Warner Brothers pictures has hit the formula of success! With a vertical presentation of a matinee and evening performance, 15.1% of all TV homes in the nation's largest market tune in every Sunday.

These are the Nielsen figures (4 weeks ending October 20, 1956).

	A	B	A + B
Weekly Cumulative Audience			
Homes	333,300	346,800	623,500
Percent	8.1	8.4	15.1
Avg. Qtr. Hr. Eps	4.4	4.4	4.8
4 Week Cumulative Audience			
Homes	885,200	1,061,200	1,739,600
Percent	21.4	25.7	42.1
Avg. Qtr. Hr. Eps	6.6	5.8	6.9

The lowest cost per thousand of any feature film presentations in New York on the station where interesting things keep happening.

WABD, N.Y. Channel 5

Research Man Should Be Ad Minded, Larmon Says

A RESEARCH MAN who isolates his interests and thinks of research alone is "like a tag dangling from the selvage," according to Sigurd S. Larmon, president of Young & Rubicam.

Mr. Larmon made this statement before more than 40 research executives convening in the agency's main office last Friday for a five-day international research conference.



MR. LARMON

Research executives, Mr. Larmon said, are regarded not as research specialists but as advertising men who specialize in research.

The Y&R conference, under the direction of Dr. Peter Langhoff, vice president and director of research, was to emphasize the necessity of planning research to provide data which is relevant and applicable to marketing and advertising problems. Research executives from Y&R offices in Montreal, Toronto, London, Mexico City and Frankfurt, Germany, as well as from the firm's main offices and its domestic branches, attended the meeting.

"The ideal Y&R product group delivers the blended judgment of its members, seeing the advertising problem as a whole, rather than a series of conclusions contributed by people thinking mainly in terms of their own specialties," Mr. Larmon said in his opening address.

Expressing agency's long-held appreciation of the part research can play in sound planning, Mr. Larmon said, "there is far less work in whipping out the actual ads for a campaign than in the planning and digging that should go into evolving the right basic strategy. Yet, unless the strategy is right even the most brilliant advertising will lay a large and gleaming egg."

Mr. Larmon, in describing some of the changes that have taken place in marketing in the past few decades, said:

"In the twenties and thirties competition was keen but not the total warfare it is today. Manufacturers were more apt to depend on adroit salesmanship than on million dollar giveaways. There was a more recognizable difference between competing products than there is today. Today the laboratories have leveled most of that out. Whether you are talking products, advertising ideas, layout treatments, package design, merchandising stunts, television shows or what have you, we are in the greatest era of monkey-see, monkey-do the world has ever known."

Mr. Larmon observed that the research account executive is an important factor in helping establish the strategic plans on his account and that one of his greatest contributions can be toward a better understanding of the product-consumer relationship.

He noted: "We expect the research department to keep itself in advance of the field in this important area of product-consumer relationship. We want this department to be completely integrated with the agency, to be advertising minded, to be discontented with present accomplishments and eager to challenge the future."

Chesterfield to Take Sinatra on ABC-TV

LIGGETT & MYERS (Chesterfield cigarettes) is expected to sponsor the as yet untitled Frank Sinatra show on ABC-TV next fall.

Details have not yet been worked out, it was understood, pending completion of final arrangements of the Sinatra-ABC pact which was consummated only two weeks ago [B•T, Dec. 3]. That contract—between Kent Productions and ABC—reportedly would possibly net Mr. Sinatra $1 million each year for three years and provides for ABC acquisition of a stock interest in Kent (owned by Mr. Sinatra) over that period.

While figures are pliable, depending on such matters as station lineups, starting dates, etc., it was reported that the talent cost for a half-hour of Mr. Sinatra's series, some of the weekly programs to be live and others on film, will run between $65,000 and $75,000. This, it was said, would make the 30 minutes the most expensive on television.

Chesterfield would pick up the entire series—weekly half-hour programs plus two one-hour special shows, and, it was reported, would have the option to permit sale of one half of the "package" to another advertiser, should it so desire.

The ABC-Sinatra pact, negotiated by Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc. and acting president of the ABC division, generally is regarded as the first major move by ABC to climb into the upper tv billings strata next fall.

McCann-Erickson, New York, is the agency for Chesterfield.

WHO BILLS WHAT ON TV NETWORKS?

WHAT do agencies spend on tv networks?

For the first time in network history the net billings of each advertising agency on CBS-TV and NBC-TV have been compiled by B•T. The figures have been developed from files of the House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N. Y.), which directed the networks to supply complete lists of their clients for each network program, plus the average weekly billing and average network discount [B•T, Nov. 19, 12].

B•T has converted the network information to show exactly what sponsors spent for each program on CBS-TV and NBC-TV through individual advertising agencies. The results of the compilations will appear in two instalments, beginning with this issue (see pages 102-108). They show how 93 agencies spent $142 million on CBS-TV in the year 1955 and the first six months of 1956. Similar compilations for NBC-TV will appear in the Dec. 17 B•T.

Agency-by-agency breakdown of CBS-TV billings appears on pages 102-108. NBC-TV's agencies will appear Dec. 17.

No. 1 agency on CBS-TV in the 18-month period from January 1955 through June 1956 was Young & Rubicam, which placed total business of $24,646,724 on the network. Other agencies placing more than $10 million on CBS-TV in the 18-month period were: William Esty & Co., $16,133,916; BBDO, $15,081,126; Leo Burnett Co., $13,950,426; McCann-Erickson, $13,489,511; Dancer-Fitzgerald-Sample, $10,836,951; Biow Co. and Biow-Bern-Toigo combined, $10,427,851.

The CBS-TV billings by agencies list all sponsors and programs carried during the January 1955-June 1956 18-month period, broken down separately for 1955 and the 1956 half-year. In cases where substantial portions of a network contract have been divided among two or more agencies, the details are explained in footnotes indicated by an asterisk (*). The separate amounts handled by each agency are unavailable.

The totals and separate sponsor expenditures on CBS-TV are net billings (average weekly gross minus average weekly discount). Not included in the CBS-TV tables are advertisers' purchases under the Extended Market Plan service.

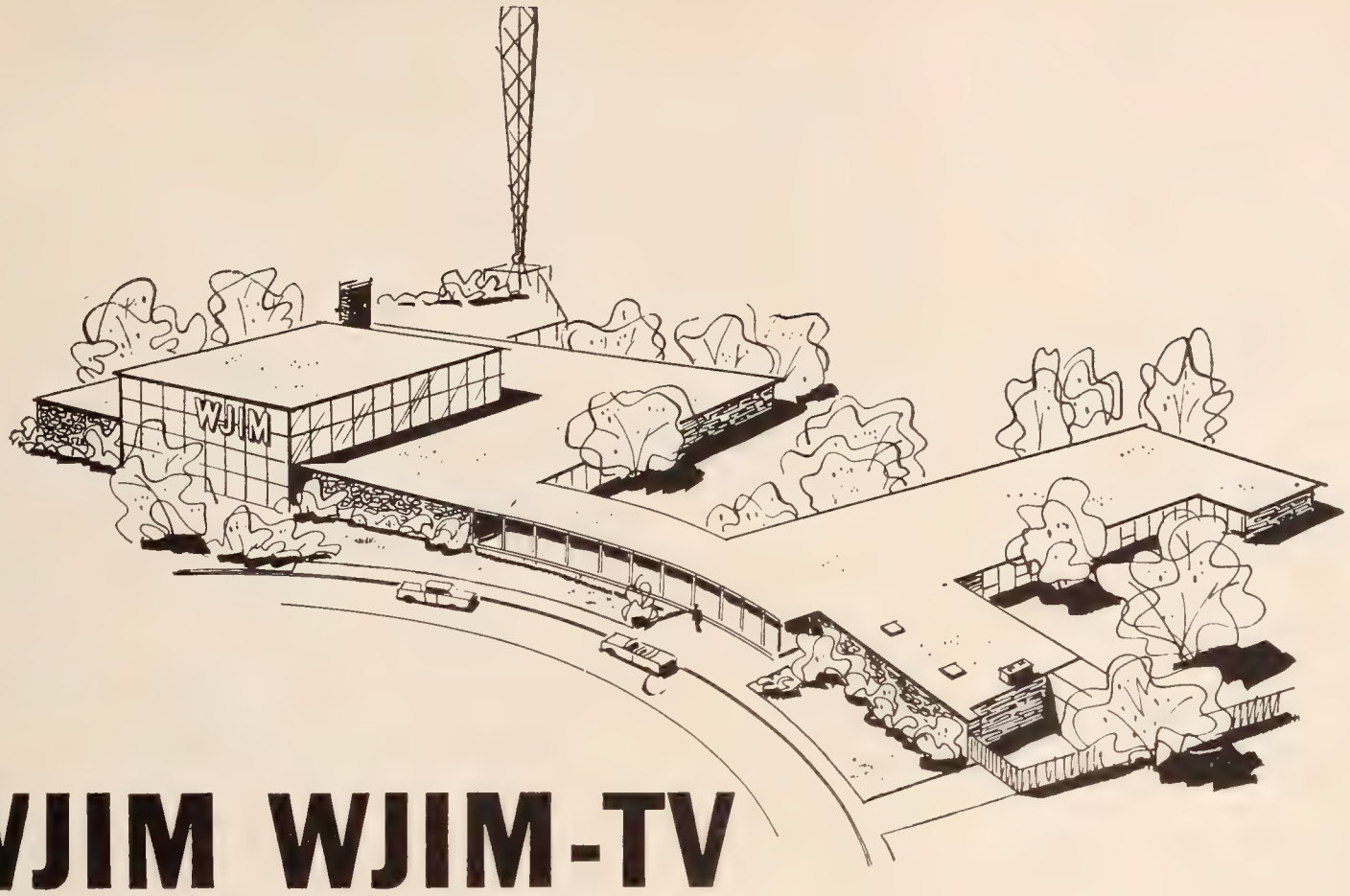
Lever Bros. Buy on CBS Radio Totals $3 Million Gross Billings

LEVER BROS. CO., New York, has purchased 20 segments weekly on CBS Radio, a 52-week contract, effective Jan. 2, which represents an annual gross billing of $3 million including time and talent.

The Lever buy, reported last week by John Karol, CBS Radio vice president in charge of network sales, was seen as "one of the largest purchases of radio time and talent in recent years." Involved are 7½-minute segments in four Mon.-Fri. programs: *Ma Perkins, Young Dr. Malone, Romance of Helen Trent* and *House Party*.

Mr. Karol pointed out this was the fifth sale by the radio network within six months that totaled in excess of $1 million gross (time and talent). Others: Colgate-Palmolive, $3 million; Standard-Brands, $1.5 million; Scott Paper Co., $1.3 million, and Slenderella International, $1 million.

Lever's purchase also represents a return of the national advertiser to CBS Radio's program sponsor list. Its most recent programs on CBS Radio were *Arthur Godfrey*



WJIM WJIM-TV

LANSING, MICHIGAN

...now represented by

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives since 1932

WJIM the radio station most listeners in Lansing prefer—with a strong line up of the most popular local radio personalities and programs to serve the community interest.

WJIM-TV Lansing's only VHF station with CBS, NBC and ABC programming.



Lansing, Michigan—with a balanced economy. Home of important industry, Capital of the State and the Campus of Michigan State University.

NEW YORK	CHICAGO	DETROIT	ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
250 Park Avenue	230 N. Michigan Ave.	Penobscot Bldg.	Glenn Bldg.	406 W. Seventh St.	1750 North Vine St.	Russ Building
YUkon 6-7900	FRanklin 2-6373	WOodward 1-4255	MUrray 8-5667	EDison 6-3349	HOllywood 9-1688	SUtter 1-3798

Time, House Party and *Aunt Jenny,* all of them used by the advertiser a year ago. Lever started its association with CBS Radio in 1935 with *Lux Radio Theatre.*

Products to be advertised on the programs include Spry (through Kenyon & Eckhardt), Rinso (through J. Walter Thompson Co.) and Breeze (through BBDO).

Both Are Positive About a Negative

TWO radio-tv advertisers last week concluded that coffee and wine do not mix—especially when it comes to advertising copy. Charging that Eastern Wine Corp's. (Chateau-Martin wine) new spot campaign was "the slickest piece of doubletalk heard on or off Madison Ave. in the past 25 years," William Black, president of Federal Nut Co. (Chock Full O'Nuts coffee) alleged that C-M had "pirated" Chock Full's "negative approach in advertising."

The Chateau-Martin campaign urges: "Don't, please don't buy Chateau-Martin wine . . . unless you are that rare person . . . that one in 10 . . . who truly appreciates vintage wines."

The "negative approach", as formulated by Federal and its agency, Grey Adv., has been on the air for close to two years with the copy: "Don't spend the extra money for this coffee . . . unless you're just plain cra-azy about good coffee . . ."

Mr. Black said Chock Full has spent over $2 million on its "negative approach" campaign in several eastern states. He charged that the wine company's " 'new' advertising theme is a brazen carbon copy of another's idea . . . compounded by the claim that the idea is 'unusual.' "

Martin Lefcort, Chateau-Martin's president, counter-charged that Mr. Black had "borrowed" his firm's original "Gaston" jingle ("I'm just cra-azy about Chateau-Martin wine") of 20 years ago and converted it to a "Kaffeeklatsch."

The Chateau-Martin campaign was placed by Stephen Goerl Assoc., New York. Mr. Goerl told B•T that he had opposed the copy idea. He added that his agency would not handle Chateau-Martin vintage wines following the conclusion of a radio spot campaign on WQXR New York. At that time, the vintage wine part of the account will go to Ben Bliss & Co., New York, which currently handles the C-M popular wine list.

Eastern Wine Corp. President Lefcort, who indicated that his firm spends over 50% of its advertising budget in radio and television (total budget is "well into six figures"), countered: "I'm not mad at anybody."

Convair Plans Drive

CONVAIR Division of General Dynamics Corp., San Diego, Calif., has named Hixson & Jorgensen, Los Angeles, to service and create advertising in connection with its national employment recruiting drive. Heavy budget is used in three major media, including radio. Agency will establish a San Diego office. Appointment is effective Jan. 15. Glenn Adv., Ft. Worth, Tex., will continue to serve Convair divisions in that city.

SPOT TV HAS SPECIAL BENEFITS FOR TEXTILE FIRMS, SAYS BARBER

SPOT TV is a "natural" for textile industry advertising but network tv offers many problems, according to A. W. Barber, general advertising and sales promotion manager for Dan River Mills Inc.

In a speech before the third annual general managers' meeting of CBS-TV Spot Sales, held at New York City's Savoy-Plaza Hotel [B•T, Dec. 3], Mr. Barber admitted he had even been skeptical of the value of spot television until his companys' initial venture into that field this fall. The venture has developed into a "happy association,' he said.

Because of the textile industry's "narrow margin of profit, fast-paced seasonal turnover and intense competition" advertising must be "direct and effective," Mr. Barber declared. "There is neither time nor money available for experimentation or mistakes or the luxury of long-range or strictly institutional advertising."

He explained that textile advertising not only must be merchandisable but it must be merchandised: First to the manufacturer, who is the primary customer; then to the retailer, who is his customer, and finally to the consuming public.

"We are engaged in the fashion business—our product and our promotion is dependent upon trends—the styles and the colors of the apparel being worn by both sexes of all ages, and the changes in their taste which are reflected in what they buy to wear" he said.



A. W. BARBER (l), general advertising and sales promotion manager for Dan River Mills Inc., discusses points in his speech before the third annual general managers' meeting of CBS-TV Spot Sales with Merle Jones (c), CBS-TV executive vice president, and John A. Schneider, general manager of CBS-TV Spot Sales.

"Our product, the fabric, goes through rather a drastic change in the hands of the manufacturer because there it is styled into the garment which will eventually reach the consumer at the retail store. The shopper coming in to buy a dress for herself or for her little girl is first motivated by appearance, by the fashion that is in the item.

"The major contribution has been made by the manufacturer in the manner in which he has styled the garment. The performance inherent in an established brand of fabric can only close the sale when the appearance appeal of the items offered is equal. This, then, is our industry's promotion and selling problem with the ultimate consumer."

These were the "fundamental limitations" which Mr. Barber said rested in his mind "and still rest in the minds of most advertising men in the textile business," which deter them from using television.

"Why? Because we have instinctively thought of television as network television, failing on our part to realize that the limitations of our advertising which made network television unattractive at the same time made spot television a natural for textile advertising.

"Because of limited profits, we need an effective economical medium for direct sales support. Because of the seasonal nature of our selling, we need a flexible medium, where we can select our markets and control our concentration, either heavy or light, during any important period of the year. Here it is important to understand that cottons sell most heavily at retail during two periods each year: for spring-summer—from Easter until June—and for fall and back-to-school apparel—from July to September. Thus we must concentrate our activity in short six-to-eight week saturation campaigns, at the time of your slack season when we have the advantage of high availabilities.

"Again because of our need for merchandisable advertising, we need a media which effectively impresses and supports the retailer intent on selling our product in his local market.

"Finally, we need an effective means of balancing the primary fashion appeal of our print media advertising with a strong yet economical and effective fabric performance and brand identification campaign."

Mr. Barber declared, however, that the mainstay of textile advertising must still be the print media because "the primary selling appeal is appearance, and fashion appearance is dependent on color. Color is what we're selling, so to speak, and color can still be bought most economically in print. Yet, from the most effective teacher of all, experience, I repeat spot television is a natural advertising need for our industry."

"However, not all is wedded bliss. In order to merchandise and promote our advertising through all our market levels, we must be able to wrap up a program and begin to present it to our customers and the retailers through salesmen's presentation and trade advertising as much as nine months in advance of the campaign, because that is when we are selling the fabrics which will be in the garments at retail when the advertisement breaks. This advance promotion of advertising in direct support of our sales must be specific. To say that we will have magazine advertising and television advertising to be run at a certain time is not enough. We must sell specifically, double spread in *Life* on such a date, a campaign of ten spots a week on the *Mr. & Mrs. Show* in Philadelphia

Mr. Willard Moneymaker says:

"Our increasing success is due in great measure to the superb job done by WKNB-TV"



Cleaners

IT COMES CLEAN FROM Howards

453 WEST MAIN STREET • NEW BRITAIN CONNEC

Mr. Erwin Needles
WKNB-TV
1422 New Britain Avenue
West Hartford 10, Connecticut

October 10, 1956

Dear Mr. Needles:

I have been meaning for some time to write you, to express my appreciation to Channel 30 for the excellent job it has done in serving Howard Cleaners and for the invaluable role it has played in establishing the good name and success Howard Cleaners enjoys today.

You know that Howard Cleaners began using Channel 30 several years ago; in fact, we are one of your oldest advertisers.

Thanks to the great and constant flow of customers our Channel 30 advertising brought us, we have been able to improve our services to the point where we are an acknowledgely high-quality cleaning firm. Howard Cleaners offers truly quality service at all our branches. At the same time, the number of customers has continued to grow. We had 17 stores when we began our advertising on WKNB-TV; now we have 20.

I believe that our increasing success, our growth and our fine reputation are due in great measure to the superb job done by Channel 30 and the respect which your viewers have for the products and services advertised on your station.

I am proud and pleased with the progress Howard Cleaners has made and sincerely hope our mutually beneficial relationship continues.

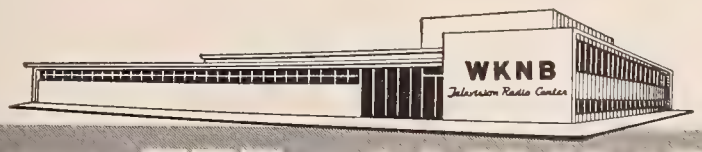
Sincerely,

HOWARD CLEANERS
Willard Moneymaker
Willard Moneymaker

letter on file

Our own programs, plus all the NBC shows make a *powerful* and *convincing* sales vehicle. If you want *productive advertising coverage* at low cost, WKNB-TV is one of America's great TV buys. WKNB-TV packs a powerful advertising wallop—375,000 sets—94% saturation in Hartford County.*

*ARB April, 1956



Represented Nationally by **The Bolling Company**

Basic NBC **WKNB-TV** channel 30

Studios and Offices West Hartford 10, Conn.

to begin on a specific date. Thus the 30-day confirmation policy, personality vacations and personality turnover are pitfalls for the textile advertisers in spot television. . . ."

"Finally, if you would woo the soft goods advertiser as a new and significant customer for spot tv and as a backstop to those lonely lean summer hours, you must understand his problems and make a real effort to tailor your product to meet his needs. If once having won him you would keep him from straying, do as he does, sell your customer's customer. Woo, impress and sell the major retailers in your market. Establish a close working relationship with the merchandise managers, buyers and fashion coordinators. Breed in them a confidence in your ability to help them sell their soft lines and apparel merchandise, they are in the best position to sell your media to the textile and apparel manufacturers and then let's hope I'll have company in eating my words concerning the inability of tv to serve soft goods advertising."

Weekend Daytime Video Gets Top Audience Gain

GREATEST increase in homes reached by the average tv advertiser, January through October of this year, over last year's same period has been in the daytime on weekends, when the increase was 23% more homes. In the daytime on weekdays, the upswing in homes reached was 21% and in the evening the gain was 17% more homes.

These figures—computed by A. C. Nielsen Co.—were released last week by the Television Bureau of Advertising. Also pointed up: the average evening network program is reaching more than 1 million more homes per telecast this year than last; average increase for weekday daytime programs is 457,000 homes; for weekend daytime program, the increase is 770,000 homes.

Full data is contained in following table:

The Trend on Network Tv Program Audiences 1955 versus 1956

January through October of each year
(Nielsen total audience basis)

	Rating (PSB)	Homes (000)	Per Cent Change
Average Evening Program			
1955 (133)	20.8%	5,827	
1956 (134)	21.3	6,834	+17
Average Weekday Daytime Program			
1955 (46)	7.9%	2,192	+21
1956 (49)	8.3	2,649	
Average Weekend Daytime Program			
1955(18)	13.8%	3,323	
1956 (18)	14.5	4,093	+23

Note: (Figures in parentheses are the number of programs.)

SEABOARD, GRANT SUED BY FRANCO

- **Breach of contract charged**
- **$356,718 damages asked**

A SUIT filed by Carlos Franco Assoc. seeking a total of $356,718 from Seaboard Drug Co. and its agency, Grant Adv., New York, was on file last week in New York State Supreme Court.

Franco Assoc., former agency for Seaboard, charges the drug manufacturer with breach of contract and accuses Grant of promoting the alleged breach. The suit seeks $156,718 from Seaboard and $200,000 from Grant. Seaboard makes Mericin (treatment of arthritic and rheumatic conditions).

The complaint claims that Franco Assoc. had a one-year contract (with 90-day cancellation clause) with Seaboard dated last July 3, and that Franco agreed to place a $1,475,000 advertising budget with Seaboard ($725,000 in network radio, $250,000 in spot tv, $500,000 in print media) between that date and next June 1. The $156,718 named in the suit represents 15% of the $1,044,791 which allegedly remained to be placed after Seaboard terminated the contract Sept. 12.

The complaint mentions two network purchases made before the contract with Franco Assoc. was terminated. One was the Walter Winchell newscast on 530 Mutual stations, with a weekly cost specified in the complaint as $9,747.28 ($5,882.50 to Mr. Winchell and $3,864.78 to MBS for time). The other was for participations in the weekday *Bob and Ray Show* on 477 MBS stations, pegged at $4,125 a week for time and talent. Mutual said Friday that the planned Seaboard sponsorship (under MBS' multi-message plan) was cancelled before the Sept. 17 starting date, but that Bob and Ray remained on the air despite Seaboard's withdrawal. The Monday-Friday series is currently "SRO," Mutual spokesman added. However, they could not say immediately who had killed the Seaboard order.

In the case of the Winchell program, the suit claims that Seaboard paid Franco Assoc. for the first show only, and that thereafter —until Seaboard dropped the newscaster last month (see story below)—the client paid Mutual either direct or through Grant Adv.

Meanwhile, Franco Assoc. has obtained a warrant of attachment in the amount of $45,000 against Seaboard.

Seaboard's formal answer to the suit has not yet been filed, but Seaboard President Harry H. Patterson has claimed in related proceedings that Franco Assoc. was "angry . . . because we were compelled to dismiss it . . . and retain . . . Grant because of plaintiff's inability to properly handle and process our extensive national advertising program." Mr. Patterson charged that Franco Assoc. acted "out of plain and simple peeve . . ."

Seaboard counsel also asked Supreme Court Judge Irving A. Saypol to require Franco Assoc. to put up a $200,000 bond to protect Seaboard's interests and stockholders, charging that the suit was a "complete fabrication" and "a hold-up." Franco Assoc. "categorically denied . . . the grave, unfounded and irrelevant accusations." Judge Saypol had not ruled on the bond request late last week.

In his Sept. 12 letter to Carlos Franco terminating the arrangement with that agency, effective with the receipt of the letter, the Seaboard president said that "the problem of credit with all media can be readily extended to us by an agency of greater size and strength, whereas it has been a constantly recurring problem since our relationship as client and agency began."

Mr. Winchell, although dropped by Seaboard, is currently heard on MBS through co-op sponsorship. Seaboard is still a Mutual advertiser, sponsoring a five-minute weekday newscast on 570 stations; buying five participations in the weekday 9 a.m. news on 28 Yankee network stations, and backing *Tello Test* on 40 Don Lee network stations.

THE SPLIT WITH WINCHELL

AN explanation was provided last week for the cancellation by Seaboard Drug Co. of its sponsorship of Walter Winchell's news commentary program over Mutual shortly after the Nov. 6 presidential elections. Harry Patterson, Seaboard president, revealed the firm had received "countless complaints" from its dealers, customers and spokesmen for both major political parties, referring to "distasteful remarks" Mr. Winchell had made over a four-week period concerning Democratic candidate Adlai Stevenson. On election night, Mr. Patterson continued, Mr. Winchell made "a comparison between Adlai Stevenson and Christine Jorgenson." Thereafter, Mr. Patterson said, Mr. Winchell has been using his syndicated newspaper column "with malicious intent to malign, damage and discredit" his former sponsor.

Closed Workshop Scheduled By ANA on Co-Op Advertising

THE Assn. of National Advertisers last week announced that it will hold a closed workshop on co-op advertising Jan. 24 at the Plaza Hotel in New York. Characterizing the topic of co-op advertising as "complicated and controversial," ANA workshop program chairman, Elmer Ward Jr. of the Palm Beach Co. (clothing), said that the meeting will not be open to the press "in order to implement informal discussion and exchange of ideas."

Members of the workshop program committee, in addition to Mr. Ward, include Charles Bell, Pepperell Mfg. Co.; Hugh Engelman, Motorola Inc.; John Field, Warner Bros. Co. (foundations); Carlton Gilbert, U. S. Rubber Co.; Frank Hale, Bristol-Myers Co.; John Saltz, American Greetings Corp., and Robert Williams, American Radiator & Standard Sanitary Corp.

A SINGLE OUTLOOK IS BETTER



Janus was the fellow who could look in two directions at once. His feat may have had certain ocular advantages, but he unquestionably suffered from divided attention.

Not so with Harrington, Righter and Parsons where policy is to concentrate in only one direction, giving exclusive attention to television station representation. These 12 stations insist on complete, intelligent service. Our singleness of purpose gets it for them.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro/Winston-Salem* ***WTPA*** *Harrisburg*
WDAF-TV *Kansas City* ***WHAS-TV*** *Louisville* ***WTMJ-TV*** *Milwaukee*
WMTW *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 12 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Dec. 19, 26).
Dec. 13 (8:30-9:30 p.m.) *Shower of Stars,* musical version of "Christmas Carol," Chrysler Corp. through McCann-Erickson.
Dec. 14 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Dec. 21).
Dec. 16 (5:30-6 p.m.) *McBoing-Boing Show,* sustaining (also Dec. 23, 30).
Dec. 18 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 25).

NBC-TV

Dec. 10-14 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 17-21, 24-28, 31).
Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, and John Hancock Mutual Life Insurance Co. through McCann-Erickson.
Dec. 11 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Dec. 18, 25).
Dec. 11 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Dec. 18, 25).
Dec. 12 (9:10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Dec. 19, 26).
Dec. 13 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Dec. 20, 27).
Dec. 14 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 21, 28).
Dec. 15 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco Co. through BBDO and Warner-Lambert Pharmaceutical Co. (Richard Hudnut) through Kenyon & Eckhardt on alternate weeks.
Dec. 16 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 23, 30).
Dec. 16 (7:30-9 p.m.) *Hallmark Hall of Fame,* "The Little Foxes," Hallmark Cards Inc. through Foote, Cone & Belding.
Dec. 16 (9-10 p.m.) *Chevy Show* with Dinah Shore, Chevrolet through Campbell-Ewald.
Dec. 17 (7:30-7:45 p.m.) *Nat King Cole Show* sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

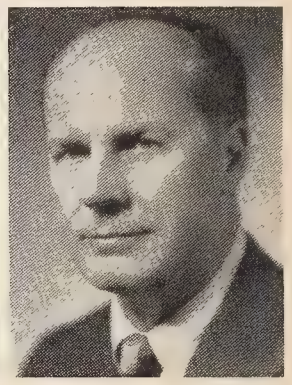
Four MJ&A Officers Promoted; Management Staffs Reactivated

ADVANCEMENT of four of the key executives of MacManus, John & Adams, Bloomfield Hills, Mich., and a realignment of executive responsibility at the agency were announced last week by Ernest A. Jones, president of the agency.

Charles F. Adams, account executive on Cadillac, becomes executive assistant to the president and account supervisor on Cadillac. Hovey Hagerman, executive officer on the Pontiac account, was advanced to senior



MR. ADAMS



MR. HAGERMAN



MR. HATCH



MR. HILLENBRAND

vice president. Fred J. Hatch, general manager, was elected a director, and Leo Hillenbrand, comptroller and financial officer, was promoted to secretary-treasurer.

Mr. Jones also announced the reactivation of two executive groups to supervise internal operations for the agency. The administrative supervisory staff, under Mr. Adams, will be concerned with day-to-day operations of the agency, according to Mr. Jones. He said the second executive group—the advisory staff—will be headed by W. A. P. John, co-founder of the agency and chairman-emeritus, and will devote itself to the charting of business trends and opportunities.

Bristol-Myers Puts $2.1 Million Into NBC Radio Hourly News

IN a transaction said to represent more than $2.1 million in net billings, the Bristol-Myers Co., New York, has bought half of NBC Radio's new five-minute news programs to be broadcast hourly on the full network (7 a.m. to 11 p.m. EST, daily), starting Jan. 14. The agency is Young & Rubicam, New York.

In announcing details of the purchase last week, William K. McDaniel, vice president in charge of sales for NBC Radio, pointed out that Bristol-Myers is the first advertiser to sign for the network's new radio news service. The 52-week Bristol-Myers order calls for half sponsorship of the news shows 17 times a day, Mondays through Fridays, on behalf of Bufferin, Ipana, Vitalis, and other products.

SSC&B Enlarges Media Dept., Promotes Three, Adds Three

ENLARGEMENT and reorganization of the media department at Sullivan, Stauffer, Colwell & Bayles, New York, were announced last week by Frank Minehan, executive media director.

In the realignment, the executive post of associate media director has been established and the title given to three men: Walter Bowe, timebuyer, and John Kelleher and Bert Wagner, space buyers (see condensation of Mr. Bowe's speech to Radio-Television Executives timebuying seminar). As part of the expansion in the department, new staff members include Vera Brennan, former head of the timebuying department of Scheideler, Beck & Werner, New York; Marjorie La Neve, former head spacebuyer at CB&W. and Tom O'Dea, former timebuyer for William Esty, New York.

Moore Joins Erwin, Wasey

ELLIOTT M. MOORE has been appointed radio and television director of the Chicago office of Erwin, Wasey & Co., it was announced last week by Frederick J. Wachter, vice president and general manager. Mr. Moore previously was radio-tv director and account executive for O'Grady, Anderson & Gray, Chicago.

New Calif. Agency Formed

ADVERTISING Agencies Inc. has been established at 12412 Ventura Blvd., Studio City, Calif., with Kent Goodman as senior account executive. D. E. Bradford is production chief of the new agency and Iris Baude is office manager-timebuyer.

Bowling Firm Takes NBC-TV Show

BRUNSWICK-Balke-Collender Co. (bowling equipment), Chicago, sponsored a special, one-time-only telecast of *All Star Bowling Finals* yesterady (Sunday) over six NBC-TV-owned stations (11:30 p.m.-1 a.m. EST). Through McCann-Erickson, Chicago, Brunswick-Balke-Collender sponsored the championship bowling event on WRCA-TV New York, WRCV-TV Philadelphia, WRC-TV Washington, WBUF (TV) Buffalo, WNBQ (TV) Chicago and KRCA-TV Los Angeles, and in addition signed for a series of one-minute participations on KOMO-TV Seattle between Nov. 24 and Dec. 22.

STUDIO CITY TELEVISION PRODUCTIONS, INC.

cordially invites you to join
its rapidly expanding group
of television film commercial clients
among whom are . . .

AMERICAN HOME PRODUCTS CORP. – DENNISON'S FOODS
BOB HOPE ENTERPRISES
COLGATE-PALMOLIVE CO.
ELGIN NATIONAL WATCH CO.
FULLER PAINT CO.
FALSTAFF BREWING CORP.
GENERAL CIGAR CO. INC.
GENERAL ELECTRIC CO.
GENERAL FOODS CORP.
GENERAL MOTORS CORP.
THE GOODYEAR TIRE & RUBBER CO., INC.
GULF OIL CORP.
HUNT FOODS, INC.
INTERNATIONAL HARVESTER CO.
INTERNATIONAL SILVER CO.
KAISER ALUMINUM & CHEMICAL CORP.
KELLOGG CO.
MAX FACTOR & CO.
THE NESTLE COMPANY
THE PROCTOR & GAMBLE CO.
THE QUAKER OATS CO.
REMINGTON-RAND, INC.
R. J. REYNOLDS TOBACCO CO.
REVLON PRODUCTS CORP.
SICK'S SEATTLE BREWING & MALT CO.
UNION OIL CO. OF CALIFORNIA
UNITED VINTNERS, INC.
WHITE KING SOAP CO.

All Production Filmed at
World Famous
REPUBLIC STUDIOS
No. Hollywood, California

★

All Film Processed by
CONSOLIDATED FILM INDUSTRIES
America's Largest and Finest
Laboratories, Located in
Hollywood, New York
and Fort Lee, N. J.

Respectfully yours,

STUDIO CITY TELEVISION PRODUCTIONS, INC.

Morton W. Scott

PRESIDENT

4020 CARPENTER STREET
NORTH HOLLYWOOD, CALIFORNIA
POPLAR 3-8807

REMEDIES IN NEW YORK TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Bufferin (Young & Rubicam)	4	1	9	136
2.	Anacin (Ted Bates)	12	2	12	109
3.	Alka-Seltzer (Wade)	6	2	12	87
4.	Bromo-Seltzer (Lennen & Newell)	1	1	3	34
5.	Rolaids (Ted Bates)	1	1	1½	31
6.	Pepto-Bismol (Benton & Bowles)	1	2	5½	27
7.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	3	2	3½	20
8.	Tums (Dancer-Fitzgerald-Sample & Ruthrauff & Ryan)	1	1	3	20
9.	Eno Antacid (Atherton & Currier)	(P)	1	3	19
10.	BC Headache Powder and Tablets (N. W. Ayer)	(P)	1	4	18
11.	Phillips Milk of Magnesia and Tablets (Dancer-Fitzgerald-Sample)	3	2	3	17
12.	Bisodol (SSC&B)	1	1	1	8

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Bufferin (Young & Rubicam)	4	2	10	144
2.	Alka-Seltzer (Geoffrey Wade)	6	3	25	140
3.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	3	4	14½	128
4.	Anacin (Ted Bates)	12	2	12	74
5.	Tums (Dancer-Fitzgerald-Sample & Ruthrauff & Ryan)	1	2	19	57
6.	St. Joseph Aspirin (Lake-Spiro-Shurman)	—	1	34½	53
7.	Bromo-Seltzer (Lennen & Newell)	1	3	7	48
8.	Phillips Milk of Magnesia and Tablets (Dancer-Fitzgerald-Sample)	3	4	7½	28
9.	Rolaids (Ted Bates)	1	2	8½	20
10.	Pepto-Bismol (Benton & Bowles)	1	2	5½	19
11.	Eno Antacid (Atherton & Currier)	(P)	2	4½	18
12.	BC Headache Powder and Tablets (N. W. Ayer)	(P)	1	4	14
13.	Bisodol (SSC&B)	1	1	1	5

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 19, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

RADIO-TV EMPHASIS INCREASES AT RY&M

- **Now 25% of total billing**
- **Carbona latest to be added**

DISCLOSURE last week that Carbona Products Co. (Carbona cleaning fluid, soapless lather and wall-wipe) has appointed Reach, Yates & Mattoon, New York, to handle its advertising, points up an increasing expansion into radio-tv at the agency. Carbona is a radio and tv spot user.

Principally a print media agency in the past, it now is doing about $2 million in radio-tv out of about a yearly $8 million billing, compared to an approximate $750,000 in radio-tv a year ago (out of a total of about $7.5 million). By the end of next year, the agency, which this month marks its 25th anniversary, expects to be billing approximately $10 million, with radio-tv taking an increased share.

A $250,000 radio-tv spot campagin will be launched by Carbona in the New York area about Jan. 1 with test campaigns progressing into Miami, Tucson, Phoenix and the New Haven markets.

RY&M three weeks ago picked up additional International Latex Corp. accounts (girdles, bras and pillows) to add to those it already had been handling (Latex's infantwear division, gloves and Isodine antiseptic). Thus RY&M becomes the sole domestic agency for Latex, an account worth more than $2.5 million. Foote, Cone & Belding now services the Latex products which will switch to Reach, Yates & Mattoon on Jan. 1. C. J. Herrick, New York, formerly serviced Carbona.

The agency also is handling a foreign-make automobile, Isetta, made by Bavarian Motor Works in Munich and distributed in the U. S. by Fadex Commercial Corp., New York. A tv campaign has been running in Hartford, Conn., and will move into Los Angeles. The agency is servicing a $250,000 media budget for the United States World Trade Fair exhibition to be held April 14-27, 1957.

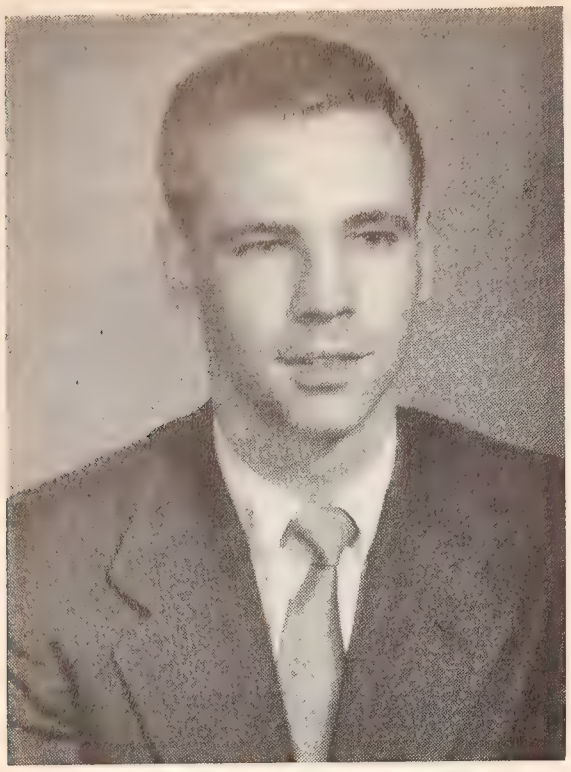
Reflecting the expansion into radio-tv, which began in earnest last summer, the agency since then has added Norman Gladney, formerly with Bulova Watch Co., as vice president and director of sales promotion, radio and tv; Nelson Metcalf, formerly with McCann-Erickson, New York, as vice president and creative head, and L. L. Schultz, formerly with Biow Co., New York, as vice president in charge of art. Charles Dallas Reach is founder and board chairman.

Average Male Income Rises 5%

AVERAGE male income (median) in 1955 was $3,400, an all-time United States record and $160 or 5% above 1954, according to the Census Bureau. About four-fifths of men were employed at fulltime jobs, their income averaging $3,900. Average income of male parttime workers was $700.

Median income of women was $1,100, with half of them employed on a fulltime basis. Income of fulltime women workers was $2,100, parttime workers averaged $500.

PROCEDURES OF TIMEBUYING— A MANY-FACETED BUSINESS



SSC&B'S WALTER BOWE

PROCEDURES of timebuying were explained in a detailed and informative manner Tuesday by Walter Bowe of Sullivan, Stauffer, Colwell & Bayles, New York, before the timebuying and selling seminar held in New York by the Radio & Television Executives Society. Mr. Bowe, a broadcast buyer, last week was named an associate media director at SSC&B (see story, page 50). This, condensed, is what he said:

WHEN I think of procedures I automatically envision:

Drawing up plans, revising plans, preparing rep lists, calling reps, seeing reps, working nights, calling stations, preparing mailing lists, setting up estimates, setting up schedules, accepting makegoods, making schedule revisions, and memo after memo after memo. And it always seems the tighter your schedule the more of these items come up for attention—immediate attention.

My conception of the overall procedures of buying breaks down into three separate sections: planning, purchasing and the written material required to button up purchasing and in turn relate results back to original client goals.

These should cover just about everything, because all of the steps of buying will fit into one of the categories.

Planning:

Planning is easily the most important of the three. The automatic assumption that the actual purchasing comes first is all wrong. We can all buy and we can all handle written details. Planning is the thing, and upon how imaginative or creative we care to make ourselves in the planning stages hinges the success of the campaign.

The buyer who allows a spot plan to be submitted today that calls for the use of early morning radio minutes exclusively is committing suicide. Sure, for a majority of clients this kind of radio representation is ideal, but why promise something that probably can't be delivered. It would seem best to put alternative times (noon hour, early evening) for use where early morning is unavailable.

Anybody with a mass-consumed product would love to have an evening half-hour on network tv. Any buyer who lets this get into a client recommendation without explaining the handicaps to be overcome in this medium today (clearances, for example) is making a mistake.

These are extreme examples, but they sometimes happen and you wind up either not being able to spend the allocation wisely, or not being able to spend the allocation at all. If there was ever a time when a buyer could be justifiably conservative, it's when a misdirected proposal is in the works. Oppose it, because the only one who'll have to take the rap for not producing on it is you. Keep an open mind when planning and don't let the details obscure the opportunity.

If there is one secret so far as being an important contributor to a well thought-out plan, it's getting your facts on paper. Memos and recommendations, possibly because of their volume, have a way of being forgotten in short order. This makes it important, therefore, to time your recommendations and keep them down to a minimum. By timing, I mean put them through when it's strategically best, and that's as soon after the problem comes up as possible. Keeping objections to a minimum is important because it tends to make each one more impressive when registered.

The problem with putting things down on paper seems to be the one that plagues us all along the line . . . *finding time*. It's something that has to be created usually, but it can save a lot of time later on.

That's it for planning. Discuss, but don't argue. And put your reasons in writing.

Purchasing:

When the buying's being done, you face the greatest amount of pressure so far as the allotment of your time is concerned. With the phone ringing, salesmen in the reception room, your secretary handing you partial confirmations and the account people asking for a progress report, you've got to be able to separate the important from the unimportant and do first things first.

If there's one rule of thumb for determining what takes precedence when there are two things to be done or two people to see, I'd say just ask yourself, "how will this effect completion of the job at hand?" An honest answer will make the decision obvious.

Probably one of the sorest points with both buyer and seller is the matter of the unconfirmed availability. It's painful because the buyer wants to spend the money, and the seller, for understandable reasons, would like to take it. (I'm talking about the red-hot spot that isn't there shortly after the order is placed, or the network property that missed acceptance because somebody else was there 15 minutes earlier.) This matter of sitting on avails has hurt us all at one time or another, and the thing that hurts most is that the lost offering usually is acted upon as soon as possible.

Premium spots should not be lost because of adherence to procedure. These are relatively easy to recognize. The question is how to minimize the period between the time spots are submitted and the time they are acted upon. The best system is to designate dates for delivery of availabilities when the request for availabilities is made. In this way, it's possible to gauge the approximate number of markets you can complete per day and have offerings for just that number of markets on hand. This system, barring unpredictable delays, can assure fresh availabilities on a day-to-day basis. Nothing about [it] creates any steps or work not in use right now in the standard manner of handling spot availabilities.

Where you may encounter a slight difficulty is in your allotment of time to sales people. Whereas a group of stations are normally disposed of in a single sitting, this method may require several calls. However, there are substantial reasons why this becomes an advantage. First, the avails will, by rights, be as fresh as possible. Second, the reps story will enjoy a sort of exclusivity in that it will not be thrown in with those of six, eight or 10 other stations. Third, it's possible to make your buys on the spot, and the salesman can walk out with the order. If this isn't an agreeable arrangement, I've got a lot to learn about salesmen.

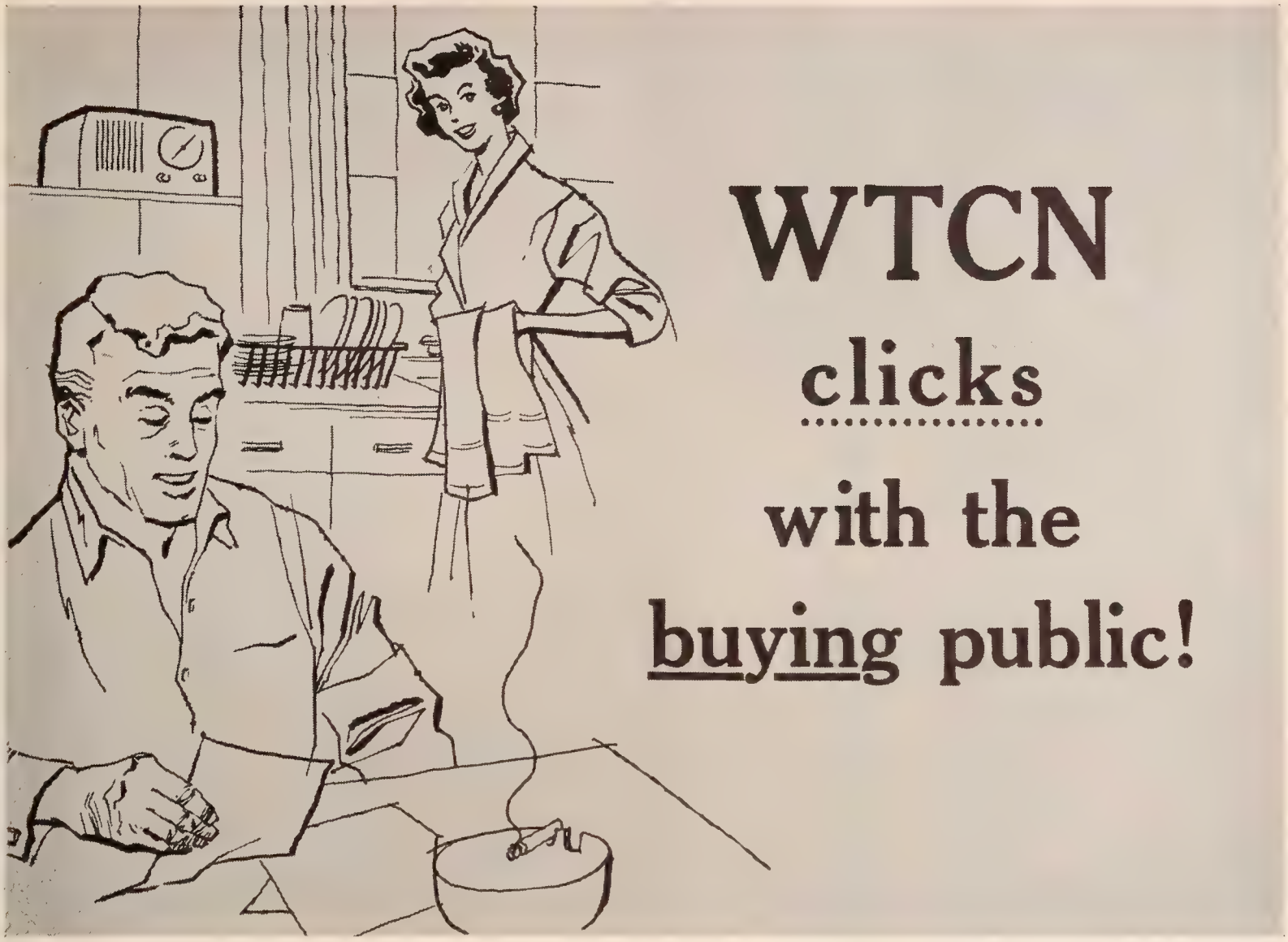
I might add that there is a strong psychological advantage to this sort of system. The pressure of buying is reduced appreciably when you have before you only six, eight or 10 market folders to be cleaned up, instead of the not uncommon 60, 80 or 100. It's an orderly method of business, so how can it be wrong? Getting your spot availabilities on a staggered basis permits you to buy a campaign just as fast as getting them all in at once. It's an obvious fact that you will be working with spot times that have a greater likelihood of clearing. This can work in the big shop as well as the small. The only requisites are that there be a sizeable list of markets and a definite timetable is adhered to.

All of this, of course, applies to spot activity. There's no strict parallel so far as network is concerned. Our contribution in this area covers three elements:

Time period analysis—this would be information, largely statistical, dealing with adjacent and competitive shows.

Lineup expectancy—this is vital in tv more so than in radio. It's chief benefit is forecasting where you won't rather than will clear.

Background information—This is by far



In the Twin Cities market, WTCN Radio aims straight for the massive BUYING audience! WTCN features the kind of radio that more listeners prefer and this wide variety of programming is designed to appeal to all ages! WTCN reaches more people each week with: outstanding ABC Network shows, top local news and sports coverage, interesting civic discussions, current hit tunes and standard pops featuring favorite local personalities with music to suit *every* taste!

In Minneapolis-St. Paul your *best buy* is the station that delivers the *buying* audience! Call your nearest Katz office or WTCN Radio for the full story today.

WTCN Radio

1280 kilocycles 5,000 watts ABC Network

MINNEAPOLIS-ST. PAUL

Represented Nationally by the Katz Agency, Inc.

Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

the trickiest element of all. It's the one that relies most on your knowledge and experience. Suppose client "X" is in the market for a daytime quarter-hour and an offering is received involving a new show handled by an established personality. You may know that this person was unsuccessful in a similar venture two or three years ago. Or you may know that the proposed format has never clicked at the time of day planned for it. Or you may know that the competition is of a kind that murders the type of show under consideration.

By all means get this information on paper. So long as you know something that has happened, something that you can usually produce figures for, make it known.

We talked earlier about losing out on a network property because the order letter was 15 minutes behind that of another party and all too often it's a competitor. If there's a formula to correct this kind of thing, it can only be that you move 30 minutes ahead of the next guy, which simply means you drop everything and move. If you have a client in the market for a network property and you get an offer, I can't conceive of anything more important or more deserving of immediate and exclusive attention. You've got to get there fast if you want to get there first.

Forms:

The best way I can suggest is through the simple means of a standardized form, showing the basic elements of importance in any purchase—rating history (if available), competition, cost-per-thousand, audience composition, lineup, coverage and so forth. On forms of this type, I've always found it a good practice to leave ample space for a very important item—"comments." There's so much that can't be said completely with numbers that it becomes necessary to devote a portion of any such analysis to a verbal treatment of the availability. Numbers sometimes can be misleading as the devil and they need interpretation in almost every case.

This isn't any world shaking idea. It's used time and again in shops all over New York and the other agency centers around the country. This ought to be ample proof that it's a good idea. Personally, I'm in favor of forms for use in as many parts of the day-to-day buying work as can possibly be drawn up.

The obvious arguments against this idea of forms and formulas is that it tends to make the buyer more and more mechanized, more and more impersonal. This certainly could be the case if the information on the form isn't used as the starting point for a recommendation. Much of our work must have a statistical foundation before judgement can be made. This is simply a first step, a beginning.

The really big thing is that forms save time. None of us has enough of it and anything that permits cutting a few corners without limiting the effectiveness of our work has to be a good thing. Account men get to like forms because they become familiar "yes" or "no" documents. Salesmen like them (although they may never see them) because they speed up decisions. Clients like them because they represent simplifications of working processes.

Written Material:

We are now dealing with the schedules, estimates, lineups, revisions and summaries which must be passed along to client, account group, billing, estimating and traffic after a campaign is put to bed. A good deal of this material falls into the category of business records, data compiled to serve as a permanent history of what was purchased, for how long, and for how much.

This is an important phase of our work, and one that requires as much precision or exactness of information as possible. This is the point at which media is tied in with the overall consideration of moving product. If this idea has been kept in mind throughout purchasing, the summary can be a rewarding thing to produce.

Business Expansion:

It's a matter of record that our business and every other prosperous business has become more complex. The same thing has happened in and to media departments and in my estimation buyers cannot be the general information sources they once were. In these final stages of buying, particularly, it has become necessary for buyers to delegate more and more detail work to other personnel in order to devote time to the expanding problems and developments in broadcasting.

Personally, I believe it is a mistake for a buyer to become too involved in the details of the business. There is always the danger that too great involvement in details will obscure what you're really trying to do. Media has gotten too big—too full of new data and new conditions to have the "Jack of all trades" anymore.

So long as you know where the supporting material can be turned out, and you understand it when it is produced, you're safe. And you can concentrate on media as media.

RADIO IS HI-FI FOR SIGHT & SOUND

RADIO gets full credit for enabling the House of Sight & Sound, a retail store in suburban Los Angeles which features high fidelity sound equipment along with the usual line of records, phonographs, tape recorders and radio and tv sets, to claim it has become the largest store of its class in the region.

By using radio advertising exclusively in the past three years, Sight & Sound has been able to double its gross income each year, according to Jerry Johnson, store manager and one of four partners in the four-year business. Volume for 1956 is expected to top the million dollar mark for the first time, Mr. Johnson says.

Located in Van Nuys, Calif., Sight & Sound draws customers from all over the Southern California area in spite of its suburban location, Mr. Johnson explained, citing the impact of radio. The store last month further expanded its radio budget, every dollar of which has been spent on KMPC Los Angeles since the beginning, and now sponsors more than six hours weekly. Tilds & Cantz, Hollywood, handles the account.

"We invest over $1,000 a week in radio now," Mr. Johnson said, "and we sure get results."

Unlike many stores featuring high fidelity gear, Sight & Sound does not go for "long hair" music but rather finds more effective the middle-of-the-road popular music featured by Bill Stewart and other disc jockeys on KMPC, Mr. Johnson explained. "The long-hair addict is already sold on hi-fi," he said, "and by sticking to middle-of-the-road music we are sure of reaching a much bigger audience of people who also are potential customers when they learn about Sight & Sound and what we have to offer them."

For commercial copy, Sight & Sound "is almost institutional," Mr. Johnson said. "We don't try to insult the intelligence of our listeners. Instead of hard sell we use sound, firm leaders and talk only about items we have well in stock. We build repeat business by selling only quality merchandise to begin with and following up with good service."

Sight & Sound handles lines such as Magnavox, Ampex tape recorders, Lansing speakers and McIntosh amplifiers, along with other labels for the budget minded. Store layout and customer comfort and service, such as the hi-fi patch board which permits demonstration of components, are stressed.

Sight & Sound in its first year tried newspapers and direct mail at about $200 a week and did an annual gross of $100,000, Mr. Johnson recalled. In early 1954, this money was switched to radio, buying a one-hour segment of the *Bill Stewart Show* on KMPC Saturday afternoons. The store topped $200,000 that year.

Sight & Sound expanded segments of Mr. Stewart's time on other days of the week in 1955 and that year the gross hit $500,000, Mr. Johnson said, noting that the personality of the radio performer has a big part in listener loyalty and identification.

Time was expanded even more this year, he said, including five nights weekly after midnight of another KMPC personality, John McShane. Newest buy last month was another Monday-through-Saturday 6:30-6:45 p.m. strip by Mr. Stewart called *Hi-fi on the Highway*.

With business getting better and better each year, Mr. Johnson has only one alternative and he and his partners are taking it: Expansion of physical quarters.



SYLVANIA TELEVISION Awards Committee

FOR OUTSTANDING PUBLIC SERVICE . . .
A CITATION OF EXCEPTIONAL MERIT
TO WBRC-TV FOR–

"THE THIRD SIDE"

The public-spirited, award-winning program was WBRC-TV's specially presented documentary story of a major industrial city during a crippling strike.



In Birmingham, where community interest is a strongly-felt bond between *industry* and *people* . . . where the common cause is *growth* and *a happy economy* . . . WBRC-TV has always accepted a large responsibility in local affairs. Its "voice and eyes" are dedicated to the interests . . . *both weighty and light* . . . of everyone. Good reason why WBRC-TV is *first* in Birmingham!

We, of WBRC-TV, gratefully and humbly accept this award.

WBRC-TV

BIRMINGHAM, ALABAMA
A Storer Station

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—118 E. 57th St.—Robt. C. Wood, National Sales Director.
CHICAGO—230 N. Michigan Ave. SAN FRANCISCO—111 Sutter St.

A STORER STATION

LATEST RATINGS

ARB

TOP 10 TV SHOWS (NOV. 8-14)

Rank by Rating	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating	Viewers (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt; Y&R	CBS-TV	165	Sun., 8-9 p.m.	46.8	48,240
2.	You Bet Your Life	DeSoto Div., Chrysler Corp.	BBDO	NBC-TV	155	Thurs., 8-8:30 p.m.	41.5	33,830
3.	Perry Como Show	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding SSC&B Perrin-Paus Kenyon & Eckhardt SSC&B	NBC-TV	128	Sat., 8-9 p.m.	39.3	37,630
4.	The $64,000 Question	Revlon Inc.	BBDO	CBS-TV	175	Tues., 10-10:30 p.m.	38.6	
5.	Producers' Showcase	RCA, RCA Whirlpool Buick Motors Div., GM	Kenyon & Eckhardt Kudner Agency	NBC-TV	94	Every 4th Mon., 8-9:30 p.m.	38.0	40,000
6.	G. E. Theatre	General Electric Co.	BBDO	CBS-TV	148	Sun., 9-9:30 p.m.	36.0	31,820
7.	I Love Lucy	General Foods Procter & Gamble	Young & Rubicam Grey Adv.	CBS-TV	160	Mon., 9-9:30 p.m.	35.9	32,300
8.	I've Got a Secret	R. J. Reynolds Tobacco	William Esty	CBS-TV	180	Wed., 9:30-10 p.m.	35.6	
9.	Disneyland	American Motors American Dairy Derby Foods	Geyer, BSF&D Campbell-Mithun McCann-Erickson	ABC-TV	176	Wed., 7:30-8:30 p.m.	35.2	31,330
10.	Climax	Chrysler Corp.	McCann-Erickson	CBS-TV	153	Thurs., 8:30-9:30 p.m. (three out of four weeks)	34.8	
	People Are Funny	R. J. Reynolds Tobacco Toni Div., Gillette Co.	William Esty North Adv.	NBC-TV	140	Sun., 7:30-8 p.m.		31,670
	Lawrence Welk Show	Dodge Div., Chrysler Corp.	Grant Adv.	ABC-TV	193	Sat., 9-10 p.m.		31,330
	Phil Silvers Show	R. J. Reynolds Amana	William Esty Maury, Lee & Marshall	CBS-TV	165	Tues., 8-8:30 p.m.		29,470

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NEW BUSINESS

Ralston-Purina Co. (cereal division), through Gardner Adv., both St. Louis, signed with NBC Radio as sponsors of new series of Mon.-Fri. five-minute newscasts featuring Washington correspondent Richard Harkness. Order calls for 52-week sponsorship, effective Dec. 31, for weeknight 7:15-7:20 time period.

American Can Co., N. Y., through Compton Adv., same city, to sponsor alternate Monday *NBC TV News* program (Mon.-Fri., 7:45-8 p.m. EST), effective Jan. 28. Contract runs through Jan. 13, 1958, and marks company's first use of network tv.

RENEWALS

Westinghouse Electric Corp. has renewed CBS-TV's *Studio One* (Mon. 10-11 p.m. EST) for 52 weeks. The program, which began on CBS-TV November 1948, has been sponsored continuously by Westinghouse since May 11, 1949. Agency: McCann-Erickson, N. Y.

Allstate Insurance Co., through Christiansen Adv., both Chicago, has renewed *Mel Allen's Sports Report* on ABC Radio (Mon.-Fri., 6:35-6:45 p.m. EST) for 52 weeks, effective Dec. 18.

AGENCY APPOINTMENTS

Nestle Co., White Plains, N. Y., names Bryan Houston Inc., N. Y., to handle advertising for Nescafe Espresso instant coffee.

Remington Records Inc., N. Y., appoints Blaine-Thompson Co., same city.

National Sugar Refining Co., Pa. Sugar Div., appoints Arndt, Chapin, Lamb & Keen Inc., Phila., effective Jan. 1.

General Electric Appliances Co., Phila., appoints Petrik & Stephenson Inc., same city.

National Airlines appoints Hoite Agey Adv., Miami, effective Dec. 1.

Richardson Corp., Rochester, N. Y., names Blaine-Thompson Co., same city.

Olympic Radio & Television, affiliate of Unitronics Corp., L. I., N. Y., appoints DuFine & Co., N. Y., effective Jan. 1.

Monarch Brewing Co., Chicago, appoints Beaumont & Hohman Inc., same city, for its new Augsburger beer.

Skyway Luggage Co., Seattle, with sales offices in 48 states and 33 foreign countries, has named Cole & Weber Adv., Seattle.

Inland Electronics Corp. (electronics equipment), Aurora, Ill., appoints Burton Browne Adv., Chicago.

D'Franssia Labs., Santa Monica, Calif. (pharmaceuticals), has named Armando del Moral, North Hollywood.

Bar-B-Kwik Co., Long Beach, Calif., (disposable barbecue unit) to Edward S. Kellogg Co., L. A.

Pharmaco Inc., Kenilworth, N. J., adds new product, Regutol (laxative), to list of accounts being serviced by Doherty, Clifford, Steers & Shenfield, N. Y.

Torino Foods (imported food specialities), N. Y., appoints Bermingham, Castleman & Pierce, same city.

Boice Gages Inc., Hyde Park, names Sabin Adv. Agency, Hurley, both N. Y.

Fohrman Motors, Chicago automobile dealer, and Alva Labs (Slumbron, Arthrex, Iso-Optic) appoint Olian & Bronner Inc., same city, latter for its new Tranquil tablets.

A&A PEOPLE

Larry Pendleton, Walter McCreery Inc., Beverly Hills, named executive vice president.

Kenneth L. Skillin, general advertising manager, Armour & Co., Chicago, appointed chief of advertising and sales promotion.



MR. LUDLUM

Stuart D. Ludlum, manager of West Coast office of C. J. LaRoche & Co., **David E. Robinson,** research director, and **Ruth West,** copy supervisor for agency, elected to posts of vice presidents at agency.



MR. ROBINSON



MISS WEST

J. Julien Dedman, advertising manager, Charles Scribner Sons, to C. J. LaRoche & Co., N. Y., in charge of sales promotion, merchandising department.

Dorothy O'Reilly, public relations, Compton Adv., Chicago, transferred to agency's new subsidiary, Compton Service Assoc. as Chicago office head.

Wallace MacDonald, assistant to manager of Atlanta office, BBDO, named head of office.

Richard G. Dexter, media department of Young & Rubicam Inc., Chicago, to Foote, Cone & Belding, same city, as media supervisor.

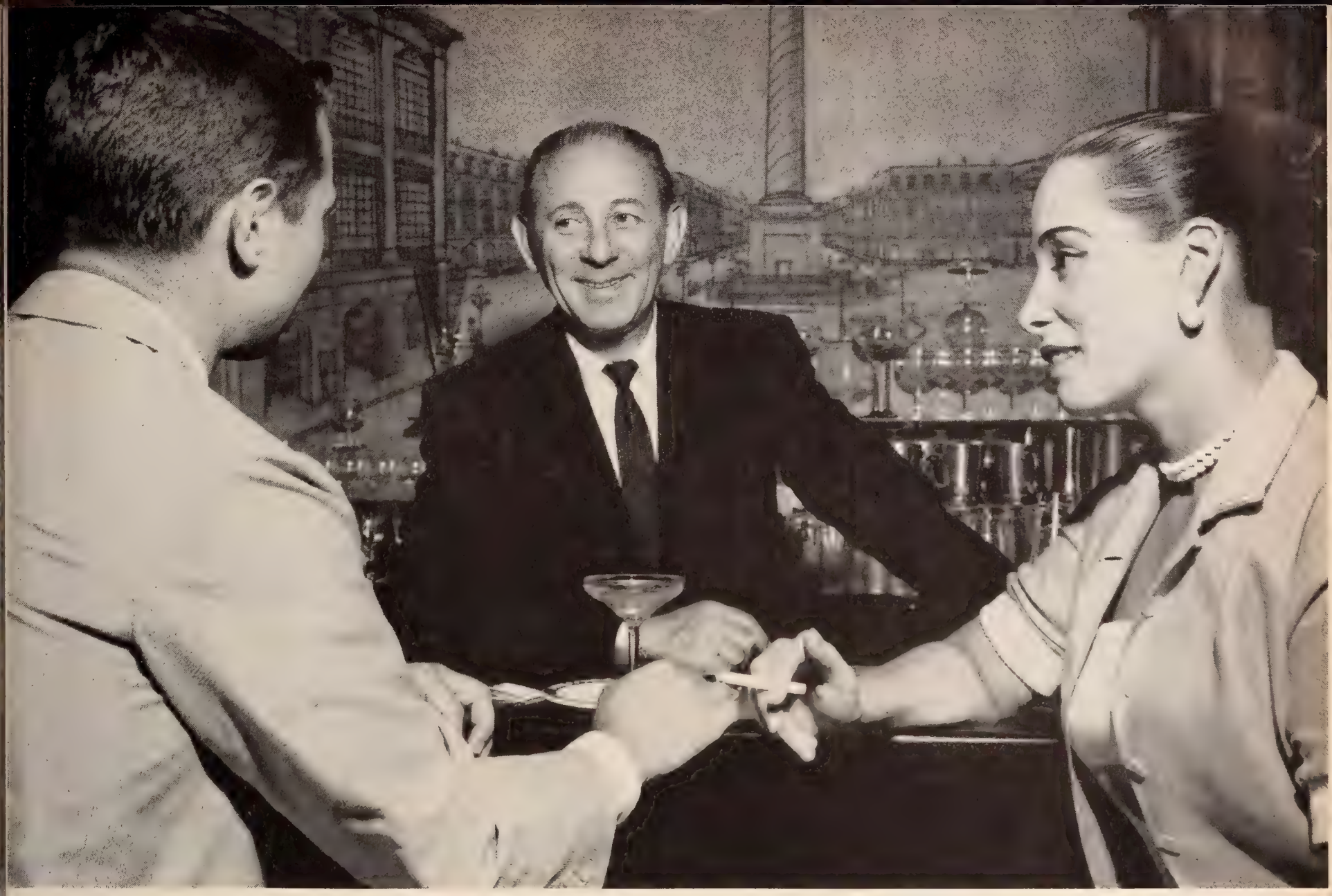
Vincent J. Connolly, formerly with Music Corp. of America and Author's League of America, named business manager for legal affairs in radio-tv department, Dancer-Fitzgerald-Sample, N. Y.

Ralph Watts, product manager, Post Cereals Div., General Foods Corp., Battle Creek, Mich., appointed merchandising manager, Van Camp Div., Stockely-Van Camp Inc., Indianapolis.

Sheldon Pogue, formerly with media departments of Cunningham & Walsh and Kelly-Nason, both N. Y., to Dancer-Fitzgerald-Sample, same city, as associate media director.

John W. Setear, assistant media director-account executive at McCann-Erickson Inc., Cleveland, to Leo Burnett Co., Chicago, as media supervisor.

Helen J. Lott, vice president of Leech Adv. Co., Cleveland, to Griswold-Eshleman Co., same city, as radio timebuyer.



"sonny—sometimes what you don't know <u>can</u> hurt you!"

"Made you a timebuyer, did they? Man of decision? Packing your head with market data, availabilities, cost-per-thousand, smart scheduling angles, huh?

"Don't look so surprised," smiles Billy Reed, super-host at New York's Little Club, "I know about these things. Why not, with all the big time-buying pros we get in here? Your own radio-TV head, for instance. Wised *me* up yesterday on something I never knew . .

"What? Well, it's no secret to the experts, I suppose. Couple of sure stations up in Maine—WABI Radio and WABI-TV. Powerhouse combination . . No. 1 in the hottest part of a state that's headed places! Nearly half a million customers now, spending over half a billion this year, he says. You go making up any schedules without WABI and WABI-TV, son, and it's back to the mailroom for you!"

Might not be *that* bad, of course. But the oracle of The Little Club sure has his facts right on radio and TV in Maine! What kind of shape are *yours* in?

wabi AM TV

Represented by: George P. Hollingbery—Nationally
Kettell-Carter—New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

Don Smith, advertising-sales promotion manager, Wilson & Co. (meat packers), Chicago, appointed director of merchandising-public relations at Wesley Aves & Assoc., same city.

Richard H. Hehman appointed director of marketing with responsibility for advertising, merchandising and brand management in newly-created post at Pabst Brewing Co., Chicago. He succeeds **Nathan L. Perlstein,** advertising director who resigned to open own marketing consultant firm [B•T, Dec. 1].

Allen Schwarz, account staff of Norman, Craig & Kummel, N. Y., to Block Drug Co., Jersey City, N. J., as product advertising manager.

Ben M. Zeiger, former marketing director, *The American Weekly,* to Pharmaceuticals Inc. (Geritol, Zarumin, Sominx), N. Y., as executive assistant to executive vice president.

Sydney A. Skillman, N. Y., zone sales manager, Studebaker-Packard Corp., appointed assistant general sales manager for marketing activities of Studebaker and Packard at corporate headquarters in South Bend, Ind.

Anthony G. DeLorenzo, director of public relations staff, General Motors Corp., elected vice president in charge of public relations, succeeding **Paul Garrett,** retired.

Kenneth P. Steinreich, executive vice president, Jacob Ruppert Brewery, N. Y., elected president, succeeding late Frederick M. Linder.

Howard Dahms, creative director, Adv. Assocs. of Philadelphia Inc., and **Rube Blavat,** office manager, elected vice president and treasurer, respectively.

Edward S. Hanslip Jr., formerly with BBDO, and **Richard J. Thorne,** advertising sales promotion manager, commercial equipment department of McGraw Electric Co.'s Toastmaster Products Div., to Earle Ludgin & Co., Chicago, as account executives.

Edmond Gray, tv producer, Kenyon & Eckhardt, N. Y., transferred to K&E's Chicago office in similar capacity.

Stan M. Goldstein, sales promotion-advertising department, Food Fair Stores, Phila., to Arndt, Preston, Chapin, Lamb & Keen, same city, as writer.

Lawrence Valenstein, board chairman, Grey Adv., N. Y., named chairman of advertising, broadcasting and publishing division, Federation of Jewish Philanthropies.

William R. Campbell Jr., account executive, St. Georges & Keyes Adv., N. Y., and **Theodore Walker,** public relations department, Esso Standard Oil Co., same city, named assistant vice presidents in charge of public relations and conventions for United Cerebral Palsy Assns. Inc.

Robert Norman Wold, account executive, Campbell-Mithun Inc., Minneapolis, married to Mary Elizabeth Angell, Dec. 1.

Richard J. Newman, assistant account executive, Benton & Bowles, N. Y., father of boy, Michael Brill, Nov. 22.

SCREEN GEMS BUYS HYGO, UNITED, SETS UP TV OWNERSHIP DIVISION

EXPANSION moves in two directions were announced last week by Screen Gems Inc., New York. The company has acquired Hygo Television Films and its affiliated company, United Television Films, and also has established a new division that will be directly concerned with tv station ownership, operation and programming.

Screen Gems withheld financial details of its transaction with Hygo and Unity but claimed that in the move the company emerges as "the largest distributor of television programming." Screen Gems, according to Ralph Cohn, vice president and general manager, has acquired the distribution rights to Hygo's and Unity's roster of properties, including 450 features, 130 westerns, 156 cartoons and 406 serial episodes, and thereby has a catalogue consisting of 10 national network shows, 11 syndicated programs consisting of more than 433 half-hours, 216 animated cartoons, 200 live action comedies, 736 feature films and 706 serial episodes.

Hygo Television Films was organized in 1951 by Jerome Hyams, its president, who in 1955 purchased United Television Films from Arche Mayers. Stipulated in the integration agreement with Screen Gems, Mr. Cohn said, will be the transfer to Screen Gems of all personnel presently employed by Hygo and Unity. Mr. Hyams, he said will function as director of syndicated sales for Screen Gems and Robert Seidelman, who has been vice president in charge of sales for Hygo, will be named to an executive sales post with Screen Gems. When integration is completed, Mr. Cohn said, Screen Gems will have a 48-man sales staff.

Mr. Hyams will assume duties being relinquished by Robert H. Salk, who moves into Screen Gems' new stations operations department.

In announcing this new activity, Mr. Cohn pointed out that Columbia Pictures, parent company of Screen Gems, revealed at its annual meeting two weeks ago [B•T, Dec. 3] that plans were being formulated to place SG in the tv station ownership field.

Mr. Cohn explained that Mr. Salk will represent Screen Gems in the purchasing of stations and said his department will be available for consultation on programming toward "more profitable operation of television stations." In addition, Mr. Salk will be the company's liaison with government agencies concerned with the television industry. Mr. Cohn termed this development "a logical step in our company's continuing expansion," claiming the addition of the stations operations department places Screen Gems "in every major facet of the television industry."



MR. SALK

Mr. Salk told B•T that Screen Gems currently is not negotiating with any particular tv station, although it has been approached by several station owners. The company, he said, plans to "examine every proposition before making a decision to purchase." He explained that the program consultation phase of his department will involve service —made available at no charge—to any tv station that approaches Screen Gems for assistance.



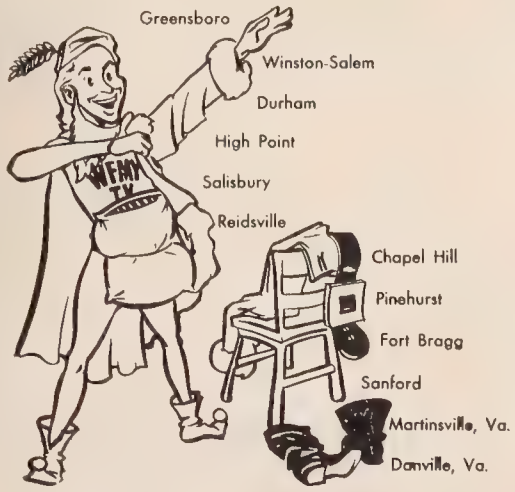
Completing the negotiations: Ralph M. Cohn, (seated, right) vice president and general manager of Screen Gems, and John H. Mitchell, vice president in charge of sales (seated, left); Burton Hanft (standing), director of business affairs, and Jerome Hyams (seated, middle), the new director of syndicate sales for SG.



Look Who's Playing Santa!

Whether you believe there's a Santa or not, if you get all the facts you'll find that Christmas-like sales are yours "year-round" with WFMY-TV. Why? Because no station or group of stations — not even Santa himself — delivers complete coverage of the Prosperous Piedmont section of North Carolina and Virginia as does WFMY-TV. Call your H.R.P. man today.

50 Prosperous Counties • 2 Million Population
$2.5 Billion Market • $1.9 Billion Retail Sales



WFMY-TV . . . Pied Piper of the Piedmont
"First with live TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS
Since 1949

D-X Buys Guild Color Series, 'Capt. Grief,' for 40 Markets

DESCRIBED as its initial venture into television program sponsorship, D-X Sunray Oil Co., Tulsa, has signed for Guild Films Co.'s *Captain David Grief* half-hour tv film series on a 52-week basis in 40 midwestern and southwestern markets, starting in February. D-X's agency is Potts-Woodbury, Kansas City.

The sale was announced last week by John Cole, Guild vice president for sales, who noted that previous regional transactions completed with Standard Oil Co. of California for 12 western markets and with Stroh Brewery for 20 midwest markets raise total markets signed for the series to 72. D-X Sunray's markets cover 12 states, according to Gene W. Dennis, account executive of Potts-Woodbury.

Mr. Cole pointed out that the 39-episode color series has a "high" budget of $1,912,000 and said that Guild's confidence in *Grief* has been justified by the three regional sales. He added that Guild's decision to launch a "high-budget" series was based on the premise that "the public expected higher quality television in 1957 and that the advertiser was willing to pay for it."

CNP to Film Submarine Series With Approval of Navy, Defense

CALIFORNIA National Productions last week announced plans to produce a new half-hour tv film series, *The Silent Service,* based on the dramatic experiences of men in the U. S. Navy's submarine service. Production will begin next month on the West Coast. The series is expected to be placed in syndication in the spring.

CNP has received approval of the Depts. of Defense and Navy, according to Robert D. Levitt, vice president and general manager of the NBC subsidiary. CNP, he said, will have access to more than 62 million feet of Navy stock film, as well as to captured enemy film, much of which has not previously been released.

Drewrys Buys TPA Series

DREWRYS LTD., U.S.A. (brewery), South Bend, has signed to sponsor *Don Ameche Presents the Drewrys' Play of the Week* filmed series in 11 midwestern markets, starting in April 1957, it was announced last week by Michael M. Sillerman, executive vice president of Television Programs of America, New York. The films have been distributed by TPA under the title, *Stage 7,* and will continue to be sold under this title in markets not covered by the Drewrys' purchase. The agency for Drewrys is MacFarland, Aveyard & Co., Chicago.

Max to CNP Merchandising Post

ROBERT R. MAX, former advertising-sales promotion manager of the Kagran Corp., predecessor of California National Productions Inc., has been named manager of CNP's merchandising division, Robert D. Levitt, vice president and general manager of the NBC subsidiary, announced last week. Mr. Max will report to CNP business development manager H. W. (Hank) Shepard.

P.R.M. Inc. Changes Name To Associated Artists Corp.

CHANGE in name of P.R.M. Inc. to Associated Artists Productions Corp., Wilmington, Del., was announced last week by the corporation. The new name was decided upon, a company spokesman said, to "capitalize on the good will resulting from the many hours of television broadcasting of the motion pictures owned by the corporation and released through its wholly-owned subsidiary, Associated Artists Productions Inc."

P.R.M. Inc. purchased the Warner Bros. library of 850 feature films, plus short subjects, for $21 million earlier this year [B•T, March 5].

'Yank' Magazine Rights Bought; Beck Plans Use For Tv Series

PRODUCER John Beck, through arrangement with writer Bill Rankin, has acquired the television rights to all of the material published in the World War II armed forces news magazine, *Yank,* it was announced last week in Hollywood.

During its more than five years of publication, from shortly after Pearl Harbor, Dec. 7, 1941 through the war, *Yank* carried more than 9,000 stories and over 3500 articles by such authors as Bill Mauldin, Marion Hargrove, William Saroyan, Irwin Shaw and Robert Neville. According to Mr. Beck, he is now negotiating with Mr. Mauldin to host a television series based on the best of these stories. The series, to be titled *Yank* will be produced under John Beck productions.

AAP Expands National Sales

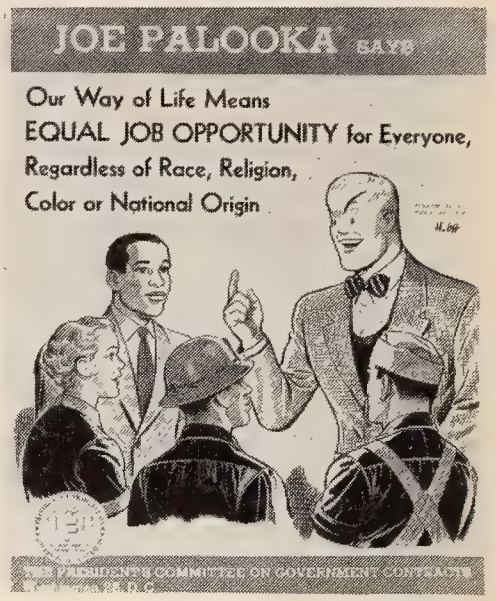
IN move attributed to the "growing importance" of feature films to national advertisers, Bob Rich, general sales manager of Associated Artists Productions, New York, announced that Donald Klauber, station sales manager, has assumed added duties as manager of national sales. Paul Kwartin will continue as director of national sales and the department will be augmented by the services of Kirk Torney, Bob Morin and Gordon Carroll, who have been shifted from other sales assignments at AAP.

FILM SALES

Trans-Lux Television Corp., N. Y., has sold its package of four Christmas films to eight television stations and is currently negotiating for its sale in 20 additional markets. Films are *Night Before Christmas, Christmas Rhapsody, Christmas Through the Ages* and *Santa and the Fairy Snow Queen.*

Associated Artists Productions Inc., N. Y., has announced sales of its Christmas package of three films in more than 20 markets. Package consists of full-length feature film, *A Christmas Carol,* half-hour *Silent Night* and feature adaptation of Hans Christian Andersen fairy tale, *The Emperor's Nightingale.*

PALOOKA ON EQUALITY



TELEVISION stations are being asked to help promote the "equal job opportunity" employment policy of the Federal government by using a 19-second sound film during the holiday season. Film shows a U. S. mail truck approaching the cameras, then closes in on the poster on the truck's side, designed by Moe Leff, who draws the "Joe Palooka" cartoons. The President's Committee on Government Contracts, which says it is the first to get such a message on the nation's mail trucks, reports that in two weeks after the film was offered for tv, more than 150 stations had requested it. Other stations desiring it can obtain prints by writing the Committee at Washington 25, D. C.

FILM PEOPLE

Carroll Bagley, Music Corp. of America, N. Y., to Science Pictures Inc. as vice president in charge of sales.

Burton Neuburger, vice president in charge of midwest sales for Roland Reed Tv Inc., Chicago, named to head newly-established midwest sales office in that city of Shamus Culhane Productions, N. Y.

Charles Bole, legal department of 20th Century-Fox, to TCF Television Productions, Hollywood (tv production subsidiary of 20th Century-Fox), as head of newly-created department of business affairs.

Don Segal, formerly in sales posts with NBC and New England radio stations, joins N. Y. sales staff of Ziv Tv Programs. **Alan Johnstone,** account executive with National Sales staff on Ziv Tv on Pacific Coast, re-assigned to syndicated sales force, covering Oregon and Washington. **William Andrews,** account executive, named spot sales manager of western division, headquartering in Los Angeles. **James Sheldon,** tv film producer, to Ziv as producer-director.

WSAI Radio
CINCINNATI

On October 1, 1956, WSAI-Radio took the final step in its programming policy by becoming completely Independent *for Greater Community Service. One result of this move is seen in just-released information that WSAI-Radio is*

1ST

FIRST IN CINCINNATI, 6 a. m. to 12 p. m., *seven days a week,* based on average share of audience as shown by Pulse, September-October, 1956.

FIRST IN CINCINNATI, 6 a. m. to 12 p. m., Sunday through Saturday, in *total audience* as shown by the October 1956 Nielsen Station Index area audience.

Yes . . . the ratings are fine and so are the results on the radio station that SELLS Cincinnati. Ask any of WSAI's advertisers who are making the Fall-Winter months of 1956-57 the *best sales period* in the station's history!

National Representatives

WEED AND COMPANY

GORDON BROADCASTING CO.

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI
EVERYBODY LOVES
WSAI

Enjoyable music . . .
complete news
and weather . . .
19 hours a day!



8% TYPICAL PROFIT FOR BOTH AMS, TVS

- **Record year seen for radio**
- **Broadcast economics scanned**

PROFIT MARGINS of the typical radio and tv station are uniform, running around 8% based on total revenue, according to a survey conducted by NARTB. The similarity of the margins is shown in the association's annual analysis of revenue, expenses and profits.

Another NARTB study, presented to the association's Am Committee Thursday, pointed to an estimated $491 million net radio income from time sales in 1956, an 8% increase over 1955 and an alltime radio high. Grover C. Cobb, KVGB Great Bend, Kan., chairman of the Am Committee, told the group that all indications point to a further radio increase in 1957, attaining a higher rate of increase than the current figure.

The Am Committee favored a return to the old name—National Assn. of Broadcasters (NAB).

Commenting on the healthy state of radio, Mr. Cobb cited NARTB research data to support the prediction that 1957 should be another record radio year. John F. Meagher, NARTB radio vice president, presented additional data backing up the solid state of the aural broadcasting industry.

Although both radio and tv stations average an 8% profit margin based on total revenue there is a much wider variation in margins among tv stations than is the case with aural broadcasting, according to NARTB studies.

Average Per Employe

The average radio station earns around $11,000 in total revenue for each fulltime employe compared to $15,000 for the average tv outlet, NARTB's data shows. The average large radio station in markets over 2½ million population shows a figure almost double the $11,000 average radio revenue per employe. The average small station in markets under 10,000 grosses around $9,000 for each fulltime employe.

Among television stations, the profit margins range from $10,000 per employe in the small-station small-market group to $34,000 in the large-station large-market group in markets with over a million population.

The typical tv station's total revenue is more than three times that of the average radio station.

The studies were conducted under direction of Charles H. Tower, manager of the employe-employer relations department, and Richard M. Allerton, manager of the research department. The profit-margin data and a series of financial yardsticks covering revenues, expenses and profits are based on 1955 operating reports. A new feature shows where the sales dollar comes from and radio data is broken down by city size with a large and small station separation within each of the city sizes. In addition there are revenue-size breakdowns. Tv data, also, is broken down by city-size and revenue groups.



NEW NARTB data showing station revenue, expense and profit breakdowns was reviewed at Am Committee's first meeting in Washington Thursday. L to r (seated): Cecil Hoskins, WWNC Asheville, N. C.; John F. Meagher, NARTB radio vice president; Grover C. Cobb, KVGB Great Bend, Kan., chairman; Jack Younts, WEEB Southern Pines, N. C., and (standing): Richard H. Mason, WPTF Raleigh, N. C.; Carleton D. Smith, WRC Washington, for NBC; Merle H. Tucker, KGAK Gallup, N. M.; John F. Patt, WJR Detroit; C. L. Thomas, KXOK St. Louis; Owen F. Uridge, WCKR Miami; W. H. Summerville, WWL New Orleans; Don Durgin, ABC, and Todd Storz, KOWH Omaha.



MEMBERS of the NARTB Engineering Conference Committee held their first planning session for the April 7-11 Chicago session at last week's meeting in Washington. L to r (seated): John T. Wilner, WBAL Baltimore; Harry Tilley, WOR-TV New York; A. Prose Walker, NARTB; Chairman John G. Leitch, WCAU-AM-TV Philadelphia; Ross H. Beville, WWDC Washington; Joseph B. Epperson, WEWS (TV) Cleveland, and standing, Thad H. Brown Jr., NARTB; William B. Lodge, CBS; John A. Shay, WTVJ (TV) Miami; Harold P. See, KRON-TV San Francisco, convention committee liaison; George Bartlett, NARTB; Raymond F. Guy, NBC; J. A. Slosser, KOA-AM-TV Denver; John F. Meagher, NARTB.

NARTB's Am Committee, considering a resolution adopted by the Arizona Broadcasters Assn., voted unanimously to ask the NARTB board to drop the present NARTB name and change back to the old NAB. It was pointed out that the NAB designation is still in wide use around the industry. The present name is cumbersome, it was contended, and the shorter version has public relations advantages. In addition, its was emphasized that the term "broadcasting" includes both aural and video media.

The Am Committee wants the association's board to act at its February meeting on the NAB proposal, with the matter going to the membership for a referendum ballot.

In another resolution the Am Committee commended the board for setting up a research group to appraise radio audience circulation and program surveys. It praised work of a special standards of practice committee that has submitted aural and visual symbols for use by radio broadcasters subscribing to the standards.

More radio exhibits should be displayed at the 1957 industry convention in Chicago April 7-11, the committee felt. Exhibitors are being reminded that the expanding radio industry offers them a growing market.

State Assn. Heads to Meet

SECOND annual conference of the 47 state broadcaster association presidents will be held Feb. 21-22 at the Mayflower Hotel, Washington, NARTB President Harold E. Fellows announced Thursday. Howard H. Bell, NARTB assistant to the president and state association coordinator, is handling arrangements. The conference will conclude with the awards banquet celebrating the 10th anniversary of the Voice of Democracy contests. Mr. Fellows recalled that 43 of the 47 presidents attended the first conference last February. The agenda has been expanded to two days.

Television station

WNEM-TV

A Gerity STATION *serving Flint, Saginaw, Bay City, Midland and Eastern Michigan,*

is proud to announce
the appointment of

EDWARD PETRY & CO., INC.

as national sales representative
effective December 1, 1956



NBC • ABC
1060-FT. TOWER
MAXIMUM POWER

Governor's Conference Barred to Radio-TV

LOUISIANA broadcasters lived under a half-day censorship shadow last Tuesday as Gov. Earl Long barred them from his news conference chamber, but the ban was partly relaxed before the end of the day.

The gubernatorial door-locking brought quick protests from Louisiana Assn. of Broadcasters and the NARTB Freedom of Information Committee as well as from individual radio-tv stations. These led Gov. Long to relax the ban by allowing radio-tv reporters to attend his news conferences but refusing them the right to bring in the tools of their trade—microphone, recorder and camera.

Sessions of the Louisiana Legislature have been open to broadcast newsmen and their live pickup facilities, with general satisfaction voiced by legislators as well as the public.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Freedom Committee, voiced amazement at the governor's discrimination against radio and tv. "In effect, the governor held a closed-door press conference for the benefit of newspapers and wire services only," Mr. Swezey said. "We believe Gov. Long should not withhold from radio and tv reporters the courtesies which are accorded them as a matter of routine practice by the governors of other states and the President of the United States."

Chairman Swezey called on the governor to discuss the matter with radio and tv representatives. NARTB President Harold Fellows wired a protest to Gov. Long.

Frank H. Ford Jr., KENT Shreveport, LAB president, said, "A newspaperman's equipment is his pencil and pad. A radio man's equipment is his tape recorder and a tv man's equipment is his camera. If you deny the radio man his tape recorder and the tv man his camera, you should deny the newspaperman his pad and pencil."

Douglas L. Manship, WBRZ-TV, WJBO Baton Rouge, Dwight Martin, WAFB-AM-TV there and other broadcasters joined in protesting the ban, which occurred at a publicly announced news conference dealing with a proposal to increase the pay of public school teachers.



MURRAY KAUFMAN of WMCA New York, president of the newly-formed National Council of Disc Jockeys for Public Service [B•T, Dec. 3], is surrounded by the organization's board of governors as he reads the council's charter. Governors are (l to r) Art Pallan, KDKA Pittsburgh; Bob Clayton, WHDH Boston; Don McLeod, WJBK Detroit; Phil McLean, WERE Cleveland; Al Jarvis, KFWB Hollywood, and Dick Clark, WFIL-TV Philadelphia.

RAB PLANS FOR '57 GET BOARD APPROVAL

- **$820,000 budget detailed**
- **Goal: 30% more for radio**

APPROVAL was given Wednesday by Radio Advertising Bureau's plans committee to an RAB blueprint to increase radio sales next year.

The committee, chairmanned by Donald W. Thornburgh, WCAU Philadelphia, met with RAB President Kevin B. Sweeney, Vice President-General Manager John F. Hardesty and Sherril Taylor, vice president-director of promotion, at the Waldorf-Astoria in New York.

Mr. Sweeney presented details on the planned use of RAB's $820,000 budget for next year. Among the plans: new cumulative audience reports; four new listening habit studies; major reports on both spot and network radio supplementing previous presentations; effort to make National Radio Week more important next year, and a new strip film and direct mail presentations to be kicked off next year.

The group also discussed RAB's plans to get "reliable" dollar volume figures by markets for national spot and local radio advertising and an experiment in developing additional national business for smaller markets.

RAB officials are shooting for an estimated 30% increase in sales next year for its member stations and networks.

The meeting reviewed programs for an extension of RAB's regional management conferences as well as an expansion of the Bureau's national sales force.

The cumulative audience reports are designed to show that advertisers can reach "everyone" in a market via radio alone. One of the reports shown to the group detailed how an advertiser in one month was able to reach more than 75% of all the homes in the market with a three-station purchase.

The listening habit studies will be on men of the 25-35 age bracket; on upper income of the 25-35 age bracket; on upper income families; on families with a tv set four years or longer, and on professional men.

In addition to Mr. Thornburgh, members of the committee are Lewis H. Avery, Avery-Knodell, New York; Henry B. Clay, KWKH Shreveport La.; Victor C. Diehm, Victor Diehm Assoc.; Jules Dundes, CBS New York; Bert Ferguson, WDIA Memphis; Robert Hitchens, NBC New York; Robert Jones, WFBR Baltimore; Alex Keese, WFAA Dallas; Robert McAndrews, KBIG Los Angeles; William A. McGuineas, WGN Chicago; Richard Puff, MBS New York; Don Searle, Farm & Home Radio Inc.; Dean Shaffner, ABC New York; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WCKR Miami, and Adam Young, Adam Young Inc., New York.

Bingham Named Honorary Head, Taishoff New President of SDX

BARRY BINGHAM, president and editor-in-chief of the *Courier Journal* and *Louisville Times* (WHAS-AM-TV), was elected honorary president of Sigma Delta Chi, national journalistic fraternity, at the closing session of the 47th annual convention held Nov. 29-Dec. 1 in Louisville [B•T, Dec. 3].

Sol Taishoff, editor-publisher of B•T, was elected president of SDX. Other officers elected were Robert Cavagnaro, general executive of Associated Press in charge of western area, vice president for professional chapter affairs; Edward Lindsay, editor of Lindsay-Schaub newspapers, Decatur, Ill., vice president for undergraduate chapter affairs; James A. Byron, news director of WBAP-AM-TV Fort Worth, vice president, expansion; James Pope, executive editor, *Courier-Journal,* secretary; Buren McCormack, *Wall Street Journal,* re-elected treasurer.

Elected to fill executive council vacancies were V. E. (Red) Newton Jr., managing editor of the *Tampa* (Fla.) *Tribune* (WFLA-AM-TV); Bill Ray, NBC Chicago news editor, and Dr. Frank J. Price, Louisiana State U., Baton Rouge.

To Debate at RTES Seminar

ROBERT J. LEDER, vice president and general manager of WOR New York, and Gordon B. McLendon, general manager of KLIF Dallas, will debate the question "Rating Hypos—True or False?" at the Dec. 18 timebuying and selling seminar to be held by the Radio & Television Executives Society in New York. Speakers for that session had not been chosen until last week. At tomorrow's (Tuesday) session, Jane Podester, McCann-Erickson, New York, is slated to discuss how to use ratings. Last week's speaker was Walter Bowe of Sullivan, Stauffer, Colwell & Bayles (see story, page 54).

AAAA Opens S.F. Office

THE NEW western region office of the American Assn. of Advertising Agencies was officially opened in San Francisco at 235 Montgomery St. last week. The area includes the region west of the Rocky Mts., including local AAAA councils in California, Oregon, Puget Sound (Seattle) and Spokane. John Del Mar, formerly of AAAA's headquarters in New York, is the executive in charge.

WHIO-TV

Fair Game For Smart Sponsors



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at $3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

RADIO SETS UP 20%, TV DOWN DURING '56

- **Portable markets increase**
- **Same trend for '57—Secrest**

PRODUCTION of radio sets is increasing, with substantial gains expected over 1955, but tv set business is at its "first plateau," James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn., said Thursday in a business forecast conference conducted in Washington by the U. S Chamber of Commerce.

Radio output, except auto sets, is running about 20% above 1955, Mr. Secrest said. The 1955 output of radios, excluding auto models, was 7¾ million units. Portables are leading 1955 production of 2 million sets by 40%, with 900,000 transistor models produced this year.

Despite a tv set decline of about 9% from last year, 1956 will show an output of over 7 million sets, he said with industry estimates showing between 150,000 and 200,000 color sets turned out this year.

"One of the most significant developments in the tv market in 1956 was the sudden emergence of the portable tv receiver," Mr. Secrest said. "While approximately 250,000 were made in 1955, this year's figure is expected to total 1.5 million. In 1957, this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the tv receiver and an over-all loss in tv revenue."

Mr. Secrest said the outlook for 1957 is at least another seven million black-and-white tv receivers, with color set sales totaling several hundred thousand. He expects home radio sales to continue at a high level in 1957 with a further rise in production of transistor portables. He said a recovery in auto sets, in line, with increased car sales, is anticipated. Demand for home phonographs, especially of the hi-fi type, was good in 1956 and should remain so next year whether or not they are equipped with radio, he stated.

Total Set Count Today

Present circulation of the broadcast media, he said, is about 42 million tv sets and 150 million radios. He predicted component manufacturers selling replacement parts, and jobbers and service technicians, will continue to make gains in 1957. The sale of radio-tv replacement parts rose to $850 million in 1956 and should go up another $100 million in 1957, he estimated. Set servicing costs will run close to $1 billion for 1956, with the total dollar value to manufacturers, jobbers and service technicians placed at $2.4 billion.

Looking into the future, Mr. Secrest cited new developments not ready for the market but supported by enough progress to assure ultimate commercial production. These include mural tv, light amplification, electronic air conditioners and electronic controls for the home, automobile and industry.

Based on production and sales, the electronic industry will show a 1956 volume of $5.9 billion at the factory level, he said. The sum is doubled when distribution, servicing and broadcast revenue are added. He forecast a growth of 10% next year, with the electronics industry having a $22 billion income by 1966, judging by industry forecasts. Greatest strides were made in 1956 in industrial electronics, with military procurement reaching $2.7 billion, up 10% from 1955.

Some tv set manufacturers have dropped out, Mr. Secrest said, and the battle for dominance may bring more casualties in 1957. Transistor output rose to 13 million this year, he said, and should reach close to 300 million in another decade. The transistor output has not hurt sales of vacuum tubes, he said, and isn't likely to be a threat in the immediate future.



DISCUSSING promotion plans for the newly-formed Fm Development Assn. are (l to r) Edward L. Koblitz, president of the Edwards Agency, Los Angeles, and FMDA President Robert L. Brazy. Edwards Agency has been appointed advertising counsel by the association.

1957 Committee Assignments Announced by News Directors

TED KOOP, CBS Washington director of news and public affairs, and president of Radio-Television News Directors Assn., has announced RTNDA committee assignments for the coming year. They are:

Freedom of Information: Julian Goodman, NBC, Washington, chairman; Charles Sargeant, WCCO, Minneapolis, Minn., vice chairman; Nick Basso, WSAZ-AM-TV, Huntington, W. Va.; Monroe Benton, WELM, Elmira, N. Y.; Bill Hogg, CBC, Toronto, Canada; Fritz Littlejohn, ABC, New York; Charles Roeder, WCBM Baltimore; Harold Salzman, WLS Chicago; Ken White, KOA-TV Denver.

Membership: Dick Yoakam, KCRG Cedar Rapids, Iowa, chairman; Dick Sanders, WJDX Jackson, Miss., vice chairman; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich.; James McGaffin, WOW Omaha, Neb.; Arthur Gadd, CJSP Leamington, Ont.; Charles Herring, KING-TV Seattle; Richard Hobbs, WJLB Detroit; Harry McKenna, WEAN Providence, R. I.; Richard Tobias, WCLI Corning, N. Y.; Steve Warren, WMCT (TV) Memphis.

Awards: Baskett Mosse, Northwestern U., Evaston, Ill., chairman; W. A. Warrick, NBC, Chicago, vice chairman; Bill Small, WHAS Louisville, Ky.; Ben Baldwin, Northwestern U.; Frank Benesh, WNEM-TV, Bay City, Mich.; Don MacDonald, CBC, Toronto; Jack Morris, KTVX-TV, Tulsa, Okla.; Bob Trout, CBS News, New York.

Publicity: Bob Shafer, WCCO-TV, Minneapolis, Minn. chairman; Ed Ryan, WTOP Washington, vice chairman; Bruce Palmer, KWTV (TV) Oklahoma City; Thomas Powell, WGBI Scranton, Pa.; Donald Wright, WBAY-TV Green Bay, Wis.

Techniques: Don O'Connor, WISN-TV Milwaukee, chairman; Bill Arthurs, WRFD Columbus, Ohio, vice chairman; Ron Laidlaw, CFPL-TV London, Ont.; Marvin Alisky, WFIU (FM) Bloomington, Ind.; Phil Berks, KOMU-TV Columbia, Mo.; Floyd Kalber, KMTV (TV) Omaha; Bill Ray, NBC, Chicago.

Convention Sites: Bob Frank, WOC-TV Davenport, Iowa; Phil Johnson WCSH-AM-TV Portland, Me.; John Maters, WILS Lansing, Mich.; Charles Day, WGAR Cleveland; Ed Hoerner, WWL New Orleans, La.; F. E. Whitmarsh, WBZ-TV Boston; Ben Chatfield, City Hall, Macon, Ga.

Wire Policy: Normand Schrader, WDAY Fargo, N. D., chairman; Ross Edwards, WCHS Charleston, W. Va., vice chairman; Parker Hoy, WLAM Lewiston, Me.; Bob Clyde, WREX-TV Rockford, Ill.; Robert L. Heyborne, KSUB Cedar City, Utah; Richard Petrik, KOEL Oelwein, Iowa; Max Williamson, WHLM Bloomsburg, Pa.

Vocational Film: Julian Hoshal, KSTP-TV St. Paul, Minn., chairman; Jack Knell, WBT Charlotte, N. C., vice chairman; Bill Monroe, WDSU New Orleans; Howard Back, Chrysler Corp., Detroit; Wallis Bishop, WOI-TV Ames, Iowa; Mitchell Charnley, U. of Minnesota, Minneapolis; G. W. Johnstone, NAM, New York; Sig Mickelson, CBS News, New York.

Hirsch Joins TvB Sales

APPOINTMENT of James C. Hirsch formerly director of research, promotion and sales development at Edward Petry & Co., New York, station representation firm, to the national sales staff of Television Bureau of Advertising, was announced last week.

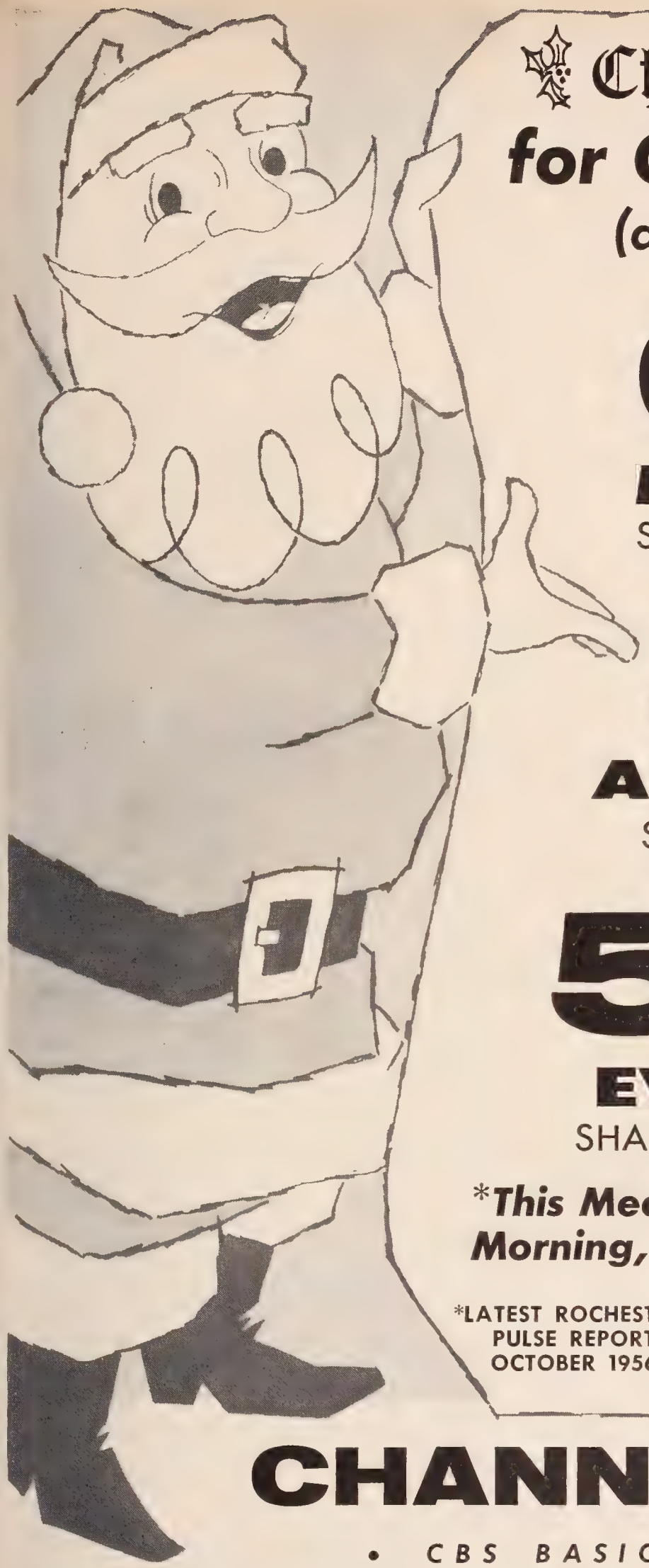
Mr. Hirsch will report to Halsey V. Barrett, TvB's director of national sales.

DuMont Resigns NARTB Status

ALLEN B. DUMONT Labs, Clifton, N. J., has resigned as an associate member of NARTB. Membership is required for participation in the industry's convention exposition. A DuMont spokesman said the company felt expense of membership and the exhibition costs did not justify the "market potential," adding that DuMont has not changed its manufacturing status. The firm is producing heavy equipment for stations on order, it was stated.

Heads Radio Women's Group

DOROTHY LEWIS, who earlier this year retired from United Nations radio, has been elected president of the International Assn. of Radio Women. IARW, which recently held its annual conference in London, represents women from 23 nations and has opened an office at 345 E. 46 St., N. Y.



Christmas List for CHANNEL 10

(a very good station)

61%* **MORNING** SHARE OF AUDIENCE

54%* **AFTERNOON** SHARE OF AUDIENCE

55%* **EVENING** SHARE OF AUDIENCE

This Means TOPS in Rochester Morning, Afternoon and Night

*LATEST ROCHESTER PULSE REPORT OCTOBER 1956

CHANNEL 10

• CBS BASIC • ABC AFFILIATE

CBS TELEVISION

OPERATED SHARE TIME BY

WHEC·TV-WVET·TV **ROCHESTER, N.Y.**

EVERETT-McKINNEY • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

"3 MUSKETEERS"



OUTRATES



COMPETITION



BY 76.1%*



IN FRESNO

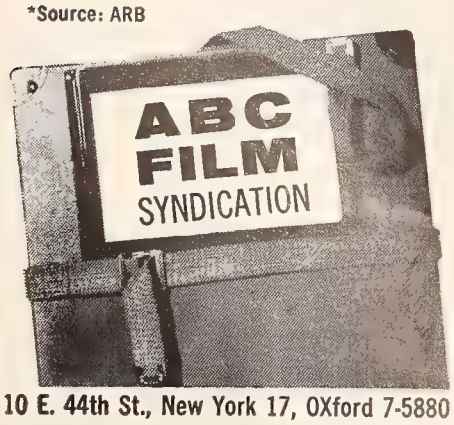
The all-family popularity of this famous classic is highlighted by its sensational 63.8% share in Fresno, topping all competition!

"Good, action-packed drama," says Billboard.

Choice markets still available.

Write, wire, phone.

*Source: ARB



10 E. 44th St., New York 17, OXford 7-5880

GOVERNMENT

DEINTERMIX FACTIONS STAND FAST

- **As usual, established v's oppose, u's favor**
- **ABC offers varied proposals, based on markets**

ALMOST 100 pro and con sentiments were filed last week, the FCC's deadline for comments on its 13 deintermixture proposals which look to deleting in some instances the sole vhf assignment to several communities. As expected, uhf outlets, and prospective tv applicants in cities where the vhf frequency is proposed to be moved were in favor; vhf stations which stand to lose their low-band frequency and applicants for one of the chs. 2-13 assignments were opposed. There had been earlier filings in individual cases the week before [B•T, Dec. 3].

ABC, keeping with its belief that uhf should be encouraged in as many areas as is reasonably possible, submitted separate proposals for each market in which the network favored allocation changes. The goal of the ABC plan is to make provision for a minimum of three competitive tv outlets—and, where possible, more—in each of the country's major markets.

The Joint Committee for Educational Tv submitted one petition covering all its recommendations. JCET favored deintermixing Springfield, Ill.; Hartford, Conn.; Peoria, Ill.; Fresno, Calif.; Madison, Wis.; Evansville, Ind., and Elmira, N. Y. JCET also favored making the Albany-Schenectady-Troy, N. Y., area predominantly uhf by deleting ch. 10 from Vail Mills.

JCET opposed tampering with the educational reservation at Duluth, Minn.-Superior, Wis. (ch. 8), pointing out that there is no uhf there to be protected and there are two vhf's in operation.

The 13 markets proposed for deintermixture, the rule-making that was promulgated by the FCC last June and the comments on the proposals follow:

Albany-Schenectady-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Vail Mills, N. Y. (Albany area) and adding ch. 47. This would give Albany-Schenectady-Troy chs. 6 (WRGB [TV] Schenectady), *17, 23, 35, 41 and 47. Ch. 10 is a drop-in, having been assigned to Vail Mills Nov. 10, 1955.

ABC warned that if ch. 10 is retained in the Albany-Schenectady-Troy area, uhf outlets will be unable to compete as has been demonstrated in a two-station vhf market; however, ABC suggested that in the event FCC determines that ch. 10 stays at Vail Mills then an alternative would be to provide a third v (New Haven's ch. 8), making the area all-vhf.

WTRI (TV) Albany, N. Y. (ch. 35), supports deletion of ch. 10 and substitution of ch. 47 in Albany-Schenectady-Troy area; also suggests that ch. 6 be made educational (thus making educational ch. 17 commercial) or be moved to Syracuse for commercial use.

WKNY-TV Poughkeepsie, N. Y. (ch. 66), supports proposal to delete ch. 6 from Schenectady and ch. 10 from Vail Mills.

Hudson Valley Broadcasting Co. (WCDA [TV] Albany [ch. 41] satellite WCDB [TV] Hagaman [ch. 29], both N. Y.) opposes the FCC proposal to delete ch. 10 from Vail Mills.

Mohawk Valley Tv Inc. requests the FCC to assign ch. 2 to Utica, N. Y.

Charleston, S. C.—Make Charleston predominantly vhf by adding ch. 4. This would give Charleston chs. 2, 4, 5, *13 and 17.

ABC supports the proposal to allocate ch. 4 to Charleston, pointing out that this action will provide a third (chs. 2, 4 and 5) competitive service for that city.

WTVK (TV) Knoxville, Tenn. (ch. 26), requests FCC to move ch. 7 from Spartanburg, S. C., to Knoxville, deintermixing both those cities and making possible the allocation of ch. 7 to Columbia, S. C.

WNOK-TV Columbia, S. C. (ch. 67), favors the addition of ch. 4 to Charleston, but wants the FCC to order ch. 5 WCSC-TV there to switch to either ch. 4 or 7, making possible the allocation of ch. 5 to Columbia for use by WNOK-TV.

WTMA-AM-FM Charleston registered in favor of adding ch. 7 to Charleston but opposed to the proposal to delete ch. 5 from that city and substitute therefore ch. 4.

WJBF (TV) Augusta, Ga. (ch. 6), cautions the FCC to give careful study to the proposal to assign ch. 5 to Columbia and consider what effect it might have on the service now rendered by WJBF, on adjacent ch. 6.

WCSC-TV Charleston, S. C. (ch. 5), has no objection to the addition of a third vhf facility for Charleston, but strongly opposes the deletion of ch. 5 from that city.

WMBR-TV Jacksonville, Fla. (ch. 4) reported itself opposed to any proposal which would add ch. 4 to Charleston, claiming such a move would be destructive to the service of WMBR-TV and ch. 5 WCSC-TV Charleston.

Duluth, Minn.-Superior, Wis.—Make area predominantly vhf by switching educational reservation from ch. 8 to ch. 32. This would give Duluth-Superior chs. 3, 6, 8, *32 and 38.

ABC went on record as favoring a third, and even a fourth, vhf channel for the Duluth-Superior area to improve the opportunities for effective competition there. Ch. 38 WFTV (TV) Duluth backed up ABC's position that more v's should be allocated to the area.

Besides the opposition of the JCET, as already mentioned, the U. of Minnesota and the Duluth Citizen's Committee for Educational Tv objected to any move to make ch. 8 available for commercial interests. The latter group said it is prepared to apply for the vhf educational reservation.

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Ch. 9 is a drop-in,

Only publications which have qualified as members in good standing of the Audit Bureau of Circulations can display this symbol.



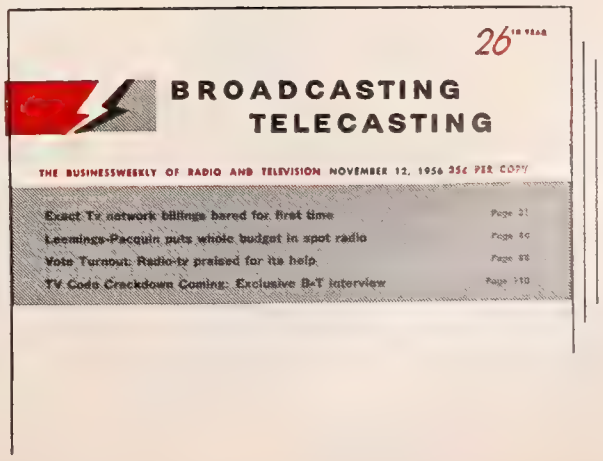
B•T is the only news magazine specializing in radio-TV coverage whose circulation—PAID circulation—is certified by ABC.

EXECUTIVE and PUBLICATION HEADQUARTERS

1735 DeSales St., N.W., Washington 6, D. C.

MEtropolitan 8-1022

NEW YORK	CHICAGO	HOLLYWOOD
444 Madison Ave.	360 N. Michigan Ave.	6563 Hollywood Blvd.
PLaza 5-8355	CEntral 6-4115	HOllywood 3-8181



"THE PLAYHOUSE" and "HERALD PLAYHOUSE"

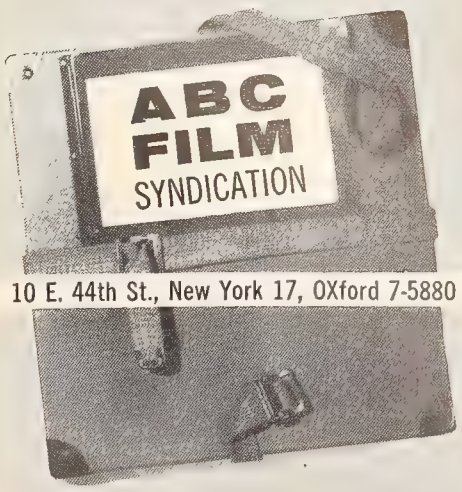
104 ½-hour dramas — now available on unique

STRIP FOR ACTION PLAN

your cost is based on your own rate card — many stations already delighted with this low-cost plan — because the station's profit is guaranteed*

clear your decks for action — wire, write, PHONE FOR DETAILS

*Ask us how!



10 E. 44th St., New York 17, OXford 7-5880

having been allocated to Elmira Nov. 30, 1955.

ABC requested the Commission to keep Elmira predominantly uhf by moving ch. 9 to Syracuse (giving Syracuse its third v), moving ch. 8 from Syracuse (operating WHEN-TV) to Watertown-Carthage, N. Y., in exchange for that area's ch. 7 (operating WCNY-TV). A proposal very similar to ABC's was submitted by the "Syracuse Group," identified as Daniel W. Casey Sr., Robert J. Conan, T. Frank Dolan and Richard N. Groves. This group's proposal deviated from ABC's in that ch. 7 (Carthage) would go to Utica to replace ch. 13 there (operating WKTV [TV]), and ch. 13 would go to Syracuse as that city's third vhf.

Three interests, all applicants for the ch. 9 Elmira facility, asked the FCC not to disturb the Elmira *status quo*. These were: Veterans Broadcasting Co. (WVET-TV Rochester, N. Y.), Television Assoc. of Elmira Inc. and off-again, on-again ch. 24 WTVE (TV) Elmira.

Recommendations that the FCC delete the Elmira drop-in were made by Wilkes-Barre, Pa., uhf's WBRE-TV (ch. 28) and WILK-TV (ch. 34) and ch. 18 WSYE-TV Elmira, satellite of ch. 3 WSYR-TV Syracuse, N. Y.

Evansville, Ind.—All commercial uhf by switching the educational reservation from ch. 56 to ch. 7. This would give Evansville chs. *7, 50, 56, 62.

ABC would make Evansville all uhf by removing ch. 7 (operating WTVW [TV]) and assigning it to Louisville as a commercial channel. This proposal was also advanced by ch. 21 WKLO-TV Louisville and Harry Lee Waterfield, acting governor of Kentucky.

Two stations, ch. 50 WEHT (TV) Henderson, Ky., and ch. 62 WFIE (TV) Evansville, agreed with the FCC proposal to make Evansville ch. 7 educational. They also suggested that ch. 9 Hatfield, Ind., be reserved for educational use.

WTVW and the Evansville Chamber of Commerce filed petitions to keep ch. 7 in Evansville.

Fresno-Santa Barbara, Calif. — Make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53, and Santa Barbara chs. 3, 12, 20 and 26.

ABC favored deintermixture for Fresno and suggested moving ch. 12 to Bakersfield and also adding ch. 8 to the latter city.

The City of Fresno requested the FCC to keep Fresno an intermixed market with both uhf and vhf.

KBAK-TV Bakersfield, Calif. (ch. 29), favored deletion of the Fresno vhf assignment and its reallocation to Bakersfield.

Three stations which favored deletion of Fresno ch. 12 but stated no preference for disposition of it were ch. 47 KJEO (TV) Fresno, ch. 24 KMJ-TV same city and ch. 27 KVVG (TV) Tulare, Calif.

Channel City Tv & Broadcasting Corp., which said it would apply for ch. 12 in Santa Barbara, asked the FCC to make the switch.

KNTV (TV) San Jose (ch. 11) wants no part of ch. 12, it said, in opposing a petition by ch. 32 KSAN-TV San Francisco asking that ch. 11 be added to San Francisco, making KNTV switch to ch. 12.

Opposition to the proposal to move ch. 12 out of Fresno came from KFRE-TV, now operating on that channel, Fresno am station KARM, Inland Broadcasting Corp. of Riverside, Calif., and numerous California citizen groups.

Those groups seeking the retention in Fresno of the ch. 12 facility were: Mariposa County Unified School District; Board of Supervisors of Mariposa County; residents of Coarsegold; residents along San Joaquin River between Auberry and Big Creek (81 signatures);

Residents of the Fresno County Farm Bureau (representing "over 4,200 farm families"); people of Lone Pine (pop. 2,000); Porterville Union High School & College District; Mariposa County Chamber of Commerce; Mariposa County Farm Bureau; Tulare County Farm Bureau; Kings County Farm Bureau; people of Madera County; residents of Mariposa County; Downtown Assn. of Fresno; Kings County Farm Bureau (woman's branch); Friendly Eagle War Surplus Yard, and the California Farm Bureau Federation.

Hartford, Conn.-Providence, R. I. — Make Hartford all uhf by deleting ch. 3 and moving it to Providence, transferring ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Meriden, Conn. This would give Hartford chs. 18, *24 and 61; Providence chs. 3, 10, 12, 16 and *36.

Against moving ch. 3 from Hartford were WTIC-TV there, which holds a no-construction grant for ch. 3, and educational WGBH-TV Boston (ch. 2).

WICC (TV) Bridgeport, Conn. (ch. 43), favored the deletion from Hartford of ch. 2 and reassignment of that channel to both Bridgeport and Providence with appropriate engineering conditions.

ABC favored moving the Hartford vhf to Providence and was joined in this view by ch. 30 WKNB-TV New Britain, Conn.; ch. 55 WHYN-TV and ch. 22 WWLP (TV) both Springfield; ch. 58 WRLP (TV) Greenfield, Mass.; WHIM Providence, and Capital Tv Corp. of Rhode Island.

Ch. 16 WNET (TV) Providence, now dark, renewed its previous request that the FCC assign Hartford's ch. 3 to any of six suggested Rhode Island communities: Cranston, Warwick, Newport, West Warwick, Westerly or Naragansett. WNET also asked that Providence ch. 16 be made an educational channel rather than the present ch. 36.

Now dark ch. 14 WWOR-TV Worcester, Mass., said that Worcester was most deserving of the ch. 3 facility and that it should be moved to that city.

Madison, Wis.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *3, 21, 27 and 33. WISC-TV is operating on ch. 3.

ABC suggested making Madison all uhf by moving ch. 3 to Rockford, Ill. Also voting to deintermix Madison were Madison uhf's

"SOUND-FACTOR"

The Sparkle of

Creative Planning

for

Impressionable Living

with

RADIO WSRS

THE METROPOLITAN VOICE

FOR

PERSONALITIES OF DISTINCTION

WITH

MUSIC AND NEWS

ON

GREATER CLEVELAND'S

NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY
TO RECOGNIZED ADVERTISING AGENCIES
BY WSRS, INC., CLEVELAND 18, OHIO

WKOW-TV (ch. 27) and WMTV (TV) (ch. 33).

WTVO (TV) Rockford, Ill. (ch. 39), favoring the deletion of ch. 3 from Madison, suggested it be assigned to Rockford with Madison getting in return WTVO's ch. 39. This would require the deletion of ch. 13 from Rockford.

Operating ch. 3 WISC-TV Madison, holder of the only vhf there, opposed the move for deintermixture in Madison. WISC-TV's position was supported by the Wisconsin Committee to Save Existing Rural Tv Service.

Miami, Fla.—Make area predominantly vhf by adding ch. 6. This would give Miami chs. *2, 4, 6, 7, 10, 23 and 33.

Storer Broadcasting Co. (ch. 23 WGBS-TV Miami) recommended that ch. 6 be assigned to Miami. Storer said that it has been operating WGBS-TV since December 1954 and has incurred losses of $360,754 in uhf operation there.

WITV (TV) Fort Lauderdale, Fla. (ch. 17) asked that ch. 6 be assigned to Fort Lauderdale with authority given to locate the antenna in the Miami-Fort Lauderdale antenna-farm area so as to protect ch. 6 WDBO-TV Orlando and ch. 5 WJNO-TV (now WPTV [TV]) West Palm Beach.

Opposition to the ch. 6 Miami proposal came from WDBO-TV Orlando (ch. 6) and ch. 4 WTVJ (TV) Miami.

Mobile, Ala.-New Orleans, La.—Make Mobile all commercial vhf by moving ch. 4 from New Orleans, moving ch. 42 (now educational in Mobile) to New Orleans (where it would be commercial). This would give Mobile chs. 4, 5, 10 and *48. New Orleans would have 6 (WDSU-TV), *8, 20, 26, 32, 42 and 61.

Practically all the comments here voiced the opinion that New Orleans should be encouraged as a vhf market. ABC said make it all u or all v: if all u, remove the v's (chs. 4 and 6); if all v, add ch. 11 and perhaps another vhf.

WWL-TV New Orleans (Loyola U.), which holds a no-construction grant on ch. 4 there, hit the New Orleans-Mobile proposal as not "deintermixture" but a "reshuffling of frequencies" designed to leave WDSU-TV (ch. 6) as the sole vhf in New Orleans.

WTPS New Orleans *(Times-Picayune)* said it was opposed to the removal of ch. 4 from that city, recommended addition of a vhf there. WTPS, one of three applicants for ch. 4, was favored in a hearing examiner's initial decision, but FCC reversed examiner and awarded grant to Loyola U. (WWL-TV).

New Orleans Democratic Reps. F. Edward Hébert and Hale Boggs recommended that ch. 11 be added to that city.

WDSU-TV, operating on ch. 6 New Orleans, opposed making that city uhf, particularly as where the deletion of ch. 6 would be required.

WJMR-TV New Orleans (ch. 20) asked the Commission to make that city all uhf. In the alternative, WJMR-TV said that if ch. 4 (WWL-TV) is allowed to remain in New Orleans, the FCC is obliged to permit WJMR-TV to operate on ch. 11 there.

Norfolk-Portsmouth-Newport News, Va.—Make area predominantly vhf by adding ch. 13 to Norfolk from New Bern, N. C. Add ch. 12 to New Bern. This would give Norfolk area chs. 3, 10, 13, 15, *21 and 33.

Favoring the proposed allocations change were ch. 15 WVEC-TV Hampton (Norfolk) and Commonwealth Broadcasting Corp., former permittee of WTOV-TV Norfolk, operating ch. 27 station.

Ch. 13 WNBE-TV New Bern, which would be forced to switch to ch. 12 if the proposed rule-making became final, and ch. 3 WTAR-TV Norfolk both opposed the proposal on grounds that ch. 12 in New Bern would present conflicts between transmitter-site locations and minimum separation requirements. Also opposed was ch. 12 WRVA-TV Richmond, Va.

WAAM (TV) Baltimore, Md. (ch. 13), went on record as against the proposal claiming that the Chesapeake Bay affords an overwater path between Baltimore and Norfolk (if rule-making were finalized both cities would have a ch. 13).

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and adding ch. 25. Ch. 8 would be assigned to Rock Island. This would necessitate assigning ch. 77 in lieu of ch. 40 at Galesburg, Ill. This would give

If the Roof Tops of those who view KJEO-TV most were painted Red....



Central California would look like this!

*From KJEO's sign-on to sign-off, Channel 47 has more first place quarter hours than any other station. At night, KJEO has more first positions than the other two stations combined . . . you get greater results for your money in Central California . . . when you invest your advertising dollars on KJEO-TV.

*June and July, 1956 ARB

KJEO-TV CHANNEL 47

O'Neill Broadcasting Company
P. O. BOX 1708, FRESNO, CALIFORNIA
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

ANTENNA HEIGHT . . . . 4400 FT.
Above the Valley Floor

178,000 TV HOMES

Peoria chs. 19, 25, *37 and 43, and Rock Island chs. 4, 6, 8, *30, 36 and 42.

ABC, favoring deintermixture in Peoria, was joined by Peoria uhf's WEEK-TV (ch. 43) and WTVH (TV) (ch. 19).

WSIL-TV (ch. 22) Harrisburg, Ill., requested that ch. 8 be reassigned to both Harrisburg and the Davenport-Rock Island-Moline area.

Tele-Views News Co., which described itself as a prospective applicant for ch. 8 at Davenport-Rock Island-Moline, asked the FCC to assign ch. 8 to that area.

WGIL Galesburg, Ill., was in favor of deleting ch. 8 from Peoria, but requested that it be reassigned to Galesburg rather than Rock Island.

Ch. 6 WOC-TV Davenport, Iowa, expressed no concern about what the FCC does in Peoria, but asked that ch. 8, if moved, be placed in a city other than Davenport-Rock Island-Moline.

WIRL-TV, permittee of ch. 3 Peoria (construction banned pending deintermixture results), strongly opposed any proposal to delete ch. 3, and was backed up by a resolution of the Peoria County Farm Bureau.

WMBD Peoria, loser to WIRL-TV for Peoria's ch. 8, asked the Commission to add ch. 31 to that city, whether or not it chooses to deintermix there.

Springfield, Ill.-St. Louis, Mo. — Make Springfield all uhf by deleting ch. 2 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36 and 42.

Uhf stations WICS (TV) Springfield (ch. 20), KTVI (TV) St. Louis (ch. 36) and WTVP (TV) Decatur, Ill. (ch. 17) all were in favor of finalization of the rule-making proposal.

ABC favored the proposal to move ch. 2 from Springfield to St. Louis; would replace the vhf in Springfield with ch. 36; this will allow ch. 2 to be allocated to Terre Haute, Ind., too, ABC claimed.

WTHI-TV Terre Haute, Ind. (ch. 10), said it was in favor of taking ch. 2 from Springfield but recommended its reassignment to Salem, Ill.-Mo.

WCIA (TV) Champaign-Urbana, Ill. (ch. 3), proposes that the FCC add chs. 26 and 36 to Springfield. Cape Girardeau (Mo.) Tv Co. claimed that Cape Girardeau rather than St. Louis should have the ch. 2 facility.

WSIL-TV Harrisburg, Ill. (ch. 22), seeking either ch. 8 or 3 for that city, asked the FCC to deny Cape Girardeau Tv Co.'s request; said that denial of the Cape Girardeau request would make possible the assignments of ch. 2 to St. Louis and ch. 3 to Harrisburg.

WMAY-TV Springfield, which received the ch. 2 grant last June, but is prohibited from building until the deintermixture problem is resolved, reported against tampering with the present Springfield allocations.

WIBC–Leads in Indiana



The walls of the lobby at WIBC are crowded with community service awards and certificates. WIBC's staff and management are proud of these awards because they represent successful integration into the community efforts of their listeners, and consequent leadership among the radio stations of Indianapolis and Indiana.

WIBC's leadership in public service has brought with it leadership in audience, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

WIBC's success in building big audiences and in public service is due largely to the efforts of the station's well known personality salesmen . . . names like Easy Gwynn, Robin Bright, Al Brooks, Jim Shelton, Gordon Graham and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN COMMUNITY SERVICE

FIRST IN AUDIENCE

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana,
the Best Buy...the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

New Farm Show idea created by Doane

World's leading farm management and research organization builds daily 15-minute package of national and international farm news, price trends, selling, buying, and management advice.

What effect may the latest international crisis have on farm prices? How can farmers use soil bank certificates to get 5 cents extra return for each dollar's worth? Why are corn farmers better off this year than last? What's behind happenings in the hog, cattle, and poultry markets? What are today's good buys? What's new in cost-cutting practices?

These are examples of questions and problems answered by the practical, down-to-earth Farm Radio Show offered to stations and advertisers by the Doane Agricultural Service's economic scripting department.

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This continuing program of facts, and expert interpretation of facts and news, is of vital interest to farmers in all parts of the country. Ready-to-air scripts are beamed to the farmer's highest interests, and have already proved their ability to build large, interested farm audiences. Of special interest to farm wives is a sprightly section on homemaking, presented by home economist Florence Lytle.

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The Doane Farm Radio Show is a unique program based on 37 years of professional farm management, economic research, and forecasting. Facts are separated from fancy as questions of great importance to farmers are discussed and analyzed in easy-to-understand terms.

For full details on the new Doane Farm Radio Show, and how to use it in your area, write: **Doane Farm Scripting Service, Att: Alvin J. Lee, Doane Agricultural Service,** 5144 Delmar **Blvd., St. Louis 8, Mo.**

DOANE

AGRICULTURAL SERVICE, INC.

Television Allocations Changed By Commission in Five Markets

FIVE MARKETS were involved in allocations changes finalized by the FCC last week.

The Commission assigned ch. 13 (WMAZ-TV) to Macon, Ga., by removing it from Warner Robins, Ga., and assigned ch. 5 (WLAC-TV) to Nashville, Tenn., by removing it from Old Hickory, Tenn. Both stations may file applications to operate from the new communities. These changes are in line with FCC's revision of the mileage separation regulation which permits transmitter-to-transmitter spacing in lieu of city-to-city spacing.

Other allocations changes finalized last week:

Ch. 56 was assigned to Binghamton, N. Y., by deleting it from Cortland, N. Y., and substituting ch. 72 in the latter city.

Ch. 18 was assigned to Baton Rouge, La., by deleting it from Jackson, La., and substituting ch. 59 in the latter city.

Ch. 18 was assigned to Lafayette, Ind., by substituting ch. 77 for ch. 18 at Lebanon, Ind. This entailed a denial of a request by ch. 59 WFAM-TV Lafayette to shift ch. 59 from Lafayette to Lebanon and the station's request for a show cause order to specify operation on ch. 18.

Two Bids for Butte Vhf Grant, One for Elk City V Submitted

THREE applications for vhf channels—two seeking ch. 6 at Butte, Mont.—were filed with the FCC last week. The third application was for ch. 8 at Elk City, Okla.

Applicants for the Butte facility are Arthur W. Schwieder (president 7.8% stockholder in KID-AM-TV Idaho Falls, Idaho), and KOPR Butte. Mr. Schwieder plans to spend $161,000 for construction; KOPR proposes $160,000 for construction costs. Proposed FCC rule-making would move Butte's ch. 6 to Bozeman, Mont., substituting ch. 28 for 6 in Butte.

Southwest Broadcasting Co. (KASA Elk City) filed an application for ch. 8 there, proposing a construction cost of $55,000. A previous application for the Elk City channel was filed by Video Independent Theatres Inc. (KVIT [TV] Santa Fe, N. M.).

Broadcast Allocations Revision Urged by Washington Lawyer

A CALL for the revision of broadcast allocations was sounded last week by Washington attorney Jeremiah Courtney.

In a strongly-worded speech, Mr. Courtney, who represents non-broadcast interests, leaned hard on what he termed the "in-balance" between the spectrum space allocated to broadcast services (am, fm and tv) and that assigned to the communications services (taxi, trucking, police, fire, industrial, etc.). He also implied that the government's share of the radio spectrum was excessive.

Mr. Courtney submitted a petition by the American Trucking Assn. last October requesting the deletion of ch. 2 from television broadcasting and its use for private communications by commercial enterprises [B•T, Oct. 29]. Last week's speech was given at the annual convention of Central Station Electric Protection Assn. in Palm Beach, Fla.

In the 25-960 mc band, Mr. Courtney pointed out, broadcasting has 58% of the allocation, government 26% and non-broadcast services 16%. Of the 695 mc in the 25-960 mc band used by non-government services, broadcasting has 74% exclusive plus 9% shared, Mr. Courtney maintained. He termed tv an "allocation monster," in that it uses 492 mc of space in that area. He also claimed that both the tv and fm allocations were not being utilized to its fullest.

In discussing a need of mobile communications services for more space around 500 mc, Mr. Courtney said: "The result today is that the mobile and common carrier radio services are gasping for space below 1,000 mc while the fm and uhf tv services prodigally waste the space that has been assigned to them in that range."

He continued: "Why should the non-broadcast services bear the brunt of the pressure for better and better equipment and greater and greater improvements in communication techniques (e.g., single side band transmissions) so as to obtain ever more efficient use of their assigned frequencies, while tv and fm services are allowed not only to let their assigned space lay idle, but also to escape any requirements for improvement of their equipment and technique . . . Should all equipment and technique progress be confined to the mobile and point-to-point services while fm and tv enjoy a lazy *status quo* indefinitely?"

He urged that fm and tv be "compressed" in narrower spectrum space so additional frequencies might become available for mobile and point-to-point services. Mr. Courtney expressed the hope that a "substantial chunk" of fm may be re-allocated for the non-broadcast services.

House Campaign Study To Probe Sec. 315

THE "virtues and hazards" of Sec. 315 of the Communications Act, the high costs and importance of television and its "virtual necessity" in election campaigning are among subjects to be covered in hearings scheduled next week (Dec. 17-19) by the Special House Campaign Expenditures Committee headed by Rep. Clifford Davis (D-Tenn.).

NARTB President Harold E. Fellows, who will testify Dec. 17 or 18, was the only industry witness scheduled as of last week, according to Gillis W. Long, chief counsel. Mr. Long said Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, also will testify during the three-day sessions.

Other members of the special House unit are Reps. Robert E. Jones (D-Ala.), Richard Bolling (D-Mo.), Patrick J. Hillings (R-Calif.) and Kenneth B. Keating (R-N. Y.).

Don McNeill's

BREAKFAST CLUB

ABC Radio Network, 8 to 9 Chicago Time

105 WEST MADISON
CHICAGO 2
ILLINOIS

TELEPHONE RAndolph 6-8872

November 26, 1956

Mr. Don Durgin, Vice President
ABC-Radio Network
7 West 66th Street
New York, N. Y.

Dear Don:

All of us associated with Breakfast Club have cause to be mighty grateful for the terrific commercial success the program has enjoyed this year.

We are most appreciative of the advertisers and their agencies who've climbed aboard our new commercial bandwagon and we want to take our hats off to the ABC-Radio Network salesmen who really put the "new Breakfast Club" over commercially. These salesmen have really done an outstanding job and I'd like to do a little something special to let them know how appreciative we are of their efforts.

As you well know, Breakfast Club's principle listening audience consists of women in the home, but we know that a great many men are regular listeners also. Almost every morning I meet men in our studio audience at the Hotel Sherman who confirm this, as do the surprising number of letters I receive from men listeners. Since so many of these men listeners are salesmen who hear Breakfast Club on their car radios, we're dedicating Breakfast Club of Thursday, December 13th, to salesmen everywhere.

If you and George Comtois agree, I'd like to bring all the ABC Radio Network salesmen into Chicago as my guests on December 12th so they (together with the Chicago ABC Radio-Network salesmen) can be my honored guests on the Breakfast Club program the morning of December 13th. They'll not only be honored guests but they'll be representing all salesmen everywhere whom we'll be saluting that morning.

Please let me know if this meets with your approval so we can make the necessary arrangements.

Sincerely,

Don McNeill

American Broadcasting Co

7 WEST 66TH STREET NEW YORK 23, N Y

SUSQUEHANNA 7-5000

ABC
RADIO NETWORK

November 29,

Mr. Don McNeill
Don McNeill Enterprises, Inc.
105 West Madison Street
Chicago 2, Illinois

Dear Don:

Many thanks for your nice letter and for your welcome invitation to the ABC Radio Network Sales staff to be your "honored guests" on BREAKFAST CLUB's December 13th broadcast. Actually, however, when it comes to giving a "Salute to Salesmen", you are the super-salesman we will all be saluting that morning.

All of us at ABC Radio - and I think I can speak for agencies and advertisers, too, on this subject - salute you as an outstanding salesman, broadcaster and friend.

It will be a pleasure for ABC Radio to be with you in person on the morning of December 13th - as it has been for the past twenty-three years.

Best wishes.

Sincerely,

Don Durgin
Vice President in Charge

ANTITRUST COMMITTEE NEARS END OF ANALYZING ABC-TV CONTRACTS

THE House Antitrust Subcommittee last week virtually completed its classification of ABC-TV's affiliation contracts, numbering 206. There are less than a dozen ABC-TV talent contracts yet to be furnished the subcommittee, according to Julian H. Singman, assistant counsel in charge of the processing.

Details of most of the CBS-TV and NBC-TV affiliation contracts have been published [B•T, Oct. 29, *et seq.*]. The networks furnished the contracts to the congressional subcommittee headed by Rep. Emanuel Celler (D-N. Y.) in compliance with requests made during hearings in New York last September.

ABC last week submitted a statement explaining apparent deviations in some of the contracts. Although space limits prohibit detailed analyses of the documents, some other apparent differences not explained in the ABC statement are due to complicated arrangements between network and station in arriving at an agreement. A few of the ABC-TV agreements, such as those with Boston and St. Louis stations, are verbal in form and are confirmed only by letter or memorandum.

The ABC statement:

"Any deviation from the standard station compensation of 30% of gross for an interconnected affiliation agreement can be attributed to the fact that in certain markets, time clearances are not available on an equal basis due to the scarcity of stations. The importance of the inclusion of such two station vhf markets as St. Louis and Boston in a national advertiser purchase is important to the extent that without their inclusion, the network sale might not be consummated. An increase in station compensation is necessary to obtain time clearances in such situations.

"There are also a few individual cases i.e., Chico, Calif.—where station compensation is reduced below the standard 30% for interconnected agreements.

"This is a negotiated compromise whereby the station does not grant free hours to help off-set extra cable cost, but agrees to substitute instead, a reduction in compensation."

The contracts, arranged in related groups:

30%, 22 free monthly hours: WLWA (TV) Atlanta; KMMT (TV) Austin, Minn.; WAAM (TV) Baltimore; WTRI (TV) Albany, N. Y.; WOI-TV Ames, Iowa; WTTV (TV) Bloomington, Ind.; WGR-TV Buffalo; KCRG-TV Cedar Rapids, Iowa; WBKB (TV) Chicago; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WXYZ-TV Detroit; WSJV (TV) Elkhart, Ind.; KJEO-TV Fresno, Calif.; WHTN-TV Huntington, W. Va.; KMBC-TV Kansas City; WTVK (TV) Knoxville; KABC-TV Los Angeles.

WLVA-TV Lynchburg, Va.; WKOW-TV Madison, Wis.; WHBQ-TV Memphis; WISN-TV Milwaukee; WTCN-TV Minneapolis; WSIX-TV Nashville; WNHC-TV New Haven, Conn.; WABC-TV New York; WMTW (TV) Poland Springs, Me.; WAVY-TV Portsmouth, Va.; WTVR (TV) Richmond; KCCC-TV Sacramento, Calif.; KGO-TV San Francisco; KING-TV Seattle; KTVX (TV) Tulsa; KWTX-TV Waco, Tex.; WMAL-TV Washington; KAKE-TV Wichita; WTOB-TV Winston-Salem; WSBA-TV York, Pa.; WTPA (TV) Harrisburg, Pa.

30%, free monthly hours as noted: WLOS-TV Asheville, N. C., 27; KBAK-TV Bakersfield, Calif., 12; KFDM-TV Beaumont, Tex., 15; WICC-TV Bridgeport, Conn., 20; WCNY-TV Carthage-Watertown, N. Y., 10; WCSC-TV Charleston, S. C., 11; WRBL-TV Columbus, Ga., 5; KBTV (TV) Denver, 28; WTVD (TV) Durham, N. C., 12; KGEO-TV Enid, Okla., 37; WFLB-TV Fayetteville, N. C., 1 hour weekly.

WBTW (TV) Florence, S. C., 1 hour weekly; WNCT (TV) Greenville, N. C., 11; KTRK-TV Houston, 25; WJTV (TV) Jackson, Miss., 6; WJHP-TV Jacksonville, Fla., 5; WMAZ-TV Macon, Ga., 11; WMUR-TV Manchester, N. H., 25; KNOE-TV Monroe, La., 6; WJMR-TV New Orleans, 30; WDBO-TV Orlando, Fla., 11; KATV (TV) Pine Bluff, Ark., 30; KLOR (TV) Portland, Ore., 30; WNAO-TV Raleigh, N. C., 12; WSLS-TV Roanoke, Va., 5; KTVI (TV) St. Louis, 11.

KUTV (TV) Salt Lake City, 28; WTOC-TV Savannah, Ga., 11; WARM-TV Scranton, Pa., 8; KSLA-TV Shreveport, La., 12; WSTV-TV Steubenville, Ohio, 11; XETV (TV) Tijuana, Mex.-San Diego, 24; WEAT-TV West Palm Beach, 36; KFDX-TV Wichita Falls, Tex., 15; WILK-TV Wilkes-Barre, Pa., 20.

Other percentages of compensation, with monthly (except as noted) free hours: WBTV (TV) Charlotte, N. C., 33⅓%, 1 hour weekly; WTVN-TV Columbus, Ohio, 32%, 22 hours; WFAA-TV Dallas, 33⅓%, 12 hours; WBAP-TV Fort Worth, 33⅓%, 12 hours; WFIL-TV Philadelphia, 31%, 20 hours; KCMC-TV Texarkana, Tex., 25%, 12 hours.

30%, no free hours: WALB-TV Albany, Ga.; KFDA-TV Amarillo, Tex.; KTBC-TV Austin, Tex.; WAFB-TV Baton Rouge; WNEM-TV Bay City, Mich.; WABT (TV) Birmingham; WDEF-TV Chattanooga; KKTV (TV) Colorado Springs; WIS-TV Columbia, S. C.; KOMU-TV Columbia, Mo.; KRIS-TV Corpus Christi, Tex.; WLWD (TV) Dayton; KDAL-TV Duluth; WSEE (TV) Erie, Pa.; KIEM-TV Eureka, Calif.; WTVW (TV) Evansville, Ind.

WINK-TV Ft. Myers, Fla.; KFBB-TV Great Falls, Mont.; WFRV-TV Green Bay, Wis.; KGBT-TV Harlingen, Tex.; WSVA-TV Harrisonburg, Va.; WLBT (TV) Jackson, Miss.; WMBR-TV Jacksonville, Fla.; KRCG (TV) Jefferson City, Mo.; WJHL-TV Johnson City, Tenn.; WKBT (TV) La Crosse, Wis.; KPLC-TV Lake Charles, La.; WJIM-TV Lansing, Mich.; KSWO-TV Lawton, Okla.; WIMA-TV Lima, Ohio.

KOLN-TV Lincoln, Neb.; WAVE-TV Louisville (31.66% if simulcast on WAVE); KBES-TV Medford, Ore.; WALA-TV Mobile; WKRG-TV Mobile; WSFA-TV Montgomery; KWTV (TV) Oklahoma City; WKY-TV Oklahoma City; KMTV (TV) Omaha; WJDM-TV Panama City, Fla.; WEAR-TV Pensacola; WTVH (TV) Peoria; KTVK (TV) Phoenix; KZTV (TV) Reno; WHEC-TV Rochester; WVET-TV Rochester; WREX-TV Rockford, Ill.

WHBF-TV Rock Island, Ill.; KSWS-TV Roswell, N. M.; KSBW-TV Salinas, Calif.; KENS-TV San Antonio; WOAI-TV San Antonio; KEYT (TV) Santa Barbara, Calif.; KTBS-TV Shreveport; KREM-TV Spokane; WTHI-TV Terre Haute; WSPD-TV Toledo; WSAU-TV Wausau, Wis.; WHIZ-TV Zanesville, Ohio.

25%, no free hours: KOAT-TV Albuquerque; WABI-TV Bangor, Me.; KOOK-TV Billings, Mont.; KFYR-TV Bismarck, N. D.; KIDO-TV Boise; KXLF-TV Butte, Mont.; WWTV (TV) Cadillac, Mich.; KFBC-TV Cheyenne, Wyo.; WEAU-TV Eau Claire, Wis.; KROD-TV El Paso; KFSA-TV Ft. Smith, Ark.; WDAM-TV Hattiesburg, Miss.; KULA-TV Honolulu; KID-TV Idaho Falls, Idaho.

KHOL-TV Kearney, Neb.; KLRJ-TV Henderson-Las Vegas, Nev.; WLEX-TV Lexington, Ky.; KCBD-TV Lubbock, Tex.; WTOK-TV Meridian, Miss.; KCJB-TV Minot, N. D.; WLBC-TV Muncie, Ind.; WOAY-TV Oak Hill, W. Va.; KOAM-TV Pittsburg, Kan.; WPTZ (TV) Plattsburgh, N. Y.

WGEM-TV Quincy, Ill.; WAPA-TV San Juan, P. R.; KVEC-TV San Luis Obispo, Calif.; KVTV (TV) Sioux City, Iowa; KELO-TV Sioux Falls, S. D.; WICS-TV Springfield, Ill.; KYTV (TV) Springfield, Mo.; WCTV (TV) Thomasville, Ga.; KVOA-TV Tucson; WINT (TV) Waterloo, Ind.; WMFD-TV Wilmington, N. C.; KIMA-TV Yakima, Wash.

Varying percentages of compensation, no free hours: KENI-TV Anchorage, Alaska, 15%; WBZ-TV Boston, "50% of gross"; KFAR-TV Fairbanks, Alaska, 15%; WFMY-TV Greensboro, N. C., 10%; WHAM-TV Rochester, 33⅓%; KSD-TV St. Louis, "50% of gross billing to advertisers"; WKBN-TV Youngstown, Ohio, 27½%.

Different compensations for film or kinescope and live (1) no free hours: WFBG-TV Altoona, kine 25%, live 30%; KHSL-TV Chico, Calif., film 30%, live 15%; WOOD-TV Grand Rapids, film 30%, live 40%; WKZO-TV Kalamazoo, film 30%, live 40%; WJAR-TV Providence, kine 50%, live 30%. **(2) with free monthly hours:** KTEN (TV) Ada, Okla., film 25%, live 30%, 9 free hours; WBRZ-TV Baton Rouge, film 30%, live 25% over first 3 hours; WTVP (TV) Decatur, Ill., film 25%, live first 25 hours over 20 free hours 25½%, more than 45 hours 30%; WAKR-TV Akron, film 25%, live first 25 hours over 23 hours 27½%, all over 45 hours 30%.

Bonus stations, no compensation except



Wishing You a Productive New Year...

One thing us rabbits believe in is RESULTS. The only arithmetic—MULTIPLICATION! Take a 1356 foot tower, pack it with 100,000 watts of power, add over 1,000,000 ready customers, and you've got three *potent* factors for increased sales in 1957. Multiply with 5 to produce results in Oklahoma in the coming New Year.



KGEO-TV

The Center of Attraction

ENID, OKLAHOMA

FULL ABC NETWORK

REPRESENTED BY JOHN E. PEARSON CO.



as noted: WAIM-TV Anderson, S. C. (Bonus with WLOS-TV Asheville, N. C.); WBLN (TV) Bloomington, Ill.; WDAN-TV Danville, Ill., gets 7½% of hourly rate for announcements ordered by ABC; WTVE (TV) Elmira, N. Y.; WTAP-TV Parkersburg, W. Va.; WBOC-TV Salisbury, Md.

Different percentages for different hours: WJBF-TV Augusta, Ga., 30% for all over first 4 hours in 6-11 p.m. period and 30% for all over first 4 hours in other time periods; WNBF-TV Binghamton, N. Y., 25% first 20 unit hours, 35% next 10, 40% all over 30 hours; WGLV (TV) Easton, Pa., 27½% for first 33 hours, 30% all over 45 hours; WICU (TV) Erie, Pa., 30% first 20 hours, 33⅓% next 40 hours, 35% all over 60 hours; WITV (TV) Ft. Lauderdale, Fla., 30% of average unit hour rate for all over first 24 hours (50% of compensation withheld to pay on money due to ABC); WSUN-TV St. Petersburg, Fla., 25% for first 35 hours over 25 free hours, 30% for all over 60 hours; WATR-TV Waterbury, Conn., 27½% for first 33 hours over 12 free hours, 30% for all over 45 hours.

Miscellaneous contracts: WDAY-TV Fargo, N. D., receives "$75 per hour plus 30% of remainder." WNAC-TV Boston in a verbal contract, for *Mickey Mouse Club* gets 30% of combined total of 20 quarter-hours per week figured at Class B rates.

For all other ABC-TV programs, WNAC-TV is paid, using the formula of "half-hour at 60% of the hour, quarter-hour at 40% of the hour, etc. . . . by multiplying the proper time classification percentage (such as 60% for a half-hour) to the applicable hour rate and multiplying this figure by 50% for each time segment used. Compensation for *Warner Brothers Presents* (one-hour evening show) is based on two half-hours at the Class B rate.

Tax on All-Channel Sets Stunts Tv, Hearing Told

THE full potential of television will never be realized as long as all-channel tv sets cost more than vhf-only sets, Sigurd Tranmal, representing Radio-Electronics-Tv Mfg. Assn.'s Tax Committee, told a House Ways & Means subcommittee Wednesday. The House unit, headed by Rep. Aime J. Forand (D-R. I.) is studying the excise tax structure.

Mr. Tranmal, who is assistant to the vice president and controller of General Dynamics Corp.'s Stromberg-Carlson Div., asked for elimination of the 10% federal manufacturer's excise tax on all-channel tv sets and said this would provide the most effective action Congress could take to insure nationwide competitive tv. Broadcasters made similar pleas the week before [B•T, Dec. 3].

RETMA also asked for elimination of the 10% tax on color tv sets in line with Congress' "historical policy of not taxing new products before they become established."

Mr. Tranmal said RETMA, representing about 380 manufacturers of radio and tv sets and other electronic products, is calling for a general reduction of the excise tax on radio-tv industry products from 10% to 5%. This, he said, would equalize the tax on radio-tv products with that on most other articles for the home and would be consistent with the tax relief Congress gave other household products in 1954.

The RETMA representative said removal of the excise tax on all-channel sets would cause "most manufacturers" to shift to all-channel sets production and give all purchasers of new sets access to uhf programs.

Expressing regret that all-channel set tax exemption was not adopted when first advocated by RETMA and others in May 1954, Mr. Tranmal told the subcommittee that while RETMA feels it's "unfortunate that much time has been lost, it is still not too late and we renew our recommendation." Since that time, 20 million tv sets have been manufactured, only 3.2 million capable of receiving uhf, Mr. Tranmal said, adding that the impetus that would have been given to uhf with 17 million additional uhf sets in the hands of the public is "incalculable."

In calling for excise tax reductions on radio-tv products, Mr. Tranmal cited tv and radio as two of the least expensive forms of entertainment and education for the low income family and said one of the best ways to benefit this group is to reduce the tax on tv, radios and phonographs.

A Philco Corp. official said his firm acknowledges the necessity of a peacetime excise tax system, but that the system should be overhauled to avoid both excessive rates on a given subject of taxation and "fine distinctions based on subjective considerations of relative necessity or luxury."

Three Multiple Owners Add Ams In 11 Sales Approved by FCC

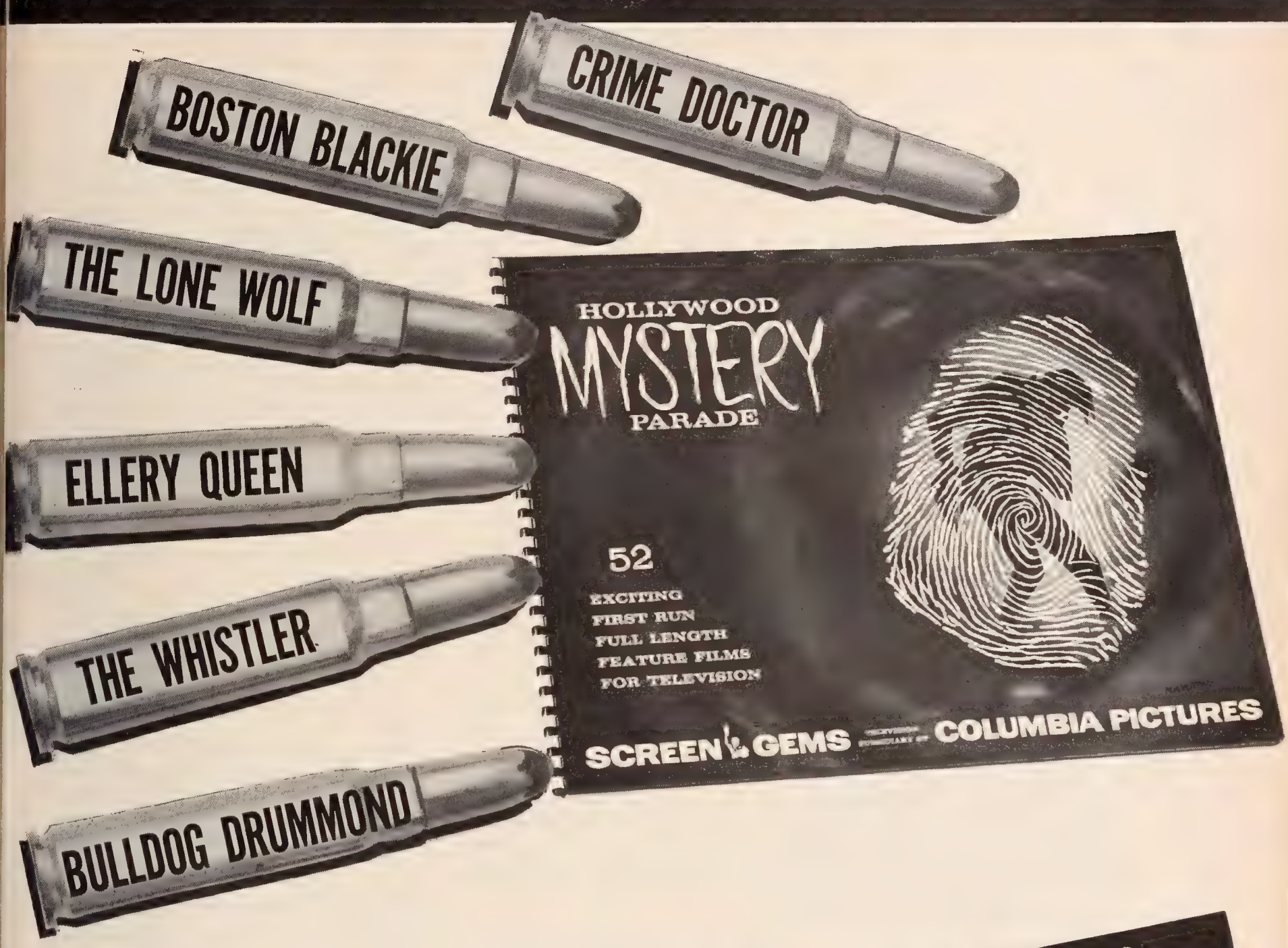
THREE of eleven am sales approved by the FCC last week added to the holdings of present multiple station owners. Commission sanction went to:

KFBI Wichita, Kan., transferring 50% from C. Howard Lane and associates to the H & E Balaban Corp. (midwest theatres) and Harold S. and Leo M. Lederer (Atlantic Brewing Co., Chicago) for $102,000. The Commission last month approved the Balaban-Lederer buy of WRIT Milwaukee and the Balabans' grant of tv ch. 46 in Birmingham, Ala. The Balabans also own 50% of ch. 39 WTVO (TV) Rockford, Ill.; ch. 23 WMCM (TV) Grand Rapids, Mich., and ch. 20 WICS (TV) Springfield, Ill. The latter has an application pending for a satellite in White Heath, Ill.

WTAM Decatur, Ga., for assignment of license from Republic Broadcasting System Inc. (Gordon McLendon, president) to WTAM Inc., owned by Emil J. Arnold, for $85,000. Mr. Arnold also owns 51% of WINN Louisville, Ky., 50%, WMFJ Daytona Beach, Fla., and 49% of WALT Tampa, Fla.

WABV Abbeville, S. C., for assignment of license to J. A. Gallimore for $30,000. Sellers are Mildred Allen and Edithe Mooneyham, Gallimore holdings include WSNW Seneca, S. D.; WSSC Sumter, S. C.; 60% of WBAW Barnwell, S. C., and 60%, WLFA LaFayette, Ga.

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Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

Schafitz Favored for Ohio Am; Five Other Radio Grants Made

AN INITIAL decision favoring grant of Sanford A. Schafitz' application for a new am station in Lorain, Ohio, was issued last week by an FCC hearing examiner. At the same time the Commission approved five uncontested am grants.

Hearing Examiner Hugh B. Hutchison recommended granting Mr. Schafitz the Lorain outlet on 1380 kc, 500 w daytime, in spite of probable interference in some areas now served by WTTH Port Huron, Mich., and WSPD Toledo, Ohio. He held that the need of primary service in Lorain outweighed the interference to be suffered by WTTH and WSPD. Mr. Hutchison also found Mr. Schafitz financially qualified. His financial ability had been questioned by the Port Huron and Toledo objectors.

New ams granted by the Commission went to:

Phoenix, Ariz.—Q Broadcasting Co., 740 kc, 1 kw daytime, directional antenna. Frank S. Barc Jr., former manager of KRUX Glendale, Ariz., is president-50.2% owner of the new facility. His father, retired newspaperman, owns 8.3%; Stanley Worlund, former KRUX salesman, 8.3%; Katherine Boos 16.6%, and Carmon Myrick, electrical contractor, 16.6%.

Palmdale, Calif.—Palmdale Broadcasters, 1470 kc, 1 kw daytime. Sole owner Harold C. Singleton also owns KRTV Hillsboro, Ore., 52% of KTEL Walla Walla, Wash., and 14%, KITI Chehalis, Wash.

Cowan, Tenn.—Cumberland Broadcasting Co., 1440 kc, 1 kw day. Equal partners are James F. Spencer, engineer, WCDT Winchester, Tenn.; Frank Pearson Jr., automobile dealer, and Arthur D. Smith Jr., owner of WMTS Murfreesboro, Tenn.

St. George, Utah—St. George Broadcasting Co., 1450 kc, 250 w day. Jeanette B. Arment, sole owner, is a commercial artist.

Ripon, Wis.—Central Wisconsin Co., 1600 kc, 5 kw day directional. Principals are President Miriam B. Monroe, 6.25%; John F. Monroe Jr. 31.25%, Mary Ellen M. Schmitz 31.25% and Margaret Joanne Monroe 31.25%.

Holtz Named Assoc. Gen. Counsel at FCC; Henley to Justice Dept.

EDGAR W. HOLTZ, assistant chief of the FCC Office of Opinions and Review, will become associate general counsel of the Commission Dec. 21. He succeeds J. Smith Henley, resigning to join the Dept. of Justice [CLOSED CIRCUIT Dec. 3].

Mr. Henley's assignment at the Justice Dept. is to head a new office set up to study and coordinate administrative procedure of government agencies.

FCC Switched Policy in Miami, Ch. 7 Losers Charge in Court

DID the FCC switch on its diversification policy when it granted Miami, Fla., ch. 7 last January to a combination of Cox-Knight newspaper-radio interests plus Niles Trammell former NBC president? That was the question argued before a Washington federal court last week.

Unsuccessful applicants Sunbeam Television Corp., East Coast Corp. and South Florida Television Corp. charged the FCC with reversing its long-time policy of favoring non-newspaper owned applicants. The FCC and WCKT (TV) argued that the competing applicants received full credit for not being affiliated with other media of communications, but that the Cox-Knight-Trammell group was awarded major preferences in other areas which outweighed its disability on the diversification issues. The WCKT principals own separately the *Miami News* (Cox) and the *Miami Herald* (Knight). They also individually owned standard broadcast stations WIOD (now WCKR) and WQAM respectively. WQAM was sold to Todd Storz last summer for $850,000—since the licensee of WCKR-WCKT (TV) could not own two stations in the same market under the FCC's duopoly rule.

The argument was heard by Circuit Judges Wilbur K. Miller, Charles Fahy and George T. Washington.

Kaiser Gets Honolulu Ch. 13; New Mexico Translator Okayed

IN TWO television actions by the FCC last week Kaiser Hawaiian Village Television Inc. was granted ch. 13 in Honolulu, and Triple "S" Tv & Radio Clinic, Tucumcari, N. M., was authorized for a translator on ch. 80. The Tucumcari grant, protested by a local community tv cable firm, marked the Commission's first denial of objections by cable interests to translator service.

Still pending are objections to translator applications in Palm Springs, Calif., by a community tv system, and in Lewiston, Idaho, by a booster station.

The Honolulu firm is owned 75% by Henry J. Kaiser, industrialist, and 25% by Hal Lewis, Honolulu advertising representative and disc jockey, who will be executive vice president of the television firm. The new facility will operate with 12.9 kw visual power and cost an estimated $133,653 to put on the air.

Triple "S" will use ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex., to an estimated 11,000 population.

Webster to 'Doria' Committee

COMMODORE Edward M. Webster (U. S. Coast Guard, ret.), who retired as a member of the FCC last June, was named last week as one of a four-man committee of experts to aid a congressional committee in its investigation of safety problems raised by the July 25 collision on the high seas between the foreign liners *Stockholm* and *Andrea Doria.*

Five Named in Suit

THE Justice Dept. filed an antitrust civil suit last week against five manufacturers of electrical resistance alloys, charging in Newark, N. J., federal court price fixing and restraint of trade. The defendants are Wilbur B. Driver Co., Driver-Harris Co.; Alloy Metal Wire Co.; Hoskins Manufacturing Co. and C. O. Jelliff Manufacturing Corp. Electrical resistance alloy products are used in radio-television receivers and industrial appliances.

Court Order Stops Trust Fund Payment

TEMPORARY restraining order was issued last week by Los Angeles Superior Court Judge John J. Ford prohibiting national phonograph recording companies from paying money in excess of the basic recording royalty into the American Federation of Musicians' music performance trust fund.

The court declined to issue a similar restraint with respect to money paid to the trust fund by motion picture producers and television film distributors. The judge, however, ordered all defendants in two major suits brought against AFM by Local 47 musicians in Hollywood to show cause at a hearing Dec. 14 why receivers should not be appointed by the court to take charge of the money and an injunction issued pending formal trial of the two complaints.

A group of 91 musicians in Local 47 filed the first suit against James C. Petrillo's trust fund policies in the phonograph recording field several weeks ago and asked recovery of $8,587,900 alleged to have been "diverted" by Mr. Petrillo to the trust fund. The suit was in behalf of 6,000 recording musicians throughout the U. S. [B•T, Nov. 26].

A fortnight ago the second pleading was presented to the court. This time 22 members of Local 47 in behalf of 2,400 musicians in the motion picture industry asked the court to recover nearly $4.5 million alleged to have been "diverted" to the trust fund when old motion pictures were "rescored" and sold for television release [B•T, Dec. 3].

The law suits stem from a revolt against Mr. Petrillo and national AFM policy which developed within Local 47 during the past year. A third suit involving AFM trust fund collections in the new tv field is expected to be filed soon.

N. Y. State Mediator to Hear WNBF-AM-TV, NABET Views

IN AN EFFORT to settle a 10-day-old strike at WNBF-AM-TV Binghamton, N. Y., representatives of management and of Local 26, National Assn. of Broadcast Engineers & Technicians, will meet this week with a member of the New York State Mediation Board.

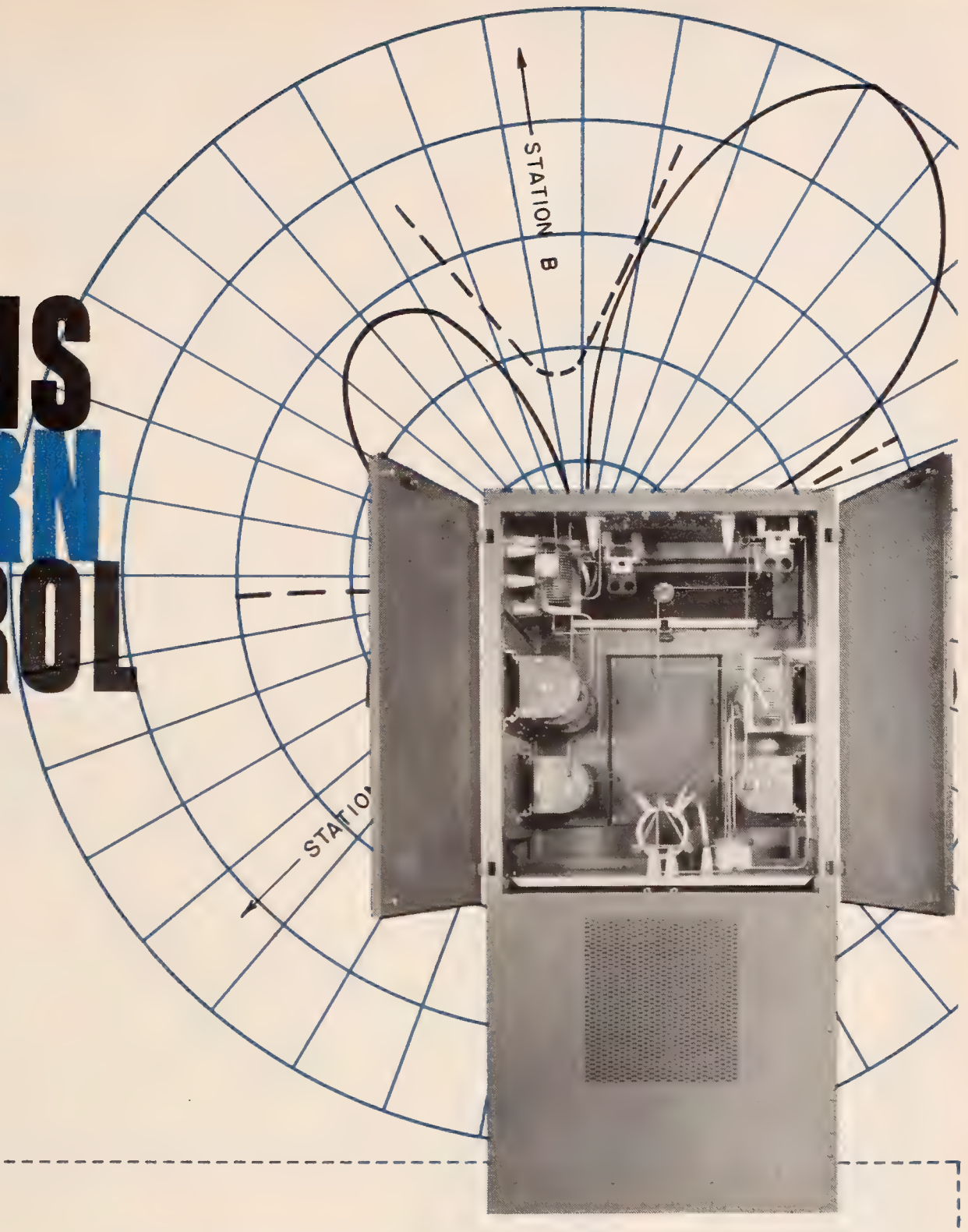
Thirty-four announcers, engineers and technicians walked off the job Dec. 1 after rejecting an offer for a new three-year contract by management largely over wages and fringe benefits. The stations have maintained their broadcasts schedules without interruption through the use of supervisory personnel, according to George Dunham, general manager.

Mr. Dunham said the station had offered wage increases of up to $22 per week, to recognize the union shop and grant certain fringe benefits. He added no sessions have been held with the union since the strike began.

Arthur Ferrare, president of the local and an audio engineer-projectionist at the stations, claimed the dispute began when Triangle Publications bought the stations and

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PERSONNEL RELATIONS

"eliminated certain benefits that had been in force under the previous management, including an annual bonus and a pension plan." He said that a NABET survey in upstate New York showed that the wage scale at WNBF-AM-TV was "well below average." He also charged that supervisory personnel currently operating the stations are "strike breakers, because they have been recruited from other Triangle stations."

Settlement Reached in Strike Against WAPI-AM-FM, WABT (TV)

A STRIKE of International Brotherhood of Electrical Workers technicians (Radio Broadcast Technicians Union, Local 253) against WAPI-AM-FM and the affiliated WABT (TV) Birmingham came to a close last week after a duration of 70 weeks. Joe S. Harmon, union business manager, and Henry P. Johnston, president of the three Alabama Broadcasting System stations, jointly announced that an amiable settlement had been reached, satisfactory to both sides.

Main issues in the long controversy were working of supervisors and requirement that two men be on control board at all times. Wages were not an issue. The stations were picketed during the strike. They are understood to have operated without loss of time. The stations recently asked dismissal of an injunction plea against the union after a three-day court hearing.

Council Reports U. S. Dollars Going to Communist Film Makers

A CHARGE that the Communist Party in Europe is getting U. S. dollars invested in foreign motion pictures and possibly some television films was made by the Hollywood AFL Film Council in a warning to all producers that the council will make public the facts of such films when the information becomes available [CLOSED CIRCUIT, Nov. 26].

NABET, IATSE Resolve Dispute

NABET has claimed victory over IATSE in the latter's campaign to force non-IATSE unions out of the film business in Hollywood. Both unions signed a settlement agreement before NLRB Hearing Examiner Norman Greer which prevents IATSE from picketing or otherwise "persuading" film rental studios from doing business with firms using NABET crews. Examiner Greer had investigated secondary boycott charges brought by NABET against the other union as the result of picketing in October at certain Hollywood tv studios.

NABET Wins WNHC Jurisdiction

A RULING issued Dec. 7 by the National Labor Relations Board specifies that the National Assn. of Broadcast Employes & Technicians (NABET) has been selected by technical employes of WNHC-AM-FM-TV New Haven, Conn., as bargaining agent. NLRB denied a petition by Elm City Broadcasting Corp. protesting conduct of the election. Elm City was sold to Triangle Publications, present operator.

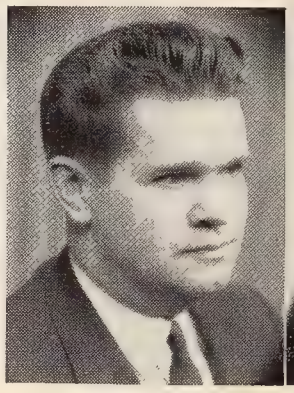
STATIONS

WCAU Inc. Takes Over Control of WGBI-TV

WCAU Inc. Philadelphia last week took over controlling interest of WGBI-TV Scranton, Pa., from Scranton Broadcasters Inc. and named Donald W. Thornburgh, president-general manager of WCAU-AM-FM-TV, as president of the newly-acquired station.

Vance L. Eckersley, attorney and consultant to Scranton Broadcasters, was named vice president and general manager of WGBI-TV, and Anton J. (Tony) Moe, former account executive with CBS-TV Spot Sales in New York, was named general sales manager of the tv station.

Other officers of WGBI-TV are Mrs. Marcella Megargee Holcomb, vice president of



MR. ECKERSLEY



MR. MOE

Scranton Broadcasters, secretary, and Joseph L. Tinney, executive vice president-assistant general manager of the WCAU stations, treasurer.

WGBI-TV board of directors now is composed of Robert McLean, president-publisher of the *Philadelphia Evening* and *Sunday Bulletin;* Richard W. Slocum, executive vice president of the Bulletin papers; Mr. Thornburgh; John G. Leitch, vice president in charge of engineering of the WCAU stations; Charles Vanda, vice president in charge of tv for WCAU; Mrs. M. E. Megargee, president-treasurer of Scranton Broadcasters, and Mrs. Holcomb.

Third Uhf, WMGT (TV), Bought By Lowell Thomas, Associates

SALE OF ch. 19 WMGT (TV) Pittsfield, Mass., by Leon Podolsky and associates to Hudson Valley Broadcasting Co. for $379,000 was announced last week. Hudson Valley, owned by CBS commentator Lowell Thomas and associates, owns CBS-affiliated ch. 41 WCDA (TV) Albany, N. Y., and satellite ch. 29 WCDB (TV) Hagaman, N. Y.

The Massachusetts outlet will be operated as a second satellite of WCDA. Payment will be $91,000 in cash and the $288,000 remainder in monthly payments over a seven year period. It also was understood that RCA was taking back all WMGT studio equipment, with an adjusted refund, and that General Electric was accepting a reduced price on the ch. 19 transmitter.

WMGT began operating in February 1954. It is affiliated with ABC. In February of this year, the WMGT tower was destroyed



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When it comes to film programs, most viewers can't tell non-network from network shows, or mis-identify them.

That's the highlight finding of a recent study by Qualitative Research, Inc.

The survey makes clear that as far as film programs are concerned, there is no such animal as "network prestige." There can't be. Fact is, most viewers don't know non-network from network shows. Chances are they don't care.

People dial for content—not cable.

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A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

by high winds and the station has been off the air since then, but plans to return to full-time operation Jan 1, 1957.

During the past two years, both WMGT and now-dark WTRI (TV) Albany have fought WCDA's proposal to allocate ch. 10 to Vail Mills, N. Y., a short distance outside of Albany. A federal court earlier this year stayed the FCC's assignment of ch. 10 to Vail Mills. And, in June, the FCC proposed to deintermix the Albany-Schenectady-Troy area by deleting ch. 10 from Vail Mills. WTRI also opposed the sale of what is now WCDA and its am adjunct, WROW, to the Lowell Thomas interests. Mr. Thomas and his associates paid less than $300,000 for the two properties in 1954.

Seven Station Deals Come to $1.5 Million

SALES amounting to an aggregate of over $1.5 million were either announced or filed with the FCC last week.

Largest purchase was that of KELP and ch. 13, ABC-affiliated KILT (TV) El Paso, Tex., by KXLY-AM-TV Spokane, Wash., interests. The sale price was reported at $750,000, with Blackburn-Hamilton Co. as broker. Stations are being sold by McLendon interests—which only recently sold WRIT Milwaukee and WTAM Decatur, Ga. KELP is ABC affiliated and operates with 1 kw day, 500 w night on 920 kc. KXLY principals are Joseph Harris, Norman Alexander and Richard E. Jones. Mr. Jones, to be general manager of the Texas properties, is former Storer Broadcasting Co. vice president and former DuMont Television Network o&o station director.

Next largest was the $333,154 transaction whereby Lanford Telecasting Co. was established with T. B. Lanford owning 51% and Bill L. Fox (KFMB-TV executive) 49% (limited voting) of ch. 5 KALB-TV Alexandria, La., which has been operating with all three networks since 1954. This resulted from a merger agreement when the ch. 5 grant was made. Mr. Fox's family owns KSYL Alexandria. KALB-AM-FM-TV balance sheet as of Sept. 30 showed earned surplus of $255,156. Mr. Lanford has interests in KRMD Shreveport, KPLC-AM-TV Lake Charles, both La.; WSLI-WJTV (TV) Jackson, Miss., and KRRV Sherman, Tex.

Daytimer KALI Pasadena, Calif., is being sold by Henry Fritzen to Tele-Broadcasters Inc. for close to $300,000 with adjustments to be made following closing. Tele-Broadcasters (H. Scott Killgore) owns WKXL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn.; KUDL Kansas City, Mo., and is buying WBBR Brooklyn, N. Y. KALI, operating on 1430 kc with 5 kw, showed an earned surplus of $82,174 in the balance sheet as of July 31, submitted with its application.

WFTC Kinston, N. C., was sold by J. Harold Vester and associates to country music impressario Connie B. Gay for $145,000. Sale also handled by Blackburn-Hamilton. WFTC is ABC affiliated, uses 5 kw day, 1 kw night on 960 kc. Mr. Gay owns WTCR Ashland, Ky., and KLRA Little Rock, Ark.

WHAR Clarksburg, W. Va., was sold to Harrison Corp. for $111,000. Harrison Corp. is owned by George Wilson and George Wilson Jr. and William F. Malo Jr. The 250 w, ABC outlet (on 1340 kc) is being sold by W. A. (Pat) Patterson and Robert K. Richards. Broker is Blackburn-Hamilton Co.

Sale of WGKV Charleston, W. Va., by Kanawha Valley to Jacob A. (Jake) and Walter F. Evans for $90,000 was made known. Jacob A. Evans is a McCann-Erickson executive and former NBC sales official. The NBC-affiliated 250 watter (on 1490 kc) is being sold by its WSAZ Inc. principals because of their purchase of WKNA-AM-FM Charleston for $150,000 [B•T, Nov. 26]. Kanawha principals are Lawrence H. Rogers II, 20%; Leroy E. Kilpatrick, 10%; William D. Birke, 25%; E. H. Long, 15%; Eugene Katz, 10%; Walter H. Long, 10%; A. F. Marshall, 10%.

NBC's Radio, Tv O&O's Report Strong Sales Gains

BOTH tv and radio sales of NBC owned and operated stations are up this year over 1955, tv by 21% and radio by 17%, it was announced last week by Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales.

Mr. McFadden's disclosure was made in advance of the opening today (Monday) of a two-day annual meeting of general managers of the network's owned radio and tv stations. The closed session will be held in the St. Regis Hotel in New York, after which the general managers will proceed to Miami Beach where NBC will be celebrating its 30th anniversary (see story, page 31).

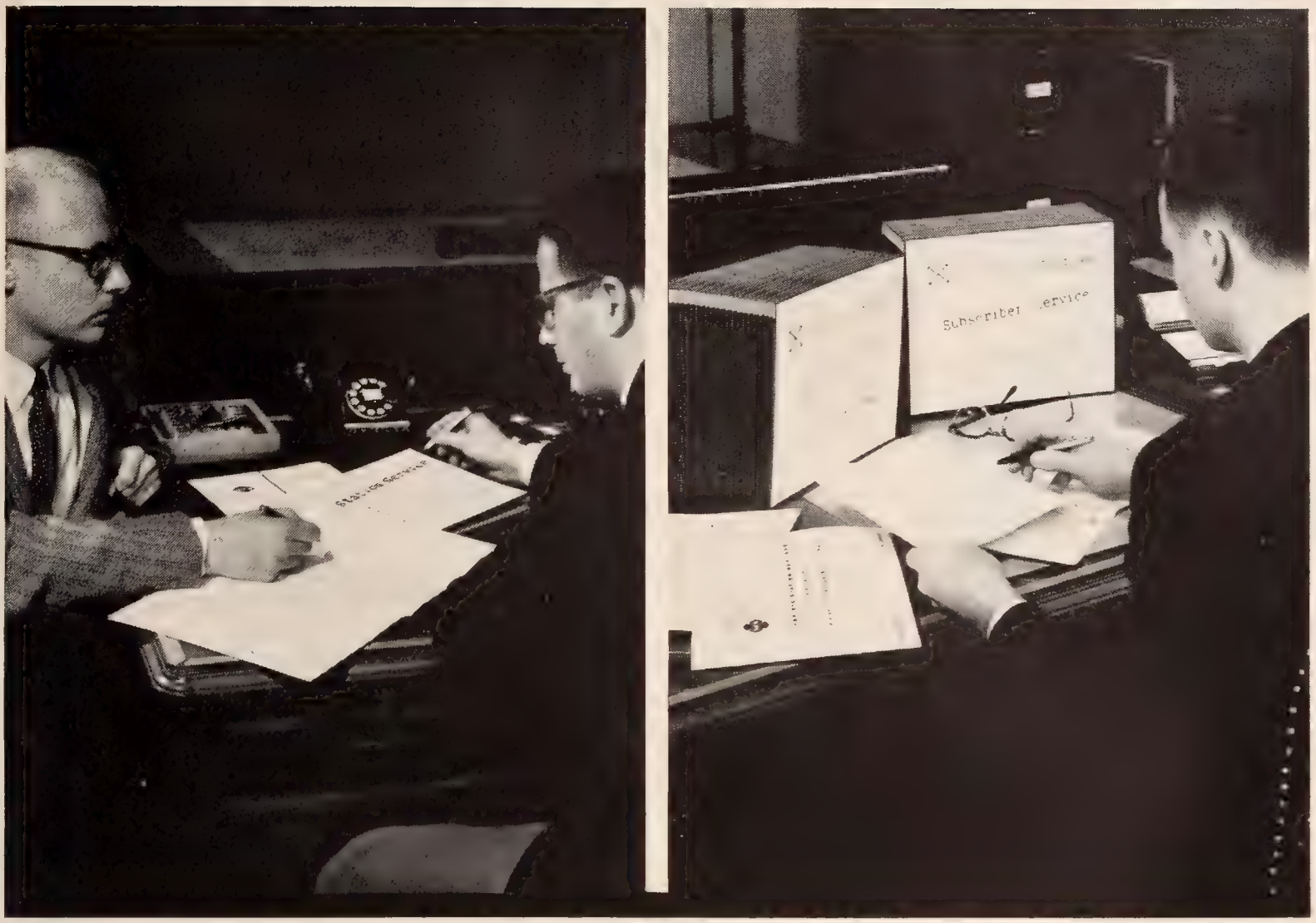
October time sales on NBC's five owned radio outlets rose 28% above billings for October 1955, he reported, noting that WRCA New York in October had its best month in history and predicting "that record will fall in November." (WRCA has reported its time sales in November will run 33% ahead of that month a year ago.)

The sessions today and tomorrow will cover sales, programming, public service and special projects for next year. The managers also will review summer sales plans which were drawn up some months ago.

Two California Am Permittees Plan 'Newspaper-of-Air' Format

TWO California radio stations issued construction permits and call letters last month will operate on a "newspaper-of-the-air" format, it was announced last week by Ray Lapica, Beverly Hills, Calif., broadcaster-newspaperman, who is licensee of the stations. The stations are KACE Riverside (1570 kc) and KAMP El Centro (1430 kc), both with 1 kw.

Mr. Lapica said that each station "would publish" a complete air edition of a radio newspaper every morning and evening, consisting of a world and national news page, a local news page, feature, sports, entertainment and woman's page.



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  —station loyalty
- *What other stations serve the area?*
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A. C. NIELSEN COMPANY

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2101 Howard St.	500 Fifth Avenue	70 Willow Rd.
HOllycourt 5-4400	PEnnsylvania 6-2850	DAvenport 5-0021

6100



ARB's cumulative rating for June says Milly Sullivan and "Valley Playhouse" reach 36.9% different TV homes weekly over KCRA-TV.

Milly has *repeat* audience, too. Her average daily rating is 12.4 with 74.4% of this large woman's daytime audience.

From 2 to 5 P.M., Milly's participating double feature leads in all quarter hours over the other three stations on the air.

"Valley Playhouse" is an important part of the programming which attracts Sacramento women to KCRA-TV. This helps make KCRA-TV the highest rated NBC station in the West.

*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956.



Clipp Named Vice President Of Triangle's Radio-Tv Div.

ROGER W. CLIPP, general manager of Triangle Publications' Radio & Television Div., has been elected vice president of the division, it was announced last Wednesday by Walter H. Annenberg, Triangle Publications president.



MR. CLIPP

The Radio & Television Div. of Triangle Publications operates WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa., and WNHC-AM-FM-TV New Haven, Conn. The division also owns 50% of WHGB Harrisburg, Pa.

Mr. Clipp has been associated with the WFIL stations since 1935, as business manager until 1938 and as general manager thereafter. Since its inception in 1955, he has served as general manager of the Radio & Television Div. He currently is secretary and a director of Television Bureau of Advertising, a member of the U. S. Information Agency's Broadcast Advisory Committee and a member of the Radio & Television Committee of the President's People to People Project.

KCCO Founder Logan Dies

WILLIAM A. LOGAN, 44, one of the founders of KCCO Lawton, Okla., died of cancer, Dec. 5, after a long illness.

Mr. Logan, a lawyer, served as state senator for 18 years. He was an unsuccessful candidate for governor in 1954. In October of this year he transferred his interest in KCCO to Russel G. Jones.



WILLIAM E. GLASS, president of Cottrell's Men's Store, Denver, signs as a sponsor on KLZ that city for the 26th consecutive year. Mary Robertson (seated r), Marshall Robertson Adv., persuaded the client to try radio in 1931 "for a couple of months" and is still handling the account. Also taking part are (standing l to r) Lee Fondren, KLZ general sales manager, and Al Perry, salesman for the station.

Jack Feldmann Appointed General Manager of KRKD

JACK FELDMANN, who formerly had been partner with Frank Oxarart in operation of KDON Salinas, Calif., has been named general manager of KRKD Los Angeles, it was announced last week by Mr. Oxarart, president of Continental Telecasters Inc., licensee of KRKD.

Mr. Feldmann also becomes a member of the board of directors of Intercontinental Telecasting Corp., owner of KVSM San Mateo, Calif., and of the board of Television Co. of America, which now is operating KBMI and KSHO-TV Las Vegas. He also is president of Frank Oxarart Productions Inc., program packaging firm.

WSFA Sale Hits Snag

SALE of WSFA Montgomery, Ala., by WKY Radiophone interests to Charles W. Holt and associates for $175,000 struck a snag last week—the week following FCC approval [B•T, Dec. 3]. Hoyt Andres, vice president-station manager, announced the transaction was not completed because of difficulties between the owner of the WSFA antenna property and the prospective new owners. WSFA leases the property. The WKY Oklahoma City interests bought WSFA-AM-TV last year for more than $500,000. WSFA-TV was not involved in the Holt purchase.

KGW-TV Dedication Dec. 15

KGW-TV Portland, Ore., will inaugurate its program service in a special dedicatory program Dec. 15 from the station's Broadcast House studios, it was announced last week. The program has been designed "to express something of the spirit of Portland and its environs and of the station and its personal identification with the area," according to KGW-TV officials.

Suit Against Duggan Dismissed

A SLANDER SUIT filed by an entertainer against ABC and performer Tom (Goss) Duggan, formerly with network's owned and operated WBKB (TV) Chicago, was dismissed Wednesday in Chicago Circuit Court.

The suit had been filed by Philip S. Tucker, charging the tv performer with slanderous remarks about the entertainer's act on his (Duggan's) late evening WBKB commentary and seeking $100,000 in damages. In dismissing the suit Judge Harry M. Fisher upheld the defense's contention that "a public performer lays himself open to fair comment and a critic is privileged in making remarks on his performance." Mr. Duggan currently has a commentary program on KCOP (TV) Los Angeles, Calif.

WSYE-TV TO FEATURE PROGRAM TAPE UNIT

- **GE control device set up**
- **'Blank screen time' cut**

AUTOMATIC program control system designed to assure viewers "more accurate" programming and a minimum of "blank screen time" is scheduled to go into operation at WSYE-TV Elmira, N. Y. (ch. 18), today (Monday). WSYE-TV is a satellite of WSYR-TV Syracuse, N. Y.

A joint announcement by the General Electric Co. and the station claims WSYE-TV will be "the nation's first station" to adopt the system. T. Robert Bolger, general manager of the station, revealed that tests made with GE's recently-developed automatic program control system have resulted in "a smoothness of operation heretofore deemed impossible through manual program control."

The new system, according to GE, automatically schedules all switching necessary for programming slides, films, networks and audios, enabling the normal route of tv station breaks, commercials and succeeding programs to continue without pause or interruptions. The operation of the system was explained by GE in this way:

Once the new push-button programmer is set into operation, a strip of punched tape takes over the duties of a station director, starting and stopping the desired station equipment at the exact time. A maximum of seven pieces of equipment can be controlled, such as two motion picture projectors, a slide projector, a station-identification projector, network and audio tape.

The new system include a tape editer, similar to a typewriter, and a tape-reader control. The editer may be operated by a stenographer to punch holes in the tape. The device contains an automatic counter which counts in seconds, minutes or hours. Thus, the tape is punched at appropriate spaces to synchronize with program timing. For program control, the tape is inserted in the readers where it passes through at the rate of three inches per half hour. The tape, or "brain," is interpreted by the reader, which sets in motion the actions for automatic programming.

GE engineers report that a roll of punched tape three inches in diameter will automatically control split-second programming by both radio and tv stations for a full 24-hour period, and, if desired, punched cards can be substituted for tape control.

Mr. Bolger said the automatic programmer makes possible "greater programming accuracy" and minimizes "the human error factor which often results in short intervals of blank-screen time." He described the new device as "the most practical approach to one-man station operation yet devised."

WSM-TV SOLVES 'HOT' PROBLEM

A PARTICULARLY "hot" problem that faced engineers and performers at WSM-TV Nashville has been solved in an ingenuous and comparatively inexpensive manner.

The veteran radio show *Grand Ole Opry* made its television debut in Sept. 1955, originating from Ryman Auditorium in Nashville where its radio broadcasts had taken place. During the fall and winter months, the 50 to 60 spot lights necessary for televising the show were not noticeably hot during performances. During spring performances, however, it became obvious, particularly to the tv engineers, that with real summer weather, conditions under the spots —some of them as large as two kw— would become unbearable in the barn-like, non-airconditioned auditorium.

Since air conditioning the entire auditorium was deemed financially impractical, engineers began looking around for some kind of cover to reduce the amount of heat coming off the spots without reducing light intensity. The answer turned out to be a pyrex brand infra-red reflecting glass, which reflects radiant heat but transmits more than 75% of the visible light.

Corning Glass Works, Corning, N. Y., manufacturer of the glass, responded to a rush order, and on May 24 the glass, 60 pieces, each 16 by 12 in. and 3/16 in. thick, were shipped. The pieces cost $13.50 each. In order to get the lights ready for the next *Grand Ole Opry* on June 23, the station's staff of electricians and lighting engineers worked overtime putting frames on the big spots to hold the reflecting glass. The glass was held at an angle of approximately 45 degrees to the light source to achieve reflection of heat toward the ceiling of the auditorium and avoid reflecting heat back into the light fixture itself.

According to WSM-TV officials, *Grand Ole Opry* was produced throughout the summer without performers being uncomfortable from the heat. Although there was no way to measure precisely the reduction in temperature in the auditorium, the officials believe that at least 50% of the heat from the spotlights was dispersed. So impressed were they that present plans call for installing the panels on all of the lights at the regular WSM-TV studio, which is air-conditioned.

WSM-TV technical workers report that, in addition to cutting heat, the panels also improve picture quality. George A. Reynolds, vice president-technical director of the station, says that this might have resulted because "cutting out the infra-red portion of the light allowed the image orthicon picture tube to work in a slightly different manner than with the infra-red present."



POSITIONING of the heat-deflecting squares of glass is shown on five of the above ceiling lights as country-music singer Carl Smith performs.

WSTV-TV's Tri-State Impact Keys New Merchandising Project

WSTV-TV Steubenville, Ohio, has embarked on a merchandising project designed to sell both its advertisers' goods and station's own impact on the tri-state region of Ohio, Pennsylvania and West Virginia. It is also making available a 20-minute, 35 mm. color film presentation, "How to Make Money in the Steel Market," which documents the opportunities that exist for advertisers in the WSTV-TV market. Film was produced by the station and its advertising agency, The Wexton Co., New York, in cooperation with Upper Ohio Valley Development Council.

WSTV-TV's merchandising service includes making available to advertisers a merchandising directory listing chain stores, independent groceries, druggists, wholesalers, jobbers, etc.; in-store displays, blanket mailings, publicity releases, self-liquidating premiums, and other services. In addition, the station offers an "Index of Advertising Effectiveness," which the advertiser may use to compare his results on WSTV-TV with those on other stations. Copies of the index may be secured from John J. Laux, general manager of the Steubenville station.

WNEM-TV Using New Tower

WNEM-TV Bay City, Mich., last week began operating with a full power signal of 100 kw from its new 1060-ft. tower. The ch. 5 outlet has been on the air since Feb. 16, 1954.

REPRESENTATIVE APPOINTMENTS

WORZ Orlando and **WNTM Vero Beach, Fla.,** have appointed George P. Hollingbery Co.

WJIM-AM-TV Lansing, Mich., has appointed Peters, Griffin, Woodward Inc.

WNEM-TV Bay City (Saginaw, Midland), Mich., has appointed Edward Petry & Co. Inc.

KWBW Hutchinson, Kan., has appointed Devney & Co., N. Y.

Heard the Latest?



. . . love that WCBM!

. . . because CBS radio has gone WCBM in Baltimore!

. . . this is the kind of news you *love* to hear.

. . . because now WCBM is an even better "buy" in Baltimore radio!

. . . CBS programming plus WCBM's home-grown attractions will hike WCBM's ratings even higher!

. . . your clients will *love* you for recommending WCBM . . . and they'll *love the results!*

. . . the latest surveys prove our point. Get the facts today . . . direct or from our representatives.

WCBM

CBS RADIO AFFILIATE
10,000 WATTS ON 680 K. C.
BALTIMORE 13, MD.

Exclusive National Representatives THE BOLLING COMPANY, INC.

STATIONS

REPRESENTATIVE PEOPLE

Robert A. Burke, member of the radio sales staff at Adam Young Inc., N. Y., named assistant sales manager.



MR. BURKE

Robert Spero, former WBBM-TV Chicago staff writer and member of NBC's guest relations staff, named radio promotion writer with NBC Spot Sales' new business and promotion department. **Evelyn Chirello,** coordinator of station promotion at Kudner Agency, N. Y., added to staff as tv promotion writer. **Edward Meizels,** NBC management trainee, appointed research analyst with Spot Sales' new business group.

STATION PEOPLE

Henry T. Wilcox, local sales manager of KPOA Honolulu, to WFBL Syracuse as general manager. Mr. Wilcox entered broadcast field in 1950 after leaving military service.



MR. WILCOX

Frank H. Ford Jr., KENT Shreveport, La., commercial manager, named general manager and **Bob Shipley,** news director, succeeds him as commercial manager.

Collis A. Young, WCOL Columbus, Ohio, appointed manager and **Ernest Gudridge,** program director of WCOL, to WIZE Springfield, Ohio, as manager.

Richard Beesemyer, Don Lee Tv account executive, to KNXT (TV) Hollywood in similar capacity.

Shirley Jasper, WAGA Atlanta, to WAKE, same city, as account executive and **Jayne Swain,** WQXI Atlanta account executive, to WAKE, as assistant manager. Other changes in personnel at station include: **Joe Glosson,** Kay Lee Corp., to account executive; **Conrad Brabson,** WYZE, to continuity department; **Fran Hamill,** WAKE stenographer, named sales service coordinator and **Anne Barron,** Thoben Elrod Co., appointed station's traffic manager.

Martin J. O'Fallon, head of Electronics Products Co., Denver, to sales manager of Intermountain Network, same city.

Gene Gaudette, KMGM-TV Minneapolis account executive, to WRAL-TV Raleigh, N. C., as regional sales manager.

Robert P. Housen, WAAM Baltimore traffic department, named traffic manager.

Bob Taber, formerly manager of WKLF Clanton, joins WFHK Pell City, both Ala., as commercial manager.

Stephen Q. Shannon, KPHO-TV Phoenix continuity and production departments, named promotion-publicity manager.

Jack Highberger, staff announcer at WKZO-TV Kalamazoo, Mich., appointed promotion manager of KARD-TV Wichita, Kan.

Jack Sherry, WKY-TV Oklahoma City operations manager, named station promotion manager.

Robert W. Bray, WKNB-TV New Britain, Conn., program director, named program manager.

Ben G. Oman Jr., previously WTAG Worcester, Mass., day news editor, returns to WTAG as director of sales promotion.

Carol A. Johnson, Farnsworth Electronics Co., to WOWO Fort Wayne, Ind., as publicity director. **Margaret A. Mattes,** continuity-production departments at WKJG-TV Fort Wayne, to continuity department of WOWO.

John Burt, theatrical publicist, to WPAT Paterson, N. J., as publicity-promotion director.

Palmer Payne, announcer, WFEA Manchester, N. H., appointed program director succeeding **Al Rock,** resigned. **Chris Nikitas,** WEIM Fitchburg, Mass., named news director for WFEA.

Bob Voss, KGNB New Braunfels, Tex., to KHMO Hannibal, Mo., as news director. He succeeds **Bob Dixson,** resigned to enter service.

Lutz Winkler, film director at KOMU-TV Columbia, Mo., to KSBW-TV Salinas, Calif., in similar capacity. **Ralph Castberg,** formerly with KNGS Hanford, Calif., and **Glenn Edwards** from KIVA-TV Yuma, Ariz., to KSBW-TV announcing staff.

Mrs. Waldo Latham Norris appointed social and civic affairs director for WMBR-TV Jacksonville, Fla.

John Crocker, formerly sales manager of WTVP-TV Decatur, Ill., to WCKT (TV) Miami sales staff.

John J. Larish, Shaker Heights Auto Sales, Cleveland, to KYW-TV, same city, sales staff.

Dick Ross, Peoples Natural Gas Co., Pittsburgh, joins KQV, same city, sales staff.

John S. Ettelson, announcing-sales staff of KPTV (TV) Portland, Ore., to KGW-TV, same city, sales staff. **Larry Caramella,** KXL, announcer to KGW-TV as operational crew chief, and **Konnie G. Worth,** KGW, named co-host of KGW-TV's *Telerama.*

Bill Beals, KABC Los Angeles, sales department, to KFI, same city, in similar capacity.

Kenneth E. McKorkle to KMAU (TV) Wailuku, Hawaii, satellite of KGMB-TV Honolulu, as transmitter technician.

Rudy Ruzicka, engineer, KXOK St. Louis, father of girl, Karen Marie, Nov. 24.

now **WOLF** *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, Jan.-April, 1956 (Latest complete) 8 am—10:30 pm, Monday thru Saturday, Sunday Daytime, 10 am—6 pm

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	9.8	24.1	14.5	10.5	29.5	19.6

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	34.5	14.9	16.6	11.2	35.2	21.5

FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . .



SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES **THE WALKER COMPANY**

WVET
RADIO

Is Breaking Records in Rochester!



We're really breaking records—our library has been cleared of nerve racking, hard to take music and now WVET features "Melody Fidelity," good music for listening pleasure. The kind of music adults will remember and enjoy morning, noon and night. It's not crew cut or long hair, but just good enjoyable music that Rochester wants. News, too, is breaking all listening records for WVET's complete up-to-the-minute world-wide and local news coverage is aired every hour on the hour. Both news and music are presented by WVET personalities who are long-time favorites in Rochester. Your clients can break sales records with WVET radio.



Featuring

★ **MELODY FIDELITY**
Good music for listening pleasure

★ **EVERY HOUR NEWS COVERAGE**
World-wide and local news coverage every hour on the hour.

5000 WATTS
1280 KC

WVET

MUSIC
NEWS
ABC

ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING COMPANY

AWARDS

TOP SYLVANIA AWARDS TO CBS, NBC

- **Best tv play honors shared by 'Requiem,' 'Night'**
- **Networks get both praise, criticism from judges**

PRAISE and criticism for the tv networks were coupled in the presentation at a dinner Thursday in New York of Sylvania Television Awards to 29 winning programs and performers.

Two tv plays, "Requiem for a Heavyweight" (*Playhouse 90* on CBS-TV) and "A Night to Remember" (*Kraft Television Theatre* on NBC-TV), shared honors as the "outstanding" tv plays; "Requiem" as an original and "A Night" as an adaptation.

NBC President Robert Sarnoff was honored for "an outstanding contribution to music on television," based on NBC's presentations of the musical, "The Bachelor" and *Opera Theatre*. More than 400 persons in tv, motion pictures and on the stage attended the awards ceremonies at the Hotel Plaza. Don Ameche was master of ceremonies, and speakers included Don Mitchell, chairman and president, Sylvania Electric Products, and Deems Taylor, chairman of the judges committee.

The mixed commendation and condemnation came from the awards judges who praised the networks for their coverage of the national political conventions last summer but criticized them for "inadequate attention" given to United Nations discussions on the Middle East fighting and the Hungarian crisis.

Awards by category:

Outstanding original teleplay—"Requiem for a Heavyweight" (CBS-TV, *Playhouse 90*).

Outstanding television adaption—"A Night to Remember" (NBC-TV, *Kraft Television Theatre*).

Outstanding performance by an actor—Jack Palance in "Requiem."

Outstanding performance by an actress—Gracie Fields in "Old Lady Shows Her Medals" (CBS-TV, *U. S. Steel Hour*).

Outstanding performance by a supporting actor—Ed Wynn in "Requiem."

Outstanding performance by a supporting actress—Joan Loring in *The Corn is Green* (NBC-TV, Hallmark series).

Outstanding comedy show—*Ernie Kovacs Show* (NBC-TV).

Outstanding production—"A Night to Remember."

Outstanding television adaption—"A Night to Remember."

Special award, for outstanding contribution to music on television—Robert Sarnoff, NBC president.

Outstanding serious musical series—*NBC Opera Theatre.*

Outstanding light musical production—"The Bachelor" (NBC-TV).

Special award, for political convention coverage—ABC.

Outstanding new series—*Kaiser Aluminum Hour* (NBC-TV).

Outstanding dramatic series—*Kraft Television Theatre* (NBC-TV).

Outstanding variety show—*Ed Sullivan Show* (CBS-TV).

Outstanding documentary—*Project XX* (NBC-TV).

Outstanding human interest program—"The Long Way Home" (NBC-TV, *Robert Montgomery Presents*).

Outstanding network educational series—*Omnibus* (ABC-TV).

Outstanding local educational program—*Journey,* KNXT (TV) Los Angeles. A special citation was voted to WKNO (TV) Memphis for *Streamlined Reading.*

Outstanding network public service program—*Out of Darkness* (CBS-TV).

Outstanding local public service—to WPIX (TV), New York for its United Nations coverage over many hours during crucial UN debate on the Middle East. Special citations were voted in this category to WAAM (TV) Baltimore for *Desegregation—Baltimore Report;* to WTVJ (TV) Miami for *Bumper to Bumper,* a traffic study, and to WBRC-TV Birmingham for *The Third Side,* the effect of a strike on a community.

Outstanding network news and special events—*See It Now* (CBS-TV).

Outstanding local news and special events—*Deadline,* KOMO-TV Seattle. A special citation to WPIX (TV) New York for its coverage of the *Andrea Doria* sinking.

Outstanding network children's program—*Captain Kangaroo* (CBS-TV).

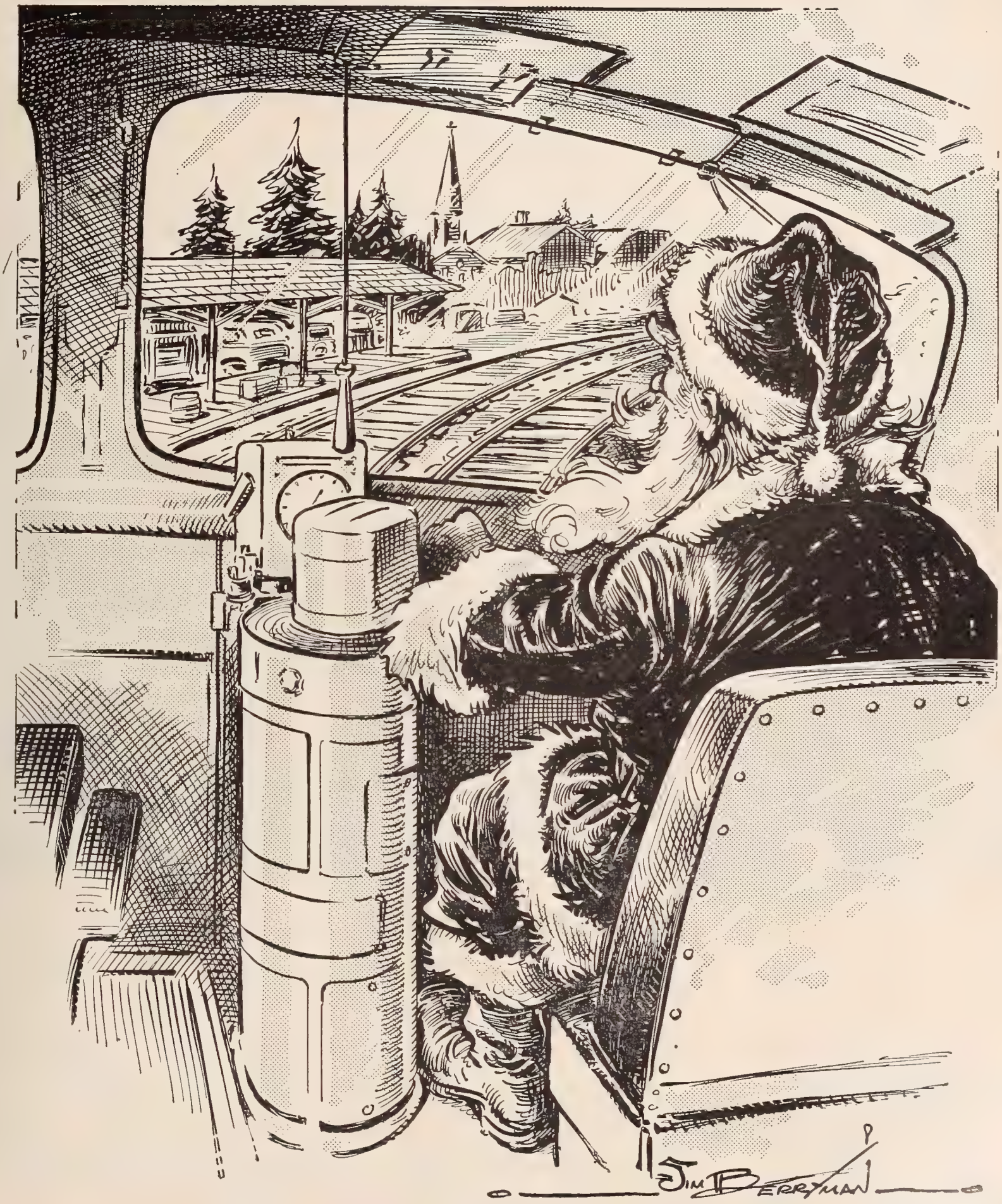
Outstanding local children's program—*Big Brother Bob Emery,* WBZ-TV Boston. Citation to KTRK-TV Houston for *Phenomena,* a study of nature's wonders.

Outstanding network women's show—*Matinee Theatre* (NBC-TV).



NORMA GILCHRIST, KTTV (TV) Los Angeles personality, receives the 1956 Grocery Manufacturers of America Inc.'s "Life Line of America" award from GMA President Paul S. Willis in New York. She was honored with a silver replica of the London Bowl for her series on the Pacific Coast tuna fishing and canning industry. KTTV General Manager Richard A. Moore received a bronze citation for his participation as management. Julie Benell, WFAA-TV Dallas, Irene Lindgen, WFBM-TV Indianapolis, and Clara Home, KELO-TV Sioux Falls, S. D., were awarded certificates of honor.

SANTA'S SUREST WAY



for the ASSOCIATION OF AMERICAN RAILROADS



MACON'S BOOMING . . .
AND WMAZ & WMAZ-TV
COVER IT MOST
EFFECTIVELY!

388 million retail dollars spent last year in Middle Georgia. Population up 100% in last decade. New industries, rich farms. Capital of this thriving market — Macon, home of WMAZ and WMAZ-TV.

Remember, Atlanta only knocks at the door . . . gives only fringe coverage. WMAZ and WMAZ-TV take you inside, deliver the whole booming market. To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5
WMAZ-TV
Channel 13 — CBS-ABC-NBC
Represented Nationally by
AVERY-KNODEL
INCORPORATED

Edison Awards Made; Lack of Science Hit

SCARCITY of science programs on radio and television networks was stressed by speakers at the annual dinner of the Thomas Alva Edison Foundation Inc. in New York last week, during which 1956 Edison Foundation National Media Awards were presented for television, radio and films.

George E. Probst, executive director of the foundation, announced that no award was made this year for "The Best Science Television Program for Youth" because the Television Committee on Recommendations, "alarmed at the scarcity of network tv science programs, recommended that more would be accomplished for *encouraging* science materials on television by not giving an award this year *but* by calling national attention to the dearth of science programming on tv instead."

Similarly, Dr. Joseph W. Barker, trustee of the foundation, told the group that the foundation's Radio Committee on Recommendations had asked him to make a public statement about the "virtual absence" of science material on radio today and to urge radio networks to "remedy this situation because of the need to increase sharply the number of young Americans seeking careers in the sciences and engineering."

The awards in television were made to NBC-TV's *Wide Wide World* as "The Television Program Best Portraying America"; ABC-TV's *Disneyland* as "The Best Children's Television Program"; KRON-TV San Francisco as "The Television Station that Best Served Youth," with specific references to the station's *Science In Action* and *Explorers of Tomorrow* series.

Radio Winners Named

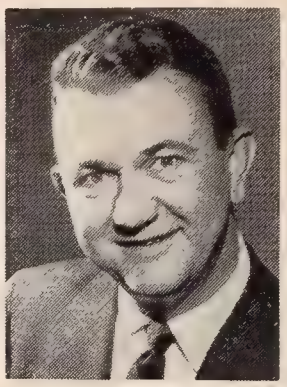
The awards in radio were presented to the *CBS Radio Workshop* as "The Radio Program Best Portraying America"; ABC Radio's *No School Today* as "The Best Children's Radio Program" and CBS Radio's *Adventure In Science* as "The Best Science Radio Program For Youth." WOWO Fort Wayne was named "The Radio Station That Best Served Youth" in 1956. A special citation was made to New York-owned WNYC for its recently-established *Annual Science Seminar.*

In addition to scrolls, the awards to KRON-TV and WOWO each carried an Edison Scholarship of $1,000 to be presented to a high school senior in each of the communities for use toward his college education.

Stauber Wins WWDC Contest, Free Trip to Inauguration

WILLIAM E. STAUBER, radio timebuyer for the Harvey-Massengale advertising agency, Durham, N. C., has been declared winner of the WWDC Washington "Name the Animals" contest. Mr. Stauber christened the Democratic donkey and the Republican elephant "Patience" and "Prudence." Mr. Stauber and his wife will receive an all-expense paid trip to Washington for the President's Inauguration (Jan. 19-21, 1957).

The six runners-up will be consoled by Emerson transistor pocket radios. They are James D. Curran, timebuyer, Ted Bates & Co., New York.; Joe Awad, timebuyer, Dave Herman Assoc., Washington; Jean L. Simpson, timebuyer, Doyle, Dane, Bernbach, New York; Philip Archer, chief timebuyer, Campbell-Mithun, Minneapolis; Lucian Chimene, timebuyer, J. Walter Thompson, New York, and Don Heller, timebuyer, Al Paul Lefton Co., New York.


MR. STAUBER

Husing to Receive SBA Award

SPORTS Broadcasters Assn. announced last week that veteran sportcaster Ted Husing has been selected to receive the association's annual Graham McNamee Memorial Award. Presentation of the award to Mr. Husing, a sportscaster for 30 years and a founder of the association, will be made at SBA's annual dinner on Jan. 31 at the Hotel Roosevelt in New York.

AWARD SHORTS

NBC *Matinee Theatre* was presented certificate of recognition by L. A. local of AFTRA for its achievements and for "breaking all employment records in tv history during the past year."

Narragansett Brewing Co., Cranston, R. I., received citation from Boston City Council for its "dramatization of true nature and menace of Communism" through its three-year sponsorship of *I Led Three Lives.*

Louise C. Carlson, general manager of WJBW New Orleans, received bronze trophy for "meritorious service" from City of Hope local charity project.

ABC-TV's *Medical Horizons* (Sunday, 4:30-5 p.m. EST) and its sponsor, Ciba Pharmaceutical Co., Summit, N. J., cited in Seattle by American Medical Assn., for having given "the American public new insight into the work and achievement of the American doctor."

WDAS Philadelphia cited by Armstrong Assn. (Negro service organization), same city, for "its many activities on behalf of Phila. Negro community."

Johnnie Linn, KGNC-TV Amarillo, Tex., awarded certificate making him honorary Air Force recruiter. He is credited with increasing number of enlistments through his program, *Double Trouble.*

Agnes Law, CBS librarian for nearly 30 years, honored at special luncheon of New York chapter of Women in Radio & Television.

John Highlander, assistant program manager, KPIX (TV) San Francisco, received Northern California Industrial Safety Society's 1956 Oscar Award for "outstanding contributions to accident prevention in Bay Area."

Now...Improved VIDICONS



RCA-6326
and RCA-6326-A*

with MICRO-MESH
...the RCA
750-Mesh Screen

***New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

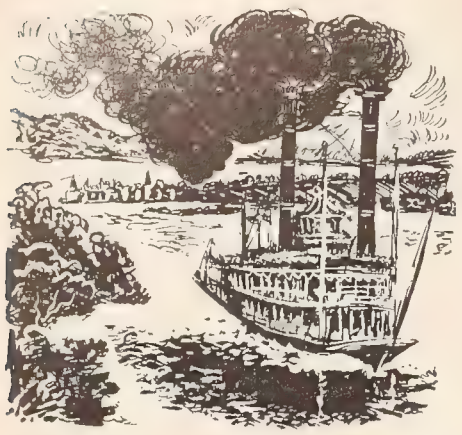
Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA, Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA

Tube Division Harrison, N. J.



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

NBC ACTS TO EXPEDITE DELIVERY OF AMPEX VIDEO TAPE RECORDERS

CLOSE on the heels of CBS-TV's test use of its new Ampex video tape recorder for west coast rebroadcasting of the *Doug Edwards News* [CLOSED CIRCUIT, Dec. 3], NBC-TV last week bent every effort to get into operation with the three Ampex machines it also has bought but yet has to receive. Meanwhile, NBC Hollywood engineers and network executives were close by their tv sets each evening to monitor the CBS tape show and on Thursday admitted, "It looks pretty good."

Tom Sarnoff, director of production and business affairs for NBC Western Division, told B•T that engineer Jack Kennedy was going to the Ampex factory in Redwood City, Calif., Friday to expedite delivery of the three Ampex machines and expressed the hope they could be pressed into network delayed broadcast service by the first of the year, possibly sooner. Two of the machines will be retained at NBC Hollywood and the third will be sent to New York.

Mr. Kennedy explained that if the machines were ready they might be shipped over the weekend and he hoped to have them in Hollywood by tomorrow (Tuesday) at least. He said it is more important, however, for the Ampex engineers to be confident that the units are ready to go and he would be willing to sacrifice several days' delivery to assure proper factory check-out.

CBS-TV reported last week that Doug Edwards' show was "the first use of magnetic tape for rebroadcast of a regularly scheduled television program." The Edwards show, which originates in New York, was received and recorded on tape at the network's Television City in Hollywood and then fed to west coast affiliates of the Columbia Television Pacific network.

Timetable Not Yet Set

A spokesman reported that no timetable for programs to be rebroadcast has been set as yet, with technicians at first acquiring a working knowledge of equipment. The path to be followed during the "break in" period most likely will be graduation from quarter-hour to half-hour shows and eventually to one-hour shows. Current plan is to build up to the rebroadcast-via-tape of two shows each evening. CBS-TV broadcasts from East to West, facing the time zone delay, about 18-20 hours weekly. Television City has two Ampex magnetic recording and playback machines installed.

West coast television engineers watching the Doug Edwards tapes last week noted on Monday that about five minutes of the program was marked by fine white lines due to "tape dropout," but that the condition was less noticeable Tuesday and almost eliminated on the Wednesday show. These fine white tracings were noted by a non-technical observer on the secret test Nov. 30 for the first minute of the program but otherwise the picture quality was far superior to normal film kinescope and to other observers appeared to be as natural as a live local origination on that particular receiver.

Last week's "tape-casts" were described by engineers to have the quality of the best 35 mm film programs now turned out by top Hollywood producers for network use and in addition had advantages over 35 mm film quality. They explained the contrast range of the tape is far superior to film and very much like tv in that the tape reproduces well the full range from black through the greys to white without the bloom and flare often found in even the finer films.

Tape dropout is caused by the texture of the magnetic material on the tape base, they explained, and is aggravated when the material is not evenly flowed onto the base at the manufacturing level. They reported that Minnesota Mining & Manufacturing, supplier of the video tape, has been giving particular attention to this problem and is said to be considering not selling the tape to broadcasters until each reel has been pre-run with program material and found clear.

CBS was the first network to order the Ampex Video Tape Recorder at the time of the NARTB convention last spring and hence was first to receive delivery. NBC came next on the list. It was learned by B•T last week that CBS Hollywood received its Ampex unit four weeks ago but the engineers had considerable difficulty bringing it up to broadcast performance, requiring Ampex technicians to make frequent trips to CBS Television City in Hollywood from the factory.

Meanwhile, NBC representatives last week predicted that black-and-white tape recording will do away with film kinescopes for west coast playback within another year and estimated that RCA's own color tape recorder development will be perfected and make obsolete the network's lenticular film development within another two or three years.

These estimates were disclosed at a meeting of the Academy of Television Arts & Sciences at NBC's Color City in Burbank (see following story).

NBC Coast Color Plans Outlined for ATAS Tour

"FIFTY-FOUR per cent of NBC-TV's total color programming is done from the West Coast, which is pretty good for a branch office," Tom Sarnoff, director of production and business affairs for NBC's west coast operations, last week told more than 600 members of the Academy of Television Arts & Sciences in an orientation program, entitled "Color is Here to Stay" at the network's color center at Burbank.

The ATAS members toured the NBC color facilities and heard a panel of NBC executives detail the progress of color television on the American scene. Mr. Sarnoff

outlined NBC's west coast color plans as follows:

1. The master plan for enlarging the color facilities in NBC's Burbank Color City calls eventually for 14 complete studios. There presently are four studios in operation.

2. Special color tv recording techniques will not obsolete color film as we know it today for many years.

3. Existing color tape techniques are not ready for use in filming productions as of today, but eventually these techniques will be used for pre-recording "live" color shows.

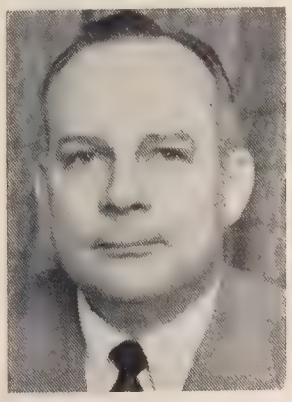
Jack Kennedy, liaison engineer for NBC's Pacific Coast Div., spoke on the lenticular system of recording color programs. He indicated that the present lenticular system would be obsolete in from two to three years with the perfection of a new RCA color tape process. Current work on black-and-white video tape will do away with existing black-and-white kinescope recording within a year, he stated.

Tom McCray, NBC vice president and general manager of o&o KRCA (TV) Los Angeles, said that his station would convert in part to color after the first of the year. KRCA plans call for two color cameras and one film chain at an estimated cost of over $400,000. He further outlined the gradual conversion of all NBC owned and operated stations to color.

Ole Morby Appointed MBS' Business Mgr.

APPOINTMENT of Ole G. Morby, manager of station relations for CBS Radio, to the newly-created post of business manager of Mutual, effective today (Monday) was to be announced last Saturday by John B. Poor, MBS president.

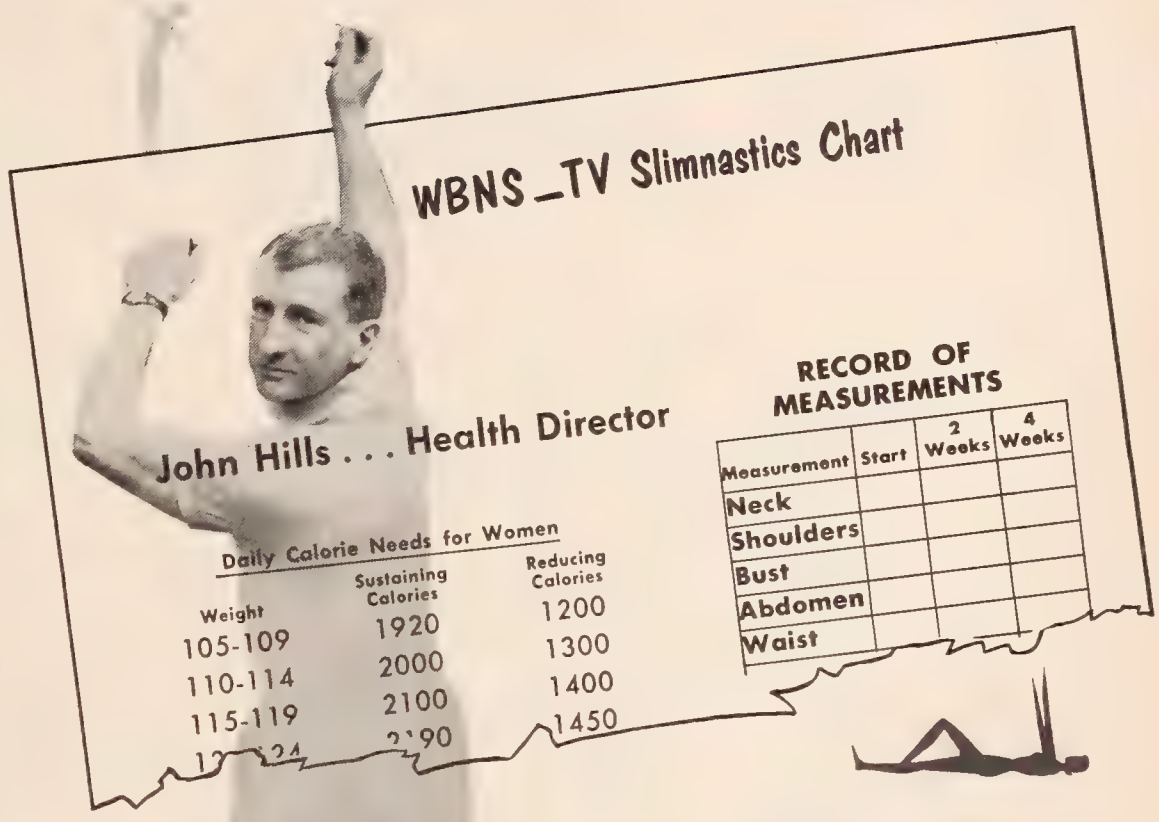
The creation of the post was said to stem from the integration plans recently instituted by RKO Teleradio Pictures, under which the various divisions of the company (including MBS) will participate in merchandising - exploitation - promotional efforts for their mutual benefit. As business manager, Mr. Morby will be responsible for the coordination of station clearances and of merchandising and promotional campaigns and also will serve as sales liaison between Mutual's affiliates and the parent company's sales organization, RKO Teleradio Pictures Inc.



MR. MORBY

Mr. Morby had served CBS for 14 years, holding such posts as station relations director for the western division, national sales manager for the network-owned KNX Los Angeles and manager of Spot Sales for the San Francisco and northwest areas. Earlier he had been with the San Francisco office of McCann-Erickson in various research and media posts and as assistant to the general manager.

18,000 PARTICIPANTS



Here's a real "Participation Show." Every weekday, 9:45-10 a.m. Mid-Ohio homemakers really participate when John Hills' "Slimnastics" takes over the WBNS-TV audience. Specifically more than 18,000 women viewers are already using "Slimnastics Charts" every day, and the requests keep pouring in. "Slimnastics" is based on the belief that everyone is interested in looking better, feeling better, and performing life's tasks more efficiently with less fatigue. Audience response has proved Health Director John Hills' belief more than correct.

The tremendous popularity of his "Slimnastics" Show has made John Hills the No. 1 health counsellor in Mid-Ohio, and keeps him busy filling personal appearance requests throughout the area.

Check your Blair TV man now for "Slimnastics" participation availabilities.

CBS TELEVISION

WBNS-TV

channel 10 · columbus, ohio

CBS-TV Network . . . Affiliated with Columbus Dispatch . . . General Sales Office: 33 N. High St.

REPRESENTED BY BLAIR TV

George Crandall Resigns CBS Radio Press Post

GEORGE CRANDALL, director of press information for CBS Radio, has resigned, effective at the end of the year, after 17 years with the CBS organization.

He was director of press for CBS from Nov. 30, 1942—the title originally was publicity director—until CBS split up its radio and television operations some five years ago, when he became director of press information for CBS Radio.

Mr. Crandall joined CBS in 1939 after service primarily in the music business but also including a period as manager of WIBX Utica, N. Y. His first assignment was to take the New York Philharmonic on tour. In all, he spent the first three and a half years of his tenure "on the road" for CBS, rising to assistant director of publicity two years before he was named director.

He declined to discuss future plans at the present time. His successor has not been selected.

'Playhouse 90' Now SRO

CBS-TV's prestige dramatic series, *Playhouse 90* (Thursdays, 9:30-11 p.m. EST) became sold out last week with Philip Morris Inc. sponsorship of 10-10:30 p.m. segment for Marlboro cigarettes, which had been indicated earlier [B•T, Nov. 12]. Leo Burnett is the agency. Other *Playhouse* sponsors are American Gas Assn., through Lennen & Newell; Ronson Corp., through Norman, Craig & Kummel; Singer Sewing Machine Co., via Young & Rubicam, and Bristol-Myers, through BBDO.

SALESMEN TAKE BOW

A SALUTE to salesmen will be the theme of the Dec. 13 broadcast of Don McNeill's *Breakfast Club* on ABC Radio. Mr. McNeill invited "all" ABC Radio Network salesmen to come to Chicago as honored guests on the program. He noted that the program has many regular listeners who are salesmen by occupation—and thus, ABC salesmen "will be the representatives of all salesmen everywhere." Don Durgin, vice president in charge of ABC Radio, observed that ABC Radio, agencies and advertisers also "salute you [Mr. McNeill] as an outstanding salesman, broadcaster and friend."

ABC Radio Reports Signing Pacts Totaling $2.5 Million

SIGNING of three additional year-long contracts by advertisers on ABC Radio is being announced today (Monday) by George Comtois, national sales manager of ABC Radio. He reported that five such 52-week pacts have been signed by the network in the past four days, totaling more than $2.5 million in business for 1957.

Advertisers renewing sponsorship for 1957 of Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) are Bristol-Myers Co. (Bufferin), New York, through Young & Rubicam, New York, for the Monday and Friday, 9:40-9:45 a.m. EST portions and the Wednesday, 9:35-9:40 a.m. period, and General Foods Corp. (Calumet Baking powder), White Plains, N. Y., for the Tuesday, 9:25-9:30 a.m. segment.

The third 52-week contract renewal was signed by the Assemblies of God, Springfield, Mo., for *Revival Time* (Sun., 10:30-11 p.m. EST). The agency is Walter F. Bennett & Co., Chicago.

Other recent signers of 52-week contracts on ABC Radio have been the Allstate Insurance Co. and Dow Chemical Co.

NBC To Cover 'Roses' Parade In Black-and-White and Color

TELEVISION coverage of the 68th Tournament of Roses parade in Pasadena, Calif., will be presented by NBC-TV for the sixth consecutive year on Jan. 1, it was announced last Thursday by Alan W. Livingston, vice president in charge of television network programs for NBC's Pacific division. Minute Maid Corp. through Ted Bates & Co. and Florists' Telegraph Delivery Assoc. through Grant Adv. will sponsor the two-hour show.

During the early minutes of the telecast, Jimmy Wallington, veteran Rose Parade announcer, will interview celebrities and parade personnel in the formation area on Pasadena's Orange Grove Ave. This portion of the program, a new feature of parade coverage, will be seen in black-and-white only. When the parade reaches Colorado Street, Anne Jeffreys and Robert Sterling will handle the commentary and the network will begin telecasting in both black-and-white and color.

NBC has assigned technical coverage of the event to two parade-wise production experts. William Kayden will produce the program and William Bennington will direct, marking their fifth year as a team at Pasadena. Mr. Kayden will direct four color cameras for the parade, linked to NBC's mobile color units (two 20-ton trucks). For spot interviews with celebrities, Mr. Kayden will use the ultra-portable "creepie peepie" tv camera used to give viewers intimate glances at floor activities during the recent political conventions.

CBS-TV Slates Three Hours For Yearend News Programs

A THREE-HOUR block of time will be devoted on Dec. 30 by CBS-TV to a special review of the year's most important news events and science stories.

The Sunday afternoon yearend programming plan was announced Wednesday by Sig Mickelson, CBS vice president in charge of news and public affairs. Each show will be an hour long and titled separately: *The New Frontier* (3-4 p.m.), *The Big News of '56* (4-5 p.m.) and *Years of Crisis: 1956* (5-6 p.m.) *Years of Crisis* has been an annual CBS yearend event for the past seven years.



Tired of being shoved around by the big fellas?

Then let WPFH's 316,000 watts carry your sales messages to the 5,640,208 prosperous, eager-to-buy consumers in Channel 12's market area—coverage that includes such lucrative markets as Philadelphia, Wilmington, Allentown, Trenton and Atlantic City! Your sales story will be pitched to 1,644,948 families with a combined buying income of $9,836,277,000! You'll get the dynamic impact of top level results at a local level.

We're represented by Paul H. Raymer Co., Inc. If you're tired of being lost in the crowd, call them to get the full story on WPFH. You'll be glad you did.



SERVING GREATER DELAWARE VALLEY

Paul Kesten Dies After Long Illness

PRIVATE funeral services for Paul W. Kesten, 58, radio-tv pioneer and former executive vice president and vice chairman of the board of directors of CBS, was held in great Barrington, Mass., last week. Mr. Kesten died Tuesday in Great Barrington after a long illness.

He joined CBS in 1930 as director of sales promotion and was elected a vice president in 1934. In 1937 he became a member of the CBS board and in 1942, he was advanced to CBS vice president and general manager. In October 1943 Mr. Kesten was elected executive vice president of CBS and in January 1946 was appointed vice chairman of the company's board of directors. He resigned from CBS because of ill health in August 1946, continuing with the network as a consultant until his death.



MR. KESTEN

During World War II, Mr. Kesten was a co-founder and director of the War Advertising Council, which later became the Advertising Council. From 1942-44 he was a director of the National Assn. of Broadcasters. Mr. Kesten also was chairman of the executive committee of Cinerama Productions from 1952 to 1954 and until his death was a director of Cinerama Inc. and of the Free Europe Committee Inc.

Mr. Kesten was credited with having played a large part in the early growth of radio and, subsequently, in the development of tv. He was an active participant in the original development and introduction of the first major system of color tv, according to a CBS spokesman. Mr. Kesten also is credited with having brought Dr. Peter Goldmark, now CBS Labs president, into the Columbia organization.

Before joining CBS, Mr. Kesten had been in advertising in Chicago and Milwaukee.

He is survived by his wife, Mrs. Joanne Kendall Gardner Kesten of New York.

KARD-TV to Become NBC Basic

KARD-TV Wichita, Kan., will become a basic must buy affiliate of NBC-TV on Jan. 1, 1957, according to William J. Moyer, executive vice president and general manager of the station. The ch. 3 outlet has recently completed a new $1 million physical plant equipped for live color casting and color film processing. KARD-TV initially affiliated with NBC-TV last spring.

'Tonight' Plans Format Change With Departure of Steve Allen

A CHANGE in the format of NBC-TV's *Tonight* show is planned for mid-January. This will be in line with Steve Allen's leaving the show in which he has starred for the past two years. Mr. Allen will devote his

WAVE

and

WAVE-TV

Salute

NBC

On 30 Years of Service to the Public

May this record be a continuing means of preserving freedom of the air-waves.

WAVE 970 KC WAVE-TV CHANNEL 3

LOUISVILLE, KY.

GATES Hi-WATTER SERIES

MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

OFFICES IN

NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

time to his Sunday night show on the network.

On the planning board is a format featuring three newspaper columnists. From the origination points of New York, Chicago and Hollywood, the columnists will report on theatrical events, movie premieres, night club openings and spot news developments. The program is on a Mon.-Fri. schedule, beginning at 11:30 p.m., and seen for 90 minutes or 60 minutes, depending on the area in which it is carried.

KGW to Join ABC Radio

AFFILIATION of KGW Portland, Ore., with ABC Radio effective Dec. 17 was announced Thursday by Edward J. DeGray. KGW-TV's affiliation with ABC-TV that same day had been announced earlier this year. Both stations are owned by the Pioneer Broadcasting Co. of which King Broadcasting Co. (KING-AM-TV Seattle, also ABC affiliates) is majority owner. Gordon W. Orput is president of the stations; A. Scott Bullitt is executive vice president, and John E. Eichorn is KGW's station manager.

NETWORK PEOPLE

Roland Van Nostrand, sales account executive, Esquire Inc., N. Y., to ABC-TV as account executive, succeeding **Ed Bleier,** resigned.

John Derr, formerly CBS director of sports and currently freelance sportscaster, father of girl, Marguerite, Nov. 18.

GE Expects to Pass RCA in Tv Unit Sales

GENERAL ELECTRIC Co.'s aggressive sales climb in the tv receiver business this year was underscored last week by Philip D. Reed, GE's board chairman.

In a news conference in Chicago last week, Mr. Reed, who was on a field trip, confirmed that GE expects this year to top RCA as the leader in unit sales of tv sets (but not in dollar volume).

RCA, which has led the industry in unit and dollar sales in tv receivers since sets have been mass produced, maintained a discreet silence on Mr. Reed's claim.

RCA, however, privately concedes GE have moved up this year. But it still thinks it holds the leadership in unit sales. RCA realized about a $1.04 billion volume in the electronics field last year and expects to be over that mark this year.

General Electric's tv set line includes portables of 9-inch, 14-inch and 17-inch screen size; 21-inch table models and consoles and 24-inch consoles. In color, GE has a line of 21-inch tables and consoles. Much of the impetus to GE's sales has come from its portables.

GE's spurt in sales has been measured by company sources as being tremendous since 1952. Actual percentages vary, some spokesmen placing the industry unit volume increase since that year at 17%, with GE's at 135%, while GE sales officials reportedly have been telling store executives of a 192% rise compared to an industry-wide 13% increase.

At the news conference, Mr. Reed made no claim as to increases over past years.

17% Greater Contrast Shown In New Westinghouse Tube Gun

WESTINGHOUSE ELECTRIC Corp. has developed a new tv picture tube gun which it claims has a 17% improvement in contrast over conventional black-and-white.

According to R. T. Orth, vice president and general manager of Westinghouse's electronic tube division at Elmira, N. Y., the new development—called "low G2 gun"—permits designers to use grid 2 voltages of about 110 volts, instead of the normal 300 volts now required, with "no additional complications to set design." The new development will not increase the tube's cost and should be in production sometime after the first of the year, according to Mr. Orth. Westinghouse intends to incorporate the design in 14-in., 17-in. and 21-in. screen sizes.

Sylvania to Unveil 1957 Models

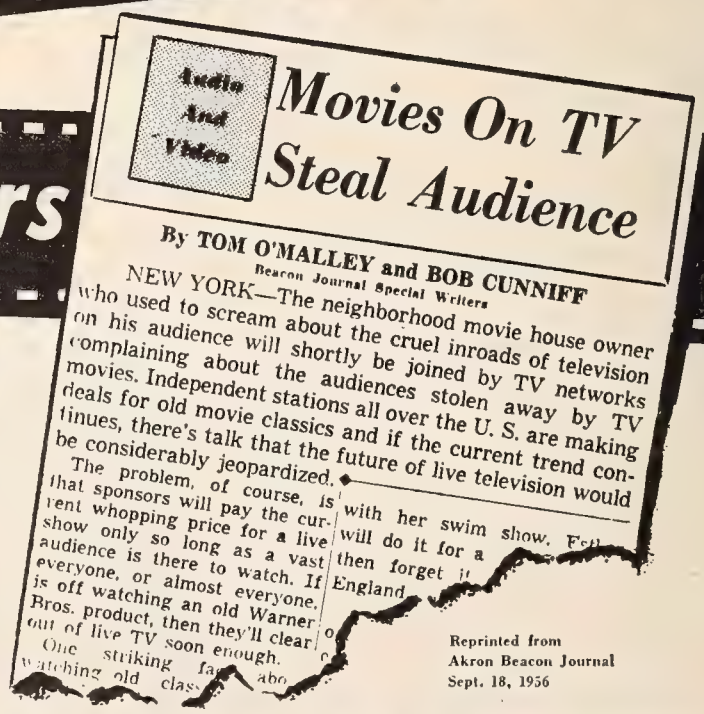
THE radio and television division of Sylvania Electric Products Inc. will hold two distributor meetings during December to introduce the company's new radio, television and high fidelity models. The first meetings will be held this Thursday and Friday in Phoenix with the second sessions Dec. 17-18 in Miami Beach.

Movies on TV
Steal Audience...
only WAKR-TV HAS THEM IN
Prime Viewing Hours
IN THE LARGE AKRON AREA

WAKR-TV is the only station received in the Akron Area that carries a regular daily schedule of GOOD MOVIES. The new Selznick, 20th Century Fox and Columbia pictures are widely viewed during class A time!

PARTICIPATION AT BARGAIN PRICES with the WAKR-TV "49" SATURATION PLAN

in excess of 100,000 homes now receive WAKR-TV*
*Videodex Sept. 1956


Radio And Video
Movies On TV Steal Audience
By TOM O'MALLEY and BOB CUNNIFF
Beacon Journal Special Writers
NEW YORK—The neighborhood movie house owner who used to scream about the cruel inroads of television on his audience will shortly be joined by TV networks complaining about the audiences stolen away by TV movies. Independent stations all over the U. S. are making deals for old movie classics and if the current trend continues, there's talk that the future of live television would be considerably jeopardized.
The problem, of course, is that sponsors will pay the current whopping price for a live show only so long as a vast audience is there to watch. If everyone, or almost everyone, is off watching an old Warner Bros. product, then they'll clear out of live TV soon enough.
One striking fa... abo... with her swim show. Est... will do it for a ... then forget it ... England.
Reprinted from Akron Beacon Journal Sept. 18, 1956

WAKR-TV • WAKR-RADIO
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

Closed Circuit Servicing Plan Announced by General Electric

THE $6 MILLION closed-circuit tv industry, which by the end of 1966 is expected to be a $75 million industry, according to General Electric Co., will soon have its own nation-wide service force. That's the word from Frank P. Barnes, General Electric Co. manager of marketing for industrial television, who announced last Monday that his firm will fill the need for "a network of experts trained for immediate, on-the-spot service."

According to Mr. Barnes' plans, the servicemen—some 300 of them—will be GE-trained, but will be employed by independent service stations. They will fill warranties on GE equipment, will maintain a preventive maintenance program, and in many cases, will make initial installations.

General Electric manufactures both black-and-white and color closed circuit tv systems known as Intratel which run from $3,500 (b&w) to $25,000 (color).

GE Sets up New Department For Communication Products

ESTABLISHMENT of a new electric communication products department "to meet the demands of a constantly expanding communications market" has been announced by the General Electric Co. The new department will absorb functions previously handled by GE's communication equipment section, and will produce mobile radios, microwave relay radio equipment, radio traffic coordination units, power link carrier and terminal equipment and other communication systems.

Harrison Van Aken Jr., former head of the communication equipment section, will be general manager of the new department, reporting to Harold A. Strickland Jr., general manager of GE's Industrial Electronics Div., Electronics Park, Syracuse, N. Y.

MANUFACTURING PEOPLE

Hal Dietz, vice president-sales, Emerson Radio & Phonograph Corp., promoted to vice president in charge of both marketing and sales. **Edward Kantrowitz,** former assistant to vice president for marketing, appointed advertising and sales promotion director.

Jack M. Ferren, Zenith Radio Corp., Chicago, industrial relations, named vice president.

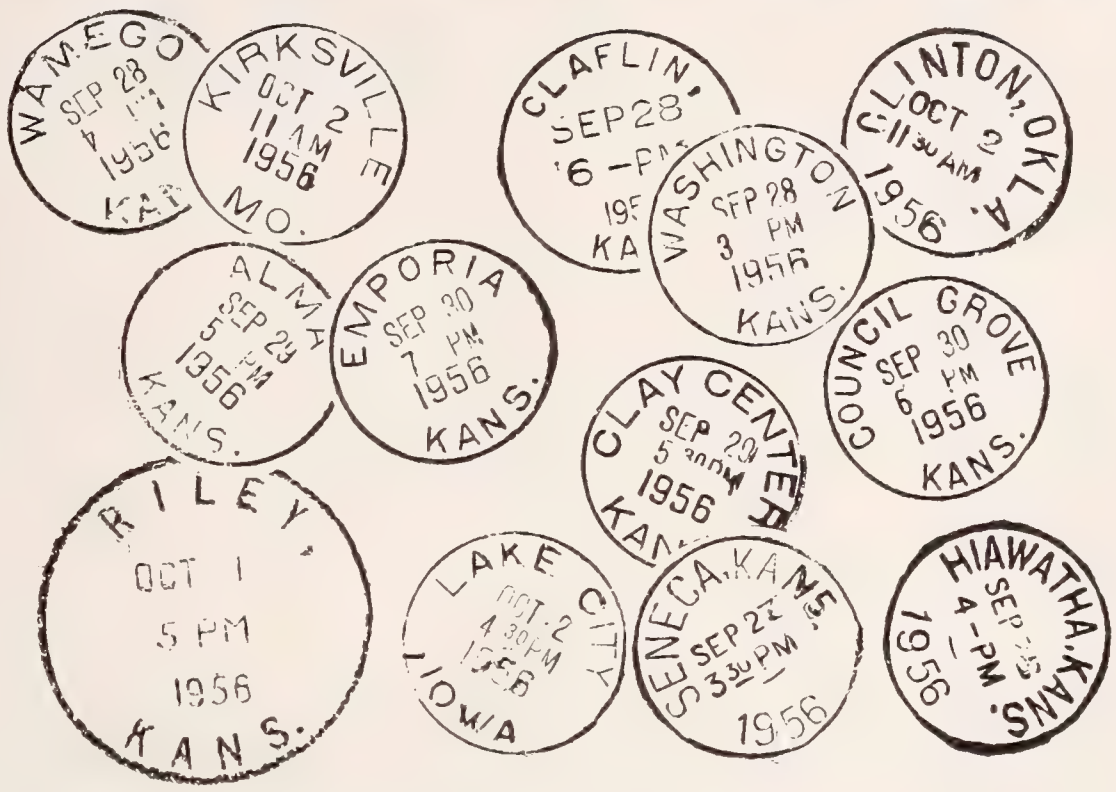
Stanley Paige, formerly general manager of electronic distributor in Midwest, to Audic Div. of Ampex Corp., Redwood City, Calif., as Great Lakes district manager.

Delmah F. Ore, General Instrument Corp., Newark, N. J., to CBS-Hytron, Danvers, Mass., as sales coordinator for semiconductors.

Meyer Leifer, engineering manager of Sylvania's Electronic Defense Lab., named assistant director.

Henry Hirsch, formerly in executive development program, BBDO, N. Y., joins Electronic Product Sales Dept. of Sylvania Electric Products Inc., N. Y., and will be responsible for assisting in all pricing and administrative functions in department.

8,079 FARMERS wrote to WIBW in one week



In response to a Safety Week program on WIBW, 8,079 farm homes in Kansas, Missouri, Iowa, and Oklahoma wrote us requesting safety flags for their trucks . . . just one more in a long series of proofs that WIBW DELIVERS THE FARM MARKET.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
Rep: Capper Publications, Inc.

"See Your Capper Man"
WIBW
CBS RADIO

Our 30th Year

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

[See story page 44]

WHAT 93 AGENCIES BILLED ON CBS-TV

B•T tabulations for January 1955-June 1956. NBC-TV's agency totals will appear Dec. 17.

Agency & Client	Program	1955	Jan.-June 1956
Allmayer, Fox & Reshkin		**$13,300**	
Wishbone Salad Dressing	*Panorama Pacific*	13,300	
Anderson & Cairns		**303,200**	**$117,000**
Masland	*Garry Moore*	50,800	117,000
Masland	*Garry Moore*	154,800	
Masland	*Garry Moore*	97,600	
N. W. Ayer & Son		**3,348,875**	**1,733,278**
Hawaiian Pineapple	*House Party*	534,820	293,930
Yardley	*Garry Moore*	764,660	289,510
National Dairy	*Big Top*	1,201,200	668,668
Hills Bros.	*Panorama Pacific*	57,795	28,884
ECAP	*You Are There*	788,000	
Yardley of London	*Panorama Pacific*	2,400	
Bell Telephone System	*Telephone Time*		452,286
Lynn Baker		**6,300**	
Coast Fisheries	*Panorama Pacific*	6,300	
Ted Bates		**3,911,434**	**2,386,812**
Brown & Williamson	*Robert Q. Lewis*	76,860	88,560
Brown & Williamson	*Lineup; Undercurrent*	1,081,600	583,440
Colgate Palmolive	*Strike It Rich; Millionaire*	1,868,100	
CBS Columbia	*Willy*	63,000	
CBS Columbia	*Godfrey & Friends*	396,675	507,009
CBS Columbia	*Talent Scouts*	222,599	
CBS Columbia	*Life With Father*	161,500	
CBS Columbia	*See It Now*	13,500	
Columbia Records	*See It Now*	27,000	
Carter Products	*Panorama Pacific*	600	
Standard Brands	*Godfrey Time*		43,368
Brown & Williamson	*Baseball Preview*		51,510
Colgate Palmolive	*Baseball Preview*		54,075
*American Home Products	*Love of Life*		
*American Home Products	*Secret Storm*		
*American Home Products	*Doug Edwards & News*		
*American Home Products	*Name That Tune*		
Colgate Palmolive	*The Millionaire*		1,058,850
*American Home Products	*Wanted, Quiz Kids*		
BBDO		**9,473,805**	**5,607,321**
Campbell Soup	*Lassie*	1,173,978	451,360
Lever Bros.	*Art Linkletter*	1,131,000	226,200
General Mills	*Burns & Allen*	248,370	
General Mills	*Garry Moore*	125,550	198,900
General Mills	*Robert Q. Lewis*	178,500	
Minnesota Mining	*Godfrey Time*	62,370	84,630
Minnesota Mining	*Godfrey Time*	159,600	
U. S. Steel Corp.	*U. S. Steel Hour*	912,665	985,530
Minnesota Mining	*Godfrey Time*	222,015	
Wildroot	*Robin Hood*	243,232	599,840
American Tobacco Co.	*Jack Benny; Pvt. Secretary*	1,981,200	1,092,000
B. F. Goodrich	*Burns & Allen*	876,900	623,675
General Electric Co.	*Jane Froman*	296,205	
*General Electric Co.	*Ray Milland*		
General Electric Co.	*G. E. Theatre*	1,851,296	1,042,942
Rexall Drug	*Panorama Pacific*	1,024	
Rexall Drug	*Morning Show*	9,900	
*Revlon Inc.	*$64,000 Question*		
Easy Washing Machine Co.	*Godfrey Time*		279,344
Steel Companies	*Adm. Moreell's Address*		20,900
Victor A. Bennett		**530,485**	
Longine	*Chronoscope*	359,385	
Longine	*Conquest*	115,600	
Longine	*Thanksgiving*	55,500	
Bennett & Northrop		**803,275**	**172,353**
CBS Hytron	*Talent Scouts*	44,545	
CBS Hytron	*Garry Moore*	758,730	172,353
Benton & Bowles		**4,712,040**	**2,810,475**
Procter & Gamble	*Topper*	675,000	
Norwich Pharmacal	*Sunday News Special*	455,000	8,313
General Foods	*Christmas Show*	56,400	
General Foods	*Mama*	1,365,640	759,960
General Foods	*December Bride*	1,950,000	1,015,989
*Zenith Radio	*Omnibus*		
General Foods	*Three for Tonight*	120,000	
General Foods	*Jo Stafford*	90,000	
Procter & Gamble	*Love Story, As the World Turns*		403,650
Procter & Gamble	*On Your Account, Edge of Night*		405,600
General Foods	*Doug Edwards & News*		43,260

*American Home Products divided five programs in Jan.-June 1956 between Biow, Beirn & Toigo and Ted Bates: *Love of Life* ($1,248,000); Secret Storm ($1,228,500); *Doug Edwards & News* ($1,608,750); *Name That Tune* ($577,125); *Wanted, Quiz Kids* ($254,700).

*General Electric Co. divided *Ray Milland* ($665,309) in 1955 between BBDO and Maxon Inc.

*Revlon divided *$64,000 Question* ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided *$64,000 Challenge* and *Appointment With Adventure* ($506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.

*Zenith Radio Corp. divided *Omnibus* ($130,000) in 1955 between Young & Rubicam and Benton & Bowles.

Agency & Client	Program	1955	Jan.-June 1956
BENTON & BOWLES (CONT'D)			
General Foods	*Mighty Mouse*		97,944
General Foods	*Circus*		70,412
General Foods	*Panorama Pacific*		5,347
Gordon Best		**58,100**	
Maybelline	*Robert Q. Lewis*	10,900	
Maybelline	*Jack Paar*	6,800	
Maybelline	*See It Now*	40,400	
Biow Co.		**1,073,250**	**1,074,242**
Procter & Gamble	*I Love Lucy; Whiting Girls*	1,073,250	564,525
Procter & Gamble	*Search for Tomorrow*		218,400
*American Home Products	*Wanted, Quiz Kids*		
Lanolin Plus	*Name That Tune*		291,317
Biow-Beirn-Toigo		**8,149,749**	**130,610**
Philip Morris	*I Love Lucy*	700,213	
Philip Morris	*Public Defender*	511,961	
American Home Products	*Love of Life*	3,510,000	
American Home Products	*Secret Storm*	1,474,410	
American Home Products	*Doug Edwards & News*	988,200	
American Home Products	*Name That Tune*	296,100	
American Home Products	*Down You Go*	221,550	
American Home Products	*Wanted; Quiz Kids*	245,025	
Lanolin Plus	*Robert Q. Lewis*	202,390	
*American Home Products	*Love of Life*		
*American Home Products	*Secret Storm*		
*American Home Products	*Doug Edwards & News*		
*American Home Products	*Name That Tune*		
Lanolin Plus	*Robert Q. Lewis*		130,610
Bozell & Jacobs		**60,400**	**198,900**
Serta Associates	*Garry Moore*	60,400	198,900
Brooke, Smith, French & Dorrance		**3,600**	
Mullins Mfg.	*Morning Show*	3,300	
Mullins Mfg.	*Panorama Pacific*	300	
Buchanan Adv.			**6,000**
Tidewater Assoc.	*Panorama Pacific*		6,000
Leo Burnett Co.		**8,202,111**	**5,748,315**
Kellogg	*Godfrey & Friends*	178,875	496,373
Kellogg	*Lassie*	235,200	352,050
Kellogg	*Wild Bill Hickok*	470,250	458,250
Kellogg	*Garry Moore*	343,200	166,650
Kellogg	*Godfrey Time*	667,888	409,500
Kellogg	*House Party*	735,072	436,800
Pillsbury Mills	*Godfrey & Friends*	457,980	554,625
Pillsbury Mills	*Godfrey Time*	1,528,800	916,500
Pillsbury Mills	*House Party*	1,552,200	930,150
Campbell Soup Co.	*Abbott & Costello*	128,692	
Campbell Soup Co.	*Garry Moore*		36,036
Converted Rice	*Garry Moore*	378,675	
Maytag Co.	*Star Time Playhouse; Navy Log*	534,755	635,075
*Toni Co.	*Valiant Lady*		
*Toni Co.	*Garry Moore*		
Toni Co.	*Garry Moore*	43,200	
Comstock	*Garry Moore*	137,393	
Philip Morris	*Panorama Pacific*	41,013	28,536
Converted Rice	*Panorama Pacific*	12,968	14,300
International Harvester	*Halls of Ivy*	500,000	
Bauer & Black	*Godfrey Time*	128,700	55,200
Kendall Co.	*Morning Show*	51,200	
Hoover Co.	*Morning Show*	23,250	
Crane Co.	*Morning Show*	48,000	
Kendall Co.	*Panorama Pacific*	4,800	
Campbell Soup Co.	*House Party*		40,040
Converted Rice	*Garry Moore*		172,900
Brown Shoe	*Capt. Kangaroo*		26,330
Bauer & Black	*Capt. Kangaroo*		19,000
California Adv.			**4,500**
Van Frank Sales	*Panorama Pacific*		4,500
Calkins & Holden		**1,065,456**	**1,088,920**
Prudential Insurance Co.	*You Are There*	919,296	993,720
Prudential Insurance Co.	*Garry Moore*	146,160	95,200
Campbell-Ewald Co.		**57,244**	**313,560**
Chevrolet	*Garry Moore*	57,244	313,560
Campbell-Mithun		**1,363,821**	**326,905**
Goldseal	*Jo Stafford Show*	446,985	
Hamm Brewing	*Person to Person*	550,649	326,905
American Dairy	*Bob Crosby*	278,673	
Campbell Cereal	*Morning Show*	18,514	
Larsen Co.	*Bob Crosby*	69,000	
Carr-Liggett Adv.		**3,000**	
Pioneer Rubber Co.	*Panorama Pacific*	3,000	
Cecil & Presbrey			
*Sylvania Electric Co.	*Beat the Clock*		
Christiansen Adv.		**9,100**	**12,600**
E. L. Bruce	*Panorama Pacific*	9,100	12,600
Robert Christopher		**9,100**	
In-Sinkerator	*Panorama Pacific*	9,100	
Harry B. Cohen		**66,600**	
Block Drug	*Danger*	66,600	

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*Sylvania Electric Co. divided *Beat the Clock* ($1,687,361) in 1955 between Cecil & Presbrey and J. Walter Thompson Co.

Agency & Client	Program	1955	Jan.-June 1956
Compton Adv.		**3,897,930**	**1,254,472**
Procter & Gamble	*Road of Life*	760,500	
Procter & Gamble	*Bob Crosby*	27,900	183,300
Procter & Gamble	*Guiding Light*	1,872,000	212,550
Procter & Gamble	*Down You Go; It's Always Jan*	648,000	
Procter & Gamble	*Jackie Gleason*	572,699	
Sterling Drug	*Panorama Pacific*	6,143	16,946
Procter & Gamble	*Panorama Pacific*	10,688	10,688
Procter & Gamble	*It's Always Jan*		783,000
Procter & Gamble	*Bob Crosby*		29,700
Procter & Gamble	*Capt. Kangaroo*		18,288
Cramer-Krasselt			**3,500**
Evinrude Motors	*Panorama Pacific*		3,500
Cunningham & Walsh		**2,178,591**	**495,976**
Liggett & Myers	*Perry Como*	1,372,500	
Liggett & Myers	*Tv Top Tunes*	316,602	
Liggett & Myers	*Gunsmoke*	489,489	495,976
Dancer-Fitzgerald-Sample		**9,594,013**	**1,242,938**
Best Foods	*Robert Q. Lewis*	324,000	
Procter & Gamble	*Welcome Travelers*	3,198,000	
Procter & Gamble	*On Your Account*	3,354,000	
General Mills	*Life With Father*	158,813	
General Mills	*Lone Ranger*	565,500	300,600
General Mills	*Valiant Lady*	1,056,400	453,375
General Mills	*Willy*	459,000	
General Mills	*Panorama Pacific*	10,400	13,163
Falstaff Brewing Corp.	*Game of Week*	467,900	122,200
Liggett & Myers	*Gunsmoke*		276,640
Liggett & Myers	*Do You Trust Your Wife*		76,960
D'Arcy Adv. Co.		**1,068,408**	**891,048**
Anheuser Busch	*Damon Runyon Theatre*	837,558	565,008
Gerber Products	*Bob Crosby Show*	230,850	326,040
Doherty, Clifford, Steers & Shenfield		**872,888**	**207,558**
Bristol-Myers	*Garry Moore*	63,954	
Bristol-Myers	*Garry Moore*	401,774	207,558
Borden Co.	*Garry Moore*	407,160	
Doyle Dane & Bernbach		**2,250**	**2,500**
Polaroid Corp.	*Panorama Pacific*	2,250	2,500
Erwin, Wasey & Co.		**1,147,058**	**770,737**
Carnation Co.	*Bob Crosby*	108,800	183,430
Carnation Co.	*Burns & Allen*	1,038,258	570,726
Hamilton Beach	*Good Morning*		16,581
Wm. Esty Co.		**10,122,789**	**6,011,127**
General Mills	*Barker Bill*	597,038	
R. J. Reynolds	*I've Got a Secret*	1,890,428	1,096,388
R. J. Reynolds	*Topper; Crusader*	655,138	
R. J. Reynolds	*Bob Cummings*	805,838	755,055
R. J. Reynolds	*You'll Never Get Rich*	279,347	
Colgate Palmolive	*Strike It Rich*	3,549,900	1,257,750
Colgate Palmolive	*The Big Payoff*	2,199,600	1,234,350
National Carbon	*Godfrey & Friends*	145,500	
R. J. Reynolds	*Crusader*		493,789
R. J. Reynolds	*Phil Silvers*		481,545
Colgate Palmolive	*Crusader*		497,250
Colgate Palmolive	*Bob Cummings*		195,000
D. Ettelson & Assoc.		**3,300**	
Edison Chem.	*Morning Show*	3,300	
Fairfax			**37,100**
Stern's Nurseries	*Good Morning*		36,800
Stern's Nurseries	*Panorama Pacific*		300
Fitzgerald Adv. Agency		**218,958**	**343,331**
Wesson Oil	*Valiant Lady*	218,958	293,332
Wesson Oil	*Bob Crosby*		49,999
Fitzmorris Adv.			**1,084**
Star Import	*Panorama Pacific*		1,084
Foote, Cone & Belding		**1,778,620**	**9,349**
*S. C. Johnson & Son	*Red Skelton, Life With Father, Spotlight Playhouse*		
Lever Bros.	*Uncle Johnny Coons*	157,080	
Frigidaire	*Godfrey Time*	916,059	
Frigidaire	*Godfrey & Friends*	697,921	
California Brewing	*Star & Story*	7,560	
Kool Aid	*Capt. Kangaroo*		9,349
Fuller & Smith & Ross		**774,225**	
Aluminum Co. of America	*See It Now*	774,225	
Gardner Adv.		**961,875**	**579,215**
Pet Milk	*Red Skelton, Spotlight Playhouse*	961,875	
Pet Milk	*Red Skelton*		579,215
Geyer Adv.		**409,200**	
Nash Kelvinator	*Danger*	409,200	
Grey Adv.		**292,500**	**23,334**
Doeskin Products	*Robert Q. Lewis*	135,200	
Ideal Toys	*Winky Dink & You*	157,300	
American Home	*Capt. Kangaroo*		23,334
Guild, Bascom & Bonfigli		**308,324**	**264,448**
Regal Pale Brewing	*Harry Owens Show*	203,424	110,448
Ralston Purina	*Robert Q. Lewis*	52,500	100,800
Ralston Purina	*Garry Moore*	52,400	53,200
Bryan Houston		**1,285,828**	**1,247,393**
Nestle Co.	*Jackie Gleason*	803,333	
Nestle Co.	*Stage Show*	478,400	936,693
J. P. Stevens	*Panorama Pacific*	4,095	
J. P. Stevens	*Omnibus*		310,700

*S. C. Johnson & Son divided *Red Skelton, Life With Father* and *Spotlight Playhouse* ($938,600) in 1955 among Needham, Louis & Brorby; Foote, Cone & Belding, and Robert Otto (KGMB-TV, KTVA, KTVF); sponsor divided *Red Skelton* ($497,040) in 1956 (Jan.-June) among Foote, Cone & Belding; W. H. Male Ltd. (KGMB-TV) and Robert Otto (KTVA, KTVF).

Agency & Client	Program	1955	Jan.-June 1956
Irwin, Los Angeles		**9,214**	
Lorraine Burton Salad	*Panorama Pacific*	9,214	
Joseph Katz Co.		**429,193**	**233,699**
American Oil Co.	*Person to Person*	401,993	233,699
American Oil Co.	*Years of Crisis*	27,200	
Kenyon & Eckhardt		**3,867,564**	**1,841,687**
Lincoln-Mercury	*Toast of the Town, Ed Sullivan Show*	3,291,600	1,833,000
Schick	*Jackie Gleason*	574,864	
Lincoln-Mercury	*Pan American Road Race*	1,100	
National Biscuit Co.	*Panorama Pacific*		8,687
Ketchum, MacLeod & Grove		**3,300**	**3,000**
Calgon Inc.	*Panorama Pacific*	3,300	3,000
Kiesewetter, Baker, Hagerdorn & Smith		**6,500**	
Stern's Nursery	*Morning Show*	6,500	
Abbott Kimball Co.		**267,300**	
Norcross	*Omnibus*	267,300	
Edward Kletter Assoc.		**1,384,252**	**923,055**
Pharmaceuticals Inc.	*Doug Edwards & the News*	599,676	
Pharmaceuticals Inc.	*Meet Millie*	784,576	168,480
Pharmaceuticals Inc.	*Sunday News Special*		189,375
Pharmaceuticals Inc.	*Guy Lombardo Jubilee, Joe & Mabel*		565,200
Knox Reeves		**676,400**	**423,150**
General Mills	*Bob Crosby Show*	676,400	423,150
Kudner Agency		**965,532**	**2,197,882**
General Motors	*Orange Bowl Game*		300,000
Frigidaire	*My Favorite Husband*	407,659	
Buick	*Jackie Gleason, Honeymooners*	557,873	1,080,710
Frigidaire	*Do You Trust Your Wife?*		817,172
Lambert & Feasley			**20,027**
Lambert Pharmacal	*Panorama Pacific*		20,027
C. J. LaRoche & Co.			
*Revlon Inc.	*$64,000 Challenge, Appt. With Adventure*		
Latta & Co.		**3,600**	
Southern Calif. Plasters	*Tournament of Roses*	3,600	
Lee Assoc.		**800**	
American Cone & Pretzel Co.	*Panorama Pacific*	800	
Lennen & Newell		**3,262,842**	**1,542,692**
*P. Lorillard Co.	*Two for the Money*	1,490,370	879,417
*Schlitz Brewing Co.	*Playhouse of Stars*	1,772,472	
Colgate-Palmolive	*My Friend Flicka*		656,775
American Meat Institute	*Panorama Pacific*		6,500
Edward Liel Adv.		**600**	
Magla Prods.	*Panorama Pacific*	600	
Earle Ludgin & Co.		**2,602,558**	**599,683**
Bendix Div. of Avco	*Doug Edwards & the News*	683,348	
Jules Montenier	*What's My Line*	910,874	524,443
Helene Curtis	*Robert Q. Lewis*	356,256	
Helene Curtis	*Professional Father*	170,300	
Helene Curtis	*Professional Father*	481,780	
Best Foods	*Garry Moore*		75,240
MacManus, John & Adams		**333,450**	**6,000**
Dow Chemical Co.	*Godfrey Time*	333,450	
Dow Chemical Co.	*Panorama Pacific*		6,000
W. H. Male Ltd.			
*S. C. Johnson & Son (on KGMB)	*Red Skelton*		
J. M. Mathes		**129,960**	
Soilax	*Garry Moore*	129,960	
Maury, Lee & Marshall		**788,808**	**683,891**
Amana Refrig.	*Phil Silvers*	309,408	641,891
Amana Refrig.	*Basketball*	146,000	42,000
Amana Refrig.	*Football*	325,000	
Amana Refrig.	*Pacific Coast Basketball*	8,400	
Maxon Inc.		**100,130**	**73,100**
Gillette Safety Razor	*Kentucky Derby*	34,000	37,910
Gillette Safety Razor	*Preakness*	34,000	
Gillette Safety Razor	*Belmont Stakes*	32,130	35,190
*General Electric	*Ray Milland*		
McCann-Erickson		**8,305,324**	**5,184,187**
Westinghouse Electric	*Studio One, Summer Theatre*	2,871,843	
Westinghouse Electric	*Best of Broadway*	372,045	
Lever Bros.	*Uncle Johnny Coons*	204,750	
Lever Bros.	*Godfrey Time*	702,000	
Chrysler Corp.	*Climax, Shower of Stars*	3,061,988	1,743,066
S. O. S.	*Bob Crosby*	280,621	162,965
S. O. S.	*Garry Moore*	159,998	158,932
Swift & Co.	*Garry Moore*	91,379	
Nabisco	*Halls of Ivy*	560,700	
Bulova Watch Co.	*Two for the Money*		260,775
Westinghouse Electric	*Studio One*		1,513,125

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*P. Lorillard places *Two for the Money* (Jan.-June 1956) through Lennen & Newell, except on WKAQ which is placed through Young & Rubicam.

*Schlitz Brewing Co. divided *Playhouse of Stars* ($1,005,485) in Jan.-June 1956 (between Lennen & Newell and J. Walter Thompson Co.

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Agency & Client	Program	1955	Jan.-June 1956
McCann-Erickson (cont'd)			
Lehn & Fink	*Sun. Lucy Show*		376,320
Lever Bros.	*Godfrey Morning Show*		209,950
Mennen Co.	*Damon Runyon Theatre*		260,300
Mennen Co.	*Damon Runyon Theatre*		8,500
Nestle Co.	*Lone Ranger*		31,256
Swift & Co.	*House Party*		61,398
American Safety Razor Co.	*Game of the Week*		374,400
Nestle Co.	*Capt. Kangaroo*		23,200
C. L. Miller		**805,384**	**488,037**
Corn Prods.	*Robert Q. Lewis*	362,363	
Corn Prods.	*Godfrey Time*	342,521	232,392
Curtiss Candy Co.	*Tales of Texas Rangers*	100,500	255,645
Needham, Louis & Brorby		**1,257,236**	
*S. C. Johnson & Son	*Red Skelton, Life With Father, Spotlight Playhouse*		
S. C. Johnson & Son	*Robert Q. Lewis*	319,480	
State Farm Mutual Ins. Co.	*Red Barber's Corner*	167,971	
Monsanto Chem.	*Morning Show*	693,000	
Monsanto Chem.	*Panorama Pacific*	8,085	
Morton Salt Co.	*Panorama Pacific*	3,900	
Monsanto Chem.	*Winky Dink & You*	64,800	
Norman, Craig & Kummel		**3,455,420**	
Revlon Inc.	*Danger, $64,000 Question*	1,316,700	
Revlon Inc.	*Appt. With Adventure*	186,400	
Revlon Inc.	*Johnny Carson, Public Defender*	382,720	
Ronson	*Doug Edwards & News*	1,569,600	
*Revlon Inc.	*$64,000 Challenge, Appt. With Adventure*		
*Revlon Inc.	*$64,000 Question*		
North Adv.		**14,550**	**1,925,760**
*Toni Co.	*Talent Scouts*		
*Toni Co.	*Godfrey & Friends, Frankie Laine*		
*Toni Co.	*Valiant Lady*		
*Toni Co.	*Bob Crosby*		
Toni Co.	*Garry Moore*	14,550	191,000
*Toni Co.	*Garry Moore*		
Toni Co.	*Valiant Lady*		191,100
Toni Co.	*Bob Crosby*		187,200
Toni Co.	*Talent Scouts*		501,150
Toni Co.	*Godfrey & Friends*		524,550
Toni Co.	*Arthur Murray Party*		190,000
Toni Co.	*Person to Person*		140,760
Olian & Bronner			**3,500**
Beltone Hearing Aid	*Panorama Pacific*		3,500
Robert Otto			
*S. C. Johnson & Son	*Red Skelton, Life With Father, Spotlight Playhouse*		
Patten-Gille-Beltaire			**3,600**
Brooklyn Products	*Panorama Pacific*		3,600
Ruthrauff & Ryan		**1,019,934**	**538,158**
Wrigley	*Gene Autry*	652,509	349,245
A. E. Staley	*Garry Moore*	305,425	185,535
Lewis-Howe	*Swaps-Nashua Race*	62,000	
Kentile	*Panorama Pacific*		3,378
Schwab & Beatty		**1,365**	**1,316**
Reader's Digest	*Panorama Pacific*	1,365	1,316
Russel M. Seeds Co.		**1,284,012**	**558,720**
W. A. Sheaffer Pen Co.	*Two for the Money*	486,635	
W. A. Sheaffer Pen Co.	*Star Time Playhouse, Navy Log*	493,620	
W. A. Sheaffer Pen Co.	*Jackie Gleason*	292,496	
W. A. Sheaffer Pen Co.	*Panorama Pacific*	11,261	
W. A. Sheaffer Pen Co.	*Navy Log*		539,220
W. A. Sheaffer Pen Co.	*Robert Q. Lewis*		19,500
Smalley, Levitt & Smith		**58,536**	**25,650**
Lyon Van & Storage	*Panorama Pacific*	58,536	25,650
Raymond Spector			**621,406**
Hazel Bishop	*Bob Crosby*		69,962
Hazel Bishop	*Bob Crosby*		125,693
Hazel Bishop	*Garry Moore*		94,944
Hazel Bishop	*Garry Moore*		78,451
Hazel Bishop	*Arthur Murray Party*		252,356
John Sullivan Adv.		**2,100**	
Wesson Houseware	*Panorama Pacific*	2,100	
Sullivan, Stauffer, Colwell & Bayles		**3,173,205**	**678,600**
Carter Products	*Meet Millie*	900,475	205,200
Simoniz Co.	*Bob Crosby*	372,240	
Noxema Chemical Co.	*Person to Person*	357,440	
American Home Products	*Name That Tune*	150,750	
American Tobacco Co.	*Doug Edwards & News*	1,392,300	471,900
Carter Products	*Panorama Pacific*		1,500

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GROWTH OF A STATION

JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco . . . your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.



● DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

Agency & Client	Program	1955	Jan.-June 1956
Tatham-Laird		**1,242,529**	**394,325**
General Mills	*Tales of the Texas Rangers*	167,440	167,700
General Mills	*Captain Midnight*	175,440	
Simoniz Co.	*Garry Moore Show*	161,280	
Wander Co.	*Captain Midnight*	224,035	226,625
C. Swanson & Sons	*Robert Q. Lewis*	142,222	
C. Swanson & Sons	*Bob Crosby*	142,222	
C. Swanson & Sons	*Bob Crosby*	136,890	
Armour & Co.	*Captain Midnight*	93,000	
J. Walter Thompson		**3,337,385**	**3,582,124**
Ford Div. of Ford Motor Co.	*Ford Star Jubilee*	459,340	706,350
*Sylvania Electric Co.	*Beat the Clock*		
Lever Bros.	*Garry Moore*	48,825	405,600
Lever Bros.	*Garry Moore*	103,350	
Chun King	*Garry Moore*	326,164	173,246
Scott Paper	*Valiant Lady*	34,359	224,094
Scott Paper	*Garry Moore*	173,113	
Scott Paper	*Bob Crosby*	119,488	222,136
Scott Paper	*Bob Crosby*	233,090	201,076
Scott Paper	*Garry Moore*	197,184	
Scott Paper	*Omnibus*	485,012	271,463
Swift & Co.	*Garry Moore*	347,434	
Swift & Co.	*Garry Moore*	176,658	
Aluminum	*Omnibus*	484,380	271,463
Florida Citrus	*Morning Show*	68,048	
Swift & Co.	*Panorama Pacific*	21,840	
Seven Up	*Bob Crosby*	55,600	65,200
Weco Prods.	*Panorama Pacific*	3,500	
Sylvania Electric Co.	*Beat the Clock*		912,072
*Schlitz Brewing Co.	*Playhouse of Stars*		
Standard Brands	*Valiant Lady*		39,624
Pharmacraft	*Beat the Clock*		89,800
Geoffrey Wade Adv.		**826,560**	**490,500**
Miles Laboratories	*Garry Moore*	432,640	249,750
Miles Laboratories	*Bob Crosby*	114,240	240,750
Miles Laboratories	*Robert Q. Lewis*	279,680	
Warwick & Legler		**728,928**	
Pabst Brewing Co.	*Blue Ribbon Bouts*	728,928	
William Weintraub		**85,120**	
Revlon Products	*Morning Show*	85,120	
Weiss & Geller		**325,209**	
*Toni Co.	*Talent Scouts*		
*Toni Co.	*Godfrey & Friends*		
*Toni Co.	*Valiant Lady*		
*Toni Co.	*Bob Crosby*		
Toni Co.	*Godfrey Time*	316,109	
Purex Corp.	*Panorama Pacific*	9,100	
Wellesley Adv.			**1,400**
Skill Built Tool Co.	*Good Morning*		1,400
Wemar Corp.		**300**	
Wemar Corp.	*Panorama Pacific*	300	
Wesley Assoc.		**90,000**	**225,600**
Shulton	*See it Now*	90,000	157,400
Shulton	*Victor Borge*		68,200
Wherry, Baker & Tilden		**765,455**	**863,200**
Quaker Oats	*Contest Carnival*	554,895	
Quaker Oats	*Sgt. Preston of the Yukon*	210,560	863,200
Wyse Adv.		**8,400**	
Bonne Bell Inc.	*Panorama Pacific*	8,400	
Young & Rubicam		**16,176,007**	**8,470,717**
P. Lorillard Co.	*Fathers Knows Best; Appointment With Adventure*	1,625,260	
P. Lorillard Co.	*Appointment With Adventure; $64,000 Challenge*		479,180
Singer Sewing Machine Co.	*Four Star Playhouse*	1,057,160	550,620
Lever Bros.	*Talent Scouts*	815,360	468,000
Procter & Gamble	*Brighter Day*	1,911,000	210,600
Procter & Gamble	*The Line Up; Undercurrent*	735,000	277,725
Procter & Gamble	*Favorite Husband*	405,000	
Bristol-Myers	*Four Star Playhouse*	886,392	458,981
Bristol-Myers	*Godfrey Time*	343,175	442,650
Bristol-Myers	*Godfrey Time*	457,568	260,306
Bristol-Myers	*Stage Seven*	26,972	
Bristol-Myers	*Alfred Hitchcock*	1,558,850	931,398
Johnson & Johnson	*Robin Hood*	276,619	598,382
Remington Rand	*What's My Line*	998,498	564,556
American Home Products	*Godfrey Time*	114,750	177,450
General Electric Co.	*20th Century Fox*	926,624	836,264
General Foods	*Johnny Carson*	675,857	381,312
General Foods	*Portia Faces Life*	931,500	
General Foods	*I Love Lucy*	444,971	467,181
General Foods	*Our Miss Brooks*	1,332,783	647,514
*Zenith Radio	*Omnibus*		
Simmons Co.	*My Favorite Husband*	297,900	
Elgin Natl. Watch Co.	*Person to Person*	335,700	416,000
*P. Lorillard Co.	*Two for the Money*		
Bristol-Myers	*Godfrey Time*		32,976
Bristol-Myers	*Godfrey Time*		165,000
Bristol-Myers	*Godfrey & Friends*		86,922
Union Oil of Calif.	*Sports*		18,000
General Electric Co.	*Parade of Light*	19,068	

*Sylvania Electric Co. divided *Beat the Clock* ($1,687,361) in 1955 between Cecil & Presbrey and J. Walter Thompson Co.

*Toni Co. (Gillette) divided *Talent Scouts* ($236,775) in 1955 between Weiss & Geller and North Adv.; *Godfrey & Friends* ($1,656,600) between Weiss & Geller and North Adv. (includes *Frankie Laine); Valiant Lady* ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; *Garry Moore* ($166,400) between Leo Burnett and North Adv.; *Bob Crosby* ($292,500) between Weiss & Geller and North Adv.

*Zenith Radio Corp. divided *Omnibus* ($130,000) in 1955 between Young & Rubicam and Benton & Bowles.

*P. Lorillard places *Two for the Money* (Jan.-June 1956) through Lennen & Newell, except on WKAQ which is placed through Young & Rubicam.



"Clear, sharp image reproduction...that's why we use G-E image orthicons in our own-design TV cameras!"

Says Earl Lewis, Chief Engineer, WTVJ, Miami.

"OUR purpose in developing our own studio cameras at WTVJ was to give Miami viewers a picture with the highest possible quality. Audience enthusiasm proves we came up with superior equipment.

"To get the best camera results, we specify the best components. G-E image orthicons fit our quality specifications to a 't.' Their image resolution has plenty of detail—the picture is uniform in depth and shading—tube efficiency stays high through long hours of service.

"I'm told that really big resources of skill, manpower, and equipment were drawn on by General Electric to develop their Broadcast-Designed image orthicons. The tube's fine overall performance in our studio cameras certainly bears out this information!"

* * *

Your General Electric tube distributor has Broadcast-Designed image orthicons. For top-rating picture quality, for full-measure *efficient* tube life that means replacement dollars saved . . . phone your local G-E distributor today! *Tube Department, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F2

KTBS-TV
LEADS
according to latest
NIELSEN*



*MONTHLY COVERAGE,
Homes Reached 136,860
A Bonus of 6,740 over Station B

*TELEVISION HOMES
in KTBS-TV Area 157,980
A Bonus of 13,120 over Station B

* N.C.S. No. 2, Spring 1956

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

TELEPROMPTER BUYS SHERATON TV INC.

ACQUISITION by TelePrompTer Corp., New York, of Sheraton Closed-Circuit Television Inc. from Sheraton Corp. of America, New York, was announced jointly last week by Irving B. Kahn, TelePrompTer president, and Ernest Henderson, Sheraton Corp. president. Financial terms of the transaction were not disclosed.

In the move, Mr. Kahn said, TelePrompTer acquires the services and personnel of Sheraton Tv, which will operate as a division under the name of Group Communications. He added that William P. Rosensohn, executive vice president of Sheraton Closed Circuit Television, will join the new company as director of closed-circuit activities and that Robert M. Rosencrans, a vice president of the Sheraton closed-circuit subsidiary, also will become an executive of the Group Communications Div.

In commenting upon TelePrompTer's entry into closed-circuit, Mr. Kahn said:

"Closed circuit has made remarkable progress to date, even though it has been in the developmental stage. It has lacked two essential components for full success, however. First, picture quality has not been up to the standards established by the motion picture industry, and second, it has been promoted as an interconnection service only.

"Manufacturers have answered the questions concerning quality. They have produced a picture that meets exacting standards. We believe that TelePrompTer, through its extensive and unique experience in group communications, can add another required dimension—professional service in staging the complete show; not only the interconnection but a full complement of equipment and supervision required for professional performance, including lighting, effects, staging and script control, providing a supervisory service at each local outlet."

Mr. Kahn also pointed out that TelePrompTer's recent association with the Western Union Telegraph Co. provides the company "with electronic and electro-mechanical personnel throughout the country" and will enable the Group Communications Div. of TelePrompTer "eventually to provide nationwide total service in depth in the field of group communications."

He said the new division immediately will launch a program designed to expand and improve the Sheraton closed-circuit activities through the acquisition of new modern equipment recently developed for large screen projection. The engineering aspects will be supervised by H. J. Schlafly Jr., TelePrompTer engineering vice president.

Sheraton Corp. entered the closed-circuit field two and a half years ago.

Storz Stations Engage Krick

THE FIVE Storz Broadcasting Co. radio stations have engaged Dr. Irving P. Krick Assoc., Denver, as weather consultants, effective Dec. 3. The Storz stations are KOWH Omaha, WDGY Minneapolis, WHB Kansas City, WTIX New Orleans and WQAM Miami.

Two other stations, KRLD Dallas and WCAU Philadelphia, have been signed to carry *Krickcasts,* the firm's weather service for clients.

Closed-Circuit Firm Organized in New York

FORMATION of a firm specializing in closed-circuit tv, Closed-Circuit Telecasting System Inc., New York, was announced last week by Fanshawe Lindsley, president of the new firm and former advertising executive of *Fortune* magazine. Other officers of the firm are Arthur O. Choate Jr., board chairman; William Rockefeller, secretary, and Charles B. Pearson, assistant to the president.

CCTS, with offices at 237 W. 54th St., New York (and with branches planned in Chicago and Detroit), plans to begin operating within the next two weeks and by January will be offering prospective clients big-screen color on a multi-city coast-to-coast mobile network basis. CCTS has ordered $250,000 worth of closed-circuit projector equipment from RCA, which will arrive in time for CCTS' first all-color hookup next month. The firm also is acquiring black-and-white equipment which will allow it to combine color and monochrome in a 90-city hookup. RCA Service Co. will handle this new equipment in the field, both in operating and in servicing.

30,000 Salesmen Due Pointers Via Closed-Circuit Tv Sessions

BY MEANS of closed-circuit television, about 30,000 salesmen will view two "Tele-Sell Spectaculars" on Feb. 26 and March 5, 1957, during which top sales executives will discuss and demostrate the most modern and effective selling methods. The event will be sponsored in 25 cities in cooperation with local sales executive clubs.

Each closed-circuit program will last 90 minutes and originate from New York. Facilities are being arranged by Sheraton Closed-Circuit Television, which was sold last week to TelePrompTer Corp. (see story this page). Production will be under the direction of Walter Wanger, motion picture producer and president of Sheraton Tv, and Jim Handy, creator of sales development and training programs.

CBS Newsfilm's Year-End Reports

CBS NEWSFILM, through its distributing organization, CBS Television Film Sales Inc., will offer as an extra service to its member stations two special 30-minute year-end reports on or about Dec. 15, it was announced last week by CBS Newsfilm Manager Howard L. Kany.

PROGRAM SERVICES PEOPLE

Jerome Medford, project director, W. R. Simmons, to Advertest Research Inc., N. Y., in similar capacity. **Michael Sandler** and **Virginia Davis** have also joined company as assistant project directors and **Jessie Lynes** appointed national field supervisor.



WFMJ-FM—Truscon Self-Supporting Directional Towers 400-feet tall.

TEAM UP WITH TRUSCON
for all types of towers . . .

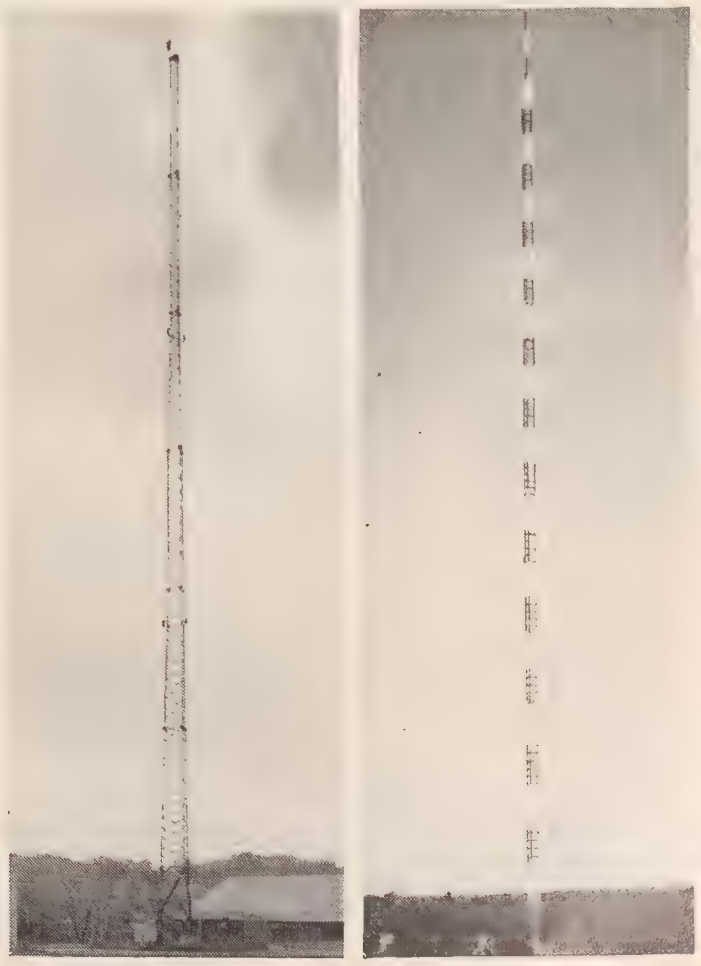
Our staff of highly skilled engineers can offer you unmatched experience in tower design and construction.

They're responsible for many hundreds of towers that today are standing tall and strong in all parts of the world . . . on all types of topography . . . many in areas where extreme winds and weather conditions prevail. On the East Coast, for example, where hurricanes caused considerable destruction, *every Truscon Tower remained proudly erect, with no damage reported* . . . a tribute to Truscon's technical "know-how" and craftsmanship.

Add to this Truscon's modern and efficient manufacturing facilities, and you have a team that can produce exactly the tower you need . . . whether it be tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV or Microwave Transmission.

To get your tower program started, just write or call your nearest Truscon® district office or "tower headquarters" in Youngstown. Our experts will be glad to discuss your problems or help in any way they can.

(Left) WBBW—Truscon Self-Supporting Tower 150-feet tall.
(Right) KTBS-TV—Truscon Triangular Guyed Tower—1153-feet over-all.



TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON



CBC Governors Board To Meet in Vancouver

POWER INCREASES for radio and television stations and applications for two new radio stations will be heard by the board of governors of the Canadian Broadcasting Corp. at its 103rd meeting Jan. 4 in the studios of CBU Vancouver, B. C. This marks one of the few meetings of the CBC board ever held in western Canada.

New radio stations are being requested at Amherst, N. S., by Amherst Broadcasting Co. Ltd. for 250 w on 1400 kc, and by Soo Line Broadcasting Co. Ltd., at Weyburn, Sask., for 250 w on 1340 kc.

Power increases will be asked by CHED Edmonton, Alta., from 1 kw on 1080 kc to 10 kw day and 1 kw night on same frequency; by CJVI Victoria, B. C., from 5 kw on 900 kc to 10 kw on same frequency; by CFOR Orillia, Ont., from 5 kw day and 1 kw night to 10 kw day and 1 kw night on present 1570 kc frequency; by CKPR Fort William, Ont., from 1 kw on 580 kc to 5 kw day and 1 kw night on 580 kc; by CHUM Toronto, Ont., from 1 kw daytime on 1050 kc to 2.5 kw fulltime on same frequency; by CKAC Montreal, Que., from 10 kw day and 5 kw night on 730 kc to 50 kw on same frequency; and by CKBI Prince Albert, Sask., from 5 kw to 10 kw on 900 kc.

A change in frequency only is being asked by CKDM Dauphin, Man., from 1050 kc to 730 kc, keeping present power of 1 kw daytime and 250 w nighttime.

Six British Columbia stations are requesting a change in frequency to 1130 kc, five of them with power increases to 10 kw. CHWK Chilliwack wants to move to 1130 kc from 1270 kc and increase power from 1 kw to 10 kw; CKOV Kelowna, is requesting same power increase and shift from 630 kc; CHUB Nanaimo from 1570 kc with 1 kw; CKNW New Westminster, from 1320 kc with 5 kw; and CKLG North Vancouver, from 1070 kc with 1 kw. CKWX Vancouver, is asking for the frequency shift from 980 kc and power increase from 5 kw to 50 kw.

CJOB Winnipeg, Man., is requesting an increase from 250 w on 1340 kc to 10 kw on 730 kc. The station has been authorized to move to 680 kc with 5 kw daytime and 2.5 kw nighttime, but has not implemented this authorization.

CFPA-TV Port Arthur, Ont., has asked for an increase in power on ch. 2 from 5.1 kw video and 2.55 kw audio to 28 kw video and 15 kw audio. CFPA-TV also has asked for a change in ownership from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd.

Twenty stations are to present requests for share transfers at the Vancouver meeting.

Progressive-Conservative Party Charges CBC with Discrimination

CHARGES THAT the Canadian Broadcasting Corp. plans discrimination against the Progressive-Conservative Party's leadership convention at Ottawa Dec. 12-14 have been made. The Progressive-Conservative Party, Canada's official opposition party, is electing a new leader to succeed George Drew, who retired because of ill health. CBC will cover the three-day convention, but will not televise the keynote speech by Nova Scotia Premier Stanfield Dec. 12 at 9 p.m., when *Kraft Theatre* is on the tv network, though it will carry the speech on its radio network.

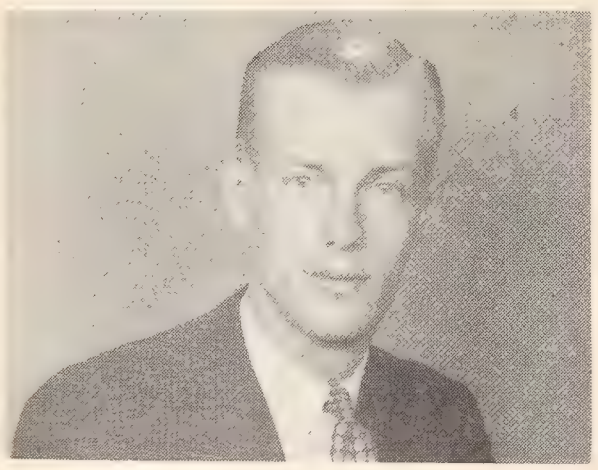
The political party stated that CBC carried all U. S. network political party conventions in detail, as well as the elections, at a loss of sponsored time. CBC claims that its coverage was settled with the party's officials a month ago; that it is telecasting three afternoon sessions and the evening session Dec. 13, and cannot now change its evening schedule to take care of the keynote address.

Aussie 1954-55 Radio Revenue Reaches Record $18.7 Million

TOTAL revenue of Australia's 106 commercial radio stations during the 1954-55 financial year was £6,686,924 ($18,723,387.20), an increase of £1 million over the previous year according to the annual report of Australia's Control Board. Of the 106 stations, 95 made a profit, the report shows.

Although only four commercial stations have been started since the 1951 financial year, the industry's total revenue since that year (approximately $10 million) has nearly doubled, according to the board's figures. The board attributed last year's increase in revenue to both higher rates and an increase in the use of radio as an advertising medium.

Media Buyer Sold on Audit Bureau of Circulations



JIM LUCE
Associate Media Director
J. Walter Thompson
New York, New York

"Paid circulation, as measured by the Audit Bureau of Circulations, is the only measurement of reader interest and reader responsiveness. This is simply because paid circulation can only be built and maintained on people who want the publication enough to pay for it. If he loses interest or changes jobs he doesn't renew. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind the Audit Bureau and it's the sound way to buy space."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION



Tunnel to Outer Space

World's most powerful wind tunnel, lashing tomorrow's spacecraft with winds many times the speed of sound . . .

World's largest outdoor turbine, producing electricity for Atomic Energy Works at Paducah, Kentucky . . .

World's most completely automated plant, manufacturing automobile engines . . .

First successful diamond-making machine, with pressures up to 1,500,000 pounds per square inch . . .

These new challenges to man's lubrication know-how all have this one thing in common, SOCONY MOBIL'S *master touch in oil.* It guards one of every six industrial wheels turning in the Free World, including more than half of all the big turbines (5,000 kilowatts and over).

Good reason! Men who depend on machinery depend on SOCONY MOBIL as a partner in its protection.

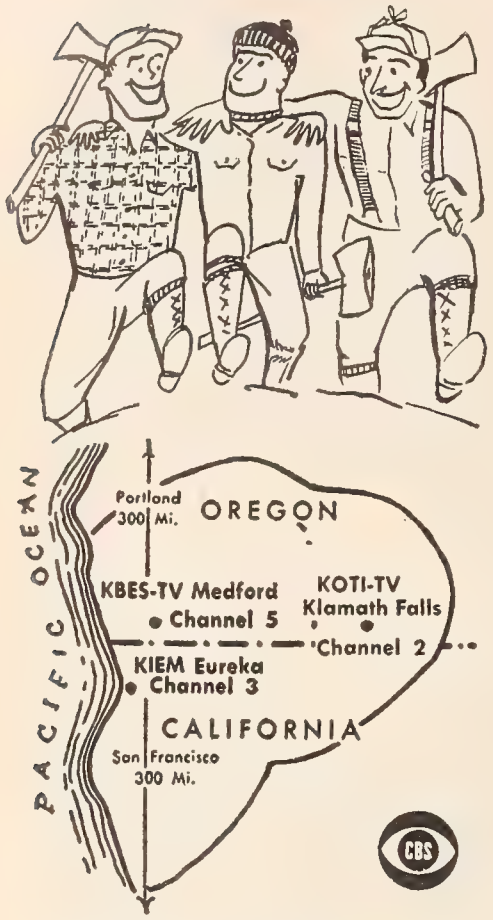
★ ★ ★

Wherever there's progress in motion—in your car, your plane, your farm, your factory, your boat, your home—*you, too, can look to the leader for lubrication.*

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR 90 YEARS

THE CALIF.-ORE. TV TRIO



The *Smullin* TV Stations

KOTI	CHANNEL 2 Klamath Falls, Ore.		CBS
KIEM	CHANNEL 3 Eureka, Calif.		NBC
KBES	CHANNEL 5 Medford, Ore.		ABC

Three markets—one billing

MARKET FACTS

POPULATION	337,550
FAMILIES	149,981
TV FAMILIES	93,405
RETAIL SALES	$446,231,000
CONSUMER SPENDABLE INCOME	$565,162,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Polish Government Suspends Jamming of Voice of America

THE Polish Government has suspended its jamming of Voice of America broadcasts after "frank discussion of the subject in the Polish Parliament," according to Abbott Washburn, deputy director of the U. S. Information Agency, VOA parent organization.

Addressing members of Sigma Delta Chi, national honorary journalistic fraternity, at the SDX convention's annual banquet in Louisville (Nov. 30), Mr. Washburn said a Warsaw newspaper announced ending of the jamming Nov. 23. Jamming in Poland cost the government $17 million, almost the same amount as the total VOA budget for its world broadcasts in the current fiscal year, Mr. Washburn said.

VOA had noticed a gradual diminishing of the jamming for several weeks, he said, adding that although members of the Polish Parliament are considered to be pawns of the Communist Government, "some of the deputies had the intestinal fortitude to rise on the floor of their Congress and declaim against jamming."

He said that before the Polish cessation of jamming, the sum of $113,490,000 was being spent yearly on VOA jamming in the Soviet Union, Poland, Hungary, Czechoslovakia, Rumania and Bulgaria. There is no jamming right now in Hungary, he said, "undoubtedly as a result of the current dislocation there."

He felt all this money is wasted because despite jamming in some localities, "the broadcasts still get through."

New Canadian Network Provides Link in National Microwave Chain

ANOTHER section of the national Canadian microwave network came into being Dec. 2 when the Maritime Telephone & Telegraph Co. and the New Brunswick Telephone Co. opened their network connecting stations in Canada's Atlantic Coast provinces.

Stations which now have their own regional microwave network are CBHT (TV) Halifax, N. S., CKCW-TV Moncton, N. B., CHSJ-TV St. John, N. B., and CJCB-TV Sydney, N. S. These four stations will be linked with the national Canadian microwave network operated by the Trans-Canada Telephone System late next year when the microwave system will be completed between St. John, N. B., and Quebec City, Que. This will connect the Atlantic Coast stations all the way to Winnipeg, Man., and add CFCY-TV Charlottetown, Prince Edward Island, to the Atlantic Coast network as well.

VOA Director Larson Denies Charge of Inciting Hungarians

DENIAL that the Voice of America incited the Hungarian people to revolt against the Communists was made last Monday by Arthur Larson, newly-appointed director of the parent U. S. Information Agency, in an address before the Pittsburgh Chamber of Commerce.

Meanwhile, some 500 Hungarian language tape recordings of broadcasts by Radio Free Europe's Munich station have been under study by the West German government since Nov. 12 in efforts to determine whether the private enterprise-supported station urged Hungarians to rebellion or helped prolong fighting there. A government spokesman said last week the study will be completed in 10 more days and that nothing so far has been found to support charges against RFE.

In his speech last week, Mr. Larson said charges that VOA incited Hungarians to revolt and promised military aid are being circulated in Hungary and elsewhere by the communist "propaganda machine" to "create distrust of America."

"The true fact," Mr. Larson said, "is that there was no such incitement." All Voice of America scripts are preserved, he said, and show that VOA "aimed only to present the facts of what was going on in the world, and to keep alive a spirit of freedom and hope."

During the uprising, Mr. Larson told the group, the Voice went on a 24-hour schedule, adding 39 live broadcasts in 14 languages to the satellites and the USSR. Relays worked on 18-hour stretches, going home only for brief rests and then returning to studios.

RFE Says East German Station Promised Rebels Western Aid

IN AN announcement representing a new denial that it incited the Hungarian rebellion, Radio Free Europe stated that a communist radio station had identified itself as RFE and told the Hungarian anti-communists that western forces were coming to aid them.

RFE stated "it has become apparent that the Hungarian language broadcasts of several radio stations operating outside Hungary have been confused with Radio Europe transmissions to Hungary during the period of the uprising. Hungarian language broadcasts reporting the massing of western forces to come to the aid of Hungary were beamed to that country by the communist radio located in East Germany," it added.

CBC's Matthew Halton Dies

MATTHEW H. HALTON, 52, chief European correspondent of the Canadian Broadcasting Corp. since 1945, died Dec. 3 in London, Eng., after an illness of several months. Prior to joining CBC he had been European and Washington correspondent of the *Toronto Daily Star*.

His first radio work was in 1938 when he reported on Munich in a trans-Atlantic broadcast to U. S. and Canadian networks. He joined CBC in 1943 as a war correspondent covering the European campaigns. He is survived by his wife and two children.

INTERNATIONAL PEOPLE

B. E. Legate, senior account executive of MacLaren Adv. Ltd., Toronto, Ont., to general manager of Assn. of Canadian Advertisers, succeeding **Frank A. Healy,** who has joined Seagram's Ltd., Montreal, Que., as public relations director.



Newer and more "dramatic" metals have lately taken the spotlight from prosaic yet versatile lead. But this heaviest of common metals is experiencing increasingly heavy demand. And lead is one of the many non-ferrous metals which Anaconda has long produced. Anaconda's lead output last year was more than 67,000,000 pounds.

Main factor in the rising demand for lead is its special importance in storage batteries, essential in the trend to motorization on land and sea throughout the world. Other ever-growing uses for lead are in high-octane gasoline and the solders increasingly needed in the automotive and the electrical fields. High construction activity also calls for more lead for paints, porcelain enamels and for sheathing power cables. A newer and rapidly growing use is in nuclear energy generation and radiation products demanding lead shielding or protective glass with up to 60% lead content. For all these applications and many more, lead is the preferred metal.

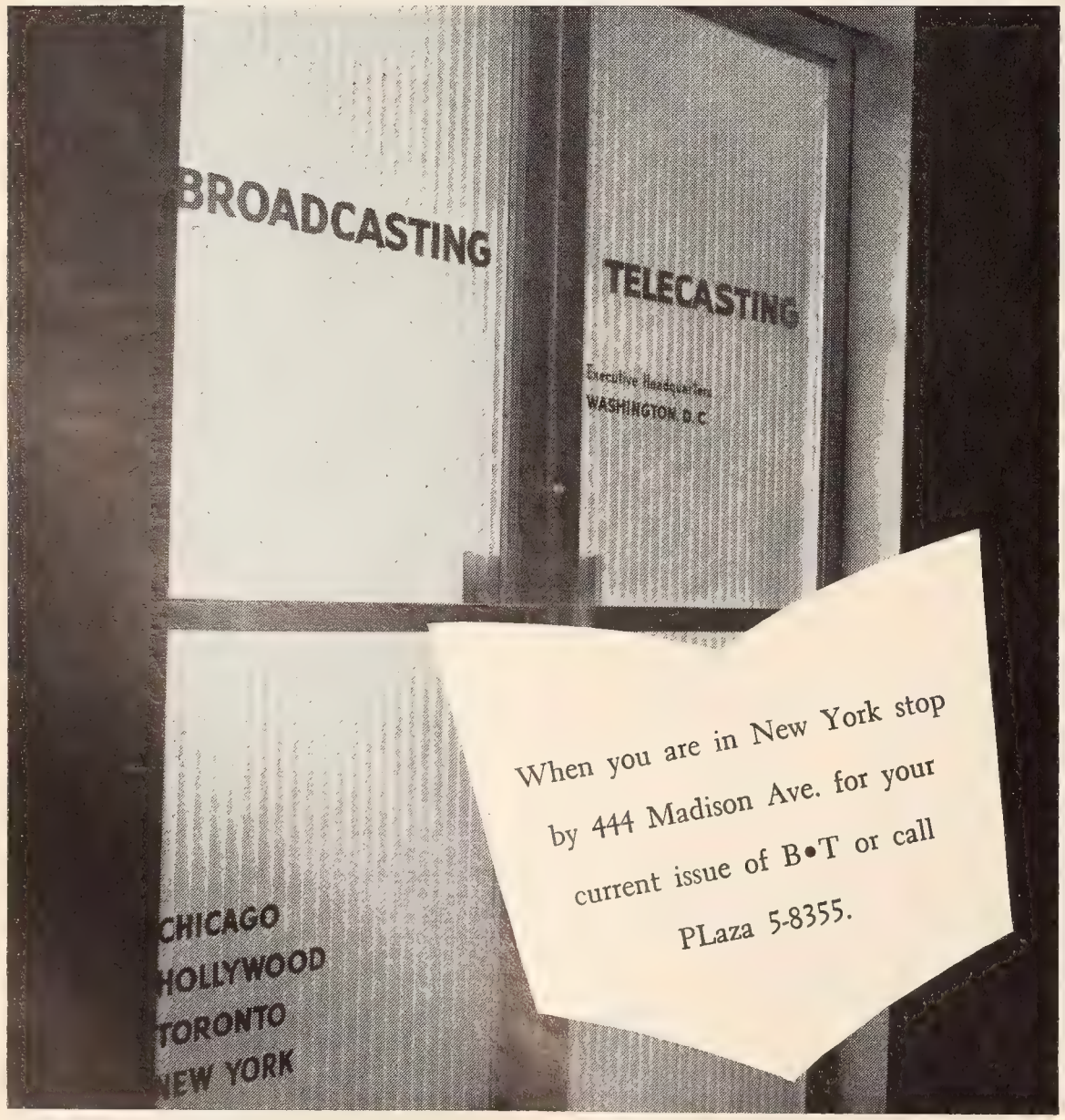
To keep pace with this growing demand, Anaconda is continuing to develop its lead resources and metallurgical research, along with its broadening activity in copper, aluminum, zinc, uranium oxide, a large number of by-product non-ferrous metals and fabricated mill products.

56263 A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company





MILESTONES

NBC Adds 18 to 25-Year Club Bringing Total Members to 149

CEREMONIES were conducted Wednesday at New York's Waldorf-Astoria Hotel for 18 NBC employes, a number that boosts the network's 25-Year Club membership to 149.

The new 25-Year Club additions are:

Jack Anderson, sound effects technician; Alfred W. Gamman, staff writer, press department; Francis G. Connolly, construction man in engineering; Albert W. Frey, supervisor of traffic operations; Thomas P. Gannon, copyright specialist; James Haupt, associate director; William S. Hedges, vice president of integrated services; Frank R. Heitmann, chief electrician, and Edward M. Lowell, manager of facilities administration.

Also: Walter L. Roe, master control engineer; Wilfred Snow, chief painter; Charles Townsend, manager of film-kine technical operations; Edna Turner, music lyric editor; George Voutsas, director; Edith C. Walmsley, copyright assistant; Hilda Watson, public service programs coordinator; Alfred E. Jackson, WBUF (TV) Buffalo, operations, and Carleton D. Smith, WRC-AM-TV Washington vice president and general manager.

► WJBW New Orleans celebrated 30th anniversary.

► ROGER WAYNE, WHLI Hempstead, N. Y., celebrated 31st year in broadcasting.

► ROGER BAKER, WGR-TV Buffalo, celebrated 29th anniversary in broadcasting.

► GEORGE WATSON, personality, WBBM Chicago, celebrated 20th anniversary with station.

► BILL BALANCE, KFWB Hollywood, celebrated 20th anniversary in broadcasting.



WTTV (TV) Bloomington, Ind., celebrated its seventh birthday with a special two-hour telecast. Original staff members presented owner Sarkes Tarzian with a plaque comemorating the seven years. On the birthday set are original staffers (l to r) Robert Petranoff, program manager; Robert Lemon, station manager; Carl Onken, chief engineer; Mr. Tarzian, Susan Sherman, copy and traffic director, and Biagio Presti, broadcast equipment sales division. Other first staffers not pictured during the festivities Nov. 11, are Glenn Van Horn, Mort Weigel, Charles Haines, Bob Young, Wendell Fuller and George Morel.



The Cream *Always* Comes To The Top

FOR MANY YEARS railroad spokesmen have vigorously contended that trucks "skim off the cream" of traffic. Just recently a widely distributed publication of a major rail line said: "Highway carriers skim off the cream. The fact that the average ton-mile revenue of highway carriers is approximately four times that of the railroads indicates the extent to which these carriers seek the higher rate type of traffic between important terminal points."

Does it?

Or does it, rather, indicate that the inherent qualities of truck transport—door-to-door delivery, dispatch, and lower loss and damage, among others—make truck service ideal for certain kinds of traffic which is basically high-rated?

Take less-carload business, for example. It carries the highest rates. Railroads are not geared to handle it physically, and historically they have lost money attempting to compete for this business—total annual losses running into millions of dollars out of pocket many years. Trucks physically are best able to handle this kind of traffic. Maybe you could call this "cream" for trucks but it is sour milk for railroads.

Or take coal, or any one of a dozen low-rated commodities. Railroads, again for inherent reasons, can haul this traffic and do very well indeed on the profit side. For them it would be "cream." Trucks, except in special situations, aren't as closely tailored to this kind of hauling as are the rails, and such traffic would not be "cream" for trucks.

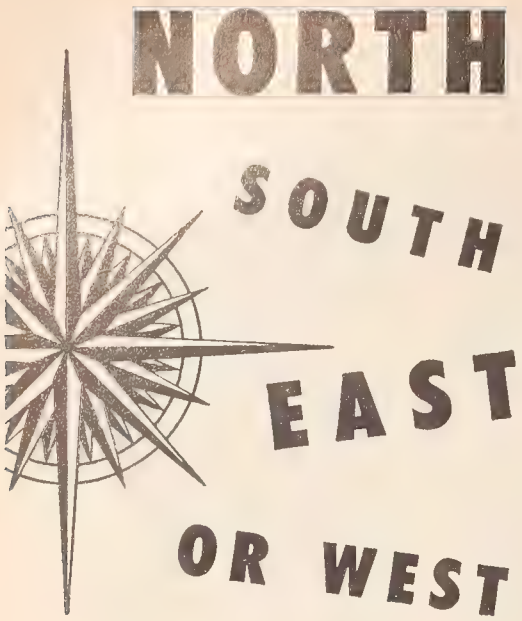
Whether traffic is "cream" or not "cream" depends upon the shipper's needs and the carrier's ability to meet them efficiently and economically, not whether it is high-rate or low-rate traffic.

Moreover, each carrier's "cream" tends to rise to the top—carriers generally get that business which they can do the best job of handling.

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!



• "The reception is wonderful and I just can't express the thrills we have because you are affiliated with CBS."
BLUEFIELD, WEST VIRGINIA

• ". . . .You are certainly putting a beautiful picture down here."
RANDLEMAN, NORTH CAROLINA

• "I thought maybe you would like to know that I am getting a perfect picture, and we're 96 miles from the city limits of Roanoke."
WAYNESBORO, VIRGINIA

• "Your picture by far exceeds any we have ever had here."
RUPERT, WEST VIRGINIA

• "The reception is real good. We live 100 miles from Roanoke."
ADKINS, VIRGINIA

• "Your signal here is excellent."
HIGH POINT, NORTH CAROLINA

CBS AFFILIATE

TOP POWER
316,000 Watts

TOP ELEVATION
2000 feet above average terrain—
3936 feet above sea level

Ask Peters, Griffin, Woodward!

WDBJ-tv Channel 7 CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

WMAL-TV Installs Bowling Lanes

WMAL-TV Washington is planning to carry a live duck pin bowling show. The bowling alleys are being installed in the station's studios. The two lanes will be equipped with automatic pin-setting machines and will cost approximately $25,000. Production plans call for three cameras, one mounted on a platform behind the bowlers, another mid-way down the alleys and the third at the positions taken by the official scorer and the announcer. The live telecasts will feature matches between the top bowlers in the metropolitan area. The station also plans on nationally known bowling champions for guest appearances.

Holds Elvis Presley Contest

RAY BRIEM and Paul Coburn, KLUB Salt Lake City, Utah, disc jockeys, featured a contest recently asking whether or not listeners liked Elvis Presley. Mr. Briem fought against the singer and Mr. Coburn was for him. They asked the listeners to send in their votes which were counted on the stage of a local theatre carrying *Love Me Tender*. It was reported that over 5,000 votes were counted and that Presley won by 35 votes. The losing disc jockey agreed to wear purple side burns for one week. A hound dog and a pair of blue suede shoes were presented to the listeners who had sent in the best letters as to why they liked Elvis Presley.

Transcribes French Programs

AN HOUR of French programming designed for students of that language has been initiated on WNIB (FM) Chicago, with emphasis on French culture and celebrities. The hour comprises *Paris Star Time*, a transcribed program from the French Broadcasting System, and *The French Scrapbook*, featuring novel tunes from France and celebrity interviews. Latter is conducted by Jacques Amram, instructor with Div. of Social Center, Chicago Board of Education and Berlitz School of Languages. Music and items of interest are announced in both English and French.

Devotes Am to Bible Reading

WHTN-AM-FM Huntington, W. Va., will devote its entire am broadcasting day on Sundays Dec. 9, 16, and 23 to the reading of the King James version of the New Testament from beginning to end. The reading will be by recordings produced by Audio Books and will require 23½ hours. The idea was presented to the station as a local Lions Club project.

KTRK-TV Begins 'Soundtrack'

WITH the idea in mind that the "busy people" like a maximum of music and a minimum of talk while they are doing their daily chores, KTRK-TV Houston has introduced a new show, *Soundtrack*. The morning program will enable listeners and viewers to go about their routines without having to sit in front of the set. The program features the latest in pop records, news, weather information and time service.

'MISS KISSABLE'

NATIONAL publicity came the way of WARL Arlington, Va., via its "Miss Kissable of 1956" contest, originated by Washington news correspondent Jock Laurence. United Press and International News Service both circulated wirephotos of "Miss Kissable," Jean Linck, to subscribers over the U. S. and UP's Harmon W. Nichols did a feature story on the contest.

Miss Linck's lips were selected as most kissable from over 5,000 lipprints mailed to the station.

Following several requests from other stations for permission to run their own contests, WARL is formulating plans to conduct a nationwide contest next year with the national finals in Washington.

Mr. Laurence first held a variation of the "Miss Kissable" contest in 1943 in Miami, Fla., but all rights now belong exclusively to WARL. The station has requested a copyright on the idea.



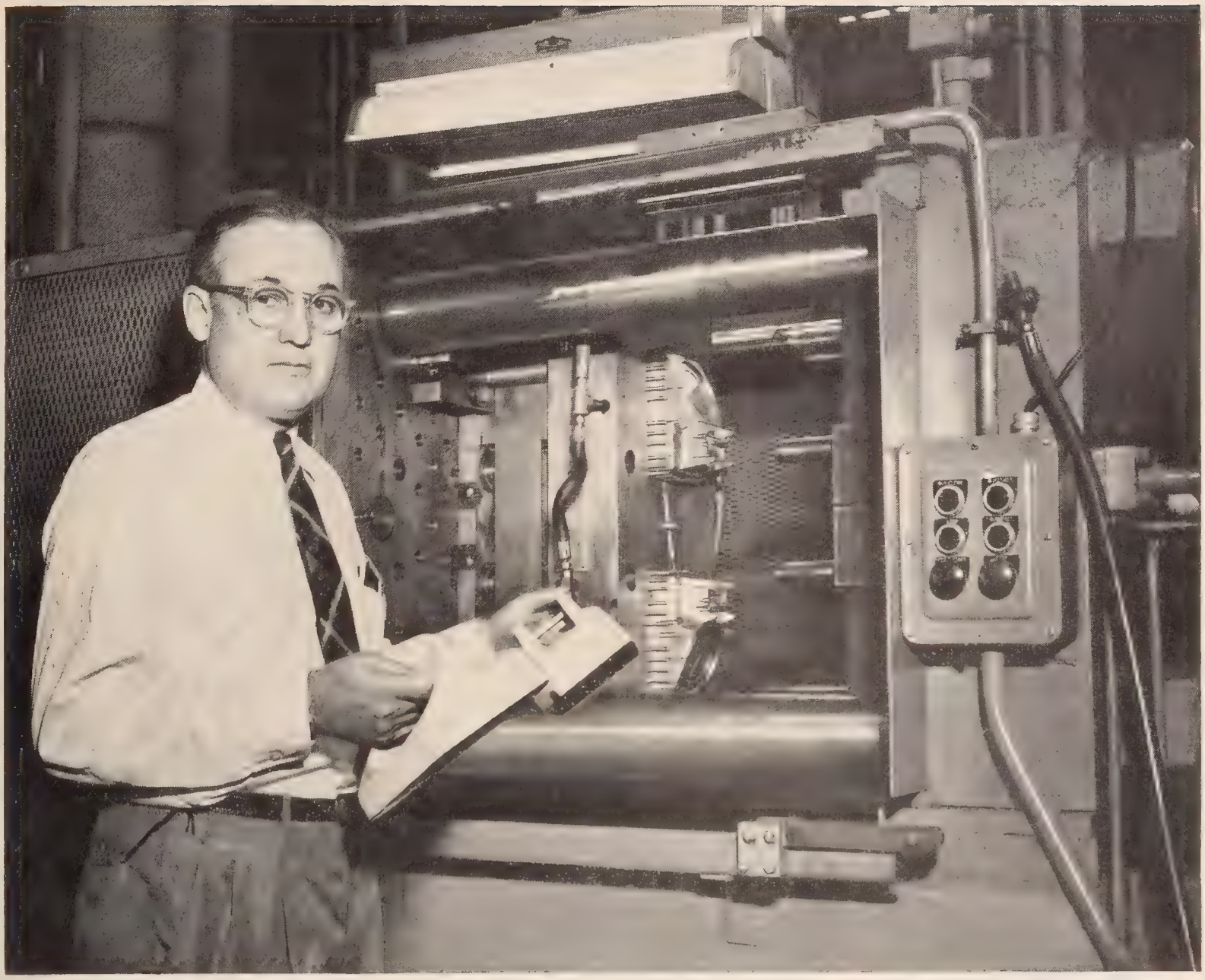
JEAN LINCK receives certificate from WARL Vice President and General Manager Ray Armand naming her "Miss Kissable of 1956."

WSAI Signs for 1957 Football

WSAI Cincinnati and the U. of Cincinnati signed a contract covering radio broadcast rights for the 1957 U C football season. This marks the third consecutive year that WSAI has exclusive rights to the games and the sixth year that the broadcasts will be carried over the station. Sports Director Dick Baker will do the play-by-play, also for the sixth straight year.

Broadcasts from Jail Cell

IN ORDER to plug safe driving, KDAY Hollywood, made arrangements to do a day's broadcasting from a jail cell in the Beverly Hills police station. In addition to its regular features, KDAY invited music and motion picture personalities to make guest appearances on its shows to help plug the safe driving campaign.



Engineer Barney Hitchcock removes telephone housings from mold press for inspection.

Cost Reduction Engineering and Your Telephone

Barney Hitchcock as an engineer at Western Electric for the past 20 years has had many important assignments . . . on production engineering, time and motion study, cost reduction.

That latter objective—cost reduction—is particularly meaningful to you and the people in your community. For through it, Barney and hundreds of other Western engineers like him concentrate time and efforts on finding ways to make Bell telephone equipment at lower cost.

Just what effect does this have in *your* town? Simply this. Because we are a part of the Bell System – its manufacturing and supply unit – savings we make in our operations are reflected in the cost of furnishing telephone service. Such savings help keep down the cost of equipment your Bell telephone company buys from us.

It's one more reason why the cost of your local Bell telephone service has gone up so much less than most other things you buy.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

MEMO: TO TIMEBUYERS!

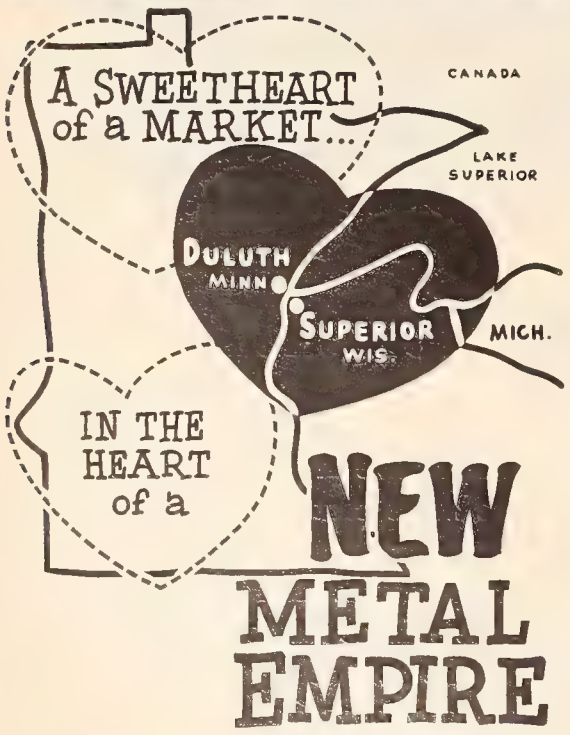
FIRST IN THE WORLD WITH A MILLION +

NOW—cover ALL Northeastern Pennsylvania with 1½ Million Sales-packed Watts!

LEADERSHIP . . . COVERAGE . . . POWER

GET THE FACTS!

WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.



2nd Largest Market in the Northwest
Hundreds of millions of dollars spent and proposed—TACONITE MINING—New Towns—SEAWAY—New Payrolls
To reach and sell this vital market your best buy is WDSM-TV.
Top TV at the Top of the Nation

WDSM-TV
NBC — CHANNEL 6
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WTRC Holds Open House

WTRC Elkhart, Ind., held open house last month for all its sponsors and listeners in celebration of the station's 25th anniversary. Over 7,500 persons attended, touring the station and its affiliate WSJV-TV. Morgan Beatty was present to meet the visitors and also took part in several special memorial programs.

ABC Radio Programming Changes

THE *Bobby Hammack Show*, a new across-the-board musical weekday series on ABC Radio, will premiere Dec. 31. The time period is still to be scheduled. In announcing the new show, ABC also listed *Jack Paar Show* (currently aired Mon.-Fri., 11:15-11:30 a.m.) among its new program changes. The show will be heard 15 minutes earlier, effective Dec. 31. This move puts the *You and Your Marriage* program with Dr. Paul Popenoe in the 11:15-11:30 a.m. slot. The Popenoe program is currently heard weekdays at 11:35-11:45 a.m.

WOL Music Format Boosts Sales

CHANGE to a serious music format after 9 p.m. has taken WOL Washington into a sold-out status for the daily three-hour programming, according to Charles Dillon, WOL vice president. The seven-night-a-week *Good Music Time*, with Paul Hume, *Washington Post & Times-Herald* editor, achieved this record in a little over a month. The hours now yield three times their previous revenue. WOL adopted the good-music format after WGMS Washington was taken over by General Teleradio, with a revision of the former musical schedule.

Distributes Toll Tv Booklet

A NEW booklet claiming to present a cross-section of views favoring subscription tv is being distributed to trade by Zenith Radio Corp. The booklet includes an accompanying letter by Ted Leitzell, assistant to the president of Zenith, and purports to include reproductions of letters sent to the FCC and opinions of various individuals and organizations, as well as newspaper clippings, favorable to toll tv. In the letter, Mr. Leitzell notes that this "vital public interest issue" is still to be decided in the wake of the recent political elections.

Offers Record Premiums

MOTOROLA Inc. has announced a new phonograph sales promotion campaign involving record packages for tie-in premiums. Four separate packages will be offered to distributors for use with phonograph sales. They include such recording labels as Mercury, Decca, Columbia and London. One package consists of 30 records on 15 45 rpm discs shipped in plaid carrying case with handle and gold hardware, while another (the largest) has 100 recordings on 50 discs. Another has recordings on 78 rpm discs. All packages are provided to distributors at a price allowing inclusion of records as tie-ins with phonograph merchandise or permitting dealers to work out package deals.

SILVER TONGUE

HOW does the Italian-speaking population of New York's metropolitan area responded to offers programmed in that tongue? WOV, a foreign language station, airing 10½ hours of Italian daily, has an answer. General Manager Ralph N. Weil points to the following WOV results:

Gem Packing Co., which earlier in the year offered purchasers of Gemma Oil a special premium consisting of a modest string of rosary beads, expected at best 700 requests, following an insert of but six simple mentions on its regularly sponsored show. Most recent mail count: 8,105 pieces.

Buitoni Macaroni Co. conducted a special promotion March through July that required contestants to submit inserts found only in Buitoni packages. The client, a 14-year old sponsor of a quarter-hour daily program, reported that during the contest's 17 weeks, more than $161,280 was spent by consumers on 768,000 packages.

Progresso Brand food products, sponsor since 1949 of WOV's *One Big Family* program, asked listeners to participate in a contest requiring the purchase of at least $12 worth of Progresso products. Close to 11,000 listeners took part, sending in coupons representing well over $130,000 in purchases.

WIP Covers Brooklyn Explosion

AS SOON as word was received of a tanker explosion on Pier 37 at 34th St. in Brooklyn, WIP Philadelphia special events director, Sam Serota, had the Coast Guard duty officer give a detailed report of the disaster. Following this, WIP interviewed, by beeper phone, the owner of a hardware store one block from the explosion. The accident caused windows eleven blocks away to be shattered and sent debris flying on an eight block area. Minutes after these interviews telephone lines were reportedly knocked out of service in the area.

More People are Looking MORE at WABT
BIRMINGHAM
Alabama's Best in Television
BLAIR-TV

"I scan Ad Age in the office and read it thoroughly at home"

says **JOHN P. CUNNINGHAM**
President
Cunningham & Walsh Inc.



JOHN P. CUNNINGHAM

"Advertising Age is the one paper in the field that gives me a chance to get a complete and contemporary picture of the many-sided and fast-moving business of advertising. I think it is one of the most vital magazines in the field, and after scanning it in the office, I always take it home and read it thoroughly every week end."

After graduating from Harvard, Mr. Cunningham started his career as an artist and layout man at Newell-Emmett advertising agency. Two years later he shifted to copy and in 1930, became vice-president in charge of creative production. In 1950, he was elected executive vice-president when the agency became a corporation under the name Cunningham & Walsh. Mr. Cunningham was elected president in 1954 and today pilots the agency which handles the advertising of such outstanding advertisers as Texaco, Sunshine Biscuits, Colgate-Palmolive, Squibb, etc. In 1952-53 he was chairman of the board of the American Association of Advertising Agencies and is presently on the council of the 4 A's.

For most of the important people in advertising and marketing today, Advertising Age is the editorial eye that gives 3-d perspective to this many-sided and fast-moving business. More than just a trade newspaper, Ad Age gives insight, shape and substance to advertising-marketing news, trends and developments—not only to those who *activate,* but to those who *shape* important market and media decisions.

Cunningham & Walsh, for example, rated among the top 17 agencies in broadcast advertising last year with a radio-tv billing of $17,000,000* (total billings—$47,800,000). Among its clients are such important broadcast advertisers as American Telephone and Telegraph Co., J. A. Folger & Co., and Sunshine Biscuit, Inc. During the first six months of 1956, these three advertisers alone placed a total expenditure of $3,385,100 in just spot tv.**

Every week, 58 paid subscription copies of Ad Age get read in the homes and offices of important C. & W. executives. Further, each of the three advertisers mentioned above are paid-subscribers to AA, with numerous subscription copies getting read, routed and discussed among their advertising and other management executives.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and **you'll recognize in Advertising Age a most influential** medium for swinging broadcast decisions your way.

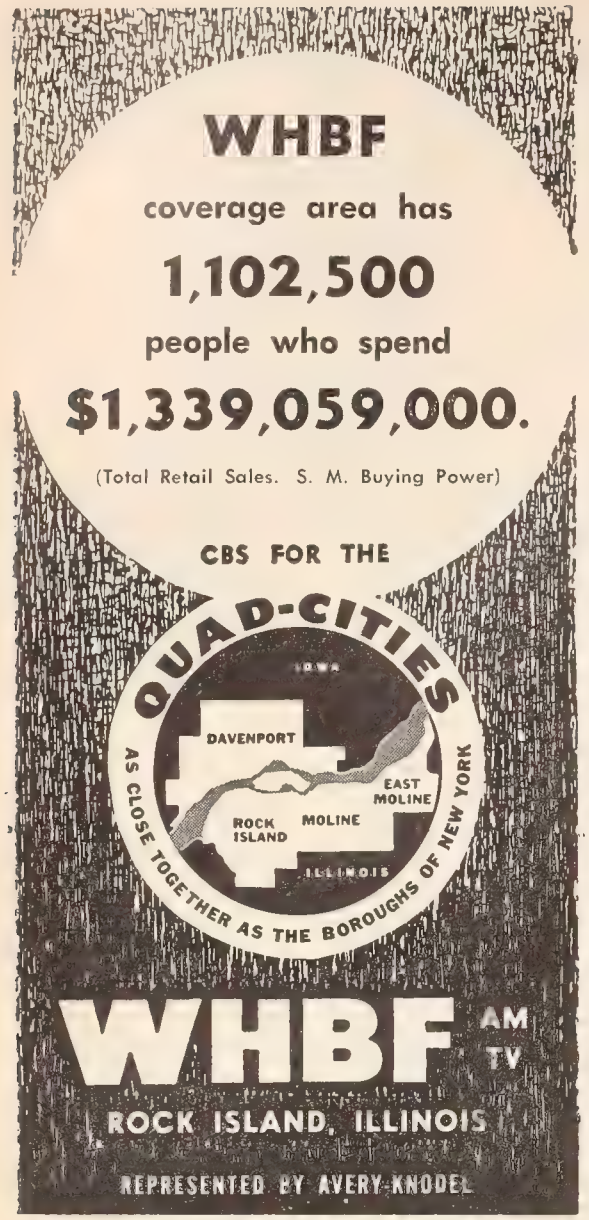
*Broadcasting-Telecasting's 1955 report
**N. C. Rorabaugh Co. for Television Bureau of Advertising



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3



MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

ABC Offers Mood Music Record

ABC-PARAMOUNT, recording division of American Broadcasting-Paramount Theatres Inc., and the Mennen Co., Morristown, N. J., have effected a tie-in whereby the former will release a new mood music record, "Music for Expectant Mothers." A four-color photograph that appears on the recording will be used in a special Mennen Baby Products print advertising campaign with the copy to be seen in *Life, Good Housekeeping, True Story* and *Modern Romances.* Grey Adv., Mennen's agency, is planning a heavy merchandising campaign with disc jockeys and women editors. To aid in selling the record, Mennen, which will join S. C. Johnson & Son as co-sponsor of the *Robert Montomery Presents* program on NBC-TV next January, will feature special color commercials built around the photograph.

WCKR-WCKT (TV) Momento

A SILVER colored key chain was the memento of the dedication of Biscayne Tv Corp.'s WCKR and WCKT (TV) in Miami. The front has an artist's engraving of the studios and the back gives the station's call letters.

ABC Promotes 'Color Radio'

"COLOR RADIO" is here . . . and ABC's got it! At least that's the story contained in a pink tinted brochure issued last week by ABC Radio's promotion department on behalf of Park & Tilford (Tintex), the sponsors of ABC Radio's *When a Girl Marries* and *Whispering Streets.* According to the promotion piece, the two ABC Radio daytime serials show "ten shades of stirring, colorful . . . drama to emphasize the emotional power" of the two programs. Concludes ABC: "color radio beams it . . . and puts it across."

CFAC Holds Music Discussion

CFAC Calgary, Alta., has a discussion show on new records from a local music shop. The program, *Turn Table Round Table,* is aired every Saturday morning and has a panel recruited from listeners who ask to be on it. The panel, which changes every week, gives its candid opinions on new record releases played at the music shop during the program.

RADIO TURNS TRICK

HOW radio moved hardware in Fresno, Calif., is told by Ed Ohanian, owner of Palm & Shields Variety and Hardware Store there, in his report to Dave Maxwell, manager of KBIF Fresno. Mr. Ohanian bought 85 one minute and 30-second spots on KBIF for $271 to promote a two-week sale. No other advertising was used. Result: "We realized a gross of over $8,000. This was the biggest sale we have ever had."

But radio's impact is emphasized by the store owner's notation that the previous year he had spent $2,800 in a local newspaper "with no apparent results. For the sale immediately preceding our last one, we spent $1,800 in Fresno newspapers. This sale extended for three weeks and we realized only $4,000 gross."

KWG's 'Pearl of Wisdom'

AS AN introduction to KWG Stockton, Calif., and its new owners, all major retail stores in the city were visited by models giving gift boxes to the owners or advertising managers. A simulated pearl and a "pearl of wisdom" testimonial by one of the station's advertisers, a local jewelry firm, were contained in the boxes. The businessmen were also presented with a certificate of introduction to KWG which entitled the holder to 10 spot announcements free if an order for five or more spots was purchased at the regular rate.

Magnavox Gives Christmas Record

AN l.p. recording of Christmas carols by the Magnavox Chorus is being distributed to dealers. It is to be given to the purchasers of Magnavox hi-fi phonographs. The group, made up of company employes and their families, holds several first places in musical contests. Included with the record is a booklet telling about hi-fi, the chorus and the history of the selections on the record. Among the carols chosen for the record are "Silent Night," "Jolly Old Saint Nicholas" and "Joy to the World." Record contains 11 carols in all.



Also send for details on the new Lawrence Welk Library Package

Houses Mobile Unit in Bus

CKY Winnipeg, Man., has a complete mobile studio which is housed in a bus. The station has four cars and a station wagon as part of its mobile fleet, in addition to its "studio on wheels," to bring local community event programs to its listeners. The mobile studio is equipped with a shortwave transmitter to carry the program broadcast from the unit to the CKY transmitter or downtown studios.

Santa Claus Comes to Town

IN a special Christmas promotion, radio station WTOB arranged for Santa Claus to fly into the Winston-Salem, N. C., area via the station's "North Pole Special" plane. It was reported that a crowd of 3,000 gathered to welcome him. WTOB's mobile studio was on hand at the airport for the event.

WRCA's Radio Portfolio

WRCA New York has distributed copies of the WRCA Radio Portfolio to agencies and advertisers. The portfolio is made up of charcoal sketches of the station's personalities who are described as "some of the finest salesmen in N. Y." The promotion piece contains drawings of Bill Cullen, Tex and Jinx McCrary, Ken Banghart, Al "Jazzbo" Collins, Johnny Andrews, Bob Wilson, Ben Grauer and Jimmy Powers, among others and were drawn by Tom Allen.

Ziv Records Theme Music

ZIV Television Programs, N. Y., has announced that the theme music of its *Highway Patrol* film series has been recorded by Cyril Stapleton for London Label, marking the first tie-in between Ziv Tv and a major recording company for a theme promotion.

WMT-TV Promotes New Tower

WMT-TV Cedar Rapids, Iowa, is distributing a ball of twine with an automatic dispenser to promote its new tower. On the top of the dispenser it says, "This string is 1450′ . . . more than one quarter mile . . . in length. It's as long as our new tower is tall. (The tower is one of the three highest in the world.)" The sides of the dispenser give the call letters, mailing address and national representatives.

buy and use
CHRISTMAS SEALS
fight tuberculosis





available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

Merle Kimball, Prog. Dir. of KTOY-FM, Tacoma, Wash. writes:

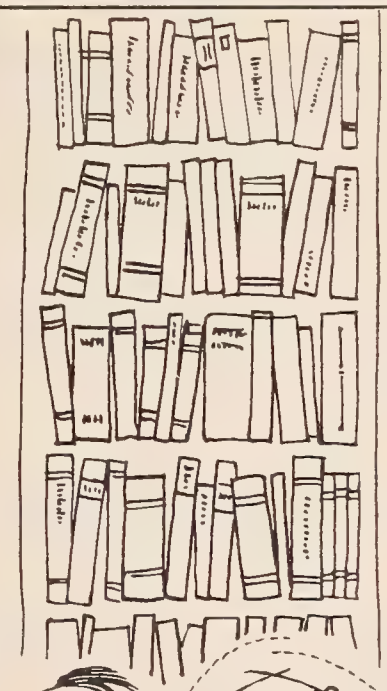
"The SESAC Library and its bridges, moods and themes help give our radio service to the Puget Sound Area the distinctiveness and atmosphere of good taste we strive to have listeners associate with our type of program structure.

"And . . . the quality of the SESAC discs is outstanding."

The SESAC Transcribed Library in spectacular sound costs as little as $1.50 a day for the complete library . . . or . . . may now be leased in sections at most nominal costs.

You, too, will definitely find it possible to obtain better balanced, top quality programming at low cost with the SESAC Transcribed Library

Write today for audition discs.



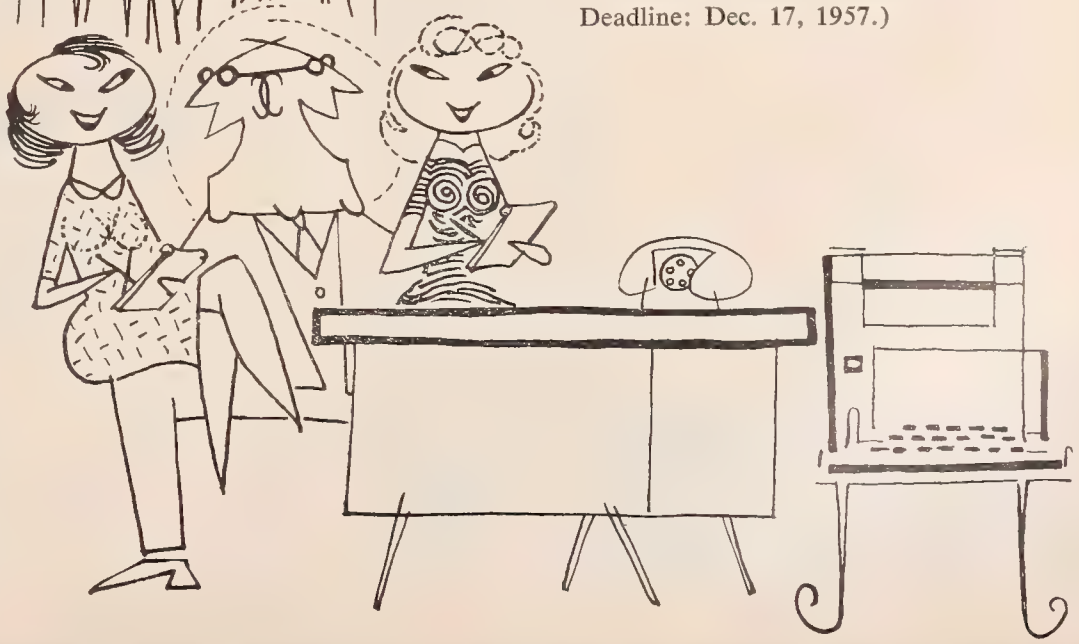
If you have 2 secretaries, a direct wire to New York, and a complete reference library . . .

You Don't Really Need the Broadcasting Yearbook—Marketbook

Otherwise you do (if you want to know the who, what, when, why, where, etc. of radio).

(Sneaky thought: Aforementioned item is also the *sine qua non,* the *tout ensemble* and the *e pluribus unum* for advertisers, which it's a pretty good idea for you to be one of. Publication date: Jan. 1, 1958.

Deadline: Dec. 17, 1957.)





Daily Visitors
in 551,00 Homes
in Western New
York State*

* Plus a bonus of 584,000 Canadian Homes

ABC Basic Affiliate

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

MILESTONES
for January

BMI's series of program continuities spotlights the important events on the American scene. January's release features four complete half-hour shows—smooth, well-written scripts ready for immediate use.

"SANTA'S WORK IS NEVER DONE"
(Only 11 More Months 'Till Xmas)
January 1, 1957

"MUSIC OF THE UNITED NEIGHBORS"
January 6, 1957

ROBERT E. LEE
(150th Anniversary)
Born: January 19, 1807

"THE GENTLEMAN REBEL"
John Hancock
Born: January 23, 1737

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications
(As Compiled by B•T)

November 29 through December 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Dec. 5

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,986	2,958	169	338	126
Fm	533	516	43	42	0

FCC Commercial Station Authorizations
As of October 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearings	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Dec. 5

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	376	91	467[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	318	655[1]
Noncomm. Educational	23	21	44[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,045	337	815	566	1,382[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,108	337	851	593	1,445[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 702 already granted.

New Tv Stations . . .

ACTION BY FCC

Birmingham, Ala. — Birmingham Television Corp. granted uhf ch. 42 (638-644 mc); ERP 16.6 kw vis., 8.91 kw aur.; ant. height above average terrain 770 ft., above ground 589.25 ft. Estimated construction cost $134,000, first year operating cost $300,000, revenue $350,000. P. O. address, Room 642, 190 N. State St., Chicago. Studio and trans. location Birmingham. Geographic coordinates 33° 29′ 09″ N. Lat., 86° 47′ 26″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include **Harry** and **Elmer Balaban,** with midwestern theatre interests, 50% owners, **WICS (TV) Springfield, Ill.**; 50% of **WTVO (TV) Rockford, Ill.**; 50% **WMCM (TV) Grand Rapids, Mich.**; 50%, **WRIT Milwaukee** and are applicants for WICS satellite in White Heath, Ill., and interest in **KFBI Wichita, Kan.** Announced Nov. 29.

APPLICATIONS

Butte, Mont.—Arthur W. Schwieder, vhf ch. 6 (82-86 mc); ERP 6.4 kw vis., 3.2 kw aur.; ant. height above average terrain 3,170 ft., above ground 90 ft. Estimated construction cost $161,091, first year operating cost $175,000, revenue $150,000. P. O. address 285 Marjacq Ave., Idaho Falls, Idaho. Studio location to be determined. Trans. location Red Mountain. Geographic coordinates 45° 46′ 07″ N. Lat., 112° 29′ 00″ W. Long. Trans. and ant. RCA. Legal counsel Wilkinson, Cragun, Barker, Hawkins, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington. Mr. Schwieder is pres.-7.8% owner, **KID-AM-TV Idaho Falls.** Announced Dec. 5.

Elk City, Okla.—Southwest Bcstg. Co., vhf ch. 8 (180-196 mc); ERP 14.86 kw vis., 7.43 kw aur.; ant. height above average terrain 123 ft., above ground 203 ft. Estimated construction cost $55,537, first year operating cost $70,000, revenue $77,000. P. O. address % **Lonnie J. Preston, KASA Elk City.** Studio and trans. location Section 15, Twp. 11-N, Range 21-W. Geographic coordinates 35° 25′ 28″ N. Lat., 99° 24′ 52″ W. Long. Trans. DuMont, ant. Prodelin. Legal counsel Abe L. Stein, Washington, D. C. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant, owned by Mr. and Mrs. Preston, is licensee of KASA. Prestons hold 65.66% interest in **KWOE Clinton, Okla.** Announced Dec. 5.

Existing Tv Stations . . .

ACTIONS BY FCC

WCBC-TV Anderson, Ind.—Granted mod. of

R. C. CRISLER & COMPANY, INC.

R. C. CRISLER — PAUL E. WAGNER

BUSINESS BROKERS SPECIALIZING IN
RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

cp to change to ch. 26, ERP to 20.9 kw vis., 11.2 kw aur., change type ant. and make other equipment changes. (Ant. 500 ft.) Announced Dec. 4.

KOTA-TV Rapid City, S. D.—Granted mod. of license and cp to change name to Duhamel Enterprises Inc. Announced Dec. 4.

KOSA-TV Odessa, Tex.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur., change type trans. and make minor equipment changes. Announced Dec. 4.

APPLICATIONS

WPTV (TV) West Palm Beach, Fla.—Seeks mod. of cp to change corporate name to **John H. Phipps Bcstg. Stations Inc.** Announced Dec. 5.

KTVH (TV) Hutchinson, Kan.—Seeks cp to change ERP to 316 kw vis., 158 kw aur., change type trans. and install new vis. and aur. amplifiers. Announced Dec. 5.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp to change ERP to 14.82 kw vis., 8.14 kw aur., install new trans. and make other equipment changes. Announced Dec. 5.

WJHL-TV Johnson City, Tenn.—Seeks mod. of cp (which authorized new tv) to change ERP to 316 kw vis., 158 kw aur., make ant. and equipment changes. Announced Nov. 29.

APPLICATIONS AMENDED

WXTV (TV) Youngstown, Ohio—Application seeking mod. of cp amended to change frequency from ch. 73 (824-830 mc) to ch. 45 (656-662 mc) and to furnish additional ant. data. Announced Dec. 5.

KDLO-TV Florence, S. D.—Application seeking license to cover cp amended to change studio location to trans. site, 0.5 mi. N. of Garden City, S. D., and request waiver of Sec. 3.613 of rules. Announced Dec. 5.

WMTV (TV) Madison, Wis.—Application seeking license to cover cp amended (in response to FCC letter of 10-18-56) to specify ERP as 168 kw vis., 90.1 kw aur., specify DA and other equipment changes. (Contingent on filing and grant of mod. of cp to cover changes in facilities specified above.) Announced Dec. 5.

Allocations . . .

ACTIONS BY FCC

Deintermixture petitions denied—By memorandum opinions and orders of Nov. 28 Commission denied following petitions directed to outstanding proposed rule-making in respective deintermixture proceedings, with Comr. Doerfer dissenting:

Hartford, Conn.; Providence, R. I.—By **Travelers Bcstg. Service Corp.** (conditional grantee of ch. 3 **WTIC-TV Hartford** to reconsider proposal in Hartford-Providence proceeding in Docket 11748; denial is without prejudice to Commission's right to consider contentions in instant petition in connection with comments in this proceeding. (Outstanding rule-making would make Hartford all-uhf by deleting only vhf ch. 3 and giving it to Providence, transferring only ch. 61 at **Easthampton, Mass.**, to Hartford, and deleting only ch. 65 at **Meriden, Conn.**)

Peoria, Rock Island, Ill.—By **WIRL Television Co.** (conditional grantee of ch. 8 **WIRL-TV Peoria, Ill.**) to reconsider proposal and for evidentiary hearing in Peoria-Rock Island proceeding in Docket 11749; denial is without prejudice to Commission's right to consider contentions in petition in connection with comments in this proceeding; also denied WIRL request for extension of time to file comments. (Outstanding rule-making would make Peoria all-uhf by deleting its only vhf ch. 8 and adding chs. 25 and 31 to present chs. 19, educational *37, and 43; **Davenport-Rock Island-Moline** area would have chs. 4, 6, educational *30, 36 and 42.)

Peoria, Ill.—By **WMBD Inc.** (**WMBD-AM-FM Peoria**) to sever proposal in Peoria case to assign ch. 31 to Peoria from deintermixture portion and to institute separate rule-making to assign ch. 31 to that city.

Springfield, Ill.; St. Louis, Mo.—By **WMAY-TV Inc.** (conditional grantee of ch. 2 **WMAY-TV Springfield**) to rescind proposed rule-making in Springfield-St. Louis proceeding in Docket 11747 or, alternatively, for consolidated evidentiary show cause and formal rule-making proceeding; denial is without prejudice to Commission's right to consider contentions in instant petition in connection with comments in this proceeding; also denied WMAY-TV request for extension of time to file comments. (Outstanding rule-making would make Springfield all-uhf by deleting its only vhf ch. 2, and giving it to either St. Louis or **Terre Haute, Ind.**, or both, and adding chs. 26 and either 36 or 39 to Springfield in addition to its present chs. 20 and educational *66.)

Evansville, Ind.—By ch. 7 **WTVW (TV) Evansville** to withdraw outstanding rule-making in Docket 11757 which would make Evansville all commercial uhf by removing present educational reservation from ch. 56, thus giving that city chs. 50, 56 and 62 for commercial use, and either make ch. 7 educational there or, as proposed in counter-filings, place that channel in **Louisville, Ky.**, for commercial use; denial of instant petition is without prejudice to Commission's right to consider contentions thereof in connection with comments in this proceeding; also denied WTVW request for extension of time to file comments in that docket until 60 days after Commission releases its order establishing methods for computing coverage data.

Elmira, N. Y.—By **Veterans Bcstg. Co.** to reconsider proposal in Docket 11758 which would make Elmira all-uhf by eliminating only present vhf ch. 9 and adding ch. 30 to present chs. 18 and 24; denial is without prejudice to Commission's right to consider contentions in instant petition in connection with comments in this proceeding.

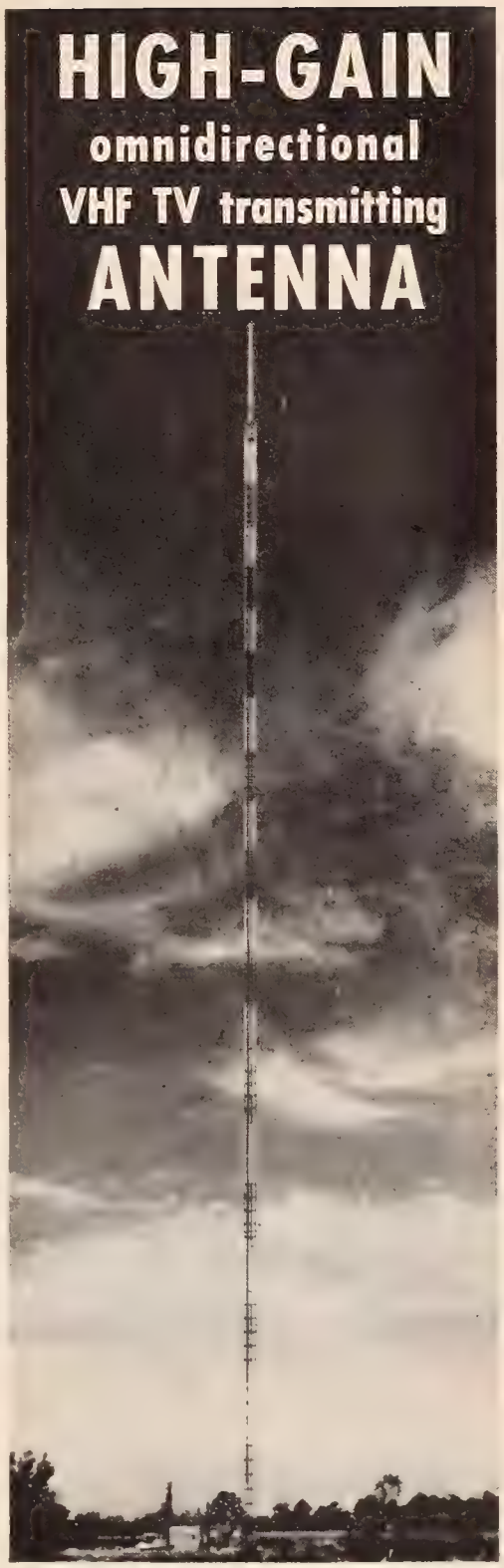
Madison, Wis.—By ch. 3 **WISC-TV Madison** to withdraw rule-making in Madison proceeding in Docket 11754, for partial reconsideration of Report & Order in general tv allocations proceeding in Docket 11532, and for adjudicatory evidentiary hearing in any proceeding affecting ch. 3 in Madison; denials are without prejudice to Commission's right to consider contentions of petitions in connection with comments in this proceeding; also denied WISC-TV request for extension of time to file comments.

Proposed rule-making—Vancouver, Wash.—By notice of proposed rule-making, Commission invites comments by Dec. 28 to petition by ch. 21 **KVAN-TV Vancouver** to amend tv table of assignments to assign ch. 2 to Vancouver; denied KVAN-TV request for show cause order to modify authorization of KVAN-TV on ch. 2 instead of ch. 21.

Fort Smith, Ark.—By memorandum opinion and order Commission denied petition by ch. 22 **KFSA-TV Fort Smith** requesting that **American Television Co.** be ordered to show cause why cp for ch. 5 **KNAC-TV Fort Smith** should not be revoked and why cp should not be modified so as to include condition that no construction will be undertaken until initiation and conclusion of rule-making proceedings to delete ch. 5 assignment from Fort Smith. Comr. Mack abstained from voting. Announced Nov. 29.

Springfield, Mass.—By memorandum opinion and order Commission denied petition by ch. 22 **WWLP (TV) Springfield** for reconsideration of Commission's June 26 report and order in Docket 11532 insofar as it amended Secs. 3.614 (b) and 3.699 of rules to increase maximum authorized power of uhf stations from 1 mgw. to 5 mgw. Announced Nov. 29.

Albany-Schenectady-Troy, Vail Mills, N. Y.; Fresno-Santa Barbara, Calif.—By memorandum opinion and order denied following petitions for



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station wítn , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc.
299 ATLANTIC AVE. BOSTON, MASS.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

Somewhere
Every Day
Radio and Television
Stations
are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF
PRIVACY
COPYRIGHT
VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN
INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS
REINSURANCE
CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

extension of time to file comments in rule-making proceedings: by **Van Curler Bcstg. Corp.** in Albany-Schenectady-Troy and Vail Mills Docket 11751; by **California Inland Bcstg. Co.** in Fresno-Santa Barbara Docket 11759, and by **Kear & Kennedy** in Dockets 11747-59 and 11799. Announced Nov. 29.

PETITIONS

Lamar, Colo.—KLMR Lamar requests amendment of Sec. 3.606 by instituting rule-making to add ch. 12 to Lamar. Announced Nov. 30.

Gulport, Miss.—I. K. Corkern Jr. d/b as State Telecasting Co. requests amendment of Sec. 3.606 (b) by instituting rule-making to make ch. 13 in **Biloxi, Miss.**, available for use only by a noncommercial educational broadcast station and ch. 44 available for commercial broadcast use. Announced Nov. 30.

Translators . . .

ACTION BY FCC

Winnemucca, Nev.—Winnemucca Lions Club granted ch. 76 (842-848 mc) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w ERP to community 53.6 w. P. O. address Box 732, Winnemucca. Estimated population to be served 3,500. Estimated construction cost $6,352, first year operating cost $724. Announced Nov. 29.

APPLICATIONS

Salmon, Idaho—Lemhi Television Corp. seeks chs. 70 (806-812 mc) and 73 (824-830 mc) to rebroadcast ch. 3 **KID-TV Idaho Falls, Idaho.** P. O. address Salmon. Trans. output 10 w each, ERP to community 56.7 w and 53.55 w, respectively. Estimated population to be served 5,000. Estimated construction cost $6,423 and first year operating cost $3,680, respectively. Announced Dec. 3.

Butte, Mont.—City of Butte, ch. 70 (806-812 mc) to rebroadcast ch. **KVGO (TV) Missoula, Mont.** P. O. address % **Tim J. Sullivan, Mayor**, City Hall, Butte. Trans. output 10 w, ERP to community 80 w. Estimated population to be served 55,000. Estimated construction cost $4,530, first year operating cost $300. Announced Dec. 3.

APPLICATION AMENDED

Palm Springs, Calif.—Applications of **Palm Springs Translator Stations Inc.** seeking chs. 70 and 72 to rebroadcast KNXT (TV) and KRCA (TV), both Los Angeles, amended to make changes in corporate structure. Announced Nov. 29.

New Am Stations . . .

ACTIONS BY FCC

Quincy, Calif.—Application of **James E. Doyle** seeking cp for new am on 540 kc, 1 kw D, dismissed. (Request of attorney.) Announced Dec. 4.

Albuquerque, N. M.—Application of **Western Bcstg. Co.** seeking cp for new am on 1380 kc, 1 kw D, returned. (Request of attorney.) Announced Nov. 20.

Franklin, N. C.—Macon County Bcstg. Co. granted 1050 kc, 500 w D. P. O. address % Henry G. Bartol Jr., Box 1317, Tryon, N. C. Estimated construction cost $18,921.79, first year operating cost $30,000, revenue $36,000. Principals are equal owners **Graves Taylor**, stockholder, **WJR Detroit**; **Henry G. Bartol Jr.**, 40% owner of **WTYN Tryon**, and **John E. Boyd.** Announced Nov. 29.

Athens, Ohio—Ohio U. granted 1340 kc, 100 w unl. P. O. address Athens. Estimated contruction cost $7,390, first year operating cost $3,000. Station is for non-commercial purposes. Ohio U. owns and operates **WOUI (FM) Athens.** Announced Nov. 29.

Midland, Tex.—Great Western Radio Co. granted 1580 kc, 1 kw D. P. O. address 3302 29th St., Lubbock, Tex. Estimated construction cost $13,265, first year operating cost $36,000, revenue $48,000. Principals are equal partners **George Wayne Inglis**, insurance-real estate interests, and **Elvis Leo Roberts**, movie theatre part-owner. Announced Nov. 29.

Neillsville, Wis.—Application seeking cp for new am on 1260 kc, 1 kw D, returned. (Dated incorrectly.) Announced Dec. 5.

APPLICATIONS

Douglas, Ariz.—Frank S. Barc Jr., Genevieve B. Barc, David V. Harman and Isabelle B. Harman d/b as Copper State Enterprises, 930 kc, 1 kw D. P. O. address % Mr. Barc, Box 5282, Phoenix, Ariz. Estimated construction cost $21,435, first year operating cost $19,900, revenue $45,000. Mr Barc is 50.2% stockholder in applicant for Phoenix am and former station manager, **KRUX Glendale, Ariz.** Mr. Harman has Tempe, Ariz., restaurant and real estate interests. Announced Dec. 3.

St. Helen, Mich.—Paul A. Brandt, 1590 kc, 500 w D. P. O. address 901 E. Maple St., Mount Pleasant, Mich. Estimated construction cost $22,800, first year operating cost $40,000, revenue $45,000. Mr. Brandt is licensee of **WCEN Mount Pleasant** and **WBFC Fremont, Mich.** Announced Dec. 5.

Windom, Minn.—Paul C. Lund and Eugene H. Frisk d/b as North Star Bcstg. Co., 550 kc, 500 w-1 kw-LS unl., DA-2. P. O. address 14 18th Ave. S., Hopkins, Minn. Estimated construction cost $37,020, first year operating cost $30,000, revenue $48,000. Principals, as former students of Gustavus Adolphus College, St. Peter, Minn., were on staff of college's educational am, **KGAC St. Peter,** former as engineering director-station mgr. Mr. Lund is pres. of applicant. Announced Dec. 4.

Meridian, Miss.—Alexander Lloyd Royal, 1390 kc 5 kw D, remote control trans. P. O. address 2306 Fourth St., Meridian. Estimated construction cost $23,970, first year operating cost $36,000, revenue $45,000. Mr. Royal is theatre owner. Announced Dec. 4.

Bismarck, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and D. Gene Williams d/b as Dakota Bcstrs., 1350 kc, 500 w D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle, Wash. Estimated construction cost $16,100, first year operating cost $45,000, revenue $55,000. Principals are equal partners. Mr. Nelskog owns 50% of **KUTI Yakima, Wash.**, 50%, **KYNG Coos Bay, Ore.**, and 16⅔%, **KORD Pasco, Wash.** Mr. Crain is 50% owner of applicant for am in Everett, Wash. Mr. Williams owns 51%, **KSPO Spokane, Wash.**; 25%, KUTI, and 50%, **KOYN Billings, Mont.** Mr. Bertholf owns 49%, KSPO; 25%, KUTI, and 50%, KOYN. Announced Dec. 5.

Minot, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and D. Gene Williams d/b as Dakota Bcstrs., 1320 kc, 1 kw D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle 16, Wash. Estimated construction cost $18,700, first year operating cost $45,000, revenue $55,000. Principals are equal partners. (See application above for other broadcast ownership.) Announced Dec. 5.

Toledo, Ore.—Robert G. Beattie and Reve L. Beattie d/b as Toledo Bcstrs., 1230 kc, 250 w unl. P. O. address % Mr. Beattie, Box 84, Oceanlake, Ore. Estimated construction cost $10,800, first year operating cost $28,200, revenue $33,000. Mr. Beattie is 25% owner, Coast Combo Inc., Taft, Ore., advertising representative, and former ⅓ owner, **KBCH Oceanlake.** Announced Nov. 30.

Williamsburg, Va.—Ralph D. Epperson, 740 kc, 500 w D. P. O. address % **WPAQ Mount Airy, N. C.** Estimated construction cost $27,078, first year operating cost $39,000, revenue $48,000. Mr. Epperson is sole owner of WPAQ. Announced Dec. 5.

APPLICATIONS AMENDED

Rockford, Ill.—Application of **Town & Country**

Western Radio & Television
$1,400,000.00
VHF with major network. AM and TV highly profitable with excellent assets and valuable combination real estate. Good growth market with rich agriculture, booming industrial, mining and tourist economy. Over one-half billion dollar annual income in market. Confidential prospectus available to financially qualified buyers.
Negotiations • Financing • Appraisals
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

Radio Inc. seeking new am on 1150 kc, 1 kw DA-D amended to decrease power to 500 w and make changes in DA pattern. Announced Nov. 29.

WDVM Pocomoke City, Md.—Application seeking cp to increase power from 500 w to 1 kw amended to install DA-D and make changes in ground system. Announced Nov. 29.

Millington, Tenn.—Application of **Earl W. Daly and Rebecca B. Phillips d/b as Millington Bcstg. Co.** seeking cp for new am on 1220 kc, 250 w D, remote control trans., amended to change name to **Earl W. Daly tr/as Millington Bcstg. Co.** and specify remote control point as "same as studio." Announced Nov. 29.

Danville, Va.—Application of **S. L. Goodman** seeking cp for new am on 970 kc, 500 w D, amended to change frequency to 1580 kc. Announced Dec. 5.

Rocky Mount, Va.—Application of **S. L. Goodman** seeking new am on 1290 kc, 1 kw D, amended to change frequency to 1570 kc, power to 500 w and change type trans. Announced Nov. 29.

Honolulu, Hawaii—Application of **James T. Ownby** seeking cp for new am on 1270 kc, 5 kw unl., amended to change ant.-trans. site 500 ft. from present location and decrease ant. height. Announced Nov. 29.

Existing Am Stations . . .

ACTIONS BY FCC

WPGA West Point, Ga.—Granted request to cancel cp for am station; call letters deleted. Announced Dec. 4.

WJBK Detroit, Mich.—Granted license covering change facilities to operate on 1500 kc, 10 kw-LS, 1 kw N, DA-2 unl.; by letter denied petitions of WTOP Washington, D. C., and KSTP St. Paul, Minn., opposing grant. Announced Nov. 29.

WISK South St. Paul, Minn.—Granted mod. of cp and license to change name to BVM Bcstg. Co.; conditions. Announced Dec. 4.

WAMY Amory, Miss.—Granted increase power from 250 w to 5 kw, continuing on 1580 kc D, remote control trans. Announced Nov. 29.

WEOK Poughkeepsie, N. Y.—Application seeking cp to replace expired cp (which authorized increase ant. height and side mount shortwave receiving ant.) returned. (Signed by chief engineer.) Announced Dec. 5.

WHYL Carlisle, Pa.—Granted change operation on 960 kc, from 1 kw D to 5 kw DA-D engineering conditions. Announced Nov. 29.

KOTA Rapid City, S. D.—Granted mod. of license and cp to change name to Duhamel Enterprises Inc. Announced Dec. 4.

WRAD Radford, Va.—Granted license covering change hours to unl. 500 w N-5 kw D, install DA-N; conditions. Announced Dec. 4.

APPLICATIONS

KMOD Modesto, Calif.—Seeks cp to increase D power from 1 kw to 5 kw, install new trans., change from DA-N to DA-2 and make changes in ground system. Announced Nov. 29.

KAFA Colorado Springs, Colo.—Seeks mod. of cp (which authorized new am) to change studio location, type trans. and operate trans. by remote control. Announced Dec. 3.

KVOD Denver, Colo.; KSLV Monte Vista, Colo. Seeks mod. of licenses to change licensee names to Colorado Radio Corp. Announced Dec. 3.

WVCG Coral Gables, Fla.—Seeks cp to make changes in ant. system. Announced Dec. 4.

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and change type trans. Announced Dec. 3.

KLWN Lawrence, Kan.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Dec. 5.

WBSE Hillsdale, Mich.—Seeks cp to increase power from 100 w to 250 w. Announced Dec. 4.

KRNY Kearney, Neb.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location and operate trans. by remote control. Announced Dec. 4.

WWHG Hornell, N. Y.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Nov. 29.

WKBS Mineola, N. Y.—Seeks mod. of license to change licensee name to WKIT Inc. Announced Dec. 3.

WONG Oneida, N. Y.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 4.

KOTA Rapid City, S. D.—Seeks mod. of license to change licensee name to Duhamel Enterprises Inc. Announced Dec. 3.

KACT Andrews, Tex.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Announced Nov. 29.

WRAP Norfolk, Va.—Seeks cp to replace expired cp (which authorized increase D power, install new trans. and make changes in DA pattern) and mod. of cp to make changes in DA-D pattern. Announced Dec. 5.

KBMO Benson, Minn.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location and operate trans. by remote control. Announced Dec. 5.

APPLICATIONS AMENDED

KEVT Tucson, Ariz.—Application seeking cp to change frequency from 690 kc to 1600 kc, change hours from D to unl., using 500 w-N, 1 kw-D and install new trans., amended to make changes in N ant. system. Announced Nov. 29.

KBLA Burbank, Calif.—Application seeking cp to change frequency from 1690 kc to 1500 kc, increase power from 250 w to 10 kw, install DA-1 for D and N use and install new trans., amended to increase power to 50 kw, change ant.-trans. location, make changes in DA system and ground system and change type trans. (requests waiver of Sec. 3.28c; assignment of license contingent on grant of this application). Announced Nov. 29.

WCPM Cumberland, Ky.—Application seeking cp to change frequency from 1490 kc to 1410 kc, increase power from 250 w to 1 kw, change hours from unl. to D and install new trans., amended to change frequency to 1280 kc. (Contingent on change of **WHLN Harlan, Ky.**) Announced Dec. 5.

WCME Brunswick, Me.—Application seeking cp to change frequency from 900 kc to 730 kc amended to change frequency to 900 kc, increase power from 250 w to 500 w and install new trans. Announced Dec. 3.

Existing Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC by order finalized its Oct. 17 proposal in Docket 11850 and amended fm allocation table for Class B fm stations to delete chs. 233 and 268 from **Bridgeport-Danbury-Brookfield, Conn.**, and add ch. 236 there; substitute ch. 233 for ch. 235 in **Kingston, N. Y.**, and delete chs. 236 from **New Haven, Conn.**, and 268 from **Pittsfield, Mass.** This change will make available another channel for station **WGHF Bridgeport-Danbury-Brookfield** area, **Conn.**, thereby permitting relaying of its programs and those of **WTMH Providence, R. I.**, interchangeably, without interference from other stations in area, effective immediately. Announced Nov. 29.

WTSP-FM St. Petersburg, Fla.—Granted request to cancel license; call letters deleted. Announced Dec. 4.

KMFM (FM) Mountain Park, N. M.—Granted cp to change ERP to 13 kw, ant. to 220 ft. and change ant. system. Announced Dec. 4.

WUOT (FM) Knoxville, Tenn.—Granted cp to change ERP to 23.5 kw, install aux. trans., operation for auxiliary purposes. WUOT is non-commercial, educational fm. Announced Dec. 4.

WJMC-FM Rice Lake, Wis.—Granted cp to change ERP to 26 kw, ant. height to 540 ft. and change type trans. Announced Dec. 4.

PETITION

Lubbock, Tex.—KSEL-FM Lubbock requests rule-making to amend Commission's revised tentative Allocation Plan for Class B fm stations to assign ch. 229 to Lubbock. Announced Nov. 30.

APPLICATIONS

KLON (FM) Long Beach, Calif.—Seeks cp to change ERP to 1.2046 kw, specify ant. height above average terrain as 424.62 ft., and change type trans. Applicant is non-commercial educational station. Announced Nov. 30.

KCBH (FM) Los Angeles, Calif.—Seeks cp to change ERP to 75 kw and make changes in trans. Announced Nov. 30.

Ownership Changes . . .

ACTIONS BY FCC

WSFA Montgomery, Ala.—Granted assignment of license from **WKY Television System Inc.** to



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Charles W. Holt, Connie I. Holt and **Robert N. Robinson** for $175,000. Holts, 80% owners of proposed assignee, are majority owners, **WHXY Bogalusa, La., WHSY Hattiesburg, Miss.,** and **WHNY McComb, Miss.** Mr. Holt also owns Air Enterprises Inc., Hattiesburg, brokerage. Mr. Robinson proposed 20% owner, is 24.5% owner, WHSY. Announced Nov. 29.

KDEN Denver, Colo.—Granted assignment of license from **Ewald E. Koepke** and **Frank E. Amole Jr. d/b as KDEN Bcstg. Co.** to **KDEN Bcstg. Co.** Corporate change. Mr. Koepke and Mr. Amole remain equal partners. Announced Dec. 4.

KFEL Pueblo, Colo.—Granted assignment of license from **Frank Donald Hall** to **KFEL Inc.** Mr. Hall will exchange license for 98% ownership of corporation. Announced Dec. 4.

WAAG Adel, Ga.—Granted assignment of license from **W. M. Forshee, Robert A. Davis** and **M. E. Shepherd d/b as Cook County Bcstg. Co.** to **W. M. Forshee** and **M. E. Shepherd d/b as Cook County Bcstg. Co.,** for $7,500. Announced Dec. 4.

KYME Boise, Idaho—Granted acquisition of positive control by **Roger L. Hagadone** (pres.-gen. mgr.-present 50% partner) through purchase of 50% stock from **Richard K.** and **Virginia L. Mooney** for $50. Announced Dec. 4.

WANE Fort Wayne, Ind.—Granted assignment of license from **Radio Fort Wayne Inc.** to **Universal Bcstg. Co.** Radio Fort Wayne is owned by Universal, which proposes to consolidate broadcast holdings. Announced Dec. 4.

WFBM-AM-TV Indianapolis, Ind.; WFDF Flint, Mich.; WOOD-AM-TV Grand Rapids, Mich., and **WTCN-AM-TV Minneapolis, Minn.**—Application seeking transfer of control from **Consolidated Television & Radio Broadcasters (H. M. Bitner** and family) to **Collier Bcstg. Co.,** subsidiary of Crowell-Collier Pub. Co., for approximately $16 million, dismissed. (Request of applicants' attorneys.) Announced Dec. 3.

WISH-AM-TV Indianapolis, Ind.; WANE and WINT (TV) Fort Wayne, Ind.—Granted assignment of licenses to **Indiana Bcstg. Co.,** owner of **Universal Bcstg. Co.** Announced Dec. 4.

WINT (TV) Waterloo, Ind.—Granted assignment of cp from **Tri-State Television Inc.** to **Universal Bcstg. Co.** Corporate change. Announced Dec. 4.

KLEE Ottumwa, Iowa—Granted transfer of control to **J. William O'Connor** (owner, **WPFA Pensacola, Fla.**) and **Jack Lester** for $52,500. Announced Nov. 29.

WTCO Campbellsville, Ky.—Granted transfer of control from **R. P. Thompson, M. M. Hall** and **Ray Smith** to **Luther Wheat** and 19 others through stock transactions. Announced Nov. 29.

WLOC Munfordville, Ky.—Granted transfer of control from **H. T. Parrott** and 18 others to Mr. Parrott and 69 others through stock transactions. Announced Nov. 29.

WKIK Leonardtown, Md.—Granted acquisition of negative control by each of **William C. Redd** and **James L. Bittner** through purchase of five shares of stock by licensee corporation from **Charles E. Springer** for $2,500. Announced Dec. 4.

WSPR Springfield, Mass.—Granted acquisition of negative control by **Barbara B. Tindal** and **Alan C. Tindal** as family group (50%) and **Helen B. Solberg** and **Kristian Solberg** as family group (50%) through purchase of stock from **Edmund A. Laport.** Mr. Tindal will buy 7.2% for $3,784 (Barbara B. Tindal is present 42.8% owner), and Mr. Solberg, present 23.4% owner, will buy 3.2% for $1,720 (Helen Solberg owns 23.4%.) Announced Dec. 4.

WCME Brunswick, Me.—Granted acquisition of positive control by **Glenn H. Hilmer** through corporate reorganization. Mr. Hilmer, present 50% owner, will own 60% after retirement of $8,000 debt owed him by licensee corporation. Announced Dec. 4.

KBMI Henderson, KSHO-TV Las Vegas, both Nev.—Granted assignment of licenses from **Moritz Zenoff** to **Television Co. of America Inc.** for approx. $200,000. Equal partners in Television Co. of America are **Frank Oxarart** pres.-26⅔%, **KRKD-AM-FM Los Angeles** and **KITO San Bernardino, Calif.,** 10%, **KVSM San Mateo, Calif.,** and 50%, **KDON Salinas, Calif.; Albert Zugsmith,** 35⅓%, KRKD-AM-FM and KITO, 37½%, KVSM and 25%, **KULA-AM-TV Honolulu; Arthur B. Hogan,** owner, **KFOX-AM-FM Long Beach, Calif.;** 37½%, KVSM, and 25%, KULA-AM-TV, and **Jack Feldmann,** 50%, KDON, and 10%, KVSM, Announced Nov. 29.

KREL-AM-FM Baytown, Tex.—Granted transfer of control from **J. B. Blayton** to **E. O. Roden, W. I. Dove, James E. Reese, Bruce H. Gresham** and **Zane D. Roden** for $2,150 and assumption of obligations. Mr. Roden, who owns **WBIP Booneville, Miss.,** and holds interests in **WTUP Tupelo, Miss., WAZF Yazoo City, Miss., WSUH Oxford, Miss.,** and **WMPA Aberdeen, Miss,** will hold 40%. Mr. Dove, who holds interests in WTUP, WAZF, WSUH, and WMPA, will hold 23%. Mr. Reese, who has interest in WMPA, will hold 13%. Mr. Gresham, general manager of WAZF, will hold 12%. Mr. Roden, assistant manager of WTUP, will hold 12%. Announced Nov. 29.

KMOS Tyler, Tex.—Granted assignment of cp from **Thomas B. Moseley d/b as Tyler Bcstg. Co.** to **Edward McLemore** for $6,280 and expenses. Mr. McLemore is wrestling promoter, owner of Texas Rasslin', film production firm and 50%, **KZEE Weatherford, Tex.** Announced Nov. 29.

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks assignment of cp from **D. W. Ingram and Kathleen Ingram d/b as Tucson Television Co.** to **Tucson Television Co. Inc.** for $506,350 and 5% of stock in proposed assignee. **H. U. Garrett,** Longview, Tex., oil and tool interests, is chmn. of bd.-40% owner of proposed assignee. Others: **Tom E. Foster** (10%), 60%, **KDET Center, Tex.,** and 11-station East Texas Network; **Taylor Milton** (15%), v.p., Garrett Oil Tools Inc., Longview; **W. E. Dyche Jr.,** Houston, Tex., lawyer, and **Tolbert Foster,** 40% partner, KDET and East Texas Network. Announced Nov. 30.

KMLA (FM) Los Angeles, Calif.—Seeks assignment of cp and SCA from **Musicast Inc.** to **KMLA Bcstg. Corp.** Corporate change. No change in control. Announced Nov. 30.

WLEY (FM) Elmwood Park, Ill.—Seeks assignment of license and cp from **Elmwood Park Bcstg. Corp.** to **Mrs. Evelyn R. Chauvin Schoonfield** for $22,500. Mrs. Schoonfield is Detroit, Mich., teacher and officer in Ferndale, Mich. bookbinding and realty holding firms. Announced Dec. 4.

KCKN Kansas City, Kan.—Seeks assignment of license from **KCKN Bcstg. Co.** to **Cy Blumenthal** for $110,000. Mr. Blumenthal is pres.-major stockholder of **WARL-AM-FM Arlington, Va.;** owner, **WCMS Norfolk, Va.**, and 20% stockholder in **WROV Roanoke, Va.** Announced Nov. 29.

KALB-TV Alexandria, La.—Seeks assignment of license from **Alexandria Bcstg. Co.** to **Lanford Telecasting Co.** for $333,155. **T. B. Lanford,** pres.-99.2% owner of Alexandria Bcstg., is pres.-50% owner of proposed assignee and also owns **KRMD-AM-FM Shreveport, La.;** 98%, **KRRV Sherman, Tex.;** ⅓, **KPLC-AM-TV Lake Charles, La.,** and 13.8%, **WSLI and WJTV (TV) Jackson, Miss. Bill L. Fox,** 49%, Lanford Telecasting, is general sales manager of **KFMB-TV San Diego, Calif.** Announced Dec. 5.

WHRV Ann Arbor, Mich.—Seeks assignment of license from **Huron Valley Bcstrs. Inc.** to **M W Bcstg. Inc.** for $110,000. **Charles H. Mayne,** pres.-80% owner of M W, has Detroit manufacturing agency, automobile sales and investment interests. **Donald T. Wattrick,** v.p.-5%, is sports director, **WXYZ Detroit.** Announced Dec. 5.

KWBE Beatrice, Neb.—Seeks assignment of license from **Blue Valley Bcstg. Co.** to **MIA Enterprises Inc.** for $96,250. MIA principals: **Gordon C. Pentz** (pres.-75%), gen. mgr. of station and present minority stockholder, and **William R. Boyce** (v.p.-25%), asst. gen. mgr.-sales mgr. Announced Dec. 5.

WINR-AM-TV Binghamton, N. Y.—Seeks assignment of am license and tv cp from **Southern**

Continues on page 134

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RADIO

Help Wanted

Managerial

Local sales manager wanted by central Illinois radio station, city over 100,000. Reply Box 596C, B•T.

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 637C, B•T.

Wanted: Salesman-manager for Texas independent single station market. Must have proven sales ability and good references. Permanent position. Good money for right man. Box 659C, B•T.

Experienced radio salesman. Immediate opening —top station in Number 1 midwest market. Salary plus commission. Send full information, photo, and references to Box 660C, B•T.

Aggressive salesman with established agency contact in New York wanted by group owning four top market stations. If you can make agency presentations that result in sales your earnings will be unlimited. Write giving experience, details to Box 662C, B•T. All replies will be answered.

1st Phone

Combo Men

wanted immediately at top rated station in Michigan's second market. Top disc jockey quality. No maintenance. Excellent wages. Wire collect immediately.

WTAC

The Big Station

Flint, Michigan

Owens 4-4146

RADIO

Help Wanted—(Cont'd)

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Experienced salesman-announcer with ambition, ideas, personality, ready to earn more as assistant manager. Interview required. KBUD, Athens, Texas.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Opportunity for experienced salesmen. Good market. Good deal. KFRO, Longview, Texas.

Top salesman, liberal salary, commission, car allowance. Send full particulars and photo to Bob Murray, KWG, Stockton, California.

Salesman . . . this close-knit organization demands high type representation. Dignity, honesty and respectability are essential. Commission against draw. Excellent opportunity for the right man. Send complete resume. No phone calls. Arch Shawd, WKBZ, Muskegon, Mich.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Have opening for enterprising, energetic salesman in good radio market. Excellent opportunity for right person interested in making better than average income. Prefer someone now employed in Michigan. Rush photo and details to R. W. Phillips, WSGW, 400 Mason Building, Saginaw, Michigan.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. $100 a week to start. Box 459C, B•T.

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Southern station needs first ticket-announcer and straight announcer. Permanent. Pay good. Box 592C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Solid staff man for small market station in Pennsylvania. Desire a man who knows and likes small town radio and small town life. Above scale pay plus genuine opportunity for advancement for the right man. Include photo, 7½ tape with more than just a newscast on it, and experience details with your reply. Box 630C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Morning man wanted. Leading suburban independent close to New York City. Must have record of success. Run own board. Needed immediately. Box 637C, B•T.

All-around experienced staff announcers needed. Top salary. Major Great Lakes market. Six day week. Forward tape, pictures, biography. Rush. Men needed quickly. Write to Box 638C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Help wanted-announcer. News-deejay, immediate addition to staff. Must be able to cover local news beat, write and announce news and double on bright morning deejay show. 5000 clear channel top station. Don't apply unless much better than average. Salary $5,500 to $6,000 to start. Rush tape including news, personality deejay and adlib. Include full background, picture, references, personal data. Bob Brabbon, Program Director, KGDM, Stockton, California.

Experienced announcer, who can handle adlib, run a top DJ night show, and opportunity to sell. Send tape-resume-salary and recent picture. Kerm Kath, KGOS, Torrington, Wyoming.

Come west to hunting-fishing paradise! Radio announcer CBS affiliate expanding organization. Minimum two years experience, live tv opportunity. Send tape, resume, photo or contact Leo Higham, Program Director, KID, Idaho Falls, Idaho.

Wanted: Experienced announcer, network station. Contact Radio Station KLIC, Dr. F. P. Cerniglia, Monroe, Louisiana.

40-hour week. Pleasant working conditions in wonderful town and climate. Experienced. Salary open. KRSN, Los Alamos, New Mexico.

Need an announcer immediately. Some experience desired, will train if you have potential. Only midwesterners apply. Call or write PD, KXGI, Fort Madison, Iowa.

Announcer wanted. Good opportunity for advancement. Experience preferred but not necessary. Send full information, tape, photo and references to WARK, Hagerstown, Maryland.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDW, Flint, Michigan.

Wanted: Experienced DJ for top Long Island independent. Send resume and tape to WGSM, Huntington, New York.

Experienced announcer. Interested in personality man but not rock-n-roll addict. Should be strong on news and commercials for morning "wake-up" program. Board experience essential. Permanent position for right person. Salary in line with capability and economy of central New England city. WHEB, Portsmouth, New Hampshire.

Immediate opening for experienced commercial announcer for staff job on radio. Opportunity for talent work on tv. Contact Bill Frosch, WISH, Indianapolis.

Announcer . . . must be ambitious; willing; and responsible. Stepping-stone for announcers going on to major markets. Send tape, snapshot and resume; also salary desired. J. L. Roach, WKBZ, Muskegon, Mich.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.

Announcer—versatile, with respect for radio. Immediate opening at 500 watt daytime independent with a good market. Send tape, photo, resume and salary to WRMN, Elgin, Illinois.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

Announcer, with or without first phone. Man experienced doing early morning show. Opportunity for salary plus with Virginia station. Minimum: $5,200. Send tapes and detals to: Paul Baron, Palmer-DeMeyer, Inc. (Agency), 50 East 42nd Street, New York 17, N. Y.

Technical

Chief engineer—DJ combination. Must be able to handle 5kw am transmitter and be good DJ. Capable, steady man with reliable habits and good references can make good money. Start at $500.00 if can qualify. Two openings, one in California and other in Pacific northwest. Send complete information, picture and experience, references and tape. In hurry. Reply Box 615C, B•T.

Chief engineer for one kilowatt going to five directional daytime Atlanta area. Reply Box 653C, B•T.

Chief engineer with good maintenance ability for 250 watt Indiana station. Good working conditions. Good pay for right man. Send photo and full particulars. Box 667C, B•T.

New station needs combination man first class ticket, good engineering background and excellent voice. Send details and tape. Good salary. KAFA, Box 762, Colorado Springs, Colorado.

Chief engineer. 32 hours board shift. 8 hours technical. Salary open. KRSN, Los Alamos, New Mexico.

All purpose Girl Friday for Carolina station assisting in traffic, copy, all around supervision. Write or phone Gil Hutchinson, WAAA, Winston-Salem, N. C.

Wanted: 1st or 2nd class engineer, capable of maintenance announcing. Experience preferred but will train beginner. Call or write Manager, WDLC, Port Jervis, N. Y.

Daytime kilowatt has opening for first class engineer. Ability to announce helpful but not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLPO, LaSalle, Illinois.

Experienced engineer with 1st class license for maintenance, recording and construction. WPIK, Alexandria, Virginia.

WTOC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Engineer-announcer, immediately. Call Liberty 1680, WVOS, Liberty, N. Y.

Chief engineer-announcer, southeast. Excellent starting salary. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Need good newsman for radio-tv operation. Need man who can do on-the-air and on-camera work, who can write and prepare his own news. Complete facilities available including, AP, UP, facsimile, Movietone News films and two local photographers. If you think you qualify call Bill Neel, KTVH-KTHS, Little Rock, Arkansas.

Newsman who can dig, write, local news. No crusader. Experience will help, though not essential if you like news. Opening December 20th. Phone, write or wire, KOEL, Oelwein, Iowa.

Girl Friday experienced in copy, traffic, secretarial. Contact Bob Murray, KWG, Stockton, California.

Copywriter, southeast. Wonderful opportunity. Shield Radio-TV ePrsonnel, Box 630, Palm Beach, Florida.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

RADIO

Situations Wanted

Managerial

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local, agency and industry references. Confidential. Box 616C, B•T.

Sales manager-manager. Successful sales record. Creative selling. College. Responsible. Loyal. Economy minded. Cooperative. Sports and special features. Presently sales manager. Box 622C, B•T.

Manager/sales manager: Solid; experienced; genuine quality; successful administrative and sales reputation; industry known and acclaimed. A major market executive rated among the best. Ownership change necessitates new association negotiation. If you seek a capable and qualified executive I'd like to present my credentials. Box 636C, B•T.

Profit producer $34,000.00 profit on gross of $109,000.00 and another case turned $2,000.00 monthly loss to $2,500.00 monthly profit in sixteen months. Sober aggressive 18 years experience, top references. Available January for five figure income plus. Box 676C, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 575C, B•T.

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

Announcer, limited experience. Also, sales, deejay, continuity; prefer northeast. Minimum salary; ambitious, cooperative. Available immediately. Box 635C, B•T.

Seeking good spot. Radio school graduate. Versatile, dependable. Midwest perferred. Box 639C, B•T.

Negro, experienced top southern DJ, seeking advancement. Available early 1957. Box 643C, B•T.

I'm an old tiger who liked Dave Garroway and his type music. Am looking for a station that likes late night, quiet jazz and chatter that wears well with same. No such antiquated operation? Who knows? Box 644C, B•T.

Sportscaster-staff announcer. Experienced all sports, news, discs. Good references. Family. Permanent. Box 646C, B•T.

Announcer, deejay, 26, soon married. Desires radio-tv operation to settle down. 5 years radio, college, sober, church-goer. References, photo, tape. East, southeast. Presently employed 8-station, 150,000 market. Current salary $90. Box 655C, B•T.

Experienced announcer-news plus 10 years play-by-play all sports—authoritative, reliable, references—available January 1st. Box 657C, B•T.

Experienced DJ-announcer seeks relocation in New York, New Jersey, or Conn. Salary no problem if location is as desired. For tape and all details write Box 663C, B•T.

DJ—2 years college station experience. Good student appeal. Experienced more important than salary. Anything considered. Box 668C, B•T.

Announcer desiring permanent midwest location. 4 years experience—news, sports, music programming. College degree. Veteran. Resume at request. Box 670C, B•T.

Morning announcer with first phone. No hot shot engineer or world beating network voice, just good friendly experienced delivery. Have served as PD, news ed and some sales. Box 673C, B•T.

Top personality number one Hooper and Pulse major market, south. Interested in east or midwest. Fast happy yet sincere show. Have tape, brochure, sample rating. Box 677C, B•T.

Experienced announcer, presently employed, strong on news and DJ work. Pop, gospel and hillbilly. Character hillbilly style, family man. References. Box 679C, B•T.

Combination man desires employment. Seven years experience announcing, time sales, merchandising, general administration. Salary open. Box 680C, B•T.

Baseball—some major league experience. Strong play-by-play background. Played ball. Want AA, AAA, or majors. Sales and tv director experience. Will consider combination. Family man—Johnny Justice, 2484 Dawson Street, Indianapolis, Indiana.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, veteran, 25, married. Graduate Broadcasting school previously employed southern station. Desires position Pennsylvania, N. J., Delaware, Maryland. Bob Peterson, 1816 Ruscomb Street, Philadelphia, Pa. MI 4-8325.

Announcing school graduate with 1st phone desires first position, directional, $75 minimum, no car. Berkshire 7-6721, Walter Piasecki, 2219 N. Parkside, Chicago.

Top-flight country DJ with own library, restricted license. Sober, references. Available January 15th. Post Office Box 35, Nashville, Tennessee.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Programming-Production, Others

Young lady, attractive and experienced wants radio work. Preferably in or around Virginia. Box 640C, B•T.

Reporter-newscaster . . . 3 years newspaper, radio, television experience, last two with same organization. 30, married, veteran, college. Looking for permanent position with aggressve, professional news operation. Box 669C, B•T.

Newsman. 27, 5 years experience, AP Award winner. Must be active spot, mobile unit, small town director, or what have you. Also football, baseball, play-by-play. Gather, write broadcast. John Scott, 3658 Halifax Ave., No., Minneapolis, Minnesota.

Geronimo . . . top local newsman . . . highly recommended. Available immediately. Lombard, Illinois 3480-M.

Radio newswriter in Canada is 36 year old Jack Oldham, ex-British war correspondent with 3rd U.S. Army; ex-gossip and travel columnist in Europe, Kemsley Newspapers. Qualified production manager and scriptwriter documentary films with Paul Rotha, commercial radio-tv experience as personality and writer in Britain. Wants job in America. Address: Delano Court, Apt. C-3-2, Scarborough, Toronto 13, Ont.

TELEVISION

Help Wanted

Salesman

CBS affiliate N.E. needs experienced television salesman. Salary plus commission. On-the-air accounts plus active leads make this an exceptional opportunity. Box 664C, B•T.

(Continued on next page)

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KTRE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Technical

Experienced tv transmitter operator for station in medium midwest market. Scale depends upon experience. Box 620C, B•T.

Tv studio engineer at midwest vhf, fine opportunity for man with some experience in tv or compatible electronic background. State experience, reference, and recent snapshot. Box 642C, B•T.

Vacancy for tv switcher with 1st class license. KAVE-TV, Carlsbad, New Mexico.

Immediate opening for technically minded studio engineer with first class license and at least two years experience. Send resume of experience, education and recent photo to Engineering Department, WNBF-AM-FM-TV, Binghamton, New York.

Top-notch maintenance or studio engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Contact Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 37, Illinois.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Experienced studio maintenance man for Florida basic CBS station. One familiar with 3V color equipment preferred. State experience and minimum starting salary first letter. Engineering Dept., P. O. Box 1198, Tampa, Florida.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced film editor for top market independent. Box 641C, B•T.

Director-switcher or switcher-cameraman wanted immediately by midwest vhf. Resume and salary requirements in first letter. Box 645C, B•T.

Situations Wanted

Salesmen

Salesman-announcer, 5 years radio, one tv. Prefer sports announcing-sales combination. Best references, 27, college grad, hard worker. Box 647C, B•T.

Programming-Production, Others

Film director of large eastern station would like position in midwest or west. Eight years tv film experience. Film experience—production, direction, etc., twenty year. Illness in family necessitates move. Box 609C, B•T.

Producer-director, operations and studio supervisor midwest station, 6 years experience from bottom up . . . knowledge all phases station operation. Wants position with new challenges in production and management. Box 649C, B•T.

Tv station film supervisor, 6 years experience, wants opportunity to learn programming, management, production, ad agency, etc. B.A. degree. Box 650C, B•T.

Television producer-director, 6 years experience in present station. Can assume higher responsibilities and personal management. Excellent references. Married, age 31. Desire West Coast. Box 651C, B•T.

Experienced in production, technical operations tv. Good cameraman, 2 years southwest vhf. Knowledge all phases of studio, remote operations. Young, able, single. Desire to relocate and settle. Interested, directing and sales. Will send photo, resume. Box 654C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Producer-director. Experienced, capable, creative, young, married, exempt, ready, willing. Box 658C, B•T.

FOR SALE

Stations

For sale: Prosperous, Texas, 250 watt with good gross. Prospects for next year good. Box 599C, B•T.

For sale—1kw midwest independent daytimer located in heart of one of the richest agricultural regions in the nation. Outstanding record of earnings. Price: $120,000 cash includes real estate. Only bona fide inquiries will be answered. Will sell only to responsible, experienced broadcaster who will maintain station's excellent reputation or to investor who will provide sound management. Box 681C, B•T.

Carolinas medium market station, $100,000, half financed. Paul H. Chapman Company, 84 Peachtree, Atlanta.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.



CHICAGO
HOLLYWOOD
PORTLAND

TELEVISION PRODUCTION EXPERIENCED



Professionally trained, well qualified Personnel Classes in TV Production have just completed their training in three of our four schools' completely equipped studios. A Hollywood and Chicago Television Production class are pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

DuMont dual image orthicon camera chain with all accessories including sync generator for studio or portable use, brand new and uncrated; big bargain! Box 562C, B•T.

For Sale—one Radifon G 40 transmitter 500 watt. Phone, CW or MCW. 230 volts 50-60 cycles single phases. .525 to 2.1 mcs and 6.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B•T.

5000 watt am transmitter with enough spare equipment to practically build a second transmitter. This a Western Electric 5-C which has been converted. All formerly used rotary generators and motors in good condition when taken out of use. Spare tubes, spare high voltage transformer. One brand new 320-B Amperex tube used in final and two 320-B used in finals. Final tubes worth more than price of everything. Just $1,000 as is. Space needed badly. Call or write KCLS, Flagstaff, Arizona. Get into power for practically nothing. Act, fast.

For sale Western Electric model 353E-1 one kw transmitter with spare tubes. $750.00 full price. Ideal for auxiliary or Conelrad transmitter. KFAC, 5773 Wilshire Blvd., Los Angeles, California.

For sale: Gates remote control RCM-14 unit with metering system. Just taken out of service due to move to transmitter. WCVS, Springfield, Illinois.

WANTED TO BUY

Stations

Desire to purchase radio station in medium to large size northeastern market. Send particulars. Box 648C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

3 kw fm transmitter and frequency and modulation monitor, long line equalizers, repeat coils. Box 656C, B•T.

Immediate cash for used 3 kw fm transmitter and related equipment. Box 665C, B•T.

Wanted one fm transmitter capable of delivering 22.5 kw's to an RCA Pylon type antenna. Transmitter must readily remote controlled, stable, in good condition and fairly new. Write WGH, Radio, P. O. Box 98, Newport News, Virginia.

Fm antenna—low end, also tower 150—200 ft., also small console. WMHE, 4665 W. Bancroft, Toledo, Ohio.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

SALESMAN

Want top-notch radio time salesman at top-notch wages! Send resume, photograph to "Salesman," P. O. Box 98, Newport News, Virginia.

RADIO

Help Wanted

Announcers

NEGRO DJ — PERSONALITIES WANTED

For all—Negro mid-south radio outlet. Need good showman who can talk his own commercial from fact sheet, operate board, no newscasts. Top opportunity for right men. Send tape to Laury Associates, Room 454, 527 Lexington Avenue, New York, New York.

Situations Wanted

Announcers

SPORTS ANNOUNCER

10 years major market experience.
Audition tape or personal interview.
Box 652C, B•T

TELEVISION

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

WAAM, Baltimore, Maryland, has an opening for television time salesman on salary plus commission basis. This is an excellent opportunity for a man with proven record of ability in local sales. Experience in radio or television sales a must. Please send complete resume, sales record and photo to

Pel Schmidt
Commercial Manager
Television Station WAAM
Baltimore, Maryland

FOR SALE

Stations

RALPH J. ERWIN

Licensed Professional Broker

Tulsa

FOR SALE

Stations

TEXAS AM STATIONS

Quality Broadcast properties North Texas and South Texas

Ralph J. Erwin, Broker

1443 S. Trenton Tulsa, Okla.

Equipment

FOR SALE

One 200 ft. IDECO 3-legged, self-supporting radio tower built to SSRT-1 specifications with wind loading of B-2. 72 ft. mast formerly carried a 6-bay FM antenna. In tip-top shape. To be sold standing. Shelbyville News, Shelbyville, Indiana.

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B•T

WANTED TO BUY

Stations

WANTED TO BUY RADIO STATION

Experienced, properly financed radio man wishes to purchase desirable radio station. Location Eastern part of United States with approximate gross annual billing of $75,000 to $150,000. All replies held in strict confidence.

672C, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

SERVICES

ANNOUNCERS—DJ'S

Record Your Auditions at B.C.A.

We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.
Broadcast Coaching Associates
1733 Broadway, N. Y. C. JU 6-1918

Continues from page 128

Tier Radio Service Inc. to **Binghamton Press Co.** for $165,000. Proposed assignee is wholly-owned subsidiary of Gannett Co. (**WENY Elmira, WHDL Olean, WHEC-AM-TV Rochester,** all N. Y., and **WDAN-AM-TV Danville, Ill.,** and newspapers.) Announced Dec. 3.

WATG-AM-FM Ashland, Ohio—Seeks assignment of license from **Ashland Bcstg. Co. to Radio Ashland Inc.** for $112,500. **Charles D. Calhoun,** chief engineer-mgr., **WLOH Princeton, W. Va.,** is pres.-55.1% owner of Radio Ashland. **Charles Winick,** faculty, **Queens College, N. Y.,** owns 34.9%. Announced Dec. 4.

WJAN Spartanburg, S. C.—Seeks transfer of control from **W. Ennis Bray, W. Reed Bray and Mrs. Ruth S. Bray** to **John K. L. Peterson** through sale of 100% of stock for $75,000. Mr. Peterson has construction business in Far Hills, N. J. Announced Nov. 30.

KSOP Salt Lake City, Utah—Seeks assignment of license from **Ralph Elwood Winn tr/as Seagull Bcstg. Co.** to **Merlin Henry Hilton, Mr. Winn** and **Lyle O. Wahlquist d/b as Seagull Bcstg. Co.** Mr. Hilton will own 51% and Mr. Wahlquist 10%, contributing total $19,154 in new capital. Mr. Hilton is gen. mgr., **KSOP Salt Lake City, Utah,** and Mr. Wahlquist consulting engineer to **KSL-TV Salt Lake City** and **KNAK** there. Announced Dec. 5.

WHAR Clarksburg, W. Va.—Seeks assignment of license from **WHAR Inc.** to **Harrison Corp.** for total of $115,000. Owners of Harrison Corp. are **William F. Malo Jr.** (pres.-50%), exec. v.p.-9.1% stockholder, **WAAB-AM-TV New Bedford, Mass. George F. Wilson** (35%), pres.-gen mgr.-67.27%, WAAB-AM-TV, and **George F. Wilson Jr.,** (15%) 5.45%, WAAB-AM-TV. Announced Dec. 5.

WDSM Superior, Wis.—Seeks assignment of license from **WDSM Inc.** to **Northwest Publications Inc.** Corporate change. Northwest is sole stockholder. Announced Dec. 3.

Hearing Cases . . .

INITIAL DECISIONS

Lorain, Ohio—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of **Sanford A Schafitz** for new am on 1380 kc, 500 w D, in Lorain (Docket 11531; BP-9934). Announced Dec. 4.

Oshkosh, Wis.—Hearing Examiner James D. Cunningham issued initial decision looking toward ordering **Morgan Co.,** Oshkosh, to cease and desist from violating provisions of Part 18 of Commission's rules by operating industrial heating equipment without certification or license required by such rules and causing interference to authorized television broadcast services. Announced Nov. 29.

OTHER ACTIONS

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—FCC announced its memorandum opinion and order of Nov. 28, setting forth issues in evidentiary hearing to be held on date to be announced later on application for assignment of license and cp of station WGMS Bethesda and license of WGMS-FM, Washington from **The Good Music Station Inc.** to **RKO Teleradio Pictures Inc.**; placed burden of proceeding with introduction of evidence and burden of proof upon **Lawrence M. C. Smith,** who protested July 18 grant of applications; parties to proceeding shall have 15 days after issuance of examiner's decision to file exceptions thereto and seven days thereafter to file replies (Docket 11821; BAPL-114; BALH-236). Announced Nov. 29.

Cheboygan, Mich.—FCC announced its memorandum opinion and order of Nov. 26, denying motion by **Midwestern Bcstg. Co.** to enlarge issues in comparative proceeding on its application and that of **Straits Bcstg. Co.,** for new tv stations on ch. 4 in Cheboygan (Dockets 11508-9; BPCT-1992, 1998). Announced Nov. 29.

Murphy, N. C.—FCC announced its order of Nov. 29 denying motion by **Cherokee Bcstg. Co.** for continuance of oral argument scheduled for Dec. 3 on its application and that of **Valley Bcstg. Co.** for new ams in Murphy (Dockets 11102, 11255; BP-9210, 9464). Comrs. Doerfer and Lee dissented. Announced Nov. 30.

NARBA Notifications . . .

New Dominican broadcast stations and changes in or deletions of existing stations, made in conformity with Part III, Section II of the North American Regional Broadcasting Agreement, Washington, D. C. 1950.

Dominican Republic
Change List #17
1220 kc

HI1N Santiago—Change in call letters. .75 kw unl., Class II. 10-30-56.

HIN Ciudad Trujillo—New. .5 kw unl., Class II. 10-30-56.

1360 kc

HI8T La Vega—Change location and call letters. 1 kw D/.1 kw N unl., Class III, IV. (In operation.)

1440 kc

HI4F Salcedo—Delete assignment. .25 kw unl., Class IV.

HI2A Salcedo—Previously 1490 kc. .04 kw unl., Class IV. (In operation).

1490 kc

HI2A Pimentel—Change to 1440 kc in Salcedo. .04 kw unl., Class IV.

November 29 Decisions

BROADCAST ACTIONS

By the Commission

Charles W. Dowdy, Tifton, Ga.; Thomas D. Pickard, Ashburn, Ga.—Designated for consolidated hearing applications for new ams on 1570 kc, 1 kw D. Action Nov. 28.

WEMP Milwaukee, Wis.—Granted change in DA-D pattern, continuing on 1250 kc, 5 kw, DA-2 unl.; engineering conditions. Action Nov. 28.

Granted renewal of license to following stations: **KNBC-AM-FM San Francisco; KFI Los Angeles; KFAC-AM-FM Los Angeles; KCSB San Bernardino; KWIZ-AM-FM Santa Ana; KRKD Los Angeles; KAGR Yuba City; KBAB El Cajon; KCNO Alturas; KCOK Tulare; KECC Pittsburg; KEEN San Jose; KFOX Long Beach; KGIL San Fernando; KIBS Bishop; KITO San Bernardino; KJBS San Francisco; KMAK Fresno; KNGS Hanford; KOXR Oxnard; KPRL Paso Robles; KRDU Dinuba; KRE Berkeley; KRNO San Bernardino; KROG Sonora; KROW Oakland; KDB Santa Barbara; KFSD San Diego; KIEM Eureka; KSBW Salinas; KVEC San Luis Obispo; KXO El Centro; KCBS-AM-FM San Francisco; KNX-AM-FM Los Angeles; KCB San Diego; KLAC Los Angeles; KROY Sacramento; KSAN San Francisco; KSJO San Jose; KSON San Diego; KVSM San Mateo; KWBR Oakland; KWG Stockton; KWOW Pomona; KXXL Monterey; KXRX San Jose; KYOS Merced; KABC-FM Los Angeles; KCBH (FM) Los Angeles; KFOX-FM Long Beach; KFSD-FM San Diego; KMYC-FM Marysville; KPFA (FM) Berkeley; KQXR (FM) & SCA Bakersfield, KRE-FM Berkeley; KRHM-FM Hollywood; KRXD-FM & SCA Los Angeles; KSJO-FM & SCA San Jose; KSON-FM & SCA San Diego; KXOA-FM Sacramento; KCVN (FM-Ed) Stockton; KTTV (TV) Los Angeles; KXOA Sacramento; KYNO Fresno; KICO Calexico; KNXT (TV) Los Angeles,** all Calif.

KHJ-AM-FM Los Angeles, Calif.—By letter rescinded Nov. 8 and Nov. 14 grants of renewal of license of am and fm stations, respectively, and returned applications to pending file until resolution of questions concerning promotional program, "Folger's Doorbell Ringing Coffee Quiz."

KGO-AM-FM San Francisco, Calif.—Granted applications for renewal of licenses and by letter denied request of **Robert H. Scott** that license of KGO not be renewed.

November 29 Applications

ACCEPTED FOR FILING

License to Cover Cp

WDMF Buford, Ga.—Seeks license to cover cp which authorized new am.

WCHB Inkster, Mich.—Seeks license to cover cp which authorized new am.

KGAY Salem, Ore.—Seeks license to cover cp which authorized change power and type trans.

KELO Sioux Falls, S. D.—Seeks license to cover cp which authorized install new combined am-tv tower.

WCHV Charlottesville, Va.—Seeks license to cover cp which authorized increase D power, change from DA-N to DA-2 and install new trans.

Modification of Cp

KONK Shelton, Wash.—Seeks mod. of cp (which authorized new am) to extend completion date.

KICA-TV Clovis, N. M.—Seeks mod. of cp to extend completion date to 2-28-57.

WCYB-TV Bristol, Va.—Seeks mod. of cp to extend completion date to April 1957.

KLAS-TV Las Vegas, Nev.—Seeks mod. of cp (which authorized change facilities of existing tv) to extend completion date to 12-31-56

November 30 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

WGLI Babylon, N. Y.—Granted petition for extension of time to Dec. 3, to file reply to "Petition for Reconsideration" filed Nov. 16, by **WOV New York, N. Y.** Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time to Dec. 5, to file exceptions to initial decision in proceeding on am applications of **Courier-Times Inc.,** New Castle, Ind. and **WSLM Salem, Ind.** Action Nov. 28.

Gulf Isles Broadcasting Co., Palmetto, Fla.—Granted petition for extension of time to Dec. 4, to file opposition to petitions to set aside order of designation for hearing and for leave to amend. Action Nov. 28.

By Hearing Examiner Basil P. Cooper

Casper, Wyo.—Ordered that prehearing conference will be held Dec. 5 in ch. 6 proceeding, Casper, Wyo. (**Donald Lewis Hathaway and Casper Mountain Television Corp.**). Action Nov. 28.

By Hearing Examiner Herbert Sharfman

WWOW Hazard, Ky.—Pursuant to agreement of all counsel at informal prehearing conference held Nov. 28, in proceeding on application of WWOW ordered that hearing scheduled for Dec. 18, is continued to Jan. 14, at 2 p.m. Action Nov. 28.

Huntington-Montauk Bcstg. Co.—Ordered that prehearing conference is scheduled Dec. 3, at 2 p.m., re am application of Huntington-Montauk Broadcasting. Action Nov. 28.

Rochester, Minn.—Ordered that record in proceeding on am application of **Rochester Broadcasting Co.,** Rochester, is closed, and that counsel for all parties, including Broadcast Bureau, are directed to file proposed findings of fact and conclusions by Dec. 18. Action Nov. 28.

November 30 Applications

ACCEPTED FOR FILING

License to Cover Cp

KWOS-FM Jefferson City, Mo.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

KREX-TV Grand Junction, Colo.—Seeks mod. of cp to extend completion date to 2-1-57.

WATR-TV Waterbury, Conn.—Seeks mod. of cp to extend completion date.

WALB-TV Albany, Ga.—Seeks mod. of cp to extend completion date to 6-23-57.

KETV (TV) Omaha, Neb.—Seeks mod. of cp to extend completion date to 6-27-57.

RENEWAL OF LICENSE

KINY Juneau, Alaska; KRUL Corvallis, KMED Medford, KNPT, Newport, KXL Portland, all **Ore.; KPUG Bellingham, KCVL Colville, KOMW Omak, KONP Port Angeles. KOFE Pullman, KAYO Seattle, KOMO Seattle,** and **KSPO Spokane,** all **Wash.**

RENEWAL OF LICENSE RETURNED

KSMU-FM Dallas, Tex (Incorrectly signed).

December 3 Applications

ACCEPTED FOR FILING

License to Cover Cp

KFNV Ferriday, La.—Seeks license to cover cp

REPRESENTATIVES

To The Station Manager Who Can't Get To Madison Ave. As Often As He Should

Personalized Sales Service

Use our Madison Avenue address and phone number as your New York office. Our company is here to act as your Sales Manager and will work with your Representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.

For further information write

Box 674C, B•T

We have an interesting story for you.

EMPLOYMENT SERVICES

PLAN AHEAD

You never know when you'll need a new copywriter, announcer, sales or technical advisor. We have the BEST in our files. All references checked—Call on Barney —the matchmaker.

BERNARD EMPLOYMENT
Suite 1116
202 S. State Chicago Wabash 2-2306

which authorized new am and specify type trans.

WICY Malone, N. Y.—Seeks license to cover cp which authorized change ant.-trans. location, change studio location, increase ant. height, change ground system, operate trans. by remote control and specify type trans.

KILO Grand Forks, N. D.—Seeks license to cover cp which authorized change ant.-trans. location, make changes in ant. system, and operate trans. by remote control and change type trans.

Truth or Consequences, N. M.—City of Truth or Consequences seeks license to cover cp which authorized new tv translator.

REMOTE CONTROL

KHIL Brighton-Fort Lupton, Colo., WWOW Hazard, Ky.; WKLM Wilmington, N. C.; WRTA Altoona, Pa.

RENEWAL OF LICENSE

KCHV Coachella, Calif.

RENEWAL OF LICENSE RETURNED

KFDR Grand Coulee, Wash. (Not notarized.)

December 4 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 30

Following stations were granted authority to operate trans. by remote control: **WRTA Altoona, Pa.; WKLM Wilmington, N. C.; WWOW Hazard, Ky.; KHIL Brighton-Fort Lupton, Colo.**

KREX-TV Grand Junction, Colo.—Granted extension of completion date to 2-1-57.

Actions of November 29

KPEG Spokane, Wash.—Granted mod. of cp to change ant.-trans. location, change type trans., specify studio location and operate trans. by remote control; condition.

KAVL Lancaster, Calif.—Granted mod. of cp to change ant.-trans. and studio location and make changes in ant. system; conditions.

WSUZ Palatka, Fla.—Granted mod. of cp to make changes in ant. system (decrease height); condition.

WHO-TV Des Moines, Iowa—Granted mod. of license to change aur. ERP to 158 kw.

Following were granted extensions of completion dates as shown: **WKAT-FM Miami Beach, Fla.**, to 5-12-57; **KLAS-TV Las Vegas, Nev.**, to 12-31.

Actions of November 28

KICA-TV Clovis, N. M.—Granted STA to operate commercially on ch. 12 for period ending Feb. 28, 1957.

KNAC-TV Fort Smith, Ark.—Granted STA to operate commercially on ch. 5 for period ending Feb. 20, 1957.

KHIT Walla Walla, Wash.—Granted mod. of cp to change studio location and operate trans. by remote control.

Columbia Bcstg. System, New York, N. Y.—Granted authority to transmit Notre Dame-Southern California football game on 12-1-56 (4:45 p.m. N. Y. time until conclusion) to **CKLW Windsor, Ont.**, for rebroadcast (game was to be broadcast by radio stations licensed to CBS Inc. and other stations affiliated with CBS Radio Network in U. S.).

Following were granted extension of completion dates as shown: **KQUE Albuquerque, N. M.**, to 12-16; conditions; **KICA-TV Clovis, N. M.**, to 2-28-57.

Actions of November 27

WBOP Pensacola, Fla.—Granted license for am station.

KURA Moab, Utah—Granted cp to replace expired cp for am station.

KCKN Kansas City, Kans.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (decrease height) and in ground system.

WLOB Portland, Me.—Granted mod. of cp to change ant.-trans. and studio location.

WAJR Morgantown, W. Va.—Granted mod. of cp to change ant.-trans. location.

Following were granted extension of completion dates as shown: **WMLF Pineville, Ky.**, to 2-21-57; **KULA Honolulu, Hawaii**, to 4-24-57; **KADM Othello, Wash.**, to 5-12-57, conditions; **KEEN San Jose, Calif.**, to 4-25-57, conditions; **WCOG Greensboro, N. C.**, to 12-21, conditions; **KAMD Camden, Ark.**, to 1-31-57, conditions.

Following were granted authority to operate trans. by remote control: **WNLK Norwalk, Conn.; WHLM-FM Bloomsburg, Pa.**

Actions of November 26

WTWB Auburndale, Fla.—Granted license for am station; conditions.

WWXL Manchester, Ky.—Granted license for am station.

WLIV Livingston, Tenn.—Granted license for am station.

WTHI Terre Haute, Ind.—Granted license covering changes in D pattern DA-2 to DA-1; conditions.

December 4 Applications

ACCEPTED FOR FILING

License to Cover Cp

WJKO East Longmeadow, Mass.—Seeks license to cover cp which authorized change ant.-trans. and studio location, change station location and change from DA-D to non-DA.

RENEWAL OF LICENSE

KFQD Anchorage, Alaska; KASH Eugene, KUBE Pendleton, both **Ore.; KWLK Longview, Wash.**

December 5 Applications

ACCEPTED FOR FILING

License to Cover Cp

KUAM Agana, Guam—Seeks license to cover cp which authorized changes in ant. system (mount tv tower near top).

KFDA Amarillo, Tex.—Seeks license to cover cp which authorized change type trans., change trans. location, change studio location and delete remote control trans.

KUAM-TV Agana, Guam—Seeks license to cover cp which authorized new tv.

WDEC Americus, Ga.—Seeks license to cover cp which authorized change frequency, increase power, changes hours from unl. to D and install new trans.

WLEO Ponce, P. R.—Seeks license to cover cp which authorized new am.

KUEN Wenatchee, Wash.—Seeks license to cover cp which authorized new am.

Modification of Cp

KSBW Salinas, Calif.—Seeks mod. of cp (which authorized increase power, install new trans., make changes in ant. system, change trans. location and change studio location) to extend completion date.

KHSL-TV Chico, Calif.—Seeks mod. of cp (which authorized change facilities of existing tv) to extend completion date to 3-15-57.

KTVC (TV) Ensign, Kan.—Seeks mod. of cp to extend completion date to 6-1-57.

KENI-TV Anchorage, Alaska—Seeks mod. of cp to extend completion date to 6-29-57.

KSAN-TV San Francisco, Calif.—Seeks mod. of cp to extend completion date to 6-22-57.

WTWO (TV) Bangor, Me.—Seeks mod. of cp to extend completion date to 7-11-57.

WATV (TV) Newark, N. J.—Seeks mod. of cp to extend completion date to 1-31-57.

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to extend completion date.

REMOTE CONTROL

WGR Buffalo, N. Y.

RENEWAL OF LICENSE

KFAR Fairbanks, KJNO Juneau, KABI Ketchikan, all **Alaska; KENO Las Vegas, Nev.; KYJC Medford, Ore.; KSEM Moses Lake, Wash.; KYES Roseburg, Ore.; KAPA Raymond, KIRO Seattle, KREM Spokane, KTEL Walla Walla, KLOQ Yakima, KXRO Aberdeen,** all **Wash.; KGAL Lebanon, KLBM La Grande, KSRV Ontario,** all **Ore.; KFBL Everett, KAYE Puyallup,** and **KUJ Walla Walla,** all **Wash.**

Free Copies Discontinued

BEGINNING Jan. 11, FCC major decisions, initial decisions, memorandum opinions and orders and other significant rulings will be made available on a weekly basis from the Superintendent of Documents, Government Printing Office, Washington, D. C., the FCC has announced. The printed, weekly pamphlets, Federal Communications Commission Reports, to be published each Friday, will sell for $6.75 yearly, or about 15 cents per copy. Foreign mailing will cost $2 additional.

The Commission announced that after Jan. 11 it will discontinue furnishing the public and the bar with mimeographed copies of its decisions. However, copies of decisions will be immediately served on each party to the proceeding, posted in the Commission's Office of Reports and Information, and made available to the press regularly carrying FCC information.

The 1957 report has been assigned Volume No. 22. Annual bound volumes of FCC decisions are available at the present time to June 30, 1950. Volumes 15-21 will contain decisions through 1956 and will be printed as funds become available.

The decisions will still be announced when made, the Commission said.

UPCOMING

January

Jan. 4: Canadian Broadcasting Corp. board of governors meeting, Studio A, CBU Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

March

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

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Antitrust Explosion

WE DON'T understand the antitrust laws, a condition which seems also to afflict numerous lawyers in and outside of government. So we won't presume to judge whether there is sound legal basis for the government's suit against RCA and NBC.

The suit, which comes as a grotesque 30th birthday gift to NBC, is the first dealing with the relationship of networks to their affiliates. Its importance cannot be overestimated because a decision sustaining the government's contention would affect the whole broadcast economy. It is not a suit against NBC alone, because all network-affiliate relationships would be affected.

We must leave to the lawyers the discussion of the legal merits. RCA-NBC contends that the conflict is between two government agencies—the FCC and the Dept. of Justice—because the Philadelphia-Cleveland station exchange had been approved by the FCC as the responsible authority.

At least one ethical question was raised by the NBC-Westinghouse station exchange which was the root cause of the suit. The question is simply: Was a big guy bullying a little guy?

This question would be easier to answer if NBC, a manifestly successful subsidiary of one of America's strongest corporations, had forced a station proprietor with no other resources to accept a deal the proprietor did not want. In such circumstances the weight of moral judgment would be overwhelmingly opposed to NBC.

But Westinghouse Broadcasting Co. also is a manifestly successful subsidiary of another strong corporation, Westinghouse Electric Corp. The contrast in size is not enough to equate NBC with the bully and Westinghouse with the runt. It is difficult to make a moral judgment on this question.

The question will arise whether the FCC should have held a full-dress hearing on the transfer, particularly in the light of the rumors and innuendos that Westinghouse was not a willing trader. The FCC majority held that since all essential facts had been presented on paper a hearing would have served no useful purpose and would simply have delayed what to them would have been an obviously favorable decision.

Trading in television properties has reached a high level in recent months. The factor of network affiliation is the most important single consideration next to acquisition of the license itself, running in excess of the value placed upon equipment and real estate.

If a test must be had, it is perhaps better to have the rules known now rather than at a time when the stakes will be infinitely greater, and the public interest as well as the private interest of licensees would be more severely affected.

Jimmy Faces the Music

THE revolt that is bound to beset every despot—whether international aggressor or tin-horn union politico—has engulfed the dynasty of James Caesar Petrillo, self-perpetuating president of the American Federation of Musicians. The move he feared most—court review of his conduct—has hit twice in recent weeks through suits filed by members of Local 47 of Los Angeles, seeking some $13 million in damages, growing out of the Petrillo "make-work" program.

More than that, some 32 million people who read the *Reader's Digest* last week got the Petrillo story in one piece in an enlightened article by Lester Velie, under the fetching headline "The Union That Fights Its Workers." The article brings out that 75% of AFM's 250,000 members make their living in occupations outside music, but get the benefits of the relief and welfare fund, largely derived from royalties paid by recording and film companies into the Music Performance Trust Funds.

Since the advent of television, Jimmy Petrillo has been content to leave broadcasters pretty much alone. He has been getting his bonus income largely from recording fees and latterly, the windfall he diverted from Local 47 members to the AFM trust fund derived from re-runs of old movies released in great volume for tv in recent months.

Because a dictator cannot stand still, it is hard to tell where Jimmy would move next if the money flow did not increase. Hence, the tests in the Superior Court of Los Angeles, taken by Local 47, are to be watched with interest by all victims of Petrillo aggressions.

If the court should hold that the performing musicians, and not the AFM trust funds, are entitled to the royalties, the Petrillo structure is bound to crumble, because there would be no further inducement for non-performing musicians to continue as card-carrying members. If the legality of the trust funds should, perchance, be sustained, then Congress—which has dealt harshly in the past with Petrillo's efforts to control the economics of broadcasting—will doubtless step in again.

Meanwhile, Jimmy will probably play a muted trumpet.



Drawn for BROADCASTING•TELECASTING by Sid Hix

"Meet the man who creates those clever little characters in our cartoon commercials."

Long Caught Short

GOV. EARL LONG, emulating the power politics of his late brother Huey, set out to take news broadcasters on a Louisiana hayride last Tuesday but quickly discovered he didn't have enough horses. By flatly barring electronic reporters from any participation in a news conference, he started a flow of protests that forced him to back up a few hours later.

It isn't the first time a public official has interpreted the Bill of Rights in the light of his own fancy and it won't be the last, but there are few instances in the last two decades where broadcast newsmen haven't been allowed at least the right to report with pencil and pad on an equality with print-media reporters.

The big battle for broadcast equality has only begun. In Louisiana, Gov. Long retreated from his silly barricade by allowing radio-tv newsmen admission to his conferences, but he still maintains a ban against use of the tools of their trade—microphone, recorder and camera. In this adamant attitude he has distinguished, if befuddled, company in many of the federal and local courts as well as Speaker Sam Rayburn of the House of Representatives.

Gov. Long's little coup quickly failed. He's reputed to nurse a grudge against radio and tv because he is not photogenic and his salty language at legislative sessions presents him to the public in an unfavorable way.

Towne, TASO, and Taxes

IN Prof. George R. Towne, the Television Allocations Study Organization, formed under the aegis of the FCC by five groups interested in full utilization of the tv spectrum, procures the services of a well-backgrounded engineer to coordinate the research program. The program is to be financed entirely by private funds and the goal is to determine, by sound engineering means, the place of uhf in television allocations.

There is no way of determining how fast TASO will be able to move. It will be Prof. Towne's task to see that all areas of exploration and measurement are carried forward promptly and that the results will be fed to the FCC as soon as possible.

Meanwhile, we iterate our plea of last week. The first essential step toward relief of the tv allocations problem is non-technical. It is an all-out effort to have Congress remove the 10% excise tax on all-band tv receivers to make it economically feasible for manufacturers to produce such sets instead of vhf-only.

KSTP-TV SCORES UNPRECEDENTED DOUBLE VICTORY IN NEWS COMPETITION



For the first time in history, a single TV station has scored a clean sweep in the annual Radio-Television News Directors Association competition.
Here are the results for 1956:

OUTSTANDING TV NEWS OPERATION First place,

KSTP-TV

OUTSTANDING NEWS STORY TELEVISED First place,

KSTP-TV

Since 1948, when it became the Northwest's *first* television station, KSTP-TV has maintained one of the largest, most complete news-gathering-and-reporting operations in the nation.
We are proud that KSTP-TV's first entry in RTNDA competition has brought these awards to the vital Northwest market which KSTP-TV serves.

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

Buy the "Right Time" for Your Audience



KMBC-TV has a top-rated show for any audience you want!

KMBC-TV OF KANSAS CITY provides a top-rated selection for any type of audience you seek. These latest (Aug. 1956) Telepulse rankings show how your sales message reaches more of the right people more of the time on Channel 9.

TOP-RATED NEWSCAST (General Family Audience)
"The 10 O'clock News," by Lionel Schwan, highest-rated news show, network or local, in the market. Ranks No. 2 in the Telepulse listing of Top Ten Kansas City multi-weekly shows.

TOP-RATED LOCAL WOMEN'S SHOW (Housewives)
Bea Johnson's "Happy Home," 1:30-2:00 p.m., Monday through Friday. Consistently the top show in its field in this three-station market.

TOP-RATED EVENING MOVIE (General Family Audience)
"Premiere Playhouse," 10:15 p.m. to sign-off, Monday through Friday. An ideal vehicle for low-cost, high impact selling with Jim Lantz as host and salesman.

TOP-RATED KID SHOWS "Whizzo's Wonderland," with Frank Wiziarde as "Whizzo, the Clown," 11:00 a.m. to noon, Monday through Friday. "Mickey Mouse Club," 5:00 to 6:00 p.m., Monday through Friday, highest-rated multi-weekly show in the market!

TOP-RATED LOCAL DAYTIME VARIETY SHOW (Housewives)
"Noon," 12:00 to 1:00 p.m., Monday through Friday. This biggest local production in Kansas City television features Rev Mullins and a cast of top entertainers plus famous guest stars.

TOP-RATED SPORTS SHOW (Men)
"Sam Molen's Sports," 10:08 p.m., Monday through Friday. Beats all network and local sport show competition!

From the above, you can see why you're money ahead when you select your audience from the top-rated line-up on KMBC-TV. So right now, select your nearest phone and contact your Colonel from Peters, Griffin, Woodward, Inc. for availabilities.



See Peters, Griffin, Woodward, Inc. for availabilities.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station

Basic ABC-TV Affiliate

DON DAVIS, President
JOHN T. SCHILLING, Executive Vice Pres
GEORGE HIGGINS, Vice President and Manager
MORI GREINER, Manager, KMBC-TV
DICK SMITH, Manager, KMBC-KFRM Rad

...and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kans**

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 17, 1956 35¢ PER COPY

IN THIS ISSUE COMPLETE INDEX PAGE 15

Network-film fight for tv dominance in offing — Page 27

Time Inc. gains edge in bidding for Bitner stations — Page 44

Storer offers $5.4 million for Philadelphia properties — Page 46

NBC, marking 30th year, poses three challenges for future — Page 60

A DOLLAR will go a long way these days on WHO Radio!



Take 8 a.m. to 12 noon as an example . . .

When you consider what's happened to the purchasing power of the dollar, it's mighty impressive to see what a buck will still buy in national spot radio — *especially WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 1,136 homes for a dollar, or 1,000 homes for $.88 — ALL LISTENING TO WHO!

That's the rock-bottom minimum. Over and above this proven audience, 50,000-watt WHO is heard by hundreds of thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 573,000 car radios and 527,000 extra home sets — plus vast audience in "Iowa Plus"!

Let your PGW Colonel give you all the facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



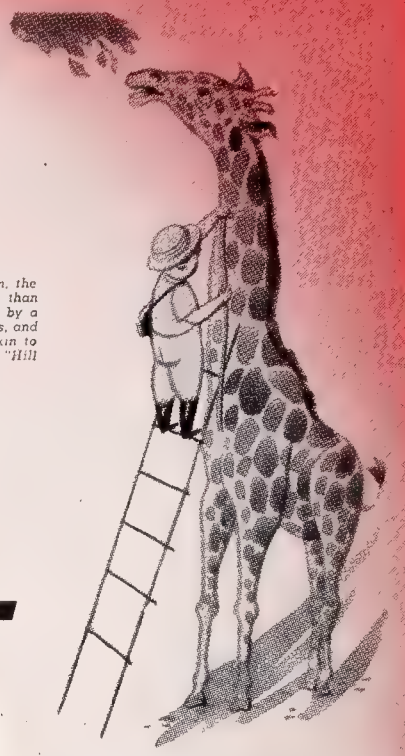
Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives



The antlers of the American Moose has been known to measure 17 and more hands across, and is one of the largest and most powerful of all hooted mammals



Without question, the best engineer in the animal kingdom, the Busy Beaver, with his ability to cut down trees of more than 17 inches in diameter, transport them up or down stream by a well trained staff of co-workers, build communication lodges, and millions of acres of pasture lands has an intelligence akin to WBRE-TV's unique community service to the people of "Hill Country", U.S.A.



It is a Zoological fact that the height of a Giraffe from the bottom of its front feet to the top of its head has towered 17 feet and more . . . the better to reach the choice tender leaves.

NOT SEVENTEEN . . .

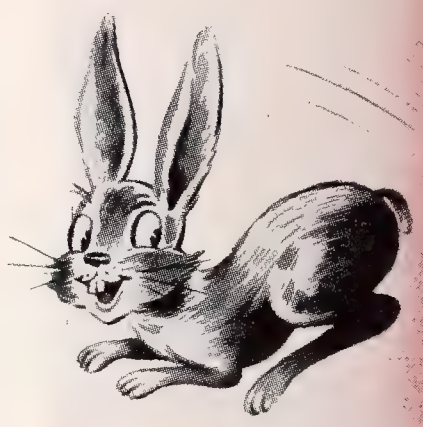


Powerhouse of the animal kingdom, is the Rhinocerous who can cover ground at the amazing speed of 200 yards in less than 17 seconds

National and Regional Advertisers are now getting WBRE—TV'S 17 COUNTY COVERAGE

As a Basic NBC-TV Station, you know of course, that WBRE-TV carries every NBC Network show to this big 17 County area comprised of office, factory, mining, industrial and agricultural wage earners. But, look at this list of eighteen consistent regional and national "show sponsors" during the past 12-months and you'll get some idea why WBRE-TV is your best buy in Northeastern Pennsylvania:

"Stage 7". . . Chef Boy ArDee; "Man Called X". . . Stegmaier Beer; "Golden Playhouse". . . Esso Standard Oil Co.; "Guy Lombardo". . . Wise Potato Chips; "Badge 714". . . National Bohemian Beer and Top Value Trading Stamps; "Susie". . . Susquehanna Frozen Foods and Savarin Coffee; "Science Fiction Theatre". . . LaRosa Spaghetti and Gentleman Janitor; "Dr. Hudson's Secret Journal". . . Wilson Packing Co.; "Highway Patrol". . . Ballantine Beer; "I Spy". . . Raker Paint Co.; "Crunch and Des". . . Utica Club Beer; "Stars of Grand Ol Opry". . . Pillsbury Mills; "Heart of the City". . . Betterhouse, Inc.; "Little Rascals". . . Bosco and Clark Bars.



The Jack Rabbit or Antilope Hare is one of the worlds speediest mammals . . it can leap 17 feet without effort.



Today there are 17 or more kinds of Zebra with stripes of varying widths and colors Very confusing to the eye, making them least attractive of all four hooted animals

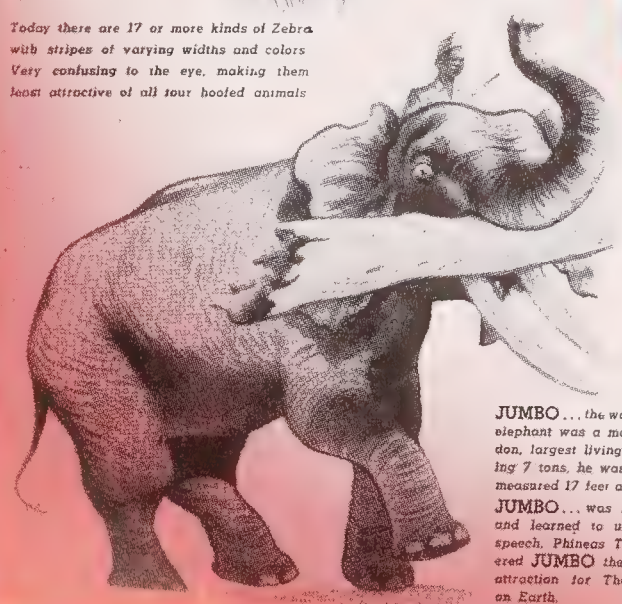
AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.



The Walrus is prized for the ivory in its upper tusks which grow over 17" in length. Its scientific name means literally . those who walk (bainc) with their teeth (odos).



JUMBO . . . the world's most famous elephant was a male African Loxodon, largest living mammal. Weighing 7 tons, he was 14 feet long and measured 17 feet around the middle.

JUMBO . . . was big and powerful and learned to understand human speech. Phineas T. Barnum considered JUMBO the best advertising attraction for The Greatest Show on Earth.



If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE"..But we've checked with good authority and it has happened.

KRNT-TV

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

FULL POWER
FULL COVERAGE

CBS TELEVISION

A COWLES OPERATION

Katz Has The Facts On That—

Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

LEADER in Des Moines TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV's 52-COUNTY MARKET HAS

32% OF ALL THE TV SETS IN TEXAS – PLUS THOSE IN 5 OKLAHOMA COUNTIES

Television set count from Television Magazine Market Book, August, 1956 — other market data from Sales Management, May 10, 1956.



CBS

Almost one-third of all the TV sets in Texas are in the vast 52-county KRLD-TV market. When you add the sets in the 5 Oklahoma counties, within this area, you find a total of 558,410 sets. 2,616,300 people reside here and have annual effective buying income of $3,885,816,000.00. To sell this wealthy, densely populated, southwestern market, any advertiser must FIRST look to KRLD-TV, Channel 4, Dallas, as the basic, primary advertising medium. KRLD-TV, telecasting with MAXIMUM POWER from the top of Texas' tallest tower, *gives you more coverage than any other Texas TV station.*

The Biggest Buy in the Biggest Market in the Biggest State

KRLD-TV Channel 4 Dallas

TEXAS' TALLEST TOWER - 1521 FEET

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYON — *Chairman of the Board*
CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit

IN AGAIN, OUT AGAIN • Word Friday was that Harry M. Bitner Sr., president of Consolidated Television & Radio Broadcasters Inc. had rejected both bids of Time Inc. for his major station group, largely because of conditions in proposal which would have affected net price, reportedly in neighborhood of $17 million for entire package. But Weston C. Pullen, Time Inc. vice president, was to visit Mr. Bitner at his winter home in Delray, Fla., over weekend in hope of settling difficulty (see early story page 44).

B•T

NEW pressure to settle formula for release of post-1948 feature films to tv is coming from membership of guilds whose negotiators are at odds with producers. Creative talent is itching to jingle extra tv money in pocket now that it's in sight. Latest suggestion for easy formula is to adhere to various percentages each guild received when respective film was made, since breakdown is available. Only hitch: producers want right to first recover production losses from tv income since it's open secret that three out of every four features made since 1948 lost money at box office. (For detailed situation report of film vs. live controversy, see page 27.)

B•T

AMST DIRECTOR • Lester W. Lindow, vice president-general manager, WFDF Flint, has been offered executive directorship of Assn. of Maximum Service Telecasters. If he accepts, it's presumed he would take leave of absence from Bitner organization about Feb. 1. AMST headquarters will be established in Washington and executive director would coordinate activity, including $100,000-plus tv coverage survey. Formal announcement of appointment could be made this week by Jack Harris, KPRC-AM-TV Houston, president of AMST.

B•T

MR. LINDOW, it's understood, was unanimous choice of AMST selection committee and board members who attended NBC 30th anniversary convention in Miami Beach last week. He is chairman of NBC Radio Affiliates Executive Committee and during war was chief of radio-tv bureau of Dept. of Army. He is Army active reserve lieutenant colonel.

B•T

ADVANCE WARNING • Despite reports to contrary, RCA-NBC attorneys were familiar with plan of Justice Dept.'s Antitrust Division to file its antitrust suit on NBC-Westinghouse transaction [B•T, Dec. 10]. Asst. Attorney General Victor Hansen advised NBC counsel of plan some days in advance, but consent decree prospects were not discussed.

AS FAR as Antitrust Division is concerned, there is no plan to file criminal proceedings against RCA-NBC in Westinghouse swap transaction. That was decided, it is presumed, when conclusion was reached to file civil rather than criminal proceeding.

B•T

IN FCC'S FUTURE? • Name of Samuel Leonard Golan may figure in communications regulatory horoscope. Since 1953 U. S. member of International Boundary Commission (U. S., Alaska and Canada), he reportedly has strong GOP endorsement for next vacancy on FCC to which he aspires. Background: Chicago born (March 15, 1899); law degree from Northwestern U.; practiced law in Chicago; special assistant corporation counsel, Chicago, 1927-31; chairman Board of Review, Dept. of Labor, Illinois, 1940-48; Republican nominee for Congress, 1928; Republican nominee for judge of Circuit Court, Cook County, 1932; special assistant, Republican National Committee; assistant to chairman, Republican County Central Committee, 1952.

B•T

MR. GOLAN reportedly was considered for FCC vacancy couple of years ago. Customarily, after national election, resignations occur on governmental agencies, but so far only speculation regarding FCC has been possible retirement of Chairman George C. McConnaughey to return to private law practice in Ohio and possibly Washington. Chairman, however, has indicated no decision will be reached by him until after holidays [CLOSED CIRCUIT, *Dec. 10*].

B•T

RADIO LINE COSTS • Affiliate resistance to telephone line charges for network radio appears to be taking shape as chain broadcasting enters third decade. Without benefit of publicity, special NARTB Radio Tariff Transmission Committee met Thursday in Chicago to work out ways of meeting problem. Radio affiliates are encouraged by success of parallel tv committee, which has held line on video transmission tariffs.

B•T

PUT down as false rumors that Herb Akerberg, CBS-TV vice president in charge of station relations, has any intentions of joining another network. Contrary to talk which circulated last week, Mr. Akerberg —27-year veteran with CBS—has received no offers from other network and indeed wants none. He feels stronge sense of responsibility to CBS-TV affiliates and says he would never consider trying to encourage any one of them to follow him to any other network.

OUTSIDE THE CLAN • There's move afoot to develop NARTB convention keynote award into major national honor, extending scope of project to include persons outside broadcasting who have made outstanding contribution to industry. Past awards have gone to broadcast figures. NARTB's keynote subcommittee understood to have drafted plan for submission to association's board of directors at February meeting.

B•T

IT'S ALL but settled that film producers and distributors will join NARTB television code structure as affiliates. Arrangements between NARTB Tv Code Review Board and Alliance of Tv Film Producers are just about wrapped up and joint announcement of agreement is expected soon.

B•T

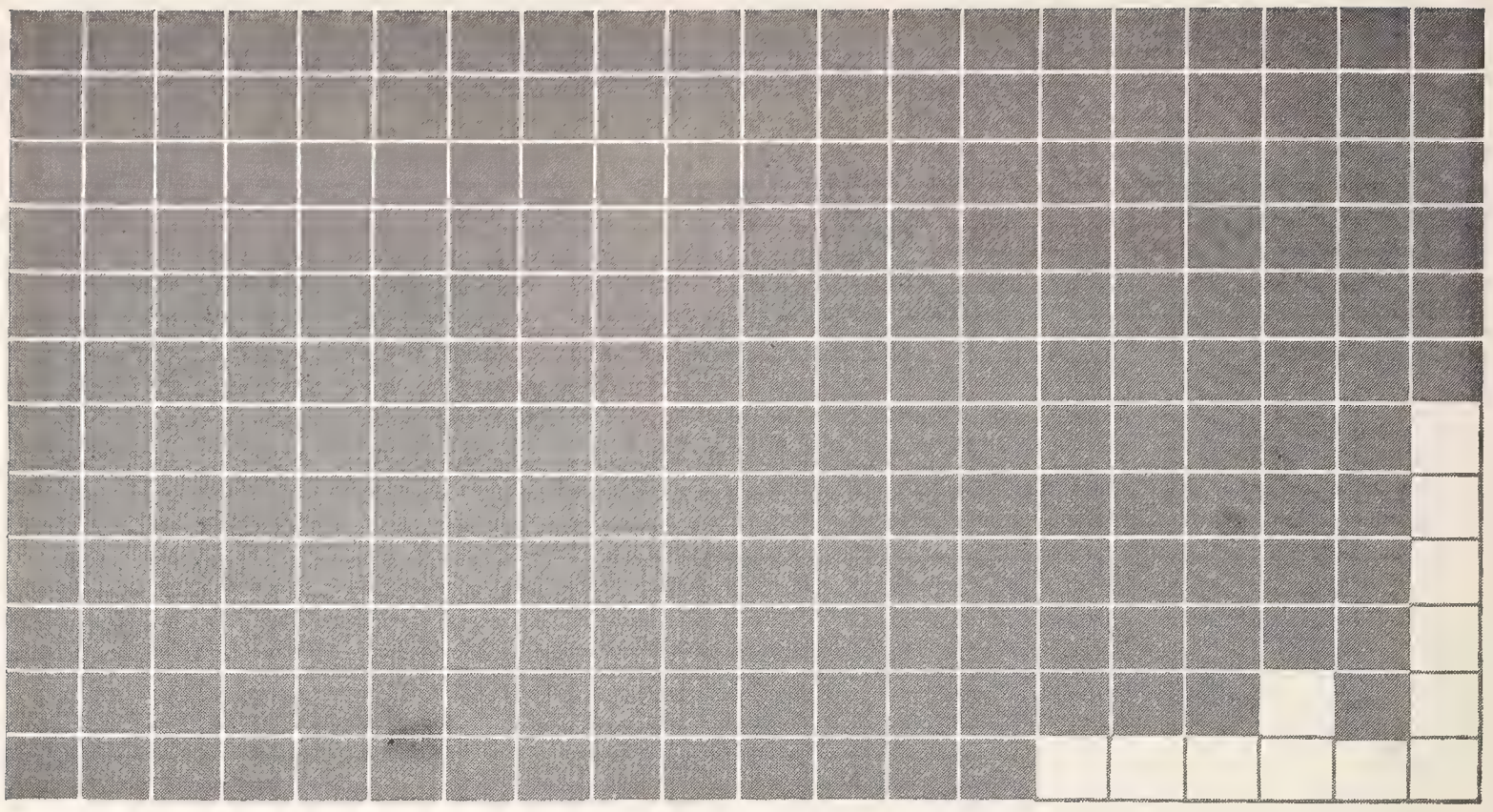
DERELICTS IN SKY • First draft of proposed legislation to insure continuance of proper lighting and painting of abandoned radio-tv towers has been drawn up by FCC and submitted to Bureau of the Budget for coordination among other government agencies. Not decided yet is which government agency will be responsible for carrying out law, if enacted. At present nobody is responsible for abandoned towers. This was one point which won unanimous agreement among members of working group of Joint Industry Government Tall Structures Committee which drew up proposed solutions to some of the vexing tall tower problems. JIGTSC still trying to come to some decision regarding criteria for deciding whether applicants must site towers in antenna "farms" or other built up areas.

B•T

BEST guess is that FCC will reopen decade-old clear channel case—probably after first of year—for taking additional testimony, with ultimate disposition to come shortly thereafter. At issue is whether to open way for power beyond 50 kw on any or all of present 24 Class 1-A (fully clear) channels, or permit up to 750 kw power on certain centrally-located clears for which there may be demand. In latter event, disposition seems to be to reduce coastal channel to 1-B status, permitting duplication on opposite coast.

B•T

PEN IN HAND • All clearances were obtained late Friday for signing of U. S.-Mexico treaty on use of standard broadcast frequencies, and FCC Comr. Rosel H. Hyde was poised to fly to Mexico City, where formal signing of treaty will take place this week, it is hoped. Bilateral treaty, which will have to be ratified by U. S. Senate, will take place of new NARBA treaty—since Mexico refused to join other North American countries in agreeing to overall settlements. NARBA treaty is still awaiting Senate ratification.



Latest Omaha Pulse* Reveals: Except for these 12¼ ↑ hours,

KOWH IS FIRST IN EVERY DAYTIME QUARTER HOUR

No matter who asks the question
in **OMAHA** the answer is **KOWH**



And even those 12 ¼ hours find KOWH a close second. Think of it—232 out of 240 weekly quarters—more evidence, added to previous figures, of KOWH's decisive dominance of Omaha Radio.

Hooper shows KOWH far, far out in front, too.

So does Trendex, which gives KOWH top spot in every time period!

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too. Ask the Adam Young man, or General Manager Virgil Sharpe for details.

KOWH
OMAHA

** Pulse, September 1956, 7 a.m.—5 p.m., Mon.-Sat. In and out of home.*

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.

at deadline

SARNOFFS OF NBC TELL AFFILIATES OF PLANS TO PUT NETWORKS ON TOP

SARNOFFS, father David and son Robert, told NBC's affiliates at closing session of 30th anniversary celebration in Miami Friday of ambitious plans to make NBC tv and radio No. 1 in all aspects. And Gen. Sarnoff said NBC would not take government antitrust suit or any other future action "lying down." (See earlier story page 60.)

After Bob Sarnoff, NBC president, at morning briefing session had told of plans for new team to regain and retain leadership, Gen David Sarnoff, chairman of parent RCA, in extemporaneous address, warned against making television "a national screen, just as some radio stations have become a national phonograph" through replacement of live programming with feature film.

In talks reminiscent of his famous 1947 Atlantic City speech in which he implored affiliates to enter tv, he said that 10 years hence color would be as universal as black and white. He answered stories of Bob Sarnoff's move "upstairs" and explained forthrightly his philosophy of father-son business relationship, asserting that parents have no right to "stand in the way" of their children. He praised "with pardonable parental pride" job Bob has done with NBC and said Bob had told him he hoped to stay with NBC "without date and without limit."

Gen Sarnoff made four main points. Alluding to attention being given by government agencies to network operations and particularly antitrust suit on Westinghouse-NBC swap, he said this is "only symbolic of present effort to investigate and to ventilate the networks" and that involved is possible new legislation which evidently would be designed "to give solace to the have-nots and the Johnny-come-latelys." Mentioned as figuring in this effort were the motion picture industry and "other forces."

"We do not propose to take it lying down or to compromise the situation as has been indicated," he said. RCA-NBC will have their day in court on the Westinghouse matter, he said, asking "is it conceivable that the powerful Dept. of Justice should accuse RCA and NBC of pushing a competitor around?"

Strongly emphasizing film vs. live tv, Gen. Sarnoff warned against short range view of simply making more money with film than with live. He said that film reservoirs would be exhausted in couple of years and that return to live would be indicated, but he inferred that then it might be too late.

While color sales were not as great as expected this year, he predicted that 1957 would see color get off ground and said other manufacturers would follow RCA's leadership in color. On programs, he said NBC always has been No. 1 in program quality but not in program popularity.

Gen. Sarnoff said NBC has its best and most complete organization in years and that there is no foundation to gossip about further impending changes. He said Robert Kintner, former ABC president who joins NBC next month as an executive vice president, will have his first assignment in color but that he will not be limited to it. He called him "a splendid piece of manpower" and told how he was retained. He said Bob Sarnoff put the question to his executive board and that they voted unanimously for Mr. Kintner. He gave Mr. Kintner credit for ABC's success.

What's ahead in NBC was subject of briefing session presided over Friday morning by Bob Sarnoff and attended by practically all affiliates and network staff executives. On radio, he asked for clearances for on-hour "hot line" news, pointing out that he recognized difficulty in shifting schedules. But without clearances "we don't have a network and with no network, we're not in business," he said.

Joe Culligan, vice president in charge of radio network, said "hot line" news means $4 million in revenue. Bristol-Myers has contracted for $2.1 million for half of newscasts to begin Jan. 14. He hoped to have second sponsor lined up in few days but said program would not be sold to more than four accounts.

Contrary to reports, he said 120 stations have accepted "hot line" on Jan. 14 or later when clearances can be made. Not one station has said no, although some have problems.

Revitalized network plan involves appointing string correspondents at each of network's 197 affiliated stations to supplement regular staff. They will be fully accredited and indoctrinated in New York to improve stature and prestige.

Opening tv forum, Bob Sarnoff said NBC now is ahead of CBS on ratings in two or three time categories and soon hoped to lead in all.

Evening programming's most troublesome area is 7:30-8. He said news strip will be moved ahead of 7:30 by next fall if not sooner.

On DST problem, he said hope that Ampex video tape recording would be available on production basis has faded. If pre-production models are satisfactory, VTR's will be used, supplemented by kines. He said many new things are in works but there will be some shifts and some replacements next season, lamenting that some of 11 new programs started this season had not fared too well.

Winding up session, Bob Sarnoff said that daytime sales constitute big competitive problem but that gap is being closed. In evening, programming is big problem but he pointed out that differential in sponsored hours between CBS and NBC now is down to five per week, smallest in four years.

JUDICIAL REVERSAL

CALIFORNIA State Bar Assn. may soon swallow own medicine in forbidding radio-tv court coverage through Canon 35. Wm. P. Gray, president of Los Angeles City & County Bar Assn., has written Jack Beck, news director of KNX there and Columbia Pacific Radio Network, to preserve tapes of coverage of House Un-American Activities Committee hearing fortnight ago since it may be only evidence whereby local and state bar groups can base prospective investigation of manner in which attorneys were forcibly evicted from hearing room. Issue of counsels' rights is involved and radio may save day. Asked why he wanted tape rather than written transcripts of hearings, Mr. Gray said written version does not tell whole story. Mr. Beck will save tapes. [See B•T, Sept. 24 and page 52 this issue].

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

ASPIRIN CAMPAIGN • Plough Inc. (St. Joseph aspirin), Memphis, Tenn., preparing radio spot announcement schedule to start in 1957. Agency: Lake-Spiro-Shurman, N. Y.

BUFFERIN BUSINESS • Bristol-Myers Co. (Bufferin pain relief tablets), N. Y., plans radio-tv campaign in unspecified markets throughout nation to start sometime in January for undetermined number of weeks. Agency: Young & Rubicam, N. Y.

QUICK IN MARKET • Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., N. Y., for Richard Hudnut Quick home permanent planning radio-tv spot campaign in approximately 50 radio markets and 15 tv markets, radio starting Jan. 7, television Jan. 1, for approximately 11 to 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

SPRY BUY • Lever Bros. (Spry Shortening), N. Y., placing spot radio campaign in 44 markets starting Jan. 14 and running for 10 weeks. Kenyon & Eckhardt, N. Y., is agency.

OUTDOOR SERIES • Louis de Rochement Assoc., N. Y., understood to have completed first multi-market sale on new *Field and Stream* 15-minute tv film series to Genesee Brewing Co., Rochester, N. Y., for showing in Buffalo, Rochester, Syracuse, Binghamton, Watertown, Plattsburgh, Utica and Schenectady, starting in March. Series was produced in color by *Field and Stream* magazine with Robert McCahon as writer-director. Agency: Rogers & Porter Adv., Rochester, N. Y.

HIT PARADE EXTRAS • American Tobacco Co. (Hit Parade Cigarettes), N. Y., which started spot schedule on West Coast in mid-October and has expanded eastward, is adding 25 radio and 25 television markets for 13 weeks, effective Jan. 2. BBDO, N. Y., is agency.

NBC Affiliate Directors Named

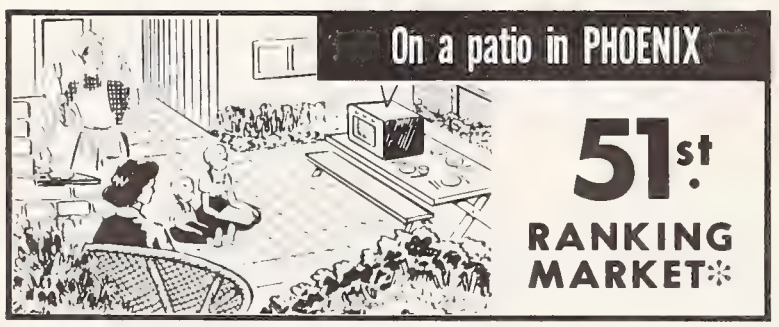
SIX new members of NBC Tv Affiliates Boards, to fill vacancies, were elected at session in Miami Beach Friday. Elected to Tv Executive Basic Affiliate Board were Ewing C. Kelly, KCRA-TV Sacramento; Ralph Evans, WHO-TV Des Moines, WOC-TV Davenport; John DeWitt, WSM-TV Nashville. Elected to Executive Optional Affiliate Board were Harold Essex, WSJS-TV Winston-Salem, N. C.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Joe Bryant, KCBD-TV Lubbock.

MEREDITH STATIONS ARE "One Of The Family"











*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

FIRST RETURNS FROM NEW NIELSEN CAUSE ALARM AMONG RADIO INTERESTS

COMPLAINTS were mounting last week against showings of seemingly marked declines in individual radio station audiences in A. C. Nielsen Co.'s new Nielsen Coverage Service (NCS) Report No. 2, with indications Friday that organized protests are in process of development.

Station sources said that compared to NCS No. 1 reports four years ago, NCS No. 2 reports for some stations show drop-offs ranging as high as 70 or 75%—in extreme cases—in number of listeners tuning once a week or oftener during nighttime hours, and that declines up to 30% or more are reflected in similar data on daytime tuning.

These represented relatively few reports, however, since distribution to subscriber stations started only fortnight ago and, as of last week, no one authority had seen more than a handful—half-dozen, say, at most. Thus authorities agreed it was too early to determine whether such declines would be found in NCS reports generally—though they obviously were apprehensive.

Station representatives were reluctant to discuss situation in detail until more reports are available, but Ward Dorrell, vice president and director of research for John Blair & Co., acknowledged under questioning that "we have some reservations about them." He also indicated Blair may challenge effectiveness of interviews in which NCS No. 2 radio data were collected, on ground that it apparently is same technique used in 1952 even though character of radio listening has changed markedly since that time.

No longer, Mr. Dorrell pointed out, does radio programming have that "single program identity" which existed in 1952 when Jack Benny and other big name programs could swell totals for "once-a-week" listening. Today's dominant fare of music, news and service programs gets listenership, but its unspectacular nature makes it more likely that occasional listeners will fail to mention specific tuning unless interview technique was adapted to fit these new patterns, he asserted.

Nielsen officials declined specific comment, but it's known their position is that they undertook NCS No. 2 upon assurances from both buyers and sellers of time that *current* coverage information is needed; that they realized that obvious but not necessarily valid comparisons inevitably would be drawn with 1952 data, but that 1952 is history and not basis for 1956 buying and selling. They also declined to give "composite" or "average" figures, pointing out that NCS No. 2 is measurement of individual stations, that stations' coverage is affected by many factors, and that composite averages would be academic and have little practical value.

Agencies as yet have not received NCS No. 2, so their interpretations and plans for its use cannot yet be determined. Station people who have studied reports appear agreed that, as Nielsen also feels, they must be used as indication of radio coverage as it exists today, and that comparisons with 1952 could be seriously misleading. They know—and can document—radio's selling power, and they're hopeful advertisers and agencies will not allow themselves to become misled by meaningless comparisons in which they might lose sight of radio's size and effectiveness as it exists today.

Station Representatives Assn. plans early meetings with Radio Advertising Bureau and American Assn. of Advertising Agencies in effort to promote uniformity in interpretation of NCS material (Story page 90).

Aubrey Named to Direct ABC-TV Programming, Talent

JAMES T. AUBREY JR., who has resigned as manager of network programs for CBS-TV in Hollywood, will head ABC-TV's programming and talent, Oliver Treyz, vice president in charge of ABC-TV, is to announce today (Mon.). Mr. Aubrey, who succeeds Robert F. Lewine, now with NBC's tv program department [AT DEADLINE, Dec. 3], will be proposed for vice presidency at next board meeting of American Broadcasting-Paramount Theatres, ABC's parent.

He had been associated with CBS-TV since 1952, serving as general manager of KNXT (TV) Los Angeles and of Columbia Television Pacific Network.

Stressing end to ABC-TV's search for "the best man to fill the role," Mr. Treyz said Mr. Aubrey's record indicates "promise and potential" to network in "the initiative and leadership in programming vital to its growth and development."

Also being announced are elections of Michael Boland and J. Russell Gavin as assistant treasurers of ABC. Their elections were announced by Simon B. Siegel, treasurer of ABC and AB-PT. Mr. Boland, member of ABC's cost control unit since November 1955, previously had held various budgetary and controlling posts. Mr. Gavin, chief accountant, with ABC since September 1954, formerly had been in ABC's cost control and budget departments.

WJQS to Milner for $75,000

SALE of WJQS Jackson, Miss., by D. W. Gavin and associates to Milner Enterprises Inc. (Dumas Milner) for $75,000 announced Friday. Transaction involving CBS-affiliated station (250 w on 1400 kc) handled by Blackburn-Hamilton Co. Mr. Milner is major south-southwestern area automobile dealer, has major interest in *Jackson State-Times,* among varied other interests. Mr. Gavin owns WCOC Meridian, Miss.

WAOK Sold to Employes

WAOK Atlanta, Ga., has been sold by J. W. Woodruff interests to group of employes for $46,000. Station, operating on 1380 kc with 5 kw, being sold to group headed by L. M. George, president of WAOK Broadcasting Co. Woodruffs own WRBL-AM-TV Columbus and WGPC Albany, both Ga.

PEOPLE

RAYMOND A. RICH, vice president of Philco Corp., Philadelphia, since 1950 and previously in executive posts with General Electric Co., elected president of Avco Mfg. Corp., New York, manufacturer of home equipment and industrial products and parent company of Crosley Broadcasting Corp.

MORTIMER L. BURBANK, 78, board chairman and former president of Outlet Co., Providence, owner of WJAR-AM-TV Providence, died last Thursday at his home in that city.

DON FOOTE, timebuyer at Erwin, Wasey & Co., N. Y., to Young & Rubicam, N. Y., in similiar capacity. Agency also announced retirement effective Dec. 31 of two media buyers, **A. P. PRATT** and **EDWIN BYRNE.** Both worked on General Foods account.

JACK WOOLLEY, manager of CBS Spot Sales, Hollywood, appointed special assistant for public affairs to Secretary of the Navy Charles S. Thomas, effective Dec. 31.

HARRY HESS, CBS-TV supervisor of broadcast film operations, to Dancer-Fitzgerald-Sample, N. Y., as administrative assistant to Norman Mathews, vice president in charge of radio-tv commercial production.

NORMAN MACKAYE elected president of New York branch, Screen Actors Guild, for 1957. Other officers: **PHILIP FOSTER, BOB FITZSIMMONS, TOM SHIRLEY** and **WILLIAM KEENE,** vice presidents; **HAZEL K. MACK,** treasurer, and **JOSEPH S. BELL,** secretary.

JOHN F. ASTENGO, public relations specialist in Los Angeles office of Robinson-Hannagan Assoc., div of Hill & Knowlton, to publicity staff, Hollywood office, Ted Bates & Co.

Small Business Committee Ready To Release Report This Week

HOUSE Small Business Committee, 11-man group headed by Rep. Wright Patman (D-Tex.), is expected to release report on regulatory agencies at end of this week, based on hearings last spring by three-man subcommittee headed by Rep. Joe L. Evins (D-Tenn.).

Small Business Committee on Dec. 3 approved "preliminary draft" published earlier by Rep. Evins [AT DEADLINE, Oct. 22], making considerable changes in Evins draft, although it was understood "substance" of report was not changed greatly.

Committee vote on report has not been disclosed, but it was understood report now is under consideration for possible dissents. Rep. William M. McCulloch (R-Ohio), lone Republican on subcommittee, charged during hearings last spring that Democrat-led unit was engaging in "political fishing expedition."

Evins draft charged monopoly in broadcasting and other industries and recommended measures to remove "centralized power of the "Executive Branch" over Federal agencies, giving Congress complete control over their operation.

Group Files for New Bedford

APPLICATION for ch. 6 New Bedford, Mass., was filed Friday with FCC by hotelman Paul E. Thurlow and associates. Among others in group are Paul B. Mowrey, former (1944-52) national director of tv for ABC, and Roland Hale, assistant general manager, WCOP Boston. Proposal calls for 100 kw radiated power, 1,000 ft. antenna (973.5 above ground). Costs: $582,-180 (construction) and $565,000 (first year operation).

the week in brief

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*Reg. U. S. Patent Office

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LEO'S ON TOP IN NEW YORK!

28.4*

The WCBS-TV "Late Show" has long been the New York stay-up-later's favorite... but never before by so fabulous a margin!

Nearly **90%** of the late viewers were tuned in to COMMAND DECISION starring Clark Gable at 11:15 P.M. Saturday, December 1... and the TRENDEX hit a high of **28.4**... topping its closest competition by more than *eleven-to-one!*

Never have so many New Yorkers stayed up so late to watch any single television program... but who can resist the mighty M-G-M lion?

WCBS-TV billings are heading for a new high! With exciting new programming from M-G-M, offering more viewers for the advertiser's dollar, the prestige and profit potential of this flagship station are now greater than ever before.

And the story's the same everywhere the M-G-M features are being programmed: *higher ratings and billings skyrocketing higher than ever before!*

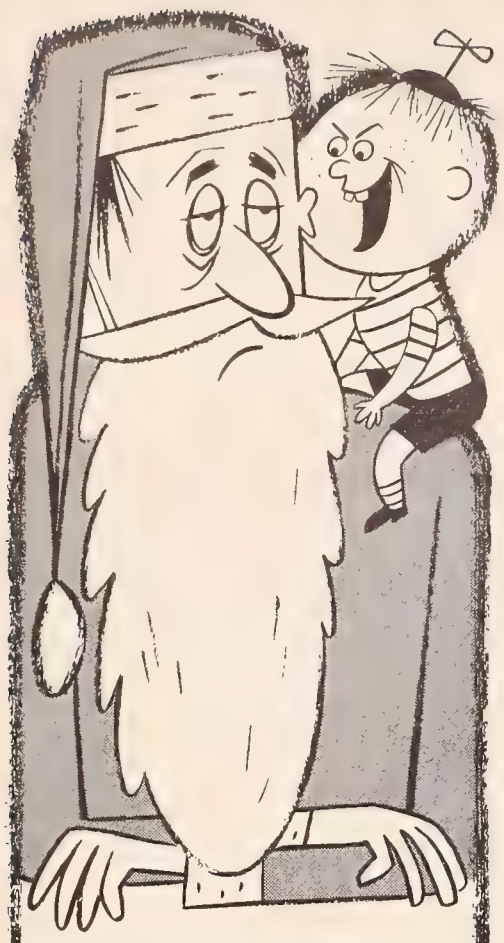
Wait no longer. Inquire today as to the availability of the M-G-M library in your area.

*WCBS-TV TRENDEX Saturday, December 1

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED

Write, wire or phone
Charles C. Barry, Vice-president,
1540 Broadway, New York



SALES STORY

There are all kinds, but if you really want to sell Southern California, take heed:

It was **1:15 in the morning,** late in November . . .

Jackson Wheeler was visiting with his KTTV viewers. He interviewed Lease Bussard, International President of the Optimists, who read the Optimist Creed. Jackson invited the "Jackson's Theatre" audience to let him know if they wanted a copy.

Then it happened . . .

KTTV's switchboard was jammed until, **at 2:15 A.M.,** Wheeler suggested that the audience write instead of phoning.

To date, 9,752 requests for the Creed have been received from all over the Southern California area. The place is loaded with optimists (customers, to you).

Yes, Southern California is different, and the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

NATIONAL AUTOMOBILE SHOW

THE NEW cars for 1957 are longer, lower and more powerful than 1956 models. They have smaller wheels and softer tires, dual headlamps, high tail fins and lots and lots of aluminum grillwork. And, with few exceptions, they have dropped the two-tone look that has been almost universal the past few seasons in favor of one-color finishes, with perhaps a narrow band of constrasting color between two gleaming strips of metal.

That about sums up one viewer's memory of an hour spent at the National Automobile Show in New York's Coliseum by courtesy of CBS-TV, which also provided five newsmen to demonstrate and describe the newest features of the new autos, including the retractable steel hard-top of the new Ford convertible, the rear-facing back seats of the nine-passenger Plymouth station wagon and the secretary's typewriter desk (also rear-facing) of the "three-room" Cadillac, which also carried a radio ticker to keep the busy executive in touch with the market as he rides and dictates.

A few more generalizations gleaned from the flow of automotive wisdom spouted by Charles Collingwood and his colleagues: The hardtop has replaced the sedan as the most popular American auto model. There are more automobiles than houses in the United States. There are enough cars to take every man, woman and child in the country out riding at the same time. One person in every seven earns his living in a job directly connected with the automotive industry.

Who says tv's not educational?

Production cost: $32,000.

Sponsored by Reynolds Aluminum Co. through Buchanan & Co., Sun., Dec. 9, 5-6 p.m. EST, on CBS-TV.

Producer: Paul Levitan; assoc. producer: Jack Kuney; director: Vern Diamond; writer: Martin Plissner; m.c.: Charles Collingwood; reporters: Ned Calmer, Ron Cochran, Dallas Townsend and Jim McKay.

Produced by CBS News and Public Affairs Department.

FESTIVAL OF MUSIC

EXERCISING considerably more restraint than they used for last January's "Festival of Music" on NBC-TV, S. Hurok and the *Producer's Showcase* planners made the second festival, Dec. 10, a crowning achievement.

This time, instead of upending the cornucopia, Mr. Hurok picked out a few choice items and arranged them for ultimate delectation. With only five features filling the 90 minutes—two good-sized opera extracts and three solo acts—this was a program of satisfying balance. The adroit staging demonstrated once again television's highly penetrating, sympathetic bond of understanding between artist and viewer. Maybe an audience in a hall gets a dimension that is lost in electronic transmission, but whenever did the balcony-sitter get such a look at Segovia's or Rubinstein's hands, share the agony and splendor of Boris Godonov's last hours on such intimate terms?

This show seems to mark impresario Hurok's graduation as a finished producer for television. Now that he is master of the medium, may he bring his glories back to the screen soon and often.

Production cost: $200,000

Sponsored on NBC-TV Producer's Showcase *Dec. 10, 8-9:30 p.m. EST, by RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt.*

Produced by S. Hurok; NBC executive producer: Mort Abrahams; director: Kirk Browning; narrator: Jose Ferrer; musical director: George Bassman; program supervisor: Shelley Hull; unit manager: Warren Burmeister; associate director: Dean Whitmore; settings: Burr Smidt; costumes: Robert Fletcher; choral supervision: George Schick; assistant conductor: Felix Popper.

Cast: Jose Ferrer, narrator; Alfred Wallenstein, conductor, and Showcase Symphony Orchestra; Victoria de los Angeles, Barry Morell, Andres Segovia, Marian Anderson, Artur Rubinstein; Boris Christoff, Nicola Moscona, Michael Pollack, Kirk Jordon and others.

NEW FIGURES OF 1957

SO FAR as Warner Bros. Co.—the girdle and bra makers, not the movie brothers—were concerned, what better showcase could they have asked than one in which New York's top models ($57 per hour) waltzed around in the choicest, sheerest and most dazzling creations this side of the Place Vendome. Naturally, underneath all this finery lurked a Warner foundation.

The good, and expensive, word came from Ceil Chapman, Molly Parnis, Adele Simpson, Ben Zuckerman, Pauline Trigere, Sydney Wragge, Dave Evins, Estevez, Andre and Roxanne—10 of America's top designers. Doing a very efficient job of interviewing them was *Home's* fashion editor, Natalie Core.

A word of caution to NBC-TV: Fellows, don't ever show your color-test pattern on black-and-white again. It may make a charming piece of cubist art, but it'll never sell color sets.

Production costs: Approximately $35,000.

Sponsored by Warner Bros. Co., through C. J. LaRoche & Co., on NBC-TV, Sat. Dec. 8, 1-2 p.m. EST.

Commentator: Natalie Core; producers: Kay Elliot and Roger Gimbel; director: Barry Shear; sets: Trew Hocker; costume designer: Guy Kent; unit manager: Elmer Gorry.

THE PRICE IS RIGHT

THE OLD question—will entertainment or prizes win viewers most effectively?—is about to be answered once and for all by a new daytime (10:30-11 a.m.) series on NBC-TV titled *The Price Is Right.*

Here is a straight appeal to cupidity, that of the contestants in the studio and that of the viewers at home. No jokes, no side business, no nonsense of any kind is permitted, on this program, to interfere with the serious business of winning merchandise. The formula is simple: Four contestants bid on products displayed before them, a single

KGW-TV



CHANNEL 8 IS ON THE AIR!

KGW-TV brings to the PORTLAND, OREGON market . . .

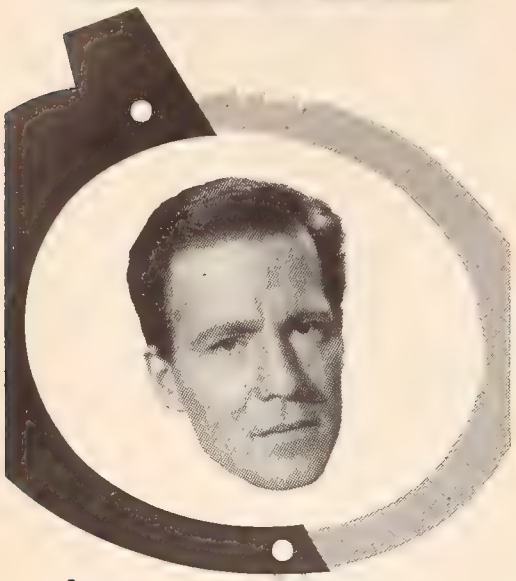
- 316,000 watts of on-the-ground Video Power —the most powerful commercial television transmitter in the world!
- A terrain-trained signal to penetrate deeply into Portland's steep up-and-down residential core . . . as well as across all of western Oregon and southern Washington!
- Full ABC Network schedule!
- *Local identification* with 30 hours a week of live production!
- Feature films including MGM and DAVID SELZNICK productions!
- The newest *yet most experienced* channel because KGW-TV's personnel is representative of over 138 years of television experience!

WALTER WAGSTAFF,
Manager
JOHN PINDELL,
Sales Manager

KGW-TV
CHANNEL 8
abc television network
PORTLAND, OREGON

ASK BLAIR-TV *for rates, availabilities and market information.*

TOP RATING IN CINCINNATI!

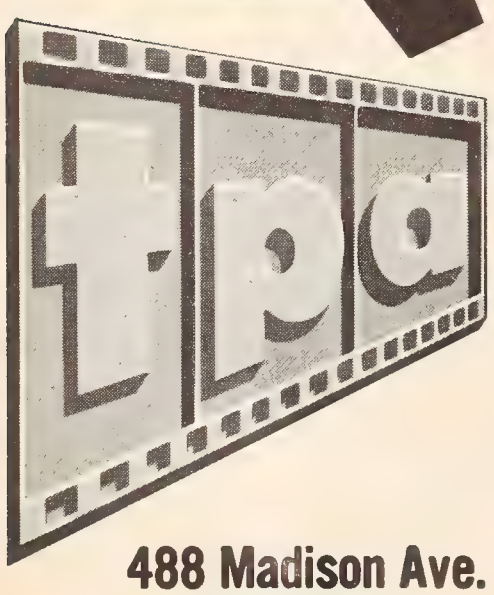


the ELLERY QUEEN series

starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56



488 Madison Ave.
New York 22
PLaza 5-2100

unit or an assembly. The bidder coming closest to the actual retail price of the goods —and without exceeding it—wins the merchandise itself as a prize. The telecast reviewed presented canny bidders with prizes ranging from a portable typewriter to a 1957 Chevrolet.

Home viewers get a chance to get in on the game by bidding by postcard on goods displayed in the Home Showcase for a week. The first week the Showcase held a natural ranch mink coat, a white satin hat, a diamond wrist watch, a hand bag and a set of matched luggage. The closest bid for the lot which does not exceed the retail price takes the lot.

NBC-TV is presenting *The Price Is Right* itself, without a sponsor, apparently in an effort to determine whether goods can beat Godfrey. Next years' program fare may well be at stake.

Production cost: Largely the cost of the prizes, which varies from day to day.

A Goodson-Todman production, broadcast on NBC-TV, Mon.-Fri., 10:30-11 a.m. EST.

Producer: Robert Stewart; director: Max Miller.

Master of ceremonies: Bill Cullen.

TICKET TO THE MOON

HOW MANY people know that the A-Bomb was actually detonated in the pages of *Astounding* magazine a year and a half before the big boom at Hiroshima? That the magazine carried a more detailed description of the bomb's trigger mechanism than the ensuing Smythe Report? Or that Rostand's rapier-nosed Cyrano de Bergerac might well be considered the daddy of the "Honest John" rocket when he talked about shooting into space, "driven by villainous impulses fed by saltpeter?"

Certainly we didn't, and that's why we're grateful radio is still around. Especially NBC Radio's *Biographies in Sound* which on Dec. 4 did a "take-out" on science fiction, a literary phenomenom that "uses tomorrow's worlds to pay for the writer's bills of yesterday."

For 55 minutes, we heard host Norman Rose talk to the leading exponents of science fiction: Editor John W. Campbell of *Astounding;* biochemist Dr. Isaac Azimov ("there is a difference between science fiction and science fantasy . . ."); *Galaxy* columnist and guided missile expert Dr. Willy Ley ("it stimulates the scientific mind to seek wider goals"); author Ray Bradbury ("there's too much gimmickry in science fiction"); radio writer Arch Obeler ("it's *honest* writing"); Hollywood producer George Pal ("Hollywood has done a fabulous job in special effects"), and Dr. Bob Richardson of the Mt. Wilson Observatory ("today's flying saucers are like yesterday's flying witches—imagination").

It made us sit up and listen, and we agreed that in the world of science fiction, there is no such word as "*im*possible;" there is only "*un*possible." It not only proved that the industry can turn out good programming on a ridiculously low budget, but that so far as imagination goes, radio's got it all over the other media as a theatre of the mind.

Production costs: Approximately $500.

Produced by NBC Radio program department. Director: Danny Setter; writer-editor: Ernest Kinoy; m.c.: Norman Rose.

Broadcast on NBC Radio, Tues., Dec. 4, 8:35-9:30 p.m. EST (sustaining).

BOOKS

FREEDOM OR SECRECY: By James Russell Wiggins. Oxford University Press, 114 Fifth Ave., New York 11, N. Y. 242 pp. $4.

THE ADVENT of radio as a communications medium altered the traditional relationship between the U. S. government and the press, which was guaranteed the freedom to criticize the lawmakers and law enforcers by the First Amendment. Radio, as Mr. Wiggins points out, was a different sort of thing. "The number of channels was limited. They had to be allocated. Once allocated it was necessary that the stations be required to stay on their authorized channels and utilize authorized power. The alternative was a chaos of conflicting signals in which none of the stations could have been heard. Obviously, no private power was equal to the task of allocation or enforcement. Government assumption of the obligation was inevitable.

"This means, inescapably, government licensing of a media differing from the press only in the mechanical device employed to disseminate information. Government was thus propelled into a sort of licensing which every constitutional authority until the advent of radio would have described as unconstitutional." And, when the FCC began to look at program content in determining whether or not to renew station licenses, "government found itself knee-deep in an enterprise that surely would have been abhorrent to every one of the founding fathers."

Mr. Wiggins is executive editor and vice president of the *Washington Post and Times Herald* and was, for three years, chairman of the Freedom of Information Committee, American Society of Newspaper Editors. In *Freedom or Secrecy,* he takes a long hard look at the right of the American public to know what its elected officials, judges, military men and other public and semi-public figures are up to; the right of newspapers, magazines, radio and tv to attend sessions of legislatures and courts to get the facts for the public, and the growing tendency of legislative and other groups to avoid this public scrutiny by going into executive session and by other actions which, while perhaps not illegal, are certainly in conflict with the right of the people for full access to the full facts.

Good reading for anyone interested in government or news or both, this thought-provoking volume is especially recommended to station news directors and general managers, two groups directly concerned with the problems of keeping the channels of information wide open.



Costume by Clare Potter

Red Carpet Service on United Air Lines*

...luxury travel at its best!

Air travel's warmest welcome mat is a Red Carpet!

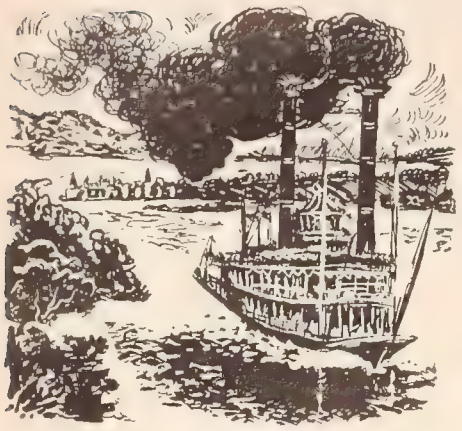
It introduces you to United's brilliant Red Carpet Service—special nonstop DC-7 flights coast to coast and between fifteen U.S. cities (including Honolulu).

This is travel with a new flair! You sense it in the accommodations, the people you meet, the attention paid you. Cocktails . . . full-course meals and between-meal treats created by Master Chefs . . . soft music . . . a spacious lounge where you always find good company . . . many other "extras" at no extra fare add to your pleasure.

You'll want to make reservations soon for Red Carpet Service (with us, or with an Authorized Travel Agent).



*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

OPEN MIKE

Tv Network Billings

EDITOR:

We have found B•T computations based on network records filed with the Celler House Antitrust Subcommittee most helpful and valuable [B•T, Dec. 10, Nov. 19, 12].

We would also be interested in comparable data pertaining to the ABC network. Will you please advise if ABC data are or will be available?

Jeff Peters, Media Analyst
Needham, Louis & Brorby, Chicago

[EDITOR'S NOTE: ABC has not yet submitted to the Celler committee any data on billings or discounts.]

Ladies Day at WNAR

EDITOR:

What happens to a radio station when all announcers and personalities decide they want to go hunting together? The station can't be closed down for the day and it would be impossible to transcribe all the programs and the newscasts. The management of radio station WNAR Norristown, Pa., felt it would be a good idea for the boys to get away for a day of enjoyment and relaxation, but the problem of substitution remained unsolved.

Suggestions poured into the station from listeners and finally one listener said, "Who knows the job and the problems of broadcasting better than the wives of the staff? Let them take over for the day." With tongue in cheek, I agreed to this novel idea.

No one figured on the reaction that followed the one-day experiment. Telegrams poured into the station from all sections of the listening area complimenting the wives on the fine job they were doing. Sponsors called up and asked for additional spots to advertise merchandise slanted at the women. Everyone in the area was talking about the experiment and letters are still pouring into the station asking that "Ladies Day" be made a regular feature of the station in the future.

John M. Banzhoff, Mgr.
WNAR Norristown, Pa.

Wonderful Error

EDITOR:

Thank you for the wonderful error you made—you listed us in your "Top 40 Agencies in 1956 Radio-Tv" survey [B•T, Dec. 3] as doing $7½ million combined radio-tv billing with 45% as the am-tv share of overall billing. Actually, it is 75% of our business.

Emil Mogul, Pres.
Emil Mogul Co., New York

Westinghouse Sand Storm

EDITOR:

One of our accounts is Moore-Handley Hardware of this city which distributes Westinghouse throughout the state.

Your insert, "Sham? Not in These Sands" [B•T, Nov. 19], looks like an excellent piece of promotion for *Studio One* that we'd like to let all of our dealers read.

Would appreciate permission to reprint this page in our own shop in offset and send out several hundred.

Lou Peneguy, Appliance Promotion
Frank M. Taylor Advertising
Birmingham, Ala.

[EDITOR'S NOTE: B•T is glad to grant Mr. Peneguy permission to reprint the story of the Westinghouse commercial on STUDIO ONE that first aroused cries of "sham" which changed to cheers when the test of sand in a washer was repeated. The only provision B•T makes is that it be given credit as the source of the story.]

Bouquet of Rose's

EDITOR:

Having had some time to cool off after reading Billy Rose's pungent attack on BMI during the recent Senate hearings [B•T, Sept. 24], I am enclosing some information on the kind of songs which Mr. Rose and others have had published as ASCAP composers. The information was taken from ASCAP's own "40 Years of Hit Tunes."

I think our industry should make a vigorous defense of Mr. Carl Haverlin, his carefully selected officers and personnel and the entire board of directors of BMI. I have found them to be: First, interested in the



TAKING PART in "Ladies Day" at WNAR Norristown, Pa., are (l to r) Sandy Molinaro, Mena Brode, Helen Bekas, Dolores Nellany, Barbara Jones and Helen Newman. The one-day experiment may become a regular station feature.

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION

TELEVISION INC.
REPRESENTATIVES, INC.

Naturally we're "air minded" at H-R. We started as a group of mature *working* partners, representing a selected list of radio and TV stations. Each day we *took off* to *land* at the desks of buyers of time with selling facts and figures on the available "air time" of our stations.

Over the years, other stations seeking this type of personalized, *working partner* representation, have availed themselves of our unusual service.

Today, while we have more offices and a larger staff, the working partners who head up H-R, still *take off* each day, still render personal representation to every station on our list, still keep our promise to "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Bldg.
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

CASE HISTORY—
SEAT COVERS



SURE FIT SEAT COVERS FIND RADIO SURE FITS SALES PROBLEMS

Back in the spring of '55, the Max Becker Advertising Agency of Long Beach picked radio to sell the Sure Fit Seat Covers Division of the Howard Zink Corporation to the owners of Southern California's 3½-million passenger cars (most of them, naturally, radio-equipped).

Just a year-and-a-half later, Sure Fit has completed a comprehensive analysis of its advertising response. According to division manager N. G. Zink:

"Radio has become consistently more productive for us each month during this period, and has now reached the point where our cost-per-sale from radio is lower than from any other medium used.

KBIG certainly deserves full credit for the contribution it has made to the growth and success of Sure Fit during the past eighteen months."

KBIG, carrying four one-minute jingle-with-live-tag announcements for Sure Fit daily, is happy to share with two other fine Los Angeles independent stations gratification for another job well done in our long list of successful Southern California radio advertisers.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

future of radio and television broadcasting in its broadest sense! Second, gentlemen in every sense of the word in carrying out those interests. Anyone making a personal attack on Mr. Haverlin and his associates could do so only for selfish reasons of which our great industry should take heed of the source.

I have had the privilege of attending a number of BMI clinics and at no time was a reference made that a station should exclusively program one kind of music from any particular source. BMI has been largely responsible for introducing "American free enterprise" to the music publishing field and deserves unstinted support.

These are the beliefs of one of the smallest of the "small guys" in radio.

Charles L. Mitchell
Olney, Ill.

[EDITOR'S NOTE: Mr. Mitchell's list of ASCAP "classics" includes three compositions by Billy Rose: "You Tell Her, I Stutter," "A Cup of Coffee, a Sandwich and You" and "I Got a Code in My Dose," along with "Horses, Horses, Horses," "Mairzy Doats," "I Faw Down and Go Boom," "Papa Loves Mambo" and a score of others of that ilk.]

Plymouth's Agencies

EDITOR:

I have just noticed a story in your Nov. 26 issue regarding the renewal of the *Ray Anthony Show* by Plymouth. Thank you very much for using this item.

However, I notice that you say the agency is N. W. Ayer & Son. For future information, Ayer is the Plymouth agency for print media, radio and local tv, while Grant Advertising handles not only the *Ray Anthony Show* but Plymouth's 50% sponsorship of Lawrence Welk's *Top Tunes and New Talent* show . . .

L. W. Brown, Vice Pres.
Grant Advertising Inc., Detroit

Newsworthy Wrecks

EDITOR:

I guess a car wreck is newsworthy, according to "WISE Was There" [OPEN MIKE, Dec. 3].

Same happened to us. As I was reporting the news from our "picture window studio" I looked out to see a car wreck . . . reported same, as events transpired. But shucks, everybody here knows that "they hear it while its news on KTFS."

Incidentally, bet we have about the only studio from which can be observed happenings in two states. From our studio, 100 feet from the Arkansas state line, we watch and report considerable material such as the above.

Les Eugene, Prog. Dir.
KTFS Texarkana, Tex.-Ark.

EDITOR:

The way I understand Douglas China's report [B•T, Dec. 3] on the WISE blow-by-blow account of a Nov. 20 wreck, KITE might credit him with a tie but not a "first" for quickest news coverage of local news in the history of radio. But did WISE carry the actual sound of the impact?

Back in September of 1955 KITE was there when a gasoline truck exploded while unloading gas at the San Antonio police department . . . across the street from the KITE studios. KITE's program director, Stan Nelson, had the mike open reading a commercial . . . and it came out something like this: "When Jack Mitchell has a sale, he really has a sale! BLOOEY!"

Stan stopped right there, turned reporter and give a window ledge account, smoke-by-flame!

By any standard, that's the ultimate in instantaneous coverage of a totally unscheduled newsworthy occurrance. Some will recall the memorable broadcast of the Hindenburg explosion, but there's a distinction, for the landing itself already was a newsworthy event and radio reporters already were broadcasting as scheduled. . . .

Glen Krueger, News Dir.
KITE San Antonio, Tex.

WTRI-TV Is Back in Business

EDITOR:

Page 86 Dec. 10 issue states WTRI-TV [Albany, N. Y.] now dark. WTRI-TV returned to air July 1, 1956, and has been telecasting uninterruptedly since then. Can you arrange correction?

Lloyd George Venard, Pres.
Venard, Rintoul & McConnell
New York

Sound Approach

EDITOR:

I read on page 78 of your magazine of Dec. 3, that uhf station WWLP (TV) is offering a year's advertising free to the first manufacturer of all channel sets.

I belive this is a very sound approach and perchance it may have considerable merit to it. You can put us down as going along with this advertising approach 100%.

Norwood J. Patterson, Gen Mgr.
KSAN-TV San Francisco, Calif.

Radio and Education

EDITOR:

American Education Week in Centralia will be long remembered since WCNT has programmed 11½ hours of air time devoted to Centralia's grade, high school, and junior college. Administrator, teachers and students are participating in the programs during the week. When the schools were approached on what they had planned for the week they expressed a great appreciation that we were interested and gave us the complete details.

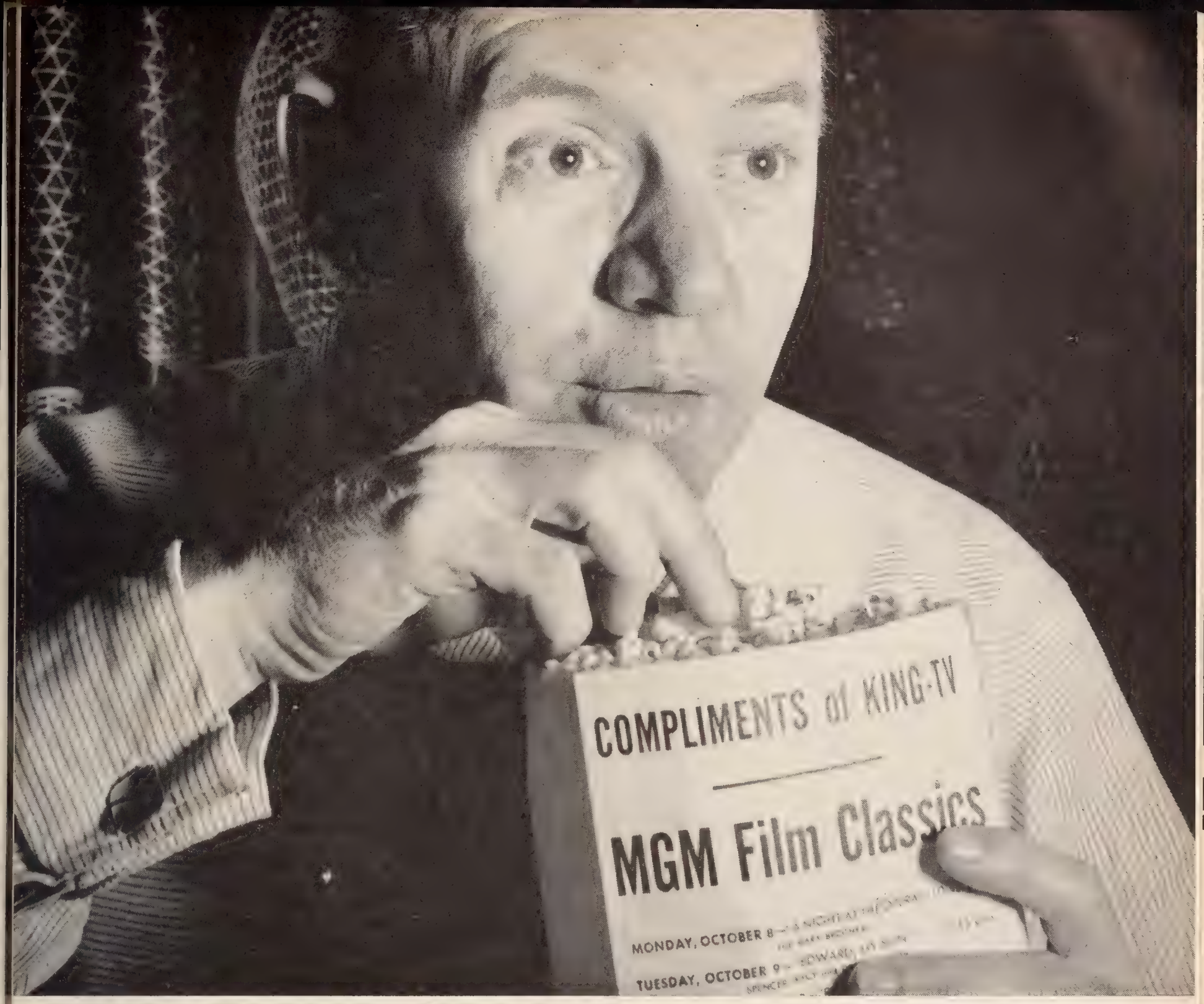
We offered assistance and through mutual agreement all the time was sponsored.

The schools are giving all of the sponsors certificates in appreciation of their part in American Education Week.

Never let it be said that any part of the school systems won't work completely with an advertising medium and assist in thinking and producting program material that will attract listenership.

I have written this letter in the hope that other stations will become closer acquainted with their schools. Remember, students influence parents.

Benjamin E. Shore, Gen. Mgr.
WCNT Centralia, Ill.



KING-TV BAGGED THE LION'S SHARE...

It was popcorn on the house the night KING-TV and M-G-M put new life into the late evening movies.

The most recent regular ARB Rating Report shows that KING's Command Performance roared into probably the highest ratings in the nation for late evenings, in a four station market.

If your plans include the rich Seattle-Tacoma market... ask your Blair TV man for details of KING's Command Performance.

Typical ARB Rating for KING's Command Performance: October 12 — 30 Seconds Over Tokyo

Time	Sets-in-Use	KING-TV	Station A	Station B	Station C
10:45 p	37.2	22.0	11.7	2.9	0.6
11:00 p	36.7	24.6	10.5	1.5	0.6
11:30 p	29.4	24.9	2.9	1.8	0.6
12:00 m	27.0	24.1	1.8	1.3	0.6
12:30 a	20.5	19.9	0.3		0.3

FIRST IN SEATTLE : TACOMA

ABC – Channel 5
100,000 Watts

KING-TV

ASK YOUR BLAIR TV MAN

¡Excellente!
¡Maravilloso!
¡Estupendo!

Excellent!
Marvelous!
Stupendous!

In either language the above describes

KWKW

the Spanish language station in Los Angeles

The Latin population of Greater Los Angeles is comparable to the combined total population of Wyoming and Nevada—more than 550,000 people!

ONE STATION
DELIVERS
THIS MARKET

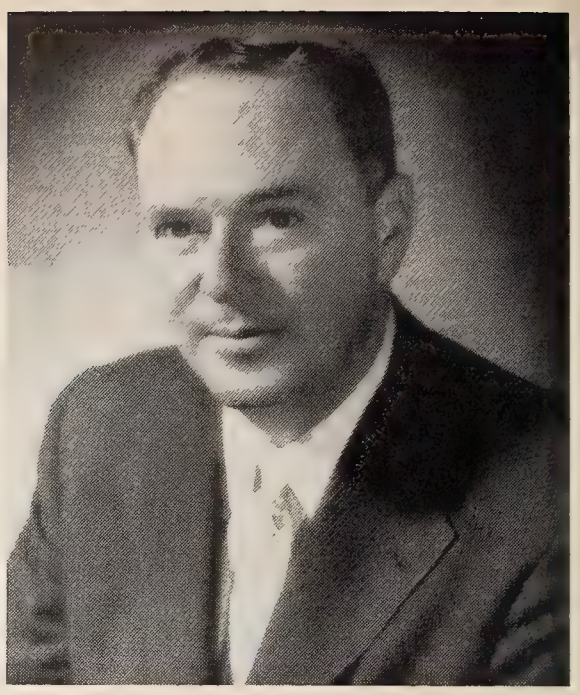


L.A.—Ryan 16744

San Francisco—Broadcast Time sales

our respects

to JAMES WEBSTER BEACH



CHOICE literary quotes are sometimes offered by Jim Beach, newly-elected ABC-TV vice president, to help explain his views on selling—observations embellished with a rare candor characteristic of his own personal relationships. But none of them epitomizes his working philosophy better than the simple word "competitive"—whether applied to his team concept of sales management or to extra-curricular activities.

Doubtless, the quality of competitiveness was uppermost in the minds of Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., and other AB-PT board members when they elected Mr. Beach vice president in charge of ABC-TV's Central Div. [B•T, Nov. 26].

Mr. Beach seems well qualified for his role on the network's new management team on the basis of his achievements as sales manager for five-and-a-half years of ABC's owned and operated WBKB (TV) Chicago and as director of ABC-TV's Central Div. since May 1955. Modesty and his concept of teamwork preclude his taking personal credit for placing, out of the central division, about one-third of all ABC-TV billings.

Recognizing this accomplishment—and in the wake of ABC's realignment of top-level management—Mr. Goldenson told a recent Chicago news conference that greater authority would be delegated to Mr. Beach and that "Jim is ABC's management voice in the central division and can speak with authority for the company."

James Webster Beach was born Dec. 21, 1912, and except for short periods on the family farm in Michigan, was reared in Chicago.

In 1930 young Beach divided his time between Northwestern U., Evanston, Ill., where he majored in journalism and advertising, and newspaper work, starting as a cub reporter on the old *Chicago Herald & Examiner*. By 1934, he was staff sales manager in classified advertising. When the *Herald & Examiner* and *American* staffs were combined in 1938, Mr. Beach "survived" the merger by conducting a real estate Sunday supplement.

The "radio bug" hit Mr. Beach, he recalls, and in 1940 he went to work as a salesman for Ralph Atlass, who at that time owned WJJD and WIND Chicago. Prior to the end of World War II, Mr. Beach left broadcasting to become sales and advertising manager of Westfield Homes Inc. From 1946 to 1949 he was vice president and co-owner of B & W Brick & Material Co. The venture turned out ill-fated but proved to Mr. Beach he should remain in advertising and sales.

Instead of returning to radio, at the standing invitation of Mr. Atlass, he turned to tv in 1949. Mr. Beach had no previous experience, although John H. Mitchell, then head of Paramount Theatres-Balaban & Katz WBKB (TV), was impressed with his self-confidence and hired him as administrative sales assistant.

An avid believer in the vitality of tv for the large local retailer, he piled up several "firsts" at WBKB (then ch. 4): first commercial sponsorship of major league baseball in Chicago (Cubs and Sox for Atlass Prager beer); first across-the-board department store live tv series for 52 weeks (audience participation show for Goldblatt's); highest budgeted local show on any Chicago station, (*Pace of Chicago* for Marshall Field's as high as $10,000 per half-hour); five-a-week *Nite Owl* movies series for Polk Bros. at 12 midnight; sale and start of first commercially-sponsored regularly-scheduled Saturday evening tv program in Chicago (*Studebaker Playhouse*).

After FCC approved the ABC-PT sale and merger in 1953, Mr. Mitchell became head of midwest operations for the new WBKB (on ch. 7) and organized the team of Mitchell, Quinlan, Vieracker and Beach. (Sterling C. Quinlan is vice president in charge of WBKB and Matthew Vieracker is general manager.) Mr. Beach was named sales manager, a post he held until his appointment as director of ABC-TV's Central Div. on May 16, 1955.

Since relinquishing his WBKB sales post, where he (and his "team") compiled an enviable local sales record, Mr. Beach has proceeded to guide the ABC-TV's central division operation into a more favorable competitive position with other networks in Chicago in terms of billings.

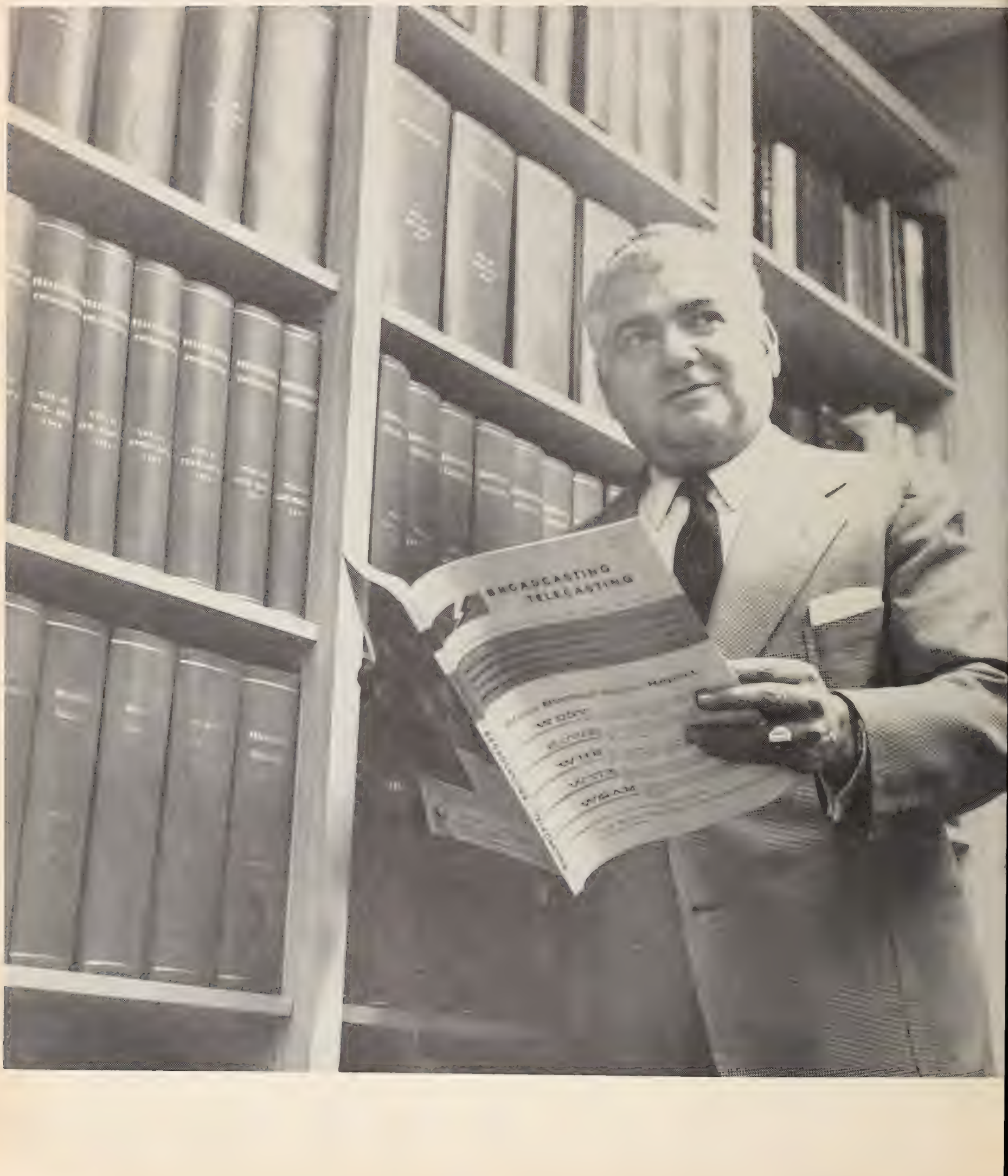
Mr. Beach is married to the former Anne McKay of Boston. They have three children —Valerie, 19, a student at Chicago Conservatory of Music; Jeffrey, 17 (senior at Niles High in Skokie, Ill.), and James W. Beach III, 2—and live in Skokie.

When *you* need guidance through the intricacies of the Washington market, call on WTOP Radio. WTOP gives you (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division
Represented by CBS Radio Spot Sales



Encyclopedia



Communicationis

If you want to know something about radio and television, ask Sol Taishoff. He's the authority to whom topmost leaders of broadcasting turn in search of information and advice. His encyclopedic knowledge of communications has been accorded tributes like these:

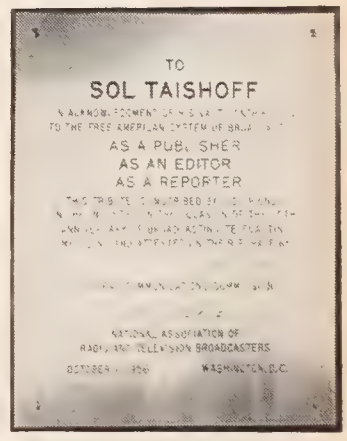
From the University of Missouri Honor Award for Distinguished Service in Journalism: ". . . distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."

From the plaque presented by the National Association of Radio and Television Broadcasters, on B•T's 25th anniversary: ". . . in acknowledgement of his vast contribution to the free American system of broadcasting as a publisher, as an editor, as a reporter . . ."

From Sigma Delta Chi, the national journalism fraternity: election as president Dec. 1, 1956.

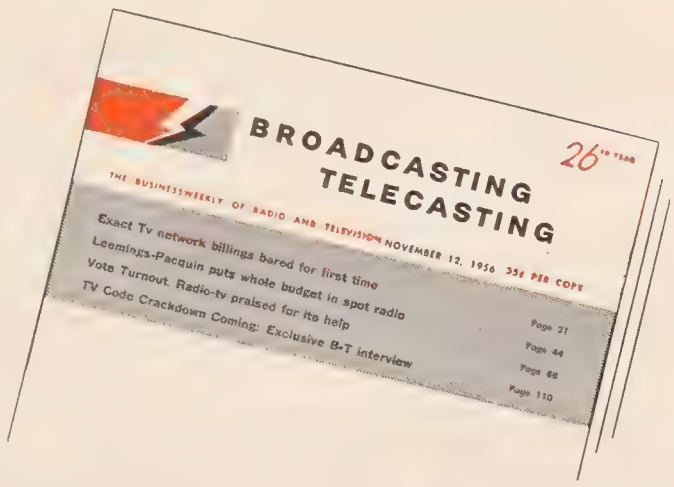
With so knowledgeable an editor and publisher, it's no wonder BROADCASTING•TELECASTING is regarded by its 77,440 readers as the most authoritative, most comprehensive publication in its field. With a staff of 60 (by far the largest covering radio-television), a circulation of 19,000, and offices in Washington, New York, Chicago, Hollywood and Toronto, B•T publishes more editorial linage than most consumer newsweeklies, more pages of advertising than all others in its field combined.







Executive and Publication Headquarters:
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the only
vertical news magazine specializing
in radio television coverage
with membership in ABC



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Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO



BETH BROBERG

on all accounts

WHEN it comes to getting results for advertisers, Beth Broberg, media director of the Mayers Co., Los Angeles, which Jan. 1 becomes a division of Cunningham & Walsh, New York, admits her agency has become "very television conscious" and has "never been disappointed" by radio.

She cites case histories such as the California radio campaign of Bandini Fertilizer Co. to establish brand identification and whose unusual "high fashion" theme in radio and print not only won wide attention in advertising circles but considerably boosted sales. She has others to quote as well for western and regional accounts using radio and tv.

Mrs. Broberg's only problem involving the broadcast media is to get spots at the time desired, indicative of the high business barometer for west coast stations. She believes ratings show the trend of a market, but thinks a buyer can go only so far in the use of these figures since actual sales experience proves the better buy and gives a good basis for repeat time purchases.

Other Mayers Co. accounts currently using radio, tv, or both, include Hoffman Candy Co., Sears Roebuck & Co., Muller Bros. (Oldsmobile dealer in Hollywood) and Glendale (Calif.) Federal Savings & Loan Assn.

Born Beth Freeman Jan. 18, 1919, at Ely, Nev., she majored in English and music at the U. of Southern California before joining Foster & Kleiser Co., Los Angeles outdoor advertising firm, in 1942. Four years later, she switched to West-Marquis Inc., Los Angeles, as assistant to the media director and chief accountant. It was here she learned of the power of radio in advertising. In 1948 Mrs. Broberg joined Jere Bayard & Assoc. as media director and in 1951 went to the Mayers Co. as secretary to the vice president. She became media director for Mayers in 1954.

Her husband is Nels Broberg, with North American Aviation. They were married in 1950 and make their home in the Wilshire Blvd. area of Los Angeles.

Mrs. Broberg is active with the Los Angeles Advertising Women and is a member of the music sorority Sigma Alpha Iota.



AND SO WERE WKMH'S THOUSANDS OF DETROIT LISTENERS WHEN DISASTER SUDDENLY STRUCK JACKSON, MICHIGAN

The above photograph was taken shortly after the Consumers Power Building, under construction in Jackson, Michigan, collapsed burying more than a score of workers beneath tons of debris. While rescue crews worked frantically to free the trapped workers, WKMH's mobile truck unit flashed on-the-spot progress reports to news hungry Detroit listeners. This on-the-spot reporting of big news events is just one of the reasons why more and more thousands of Detroit-area listeners are setting their radio dials on WKMH . . . they get comprehensive coverage. In music and sports, WKMH's star shines bright, too! All day in a big way, WKMH listeners get the big 3 in radio . . . news, music and sports!

SAVE UP TO 15%

by Buying 2 or more of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....**SAVE 15%**
BUY ANY 3 STATIONS.....**SAVE 10%**
BUY ANY 2 STATIONS.....**SAVE 5%**



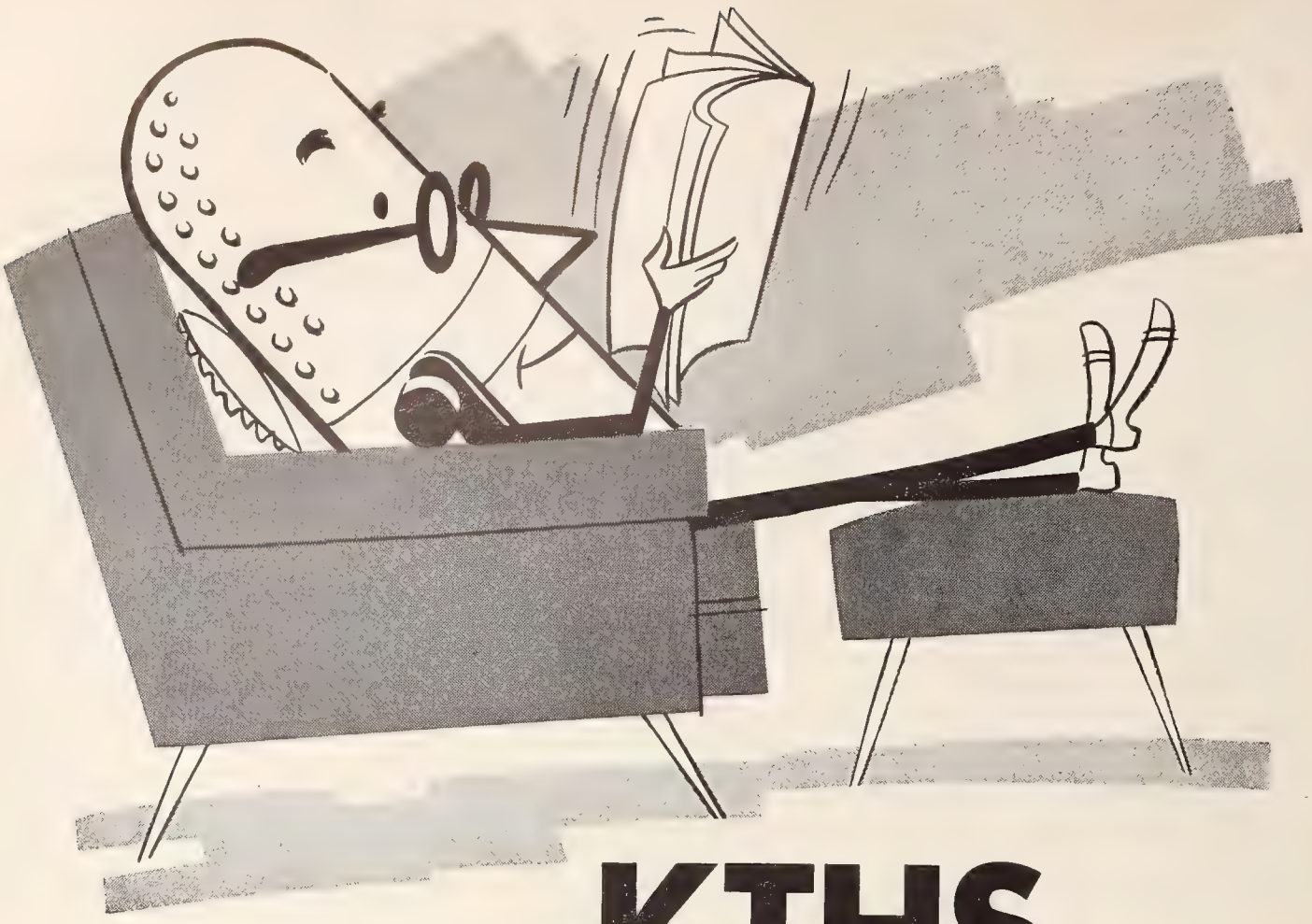
WKMH

Dearborn-Detroit

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

KNORR BROADCASTING CORPORATION



KTHS (LITTLE ROCK)

Flips Through MAGAZINE, Too!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts it also serves hundreds of smaller towns and cities *throughout the State.*

Take *Magazine* (Ark.) for example. With only a few hundred souls, Magazine doesn't offer much "circulation" by itself. But combined with scores of other communities, it helps give KTHS *interference-free daytime coverage of more than 3-1/3 million people!*

Ask your Branham man for the full KTHS Story.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

BROADCASTING
TELECASTING

Vol 51, No. 25 **DECEMBER 17, 1956**

THE FIGHT FOR TELEVISION DOMINANCE

NBC labels 'invasion' of film product as menace to future of networks

NOW SHAPING UP is what may well become the biggest battle in television history. The antagonists: television networks and the motion picture industry. The rich prize for which they are struggling: dominance in tv programming.

The battle, which has been building up for several years, broke into open warfare last spring when Richard A. Moore, president of independent KTTV (TV) Los Angeles, with the backing of several film producers and distributors, formally charged the networks with hogging the airways and asked the government to create more opportunities for film product [B•T, April 2].

The conflict has intensified in the months since then as a flood of some $100 million worth of feature movies has hit the market.

Last week, NBC retaliated by declaring war on Hollywood. In a speech to the Miami convention of NBC affiliates, NBC President Robert W. Sarnoff warned of a "film invasion" and said television would "ride a toboggan of decline" if it loaded its schedules with movies.

NBC, he said, had decided that "television's future lies along the route we now chart . . . emphasis on live television, on fresh new programs designed for the medium, and on the development of color." (For full report of Mr. Sarnoff's speech, see page 60.)

When Mr. Sarnoff spoke of a film "invasion," he may not have chosen too strong a word.

Since early this year, the following film libraries have been made available to television: from RKO, 740 features and 1,000 short subjects for $15.1 million; from 20th Century-Fox, 390 features for $30 million; from MGM, 770 features and 900 shorts for roughly $20 million in sales to date with more in prospect; from Warner Bros., 850 features and 1,500 shorts for $21 million; from Columbia, an unknown number of features for an unknown yield, released through the Columbia subsidiary, Screen Gems. The total value of all this product runs to an estimated $100 million.

And there promises to be more to come.

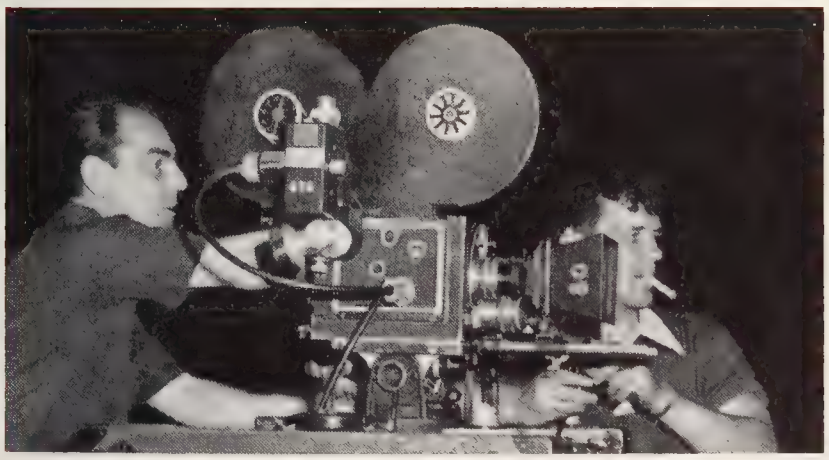
Paramount Pictures Corp., the only major movie producer yet to release its library to tv, reportedly has been in at least exploratory negotiations with prospective purchasers. Reputed asking price: around $50 million.

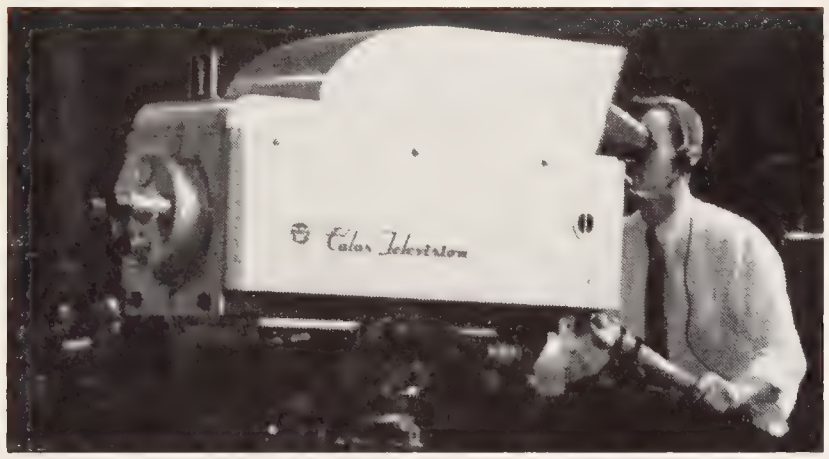
All of the libraries mentioned above are confined to films made before 1948. Post-1948 films are still withheld from tv owing to the inability of producers and unions to reach an agreement on residual payments. But serious negotiations on this problem have been going on since last summer [B•T, Nov. 19; Sept. 10], and qualified observers feel it will be merely a matter of time until this new wave of movies hits television.

That *good* feature films can provide tough competition for live network programs is documented in reports from a number of cities recently made to B•T. As one example, take New York during the late evening hours, when WCBS-TV's *Late Night Show* of feature movies, starting at 11:15 p.m., competes with NBC-TV's live *Tonight*, 11:30-12:30. On Dec 3, *Late Show's* "Random Harvest" got a Trendex rating of 21.1 against *Tonight's* 6.1; on Dec. 4, "Sahara" was rated 15.3 to *Tonight's* 4.7; Dec. 5, "Above Suspicion," 16.3 to *Tonight's* 6.0; Dec. 6, "Together Again," 15.8 to 5.6 for *Tonight;* Dec. 7, "Johnny Eager," 25.4 to 5.5 for *Tonight* (all Trendex ratings, as reported by WCBS-TV).

KMGM-TV Minneapolis, reporting on Dec. 8 and 9, when the station began programming its MGM feature films, reported a Saturday night share of audience of 48.8 for "Honky Tonk" against George Gobel, *Gunsmoke, Masquerade Party* and other programs on the three competing network outlets, and a Sunday night share of audience figure of 43.6 for "Above Suspicion" against Loretta Young, *$64,000 Challenge, Omnibus,* et al.

Showing the *MGM Movie Theatre* has put KTVR (TV) Denver in first place at both 3-5 and 9-10:45 p.m. in that four-station market, Hugh Ben Larue, executive vice president and general manager of the independent station, has announced. Citing the Nov. 1 Pulse, *(Continues on page 30)*





- **$100 million in films hits tv market**
- **More's coming as producers open vaults**
- **Will stations choose film over live tv?**
- **If so, NBC sees 'toboggan of decline'**

How Stations Divide Their Time

B•T survey showing breakdown of station time in terms of local, network and film programming, and network time in terms of film and live programming, begins on the next page.

TV PROGRAM TIME TOPS 100 HOURS PER WEEK

- **More time, more film, more network shows**
- **Trend still up in continuing B•T survey**

THE TREND is up for tv programming. Year after year the commercial tv stations of the country provide more hours of program service, more hours of network programs, more hours of programs on film. Only at the local level does the curve turn down—and that but slightly.

During the week of Oct. 15-21, the average commercial tv station was on the air with programs for 101 hours and 43 minutes, first time that the industry average has topped the 100-hour-a-week mark. One station, operating in Los Vegas and matching its service hours to those of its home community, reports full-time program service of 168 hours a week, or 24 hours a day. Of the total, 160 programs are devoted to motion pictures originally produced for showing in theatres; the rest of the time goes for local live programming. Fewest hours on the air reported by any station for the survey week is 42, of which two-thirds are devoted to film programs, and one-sixth each to local live shows and to network service.

Nearly half of the average station's time is devoted to programs on film, 47.6%, to be exact. This figure is the total of the 33.7% of the average station's time occupied by non-network films and the 13.9% that goes for film programs broadcast over the tv networks. (The average station devotes 51.4% of its time to network programs; 27.1% of all network program time is film; 27.1% of 51.4% equals 13.9%.)

As the adjoining table shows, stations without network affiliations are the largest users of non-network film programs, devoting more than three-fourths (77.5%) of their air time to this type of programming. Non-interconnected network affiliates rank second in their use of non-network films, which get three-fifths (61.6%) of their air time, compared to the three-tenths (29.4%) given to non-network films by the interconnected network affiliates.

It should be noted that practically all commercial tv stations on the air today are interconnected affiliates. The few non-interconnected affiliates are located in Western states of sparse population and wide open spaces not yet penetrated by AT&T's coaxial cable or microwave radio relay intercity connections. The few non-network stations are largely found in cities to which more than three channels have been allocated and more than three stations put into operation.

With this survey, sixth of a continuing series conducted by B•T, which now sends questionnaires to all operating commercial tv stations in the nation each March and October, a consistent pattern is becoming apparent.

First, there is a steady increase in the hours of tv program service provided by the average tv station.

Second, there is a steady, although slight, decrease in the percentage of total time on the air that is given over to local live programming.

Third, for the past two years, at least, the percentage of total air time devoted to non-network film programs has shown a small seasonal fluctuation, up in the fall, down in the spring. In March 1955, these filmed programs got 30.4% of the total program time of the average station. In October 1955, the figure was 34.0%. In March 1956, it was 31.1%. And last month, October 1956, it was 33.7%. The amount of time given to non-network film programming shows a steady year-to-year increase, however.

Programs on film are getting an increasingly large share of time on the tv networks. This is true in actual hours, which have risen from 29½ a week in March of 1955 to 45¼ in October of that year, to 49 last March and to nearly 58 hours last month. It is also true percentagewise, films rising from 13.3% of total network program time in March of 1955 to 22.3% in October of that year, to 23.2% in March of this year and 27.1% in October of this year.

A major factor in this procedure has been the heavy use of filmed programs by ABC-TV, which now devotes more than 26 hours a

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

NON-NETWORK FILM PROGRAMS	**Total Non-Network Film**
	Specially Made for Tv
	Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	**Total Network Programs**
	Off Coaxial Cable or Microwave
	Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	**Average Total Hours and Minutes on Air Per Week**

* Figures for all stations not available for previous years.

Survey Date	Interconnected Network Affiliates Average No. Hours Per Week	Interconnected Network Affiliates Average % of Total Hours On Air	Non-Interconnected Network Affiliates Average No. Hours Per Week	Non-Interconnected Network Affiliates Average % of Total Hours On Air	Non-Network Stations Average No. Hours Per Week	Non-Network Stations Average % of Total Hours On Air	All Stations Average No. Hours Per Week	All Stations Average % of Total Hours On Air
10/56	31:08	29.4%	34:45	61.6%	61:55	77.5%	34:20	33.7%
3/56	29:22	28.6%	30:08	52.6%	63:32	74.6%	30:57	31.1%
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22.34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
10/56	15:10	14.3%	22:22	39.6%	23:33	29.5%	18:07	17.8%
3/56	14:42	14.3%	17:01	29.7%	32:39	38.3%	15:38	15.7%
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
10/56	15:58	15.1%	12:23	22.0%	38:22	48.0%	16:13	15.9%
3/56	14:40	14.3%	13:07	22.9%	30:53	36.3%	15:19	15.4%
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
10/56	59:33	56.3%	12:45	22.6%			52:15	51.4%
3/56	57:23	55.8%	15:00	26.2%			52:28	52.8%
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
10/56	54:34	51.6%					47:33	46.8%
3/56	52:16	50.9%					47:07	47.4%
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
10/56	4:59	4.7%	12:45	22.6%			4:42	4.6%
3/56	5:03	4.9%	15:00	26.2%			5:21	5.4%
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
10/56	15:00	14.3%	8:57	15.8%	18:00	22.5%	15:08	14.9%
3/56	16:00	15.6%	12:07	21.2%	21:38	25.4%	16:03	16.1%
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17.01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
10/56	105:41		56:27		79:55		101:43	100.0%
3/56	102:41		57:15		85:10		99:28	100.0%
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

HOW STATIONS, NETWORKS DIVIDE THEIR TIME *(Continued from page 28)*

week, 63.1% of its total program time, to these programs. Both CBS-TV and NBC-TV show the same slight fluctuation that was noted for the average individual station: up in the fall, down in the spring, but with this year's spring dip not descending to last year's spring level and with this fall's rise going well above last year's fall peak.

Fear was expressed that the volume of five-minute political films placed on the networks this October, during the final month of the Presidential campaign, may have made this month not a good one for comparative purposes by boosting its film content level above normal. The figures do not seem to support that theory.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	10/56	26:10	63.1%	15:20	36.9%	41:30
	3/56	25:00	59.8%	16:30	40.2%	41:30
	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	10/56	18:00	20.0%	70:00	80.0%	88:00
	3/56	15:30	18.5%	70:45	81.5%	86:15
	10/55	17:15	21.0%	66:45	79.0%	84:00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
NBC-TV	10/56	13:40	16.3%	70:20	83.7%	84:00
	3/56	8:30	10.0%	75:10	90.0%	83:40
	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	10/56	57:50	27.1%	155.40	72.9%	213:30
	3/56	49:00	23.2%	162:25	76.8%	211:25
	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55*	29:30	13.3%	193:00	86.7%	222:30
	12/53*	34:38	17.0%	170:18	83.0%	204:56
	6/53*	34:05	18.5%	158:10	81.5%	184:15

* The totals for these dates include data from The DuMont Television Network, which ceased operating before October 1955.

THE FIGHT FOR TELEVISON DOMINANCE *(Continued from page 27)*

which gave KTVR an average rating of 24.4 for Monday-Friday, Mr. Larue said, "This dominates all network competition and results in a higher tune-in than ever before achieved in the market."

In addition to "the backlog of Hollywood features now being released in quantity to television," Mr. Sarnoff told the affiliates last week there is "the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry."

Has the pressure been felt by network programs? So far, according to available evidence, the answer is no. The victim of the network-movie struggle for the market seems at this stage to be the local program.

The latest in B•T's semi-annual surveys of station programming shows a continuation of the trend that has persisted for the past three years: The average U. S. commercial tv station is on the air for more hours each week, devotes more time to network programming, more to film programming and less and less to local shows. [For full details of the newest B•T survey see next page.]

The tv networks themselves have helped create the "pressures" referred to by Mr. Sarnoff. Each has its own syndicated film division, energetically competing with the networks for a larger share of station time and of tv's advertising revenue. Indeed, barely more than three years ago Mr. Sarnoff himself was the vice president in charge of NBC's own film division.

NBC-TV, like the other tv networks, has not hesitated to make liberal use of films in the programming of its o&o stations. American Research Bureau's November report of the audiences for syndicated film telecasts in New York, for example, shows that the six most popular of these programs with New York viewers were broadcast by WRCA-TV, NBC-owned station there. In Washington, NBC's WRC-TV for years has deserted the network at 10:30 p.m. on Saturdays to put on feature films for a local sponsor.

Moreover, more than a quarter of all tv network program time is devoted to shows on film (see table this page). ABC-TV has been most active in filmed programming for its network, currently devoting nearly two-thirds of its total hours of network service to film. CBS-TV divides its program hour four-fifths to live, one-fifth to film. NBC-TV is the most aggressively live-programmer of the three, with only one-sixth of its time given to programs on film.

ABC-TV is not only the largest user of film programming among the tv networks, but its parent company, American Broadcasting-Paramount Theatres Inc., has recently announced its intention of entering the motion picture production field, through a new subsidiary, Am-Par Pictures Corp. [B•T, Nov. 19]. Am-Par, however, plans to make films only for use in theatres.

Not mentioned by Mr. Sarnoff in his Miami speech was another way in which the motion picture companies are invading television—through the acquisition of tv stations. Paramount is the veteran in this activity, through its outright ownership of KTLA (TV) Los Angeles and its 26.6% ownership of DuMont Broadcasting Corp., owner-operator of WABD (TV) New York and WTTG (TV) Washington. Within the year, Loew's Inc., parent company of MGM, has acquired a 25% stock interest in three tv stations—KMGM-TV Minneapolis, KTTV (TV) Los Angeles and KTVR (TV) Denver. Screen Gems, tv subsidiary of Columbia Pictures, has announced its firm intention to get into station operation and has just appointed Robert H. Salk, formerly director of syndicated sales for the company, to the new post of director of station operations [B•T, Dec. 10]. Mr. Salk's immediate duties will be to represent Screen Gems in the purchase of tv stations.

So, one way and another, the television and film businesses are getting closer and closer together. A part of the process is through mergers, whereby conflicting companies are acquiring a mutuality of interest, but in the main the approach seems to be in preparation for a winner-take-all slugfest in the main bout in the billion dollar center ring.

16 Sales of New Fox Package By NTA Go Above $1.5 Million

SALES totaling more than $1.5 million gross for the newest group of 86 20th Century-Fox feature films have been completed by National Telefilm Assoc. in the past week, it was announced by Ely Landau, NTA president. The sales were made to 16 stations.

The films, included in the new "Rocket 86," were sold to KFSD-TV San Diego, WTVJ (TV) Miami, WCAU-TV Philadelphia, WJAR-TV Providence, KHQ-TV Spokane, KTNT-TV Tacoma, KJEO (TV) Fresno, WRAL-TV Raleigh, WNBS-TV Columbus, WGBI-TV Scranton, WBEN-TV Buffalo, WMCT (TV) Memphis, WKNB-TV New Britain, WTVH (TV) Peoria, WHTN-TV Huntington, W. Va. and KTVH (TV) Hutchinson, Kan.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in September 1956

1.	Procter & Gamble	$3,691,691
2.	Colgate-Palmolive	1,466,570
3.	General Foods	1,350,550
4.	American Home Prods.	1,214,220
5.	General Motors	1,196,767
6.	Chrysler	1,043,524
7.	Lever Bros.	1,029,775
8.	Gillette	1,017,266
9.	R. J. Reynolds	875,577
10.	Liggett & Myers	842,686

P&G TOTALS ASCEND TO NEARLY $3.7 MILLION IN SEPTEMBER

PROCTER & GAMBLE Co. spent $3,691,691 for network tv time in September of this year—some $500,000 more than in September 1955 and about $1.5 million more than in September 1954.

This general "measurement" of P&G's increasing outlay for network tv is based on Publishers Information Bureau's compilation of network tv gross billings.

As it did in September of a year ago, P&G kept approximately $1.5 million ahead of its closest contender among the top ten network tv advertisers (Colgate-Palmolive).

The top ten last September compared to the same month of a year ago was made up of the same advertisers except for the dropout of American Tobacco and Ford Motor Co., each of which was replaced by another advertiser in the same product category—Liggett & Myers and General Motors, respectively.

Increases in gross billing were not evident, however, for several of the top 10 companies, with the notable exceptions—P&G, American Home Products (up nearly $500,000) and Lever Bros. (up nearly $200,000).

While there were a few declines in product groups, no weakening was evident for the nine months (Jan.-Sept.) compilation of expenditures per product category. To offset slight reductions were substantial increases in many categories, namely automotive, drugs and remedies, building materials, foods, household equipment and supplies, industrial materials, insurance, publishing and media, radios and tv sets and allied products, soaps and cleansers, toiletries and toilet goods.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1956, COMPARED TO 1955

	Sept. 1956	Jan.-Sept. 1956	Sept. 1955	Jan.-Sept. 1955
Agriculture & Farming	$ 44,947	$ 494,292	. . . .	$ 39,690
Apparel, Footwear & Access.	511,661	2,485,714	137,068	2,291,777
Automotive, Auto Access. & Equip.	3,450,101	42,839,237	3,620,443	31,788,387
Aviation, Aviation Access & Equip.	. . . .	. .	16,010	92,405
Beer, Wine & Liquor	721,221	5,438,357	691,379	5,615,523
Building Materials, Equip. & Fixtures	290,619	2,466,401	111,530	835,785
Confectionery & Soft Drinks	569,299	6,554,273	451,786	5,436,561
Consumer Services	301,455	1,833,535	112,926	906,495
Drugs & Remedies	3,288,934	27,756,536	1,834,077	15,949,529
Entertainment & Amusements	35,019	71,982	13,141	13,141
Food & Food Products	7,468,811	64,813,822	6,444,667	58,280,509
Gasoline, Lubricants & Other Fuels	250,878	3,038,034	459,549	3,554,843
Horticulture	. . . .	211,185	2,041	111,710
Household Equip. & Supplies	2,315,127	25,968,271	2,683,434	22,732,724
Household Furnishings	250,909	2,301,705	183,288	1,843,478
Industrial Materials	1,078,550	7,586,289	422,188	4,849,592
Insurance	467,098	3,319,774	229,738	1,302,228
Jewelry, Optical Goods & Cameras	538,745	4,250,137	325,122	3,255,546
Office Equipment, Stationery & Writing Supplies	304,667	3,063,827	455,711	4,246,013
Political	428,050	436,485	. . .	. . .
Publishing & Media	230,864	1,255,170	58,929	545,671
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	747,267	9,314,493	634,136	6,215,189
Retail Stores & Direct by Mail	. .	. . . .	. . . .	10,392
Smoking Materials	3,517,161	30,188,487	3,498,765	30,836,712
Soaps, Cleansers & Polishes	5,248,891	44,879,730	4,134,367	32,798,414
Sporting Goods & Toys	48,203	441,501	43,922	89,849
Toiletries & Toilet Goods	6,732,340	60,418,834	6,299,200	54,601,563
Travel, Hotels & Resorts	45,558	429,108	40,350	380,850
Miscellaneous	221,034	2,104,645	154,550	1,951,237
TOTALS	$39,107,409	$353,961,824	$33,058,317	$290,575,813

Source: Publisher's Information Bureau

LEADING ADVERTISERS BY PRODUCT GROUPS DURING SEPTEMBER, 1956

Ralston-Purina Co.	44,947
Knomark Mfg. Co.	135,597
General Motors Corp.	1,102,387
Joseph Schlitz Brewing Co.	205,824
American Radiator & Standard Sanitary Corp	111,136
The Coca-Cola Co.	361,339
American Tel. & Tel. Co.	301,455
American Home Prods.	1,052,478
Paramount Pictures Corp.	35,019
General Foods Corp.	1,350,550
Gulf Oil Corp.	174,222
General Electric Co.	621,971
Armstrong Cork Co.	166,800
Aluminum Co. of America	256,888
Prudential Ins. Co. of America	279,720
Bulova Watch Co.	172,830
Gillette Co.	100,770
Democratic Natl. Comm.	291,913
Time Inc.	203,275
Radio Corp. of America	160,927
R. J. Reynolds Tobacco Co.	875,577
Procter & Gamble Co.	3,300,363
Mattel Inc.	32,537
Colgate-Palmolive Co.	1,169,120
Pan American World Airways	43,290
Sperry & Hutchinson Co.	78,967

ECONOMY OF RADIO ADS STRESSED

- **Dr. Roslow tells Illinois club of new Pulse survey**
- **Study again compares aural medium with newspapers**

NEW RESEARCH documenting the economy of radio advertising as compared to newspaper advertising was made public by Dr. Sydney Roslow, director of The Pulse Inc., in a speech before the Peoria, Ill., Advertising & Selling Club last Monday (Dec. 10).

The research is a follow-up to a two-year project, whose results were unveiled last fall, in which Pulse applied to printed media the same techniques used in obtaining broadcast ratings [B•T, Sept. 3].

The follow-up study was conducted in Los Angeles, Dr. Roslow said. The same method (standardized aided-recall) was used to measure the remembrance of both newspaper advertisements and radio commercials. The ratings were based on total homes, not just those homes that had read the ads or heard the commercials. Here are the findings as summarized by Dr. Roslow:

"Average remembrance ratings of all homes for 45 announcements broadcast by the radio stations were found to reach 19,000 families. An eighth page in the newspaper was found to reach 30,400 families. On this basis of audience, it would seem that the newspaper advertising with its 1.6 noting is superior to radio with its 1.0 remembrance in this particular comparison."

Cost Analyzed

But look at the cost, he declared:

"The cost of an eighth page is $200, and the cost of the announcement on radio is $30, in closest round numbers for quick comparison. Hence it is immediately apparent that on a cost basis, the newspaper advertisement would have to have a reading audience seven times the size of the listening audience, to pay out comparably."

Dr. Roslow continued:

"Now that would seem to be an eminently fair comparison, without hair-splitting or getting caught in the confusion that the media are different. And because of the admitted advantage of repetition in advertising, just imagine the extra impact for an advertiser who buys numerous minute announcements for the same price at which his competitor buys one impact of newspaper advertising! Isn't this the realistic slant of the buyer who has X dollars to spend in a given market?

"Now it is true that the philosophy of buying some of both is of considerable advantage in many, many instances. That the newspaper advertisement 'enjoys long life,' however, is thoroughly disproved in this particular Pulse study. And here as in the other numerous Pulse studies it is revealed that in most instances, the reader having read, passes on. And in only 15% of cases does the newspaper reader go back for a second look. The other 85% glance and are gone. America has been criticized as a nation of headline readers. The attention given to advertising is even worse."

Dr. Roslow acknowledged that "to say that newspapers are ineffective selling vehicles in spite of such low advertising noting would be a silly and fatuous claim." But, he added, "to say that radio advertising with similarly small listening for the commercial messages is eclipsed by newspapers is still more fatuous."

He said that "both the newspaper and the radio station earn their proper share of the advertising investment on the basis of the actual results achieved. It is the end-results that have enabled the local newspaper to provide its vital service. It is the end-results that have enabled the local radio station to provide the service, news, and entertainment features that are part and parcel of everyday living, in the home or away from home, and for many more hours than are spent on newspapers.

"Therefore the conclusion seems incontrovertible, that selling the total circulation figures of the newspaper is an impressive but misleading approach. Radio stations would be roundly criticized if they followed a similar course.

"Newspapers and radio both have their own individual merit. Neither should apologize for producing sales-resultful coverage of the tiny percentage of families in the 'buy it now' mood for any product or service that families want and need, or for the implantation of new outlooks, new horizons, and desires that will be gratified in the future if steady advertising cultivation is maintained."

Dr. Roslow said the use of identical methods in measuring newspaper and radio commercial remembrance "should provide an answer for all time for critics who stated that it was not fair to compare programs and advertising." The radio ratings, he emphasized, were for the commercials only. He described the method thus:

"Families were shown [on the following evening] an itemized card listing radio announcements aired on a selected, typical station for a Thursday night from 6 p.m. to midnight. Those who had listened were asked to identify the announcements they could remember through these reminder-mentions [not total 'playback' which might have overstimulated response]. . . . The ratings obtained by this standard method were based on total homes, not just homes that had heard the commercials, or in exactly the same way that the programs are measured month after month.

"This radio methodology was exactly the same followed in showing Los Angeles families the Thursday night newspapers containing the advertising heretofore measured and reported. . . ."

Dr. Roslow called attention to Pulse's Salt Lake City findings, which were part of the data released last fall, showing that of 326 ads of all sizes in two newspapers, only 10 in each newspaper were seen by the average reader. "Of the newspaper studies made since in other markets", he said, "that was the best showing. So in no way can the Salt Lake City observation appear to be a freak low."



DOW CHEMICAL CO., Midland, Mich., signs to sponsor the *Red Foley Show* on ABC Radio (Saturday, 12:30-1 p.m. CST) for 52 weeks, effective Jan. 19. Present for the contract signing are (l to r): seated, M. J. Hooker, Dow advertising manager; Mr. Foley; standing, Addison Amor, ABC Radio account executive; Jack Byrne, assistant account supervisor, MacManus, John & Adams, Dow agency, and John Mahaffey, Radiozark Enterprises, Springfield, Mo., producer of the program. The series originates from KWTO Springfield.

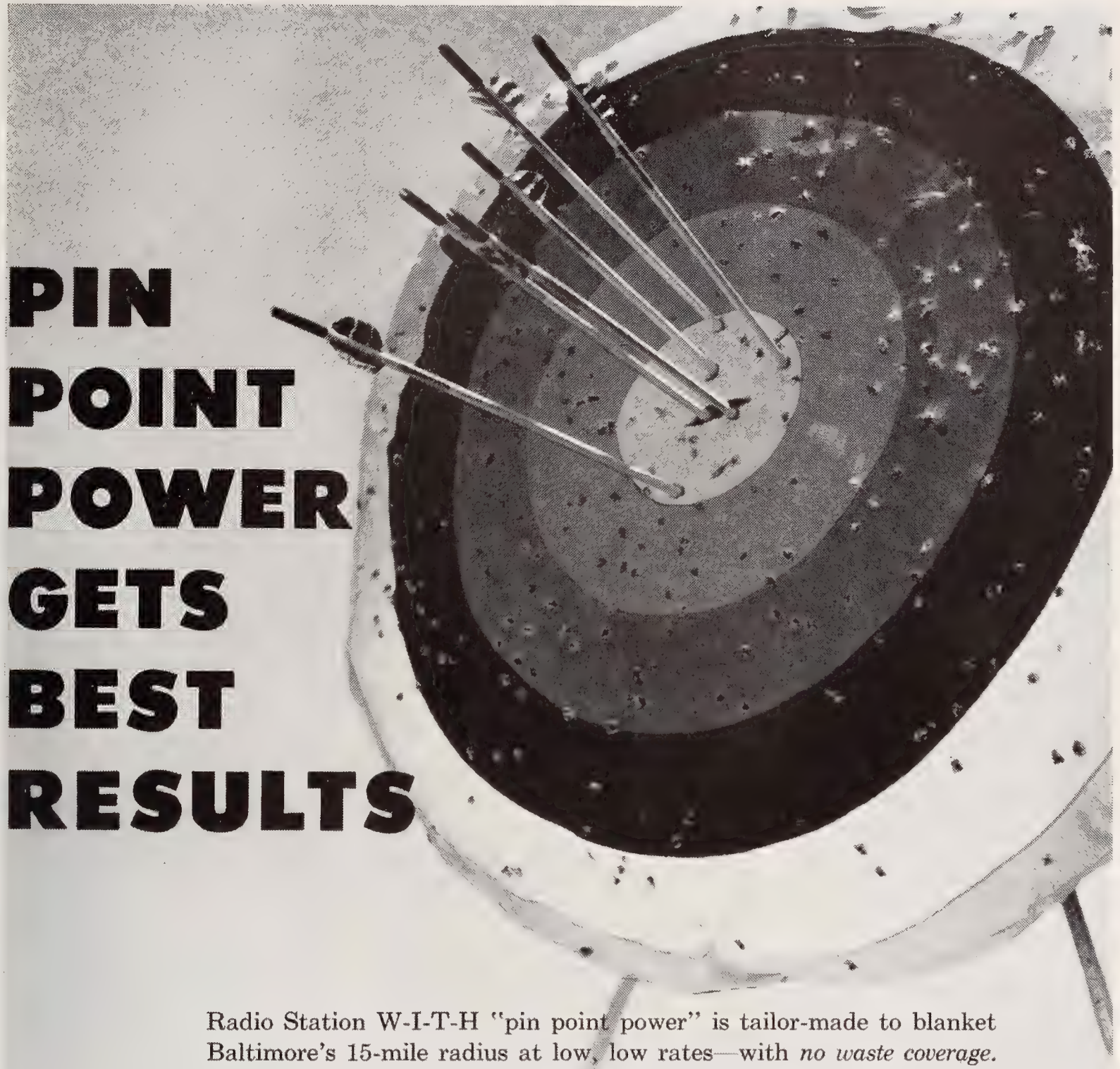
Four New Clients Take 'Breakfast Club' Time

A NEW 52-week contract by Life Savers-Beechnut Corp. (Beech Nut gum), Canajoharie, N. Y., for three weekly segments on *Breakfast Club* led sales activity last week representing an estimated $1.1 million in gross billing for ABC Radio's morning program block.

The new and renewed business was announced by George Comtois, the network's national sales manager. Other new contracts involved The Grant Co. of Chicago (formerly D-Con Co.) for its products, M-O Lene rug and upholstery cleaner, and Woolene, and Sterling Drug Inc. (Phillips milk of magnesia toothpaste), New York.

Advertisers renewing: Bristol-Myers Co. (Sal Hepatica to add to renewal for Bufferin, Trushay), New York; Ex-Lax Inc., New York; The Dromedary Co. (div. of National Biscuit Co., New York, for cake mixes); Atlantis Sales Corp. (R. T. French bird seed), Rochester, N. Y., and The Drackett Co. (Twinkle, to add to segments already sponsored for Drano and Windex).

The Beech Nut contract, through Young & Rubicam, New York, is effective Jan. 8; Sal Hepatica renewed three segments weekly on *Breakfast Club* also through Y & R, for 52 weeks through 1957; Ex-Lax, via Warwick & Legler, New York, renewed for the full year three segments weekly of *My True Story;* Grant, through Leeds & York, Chi-



PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74% * of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for *you*, too.

*Cumulative Pulse Audience Survey

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

WHO BILLS WHAT ON TV NETWORKS?

J. WALTER THOMPSON Co., with net billings of $23,389,495, topped all agencies on the NBC-TV network during the 18-month period January 1955-June 1956.

B•T's analysis of NBC-TV net billings, amounting to $206,306,849 in the 18-month period, is the first compilation ever made of the network's time sales by agency, sponsor and individual program. A similar analysis of CBS-TV network business was published in the Dec. 10 B•T.

AGENCY-by-agency breakdown of NBC-TV billings appears on pages 104-111. CBS-TV's agencies appeared Dec. 10. In previous stories analyzing network data filed with the antitrust subcommittee, B•T disclosed gross and net CBS and NBC tv network billings for 1955 (Nov. 12) and the same networks' billings for the first six months of 1956 (Nov. 19).

Other agencies placing more than $10 million in business on NBC-TV in the 18-month period were Young & Rubicam, $14,245,685; BBDO $12,422,361; Benton & Bowles, $11,959,489, and William Esty Co., $10,227,980. Young & Rubicam was top agency on CBS-TV, having placed $24,646,724 on that network during the same period.

B•T has converted network contract information to show exactly how much agencies spent on NBC-TV, based on information in the files of the House Antitrust Subcommittee which asked networks to supply complete data on clients billings and discounts [B•T, Nov. 12, 19].

The NBC-TV billings are broken down separately for 1955 and the first half of 1956. In cases where substantial portions of a network contract have been divided among two or more agencies, the details are explained in footnotes indicated by an asterisk (*). The separate amounts handled by each agency are unavailable in such cases.

The totals and separate sponsor expenditures on NBC-TV are net billings (gross minus network discount).

cago, will schedule 10 segments weekly in *True Story, When a Girl Marries* and *Whispering Streets,* effective Feb. 25, with length of contract not announced.

Sterling, through Dancer-Fitzgerald-Sample, New York, has picked up three segments weekly of *Story* starting Feb. 4; Dromedary signed for next year, via Ted Bates, New York, for two segments weekly of *Story,* two in *Marries* and one in *Streets;* Atlantis, through Richard A. Foley Adv., Philadelphia, has two segments weekly on *Story* effective Jan. 2, and Drackett Co. (Twinkle portion), with two segments in *Breakfast Club,* signed through the Ralph H. Jones Co., Cincinnati. The *Breakfast Club* segments are effective Jan. 3.

Drackett also sponsors *Breakfast Club* (for Drano and Windex) thrice weekly next year, while Bristol-Myers already had signed for six segments weekly, three for Bufferin and three for Trushay hand lotion, in *Breakfast Club.*

U. S. Tobacco Names LaRoche

THE $1.2 million U. S. Tobacco Co. account (Sano, Encore cigarettes, Model, Old Briar pipe tobacco and Copenhagen snuff), which had been expected to leave Kudner agency, did so last week and appointed C. J. LaRoche & Co., New York, to handle the Kudner portion.

LaRoche had been handling U. S. Tobacco's Bruton and other brands of Scotch snuff since 1953. U. S. Tobacco's last extensive use of spot broadcasting was earlier this year, when it introduced Encores in their new, slim, "twin-pack" flip-top carton. The appointment, announced by the tobacco firm's president, J. Whitney Peterson, was effective immediately.

Kitchens of Sara Lee Boosts Broadcast Budget to $840,000

KITCHENS of Sara Lee Inc. (bakery goods), Chicago, has increased its broadcast budget 15% and plans to launch bowling and other programs during fiscal 1956-57, while continuing to invade new markets, it was learned last week.

The company, a subsidiary of Consolidated Foods Corp., has earmarked 60% of its $1.4 million overall advertising budget to radio-tv—roughly $840,000. Sara Lee expects to double its $5 million sales of 1955 this year and triple that figure in 1957.

Under study is a bowling series in a major market, probably New York, along the pattern of Sara Lee's *Tv Bowling Classic* on WBBM-TV Chicago, which it recently renewed. It has been a heavy user of audience participation, personality, special events and sport shows throughout the country. In addition saturation radio-tv spots are utilized.

Consolidated acquired Sara Lee last August. Agency is Cunningham & Walsh, Chicago.

Duffy Still Seriously Ill

BEN DUFFY, president of BBDO, New York, remained in serious condition last week after suffering a cerebral hemorrhage Dec. 3 during a business trip to Minneapolis [B•T, Dec. 10]. The 54-year-old advertising leader was flown from Minneapolis' Abbott Hospital to Harkness Pavilion of Columbia Presbyterian Medical Center in New York on Dec. 8. Late last week he remained in a state of semi-coma, but doctors reported that his blood pressure was normal and his temperature down.

25% Increase in Radio Billings By Food Advertisers Is Forecast

TOTAL radio billings from food advertisers could increase as much as 25% next year, Sherril Taylor, vice president and director of promotion, Radio Advertising Bureau, predicted Tuesday.

In a talk to the Virginia Food Council in Richmond, Mr. Taylor charged that it's the "fantastic rates" for daytime tv which are responsible for "more and more" food product advertisers refusing to pay for that medium "when they can reach twice as many people with radio at half the cost."

A large share of daytime radio listening occurs while the housewife is taking care of household chores or preparing food, Mr. Taylor pointed out, adding that this is the time to sell food products.

In predicting the increase in food advertiser radio billing, Mr. Taylor came up with an estimate of a 10-15% increase in the number of food advertisers during 1957.

He noted that Grocery Mfrs. of America has reported that retail food store sales exceeded $45 billion for the first 10 months of 1956, and that estimated sales for next year will be more than $48.5 billion.

Said Mr. Taylor: "Radio and grocery products have a vital, basic factor in common. Both are universal. Everybody eats and virtually everybody listens to radio regularly."

National advertisers which have been increasing their use of radio and which have forecast higher radio billings next year, he said, would include Standard Brands, Colgate-Palmolive, National Biscuit, General Foods, Lever Bros., and various top food chains.

'Can Do' Joins Revlon List Of Casualties in January

REVLON Inc. is expected to drop in January the three-week-old (as of today) *Can Do* stunt program on NBC-TV which apparently didn't do. It also probably will give up the Monday, 9-9:30 p.m. EST time slot.

NBC-TV plans to move *Twenty One,* a quiz sponsored by Pharmaceutical Co., from its Wednesday, 10:30-11 p.m. EST period into the Monday time that would be vacated by Revlon. No decision has yet been made on what show would fill the Wednesday night vacancy created. Revlon's agency on the show is C. J. LaRoche, New York.

Revlon bowed with *Can Do* Nov. 26 when plans for presenting *The Most Beautiful Girl in The World* fell through.

DuPont Signs ABC-TV News Show

E. I. DuPONT de Nemours & Co. (finishes division, paints and varnishes), Wilmington, Del., will sponsor *John Daly and the News* (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST) on Thursdays and Fridays, effective March 14. General Cigar Co., New York, which has sponsored the programs Monday through Friday, will pick up only the Monday, Tuesday and Wednesday newscasts. Agencies are BBDO for DuPont and Young & Rubicam for General Cigar.

Sinatra Series Co-Sponsorship Sought by Lambert-Hudnut Div.

LAMBERT-HUDNUT Div. of Warner-Lambert Pharmaceutical Co. last week made a bid to become co-sponsor of the new Frank Sinatra series, which will debut next fall on ABC-TV.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) has a contract for the Sinatra series which includes the right to make available to another advertiser alternating week sponsorship [B•T, Dec. 10].

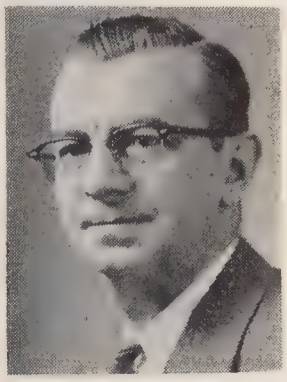
Previous to the Lambert-Hudnut bid, Ford Motor Co. had made overtures toward co-sponsorship of the program. Late last week, L&M had taken no action on either bid.

Ayer Increases Armour Account

ARMOUR & Co., Chicago, has assigned its food product advertising for the West Coast to N. W. Ayer & Son, San Francisco. Ayer also nationally handles art and copy for Armour's Dash dogfood, Dairy-Poultry-Margarine Div., Frosted Meat Div., Refinery Div., bakery sales, commercial products, food service, consumer service and feed additive departments.

Thornblad to Open Own Agency

SVEN THORNBLAD, vice president and public relations director, Hicks & Greist, New York, will leave the agency at the end of the month to open his own advertising firm, Sven Thornblad Sales Engineering Co.



MR. THORNBLAD

The Thornblad agency expects initially to handle clients with limited budgets and "for whom we can get outstanding results within six to eight months."

Before joining Hicks & Greist, Mr. Thornblad was copy chief at Brooke, Smith, French & Dorrance. He also had served in various advertising capacities with General Motors Corp. and Allied Chemical & Dye Corp.

E. C. Tompson currently is handling publicity for Hicks & Griest.

Grove Labs Buys NoDoz

GROVE LABS Inc., St. Louis, a heavy user of radio and tv, is announcing today (Monday) that it has bought Harrison Products Inc. (NoDoz awakeners, a proprietary caffeine product), San Francisco. The firm will be operated as the Harrison Products Div. of Grove Labs. It was understood that Sidney Garfield & Co., San Francisco, would continue to be the agency for NoDoz.

In the future, NoDoz awakeners will be manufactured at Grove Labs' headquarters in St. Louis.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 18 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 25).

Dec. 19 (8-9 p.m.) Arthur Godfrey *Show,* participating sponsors (also Dec. 26).

Dec. 21 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors.

Dec. 23 (5:30-6 p.m. *McBoing-Boing Show,* sustaining (also Dec. 30).

NBC-TV

Dec. 17-21 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 24-28, 31).

Dec. 17 (7:30-7:45 p.m.) *Nat King Cole Show* sustaining.

Dec. 18 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Dec. 25).

Dec. 18 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Dec. 25).

Dec. 19 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Dec. 26).

Dec. 20 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Dec. 27).

Dec. 21 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 28).

Dec. 22 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Dec. 29).

Dec. 22 (9-10:30 p.m.) *Saturday Spectacular,* "Holiday on Ice," Oldsmobile through D. P. Brother and RCA & Whirlpool through Kenyon & Eckhardt.

Dec. 23 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 30.)

[Note: This schedule will be corrected to press time of each issue of B•T]

AGENCY APPOINTMENTS

Youngstown Kitchens Div. of American-Standard appoints Grey Adv. Agency, N. Y.

Holiday Coffee Corp., Walpole, Mass., appoints Charles F. Hutchinson Inc., Boston.

American Agricultural Chemical Co., N. Y., appoints L. W. Ramsey Adv. Agency, Davenport, Iowa.

American Radiator & Standard Sanitary Corp., Warren, Ohio, appoints Grey Adv. Inc., effective Jan. 1.

Oelerich Industries, Evanston, Ill., appoints Henry Senne Adv. Inc., Chicago, for its new product,, Garfield Goose shampoo.

Gump's Stores Inc., S. F., appoints Buchanan & Co., same city.

Western International Toy Club, Mt. Vernon, Wash., appoints Advertising Counselors Inc., Seattle.

Sterling Brewers Inc., Evansville, Ind., appoints Compton Adv., N. Y.

Jones Metal Products Co. appoints Griswold-Eshleman Co., Cleveland.

Schott-Lippert Buick Inc., appoints Bridges-Sharp & Assoc. Inc., Dayton, Ohio.

Cribben & Sexton Co. (Universal gas ranges), Chicago, appoints Erwin, Wasey & Co., same city.

Tulsa Oil Co., Newark, N. J., appoints Jay Victor & Assoc., same city.

Textile Mills Co. (ironing board pads, covers), Chicago, appoints Erwin, Wasey & Co., same city.

Roy Rogers-Frontiers Inc. (western clothes and toys bearing Roy Rogers brand), L. A., appoints Dan B. Miner Co., same city.

Steel Door Corp., Birmingham, Mich., appoints MacManus, John & Adams, Bloomfield Hills, Mich., effective Jan. 1.

Dennison Manufacturing Co. (gift wrapping paper, tags, seals, crepe paper, school supplies), Framingham, Mass., has named BBDO, N. Y.

Elam Mills Inc. (whole grain cereals, flours), Broadview, Ill., appoints Henry Senne Adv. Inc., Chicago.

Annual Auto Show, Washintgon, D. C., appoints Larrabee Assoc., for third consecutive year.

Gottfried Motors, Chicago Chrysler-Plymouth dealer, appoints Kuttner & Kuttner Inc., same city.

Naar Food Co. (As You Like It refrigerated salads and gelatins), Brooklyn, N. Y., has appointed Blaine-Thompson Co., New York.

G. P. Halferty & Co., Seattle (packers of Pioneer minced sea clams), has appointed Miller, Mackay, Hoeck & Hartung, same city.

Beaudry Bros. Candy Co., L. A., has appointed Calkins & Reichenbach, Hollywood.

Sponsors, Stations Sign Pacts For '57 Cubs, Cardinals Games

ANHEUSER-BUSCH Inc. will increase radio-tv budget for its Busch Bavarian beer in 1957 with the addition of St. Louis Cardinals' baseball broadcasts on a regional radio network and possibly a greater use of spot television. Bavarian, through Gardner Adv. Co., already is a heavy regional spot radio-tv user in three state area (Missouri, Kansas and Illinois). The brewery may be telecasting selected Card road games.

Also on the baseball broadcasting front, four sponsors, including Pabst Brewing Co., General Finance Co., Oklahoma Oil Co., Perfect Power Gasoline (owned by Standard Oil Co. of N. J.) and a food advertiser to be announced, have been signed by WIND Chicago for the Cubs' regular season baseball broadcasts in 1957 on a 30-station network. Pabst and Z. Frank, local Chevrolet dealer, will sponsor pre-season weekend games, and Coca-Cola Co. game adjacencies. Agencies are D'Arcy Adv. Co. for Pabst, Gordon Best Co. for General Finance, Maryland Adv. for Oklahoma, and McCann-Erickson for Coca-Cola.

SOAP IN CLEVELAND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Procter & Gamble Co.	11	2	14⅔	117
	Camay (Benton & Bowles)		2	3⅓	45
	Ivory (Compton)		2	9⅓	64
	Lava (Leo Burnett)		1	2	8
2.	Lever Bros.	2	1	3½	61
	Lifebuoy (SSC&B)		1	1	20
	Lux (J. Walter Thompson)		1	2½	41
3.	Colgate-Palmolive Co.	4	1	4½	55
	Cashmere Bouquet (Bryan Houston)		1	1	7
	Palmolive (Ted Bates)		1	3½	48
4.	Armour & Co.	2	2	2	43
	Dial (Foote, Cone & Belding)		2	2	43
5.	Andrew Jergens Co.	(P)	1	1	24
	Woodbury (Robt. W. Orr)		1	1	24

CLEVELAND (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Procter & Gamble Co.	11	3	17⅔	127
	Camay (Benton & Bowles)		2	3⅓	48
	Ivory (Compton)		2	9⅓	68
	Lava (Leo Burnett)		3	5	11
2.	Lever Bros.	2	1	3½	63
	Lifebuoy (SSC&B)		1	1	15
	Lux (J. Walter Thompson)		1	2½	48
3.	Armour & Co.	2	2	2⅓	50
	Dial (Foote, Cone & Belding)		2	2⅓	50
4.	Colgate-Palmolive Co.	4	1	4½	36
	Cashmere Bouquet (Bryan Houston)		1	1	6
	Palmolive (Ted Bates)		1	3½	30
5.	Andrew Jergens Co.	(P)	1	1	28
	Woodbury (Robt. W. Orr)		1	1	28

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 6, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Basketball for Viceroys

BROWN & WILLIAMSON Tobacco Co. (Viceroy cigarettes) will sponsor one-quarter of four alternate Saturday afternoon telecasts of the National Basketball Assn. games on NBC-TV, starting at 2:30 p.m. EST, William R. Goodheart, vice president, NBC-TV network sales, announced last week. Through Ted Bates & Co., Brown & Williamson has signed for one-quarter of the Jan. 5 and 19 and Feb. 2 and 16 telecasts. Earlier, Carter products and Bristol-Myers Co. had signed for one-quarter sponsorship of various telecasts.

General Motors Buys Pro Playoff

GENERAL MOTORS Corp. (Pontiac Motor Div.), Detroit, will sponsor the National Football League championship game on NBC-TV, Dec. 30, with the telecast blacked out in the city of origination, which was still undetermined as of last Friday night. Agency for Pontiac is MacManus, John & Adams, New York.

R&R Promotes Shively, Bishop

ELECTION of Holly Shively and Allen G. Bishop as vice presidents of Ruthrauff & Ryan was announced last week by F. Kenneth Beirn, R&R president. Miss Shively is head timebuyer and business manager of the agency's Chicago office and has been with the organization since 1943. Mr. Bishop joined R&R in 1949 and is an account executive and a member of the agency's expanded marketing staff specializing in food and drug products.

West Coast Agencies to Meet

ANNUAL meeting of the Continental Advertising Agency Network, comprising 15 agencies active in 24 markets, will be held March 20-22 at Rickey's Studio Inn, Palo Alto, Calif., it has been announced by Wayne Lenz, secretary-treasurer of Long Adv., San Jose, Calif. About 75 agency executives are expected to attend.

'Spot Radio Report' Adds 35

THE Executives Radio-Tv Service, Larchmont, N. Y., has announced that the schedules of 35 advertisers have been added to its monthly *Spot Radio Report*. James M. Boerst, publisher, reported that about 90 agencies currently are providing spot radio activity data on 400 advertisers.

NETWORK NEW BUSINESS

Chrysler Corp., Detroit, to sponsor 32nd annual East-West Shrine football game on NBC-TV and NBC Radio on Dec. 29, starting at 4:45 p.m. EST.

Union Oil Co., L. A., signed to sponsor Saturday feature races at Santa Anita on KNXT (TV) Hollywood. Agency: Young & Rubicam.

A&A SHORTS

Buchanan & Co., S. F., has moved to new offices in Russ Bldg., Suite 1500. Telephone remains: Yukon 6-2927.

Cruttenden & Eger Assoc., Chicago, announces change in name to Cruttenden Adv., effective Dec. 1.

Fred Gardner Co., N. Y., is expanding by leasing additional unit of space on 17th floor of 50 E. 42nd St.

Harry Miller & Assoc. has been formed as advertising agency affiliate of M. M. Fisher Assoc., Chicago. Address: 79 W. Monroe St., Chicago 3, Ill.

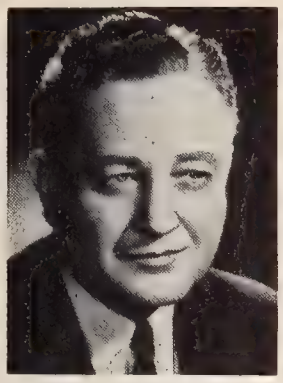
J. M. Hickerson, N. Y., moves to new quarters at 551 Fifth Avenue. Telephone: Oxford 7-6330.

Buchen Co., Chicago, has resigned advertising account of Club Aluminum Products Co. (cookware) and its Inland Glass Div., same city.

A&A PEOPLE

G. C. Pound, president, Kraft Foods Co., to become chairman of board on Jan. 1. **J. Clyde Loftis,** executive vice president of Kraft, will succeed Mr. Pound and **John H. Platt** has been reelected senior vice president.

Elias B. Baker, vice president-account supervisor on Colgate-Palmolive Co., Carl S. Brown Co., N. Y., elected executive vice president of agency. **J. Lawrence Barnard,** merchandising director, also elected to vice presidency and **Isabel M. Hart,** secretary, named secretary-treasurer.



MR. SLATER

Tom Slater, western division director of radio-tv films, Fuller & Smith & Ross, Cleveland, named vice president. Mr. Slater was formerly vice president of radio-tv division, Ruthrauff & Ryan and director of sports-special events for MBS.

Paul Carey, general manager, Lehn & Fink Products Corp.'s Tussy Cosmetiques Div., and **James M. Boohecker,** general manager, L&F's Dorothy Gray Ltd. Div., elected vice presidents of parent company. Both remain their general managerships and seats on board of directors.

NEVER UNDERESTIMATE THE POWER, ETC.

MORE and more advertising agencies are coming to agree with the *Ladies' Home Journal's* conviction never to underestimate the power of a woman, according to a leading woman agency executive. Speaking before the Assn. of Advertising Men & Women in New York, Mrs. Julia Morse, vice president and account executive at Anderson & Cairns, New York, declared that at A&C, the agency's women employes have a voice in planning at least 90% of A&C's account strategy.



MRS. MORSE

Mrs. Morse declared that while women may not exactly have a "point of view," they do have their own convictions, and these comprise much of the motivational factor in consumer buying. She cited, as an example, that women for years had the conviction that color and fashion were "influential" in selling cars. Finally, the auto industry capitulated and accepted this female conviction with the result that the car market today is not only bigger than ever before, but more colorful and stylish than in any other previous year.

The man, Mrs. Morse asserted, "will generally talk about a product's superiority," while the woman will deal "with its pleasures in use." Realizing this and being aware of tv's intimacy, many agencies have revamped a good deal of their clients' strategy "from a completely factual approach (i.e. price) to one of emotion (i.e. taste)." It no longer suffices, Mrs. Morse said, to refer to a food product on tv as merely "delicious." Taste must be conveyed by inference, "arousing sympathy . . . carrying over the feeling of quality *without* using exaggerated statements." Exaggeration, Mrs. Morse said, can be spotted almost immediately by the tv-viewing housewife. Because of this factor, it comes as no surprise to note many more women account executives and women tv film supervisors on the job today, Mrs. Morse concluded.

Henry E. Picard, executive vice president-general manager, S. F. Brewing Corp. (Burgermeister beer), named president.

R. Douglas MacNamee, director of radio-television copy in New York and **Richard Irwin,** account executive in Chicago, named vice presidents of Ruthrauff & Ryan.

Don S. Manchester, president of Manchester-Kreer Inc., Chicago, resigns to join McCann-Erickson Inc., same city, as vice president-senior account supervisor.

Richard Irwin, account executive, Ruthrauff & Ryan Inc., Chicago, elected vice president.

Alvin Willner, former secretary and assistant treasurer of Bozell & Jacobs, N. Y., to Hicks & Greist, N. Y., as assistant treasurer.

John J. Waldron, treasurer of Jacob Ruppert Brewery (Knickerbocker, Ruppert beers), N. Y., elected vice president and treasurer.

Harry A. Egbert, Lavenson Bureau of Adv. Inc., Phila., elected vice president in charge of media-merchandising.

George T. Carroll, director of media and research, Bresnick Co., Boston, named vice president in charge of marketing-sales development. **John W. Spellman Jr.** assigned to work directly with Mr. Carroll and **Phillip Luttinger,** director of research, Richard Manville Research, N. Y., succeeds Mr. Carroll.

J. Lewis Ames, vice president-secretary of Ruthrauff & Ryan, N. Y., appointed treasurer of firm.

F. R. Wilcox, assistant general manager-treasurer, Sunkist Growers, named general manager, effective Jan. 1. He replaces **Paul S. Armstrong,** who will retire. **D. M. Angerson,** secretary, succeeds Mr. Wilcox and **M. D. Street,** assistant treasurer, named treasurer.

John B. Gunter, Coca-Cola's Midwest Div., to Gardner Adv. Co., St. Louis, Mo., as account executive and **Don Weiss,** newspaper reporter, to agency as copywriter.

F. J. Rudolph, to Edwards Agency, L. A., as account executive.

Howard Garnitz, copy chief, Elliot, Jaynes & Baruch, Chicago, appointed account executive.

Robert E. Hahn, associate director of Rocky Mountain Radio Council, Denver, Colo., to Schreiber Adv. Agency, same city, as account executive and copy chief.

Elliott M. Moore, radio-tv director-account executive, O'Grady, Anderson & Gray, Chicago, to Erwin, Wasey & Co., same city, in similar capacity.

Tom Armstrong, Vick Chemical Co., to Grey Adv., N. Y., as assistant account executive. **Eugene Bassin,** last with Kudner Agency Inc., N. Y., to Grey's radio-tv department as producer and **Gwen Seinfeld,** R. H. Macy & Co.'s art staff, to agency's junior art director.

Keith B. Shaffer, chief timebuyer, Erwin, Wasey & Co., N. Y., to Fletcher D. Richards Inc., as head of station relations and program development departments. **Milton E. Stanson,** tv director-copy chief, Ovesey & Straus Inc., same city, to Richards as writer-producer.

Herbert Rothschild appointed merchandising manager and **Charles Cooper** sales promotion manager of Beauty Salon Div., Helene Curtis Industries Inc.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN NOVEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	18.9
2.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	13.5
3.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	11.7
4.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	11.3
5.	Celebrity Playhouse (Screen Gems)	Tues.	7:00	WRCA-TV	10.6
6.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	10.3
7.	Victory At Sea (NBC Film)	Sun.	7:30	WPIX	8.3
8.	Sheena of the Jungle (ABC Film)	Sat.	6:30	WPIX	8.2
	Soldiers of Fortune (MCA-TV)	Sun.	6:00	WPIX	8.2
10.	Looney Tunes (Guild)	M-S	6:30	WABD	7.3

LOS ANGELES — SEVEN-STATION MARKET

1.	Annie Oakley (CBS Film)	Thurs.	6:00	KABC-TV	14.9
2.	Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	14.7
3.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	13.5
4.	Buffalo Bill Jr. (CBS Film)	Fri.	6:00	KABC-TV	13.0
5.	Susie (TPA)	Sat.	8:00	KTTV	12.6
6.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	12.1
7.	Life With Father (CBS Film)	Fri.	7:00	KNXT	12.0
	Confidential File (Guild)	Sun.	9:30	KTTV	12.0
9.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	11.7
10.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	11.5

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Stage 7 (TPA)	Mon.	9:30	KSTP-TV	20.2
2.	Celebrity Playhouse (Screen Gems)	Sun.	9:30	KSTP-TV	18.8
3.	Sheriff of Cochise (NTA)	Sat.	9:30	WCCO-TV	19.6
4.	Highway Patrol (Ziv)	Fri.	10:30	KSTP-TV	16.6
5.	I Led 3 Lives (Ziv)	Tues.	9:30	KSTP-TV	15.6
6.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	15.5
7.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	15.2
8.	Search for Adventure (Bagnall)	Mon.	9:30	WTCN-TV	13.1
9.	City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	12.8
	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	12.8

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	40.2
2.	Search for Adventure (Bagnall)	Sat.	7:00	KING-TV	38.2
3.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	33.5
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	31.9
5.	Sheriff of Cochise (NTA)	Mon.	7:00	KING-TV	27.1
6.	Soldiers of Fortune (MCA-TV)	Mon.	6:00	KING-TV	25.7
7.	Superman (Flamingo)	Tues.	6:00	KING-TV	24.6
8.	Studio 57 (MCA-TV)	Fri.	7:00	KING-TV	23.3
9.	Badge 714 (NBC Film)	Sun.	6:00	KING-TV	23.1
10.	Western Marshall (NBC Film)	Wed.	6:00	KING-TV	22.2

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	30.4
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	22.4
3.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	14.3
4.	Superman (Flamingo)	Fri.	6:00	WGN-TV	13.5
5.	San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	12.7
6.	Annie Oakley (CBS Film)	Sat.	5:30	WBBM-TV	12.6
7.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	12.5
8.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WGN-TV	12.4
9.	Federal Men (MCA-TV)	Fri.	10:30	WBKB	12.1
10.	Wild Bill Hickok (Flamingo)	Tues.	6:00	WGN-TV	12.0

WASHINGTON — FOUR-STATION MARKET

1.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	19.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	18.7
3.	Highway Patrol (Ziv)	Sat.	7:00	WTOP-TV	18.1
4.	Jungle Jim (Screen Gems)	Wed.	6:00	WMAL-TV	16.8
5.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	15.5
6.	Brave Eagle (CBS Film)	Fri.	6:00	WMAL-TV	14.4
7.	Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	14.0
8.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	13.5
9.	Count of Monte Cristo (TPA)	Sat.	6:30	WTOP-TV	12.5
	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	12.5

ATLANTA — THREE-STATION MARKET

1.	Badge 714 (NBC Film)	Mon.	7:00	WSB-TV	30.4
2.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.1
3.	Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	22.8
4.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	22.0
	Amos 'n' Andy (CBS Film)	Thurs.	7:00	WAGA-TV	22.0
6.	Susie (TPA)	Mon.	7:30	WSB-TV	21.1
7.	Man Called X (Ziv)	Sun.	7:00	WAGA-TV	19.8
8.	Sheena of the Jungle (ABC Film)	Thurs.	6:30	WLWA	18.6
9.	Highway Patrol (Ziv)	Fri.	7:30	WAGA-TV	17.8
10.	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	17.4

COLUMBUS — THREE-STATION MARKET

1.	Death Valley Days (McC-E)	Sun.	9:30	WBNS-TV	35.4
2.	Highway Patrol (Ziv)	Tues.	10:30	WBNS-TV	29.7
3.	Soldiers of Fortune (MCA-TV)	Wed.	6:30	WBNS-TV	24.3
4.	Public Defender (Interstate)	Mon.	6:30	WBNS-TV	24.0
	Man Called X (Ziv)	Fri.	9:30	WBNS-TV	24.0
6.	Superman (Flamingo)	Wed.	6:00	WBNS-TV	20.5
7.	Sheriff of Cochise (NTA)	Thurs.	7:30	WBNS-TV	19.3
8.	Grand Ole Opry (Flamingo)	Sat.	7:00	WBNS-TV	18.4
9.	Crunch & Des (NBC Film)	Tues.	7:30	WBNS-TV	17.9
10.	Sheena of the Jungle (ABC Film)	Thurs.	6:00	WTVN-TV	17.1

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	25.5
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	22.1
3.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	KYW-TV	21.1
4.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	19.4
5.	Crunch & Des (NBC Film)	Wed.	7:00	KYW-TV	19.2
6.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	17.5
7.	Badge 714 (NBC Film)	Fri.	7:00	WJW-TV	17.1
8.	Sheriff of Cochise (NTA)	Sun.	10:30	KYW-TV	16.9
9.	Sheena of the Jungle (ABC Film)	M-F	6:00	KYW-TV	16.8
10.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	16.6

BOSTON — TWO-STATION MARKET

1.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	29.9
2.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.4
3.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	23.4
4.	Western Marshall (NBC Film)	Wed.	7:30	WNAC-TV	21.4
5.	Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	20.3
6.	Count of Monte Cristo (TPA)	Tues.	8:30	WNAC-TV	20.2
7.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	20.0
8.	Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	19.7
9.	Highway Patrol (Ziv)	Wed.	10:30	WBZ-TV	18.0
10.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	17.6

KRON *is* TV *in* SF



San Franciscans are sold on KRON-TV

BUGS BUNNY AVAILABLE
Sun.-Fri. 5:30-6 PM

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Still growing...



Unlike Topsy, who just growed, there's a reason for the growth of Jack Sterling – for the growth of his audience, his advertisers, and his admirers in general. Maybe it's his twenty years' experience in broadcasting – as raconteur, salesman, snake charmer, and tattoo artist. Maybe it's because, instead of trying to be all things to all men, he winds up being so many things to so many people.

But he *does* grow on you, this Sterling character. And on his audiences. And on his advertisers – many of whom have been faithful to him for his full nine years on WCBS Radio.

But the best news about the growth of New York's favorite Man in the Morning is this: there's more of him available. He's now on from 5:30 till 9:00 (with appropriate news intermissions) every weekday morning.

WCBS RADIO

New York • 50,000 watts • 880 kc

Represented by CBS Radio Spot Sales



Unemployment Ruling May Set U.S. Pattern

A NEW RULING handed down by the New York State Unemployment Insurance Appeals Board is expected to have significant effect on the eligibility for unemployment insurance of performers appearing on transcribed or filmed programs.

The ruling was promulgated on Nov. 30, according to Jack London, an attorney with Jaffe & Jaffe, New York, who handled the appeal for unemployment insurance filed by radio-tv actress Rachel Price on behalf of the American Federation of Television & Radio Artists. Mr. London explained that in New York an applicant for unemployment insurance must have worked 20 weeks in the year prior to the application in order to be eligible for benefits. Miss Price based her application on five weeks of actual labor and 16 weeks during which radio and tv commercials in which she had appeared were reused.

Though Miss Price's original application had been turned down by the New York State Unemployment Insurance Division, the appeals board ruled that any week in which one of her commercials was replayed constituted a week of labor and should be credited toward her eligibility.

Mr. London reported that since rulings handed down in New York often are adopted in other parts of the country, it is probable that many other states will take a similar position. He noted that AFTRA had been conferring with the insurance division over a five-year period with a view toward recognizing transcriptions and filmed programs as services rendered to an employer, and expressed the opinion that the new policy will encourage talent to remain in the field, rather than seek outside work during periods of unemployment.



PRESENT for signing of contract whereby WGN-TV Chicago bought the Warner Bros. feature film library (l to r): seated, Ward L. Quaal, vice president and general manager of WGN Inc.; Robert R. Rich, general sales manager of Associated Artists Productions; standing, Robert Morin, AAP salesman; Jay Faraghan, WGN-TV program director; Ted Weber, WGN-TV sales director, and Elizabeth Bain, the station's film director.

Gross-Krasne Appoints Rohrs

JOHN ROHRS, formerly with MCA Tv Film Syndication, has been appointed vice president of Gross-Krasne in charge of its new midwest office. Mr. Rohrs, who will head sales covering 12 states, had been with MCA-TV for the past two years as vice president in charge of its Chicago office. Previously he was associated for five years with United Television Programs, owned by Gross-Krasne until it was purchased by MCA-TV. Mr. Rohrs' office is located at 75 E. Wacker Drive, Chicago.



MR. ROHRS

Three Join Ziv Tv Natl. Sales

GROWING importance of agency background in the tv film sales field was stressed last week by Walter Kingsley, head of Ziv Television Programs' national sales department, in announcing the appointment of three former agency executives to the department.

James Shaw, for five years director of radio-tv for Henri, Hurst & McDonald, Chicago, has been named regional sales manager in that city; Jerry Kirby, formerly with the television department of Rogers & Smith Adv., Chicago, and earlier with Beaumont & Hohman, has been appointed an account executive in Chicago, and Jerry Harrison, account executive with the New York office of McCann-Erickson, has been named an account executive in New York.

Disagreements Cause Changes In 'Playhouse of Stars' Posts

DISAGREEMENT over production policies for *Schlitz Playhouse of Stars* at Revue Productions, Hollywood, has resulted in change in some production posts, it was reported by the company last week. Joseph Schlitz Brewing Co. executives are on the West Coast this week for discussions about future programs in the series.

Producers David Stephenson and Willis Goldbeck have resigned, it was learned. Jules Bricken, a director, has been added as producer for 10 new films. Frank P. Rosenberg continues as producer. Schlitz agency is J. Walter Thompson Co.

NTA Reports Quarterly Gain

NATIONAL TELEFILM Assoc., New York, last week reported a record net income of $225,619, equal to 35 cents per share, in the first quarter of the current fiscal year, ended Oct. 31. The figure was said to represent a 273% increase over the $60,531, or 9 cents per share, in the corresponding period last year.

This was reported by Ely A. Landau to stockholders at the company's annual meeting in New York. Mr. Landau said NTA "looks forward to a very satisfactory second quarter, and there is every indication that the result for the 1957 fiscal year will be far ahead of last year, with the possibility that the board of directors may be able to consider the declaration of a dividend."

Mr. Landau referred to the 390 20th Century-Fox feature films which NTA recently committed itself to acquire, and predicted that gross sales income from these pictures will amount to "somewhere between $50 million and $60 million."

NTA Reports Expansion Plans

NATIONAL TELEFILM Assoc., New York, last week reported plans to open regional sales offices in Atlanta and Dallas and to increase its sales force in line with its agreement to distribute 10 new syndicated film series. Four of these series will be produced by TCF-TV, subsidiary of 20th Century-Fox, and the remainder by Desilu Productions.

FILM SALES

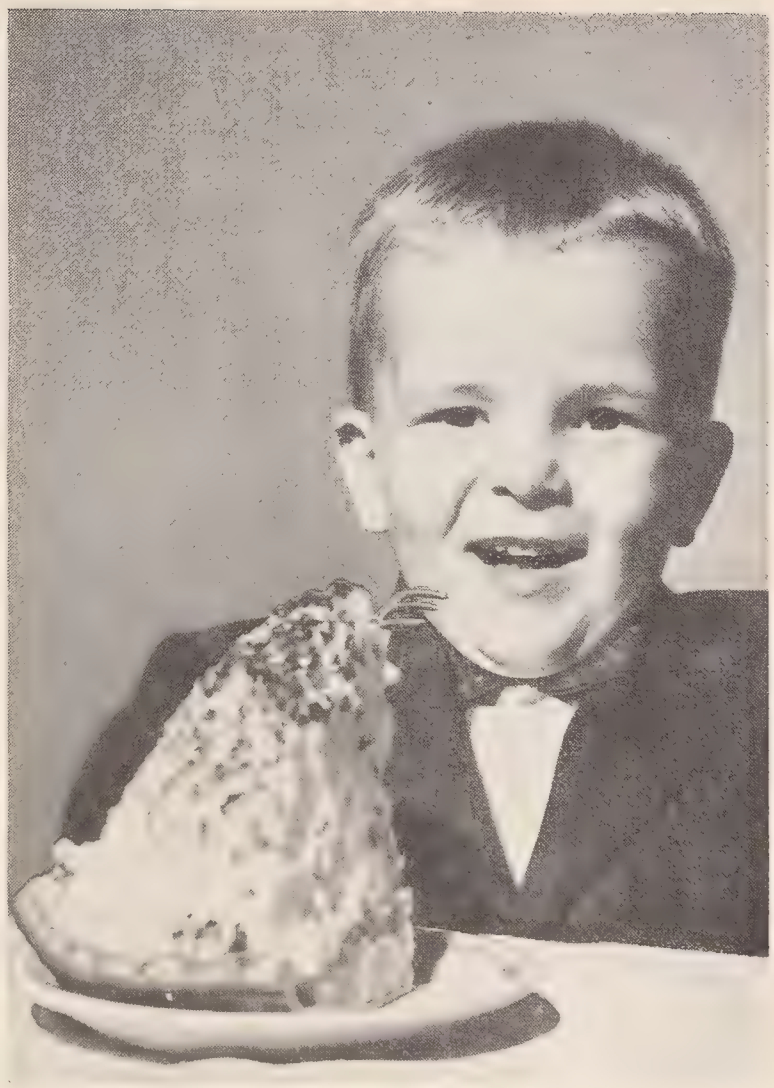
Ziv Tv reports sales on *Men of Annapolis*, half-hour tv film series, have been completed in 91 markets. Latest sales include those to such advertisers as Kroger Stores, Safeway Stores, Coca-Cola Co. and South Carolina Electric & Gas Co.

Sterling Television Co., N. Y., reports that its *Bowling Time* filmed series has been sold in more than 150 markets, with latest sales to KTSM-TV El Paso, KGGM-TV Albuquerque, WRGB-TV Schenectady, KBET-TV Sacramento, KNAC-TV Fort Smith, Ark., and KDRO-TV Sedalia, Mo.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., is offering 20-minute film, *Star in The Night,* to stations for Christmas programming.





WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BIGGER SLICE OF THE MARKET!

Most national advertisers consider Atlanta a "must" market. The question is how best to cover the market. The answer is: compared with the other two stations in Atlanta, WAGA-TV reaches 17 to 22% more people with 14 to 16% more spendable income. Why? Taller tower, maximum power, top local and CBS-TV programing. Proof: consistent top ratings by both Pulse and ARB. Get the facts from our reps.



TOP DOG IN THE NATION'S 21st MARKET



waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.



COMPLETING contract for Triangle Publications Inc. to purchase 754 Warner Bros. feature films from Associated Artists Productions are (l to r): seated, Eliot Hyman, AAP president; Roger W. Clipp, vice president of the radio and tv division of Triangle; standing, Arthur Kalman, AAP eastern sales manager; Robert Rich, AAP general sales manager, and George A. Kohler, WFIL-TV Philadelphia manager. The purchase gives Triangle more than 2,500 features for its WFIL-TV, WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa., and WNHC-TV New Haven, Conn. Firm already had purchased the libraries of MGM, RKO and 20th Century-Fox.

Academy-award winning two-reel subject was originally released by Warner Bros. and stars J. Carroll Nash and Donald Woods.

Almanac Films Inc., L. A., distributor of films, offering top 10 films of *Science in Action* series to schools. Topics to be included in initial release are Bird Behavior, Miracle Materials, Oxygen, Religious Archeology, Science of Money, Solar Energy, Story of Painting, Termites, Wheels and Rails, and Work, Energy and Power. Preview prints are available through Almanac in its L. A., Ft. Worth, Atlanta, Chicago or N. Y. offices.

FILM PEOPLE

Irving Feld, formerly vice president of Gross-Krasne Productions and previously national sales manager of UM&M Tv Corp., N. Y., named national syndication sales supervisor for Guild Films Co., N. Y., covering regions west of Mississippi.

Harry Lange, executive vice president-general manager of Kling Film Enterprises Inc., reappointed to visual aids subcommittee of Wood Products Section Executive Committee of National Safety Council.

Jack Cohn, cofounder-executive vice president, Columbia Pictures Corp., died in New York on Dec. 8.

FILM PRODUCTION

Desilu Productions Inc., Hollywood, to begin production this month on *Date with the Angels*. Betty White and Bill Williams star.

TIME INC. GAINS INSIDE TRACK IN BIDDING FOR BITNER OUTLETS

- **Probable price in excess of $16.2 million C-C deal**
- **Firm's officials meet with Bitner Sr. in Florida**
- **Gross-Meredith combined offer affords major competition**

TIME Inc. looms as the probable buyer of Consolidated Television & Radio Broadcasters Inc. at a price probably several hundred thousand dollars in excess of the $16.2 million transaction agreed to with Crowell-Collier Publishing Co. but which foundered last month because of the "tight" money market [B•T, Nov. 26].

Firm offers for the Bitner package were made Dec. 10 by Time Inc., as well as by at least one other group, and indications were that a decision might be reached this week or next by Harry M. Bitner, chairman of Consolidated, who with his family holds the controlling interest. Second bidder is the Gross-Meredith group, interested in acquiring WOOD-AM-TV and WFDF Flint (by Gross) and WTCN-AM-TV Minneapolis-St. Paul (by Meredith). But while at least two groups reportedly were negotiating for the remaining property—WFBM-AM-TV Indianapolis—no firm offer appeared in hand at the weekend.

Officials of Time Inc. were in Miami Beach last week attending the NBC 30th anniversary convention and conferred Tuesday with Mr. Bitner Sr. at his winter home at Del Ray Beach, some 40 miles from Miami. In the group were Wayne Coy, president-general manager-50% owner of KOB-AM-TV Albuquerque, 50% owned by Time Inc., and Ben Larson, KTVT (TV) Salt Lake City, 80% owned by Time and 20% by Mr. Larson. Weston C. Pullen, Time vice president, was due in Miami Beach over the weekend and presumably planned to visit Mr. Bitner.

Time Inc. Makes Two Offers

It is understood Time Inc. made two separate offers. One, approximating the Crowell-Collier figure of $16.2 million, reportedly is for the Consolidated properties, excluding WFDF. With WFDF, the figure was understood to be around $16.9 million. One of the reasons for the increased offer, it was evident, was the fact that Consolidated net quick assets have increased substantially since the agreement was reached with Crowell-Collier last April—probably by as much as $1 million. Moreover, Mr. Bitner is said to feel that recent transactions, including the $10 million sale of WISH-AM-TV Indianapolis and WANE Fort Wayne-WINT (TV) Waterloo, Ind., to John H. (Jock) Whitney & Co. merited a higher price than the $20 per share committed by Crowell-Collier, which it was forced to withdraw.

Harold Gross, owner of WJIM-AM-TV Lansing, Mich., likewise in Florida for the NBC convention, is actively interested in the Bitner Michigan properties. Informally, the value of the Consolidated properties was broken down under the Crowell-Collier agreement into $7 million for Indianapolis and $3.5 million for Minneapolis-St. Paul, a figure which Meredith Publishing Co. made as a firm bid Dec. 10. This would leave $5.7 million for Grand Rapids and Flint.

It was thought Mr. Bitner might want to retain WFDF, still in litigation on assignment of ch. 12 in a three-way contest now in the courts. This obviously was the reason for the Time Inc. bids—one excluding Flint and the other including this NBC-affiliated property.

It is understood that Mr. Gross' offer likewise is with or without Flint.

Network Affiliation Considered

A factor taken into account in the bidding was network affiliation. Final decision by the FCC in the ch. 13 four-way contest in Indianapolis, for example, could be significant. A victory for Crosley Broadcasting Co., long-time affiliate of NBC in Cincinnati, Dayton and Columbus, would appear to indicate that the network would shift to the new assignment if a sale of the properties were made to a group not so solidly aligned with the network.

If Time Inc. emerges as purchaser of Consolidated, with or without WFDF, it will have to sell at least one property to conform to the present five-vhf-station multiple ownership rule of the FCC. In addition to its control of the Albuquerque and Salt Lake City properties (both NBC affiliated), it also owns KLZ-AM-TV Denver (CBS-affiliated). Since it would acquire three additional vhf stations, sale of one station would be necessary. The smallest market property probably would be spun off—KOB-AM-TV Albuquerque, with the possibility that Mr. Coy, present 50% owner, would acquire the balance.

Mr. Coy, a native of Indiana and a former Indianapolis newspaperman and city official, probably also would be considered for operation of WFBM-AM-TV under Time Inc. ownership. He served as chairman of the FCC from late 1947 to 1952.

If Meredith acquires the Minneapolis-St. Paul stations, it will have no multiple-ownership problem. Before the bid was made, Payson Hall, Meredith controller and director of radio-tv operations, conferred with officials of ABC, with which WTCN-AM-TV is affiliated, about retention of the network in that four vhf-station market and was assured there would be no affiliation changes with a change in ownership. Meredith owns WOW-AM-TV Omaha, KCMO-AM-TV Kansas City, WHEN-AM-TV Syracuse and KPHO-AM-TV Phoenix.

Crowell-Collier had tried for seven months to secure financing for the Bitner properties at suitable terms before calling

Our new tower is one of the three tallest in the world • **WMT-TV** • **CBS for Eastern Iowa** • *National Reps: The Katz Agency*



off the whole deal. The contract had included a deadline for FCC approval, extended to Nov. 21. Crowell-Collier had agreed to put up $100,000 in liquidated damages. This eventually was paid to Consolidated stockholders.

In early 1956, Crowell-Collier entered the broadcast field with purchase of KFWB Los Angeles for $2.5 million. Last September, at the time Crowell-Collier was given a deadline extension on the Consolidated contract, it cancelled an agreement to buy KULA-AM-TV Honolulu for $1 million. Crowell-Collier publishes *Collier's* and *Woman's Home Companion* magazines, *Collier's Encyclopedia* and other books.

L. A. EXCHANGE

IN an unusual trade deal, KLAC and KTLA (TV), both Los Angeles, have agreed to swap promotional activities, it has been announced by Mort Hall, owner-manager of the radio station, and Lew Arnold, general manager of the Paramount-owned tv outlet. KTLA will air spots boosting KLAC's "Big Five" disc jockeys while KLAC will plug channel 5's "New Look" in programming.

STORER AIMS FOR PHILADELPHIA, WILL PAY HARRON $5.4 MILLION

- **Involved: WIBG-AM-FM Philadelphia, WPFH (TV) Wilmington**
- **Deal hinges on stock acquisition, sale of Storer vhf**

PURCHASE by Storer Broadcasting Co. of Paul F. Harron's WIBG-AM-FM Philadelphia and ch. 12 WPFH (TV) Wilmington-Philadelphia for approximately $5.4 million for all of the stock, which includes half ownership of a wired music concession in Philadelphia, is the basis of a memorandum agreement entered into by the two parties, it was learned Friday. The transaction is understood to be contingent upon acquisition of at least 95% of the WPFH Broadcasting Co. stock, now widely held, but with Mr. Harron and his associates having control. All told, there are about 2,750,000 shares of stock outstanding which would be acquired at $1.50 per share. This figure, plus liabilities, would bring the purchase price for 100% in the neighborhood of $5.4 million, it is understood.

Mr. Harron, long-time owner of WIBG, which operates as an independent on 990 kc with 10 kw, purchased the ch. 12 station from the Steinman interests in March 1955 for $3.7 million. He has asked the FCC for permission to move the WPFH transmitter to Pittman, N. J.

Storer presumably would have to sell one of his present properties to acquire the Harron facilities since, under the multiple ownership regulations, Storer now holds the limit of five vhf's and two uhf's, as well as the seven am station limit. Storer already has a contract to sell WAGA-AM-FM-TV Atlanta to the Washington Post Co. for $6.5 million, which is contingent upon Storer's purchase of WMUR-AM-TV Manchester, N. H., and removal of the ch. 9 tv station to a point whereby it would be designed to serve both the New Hampshire and the greater Boston area. This is awaiting FCC action in the light of protests from other Boston tv stations and a group in New Hampshire. Move of the WMUR-TV transmitter closer to Boston is due to be reviewed Wednesday by the Washington Airspace Panel.

George B. Storer, president and directing head of SBC, within the past fortnight purchased the Miami Marlins, International League baseball club, for a reported figure of $250,000. The company also includes, in addition to its broadcast properties, the Standard Tube Co. of Detroit, which manufactures automotive steel tubings.

Storer owns WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va.; KPTV (TV) Portland, Ore., in addition to the WAGA stations. Storer also sought to buy ch. 3 KSLM-TV Salem, Ore., and move its transmitter closer to Portland, Ore. This was denied by the Commission last month when it refused to waive its 5-vhf maximum ownership rule.

Kluge Buying Sixth Station

PURCHASE of KNOK Fort Worth, Tex., by John W. Kluge, Washington, D. C., food broker and multiple radio station owner, for $300,000 was announced last week. KNOK is an independent on 970 kc with 1 kw daytime. The sale was from Associated Broadcasters Inc. (John J. Flood Jr., John R. Pikes and George G. McGown). Sale, handled by station broker Blackburn-Hamilton Co., will give Mr. Kluge six standard broadcast stations if approved by the FCC. Mr. Kluge already has controlling interests in WILY Pittsburgh; WGAY Silver Spring, Md. (Washington area); WLOF Orlando, Fla; KXLW St. Louis; WKDA Nashville.

Lawrence Brandon Buys WHVH

SALE of WHVH Henderson, N. C., by Howard V. Harrell to Lawrence Brandon for $30,500 was announced last week. Independent WHVH operates on 1450 kc with 250 w. Mr. Brandon owns WWCO Waterbury, Conn. Transaction was handled by Blackburn-Hamilton Co., station broker.

WPAT Plans to Resume Its Fm

WPAT Paterson, N. J., which hasn't been airing its fm programs since 1950 when a severe storm blew down its fm tower, expects to return to the megacycle band after the first of the year, its president and general manager, Dickens J. Wright, announced last week.

WSRS Offers Discount System As Incentive to Quality Ads

A "SOUND-FACTOR" system of discounts, based essentially on the listening quality of the advertising placed with it, was announced last week by WSRS Cleveland.

Samuel R. Sague, president and general manager, said the discounts—which may range as high as 40%, depending on how many "sound-factor" criteria are met by the commercial involved—are being offered to advertising agencies in lieu of the customary 15% agency commission.

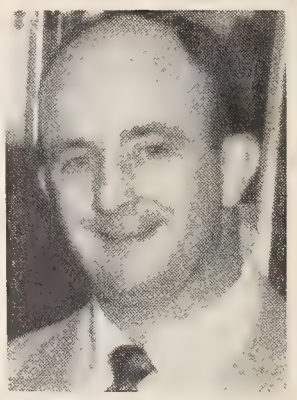
The purpose, he explained, is to encourage agencies to put quality advertising on WSRS—advertising that will contribute to the station's listenability, thereby benefiting both the station and its audience, as well as its advertisers.

Some eight "factors" have been set up. The number of these factors that are involved in any given commercial will thus determine the rate of the "sound factor" discount.

A straight live announcement is one factor. A transcribed spot with a live announcement by a free-lance or non-staff announcer at the end is another. Others include: use of a free-lance announcer; use of sound effects preceding the announcer; use of two announcers with sound effects; use of a melody background behind the voice commercial, and use of musical banks before and after the commercial.

Rounsaville-Owned Stations Hold Annual Meet in Atlanta

THE annual meeting of the Robert W. Rounsaville owned and operated stations was held last Thursday through Saturday in Atlanta. Panels and round-table discussions were held on various subjects pertinent to the industry with the organization's annual Christmas party closing the meeting Saturday night.

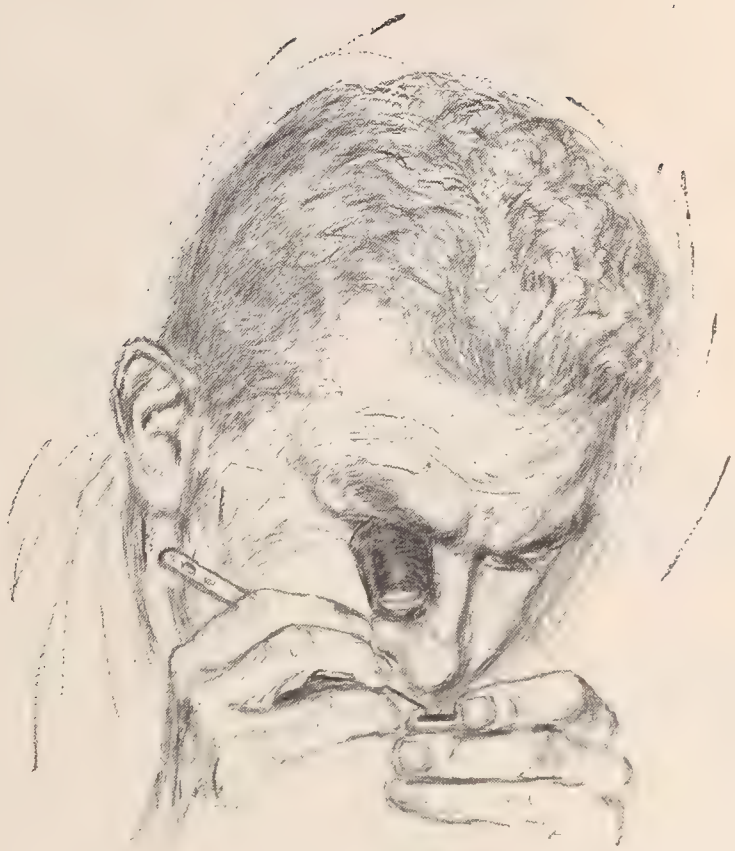


MR. ROUNSAVILLE

The Rounsaville stations are WQXI Atlanta, WCIN Cincinnati, WLOU Louisville, WSOK Nashville, WOBS Jacksonville, Fla., WIOK Tampa, Fla., and WMBM Miami. All except WQXI program 100% to the Negro population.

WPIX (TV) to Carry Yankees

WPIX (TV) New York reported last week it had signed rights to coverage of New York Yankees' at-home baseball games for the next three years. Some "away" games also are included. During 1957, seventh consecutive year that WPIX will have carried Yankee home games, coverage will be sponsored by P. Ballantine & Son and R. J. Reynolds Tobacco Co., both through William Esty Co.



C A R E

Meticulous attention to detail . . . essential
in our field, too.

That's why when we submit availabilities,
ratings, market data we strive for
thoroughness as well as accuracy.

Reputations are built on care. We value ours.

A V E R Y - K N O D E L

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

FROM CARBON MIKE ...TO LIVING COLOR!









Just thirty years ago Will Rogers was chatting with all America on the broadcast which marked the founding of the National Broadcasting Company's radio network.

But look what's happened since then.

The trumpet loudspeaker in the living room has given way to the 21-inch color screen. And radios are everywhere – in kitchens, cars, bedrooms, on beaches.

The people who chuckled at Will Rogers are laughing now at Sid Caesar and Bob Hope and Groucho Marx. The nation that loved Al Jolson and Fred Allen lights up at the sight of Perry Como and Steve Allen and Dinah Shore.

Since 1926, NBC has kept America in touch with the latest news, the latest tunes, the greatest stars of the time. The NBC chimes have helped to weld the continent together. And now the NBC color peacock is a welcome visitor in homes from coast to coast.

The names have changed, but the object remains the same: to give the nation its best-loved personalities and programs for the *next* thirty years.

NBC 30TH ANNIVERSARY

THE NATIONAL BROADCASTING COMPANY *a service of* RCA

Blair Managers Meet in Chicago; Seminar Seeks Improved Service

WAYS of improving service both to client stations and to agencies and advertisers were explored by 17 executives of John Blair & Co., radio station representation firm, in a two-day seminar for Blair office managers in Chicago, company officials reported last week.

The meeting, first of its kind by the Blair firm, was held Nov. 30-Dec. 1 under the direction of a management team from New York headquarters, led by President John Blair and Executive Vice President Robert E. Eastman.

Speakers included Messrs. Blair and Eastman, who outlined future advertising and publicity plans, with Mr. Eastman also showing the firm's basic spot radio presentation; W. Ward Dorrell, vice president in charge of research, who analyzed existing audience measurement systems; Wells Barnett, assistant to the president, on rate planning and methods and philosophy of program analysis and evaluation employed by the Blair organization; Robert Walton, Blair farm director, who gave the company's basic farm broadcasting presentation; Ray Eichmann, sales development manager, on sales tools and new promotion projects, and Jackson Smart of the company's auditing firm on the organization's new pension retirement plan.

On hand for the two-day session, in addition to the headquarters management group, were Manager Paul Ray, Sales Manager Clifford Barborka Jr., and George Rapp, James Simons, Stuart Cochran and Robert Walton of the Chicago office; Charles Dilcher, vice president and manager of the Atlanta office; Tom Harrison, St. Louis manager; Frank Carter, Dallas manager; Charles Fritz, Detroit manager; Carleton E. Coveny, vice president and Los Angeles manager, and Heber Smith, San Francisco manager.



MESSRS. Dorrell, Eastman, Blair, Barnett and Eichmann at the first office managers seminar of John Blair & Co. discuss representative problems.

KCHA Opens Additional Studio

KCHA Charles City, Iowa, has established an additional studio in Waverly, Iowa, with Frank W. Arney as resident manager. First broadcast from the studio was made last week.

Mr. Arney, recently associated with KWWL-TV Waterloo, will write and broadcast news from Waverly and Bremer Counties for a daily program on KCHA. He also will be in charge of sales in that area.

KCHA also has a studio and resident manager in New Hampton, Iowa.

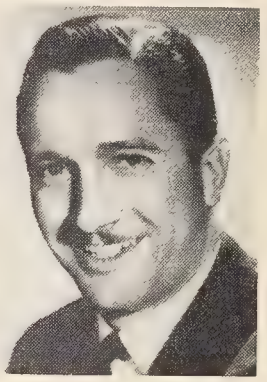
WFRV-TV Finishes New Tower, Part of $750,000 Expansion

WFRV-TV Green Bay, Wis., began using a newly-constructed 1,165 ft. tower Dec. 9, according to Soren H. Munkhof, executive vice president and station manager. The new tower is more than 600 ft. taller than the old one, he said.

The tower is the first completed part of a $750,000 plus expansion program which will include a new headquarters and studio building. A special program is planned for mid-January in honor of the new facilities. Ch. 5 WFRV-TV is a basic ABC-TV affiliate and also carries some CBS-TV programming with the maximum authorized power.

Sloan Returns to WPAT

JOHN F. SLOAN, account executive with Ziv Television Programs has returned to WPAT Paterson, N. J. as vice president and sales director, it was announced last week by WPAT President and General Manager Dickens J. Wright.



MR. SLOAN

Mr. Sloan will direct the station's business activities out of WPAT's sales office in New York City. He formerly was WPAT general sales manager.

Before joining Ziv, Mr. Sloan was with General Teleradio as sales manager of WOR-TV New York and KHJ-TV Los Angeles.

Auxiliary Antenna for KSTP-TV

KSTP-TV Minneapolis-St. Paul has recently completed installation of an auxiliary antenna system. The second antenna is mounted inside the stations 600-ft. triangular tower, above the 310-ft. level. It will provide a signal of 52 kw during adjustments and maintenance or an unforeseen emergency to the main antenna.

RETURN ON SOFT DRINK EMPTY: $50,000

SIX HOURS before its value would have dropped to $500, Mr. & Mrs. Ben Spawn of Dallas found a check for $50,000 written by Gordon McLendon, president of KLIF Dallas. The giveaway actually cost KLIF $6,350.

The station paid Lloyds of London $1,250 for insurance, calling for the London firm to pay 90% of the check's value if found, with the station paying the rest ($5,000 for KLIF). The other $100 was paid to a local insurance company to hide the check, which was hidden by insurance executive Ben Harris and he, alone, knew its whereabouts.

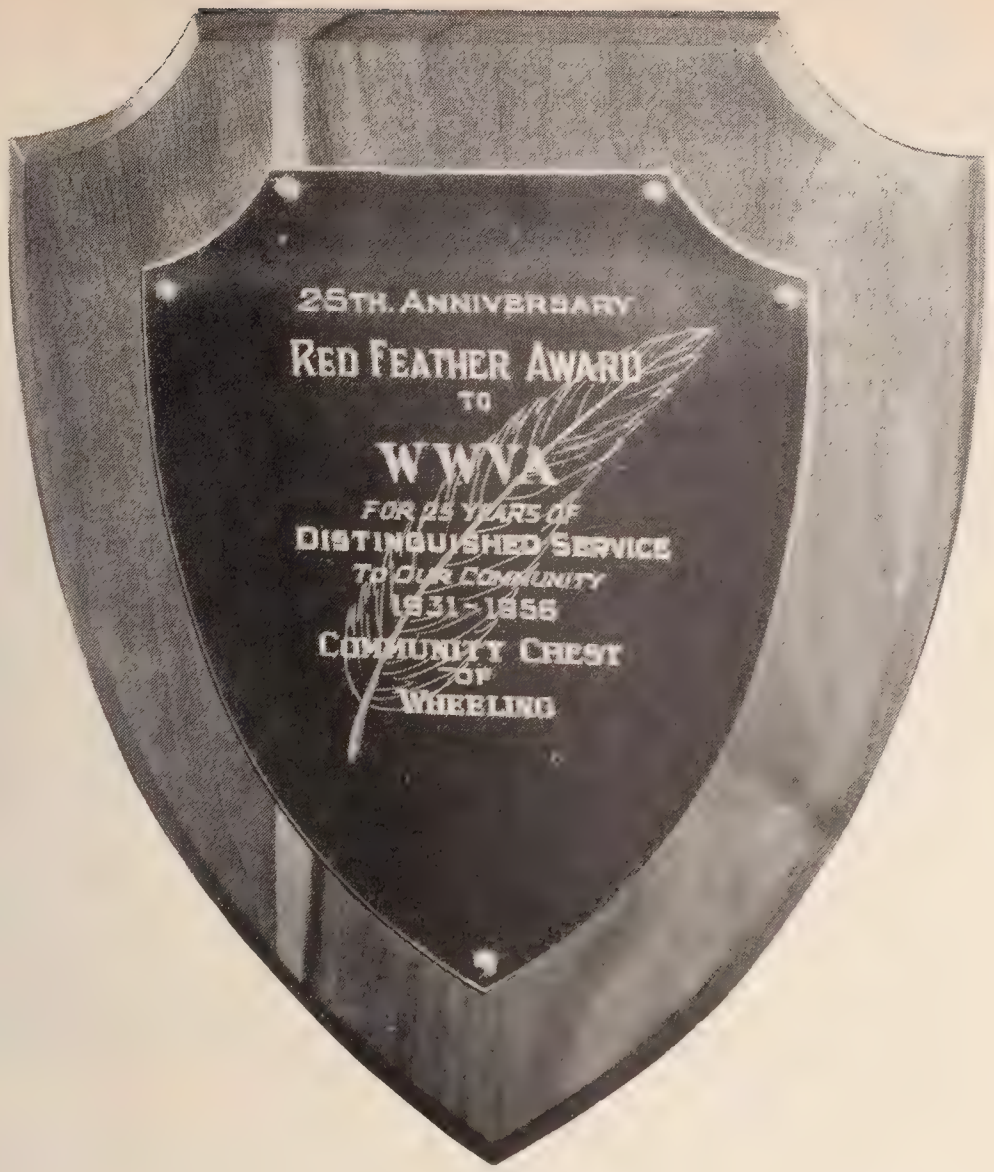


MR. SPAWN (l) receives his $50,000 check 'officially' from Dallas Mayor R. L. Thorton with the approval of the check's signer for KLIF, Mr. McLendon (c).

KLIF broadcast twice-daily clues, provided by Mr. Harris, as to the check's location. After listening to the clues, Mrs. Spawn told her husband: "Let's go find that check, I know where it is." Mr. Spawn, a lathe operator for a plastering company, decided to "humor her whim," which led to the $50,000 find. It's estimated that the Spawns will get to keep about $32,000 after taxes.

Mr. McLendon said that approximately 7,000 persons had been looking for the "treasure" in freezing weather when Mrs. Spawn interpreted a clue correctly. The check was placed in a soft drink bottle and half buried alongside a busy Dallas street.

How he will spend the money is no problem for Mr. Spawn. Admittedly deep in debt, he says: "My creditors have been awfully good to me, now I'm going to be good to them."



This handsome plaque, denoting 25 years of service to the Community Chest of Wheeling, was presented to WWVA in October of this year. It is but one of many citations which adorn the walls of our studios which commemorate the widespread and constant Public Service activities of WWVA.

Since 1926

the Radio Service Station to the Industrial Heart of the Nation

These have been thirty wonderful years . . . years made happy and profitable by the friends we have made, the people whom we have served and the advertisers and advertising agencies which have helped us serve them. For twenty-five of these thirty years WWVA has been owned and operated by the Storer Broadcasting Company, now celebrating its 25th anniversary in the radio broadcasting field.

A STORER STATION

WWVA

JOHN BLAIR & COMPANY

WHEELING, WEST VIRGINIA

50,000 WATTS • 1170 KILOCYCLES • CBS RADIO

'FAST BREAK' FOR FAST SALES

FINDING that its play-by-play descriptions of area high school basketball games were appealing only to a limited audience, KMA Shenandoah, Iowa, came up with *Fast Break*, which not only increased its audience but also upped the station's revenue on Tuesday and Friday nights by more than 300%.

Fast Break gives the scores of some 30 high school games every quarter, leading scorers and a liberal serving of "bouncy-type" music, plus spots from local and national advertisers. KMA Sales Promotion Director Toke Nelson said the 3½ hour program replaced the regular game broadcasts because the original audience was limited mostly to those fans of the two teams being broadcast. "And some listeners, when we queried them, said that in basketball they don't enjoy the description too much because it moves so fast. Rather, they just listened for the scores periodically," he said.

Giving the fans scores of several games, with music, seemed the logical solution. A six-man staff, consisting of Mr. Nelson, Dean Naven, Ralph Childs, John Springer, Neil Bachman and Cecil Hamilton, are on hand to take the scores, via phone, from correspondents at the game and play the records. If the score being reported is one of wide interest, the correspondent goes on the air live with his report.

"And, in addition to reporting the scores, some of our correspondents have a good nose for news and also give us exclusive scopes on the weather conditions, unusual stories, accidents, fires and news items," Mr. Nelson reports.

Eighteen spots, one on each program or two weekly on the same night, on *Fast Break* are sold for $65. Two spots per night (total of 36 spots) go for $100 and individual spots are $5 each or six for $25. "Our revenue is more than three times the revenue we realized when we went out to set up a remote (for a single game broadcast)—where we had to use an engineer, play-by-play man, commercial man," Mr. Nelson says.

The music and scores show is being promoted heavily on KMA, in newspaper advertising and by window cards.

Winds Topple WMT-TV's Nearly-Finished Tower

WINDS in excess of 50 miles an hour last Monday blew over the nearly-completed, 1,250 ft. tower of WMT-TV Cedar Rapids, Iowa. The new tower, which had not yet been permanently anchored at the top, twisted in the strain of the winds, then collapsed into a tangle of steel and cable on the ground.

When winds started whipping the top of the tower in the morning, workers, who were attaching the top set of permanent guy wires, were called to the ground. A short time later the top section twisted off and fell. As it came down, it pulled the cables anchoring the rest of the tower and section by section the entire structure came down.

"We're thankful no one was injured in the tower collapse," said WMT-TV General Manager William Quarton.



FIVE MONTHS' work became a tangled wreckage when WMT-TV's tower crashed to the ground.

The falling steel also missed the station's new transmitter building at the foot of the tower, which was being constructed near Walker, Iowa.

Mr. Quarton said that the tower, made by the Dresser-Ideco Co., Columbus, Ohio, and being constructed by the Sego Construction Co., Dallas, under contract to RCA, would be rebuilt as soon as possible but that no immediate estimate has been made as to when work would start.

Six Ounce Radio Keyed to WKRC To Be Sold in Cincinnati Market

A SIX-OUNCE radio, smaller than a cigarette pack and keyed to WKRC Cincinnati, is to be placed on the market this month by Newsette Manufacturing Corp. in that Ohio city.

The radio, called the "Newsette," is a superhetrodyne model tuned and locked to receive only WKRC at 550 kc. Individual reception is permitted by a cord and ear piece similar to those used on hearing aid devices.

According to Charles Lipman, president of the manufacuring concern, the transistor radio has been tested successfully within a 25-mile radius of Cincinnati. It will sell for between $10 and $12, he said.

WCKR Installs New Transmitter

WCKR Miami, Fla., placed a new 5 kw RCA high fidelity transmitter into operation with sign on Dec. 7, according to Niles Trammell, president of Biscayne Tv Corp., licensee of the station. Owen Uridge is WCKR manager and installation was under the direction of Chief Engineer Gene Rider.

Calif. Microphone Ban Draws KNX Protest

KNX Los Angeles has protested the barring of its microphones from the hearing of the California Un-American Activities Committee in the state building there last Monday.

Jack Beck, news director for KNX and the Columbia Pacific Radio Network, said the action of the committee chairman, State Sen. Hugh Burns (D-Fresno), was an "arbitrary exclusion" of one branch of the "press." KNX news broadcasts on Monday called attention to the threat to freedom of the press in limiting coverage of public hearings by radio and television, he said.

Sen. Burns said that microphones were barred because it was against the policy of the committee and because microphones picked up the by-play and small talk around the committee table. The ban has been in effect for many years on live coverage although silent movies and photos are allowed.

News Director Beck said that it has long been the policy of CBS News to protest every limitation placed on radio reporting and "we will continue to do so in every way possible. The implication of Sen. Burns' statement is that a limited or expurgated version of the committee hearings is better for public consumption than a free and complete coverage. We do not agree with this view at all."

Mr. Beck pointed out that, by contrast, the House Un-American Activities Committee hearing held in Los Angeles the previous week was not closed to radio-tv, with local stations providing coverage.

"The activities of the Burns committee should certainly be a matter of free and public record," Mr. Beck said. "To hold that comments passed by committee members or committee counsel in open public meetings of the body should in some way be privileged is indefensible. It inhibits the constitutional privilege of the press or news media to report without censorship that which is in the public interest."

Gene Barnes, cameraman for NBC-TV, related that his network was all set to cover the hearing with sound film but was advised that only silent film would be allowed. He said the committee was "very polite" in its refusal and indicated it would consider revision of its ban next year. Others covering by silent film were CBS-TV, KTTV (TV) Los Angeles and Hearst Telenews.

Judge's Threat Against Keen Studied by KFMB-TV, NARTB

THREAT of a California judge to cite a KFMB-TV San Diego newsman if he continued interviews with witnesses after they had testified in a kidnap trial is under scrutiny by NARTB as well as station executives.

George Whitney, vice president-general manager of the Wrather-Alvarez station, said Wednesday the threat against KFMB-TV's Harold Keen focuses attention on the right of a judge to tell a broadcaster who can be interviewed, involving a serious threat to freedom of communication.

Judge John A. Hewicker of the State Su-

LOOK AT THESE PHENOMENAL NIELSEN RATINGS SCORED BY...

SCREEN GEMS

JUNGLE JIM

STARRING JOHNNY WEISMULLER

IN THE TOUGHEST COMPETITIVE MARKETS!

ATLANTA	BOSTON	DETROIT	ST. LOUIS
WLW-A	WBZ	WXYZ	KWK
30.6	28.6	28.0	27.2

AT THE PEAK OF THE TV SEASON!

Call today for availabilities on these 26 exciting half hour TV adventure films!

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Pl. 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.



SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

711 FIFTH AVENUE, NEW YORK, N. Y.

perior Court warned Mr. Keen he would be cited if he interviewed any more witnesses in the Ruth Latham kidnap-attempted murder case, even after they had completed testimony and had been excused. Mr. Whitney observed that little legal precedent has been established on the question.

Robert L. Heald, NARTB chief attorney, said his department is looking into the issues as well as reviewing precedents.

WIBW-TV Allowed Pickup From Kansas Supreme Court

FIRST telecast of Kansas Supreme Court took place Dec. 7 as WIBW-TV Topeka filmed a session at which three retiring justices were honored. The room was filled with federal and district judges as well as bar association officials.

Gene McKinney and Gary Britian of WIBW-TV picked up the court session, operating free of restrictions on lighting and camera placement. They felt the work had been done without disrupting proceedings or detracting from the dignity of the court.

The Kansas court had previously refused permission for a similar pickup. Only one state district court has allowed still photos. Motion picture and tv filming have not been allowed in the lower tribunals.

Target For Auto Sales; Women Daytime Viewers

SELL new cars by selling to women through daytime spot television. That's the message of a new presentation prepared for automotive advertisers and their agencies by the television division of Edward Petry & Co., station representatives.

The study points out that one-third of the nation's drivers are women, compared to 24% in 1940, and that even the back-seat drivers are influential in deciding when and what new car to buy. Moreover, the study continues, the younger and larger family units represent both the largest automobile market and the largest tv viewing groups. And families that watch daytime television, according to research by W. T. Simmons Co., are more apt to own a car—or cars—than those who don't own television or who watch tv only at night.

The Simmons study, made in 1954 among 2,861 housewives in all sections of the U. S., shows:

	Daytime Homes	Non-Daytime Tv Homes	Non-Tv Homes
Own one or more cars	79.9%	66.7%	63.4%
Own one car	65.7	56.9	55.2
Own two or more cars	14.2	9.8	8.2

Spot television's flexibility and the efficiency and economy of daytime television, the presentation concludes, form a combination that enables automotive advertisers to "influence the woman in the new car buy . . . through her favorite showcase—her own tv screen." A "typical" campaign of morning and afternoon announcements and participations on 133 stations in 106 markets, it is pointed out, will deliver 1,370 announcements reaching an unduplicated total of 13.7 million homes an average of 3 times a week, making a total of 41.1 million sales impressions at a weekly cost of $57,000—or $1.40 per thousand impressions.

Annual Yule Projects Launched by Stations

RADIO and television stations throughout the United States last week were in the midst of their annual Christmas projects. Among stations reporting to B•T were the following:

WNAC-TV Boston is presenting its second annual "Noel New England" on Dec. 22. The program, a "Christmas card" to sta-

ADDED TOUCH TO BLAIR LETTERS



AGENCY PEOPLE shortly will find themselves on the receiving end of "postal presentations."

John Blair & Co., radio station representation firm, has come up with a device which its officials think will help solve two problems at once: (1) that of continually reminding people of radio's size and advertising efficiency, and (2) that of attracting attention to the mail they send out.

The device: A series of stamps, each highlighting a selling feature of spot radio in words and pictures, to be attached to all mail sent out by Blair, its nine offices, and its client stations.

The stamp approach was devised by Ray Eichmann, sales development manager, who already has designed a score or more different stickers.

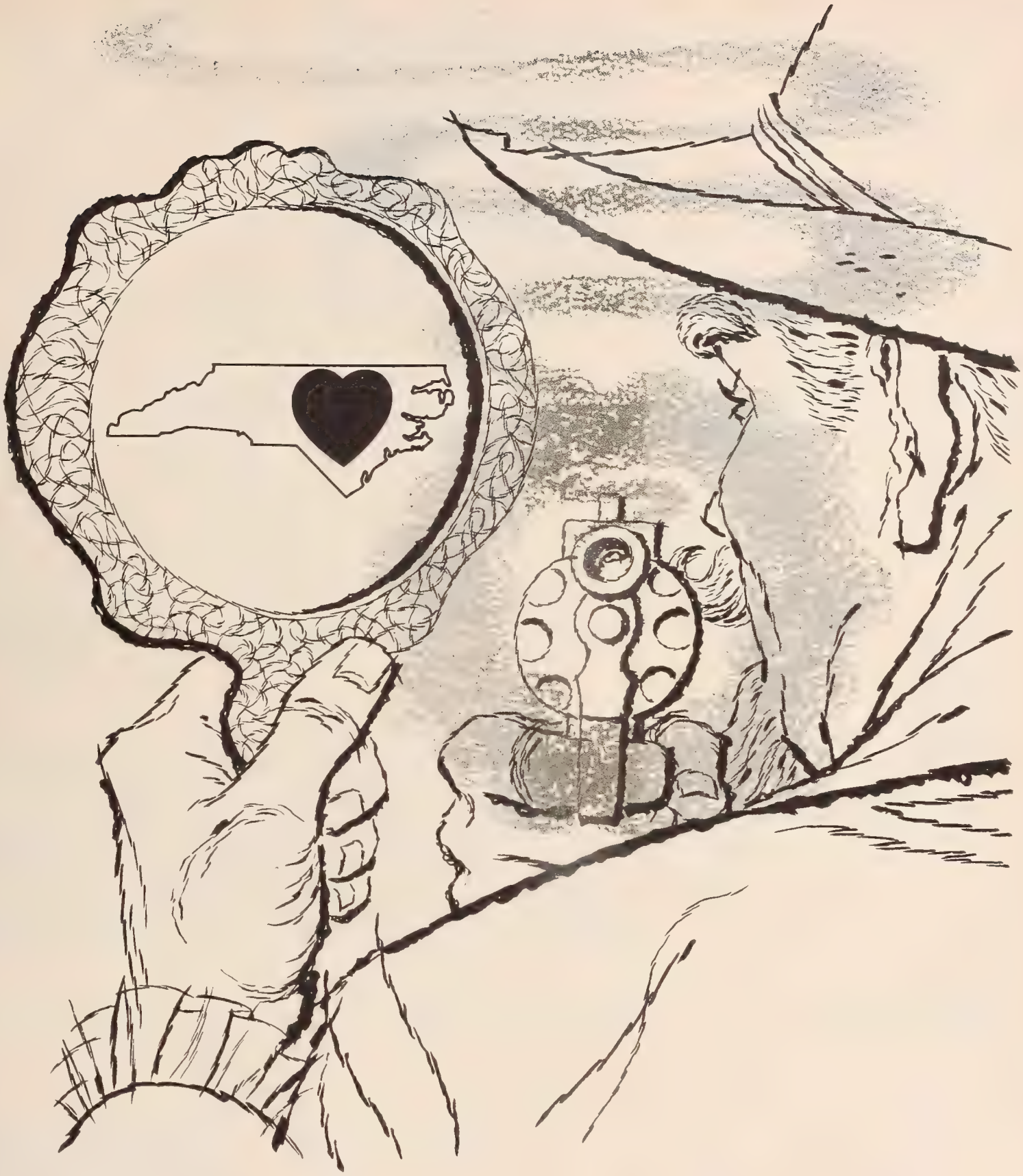
"If every timebuyer gets a pound of mail a day—and they must get that much, at least—you can imagine that it takes something different to get attention directed to a specific letter," Mr. Eichmann explains. "We think these stamps will help do the trick. We think they'll also serve another important purpose in not letting agency people forget that spot radio not only reaches virtually everybody, but, more importantly, moves goods for the advertiser."

In addition to their use on all mail, the stamps can be used to make a miniature "presentation" in letter form. For example, a letter prepared for Paris & Peart, designed to get client A&P into spot radio, employs seven picture stamps, and, also like a standard presentation, uses a minimum of copy to get the points across.

The A&P letter starts off with a stamp depicting a housewife listening to radio while engaged in housewifely chores. It points out that "spot radio harmonizes with the busy life of young housewives," then cites research data showing that 95% listen to radio every week, 80% listen daily an average of 2¼ hours, and favorite listening places are: kitchen 38%, bedroom 20%, living room 17%, automobile 9%.

Copy picks up to point out that "housewives are without a doubt the backbone of A&P's business" and that "spot radio is an ideal medium for reaching the housewife market because . . ." —and then there's a stamp showing a woman pushing a grocery cart and reminding that "two out of three women listen to spot radio before shopping."

Succeeding stamps—with just enough copy to sharpen the point—note that "one out of 10 women listen on way to shop," and call attention to a series of radio success stories in the grocery product field: Chock Full o' Nuts Coffee "skyrockets to third place via spot radio"; the Pepsodent "Where the Yellow Went" campaign, and Contadina tomato paste's report that it "practically sold out of product due to spot radio."



THE MOST IMPORTANT TELEVISION STATION IN THE RISEN SOUTH

Pow. Make like a sharpshooter because you can't miss. Channel Five has (at long last) come alive in a market as big as the side of a barn. Ain't no one station covered this $2 billion heart-of-Carolina market until now. NBC-TV. 288,745 sets, maybe a couple more. 100,000 unhampered watts. H-R.

CHANNEL 5 WRAL TV

RALEIGH NBC NORTH CAROLINA

tion's viewers, will present typical scenes of Christmas in New England.

WATV Newark, N. J., has presented a one-hour television version of the Fairleigh Dickinson University's annual Christmas show.

WWHG-AM-FM Hornell, N. Y., and the area's firemen are cooperating in collecting, repairing and repainting toys for their annual "Operation Helping Hand" program. The toys will be distributed to needy children at Christmas.

WMAL Washington is conducting its annual Country Store Drive to collect food for needy children at Christmas. The station has placed its mobile unit in front of three local grocery stores and originates its broadcasts for donations from these stores.

WDVA Danville, Va., has launched its ninth annual Penny Parade, which finances the community's annual Christmas party for underprivileged children.

WTVJ Miami is holding its third annual Christmas party in collaboration with the Jim Dooley Fishing Club at Miami Stadium on Dec. 22.

WAKE Atlanta, Ga., is planning to award a 1957 Plymouth Belvedere on Christmas Eve as the climax of its year-long Lucky Drivers License Number contest.

WCOA Pensacola, Fla., has arranged for Santa Claus to appear daily from its mobile studio set up in front of a local department store.

WWJ-TV Detroit is telecasting eight special holiday programs which will feature various choral groups, visits to Christmas parties and a midnight mass at a local church.

KLZ Denver, Colo., has launched its annual drive to obtain clothes and toys for the children of Ridge Home.

KITE San Antonio, Tex., is presenting Santa Claus' departure from the North Pole, his trip and arrival at San Antonio.

KPHO-TV Phoenix has decorated its tower with Christmas lights, said to be visible 20 miles away.

A Christmas tree with 2,300 25-watt light bulbs was placed atop Capitol Tower Bldg., home of Capitol Records, Hollywood.

KFMB-TV San Diego has established a Friendship Tree in a local children's hospital. People are asked to send Christmas cards which will be placed on the tree.

KPIX-TV San Francisco is showing films from *K Pixie Kiddie Kartoons* to children in hospitals, orphanages and institutions.

KMGM-TV Cites Film Impact; Announces New Rate Increases

STRENGTH of newly-acquired MGM feature film product in the Minneapolis market was pointed up last week in a special report by Sy Weintraub, president of United Television Inc. (owner of KMGM-TV Minneapolis). MGM has a newly-acquired 25% interest in the station [AT DEADLINE, Nov. 5] which started programming its MGM feature package on Dec. 8.

With the MGM film product, Mr. Weintraub asserted, the station has been able to build its other program schedules and business, signing "more than a quarter million dollars" in less than two weeks. He met with newsmen in New York Tuesday to report on what he said has been a station increase in sales, ratings, promotion and rate card.



WFBL Syracuse has signed George P. Hollingbery Co. as its national sales representative. At the contract signing are (l to r) F. Edward Spencer Jr., New York head of Hollingbery; Tom J. Warner, newly-appointed national sales manager of the broadcasting division of the Founders Corp., which operates WFBL, and Fred F. Hague, president of Hollingbery Radio Sales.

On the sales front, Mr. Weintraub said the independent station has sold out the weekend run of the product (9-11 p.m., Saturdays and Sundays) and that an expanded schedule, beginning about Jan. 1, of across-the-board showing of MGM pictures, already had two nights sold to a national advertiser. Said Mr. Weintraub: "KMGM-TV is convinced it can compete with the networks on this [feature film] basis." He noted that the station now is programmed "99% in film."

National advertisers newly-signed include Viceroy cigarettes, Hit Parade cigarettes, Maybelline and Carter Products.

Station rates, effective the week of Dec. 3, were increased from $600 to $1,500 for one-hour Class A time and from $120 to $275 for a Class A spot, Mr. Weintraub revealed. He estimated that the station now programs about 14 film features a week plus syndicated shows and other film.

The station's representation firm—The Branham Co.—has held daily presentations in New York to about 20 timebuyers per day on the KMGM-TV and MGM programming. In Minneapolis, the station heavily promoted the package with a four-day appearance of Betty Furness both on the air and at department stores and local clubs; parties for agency and advertiser personnel; a local beauty contest; radio and tv spots; newspaper ads and features, etc.

Mrs. Custer, WGIL Pres., Dies

MRS. Olive Francis Temple Custer, president of the Galesburg Broadcasting Co. (WGIL Galesburg, Ill.), died Dec. 9 following a long illness. She also was president of the Galesburg Printing & Publishing Co. (*Galesburg Register-Mail*) and was the widdow of Omar Nixon Custer, banker and western Illinois Republican leader. Her grandson, William Pritchard, is manager of WGIL and publisher of the newspaper.

REPRESENTATIVE APPOINTMENTS

KHEP Phoenix appoints Bolling Co.

WTSP St. Petersburg, Fla., appoints Weed Co., N. Y.

WRAD Radford, Va., appoints Robert S. Keller Inc.

WTOW Towson, Md., appoints Breen & Ward, N. Y.

REPRESENTATIVE SHORT

Adam Young Inc., N. Y., moves its offices to 3 E. 54th St. Telephone: Plaza 1-4848.

STATION SHORTS

WSTP Salisbury, N. C., has moved to combined studio-transmitter-office building at 1105 Statesville Rd.

KEYT (TV) Santa Barbara plans to maintain full-time office in Santa Maria, both Calif., for the use of Robert A. Allen, northern account executive. Address correspondence to Robert A. Allen, KEYT (TV) office, Santa Maria Inn, Santa Maria, Calif.

WSVA-TV Harrisonburg, Va., scheduled to begin live studio telecasting on Dec. 15.

KOVR-TV Stockton, Calif., appoints Golden-George Adv., same city.

KTXL San Angelo, Tex., and KARY Prosser, Wash., signed as affiliates of Keystone Broadcasting System, giving KBS total of 914 affiliates.

CKLW-TV Detroit has joined National Telefilm Assoc. Film Network.

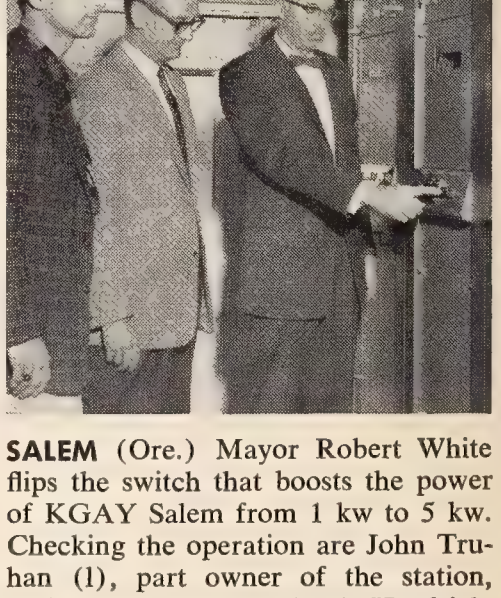
WDEF-TV Chattanooga, Tenn., began operating on increased power of 316 kw, Dec. 10.

STATION PEOPLE

John H. Norton Jr. elected chairman of board, Oliver Broadcasting Corp. (WPOR Portland, Me.), succeeding **John M. Kimball.** Mr. Norton is also vice president-general manager of WMTW (TV) Poland Spring, Me. WPOR is radio affiliate of WMTW (TV).

Bob Chappelear, WBAP-TV Fort Worth cameraman-newscaster, killed in automobile accident Nov. 26.

Todd R. Gaulocherm, account executive, WAVE Louisville, Ky., to WLW Cincin-



SALEM (Ore.) Mayor Robert White flips the switch that boosts the power of KGAY Salem from 1 kw to 5 kw. Checking the operation are John Truhan (l), part owner of the station, and General Manager Earle Headrick.



in Uncle Mike's CHILDREN'S THEATER

Children in Western New York are no different than tykes in Toledo or kids in Kansas City. They love a good cartoon show . . . a perky puppet . . . and an adult adroit at weaving delightful fantasy.

"Live" and likeable, Uncle Mike Mearian and his puppet-pal Buttons have developed this formula of fun that has won a large and loyal audience of youngsters who influence parent purchases.

If you want to make your mark in New York State's second largest market take your place with your product upstage in Children's Theater. No other area station boasts so popular a locally produced children's show . . . no other station covers the market as does WBEN-TV.

Ask Harrington, Righter and Parsons, our national representatives, for complete information on spots and participations, or call us direct.

WBEN-TV

CBS IN BUFFALO

your dollars count for more . . . on ch. 4

nati's New York office, as account executive.

Emil Bergdolt, film buyer and sales executive at WKRC-TV Cincinnati, has joined WLWT (TV) Cincinnati as account executive.

Dick Batchelor, radio account executive, WDBO-AM-FM-TV Orlando, Fla., to tv account executive for station.

Perry Walders, national sales manager, WTTG (TV) Washington, to WGMS-AM-FM, same city, as sales manager. **Martin Calle,** account executive, WTTG named local sales manager.

Richard A. Moore, president-general manager of KTTV Inc., licensee of KTTV (TV) Los Angeles, elected director of Times-Mirror Co. *(L. A. Times).* He succeeds **T. B. Cosgrove,** who died recently.

Nick Bolton, radio sales representative, Katz Agency, Chicago, to WNAX Yankton, S. D., as commercial manager.

Sam Sabean, WISK St. Paul, Minn., promoted to station manager. **Bob Mitchell,** WBBQ Augusta, Ga., to station as music director, and **James Foster,** KCUE Red Wing, Minn., to WISK as traffic director.

Don Anderson, chief accountant, KPHO Phoenix, promoted to office manager for KPHO-AM-TV.

Audrey Hunt, executive secretary-assistant office manager, KJBS San Francisco, appointed merchandising director.

Stan Barclay, James Gustafson and **Jackson Lowe** join sales staff of WOL Washington.

Louise Cox, Bennettsville, S. C., policewoman, to WBSC, same city, sales staff.

Fred Eichhorn, operations manager of KXL Portland, Ore., and **Nancy Wells,** director of home economics KIEM-TV Eureka, Calif., to KGW-TV Portland, Ore., as program assistants.

Chuck Stockford, Al Whidden Agency, Tampa, to WSUN-AM-TV St. Petersburg, both Fla., as promotion assistant.

Dave Lee, formerly on news staff of WBEL Beloit, Wis., and recently with U. S. Army, to WLBK De Kalb, Ill., as news editor. He succeeds Bob Finan, resigned to join staff of *Kankakee Republican.*

Ivan Jones, KGW Portland, Ore., to KGW-TV as farm editor.

Jerry Gordon, local sales manager, WWNH Rochester, N. H., to WTAC Flint, Mich.

Dick Mason, Detroit free lancer, and **Chuck Lewis,** WBCK Battle Creek, to WPON Pontiac, both Mich., as disc jockeys.

James R. Brunsell, production facilities coordinator at WNBQ (TV) and WMAQ Chicago, appointed supervisor for staging services in production facilities department.

WCKY'S WINTER WARNINGS

WCKY Cincinnati has instituted a school emergency radio warning system for the winter season, and nearly 500 public, parochial and private schools—with a total enrollment of approximately 150,000—are cooperating.

WCKY News Director John Murphy, under whose supervision the warning system functions, explained that principals and administrative executives of the area schools have received special kits detailing the operation of the plan and containing bulletin board notices, emergency telephone cards and "home notice" cards for pupils to give to their parents.

Authorized school representatives, whose names are on file at the station, notify WCKY's news department at any time, day or night, of any emergency closing. The station then broadcasts such information at 6:30, 7, 7:30 and 8:30 a.m. and at other times should the situation justify it.

Parents are informed by the "home notices" of this broadcast service and are able quickly to know whether or not the schools which their children attend are affected by an emergency by simply turning their radio sets to WCKY's frequency.

R. M. Fleming, the station's promotion director, explains the value of the system this way:

"Aside from the public service aspect of this promotion any station should be happy (as we are) to get its call letters into approximately 150,000 homes in its listening area on a more or less official sanction from their own school systems."

Alice L. Sinele to KMPC Los Angeles traffic department; **Patricia Holland** to WFLA-TV Tampa; **Merrill Dimick** to KSL-TV Salt Lake City maintenance crew; **Neil Patterson** to KWWL-TV Waterloo, Iowa, as projectionist; **Richard Hill, Donald K. Davis** and **Robert Vance** to KBTV (TV) Denver as cameramen. **Dick Gassaway** to KEPR-TV Pasco, Wash., as announcer and **Max S. Atterberry** to WEEK-TV Peoria as film editor. All are recent graduates of Northwest Radio-Tv School.

Arlene Golden, KGFJ Hollywood, named music librarian.

Del Clark to WJJD Chicago as disc jockey replacing **John McCormick,** resigned, to WDSU New Orleans.

Alfred S. Leibert, WTNJ Trenton, N. J., to WGBS Miami as disc jockey.

Jim Barkley, KSUM Fairmount, Minn., program director-disc jockey, to KVTV (TV) Sioux City, Iowa, announcing staff; **John Nyberg** to KVTV accounting staff and **Marge Hinshaw** named hostess of station's new show, *At Home with Marge.*

W. J. Hecht, engineering department, WHBU Anderson, Ind., promoted to assistant manager in charge of technical operations.

Bob Dale, announcer, WEWS (TV) Cleveland, to KFMB-TV San Diego in similar capacity.

Gene Fallon, freelance announcer in N. Y., to announcing staff, WHLI Hempstead, L. I.

John Seaver, WQXR New York, to KCBS San Francisco engineering staff.

Peri Ranney, reporter, *St. Petersburg Times,* to WSUN-TV St. Petersburg, Fla., promotion department. **Earl Wood,** WRC-AM-TV Washington, named announcer and production assistant for WSUN-TV, and **Harold Nosti,** Tampa-St. Petersburg artist, joins art department. **Harry Williams,** WLW Cincinnati, to WSUN-TV as announcer.

Ken Martin, chief anouncer, WLBD Atlantic City, to staff announcer for WHLI Hempstead, N. Y.

Anne Glasner, WGN-TV Chicago to continuity department of WBBM, same city.

Dave Archard, WMYB Myrtle Beach, S. C., and **Jerry Gross,** WVOS Liberty, N. Y., both announcers, to WLDB Atlantic City in similar capacities.

Frank Butler, freelance announcer, joins WCCO Minneapolis-St. Paul as newscaster.

Red Jones, KTAE Taylor, to KTEM Temple, both Tex.

Hugh Smith, formerly of United Press, to WCCO Minneapolis-St. Paul as news writer.

Mrs. Gene Jones, Edward S. Kellogg Agency, L. A., to KGMB-AM-TV Honolulu as secretary.

George C. Biggar, president-general manager, WLBK De Kalb, Ill., elected vice president of De Kalb Chamber of Commerce.

Edgar Kobak, president of WTWA Thomson, Ga., appointed head of 1957 Easter Seal appeal in New York City.

C. L. Thomas, vice president-general manager, KXOK St. Louis, elected for three-year term to Goodwill Industries of St. Louis.

Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ (TV) Chicago, appointed vice chairman of Chicago Better Business Bureau.

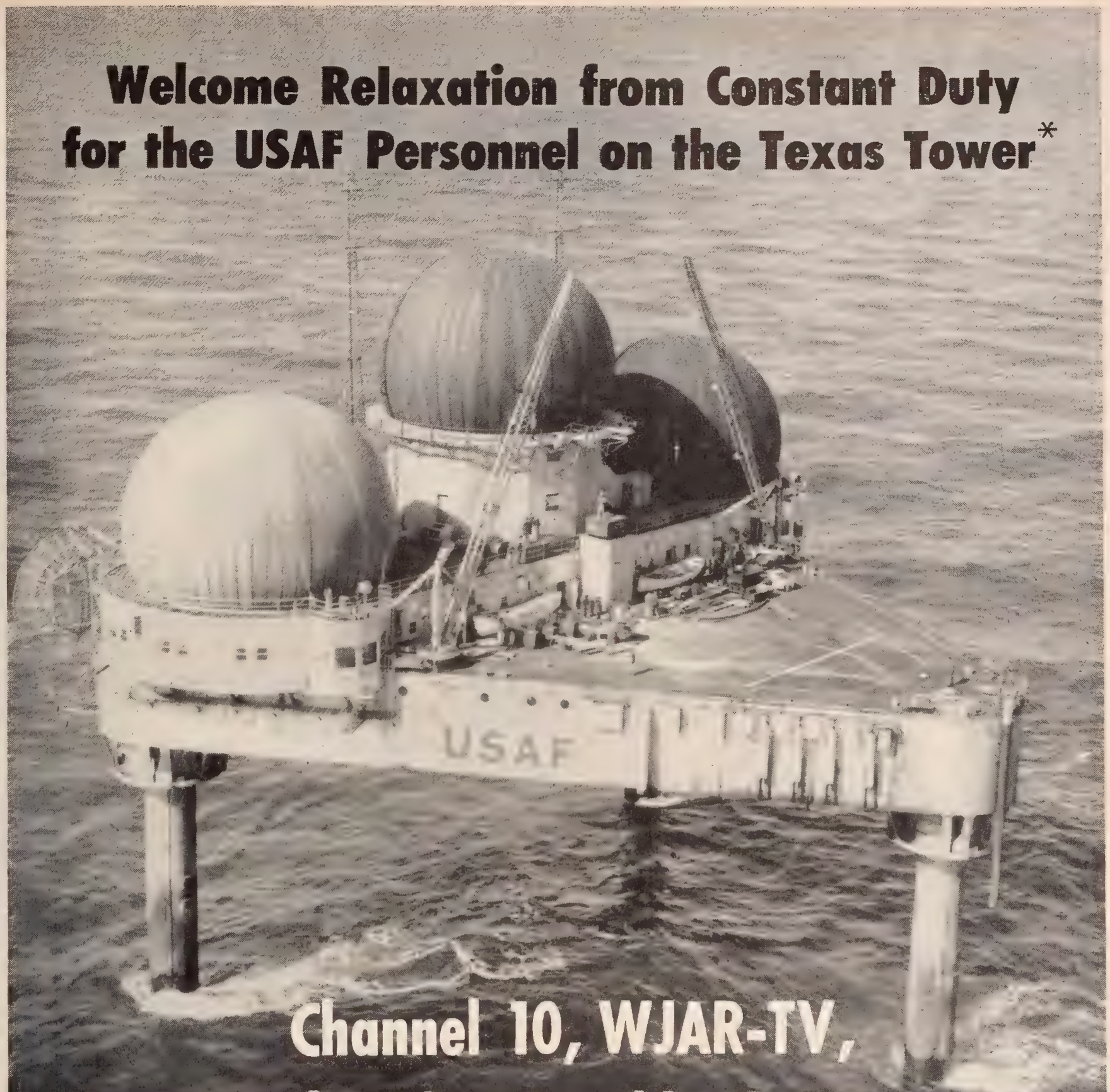
Hawthorne D. Battle, president, WCHS-AM-TV Charleston, W. Va., appointed to Advisory Council on Naval Affairs for Fifth Naval District.

Robert T. Mason, general manager, WMRN Marion, Ohio, named chairman of Sixth Annual Ohio Apprenticeship Conference.

Bob Roberts, KGMB Honolulu, selected by Honolulu Japanese Junior Chamber of Commerce to judge area's Voice of Democracy contest.

Ken Wayman, news director, KTIV (TV) Sioux City, Iowa, father of girl, Nov. 19.

Welcome Relaxation from Constant Duty for the USAF Personnel on the Texas Tower*



Channel 10, WJAR-TV, is received with enjoyable clarity on the Texas Tower.

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

NBC BASIC — ABC Supplementary

NBC

Represented Nationally
by WEED Television

Channel 10
delivers the
market in
Southeastern
New England

*200 miles from
Providence!

THREE CHALLENGES FOR NBC'S FUTURE

- **President Sarnoff says industry needs to be understood**
- **'Toboggan of decline' seen if film overtakes live tv**
- **Network announces pilot project to aid educational tv**

NBC PRESIDENT Robert W. Sarnoff deviated from the norm of anniversary speakers last week when he addressed NBC affiliates celebrating the network's 30th anniversary with a four-day Miami holiday. In the convention's major address he posed three major challenges: (1) to improve understanding of networks on the part of government, the press and the public; (2) to avoid excessive reliance on Hollywood film product that could put the networks out of business, and (3) to foster educational television. His remarks are contained in the condensed text which follows.

THE FIRST network show was not important just because the initials of the network were NBC. It was the process it put into motion that had significance. Hundreds of individual stations, with irregular, makeshift programming, lacking audience interest, and without an economic basis for growth or even survival—this was the radio picture in 1926. The unifying force of the network service started the evolution of an American communications system that today reaches the world over, that is more watched, more listened to, and more relied upon—particularly in times of peril—than any communications form man has devised.

Today the service that came to life in the old Waldorf finds itself in an ambiguous position. There are four national radio networks, 2,800 stations, 140 million receivers. Never has a communications medium achieved such totality of national coverage. Yet none of the networks, I suspect, is contributing many nickels this year to stockholder dividends; and the struggle to develop a permanent economic base for a service of such enormous national importance continues.

Even so, the picture is hopeful. At the 30-year mark, network radio is finding the bedrock of essential service and is beginning a modest rebound—turning from the things that television can do better, focusing on the things it [radio] can do best.

In the camp of one radio network, at least, there is no intention of hoisting the white flag. We have plunged upstream, against the current, to find new types of audience and advertiser service. At long last, I believe, we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service. I am encouraged to say this because of the solid support our new proposals have received from our radio affiliates. Together we are underwriting a determined campaign to restore network radio's usefulness and strength.

On the other side of the broadcast coin, television has renewed with great vibrance the cycle of network growth. The three tv networks reach nearly all the country. Four hundred fifty-two commercial stations now function—the vast majority profitably—and the science and art of communicated sight have become a billion-dollar business. In mounting frequency, the television signals that blanket America are being infused with color—true color, color as nature created it. More than 230 stations now carry network-originated color shows, and major programs are telecast by NBC on a daily basis.

The 30 years of networking parallel the 30 years of the nation's greatest industrial growth, and the relationship between the two is more than casual. Broadcasting has assumed the multiple functions of advertising, marketing, merchandising and, in effect, pre-selling the American consumer. It has streamlined a once-cumbersome sales and distributive process. It has served as a prime mover in advancing the gross national product this year beyond the $400 billion mark.

While a commercial message may occasionally be long, tedious, or—heaven forbid—even annoying, the true import of broadcasting's commercial aspect is that it possesses the priceless power to move merchandise, to create new mass consumption desires in a nation that consumes its way to prosperity, to strength and to security. Were this power stripped from television, the repercussions on the national economy might well be immediate and fearsome.

It is ironic that a service of such value and potential, with such an outstanding track record over 30 years, should find itself so little understood at the time of its greatest success. In part, I think, this stems from its enormous complexity and the widely conflicting pressures brought to bear on it. One hand deals with sponsors and agencies, with talent and agents, with outside producers and film groups. A second hand deals with hundreds of stations, managed by rugged individualists; a third with government officials. A fourth hand deals with the press, and, above all, with a sensitive public that can, in turn, be warm, irascible, enthusiastic or plain, downright angry. Pretty soon you run out of hands.

Public sensitivity toward broadcasting is truly the Eighth Wonder of the World. Jimmy Durante once said that "everybody wants to get into the act." He must have been thinking of networks in the year 1956 when he said it. Congressional investigations, inquiries by public agencies, demands by other television interests, have come faster than free plugs on a Bob Hope Show.

One of our tasks is to explain ourselves to government. The past year has been a wave of investigations questioning functions inherent in the network system. Our operating practices have also been under a drumfire of attack by outside interests. If these basic practices were prohibited, networking itself would cease to exist. A great deal of value would disappear from American broadcasting.



UP TELEPHOTO

Brig. Gen. & Mrs. Sarnoff at Miami

Yet, I am confident this will not happen, for there is really only one issue: will the public be hurt or helped if the network system is dismantled? When all the facts are weighed on the scales of public interest, I am sure the balance will be heavily in favor of the present network structure.

And while we seek to explain ourselves to governmental bodies and other external groups, we must also evaluate a new factor developing within the industry itself—the film invasion. It could change the entire character and scope of television if it is not thoughtfully assessed by broad-



AP WIREPHOTO

THIRTY-YEAR affiliations were honored at NBC's four-day anniversary meeting at Miami Beach. At head table (l to r): Joseph Sinclair, WJAR Providence R. I.; Paul W. Morency, WTIC Hartford; Walter J. Damm, WTMJ Milwaukee; Niles Trammell, WCKR-WCKT (TV) Miami, ex-NBC president and a speaker at banquet; Robert W. Sarnoff, NBC president; Harry Bannister, NBC station relations vice president and toastmaster; Gov. Leroy Collins of Florida; Lester W. Lindow, WFDF Flint, Mich., chairman of the NBC Radio Affiliates Committee; H. Dean Fitzer, WDAF Kansas City; George M. Burbach, KSD St. Louis; William H. Rines, WCSH Portland, Me.; Edwin K. Wheeler, WWJ Detroit. The tributes to 30-year affiliates were tendered last Thursday night.

casters in long-range terms. It may seem to open a smooth and easy road, but it could be a short road with a dead end.

The flood of film comes from two sources which are beginning to conflict with one another: first, the backlog of Hollywood features now being released in quantity to television; second, the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry.

The Hollywood film makers have, quite naturally, seen in the combination of their old pictures and television, a means of quick and profitable replacement for the loss of theatrical outlets and declining motion picture revenues. They have also seized on television as a means of reactivating idle movie studios and facilities. I do not criticize their decision to move into television. The financial pressures directing them toward our medium—after the broadcasters established it as a national system—have been obvious for some time, and the release of the feature backlogs was not unexpected.

Insofar as the broadcaster is concerned, the price tag on a feature package almost compels him to play each film over and over again in order to recoup his costs. These packages, of course, include some fine pictures which promise good first-play ratings. But what about all the grade B, C and D films in the package? How much audience will they hold when they have been run, and rerun, and run again? And if most broadcasters take that route, where will the industry be when the end of the road is reached two or three years from now? Or will television by then have surrendered itself to the Hollywood film-makers as its main source of new product?

Today, television broadcasting is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years.

At NBC we have carefully weighed the alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis on live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality.

This is our decision for ourselves. We do not control the decisions of others. Yet I think every network affiliate should reflect on the likely results of loading schedules with feature films—particularly if use of this temporary product leads to displacement of network programs. If such a trend results in curtailing the networks' access to the air, they will be deprived of the resources *and* the opportunities to move ahead in creative programming. Not only will entertainment shows be affected, but also cultural and informational programs that are part of the broad network service, and that are not offered by any other program service. Ultimately, the Hollywood movie makers might replace their former 40,000 theatrical outlets with the nation's 40 million or more television sets. If they do, television as a communications service will ride a toboggan of decline.

In considering the alternatives, I think you will also want to assess a related factor—the rise of a third network. This should be a source of satisfaction, for three-network competition can only add to the overall strength of our medium.

With a rising population, a steady increase in circulation, and the trend toward multiple sets in the home, black-and-white will continue to grow, but not at the breakneck pace of the past.

This places a special premium on developing and refreshing the creative resources within television itself. Above all, it places a premium on color. Color is the booster charge for our fourth decade.

Just as black-and-white television came along when radio reached maturity, so now color comes to the forefront. The opportunity that was ours in Atlantic City is now ours again.

Next year we are aiming for at least two color programs nightly and soon we hope to have the bulk of our nighttime schedule in color. We are driving hard on color expansion because high-attraction network color shows are the best and quickest means of creating national color circulation, just as the big Berle spectaculars created black-and-white circulation.

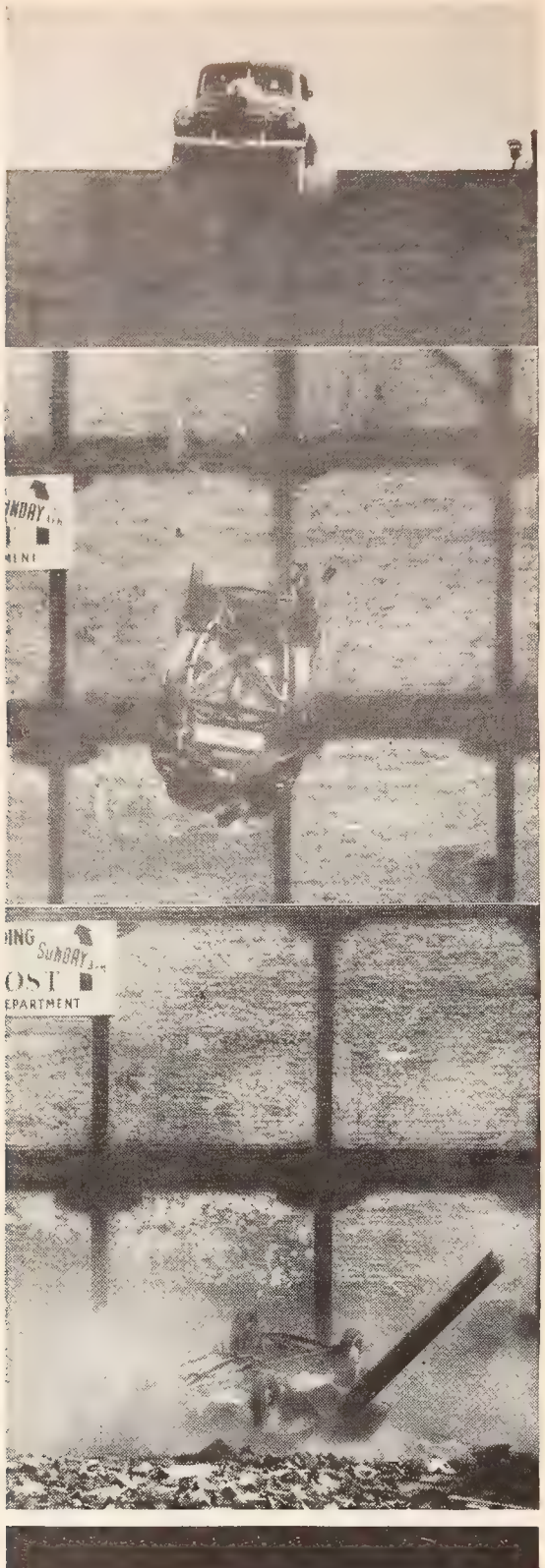
Through the network structure, color service has already spread nationally. Today 95 percent of all television homes are within reach of color signals. The majority of our affiliates have equipped themselves to transmit network color, and about thirty stations on the network are originating their own live color shows. They, and we, are riding the color tide of the future.

Now, like our young friend, Jack, I want to climb a different beanstalk. This beanstalk leads to a new world of television—a world which we commercial broadcasters seldom explore. This is the world of educational television.

While our commercial broadcast service spans the whole range of informational subjects in programming for the varied tastes of the national audience, it does not attempt specialized educational services for specialized audiences. This type of programming comes within the province of the non-commercial, educational stations which have been licensed by the FCC for that specialized purpose.

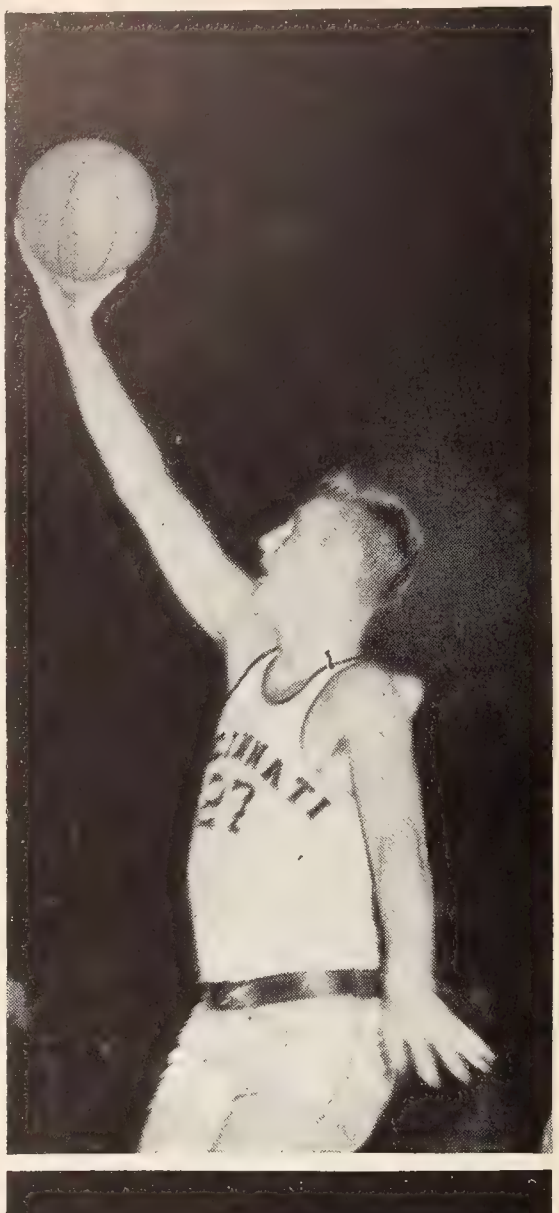
It is NBC's plan, during 1957, to furnish specialized educational programs to all of the nation's non-commercial educational stations. These programs will be produced in our studios and furnished live to the educational stations over our network lines. They will be telecast during an afternoon time period which does not conflict with our regular schedule. They will also be kinescoped for repeat broadcast or subsequent classroom use, thus creating an important and enduring educational television library.

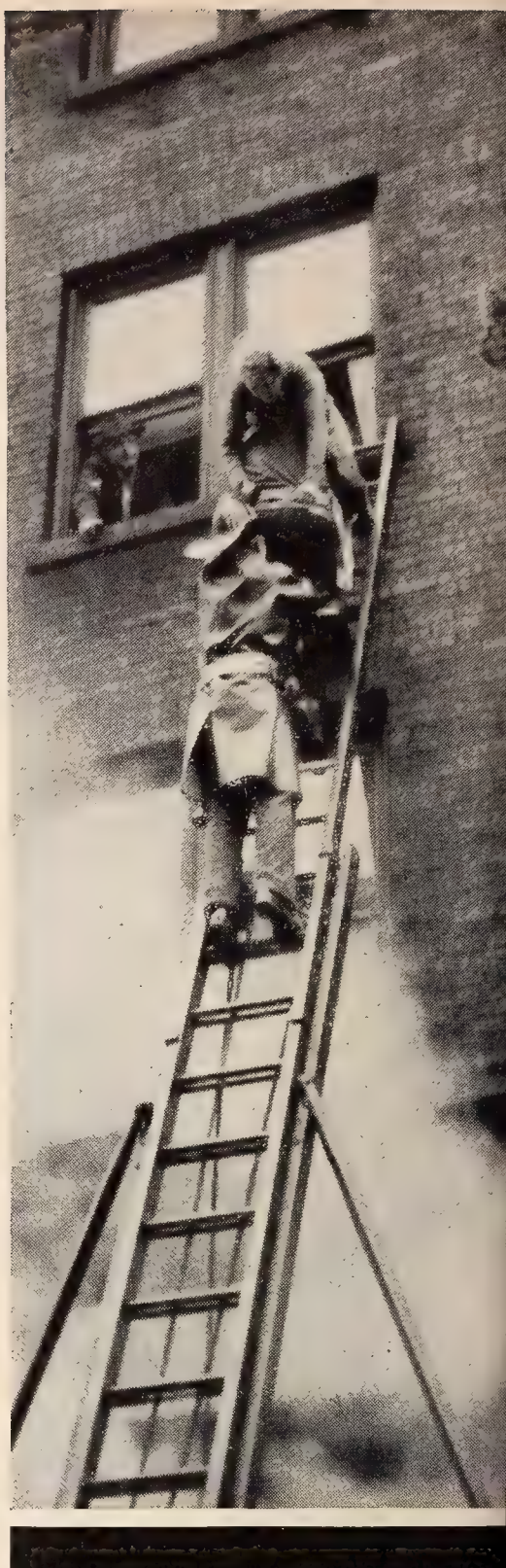
The programs will consist of three half-hour presentations each week, with instruction in mathematics, the humanities, and government. The project will extend through 26 weeks in 1957, beginning next March for a 13-week period, and resuming next October for another 13 weeks. Each of the three program series will be conducted by experts in the field. We are approaching



Sports are News:

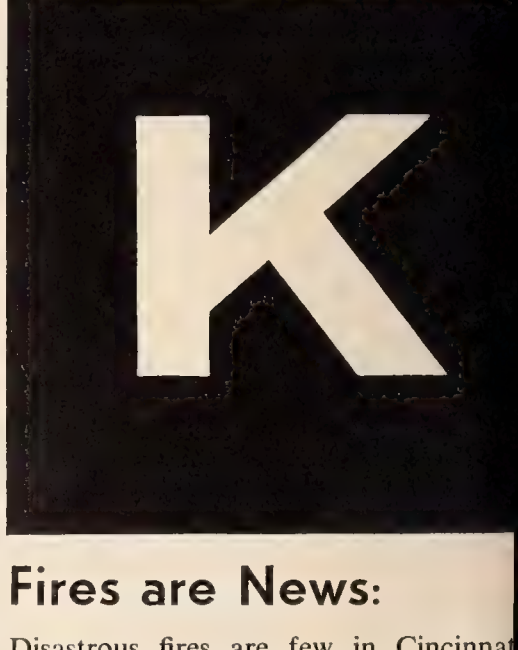
Cincinnati is a "hot" sports town, with two major universities consistently in the national news in football and basketball. WCKY'S listeners want to know what goes on in all sports events—and WCKY'S News Department keeps them informed at all times.











Safety is News:

Public Service events, get complete coverage by WCKY News. Like this Police Safety demonstration—a car falling from the top of a 7-story building. Viewed by thousands . . . brought to the scene by WCKY'S advance news stories

—WCKY'S News Department was on the spot for a direct wire report.



Fires are News:

Disastrous fires are few in Cincinnat thanks to a highly efficient fire depar ment. But, when they do occur—day night . . . WCKY, with Cincinnati's lar est Radio News Staff—is on the job brin ing direct news to listeners.

Tragedy is News:

Two planes collide in mid-air, 20 miles south of Cincinnati early in the morning. 13 die in the crash. The first word of this ragedy was flashed by a WCKY news bulletin within 16 minutes; within an hour, 16 WCKY news men were covering the story. WCKY'S large news department scored another of many "firsts."



Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L.B. Wilson* **STATION**

L.B. Wilson WCKY CINCINNATI

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
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CINCINNATIANS TUNE TO WCKY FOR THE NEWS FIRST

'It's tougher being a network telephone operator than a network president.'

TO ILLUSTRATE the quandary a network faces in its program selection, President Sarnoff told the affiliates of the reaction NBC received one night last month.

PEOPLE feel an intimacy and responsibility for television that defies historical analogy, and no two members of the public seem to agree on how we should handle our programming. The report of the NBC night executive office last Nov. 1 is a classic illustration of this. It dealt, like a ship's log, with hundreds of calls that swamped our switchboard during the late afternoon and evening hours on a day of momentous political and international news. Let me quote from it:

Before 6 p.m.: Fifty calls protesting that Adlai Stevenson apparently was not being granted equal time to answer the President's speech of the night before. General tenor of the calls: highly irate.

6:15 p.m.: We announce that Stevenson is being given equal time. The switchboard lights up like a Christmas tree. We are accused of giving in to political pressure. Many callers say they intend to protest this disgrace by telegram, and never dial NBC again.

6:30 p.m.: We are covering the U.N. live. Complaints from viewers who miss their regular programming.

6:45 p.m.: Our New York station cuts to the Esso news show, featuring Ken Banghart, for a world news roundup. A barrel of protests for leaving the United Nations, the callers saying that NBC cares more about making money than keeping the public informed at a time of impending disaster.

7 p.m.: We cut to Adlai Stevenson. The calls continue furiously through his speech, some protesting that we are not at the United Nations, some protesting at giving Mr. Stevenson time, others angry at missing their regular show. Some, in fact, were so angry they hung up without fully explaining what they were angry about.

And so on into the night. On the news summaries and bulletins we brought in from the U. N., we got telephone protests because our commentators referred to England and France as allied forces. There were more than 500 calls during the evening. I guess it's tougher being a network telephone operator than a network president.

men of scholarly attainments in their fields.

This service will be provided by NBC at no charge to the educational stations. We are committing more than $300,000 next year for programs, production facilities and personnel. The Educational Television & Radio Center at Ann Arbor, which has received funds from the Ford Foundation, is supplying the local loops to connect the educational stations with the NBC network lines, and is consulting closely with us on the design of the programs.

This will be the first live programming ever to be done expressly for the educational television stations on a national basis. Officers of the Center have already indicated an interest in extending this service to other days and other subjects. This is frankly what we have hoped for. We see our 26-week project as a demonstration operation. We believe that when our project terminates at the end of 1957 its values and lessons can be carried forward in ways that will help enrich the whole future of education by television.

(Mr. Sarnoff departed from his prepared address Thursday night to report that the Ford Foundation had advised him that it would participate in the educational project to the extent of two half-hour programs weekly, which with three half-hours programmed by the Educational Television & Radio Center at Ann Arbor, will make a total of five days a week of educational broadcasting. He said also that reaction from educational organizations had been spontaneous and enthusiastic.)

Now back down the beanstalk. The educational proposal will, in no sense, divert us from our regular programming plans. We now have the creative personnel, the organization and the facilities to hold a firm position of leadership over the next three decades. At our 60th Anniversary Convention, I expect to be talking to you about television signals which span the globe. My subject then will be: the world—in color.

MIAMI SIDEBARS

ATTENDING the Wednesday-Saturday NBC convention were some 650 persons, including representatives of 188 radio and 207 television affiliates. The convention was held at the Americana Hotel in Bal Harbour, Miami Beach. [For agenda details see B•T, Dec. 10.]

IN A congratulatory telegram sent last Thursday to Robert W. Sarnoff, NBC president, on the occasion of the network's 30th anniversary, John B. Poor, MBS president, stressed the importance today (as in the past) of network radio.

Mr. Poor noted that in July 1936, Brig. Gen. David Sarnoff, then RCA president and now board chairman, told a convention in Boston that "the new medium [television] will not supplant or detract from the importance of present day broadcasting. Rather, it will supplement this older medium of sound and add a new force to the advertisers' armament of salesmanship." Mr. Poor stated in his telegram that "your celebration today is proof positive of his [Gen. Sarnoff's] sage words then."

SIX charter affiliates of NBC's radio network were recipients of plaques awarded Friday morning on the *Today* program by NBC President Robert W. Sarnoff. All stations had been affiliates during the entire 30-year history of the network. Recipients were George M. Burbach, KSD St. Louis; William H. Rines, WCSH Portland, Maine; H. Dean Fitzer, WDAF Kansas City; Joseph (Doty) Sinclair, WJAR Providence, R. I.; Paul W. Morency, WTIC Hartford; Edwin K. Wheeler, WWJ Detroit.

NILES TRAMMELL, president-general manager of WCKR-WCKT (TV) Miami and former president of NBC, was given the "treatment" at the NBC affiliates meeting Friday on whether he should be admitted to membership in the group in the light of his "past associations." In a skit in which a dozen prominent affiliates participated, question was raised whether he was an "NBC pigeon" or whether he would keep the pledge and "bellyache about compensation and screwed up line charges and overcommercialization and ratings and no chain breaks in the spectaculars." After protracted debate, he was declared by Chairman Walter J. Damm, WTMJ-AM-TV Milwaukee, as voted in unanimously.

DISTAFF touch at NBC Miami convention was the presentation of a scroll to Mrs. David Sarnoff, in behalf of NBC affiliates and their ladies. Presentation originally was to have been made by Oveta Culp Hobby, publisher of *Houston Post* (KPRC-AM-TV), but illness prevented her attendance.

WHILE there was lack of unanimity, many, if not most, NBC Radio affiliates attending the convention in Miami thought NBC should be given encouragement on its new plan of offering five-minute newscasts on the radio network beginning next month. The attitude of proponents, and their numbers seemed to increase in Miami, was that the project should be viewed at long range and not simply on immediate economic return. The feeling was that some dissidents would change their approach as a result of the deliberation in Miami.

A 24-PAGE special anniversary section devoted to NBC's 30 years in broadcasting was published Thursday by the New York *Herald Tribune*. Featured as the section's lead stories: color tv expansion ahead and an interview with NBC President Robert W. Sarnoff, who predicted in addition to color tv growth, a good future for network radio, a great future for network tv and world-wide tv. Mr. Sarnoff welcomed strong competition and, the article pointed out, "urges government not to impose unfair and damaging restriction upon the network relationship."

NBC

1926-1956

KSD *and* KSD-TV *salute the*

NATIONAL BROADCASTING COMPANY

on its

THIRTIETH ANNIVERSARY

As one of NBC's original affiliates, KSD takes particular pleasure in joining with the entire industry in saluting the National Broadcasting Company.

We're proud of the part we played in the growth of NBC. For three decades, we have built a large, loyal audience for NBC programs throughout the St. Louis area.

Our association with NBC through 30 memorable years in radio and almost 10 years in television has been such as to make us look forward, with pleasant anticipation, to a continuation of that relationship for many years to come.



IN HOUSTON...

STATION A
Sells Ratings

STATION B
Sells Merchandising

STATION C
Sells Power

STATION D
Sells Prestige

STATION E
Sells Cut-Rates

But

ALL-AROUND BEST
KTHT
SELLS YOUR CLIENTS' PRODUCTS

KTHT
5000 W 790 KC

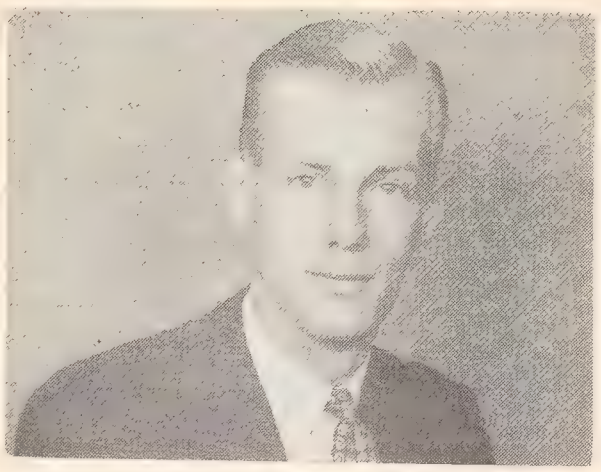
MUSIC - NEWS
SPORTS - MYSTERIES

Mutual for Houston and South Texas

Call your Paul Raymer Man

IN HOUSTON SMART TIME-BUYERS CHOOSE
K T H T
FOR RESULTS

Media Buyer Sold on Audit Bureau of Circulations



JIM LUCE
Associate Media Director
J. Walter Thompson
New York, New York

"Paid circulation, as measured by the Audit Bureau of Circulations, is the only measurement of reader interest and reader responsiveness. This is simply because paid circulation can only be built and maintained on people who want the publication enough to pay for it. If he loses interest or changes jobs he doesn't renew. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind the Audit Bureau and it's the sound way to buy space."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

NBC-TV INSTALLS AMPEX RECORDER

- **Air use not scheduled yet**
- **Some streaks in CBS tapes**

NBC-TV Hollywood last Thursday received the first of its three Ampex video tape recorders direct from the Ampex factory in Redwood City, Calif., but it doesn't plan to use it for commercial re-broadcasting to the Western zone until performance of the recording tape itself improves, it was learned by B•T.

Meanwhile, CBS-TV continues to use its two Ampex units at CBS Television City there to re-broadcast the eastern-originated *Douglas Edwards and the News* each evening for western audiences [B•T, Dec. 10], but the tape occasionally is slightly streaked by "drop-out" caused by tape variations of "live" quality performance.

Engineers close to the matter explained that the video tape requires manufacturing tolerances much more critical than that required for ordinary sound recording and the tape manufacturers until now have not had detailed performance data on which to base their quality control in the production process. CBS-TV so far has used only tape supplied by Minnesota Mining and Mfg. Co. for broadcast purposes. This firm is known to be making close laboratory analyses of the performance requirements.

Although CBS-TV has used both of its Ampex units in Hollywood to record the Doug Edwards show each night since Dec. 1, never yet has it been necessary to shunt to the second unit because of unsatisfactory performance of either the machine or the tape, B•T was told.

Howard S. Meighan, vice president in charge of the CBS-TV Western Div., said Thursday that taping of the Edwards program "seems to be coming out very well" and expressed high confidence in the continued performance improvement of both machine and tape. He said the network does not plan to expand use of the tape recorder for western playback at this time beyond the Edwards newscasts, since other hours of the day are important for technical crews to experiment with the machines, improve their technique and train others.

NBC Monitors CBS Tape

NBC-TV officials admitted they are continuing to monitor the CBS-TV tape show and one said "no improvement" in the picture has been noted, with the tape drop-out problem still in evidence. They agreed, however, that the tape show is far superior to film kinescope and has the general appearance of a live origination although they do not consider the over-all performance satisfactory at this stage to use for NBC-TV replay.

NBC-TV expects to run acceptance tests on its units and to see what improvements can be made in the video circuits. The NBC-TV engineers were complimentary on Ampex mechanical craftsmanship in the re-



YOU MIGHT THROW THE DISCUS 194½'-*

BUT... YOU NEED WKZO-TV TO BE CHAMP IN KALAMAZOO-GRAND RAPIDS!

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	No. of TV Homes In Area	DAYTIME		NIGHTTIME	
		Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
WKZO-TV	633,120	421,320	292,720	464,530	378,080
STATION B	512,980	310,720	203,170	348,140	278,660

Here's proof that WKZO-TV is the top buy in one of America's top-20 television markets. November, 1956 Nielsen figures, left, show that WKZO-TV gets 44% more viewers daytime, and 36% more nighttime, than the second station. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day AND night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Fortune Gordien set this world's record in Pasadena, California, on August 22, 1953.*

corder and hoped the network's electronic experience could furnish new advances in that category.

NBC-TV Hollywood expected delivery of its second Ampex unit over the weekend and the third next week. Number three is to be sent to New York headquarters.

'Press Conference' Discovers New Film Equipment in Paris

ABC-TV reported last week that its Dec. 9 *Press Conference* filmed program (Sundays, 8:30-9 p.m. EST) introduced a French sight-sound system "that may revolutionize some types of tv film shows." The new system, the network said, incorporates two major advances—a single microphone "so sensitive it can pick up voices without distortion anywhere in the studio," and a monitor which gives the director full control over four moving picture cameras.

The equipment, the network said, was discovered in Paris when co-producers Martha Rountree and Oliver Presbrey decided to film an interview with French Premier Guy Mollet in Paris. The Jenner studios in Paris matter-of-factly set up the monitor-board cameras and the single microphone. The monitor is said to give a director the same control over film cameras he now has over live tv cameras in that a director can select the one shot he wants at any particular moment and only that camera will operate. The microphone, according to the program co-producers, is "so sensitive" that it "did the work of eight mikes normally used by *Press Conference*."

New CBS-TV Rates To Be Released Jan. 1

CBS-TV will release a new rate card (No. 13) about Jan. 1, it was revealed last week.

Although rates were not disclosed, it was announced that effective with the new card's release, the maximum Extended Market Plan discount will be increased to 20% for advertisers using 30 or more of the participating smaller market stations.

Initially, CBS-TV set up a discount structure that provided for a maximum of 15% if all the EMP stations were included in the order. With the new discounts, it was explained, an advertiser will be able to earn up to 40% in combining both network and EMP discounts.

The new EMP discount structure was noted last week in a progress report by Edward P. Shurick, the network's national director of station relations.

Mr. Shurick's scoreboard shows a total of 34 smaller market tv stations taking part in EMP; the number of advertisers using one or more of the stations increasing from 46 last year to a current 60; the number of CBS-TV programs carried on EMP outlets going up from 59 last year to a current 64; a total of 390½ commercial hours running weekly on all EMP stations, or a gain of 164 hours over last year's total, and 111 hours of sustaining service or an overall 502½ hours of programming on EMP stations (twice the 1955 amount).



JAMES H. BRYCE, general manager of Diamond Walnut Growers Inc., signs a contract for the company's first network television campaign—a series of participations on NBC-TV's *Home* program. Present for the signing are (l to r) Walter G. Tolleson, account supervisor, Tv Network Sales, Western Div. of NBC; Dennis C. Bruner, Diamond advertising manager; Robert W. Werth, the walnut company's director of marketing, and Charles Richardson, McCann-Erickson account executive.

'STRIPED MAGNETIC' BEING USED BY CBS

- **Involves coating of film**
- **Puts audio, video on par**

A NEW "striped magnetic" recording technique is in use by CBS News, it was revealed last week. The technique, developed over a year's time by CBS engineers working with a number of equipment manufacturers and motion picture and magnetic film suppliers, already has been given a workout on a number of news shows using film inserts.

As explained by CBS engineers, the process basically is similar to that developed in Cinemascope magnetic striping in motion picture production. But it is different in that movie technicians stripe the film after print development while the CBS process features striping on raw film before prints are made.

The new process reportedly solves a dilemma in tv filming—the problem of favoring picture or sound quality. In conventional filming, the photographic sound track is on the same film negative as the picture.

Striping involves coating of the film with a magnetic material. This permits the sound to be recorded magnetically and thus replaces the conventional photographic sound track.

After this is done, the film is then used in a 16 mm motion picture camera that is equipped with a magnetic sound recording system. The combined photographic picture and magnetic sound record is processed conventionally and reproduced on projection equipment designed to operate with magnetic sound. Additional copies or prints of the original camera material are produced conventionally for the picture, but the magnetic sound is recorded or electrically printed.

A "double-system" of filming has long been in use by Fred Friendly and Edward R. Murrow in the production of their *See It Now* program on CBS-TV, which uses much news-feature film. The so-called "double-system" gives the effect which the "magnetic stripe" process is striving to achieve. By the simultaneous use of two cameras, *See It Now* technicians are able to favor picture quality on one, and sound on the other, then synchronize the two for the quality desired.

In programming, magnetic striping has been confined to use in CBS Public Affairs' shows, but engineers report the network "looks forward to the time when all of CBS-TV's filmed programs use the process." The technique is seen as a step forward, particularly in the film coverage of events, since the end result is a rendition of quality equivalent to "live sound" (and to that provided by magnetic tape recording in radio).

CBS engineers note that the single-system magnetic striping has been used on color film as well as on black-and-white. Film material using the magnetic striping and dealing with the news personalities treating the Middle East situation has been released on CBS-TV's *Douglas Edwards and the News,* the same show on which CBS-TV has made test use of its new Ampex video tape recorder for west coast rebroadcasting [B•T, Dec. 10].

ABC's Garred Dies Suddenly

BOB GARRED, 41, radio-tv news veteran for 20 years and with ABC News and Special Events since 1950, died suddenly early Monday morning in Ardmore, Okla., while on assignment to cover the delivery of the first Lockheed turbojet transports to the Tactical Air Command. A local physician said the cause of death may have been coronary occlusion. He is survived by his parents, his wife Frances and two children, Ann 9 and James 8.



The Loyalty of Friendship.

Friendship, in our South, finds its roots in steadfast loyalty. But friendship of this nature is not lightly given—it must first be earned.

This tenet is sharply defined in the wealth of friends gained by WRVA Radio over the past 31 years. Through continued participation in community affairs . . by the highest standards of entertainment and service . . with a tradition of responsible, competent and experienced management—WRVA Radio has won (and held) the firm devotion of Richmond families.

Now comes WRVA-TV—endowed with this rich inheritance from WRVA Radio—and steadily winning the allegiance of Richmond's television viewers. They expect from WRVA-TV the finest that proven skill and imaginative minds can produce. They are not disappointed.

Mindful of such responsibility, Richmond's newest television station has moved inevitably to the position of leadership by earning the special loyalty that Southerners give only to those who earn it. Truly, WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

HEY, TONI...
JOE'S GOT A
FULL WAVE!



KELO RADIO'S
NEW MIRACLE
1,032
FT. TOWER
is anything higher?

The midwest's biggest radio tower, equivalent to 13,600 watts, makes KELO RADIO a new regional station. And our rates, plus new tremendous power, make this your best regional buy! Let Joe Floyd's miraculous, far-reaching KELO be
YOUR ONE GREAT RADIO DOORWAY TO A VAST NEW REGIONAL MARKET!

NEW KELO RADIO

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

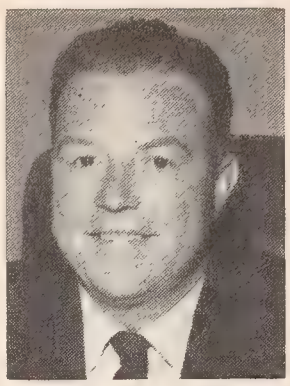
JOE FLOYD, President

Evans Nord, Gen. Manager, Larry Bentson, V.P.

Represented by H-R

NBC Radio Promotes Pearson To Director of Pacific Div.

ELEVATION of Karel Pearson from manager of talent operations, NBC Pacific Div., to director of the NBC Radio Network, Pacific Div., was announced last week by Matthew J. Culligan, vice president in charge of NBC Radio. Mr. Pearson will report to Mr. Culligan in his newly-created post.



MR. PEARSON

Mr. Pearson joined NBC-owned KNBC San Francisco in 1934, working up to the post of assistant traffic manager in Hollywood for the Pacific Div. After Army service, he returned in 1945 to NBC in Hollywood, becoming successively night manager of the radio program department, operations manager, production manager, program manager (radio), program supervisor (tv) and last October, manager of talent operations.

Six Signings By MBS Swell Gross By Nearly $1 Million

SIGNING of three new contracts and three renewals for programs on Mutual was announced last week by Wendell B. Campbell, RKO Television Pictures vice president in charge of national MBS sales. Gross billings of the business were estimated at nearly $1 million.

New clients are Sterling Drug Co. (Fletcher's Castoria and Dr. Caldwell's laxative products), through Carl S. Brown, New York, for participations in Mutual's *Queen for a Day* (Mon.-Fri., 11:30-12 noon EST) and the 11:10-11:15 a.m. portion of *Parellels in the News* (Mon.-Fri., 11:05-11:15 p.m.); Carter Products, New York, through Ted Bates, New York, for three participations per week on the network's evening block of mystery programs; National Labor-Management Foundation *(Partners* magazine), Chicago, for new series, *Partners in Progress* (Sun., 5:45-6 p.m. EST).

Advertisers renewing on Mutual are American Home Products Co., New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for nine of Gabriel Heatter's 15 newscasts per week; the Christian Reformed Church, through Stoetzel & Assoc., Chicago, for *Back to God Hour* (Sun., 9:30-10 a.m. EST) and Radio Bible Class, Grand Rapids, Mich., through J. M. Camp Adv., Wheaton, Ill., for *Radio Bible Class* (Sun., 10-10:30 a.m. EST).

Western Fm Network Formed By Five 'Fine Music' Stations

FORMATION of the Western Fm Network of "fine music" stations was announced following a meeting of representatives from five stations, held a fortnight ago in San Francisco.

Present were Ellwood Lippincott and Tom Grant, KISW (FM) Seattle; Stanley Goard and James McGuire, KPFM (FM) Portland; Jerry Cobb, KNEV (FM) Reno; Stephen A. Cisler, KEAR (FM) San Francisco, and W. T. White, of a new fm station to open in Sacramento.

"We propose to start in January with weekly exchanges between all member stations of high-fidelity tape recordings of certain program features being obtained from the east and abroad," said Mr. Cisler, acting secretary of the association.

He said that fm stations in Fresno, Los Angeles and San Diego had been invited to attend the group's next meeting Dec. 29 at Carmel, Calif.

ABC-TV's 'You Asked for It' Sets Permanent European Unit

PLANS to set up permanent filming units in Europe for ABC-TV's *You Asked For It* program were announced Wednesday by Executive Producer Wayne Steffner. Mr. Steffner said Producer Cran Chamberlin has been in Paris negotiating for a camera unit to cover France and adjacent countries for the network's Sunday night show.

This week, Mr. Chamberlin will proceed to Mannheim, Germany, and then to London where similar units will be established. Mr. Steffner said the large increase in mail from the program's viewers had indicated great interest in *You Asked For It's* new international format begun this fall.

In addition, the executive producer said, plans are being discussed for sending camera crews to South America and parts of Asia next summer.

Jack Webb Not Satisfied With NBC-TV's Promotion

FILM TV producer-actor Jack Webb let it be known publicly last week he wasn't happy with the ratings of his *Dragnet* series on NBC-TV and put part of the blame on the network for not promoting and advertising the show enough. In turn he complimented CBS-TV for its policy of program advertising to the listener through other media.

NBC-TV has ordered another 78 programs from Mr. Webb but he indicated he doesn't know at this point if he wants to make them. The producer has filmed 198 episodes to date and those which already have run on the network have been syndicated as *Badge 714.*

McNeill, NBC-TV Pact In Air

NBC-TV's decision last week to return *Truth or Consequences* in the 11:30-12 p.m. Mon.-Fri. slot may shelve the five-year pact that network signed with ABC Radio star Don McNeill last month [AT DEADLINE, Nov. 26]. Mr. McNeill's contract, calling for exclusive daytime tv services, was said to be contingent on NBC-TV's approval of a time period, with 12:30 p.m. suggested. Mr. McNeill would have replaced *It Could Be You.*

Truth or Consequences is scheduled to begin on Dec. 31. It is further understood that the McNeill contract will be cancelled unless his option is picked up by that date.

»» *there's a* NEW SOUND *for* SOUND SELLING *in Detroit*

WWJ's new Hi-Fi quality transmitter makes station a better buy than ever

New transmitter, new phasing equipment, and other technical improvements have added even greater distinction to Detroit's oldest and most esteemed radio voice.

WWJ's high fidelity signal penetrates with crystal clarity every corner of the big, prosperous Detroit-area market. Listeners enjoy a new high in brilliant radio reception. Advertisers get more . . . much more . . . for their money.

Buy the *new* WWJ for its great personalities, its crack news and sports coverage, its NBC programming—and its new Hi-Fi quality. Use this new sound for sound selling in Detroit and southeastern Michigan.

the new **WWJ** AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

NBC Affiliate

Unlimited system

plus superb picture quality...make RCA best

Improved technical quality in your film programs need not require a big investment

ICONOSCOPE CONVERSION

You can start simply and build gradually, if you prefer, first by converting iconoscope film cameras to RCA vidicon film cameras. You'll get marked improvement in gray scale, tremendously increased signal-to-noise ratio, improvement in resolution, and provision for automatic black level control . . . all with a minimum of operating attention. The "snap," clarity and live effect will be immediately reflected in advertiser preference.

MONOCHROME SYSTEM EXPANDABLE TO COLOR

Or, you can start with the superior vidicon film system expandable to color. Using the RCA TP-15 universal multiplexer, color and monochrome film equipment can be completely integrated—by adding a TK-26 color film camera at any time. This new multiplexer accommodates up to four projector inputs, all of which are available to two film camera outputs.

COLOR FILM SYSTEMS

To go to color *now,* you can select from various equipment combinations which use the RCA TK-26 three-vidicon film camera. In TV stations where superb picture quality and operational simplicity count, the TK-26 is the preferred system for color film programming. It has been selected after careful comparative evaluation with other systems and found to produce finer quality film pictures in both monochrome and color. Superior results are achieved at minimum cost with maximum operational simplicity.

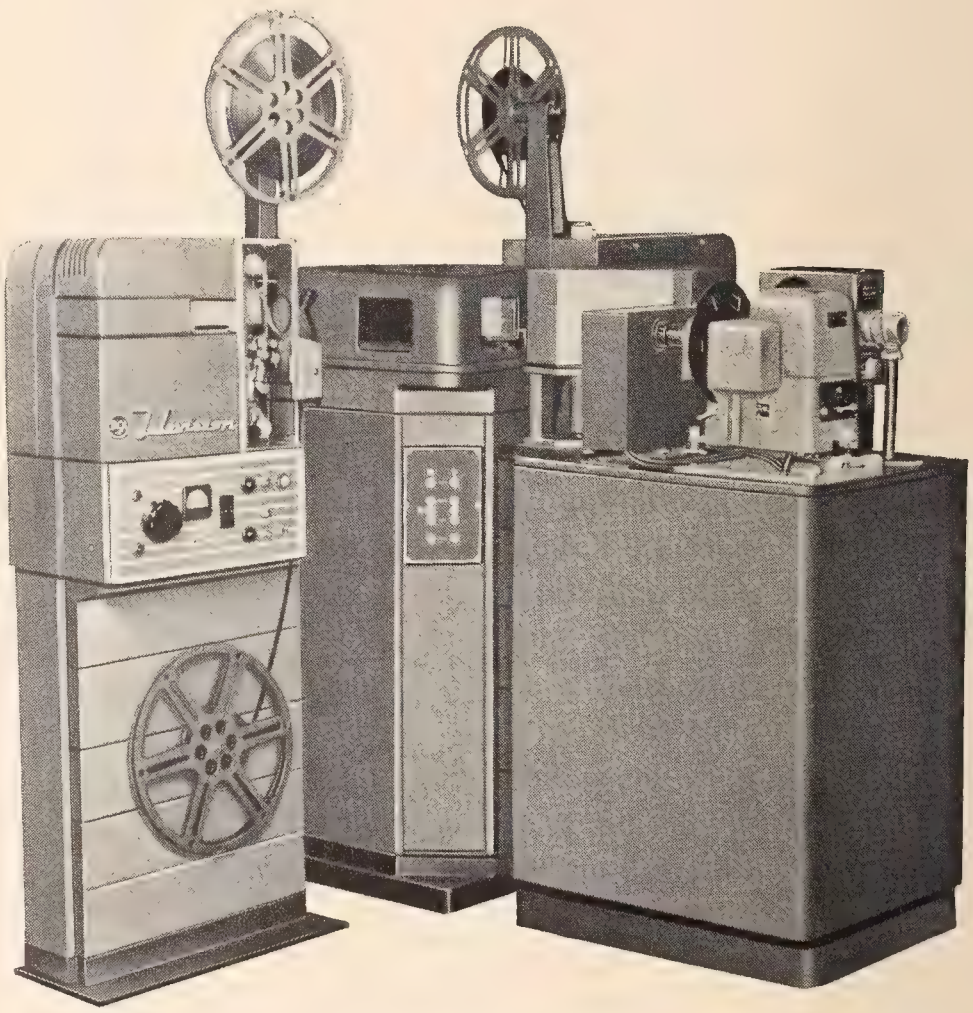
LIVE COLOR, TOO

It is possible to use the RCA three-vidicon film system for pickup of opaques, live commercial products and demonstrations within a limited area.

See your RCA Broadcast Representative for more details on Vidicon Film Systems. He will be glad to answer your questions. Let him help plan a film system that can start you on the road to the new and additional revenue that will come from color!

NEW STANDARDS OF QUALITY

The RCA Vidicon Film System has established a standard of film reproduction by which all other methods are judged. You can expect and get the highest quality reproduction, with protection against obsolescence for years to come. To give some idea of the wide range of system possibilities with RCA equipment we submit four diagrams, at right, from the very simplest equipment to a Dual Color Film System.



Monochrome film system expandable to color.

RCA®

RADIO CORPORATION of AMERICA

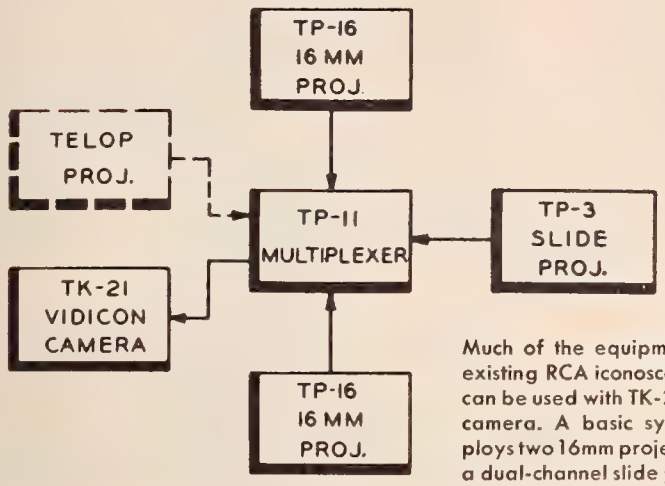
BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N.J.

possibilities . . .

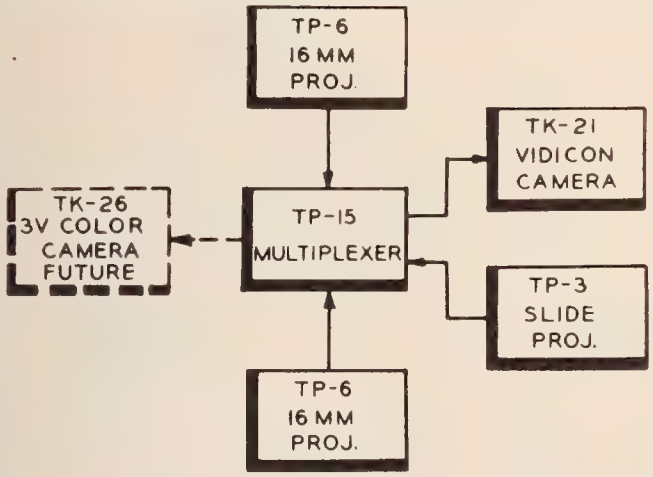
buy in film equipment—monochrome and color

1. CONVERSION OF ICONOSCOPE FILM SYSTEM TO VIDICON



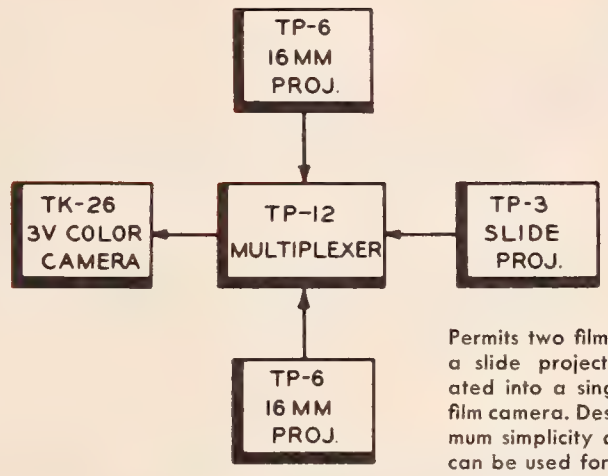
Much of the equipment in an existing RCA iconoscope chain can be used with TK-21 vidicon camera. A basic system employs two 16mm projectors and a dual-channel slide projector.

2. MONOCHROME FILM SYSTEM EXPANDABLE TO COLOR



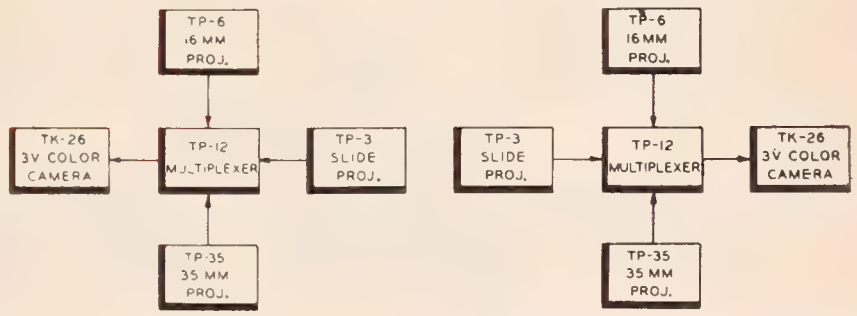
Combines a TK-21 monochrome film camera with projectors and multiplexing equipment, which are usable in color as well as monochrome. At any time a TK-26 color film camera can be added, retaining the TK-21 for the monochrome channel.

3. BASIC COLOR FILM SYSTEM



Permits two film projectors and a slide projector to be operated into a single TK-26 color film camera. Designed for maximum simplicity and economy, it can be used for both color and monochrome film.

4. DUAL COLOR FILM SYSTEM



Will handle a large number of inputs and therefore provides maximum program protection. Two completely independent program channels provide the ultimate in reliability and assure continuous programming. Permits previewing in color.

Best for color and monochrome because it uses proved-in components!

VIDICON TUBE . . . . RCA development

Vidicon storage tube is outstanding from standpoint of high signal-to-noise ratio, reliability and low-cost operation. It produces a sharp lifelike picture—equally good in monochrome or color. Replacement involves minimum of equipment readjustment.

STANDARD-TYPE PROJECTORS FOR 35 and 16MM

Standard of the motion picture industry, the intermittent projector produces a beautiful steady picture. It involves none of the critical mechanical tolerances of the continuous projector for 16mm. RCA now offers the TP-6 series projector designed from the beginning for professional 16mm television use. Provides maximum video and audio quality with operating convenience and dependability. RCA neutral-density-filter light control makes it possible to achieve satisfactory results with practically all kinds of film.

NEW TYPE TP-15 MULTIPLEXER

Provides for complete integration of color and monochrome. Offers flexibility and protection of two-camera system without the necessity of buying separate projectors for each camera. Permits preview of one program while another is on-air.

OPERATING CONVENIENCE AND SIMPLICITY

Only two simple controls are employed in "on-air" operation. Pedestal level and Master Gain. For assuring picture perfection, all controls, together with waveform and picture monitors, are located at the operating position.

NBC-TV Will Devote 5 Hours To Inaugural Coverage Jan. 21

NBC-TV has scheduled five hours of live telecasting of President Eisenhower's inaugural ceremonies and celebrations, Jan. 21.

Schedule includes an 11 a.m.-noon pickup of pre-inauguration ceremonies and the motorcade from the White House to the Capitol; noon-1 p.m. coverage of the oath taking and inaugural address; 1-3:30 p.m. telecast of the parade down Pennsylvania Ave., and 11:30 p.m.-midnight coverage of the Inaugural Ball. NBC Radio will be covering events from 11:30 a.m. until 2:30 p.m.

Chet Huntley and David Brinkley, co-editors of NBC-TV's *NBC News* and the anchor men during convention and election coverage, will head the network's news staff covering the inauguration.

ABC-TV Outlines Its Plans For Presidential Inauguration

ABC-TV's coverage of President Eisenhower's inauguration, Jan. 21, will extend over a five-hour period, the network announced last week. The first four hours will be devoted to the swearing-in ceremonies, from 11 a.m. to 3 p.m., and will cover the entire proceedings from Mr. Eisenhower's departure from the White House and his return. This phase of the telecast will encompass the traditional parade along Pennsylvania Ave., the President's oath-taking and his inaugural address.

From 11 p.m. to 12 midnight, ABC-TV intends to telecast the Inaugural Ball. A portion of this (11-11:15 p.m.) also will be covered by ABC Radio.

Fifteen ABC news correspondents, including Edward P. Morgan, Martin Agronsky, Quincy Howe, Paul Harvey, Ted Malone, Arthur Van Horn, John Secondari, Dick Rendell, Julian Anthony, and led by John Daly, ABC's vice president of news and public affairs, will be assigned to the proceedings. Marshall Diskin, who directed the network's convention and election night telecasts, once again will fill that capacity.

Lewine Elected Vice President

ROBERT F. LEWINE, who moves from ABC-TV to NBC's television network program department this month, has been named an NBC vice president. His election was anticipated at the time his decision to join NBC was announced [B•T, Dec. 3]. He has been ABC-TV vice president in charge of programming and talent.

NETWORK PEOPLE

Norman Felton, producer-director of NBC-TV *Robert Montgomery Presents* for past six seasons, as well as a freelancer on *U. S. Steel Hour* (CBS-TV) and other network shows, has been signed as CBS-TV staff producer-director.

WCDA-B Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WRVA-TV Richmond
WSYR-TV Syracuse

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative
New York
Chicago
San Francisco
Atlanta

WRCV-TV's Series on Hungary Aids Red Cross Relief Program

WRCV-TV Philadelphia has inaugurated a two-week nightly series of local, live color programs called *Hungary 1956* on behalf of the American Red Cross' Hungarian relief.

The program, being telecast from 11:15 to 11:25 p.m. Monday through Friday, features WRCV-TV news analyst Taylor Grant, who presents news of the Hungarian situation and talks with various guests who are or have been on the scene or close to it.

In addition, WRCV-TV director Dennis Kane, cameraman Ralph Lopatin, and engineer Bill Hofmann currently are in Vienna filming on-the-spot scenes of the Hungarian people as they flee the Communist rule and seek refuge in neighboring Austria.

The major portion of the film footage being shot in Austria will be used as the basis for a special half-hour "wrap-up" program which WRCV-TV will present Dec. 22 as a finale to the series.

Tv Musical Show Offered Free By National Guard to Stations

A PACKAGE of eight 15-minute filmed musical shows featuring singer Jill Corey and sponsored by the National Guard will be made available without cost to television stations beginning Jan. 1.

According to Lt. Col. James B. Deerin, chief of the National Guard Bureau Information Office, each show carries two animated one-minute recruiting spots, in addition to the musical numbers.

Stations interested in obtaining prints of the series should contact their local National Guard units or the office of the adjutant general in each state. Complete promotion kits also are available.

CARE Begins New Food Crusade

THE Advertising Council, working jointly with BBDO, New York, volunteer agency, has launched the 1956-57 CARE Food Crusade with the slogan "Please Care—Hunger Hurts." The council indicated that more than $1 million worth of time and space—using all media—will be utilized throughout the Crusade, although BBDO's services to the council will be free of charge. Acting as coordinator for the campaign is A. R. Stevens, advertising manager of American Tobacco Co., a BBDO account. Executive on the account is Jorie Lester of the council staff.

Ad Council Appoints Bunker

THE Advertising Council has announced that Walter Bunker, vice president of Young & Rubicam, has been named chairman of the Hollywood radio-tv committee of the council, succeeding Frederic W. Wile Jr., formerly of NBC. The Hollywood committee, comprised of broadcasting, production and advertising executives, serves to promote and coordinate public service advertising in radio and tv programs emanating from the West Coast.

THESE BOYS are the BUYS in Rochester!



ED MEATH
AND THE
"Musical Clock"
6—9:30 A.M. Mon. thru Sat.

Rochester's long-time top-favorite disc jockey dominates our morning program schedule which *averages,* from 6:00 A.M. to Noon... **33%***

BOB E. LLOYD
AND
"Lloyd's Unlimited"
3:30—6 P.M. Mon. thru Fri.

Less than seven months in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which *averages,* noon to 6:00 P.M.... **25%***

... and, beside rating FIRST in share of audience in the morning, and FIRST in the afternoon, we really ought to mention that we're FIRST evenings, too! **24%***

*LATEST ROCHESTER PULSE REPORT OCTOBER 1956

CBS **WHEC** *of Rochester*
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO. *Los Angeles, San Francisco*

HOUSE GROUP TAKES LOCAL 47 SIDE

- **Subcommittee recommends protection for union members**
- **Petrillo's trust fund payments are target of decision**

A HOUSE Labor subcommittee last week recommended that Congress consider legislation to give individual union members "some protection with respect to payments made by their employers that would otherwise go to them in the form of higher wages."

The subcommittee issued the report following hearings in Hollywood last May in the feud between AFM's Local 47 and its national executive board over AFM's musicians' performance trust fund [B•T, May 28]. The report was approved after a closed session in October, but released only last week. Members are Chairman Phil M. Landrum (D-Ga.) and Reps. James Roosevelt (D-Calif.) and Joe Holt (R-Calif.).

The report, however, concluded that "the Federal Government should not be required or authorized by legislation to interfere with or supervise day-to-day relationships between union officials and union members; such intraunion matters can and should be worked out within the structure of the labor organization itself; sooner or later in most cases the will of the members themselves will govern the conduct of the union."

The subcommittee, in its findings, said, "It seems clear that—

"(1) The membership of the Los Angeles Local No. 47 . . . has no voice in collective bargaining negotiations carried on at the national level, and has no effective control over its own affairs.

"(2) Because of the structure of the AFM, its method of selecting delegates to their national convention, and the powers conferred on the president and the executive board, it is unlikely that the members of the board can ever obtain proper or adequate participation in the management of the affairs of the union.

"(3) Substantial sums which would, in most industries, go toward increased wages and fees for many members of Local 47 and the New York local are now being diverted into the various musicians' performance trust funds."

Purpose 'Highly Objectional'

The House unit's findings continued that the purposes to which these funds are used are "highly objectionable to many members of Local 47. Although the funds are supposed to be used to provide employment for unemployed musicians and to promote cultural development throughout the country, these witnesses believe that the majority of performers benefiting from the funds are not really unemployed professional musicians who normally make their living in that profession, and also that the method of allocating the funds is a device by which the president and the executive board of the AFM control an overwhelming majority of the delegates to the national convention of the union."

In its recommendations, the House group noted that the decision in Inland Steel case in 1948 interpreted the provisions of the Labor Management Relations Act of 1947 (Taft-Hartley) to require employers to bargain with unions regarding health, welfare, pension and other types of employe benefit plans, the "rationale" of this decision being that benefits flowing from such plans are embraced in the terms "wages, hours and working conditions."

While sums paid by the employer as a result of collective bargaining may go directly into a union fund such as that of AFM, union dues deducted from the union member's wages can be turned over to the union only after a written assignment by the employe, the report said. The subcommittee recommended that additional hearings be held to determine if the 1947 act should be amended to require the same "written assignment" in the case of such additional "wages."

The report acknowledged that such an amendment of the law "might, to some extent, interfere with and perhaps slow down collective bargaining negotiations . . . in some instances" because union negotiators would have to know in advance of negotiating sessions whether members wanted their share of possible increases in the form of larger paychecks or in benefits from one of the union plans.

Arguments in favor of such legislation, however, the report said, are that (1) it would enable the individual union member to share in the benefits of collective bargaining contracts entered into by the union . . . "thereby preventing the kind of situation that now exists in Local 47, AFM"; (2) it would encourage unions to administer employe benefit plans to the satisfaction of those members who contribute ("or who forego a wage increase") to them; (3) it is simple and easy to understand.

The subcommittee felt no further hearings concerning the operations of musicians' performance trust funds are necessary "from the standpoint of federal legislation."

Juke Box Royalty Payments Studied in O'Mahoney Report

A REPORT presenting the various viewpoints on a Senate proposal to require royalty payments to composers for performances of their works on juke boxes was released last week by Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Patents, Trademarks & Copyrights Subcommittee.

Sen. O'Mahoney said the report makes no recommendations for solution of the controversy, but presents a concise analysis of the issues involved. "It is hoped," he added, "that it will enable all persons interested to find a means of solving the issue on an equitable basis."

A proposal (S 590) to amend the Copyright Act of 1909 to require royalty payments for commercial performances of music on coin-operated machines failed to pass in the 84th Congress.

Supporting S 590 were American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music Inc. (BMI), Society of European Stage Authors and Composers Inc. (SESAC) and others. Opposing it were juke box operators organizations and others.

ASCAP President Paul Cunningham, in a letter last week to Sen. O'Mahoney, said his organization is anxious to meet with the juke box operators to "work out a compromise satisfactory to the subcommittee." An accompanying ASCAP "background" statement said the 1909 exemption of coin-operated music machines from royalties allows 450,000 juke box operators to take in an estimated $500 million annually without paying performance fees to the "creators" of the music, while other commercial users of music—including radio-tv broadcasters, hotels, taverns, dance halls, skating rinks, etc.—must pay composers for public performance of their musical works for profit.

Neuberger Asks Investigation Of U. S. Propaganda Broadcasts

CALL for a congressional investigation of the role of U. S. "propaganda" in "feeding false hopes to Hungarian freedom fighters" was sounded last week by Sen. Richard L. Neuberger (D-Ore.).

Sen. Neuberger said American broadcasts to communist countries about "liberation, rollbacks" and similar phrases and "slogans" have created a false impression of U. S. policies and said it is time for a "public review of the discrepancy . . ." He said he believed Congress "should inquire fully into what relationship, if any, there has been between these slogans which have been so recklessly broadcast for the past four years and the actual foreign policies of this Administration."

Speaking in Hermiston, Ore., Sen. Neuberger said news reports have quoted Hungarians as saying they have been led to believe, by Voice of America and Radio Free Europe broadcasts, that the U. S. would support them in a fight against Russian oppression.

Wanamaker Asks Damages of KVI; To Sue 50-60 Other Stations

LIBEL suit asking heavy damages was filed Wednesday in Seattle Superior Court against KVI Seattle by Pearl A. Wanamaker, state superintendent of public instruction. She asked $250,000 damages on the ground Fulton Lewis jr., MBS commentator, erroneously linked her with communism in a broadcast last January. KVI is the Seattle MBS outlet.

Mrs. Wanamaker said the suit is the first to be filed, with others to follow naming Mr. Lewis and 50 or 60 other radio stations that carried the broadcast. The Lewis suit, she said, will be filed soon in Maryland. She said Mr. Lewis acknowledged in a later broadcast that the charge was incorrect and added that he terned it "one of the greatest boo-boos of all time." Mrs. Wanamaker lost her campaign for re-election Nov. 6 after 16 years in office.

FCC AGAIN OPPOSES UHF-VHF SET TAX

- **View presented House group**
- **Treasury would keep levy**

THE FCC last week again went on record in favor of eliminating or reducing the 10% manufacturer's federal excise tax on all-channel television sets. The opinion was expressed in a statement submitted to a House Ways & Means subcommittee.

On the same day (Monday) a Treasury Dept. official in testimony before the subcommittee stated Treasury's opposition to eliminating or reducing any of the present government excise taxes.

Dan Throop Smith, top tax assistant to Treasury Secretary George M. Humphrey, specifically criticized the proposal to remove the tax from all-channel sets, saying that if Congress wants to cut a particular tax it should make up the revenue loss by levying new or increased taxes in other fields.

Mr. Smith called the proposal "questionable" and said the Treasury Dept. considers its purpose ulterior—the stimulation of one phase of business over another. Taxation should be for revenue purposes only, he added. Mr. Smith estimated the excise tax on tv receivers brings the Treasury revenues of $100 million a year.

May Disregard Smith Statement

Meanwhile, Rep. Aime J. Forand (D-R. I.), chairman of the subcommittee which concluded hearings last week, told reporters at the close of sessions Tuesday that in his opinion "the committee will disregard Mr. Smith's flat statement against tax cuts. If we find that certain steps should be taken in justice and fairness, I for one will not hesitate to take them."

Subcommittee staff members explained that Rep. Forand's statement had general application and did not necessarily refer to the proposed elimination of tax on all-channel sets. They noted that some excise tax cuts were made in the 84th Congress, despite blanket disapproval of the Treasury Dept. Rep. Forand left Washington immediately after the hearings and was not available for further comment.

Concerning the FCC stand, Chairman George C. McConnaughey said that because people have not had sets to receive uhf broadcasts many authorized uhf stations have not started broadcasting even though there is "a great demand for more television service. Obviously it is futile for uhf stations to furnish programs if the public cannot receive them, and the public will not pay more to get a uhf receiver for which they have no use. The best interests of the public require that this circle be broken some place. . . ."

He noted that while the FCC may license broadcasters to use certain frequencies, it has no authority to require set manufacturers to produce all-channel sets or the public to buy them. At one time, he said, as many as one-third of the sets produced were all-channel, but now they are estimated

local

events that make the

news

make every newscast outstanding on

wfdf

flint's leading news station

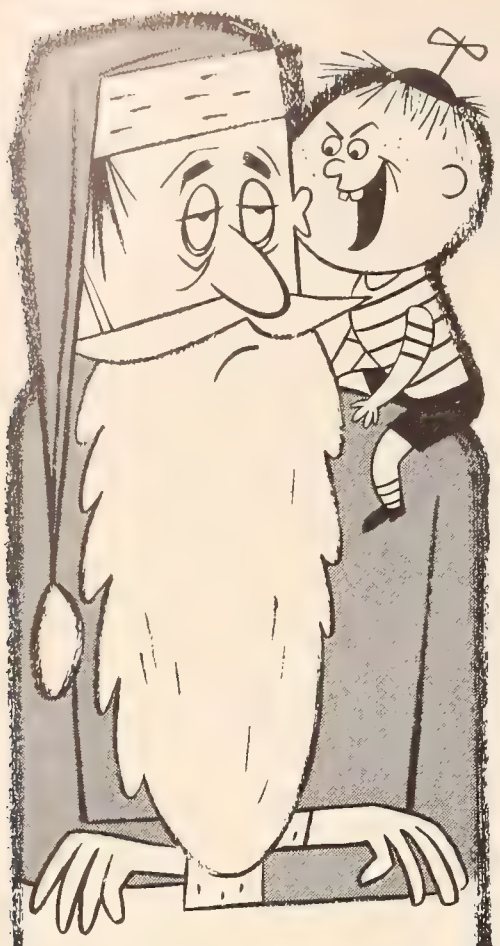
Local events that make news require quick and accurate coverage . . . 24 hours a day. And WFDF's full time local news staff is on the spot when the news is breaking . . . on the air hours (and even days) ahead of any other local news source. Flint listeners know it, and so do Flint sponsors. How about you? Katz can give you the full news story and WFDF can supply a day-by-day breakdown to show you just how far they lead on the local news scene. You'll see for yourself why Flint's leading newscasts are on WFDF—the only Flint station with its own full time local news bureau.

wfdf • flint, michigan

nbc affiliate

Represented nationally by the Katz Agency

Associated with: WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis-St. Paul



SALES STORY

There are all kinds, but if you really want to sell Southern California, take heed:

It was **1:15 in the morning,** late in November . . .

Jackson Wheeler was visiting with his KTTV viewers. He interviewed Lease Bussard, International President of the Optimists, who read the Optimist Creed. Jackson invited the "Jackson's Theatre" audience to let him know if they wanted a copy.

Then it happened . . .

KTTV's switchboard was jammed until, **at 2:15 A.M.,** Wheeler suggested that the audience write instead of phoning.

To date, 9,752 requests for the Creed have been received from all over the Southern California area. The place is loaded with optimists (customers, to you).

Yes, Southern California is different, and the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

at only about 10%. He saw the need for "drastic action."

Referring to the FCC's study of the problems involved and to the Commission's invitation to the tv industry and others to comment on the possibility of shifting all tv to uhf, he said "one way" to stimulate purchase of all-channel sets is to have the price of all-channel sets substantially the same or less than vhf-only sets.

He asked for action to encourage the purchase of all-channel color sets before the investment in color vhf sets becomes "so extensive that serious public inconvenience would be caused by the public not being able to receive color programs in the uhf band. . . ."

Mr. McConnaughey said the FCC cannot predict with accuracy the result of removal or reduction of the excise tax, but that "obviously the public would be more inclined to buy all-channel sets if the price differential were insignificant."

"In fairness to this committee," he said, "it should be stated that the question of receiving sets is not the only factor in our television problems or even the only obstacle to stimulating the use of new channels and additional service to the public. In the considered judgment of our Commission, however, the fact that so few people have all-channel receiving sets is an important element bearing on the matters under our jurisdiction and one which merits careful consideration and the best efforts of all of us in finding a solution."

The FCC, he said, agrees with the Senate Commerce Committee's recommendations for reduction or removal of the excise tax on all-channel sets.

Graham Urges Change In Equal Time Rules

PHILIP GRAHAM, publisher of the *Washington Post* (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), told a Senate committee last week he "would hope" to resubmit his "small campaign contributions" plan to the national political committees for the 1960 elections.

Mr. Graham discussed his plan in testimony Tuesday before the Senate Lobbying & Political Activities Committee headed by Sen. John L. McClellan (D-Ark.). He also urged amendment of Sec. 315 of the Communications Act to relieve broadcasters of the "equal time" provisions of the law in presidential elections for all but major party candidates.

The broadcaster-publisher said there was too little time between the date of his original proposal [B•T, June 6, 1955] and the 1956 campaign to make any headway and that next time he will bring it up about a year and a half in advance of the campaign. One reason the plan failed this time, he said, was because Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, didn't get together to support it for "personal reasons."

Mr. Graham's plan was for radio and tv stations, newspapers and other media to carry public service advertising, in cooperation with The Advertising Council and with the support of advertisers, asking all persons to contribute up to $5 to the political party of their choice. Candidates receiving their campaign financial support from such small contributors then would not be obligated to special interests which heretofore have made large contributions to candidates, Mr. Graham felt.

Mr. Butler has charged Mr. Hall several times with "sabotaging" the Graham proposal by failing to support it.

At the time he introduced the plan, Mr. Graham said a Gallup poll cross section of U. S. families indicated a total of 16 million families would be willing to contribute $5 to a political party, which would have meant a total of $80 million in political contributions to both parties.

Mr. Graham last week called for amendment of Sec. 315, testifying that networks and stations would be more disposed to give free radio and tv time to major party candidates if they were not required by law to give equal time to candidates of splinter and minority parties. He said the law should be amended so that a candidate would have to qualify for equal time opportunities by showing his party received a certain percentage of votes in the past election or by presenting a petition signed by a given percentage of voters.

FCC Examiner Favors Denial Of Selma, Ala., Tall Tower Bid

THE 21-month fight by ch. 8 WSLA (TV) Selma, Ala., to change its transmitter location and increase tower height to a record 1,993 ft. above ground received a setback. FCC Hearing Examiner H. Gifford Irion last week recommended that the Commission deny the proposed changes. Mr. Irion found that the proposed tower would constitute a potential hazard to air navigation. Further, he questioned WSLA's financial ability to operate as proposed and decided that the planned operation would cause economic harm to uhf WCOV-TV Montgomery (ch. 20), Ala., which the examiner said would not be in the public interest.

This is the third of the so-called "tall-tower" cases which have met strong opposition from the Dept. of Defense and various aviation groups. The other two cases were resolved in favor of the stations: the FCC approved a 1,356-ft. tower for ch. 5 KGEO-TV Enid, Okla., and a 1,610-ft. structure for ch. 8 KSWS-TV Roswell, N. M.

One of the hearing issues was whether WSLA's proposed transmitter-site move (50 miles from Selma, 23 miles from Montgomery) was designed to serve the particular needs of Selma. Here, Mr. Irion found in favor of WSLA.

Mr. Irion found that WCOV-TV, one of the first uhf operations, has rendered a "praiseworthy program service to the public," but would be reduced to a marginal operation and forced off the air if WSLA's changes were approved. The preservation of high-grade program service and the fact that WCOV-TV is uhf leads to the conclusion that the protection of WCOV-TV from economic destruction is in the public interest, Mr. Irion stated.



How well do you know the Boston market?

Everybody has a soft spot for something familiar—whether it's the scarred bark on the old oak just back of the Grange Hall, or the chalky smell of the corner poolroom. Many Bostonians have a soft spot for some of the people and things pictured above:

A. Bird house given to the city by a Swiss visitor. Boston Common.

B. Stove in Boston and Albany freight terminal, Springfield.

C. Welterweight Tony DeMarco with Fred Cusick, WEEI Sports Director.

D. Roadsign near South Waterford, Maine.

E. Photo-elastic stress pattern, photographed by polarized light at M. I. T.

F. Mill on the Merrimack River, Lawrence.

G. Figurehead of Andrew Jackson, carved in the Boston Navy Yard about 1834.

H. Door of Harvard Lampoon building.

I. Snake Goddess, 16th century B. C. Boston Museum of Fine Arts.

J. Casino Theater in Boston.

K. WEEI News Editor Charles Ashley.

L. New Kresge Auditorium, M. I. T.

M. The Boston Stone.

You won't find *many* soft spots in the people of Boston. That is, you won't if you're a stranger. The Bostonian keeps his sentiments carefully hidden. He's a tough customer to sell. But once you've won his trust and his confidence, he's likely to be your customer for life.

And WEEI has won that trust for the products it advertises. No one knows the Boston market as WEEI does—especially the buying habits and brand loyalties of the Boston people. When you want to reach the soft spot of the buying Bostonian, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, D, F — Standard Oil Co., N. J.; E — Massachusetts Institute of Technology.

WEEI

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

BUYING FROM RCA DOESN'T HELP GAIN NBC-TV TIE, FIGURES SHOW

THE RCA sales figures on television transmitters, studio equipment and antennas would indicate there is no relationship between a tv station's affiliation with NBC and its purchase of RCA equipment.

NBC submitted figures to the House Antitrust Subcommittee last week showing an almost-startling similarity between total RCA equipment purchases by NBC, CBS and ABC affiliates.

Of the 193 NBC-TV affiliates, 150 bought a total of $53,164,000 worth of RCA transmitting, studio and antenna equipment at an average cost per station of $354,427, the NBC figures, furnished by RCA, show. At the same time, 151 of the 199 ABC-TV affiliates bought $50,159,000 worth of RCA equipment at an average cost of $332,179, while 157 of the 229 CBS-TV affiliates purchased a total of $52,967,000 in RCA equipment at an average cost of $337,367.

Individual data was supplied on each NBC affiliate, including type of equipment, date of purchase and date of affiliation, in compliance with the subcommittee's request during hearings last September in New York. The subcommittee asked this information as a follow-up to allegations by Wilbur Havens of WTVR (TV) Richmond, Va., that NBC switched its affiliation from WTVR to WXEX-TV Petersburg, Va., after WXEX-TV decided to buy RCA instead of DuMont equipment before going on the air.

NBC also supplied information concerning the four instances in which the network "rejected" independently produced programs in which NBC had no financial interest in favor of those produced by the network or in which it had some financial interest.

Move to Bolster Audience

NBC said in the spring of 1954 it decided to move *Voice of Firestone* from Monday, 8:30-9 p.m., to a late Sunday afternoon period, after research studies indicated the program's poor showing was "depleting" NBC's Monday evening audience, not only for 8:30-9 p.m., but for succeeding periods. The network also was worried about competitive efforts of other networks.

Trendex ratings and share of audience for the December-January periods for 1951-52 were 8.9 and 15%; for 1952-53, 6.4 and 10%, and for 1953-54, 3.9 and 6%, the NBC report stated, while for the same three years the Nielsen ratings were 24.2, 18.8 and 15.3, respectively. NBC offered to move *Voice of Firestone* to late Sunday afternoon adjacent to *Hallmark Hall of Fame* and keep the radio version on NBC Radio. Firestone also was offered *Caesar's Hour,* which was scheduled for Monday, 8-9 p.m. In June 1954, NBC said, Firestone withdrew *Voice* from both NBC Radio and tv and placed it with ABC. NBC scheduled *Caesar's Hour* for Monday, 8-9 p.m., with *Producer's Showcase* in the period once a month. *Caesar* had a December-January 1954-55 Nielsen rating of 31.1, with succeeding ratings also improved over *Voice of Firestone,* NBC said. NBC said *Caesar* was furnished to the network by Shellric Corp. under arrangements giving NBC no share in program profits or residual rights.

When Toni in September 1955 moved *People Are Funny* from Sunday, 7-7:30 p.m., to a Saturday night period, Campbell soup sought the vacated Sunday period for *Lassie,* NBC said, but the network felt an "all-family type" program would be better for the period and filled it with *It's a Great Life,* with Chrysler Corp. moving from a Tuesday evening period to sponsor it for the 1955-56 season. Campbell placed *Lassie* on another network in the sought-after time period, NBC said. NBC, it was added, financed creation and production of *It's a Great Life* and received "syndicated rights for a limited period and an equal share in the net profits of the venture."

NBC Meets Competitors

In September 1955, NBC said, the network was lacking an hour "top-quality" dramatic program in the late Tuesday evening position and sought to strengthen its showing in "the face of moves by competition." NBC persuaded P. Lorillard to move *Truth or Consequences* to Friday evening time and scheduled *Playwrights '56* in the Tuesday 9:30-10:30 period under Pontiac sponsorship, alternating every other week with *Armstrong Circle Theatre,* an agency produced program which went from a half-hour to an hour production. Lorillard "expressed ultimate satisfaction," NBC said, adding that *Playwrights '56* was produced by NBC.

In October 1956, NBC decided to move *Caesar's Hour* from Monday, 8-8:30 p.m., to Saturday evening for 1956-57. Whitehall Pharamacal and Lever Bros. both expressed an interest in the period and suggested a quiz show, but NBC recommended to their agencies that an all-family show with special appeal to children be placed in the early-evening Monday period, suggesting, among others, *Adventures of Sir Lancelot.* Both advertisers "enthusiastically agreed." NBC has "limited syndication rights" and "a share in net profits" of *Lancelot.*

NBC, answering another subcommittee request on instances that NBC owned and operated stations had "rejected" films by independent syndicators in favor of films from NBC Film Sales Div., said a check of the personnel of its owned stations indicated no such instances except for the decision by WNBQ (TV) Chicago in 1955 to schedule NBC Film Sales' *The Great Gildersleeve* instead of another film favored by Drewrys Ltd., the sponsor [B•T, Nov. 26].

NBC stations, like all other tv stations, "constantly" have films submitted by syndicated film distributors, NBC said. These stations select those they believe best suited

for the purposes and the methods of selection involves no rejection of a particular film. Thus, there is no way of ascertaining which specific films were considered for a specific time period, NBC said.

Distributors also solicit purchases from advertisers who contemplate tv time purchases and when the advertiser proposes a particular film for a time period, the station has the opportunity to reject it on its own qualities or availability of more desirable films, NBC added.

NBC Gets Green Light On New Britain Buy

NBC won its seventh television station last week when the FCC approved—a week after it had postponed consideration—the transfer of WKNB-AM-TV New Britain, Conn., to the network.

The action won the approval of all commissioners except Comr. Robert T. Bartley, who dissented. Comr. Rosel H. Hyde issued a concurring statement.

The FCC postponed consideration of the $600,000 transaction two weeks ago, following the filing of a civil antitrust suit against RCA and NBC. The government charged that RCA-NBC conspired to coerce Westinghouse Broadcasting Co. into swapping its Philadelphia radio and tv stations for NBC's Cleveland am, fm and tv outlets plus $3 million [B•T, Dec. 10].

In addition to the sale approval, the Commission also granted permission for ch. 30 WKNB-TV to decrease its antenna height from 970 ft. to 750 ft., increase power to 1,000 kw, and change transmitter location to a site 7.2 miles outside the city limits.

The Commission made its grant contingent on the outcome of the pending antitrust suit.

Comr. Hyde favored the sale approval as a step in the encouragement of uhf television. He said that he thought NBC's acquisition of the New Britain uhf station would serve that purpose. Comr. Bartley did not issue a written dissent.

The New Britain properties were bought from Julian Gross and associates. The acquisition marks NBC's second purchase of a uhf outlet. Last year NBC paid $312,500 for ch. 17 WBUF (TV) Buffalo, N. Y. It also owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles.

With the ownership of the New Britain tv station, NBC joins CBS as the licensee of a uhf outlet in the Connecticut area. CBS earlier this year won FCC approval for the $650,000 purchase of ch. 18 WHCT (TV) Hartford from RKO Teleradio Pictures Inc. CBS also bought ch. 19 WXIX (TV) Milwaukee for $350,000 in 1954.

The only other major multiple owner who owns two uhf tv outlets is Storer Broadcasting Co. Storer owns ch. 23 WGBS-TV Miami, Fla., and ch. 27 KPTV (TV) Portland, Ore.

Both the NBC and CBS acquisitions were originally protested by other tv outlets in

To NBC—
Happy
30th
Birthday!



Gen. David Sarnoff



"The Giant of Southern Skies"

From WFBC-TV
"The Giant of Southern Skies"
. . . and from
WFBC-AM & FM

"It's a Great Birthday!
We're proud to have been affiliated with NBC for the past 20 of your 30 years. To you at NBC, and to your guiding genius, General David Sarnoff, we wish for you 'Many Happy Returns'."

NBC NETWORK

WFBC RADIO
(NBC Affiliate)
Represented Nationally by
AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.
Represented Nationally by
WEED TELEVISION CORP.

"THE PLAYHOUSE" and "HERALD PLAYHOUSE"

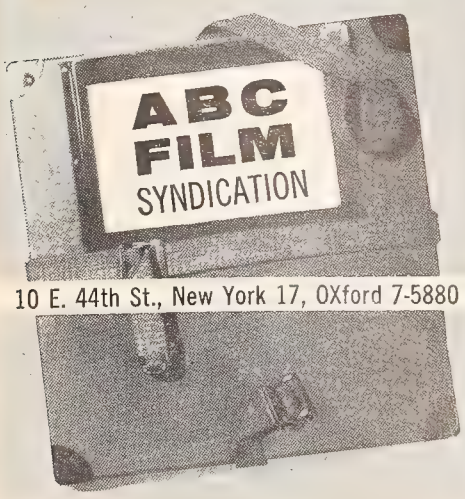
104 ½-hour dramas — now available on unique

STRIP FOR ACTION PLAN

your cost is based on your own rate card — many stations already delighted with this low-cost plan — because the station's profit is guaranteed*

clear your decks for action — wire, write, PHONE FOR DETAILS

*Ask us how!



10 E. 44th St., New York 17, OXford 7-5880

the area. These objections were subsequently withdrawn.

NBC took ownership of the stations Thursday in proceedings at the WKNB studios, with NBC Staff Vice President Joseph V. Heffernan representing the network, and Julian Gross, founder and president of New Britain Broadcasting Co., and attorneys Solomon Elsner and Aaron Nassau representing the seller.

NBC President Robert W. Sarnoff, in a statement on the transfer, said NBC is "pleased to have this further opportunity to express [its] belief in uhf as an essential part of the television broadcasting system." He promised "the same high quality performance rendered by our owned stations in other communities."

Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales, said that essentially the present management group would continue in charge of WKNB-AM-TV. He named Peter B. Kenney, vice president of New Britain Broadcasting and general manager of the two outlets, to continue in the same capacity, and said Mr. Gross had been retained by NBC as a consultant for the two stations and would continue to be associated with them.

Vhf Channel in Charlotte, N. C., Awarded WSOC in Final Decision

LONG-FOUGHT FCC hearing battle for Charlotte, N. C., ch. 9 ended last week when the Commission issued its final decision granting the vhf channel to WSOC Charlotte and denying the applications of Piedmont Electronics & Fixture Corp., and Carolinas' Tv Corp. Comr. John C. Doerfer voted for Carolinas' and Comr. T. A. M. Craven abstained.

In finding for the local am outlet, the Commission reversed an August 1955 initial decision favoring the Piedmont application. The FCC declared WSOC had shown clear superiority in the fields of integration of ownership and management, local residence of owners, past performance and the possibility of meeting local needs.

WSOC, operating on 1240 kc with 250 w, is owned by Earl J. Gluck, president, 0.72%; E. E. Jones, vice president, 31.5%; Hunter Marshall and family, 31.5%; R. S. Morris, 36.4%. Larry Walker, former WBT-WBTV (TV) Charlotte, N. C., vice president, is executive vice president-minor stockholder.

Piedmont is owned 40% by the Wolfson-Meyer interests (WTVJ [TV] Miami, and 20% of WFGA-TV Jacksonville, both Fla.). Carolinas' is 43% owned by Broadcasting Co. of South (WIS-AM-FM-TV Columbia, S. C., and WIST Charlotte, N. C.).

In a related action, the Commission turned down a request by ch. 36 WQMC (TV) Charlotte asking that the ch. 9 proceeding be stayed pending action on a deintermixture request to delete ch. 9 from that city—or that any ch. 9 grant be conditioned on a no-construction basis pending the outcome of the demix proposal. WQMC began operating in 1954 but has suspended operation. Charlotte's only other tv operation is ch. 3 WBTV (TV), which is affiliated with all three networks.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y. ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56) Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 5

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta. Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

FCC Makes Four Am Grants, Issues One Initial Decision

AN FCC hearing examiner last week recommended granting the application of Radio Mount Kisco Inc., for that New York community's first local am. Also last week, the Commission approved four uncontested am bids for final grants.

Hearings had been held on Radio Mount Kisco's application for the 1310, 1 kw, daytime facility because of interference with WJLK Asbury Park, N. J., and WEVD New York. Hearing Examiner Herbert Sharfman discounted this in view of the community's need of an outlet for local programs.

Approved by the Commission for new ams were:

Tucson, Ariz.—Bamray Broadcasting Co., 1330 kc, 500 w, daytime. Equal partners A. V. Bamford and Ray Odom own KHEP Phoenix, Ariz.

Redding, Calif. — Shasta Broadcasting Corp., 540 kc, 1 kw, day. Shasta principals own KVIP (TV) Redding.

Alamogordo, N. M.—Lyman Brown Enterprises 1270 kc, 1 kw, day. Mr. Brown formerly owned KEAN Brownwood, Tex.

Sylva, N. C.—Harold M. Thoms, 1480 kc, 5 kw, day. Engineering conditions and program tests will not be authorized until Mr. Thoms divests himself of either WISE Asheville or WMMH Marshall, both N. C., which he owns as well as WISE-TV. Other Thoms interests: WEAM Arlington, Va.; WCOG Greensboro; WAYS Charlotte, and WKLM Wilmington, all N. C.

Grant of Ch. 12 to WPRO-TV Reaffirmed in Initial Decision

THE September 1953 grant of ch. 12 Providence, R. I., to Cherry & Webb Broadcasting Co. (now WPRO-TV) should be affirmed, FCC Hearing Examiner Herbert Sharfman recommended last week.

The grant was originally protested by ch. 16 WNET (TV) Providence, now dark, following a merger agreement among the then three competing applicants. WNET claimed that one agreement, allowing two stockholders in one of the applicants to accept a payment of $205,500 in lieu of stock in a new company formed to operate ch. 12, was a "payoff." WNET also charged construction of the station was begun before a grant was made.

The Commission designated the protest for hearing and stayed the grant. The FCC ordered the hearing examiner to submit findings of fact only and not to make recommendations. The hearing examiner issued the "restricted" initial decision in April 1954 and the following January the FCC made the C&W grant effective as well as special temporary authority to commence commercial telecasting.

WNET, arguing that it was discriminated against by the FCC hearing order, took the matter to the U. S. Court of Appeals in January 1955 (while the case was pending WPRO-TV went on the air under the FCC special temporary authority).

A year after WNET's appeal, the court reversed and remanded the case to the Commission because of its failure to order the hearing examiner to issue an initial decision containing both findings of fact and conclusions.

The second initial decision in this case, as issued last week by Examiner Sharfman, reaffirmed the original grant, found no impropriety in the option agreement cited by WNET as a "payoff," and found that WPRO-TV had not engaged in unauthorized construction.

Two Educational V's Granted

TWO educational vhfs—ch. 11 in Des Moines, Iowa, and ch. 7 in Salt Lake City, Utah—were granted by the FCC last week.

The Des Moines facility went to the local Independent School District, which will spend an estimated $125,000 for construction. It will operate with 14.1 kw visual power. The U. of Utah was awarded ch. 7 for a proposed operation at 22.9 kw visual. The university plans to spend $305,000 for construction.

Court Denies KFMB-TV Protest

REQUEST of KFMB-TV San Diego, Calif., for a stay order from the U. S. Court of Appeals in Washington against the FCC's approval for ABC to transmit programs to XETV (TV) Tijuana, Mexico, was denied last week. The request was argued two weeks ago, and followed a long battle by the San Diego tv station to persuade the FCC to prohibit ABC from affiliating with the Mexican station. It claimed this action was unfair competition to San Diego outlets.



5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

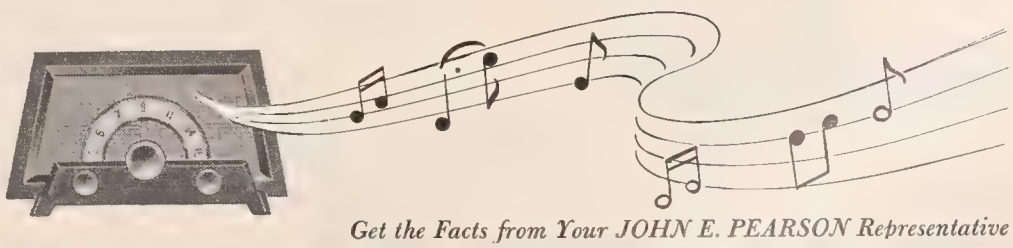
From Dawn to Dusk, WXLW serenades Indianapolis and surrounding area of 100 miles with music and up-to-the minute news. "Day In, Day Out"—All Day, Every Day this high income, rapidly growing market is "hep" to WXLW . . . and your sales message. Spin a "commercial" platter and poll your results . . . a real hit!

5000 Watts Full Time

KSO

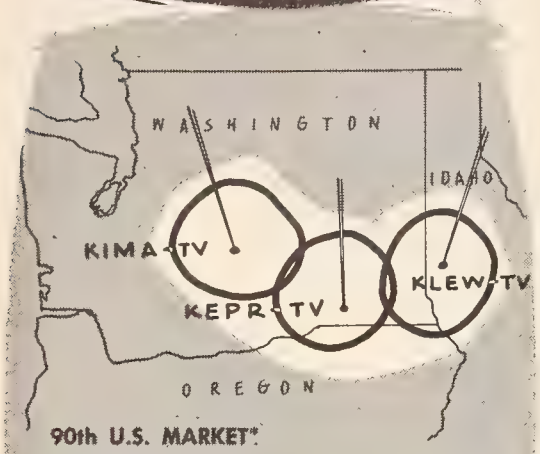
1460 KC
Des Moines, Iowa

In Iowa, it's KSO, the most powerful independent! Programming always popular music, news and sports, KSO holds its listeners' attention and puts them "In the Mood" for your sales message. Financially capable buyers *will* respond. Give KSO a spin—your response will show a "hit"!



Get the Facts from Your JOHN E. PEARSON Representative

The PACIFIC NORTHWEST'S
Largest exclusive coverage



90th U.S. MARKET*

KIMA-TV's three-station network provides exclusive coverage to over 40,000 square miles. KIMA-TV alone creates a tremendous new market, ranking 90th in the U.S., where no other single medium can or does claim comparable domination.

*CBS Television

MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and it's Satellites
KEPR-TV and KLEW-TV
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

FCC Approves 16 Transfers, Headed by KOOK-AM-TV-Sale

ONE of 16 ownership changes approved by the FCC last week was the $540,075 sale of KOOK-AM-TV Billings, Mont. J. Carter Johnson and associates will turn over control of the properties to Joseph S. Sample, now president-10.7% owner, who has been approved for 93.28% ownership. CBS-affiliated KOOK operates on 970 kc with 5 kw. KOOK-TV transmits on ch. 2 and is affiliated with all three networks.

Mr. Sample's father, John Glenn Sample, is buying 5.85% of the stations for $35,595. The $540,075 sum includes sale of 1,242 shares by 12 stockholders to the new licensee, Montana Network Inc. for $403,650 and deals by President Sample to pay C. L. Crist $121,800 for 406 shares and V. V. Clark $14,625 for 45 shares.

Other transactions approved included:

KOMA Oklahoma City, by KOMA Inc. to Radio Oklahoma for $291,434. Partners in Radio Oklahoma are Burton Levine, president-50% owner of WROV Roanoke, Va.; Myer Feldman, counsel to the Senate Banking & Currency Committee and vice president of Television Exhibitors of America, subscription tv film owned by Mr. Feldman's father-in-law, Lou Poller (WCAN-TV Milwaukee); Arnold S. Lerner, and Donald Rubin.

KLIN Lincolin, Neb., by Frudeger Broadcasting Co. to Fletcher-Mitchell Corp. for $190,000. Jonathan M. Fletcher, executive vice president of a Des Moines savings and loan association, owns 75%, and James I. Mitchell, executive vice president of KPIG Cedar Rapids, Iowa, is president-25% owner.

WEBK Tampa, Fla., to W. Walter Tison for $134,000. He is the former owner of WALT Tampa and was one of the original owners (20%) of WTVT (TV) Tampa which was sold to Oklahoma Pub. Co. (WKY-AM-TV Oklahoma City) last July.

WBBR Brooklyn, N. Y., to Tele-Broadcasters of New York Inc. for $133,000. Tele-Broadcasters, headed by H. Scott Killgore, two weeks ago applied for Commission approval of its $300,000 purchase of KALI Pasadena, Calif. Its other holdings are WKXL Concord, N. H.; WKXV Knoxville, Tenn.; KUDL Kansas City, Mo., and WPOP Hartford, Conn.

KARM-AM-TV Fresno, Calif., which reverts to total ownership by the Harm family as George R. Harm, son of the late founder buys 50% from Clyde F. Coombs for $50,000. Mrs. Hattie Harm, his mother, owns the other 50%.

For other ownership change see FOR THE RECORD, page 117.

10 DAY DELAY

THE FCC last week postponed to Dec. 28 the deadline for reply comments in the 14 deintermixture cases involving proposals to switch vhf channels from some intermixed cities and in some cases proposing to add another vhf channel to intermixed cities. More than 100 comments, pro and con, were filed with the FCC two weeks ago [B•T, Dec. 10]. Deadline for replies was Dec. 18. The continuance was requested by nine law firms: Arnold, Fortas & Porter; Cohn & Marks; Cottone & Scheiner; Dempsey & Koplovitz; Dow, Lohnes & Albertson; Fly, Shuebruk, Blume & Gaguine; Krieger & Jorgensen; McKenna & Wilkinson, and Welch, Mott & Morgan.

Former ITC Official Defends Toll Tv in Congress Hearings

A FORMER official of International Telemeter Corp., one of three companies which have proposed toll tv systems to the FCC, last week defended pay-as-you-see tv proposals in testimony before a congressional subcommittee.

Louis N. Ridenour, former ITC director of engineering, testifying Thursday before the Joint Economic Stabilization Subcommittee, said: "People who oppose paid television say that the public bought sets and ought to see free tv programs. That's like saying that if you go to a hardware store and buy a frying pan you ought to get free pork chops."

Mr. Ridenour is director of missile research for Lockheed Aviation Corp. The joint subcommittee is studying the general area of automation and technological changes.

The witness also proposed that all color tv be shifted to uhf, where, he said, there is "space there to do a more simple job." Color tv sets are so complicated, he said, "a little technician" should go along with each one sold.

One Fresno Appeal Out, Another Still in Court

THE FCC's grant of ch. 12 to KFRE Fresno, Calif., was affirmed in one respect last week by the U. S. Court of Appeals in Washington when it dismissed an appeal by ch. 47 KJEO (TV) Fresno. However, an appeal by losing applicant KARM Fresno still is awaiting court decision.

The uhf outlet claimed that the Fresno vhf grant was void because a majority of the Commission had not voted in favor. The ch. 12 grant was made in January by three commissioners for KFRE, two against making any grant in Fresno pending the outcome of deintermixture proceedings, one favoring KARM, and the seventh, Comr. Robert E. Lee, favoring KARM but voting for KFRE to break the impasse.

The unanimous court held that KJEO could not bring the vote question up in court because it had not first raised it before the Commission. The court alluded to Sect. 405 of the Communications Act which permits direct appeals by parties, but not to those not a party to an FCC proceeding. KJEO was not a party to the ch. 12 proceedings, the court said. It also dismissed other points raised by KJEO since they already had been answered in the court's Corpus Christi, Tex., decision earlier this year.

THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!

Now, get clearer-than-clear, sharper-than-ever TV pictures with General Electric image orthicons. They are three ways improved. Each improvement wards off a major broadcasting hazard . . . together they add up to a brand-new high in picture quality.

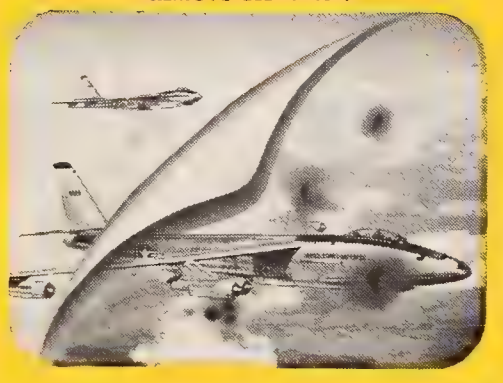
PICTURE BLEMISHES REDUCED. Blemishes are virtually eliminated by sonic cleaning techniques applied in the making of each General Electric camera tube. Premium picture clarity is the result.

NO MORE MOIRÉ PATTERNS. 750-line mesh screen greatly lessens the chance of any moiré effect, and produces pictures with uniform black-white contrast and over-all sharp definition that is clear and sharp.

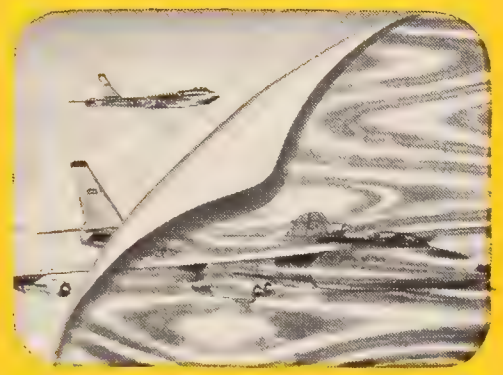
MICROPHONIC BAR EFFECTS ELIMINATED. Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

Only General Electric Broadcast-Designed image orthicons give you all these benefits. Use them for topnotch picture quality that will create viewer loyalty and increase your TV audience! For immediate delivery, dial your G-E tube distributor! *General Electric Company, Electronic Components Division, Schenectady 5, New York.*

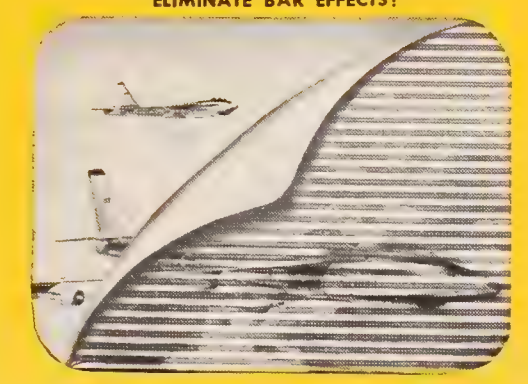
REMOVE BLEMISHES!

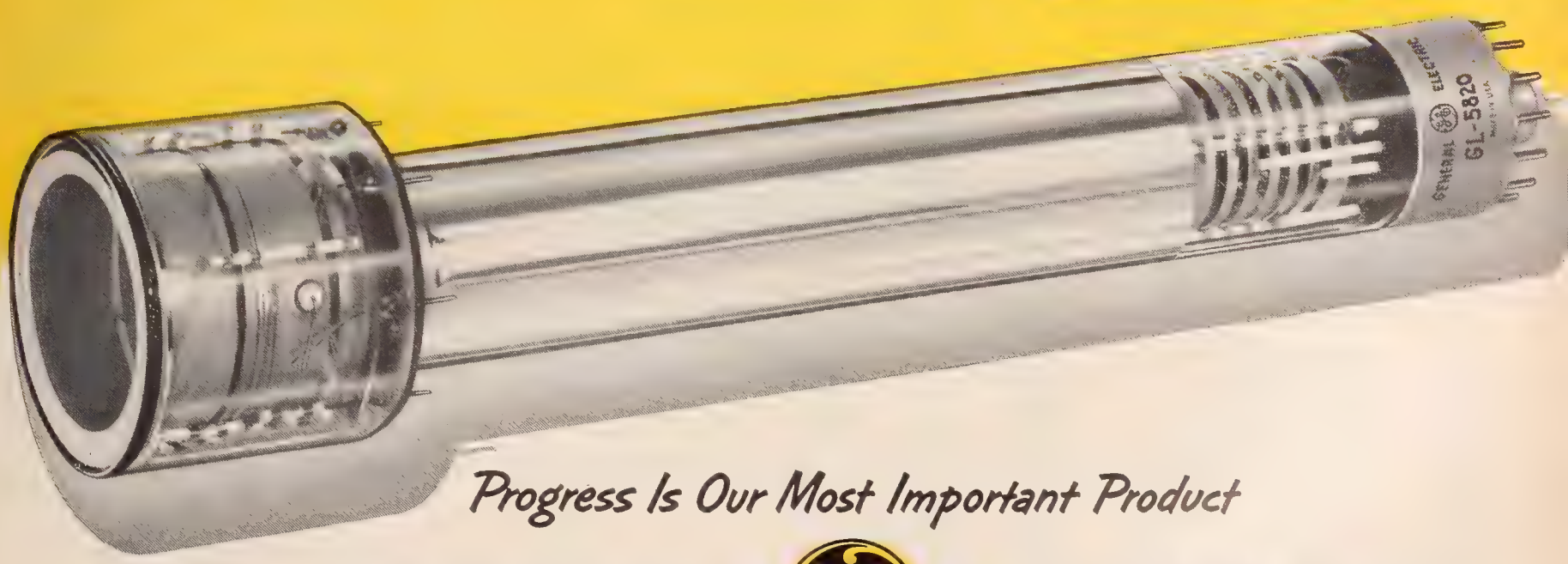


WIPE AWAY MOIRÉ!



ELIMINATE BAR EFFECTS!

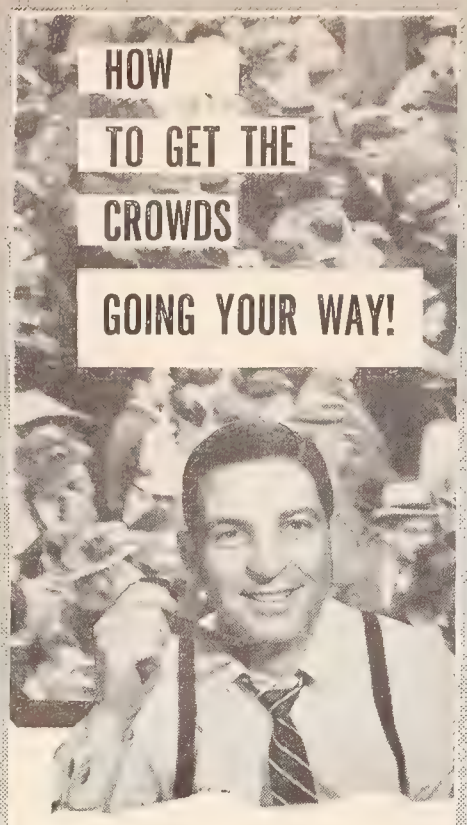




Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F6



Biggest Twin Cities traffic jams are in store aisles— downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

The local businessman will tell you too that WLOL-delivered crowds reach first for WLOL-sold brands. It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle-jammers your way!

WLOL

Top Independent Radio in

MINNEAPOLIS • ST. PAUL

1330 on the dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES

Newsman Laurence Urges FCC To Amend Beeper Regulations

JOCK LAURENCE, Washington news correspondent, has asked the FCC to amend its rules so that the "beep" signal will no longer be required when stations are taping their own news reports for later broadcast. Mr. Laurence, who represents radio stations throughout the country as their Washington correspondent, delivers news reports to them by long-distance telephone. The calls are transcribed by the stations for broadcast.

The FCC rules require that a beep tone be interspersed at intervals by the recorder of any telephone conversation. This rule is designed to protect a person from having his telephone conversation recorded without his knowledge and consent.

Mr. Laurence, in a letter to FCC Chairman George C. McConnaughey, maintained that the beep should not be required where a station's reporter calls in news with full knowledge that his voice is being recorded for later broadcast.

President to Light Yule Trees All Over World by Radio Signal

WHEN President Dwight D. Eisenhower opens the Pageant of Peace in Washington this Thursday, he will address a world-wide audience and will light Christmas trees all over the world and on the seven seas simultaneously via a wireless radio signal.

The President's peace address will be carried in the U. S. by all seven major radio and television networks and by the Voice of America in 38 languages.

When the President presses the switch to light a 67-ft. Christmas tree on the Ellipse in Washington, he will, at the same time, light trees in U. S. embassies all over the world. It also will light trees aboard U. S. ships at sea through the cooperation of RCA and the American Maritime Institute, and at servicemen's bases.

Edward R. Carr, Washington businessman, is president of the Pageant of Peace; Harold Fellows, NARTB president, is honorary chirman, and Edward M. Kirby, Washington public relations consultant and former NARTB public relations director, is in charge of public relations.

Talladega Newspaper Merger Affects Am-Fm Ownership

MERGER of two Talladega, Ala., newspapers, one of which controls WHTB-AM-FM there, was disclosed in an application filed with the FCC last week seeking approval to the ownership change in the stations.

Consolidating interests are the Talladega Daily Home Publishing Co. *(Talladega Daily Home)* and Talladega News Publishing Co. (weekly *Talladega News*), the latter controlling Voice of Talladega, licensee of WHTB-AM-FM.

The new company, to be known as the Talladega Publishing Co., will provide for the issuance of 1,010 shares of common stock with a $10 par value. Cecil H. Hornady, majority stockholder-general manager of Talladega News Publishing Co., will be general manager of the merged entity. No changes in either newspaper or station staffs are contemplated, according to the companies.

U. S. Preps for World Meeting

FIRST MEETING of the executive committee, U. S. preparatory committee of the International Radio Conference, has been scheduled for Thursday in the main conference room of the Dept. of State in Washington. The meeting, under the chairmanship of Francis Colt de Wolf, will be held from 10 a.m. until 12:30 p.m., and will be concerned with committee memberships, work programs and responsibilities of committee chairmen and members as well as other matters. The 1959 International Radio Conference, which will probably be held at Geneva, Switzerland, will review and revise the radio spectrum last reviewed in 1947 at Atlantic City, N. J.

FTC Says Singer Misrepresents

THE Federal Trade Commission last week accused the Singer Sewing Machine Co., New York, of selling used sewing machines as new. The FTC, in its complaint, said the sewing machine firm sold as new machines repossesed machines, floor samples, demonstrators and trade-ins. The government agency said that frequently the prices of these machines were the same or approximately the same as new ones. In some cases, FTC said, repossessed machines were labeled floor samples or demonstrators because the public prefers this type to repossessed equipment. A hearing was ordered in New York March 12. The company has 30 days to answer the complaint.

Emerson Denies FTC Charges

EMERSON Radio & Phonograph Corp. has denied it engages in false or misleading advertising. The radio-tv manufacturer filed its answer to an Aug. 20 complaint by the Federal Trade Commission which said Emerson advertised as a "transistor" radio one that also contained vacuum tubes. Emerson claimed that its use of the term was in accord with accepted commercial use, and that its current advertising qualifies the "transistor" term, by such nomenclature as "all-transistor" when that is correct, and as "transistor-tube" receivers for those radios which also contain electronic tubes.

Sec. 315 to Be Discussed

HAROLD FELLOWS, NARTB president, and Warren Baker, FCC general counsel, are scheduled to discuss Sec. 315 of the Communications Act and other problems involving use of radio and television in political campaigning in testimony tomorrow (Tuesday) before a special House committee which is seeking to determine how federal election laws can be improved. The special House group, headed by Rep. Clifford Davis (D-Tenn.), also will hear Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, during its sessions today through Wednesday.

ESSO RESEARCH works wonders with oil

Oil you never see helps make beautiful jewelry



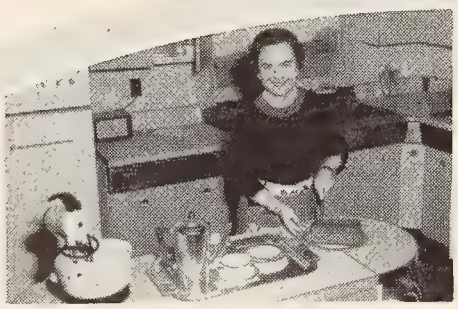
SIROCCO JEWELS BY COROCRAFT

Creating the sparkling brilliance and perfect design in high-fashion jewelry . . . that's the very last job you'd expect of oil! Yet Esso Research developed a special oil to coat the metal, and help make the flawless shaping of these pieces possible. Finding the right lubricant is one way **ESSO RESEARCH** *works wonders with oil.*

Esso



In Knoxville, from 7a.m. to 1a.m., People Watch The Best in Shows on WATE-TV



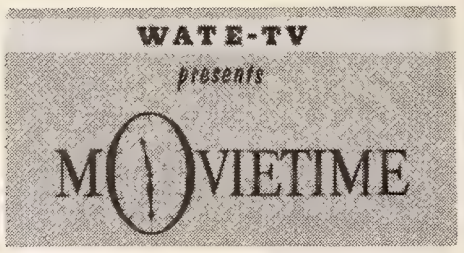
HOMEMAKER'S SHOW, Mary Starr, East Tennessee's number one homemaker, prepares popular and practical dishes on-camera showing each step of every recipe weekday mornings at 9:30.



LITTLE RASCALS, singing personality Roy Sneed is visited on the set each weekday at 5:00 p.m. by pre-schoolers. They sing and talk with Roy as well as watch "Our Gang" comedies.



WATE-TV NEWS, Worldwide U.P. Fox Movietone news film plus local sound-on-film coverage and capable announcers make WATE-TV's news shows tops!



MOVIETIME, some of the finest films ever produced by 20th Century Fox, David O. Selznick, Warner Brothers and other top studios are on WATE-TV's late movie every night.

Sell *Knoxville . . . Tennessee's 2nd Largest Metropolitan Area!

*May 10, 1956 Sales Management Survey of Buying Power

WATE-TV CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

Affiliated with **WATE** Radio

Represented Nationally by **AVERY-KNODEL, INC.**

Union's Right to Spend Funds On Political Broadcasts Argued

A UNION'S RIGHT to spend general membership funds for political broadcasts was argued before the U. S. Supreme Court in Washington last fortnight. The union is the United Automobile Workers (AFL-CIO).

Brought on appeal by the Dept. of Justice, the case involves the UAW's sponsorship of a series of tv programs on WJBK-TV Detroit advocating the election of Democratic senatorial and congressional candidates from Michigan in the 1954 election. The union paid for the broadcasts from its general treasury. A federal grand jury indicted the union for violation of the Corrupt Practices Act (which forbids a labor union or a corporation from making expenditures or contributions to help elect a candidate). Last February, the lower court judge dismissed the suit, agreeing with the union that sponsorship did not constitute "expenditure" in the meaning of the act.

In last week's Supreme Court argument, the UAW's attorney took the position that the union was stating its position on the election and not contributing to the candidacy of any nominee.

Sheppard Case Review Sought; Tv, Radio 'Exploitation' Charged

DR. SAMUEL H. SHEPPARD of Cleveland has asked the U. S. Supreme Court to reconsider its Nov. 13 action which declined to review the doctor's conviction of the 1954 murder of his wife, Marilyn [B•T, Nov. 24].

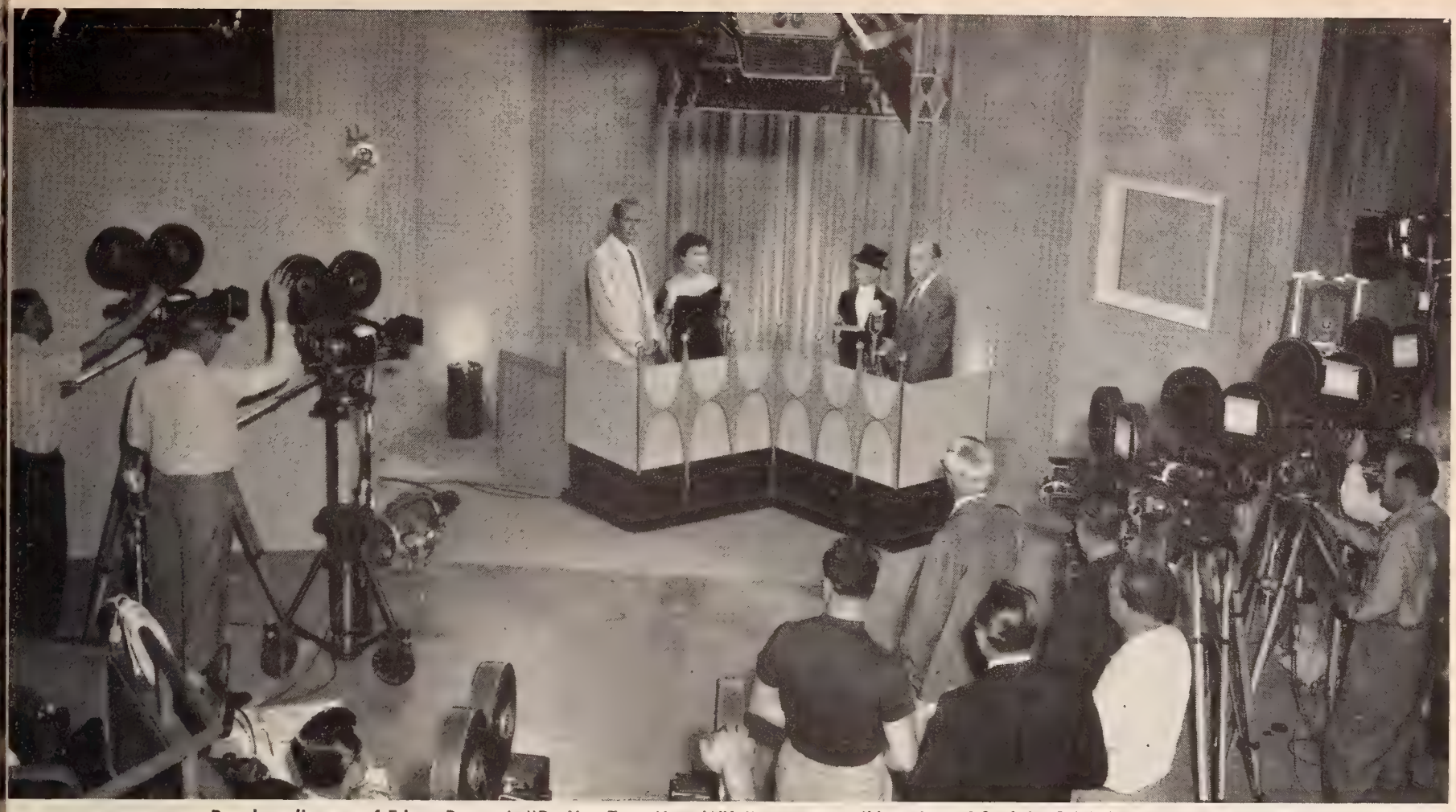
Dr. Sheppard's appeal to the high court argued that newspaper, radio and tv treatment of the murder case, both before and during the trial, "influenced" the judge and jury and prevented the doctor from receiving a fair trial. Dr. Sheppard, an osteopath, is now serving a 10-year-to-life sentence in the Ohio Penitentiary.

The reconsideration plea claimed that the court's denial of a hearing, if allowed to stand, will be exploited by publicity-seekers in sensational cases all over the country. The petition stated: "Newspapers, telecasting and broadcasting companies will point to this case as the open door to the courtroom where they can enter with impunity and approval to advance the personal interests of their companies or organizations. . . ."

McCaws File For Oregon Vhf

APPLICATION for ch. 13, La Grande, Ore., was filed with the FCC last week by Robert S. and W. Donald McCaw, as equal partners in Grande Ronde Tv Co. Messrs. McCaw propose 15.6 kw visual radiated power with antenna height of 1,934 ft. above average terrain. Costs were estimated at $67,300 for construction and $60,000 for first year operation. La Grande is in northeastern Oregon.

Robert S. McCaw owns KWIQ Moses Lake and one-third of KLOQ (formerly KYAK) Yakima and KALE Richland, all Wash. W. Donald McCaw holds no broadcast interests.



Pre-show line up of Edgar Bergen's "Do You Trust Your Wife" presents striking view of 8 of the 9 Mitchell cameras which film the popular TV show in one continuous run.

MORE MULTIPLE CAMERA TV FILMING

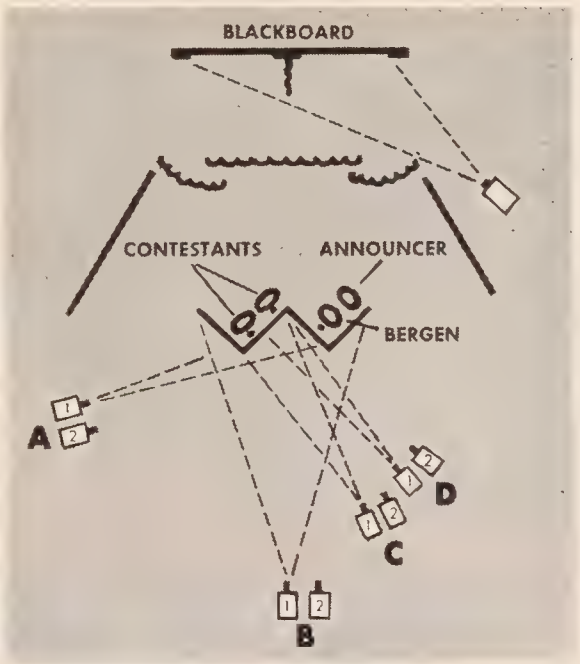
Battery of Nine Mitchell Cameras Photographs Edgar Bergen's TV Show

One of the most startling developments in TV film making is today's growing use of multiple camera set-ups. An outstanding example of this trend is Edgar Bergen's popular weekly TV show on CBS, The Don Fedderson Production, "Do You Trust Your Wife?" for which a battery of nine Mitchell 35mm cameras is used.

Four cameras are in simultaneous operation at all times and sound and filming is continuous for one hour before a live audience; later editing reduces footage to a half-hour show. Director Jim Morgan has made over 50 shows to date with nine Mitchell cameras used in this technique.

Similar to this production format is NBC's Groucho Marx Show, "You Bet Your Life," where eight Mitchell cameras are used.

Multiple camera work places great demands upon the cinematographers' equipment. Mitchell Cameras meet these exactingly-uniform precision filming requirements as do no other cameras in existence. For information, write: Mitchell Camera Corporation, 666 West Harvard St., Glendale 4, California.



Positions of the 9 Mitchell cameras are shown here. Four groups of 2 cameras each are used, with one camera in each group always shooting, second camera takes over when first reaches end of film.

Looking into the imposing array of cameras are Edgar Bergen, Charlie McCarthy and contestants.



Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

HEADLEY ELECTED SRA PRESIDENT

FRANK M. HEADLEY, president of H-R Representatives and H-R Television, was elected president of Station Representatives Assn. last week at an annual membership meeting which also heard officials forecast a record-setting $150 million in spot radio billings this year.



MR. HEADLEY

Mr. Headley succeeds Adam Young Jr., head of the firm of that name, who retires as SRA president at the end of this year after serving two terms. Mr. Young becomes a board member for 1957. His work as president drew special commendation from the SRA members.

H. Preston Peters, president of Peters, Griffin, Woodward, was re-elected vice president of the association; Eugene Katz, president of the Katz Agency, was re-elected treasurer, and Robert Meeker, president of the Meeker Co., was re-elected secretary.

Lewis H. Avery, president of Avery-Knodel; Joseph J. Weed, president of the Weed radio and tv firms and John P. Blair, president of the Blair radio and television organizations, were named board members along with Mr. Young.

The forecast of a record year for spot radio billings was made by SRA Managing Director Larry Webb, who said that "national spot radio time sales for October reached the new plateau that station representatives have been predicting"—a total of $16,004,000—and that "it is possible now to forecast with fair accuracy the total spot radio business for 1956, with two months, November and December, yet to be reported.

"SRA estimates that that figure will be $150 million, a 20% increase over the final 1955 figures."

The previous record, set in 1953, was under $135 million.

The October figure represented a 31% increase over October 1955 and a 37% gain over September 1956. The figures are compiled monthly for SRA by Price-Waterhouse Co., accounting firm. The SRA index of spot radio business for October, Mr. Webb said, was 143.2. The index is based on FCC official figures for 1954, "considered to be the most typical FCC previous year."

At the annual meeting Mr. Webb also introduced two new SRA members: Charles Bernard, whose Charles Bernard Co. joined the association a short time ago, and Richard O'Connell of Richard O'Connell Co., which becomes an active member Jan. 1.

Mr. Headley, SRA president-elect, has headed the H-R radio and tv firms since 1950, and before that was president of Headley-Reed Co., representation firm, from 1939 to 1950. He started his career with Standard Oil Co. in Nebraska in 1930, practiced law in Omaha in 1932-34, was an FBI special agent from 1934 to 1936, when he joined Kelly-Smith as manager of the radio division, a post he held for some three years.

"SOUND-FACTOR"

The Sparkle of

Impressionable Living

with

RADIO WSRS

ON

GREATER CLEVELAND'S

NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY
TO RECOGNIZED ADVERTISING AGENCIES
BY WSRS, INC., CLEVELAND 18, OHIO

Nielsen Coverage Data Topic of SRA Meetings

STATION Representatives Assn. plans meetings shortly with both the Radio Advertising Bureau and the American Assn. of Advertising Agencies in an effort to promote uniformity in interpretation of the new Nielsen Coverage Service Report No. 2.

Collaterally, SRA's research committee has prepared a strong recommendation that the so-called "SRA formula," which was developed and used in connection with NCS No. 1, again be promoted for use by advertisers and agencies in projecting local ratings to a station's full coverage area. The "SRA formula" was widely used in projecting the NCS No. 1 data, and its developers, while acknowledging that it is not perfect, point out that it has been generally accepted as "the least bad" method yet devised.

The committee's proposal to the SRA is being announced today (Monday) by SRA Managing Director Larry Webb. Discussing the recommendation, SRA retiring President Adam Young Jr. said he had every confidence "that the organization would vigorously conduct an educational campaign at all levels—station, advertiser, and agency—to insure proper and continued recognition of radio as a potent sales force." He said it was his opinion that the new Nielsen data, interpreted correctly, prove there are many sound reasons for even wider use of radio as an advertising medium.

The SRA formula is a mathematical device which makes it possible to establish a "base" on which a program's local rating may be projected to get the program's rating for the full coverage area of the station. In simplified terms, the home-county NCS percentage is divided into the total-area NCS, and the local rating of a program is then projected against the result to get the total-area rating.

The SRA research committee is headed by William Crumley, director of research for Adam Young Inc. Other committee members at the meeting on NCS No. 2 included Daniel Denenholz, The Katz Agency; Ward Dorrell, John Blair & Co.; Avery Gibson, H-R Representatives; John Hurlbut, Peters, Griffin, Woodward; and Winnie Schaeffer, Weed & Co.

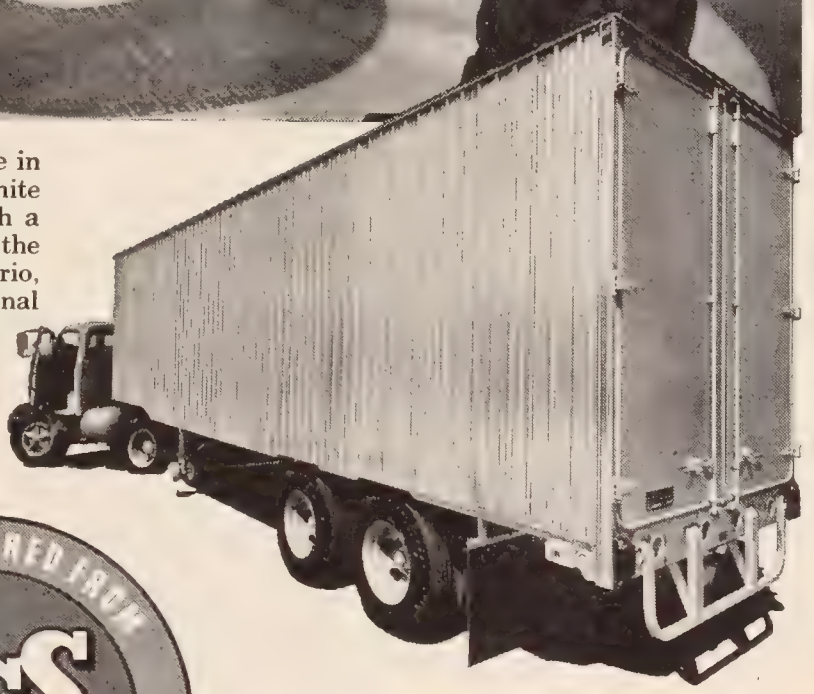
Treyz to NARTB Tv Board

OLIVER TREYZ, ABC-TV vice president, has been appointed to the NARTB Tv Board by NARTB President Harold E. Fellows. He supplants Ernest Lee Jahncke Jr., who recently resigned as ABC vice president [Nov. 12]. Mr. Treyz' term expires at the end of the 1957 NARTB convention.

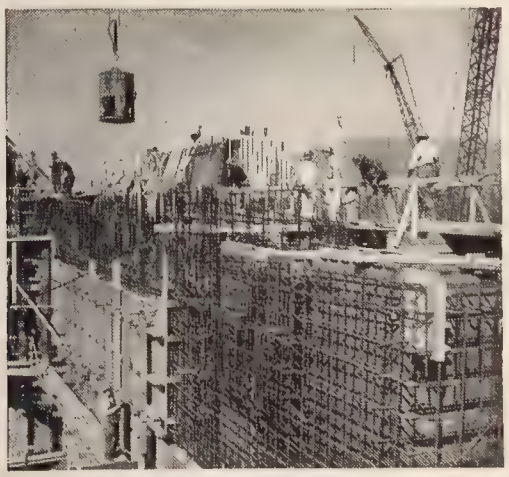
Only STEEL can do so many jobs so well



They Call It "Curling." Scottish soldiers introduced this game in Quebec, just before the Revolutionary War. The 40-pound granite stones are slid down a 140-foot sheet of ice, frequently with a "curling motion" that curves them around other stones. In the picture, members of the New Liskeard Curling Club, Ontario, sweep the ice ahead of the oncoming stone. Miles of USS National Pipe lie beneath many of the rinks, carrying the brine that freezes the ice.



Trailers That Won't Wear Out. It's true. No trailer made from Stainless Steel has ever been known to wear out, because Stainless is *far* stronger than other metals, and it will not corrode and weaken. The great strength of Stainless allows compact design. The trailer shown here, for example, has sides made from thin sheets of Stainless Steel, corrugated into walls that are only one inch thick. Consequently, it can carry much more cargo than ordinary trailers.



First Atomic Power Plant is being built near Shippingport, Pa. This tremendous project uses thousands of tons of concrete —all reinforced with steel bars and mesh from U.S. Steel Supply.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE..AMERICAN STEEL & WIRE and CYCLONE FENCE..COLUMBIA-GENEVA STEEL..CONSOLIDATED WESTERN STEEL..GERRARD STEEL STRAPPING..NATIONAL TUBE
OIL WELL SUPPLY..TENNESSEE COAL & IRON..UNITED STATES STEEL PRODUCTS..UNITED STATES STEEL SUPPLY..*Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1452

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



10 E. 44th St., New York 17, OXford 7-5880

WIND JOINS WBC

NEXT MONTH

the 10,600,000 people living in WIND's listening area join . . .

the 20,000,000 living in 5 other WBC listening areas . . .

to give time buyers the biggest music, news and service value in radio history!

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ + WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

NARTB Group Outlines '57 Convention Agenda

BROADCASTERS and members of the FCC will hold their annual question-answer session at the Wednesday (April 10) morning session of the April 7-11, 1957, NARTB convention in Chicago. The FCC program and other events scheduled for the industry's spring convention were reviewed Wednesday by the association's convention committee, which met at the Conrad Hilton Hotel, site of the 1957 meeting.

Commission participation will include the annual address by Chairman George C. McConnaughey. This event is scheduled for the Tuesday luncheon.

Co-chairmen of the convention committee are Herbert L. Krueger, WTAG Worcester, Mass., and Kenneth L. Carter, WAAM (TV) Baltimore. They are respective chairmen of the NARTB Radio and Tv Boards. At the Wednesday meeting they went over the 1957 program in detail.

Everett Revercomb, NARTB secretary-treasurer, reported on overall convention programming, including plans for the annual equipment and service exhibits. The annual reception prior to the banquet will be tendered by tv film producers. The banquet is scheduled Tuesday evening instead of Thursday, final convention day.

Sunday, April 7, will include non-agenda events and opening of the exhibits at noon. The exhibits will be open 9 a.m.-6 p.m. Monday, Tuesday and Wednesday, closing Thursday at 2 p.m.

Engineering Conference Monday

The annual engineering conference will be held Monday. Non-agenda events also are scheduled during the day, plus a Monday noon engineering reception and luncheon. A management fm clinic is scheduled at 1:30 p.m. Monday, followed by a labor relations clinic at 3:30 p.m. for both radio and tv delegates.

Tuesday the engineers will join the opening management session at which the keynote speaker will be heard. A subcommittee of the convention committee discussed keynote problems last week at Chicago, reporting to the full committee. The Tuesday program includes the FCC chairman's luncheon address, with engineers going back to their own auditorium in the afternoon while separate radio and tv management sessions are held.

Engineers join management again Wednesday morning for the FCC panel and again at lunch where NARTB President Harold E. Fellows will deliver his annual report to the membership. Wednesday afternoon will feature a radio-only management program. The Radio Pioneers dinner will be held that night.

Thursday, final convention day, will feature concurrent radio and tv meetings in the morning, with engineers having their own program. The afternoon management session will be tv-only, including election of tv board members. This election has been held Monday afternoon at recent conventions.

Attending last week's committee meeting were Gaines Kelley, WFMY-TV Greensboro, N. C.; E. K. Hartenbower, KCMO Kansas City; Campbell Arnoux, WTAR-TV Norfolk, Va.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ward L. Quaal, WGN-TV Chicago; W. D. Rogers, KDUB-TV Lubbock, Tex.; Harold P. See, KRON-TV San Francisco; F. C. Sowell, WLAC Nashville, and Edward A. Wheeler, WEAW-FM Evanston, Ill. Ward Ingrim, KHJ Los Angeles, was excused.

Nine U. S. Disc Jockeys Make Fact-Finding Trip to Vienna

FIRST MAJOR TEST of effectiveness of the newly-established National Council of Disc Jockeys for Public Service will follow a week-long, fact-finding trip to Vienna and back which began yesterday (Sunday). Nine U. S. disc jockeys, all directors of the council, were flown over under the auspices of CARE and the International Committee on Emigrant Migration on a non-scheduled airliner to survey at first-hand refugee conditions in Austria.

Following their return to the U. S. next weekend, the disc jockeys plan to make a report on their trip to President Eisenhower, after which they will take to the air along with 1,500 other disc jockeys to enlist the aid of U. S. teenagers in supporting CARE and other organizations working for the relocation, clothing and feeding of homeless Hungarians. Murray Kaufman of WMCA New York, the council's president, noted the trip presented "tremendous possibilities to show that the teenager, when put to a useful cause, can be an asset to the community."

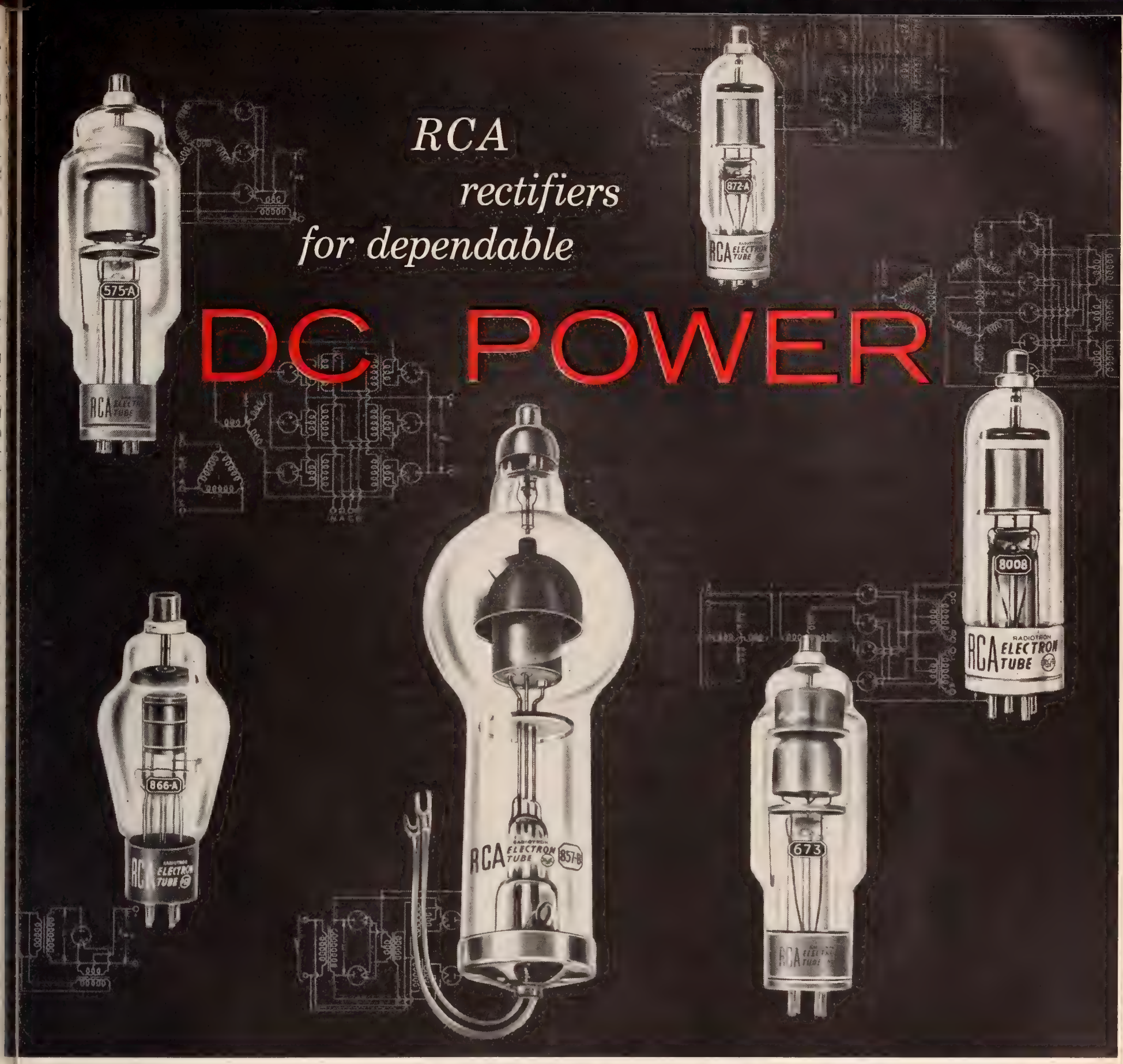
Included in the platter spinning group: Del Courtney (KFSO San Francisco), Al Jarvis (KFWB Hollywood), Bob Clayton (WHDH Boston), Don McLeod (WJBK Detroit), Phil McLean (WERE Cleveland), Paul Berlin (KNUZ Houston), Art Pallan (KDKA Pittsburgh), Buddy Deane (WITH Baltimore), and Mr. Kaufman.

Radio's Rebirth Spotlighted By Podester in RTES Seminar

"EVERYBODY is talking about radio again and a great many more advertisers seem to be buying it again," according to Jane Podester, timebuyer of McCann-Erickson, New York.

Addressing the time buying-selling seminar of the Radio & Television Executives Society in New York last Tuesday, Miss Podester reviewed the use of ratings in placing radio, tv spot and film campaigns on broadcast stations. After showing the merits and weak points in tv buying techniques,





Engineered to keep you "On-Air", RCA high-power rectifier tubes offer you dependability proved by their record of long-term DC power delivery and their high peak-emission capability.

Backed by more than a quarter century of experience in building rectifier tubes for almost every type of transmitter application, RCA high-power rectifier tubes are setting year-after-year records for minimum equipment "down-time"—and low cost per hour of tube operation.

For fast ON-THE-SPOT service in obtaining RCA Rectifier Tubes for broadcast and television applications, call your RCA Tube Distributor.

How to get More Hours from RCA Mercury-Vapor Rectifiers

- **Hold filament voltage at rated value under all load conditions**
- **Maintain condensed-mercury temperature above rated minimum and below rated maximum**
- **When starting up, allow specified time for filament to reach operating temperature**
- **When starting in cool ambient temperatures, allow time for heat from filament to raise condensed-mercury temperature to operating range—before applying anode voltage**
- **Before applying anode voltage after transporting tube, allow time for mercury to redistribute to lower part of envelope—through heating effects of filament power**

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA
Tube Division, Harrison, N. J.



HE'S STILL ON TOP IN SEVEN-CHANNEL NEW YORK FOR RHEINGOLD*

117 half hour TV films.
Details upon request
*Now in fourth consecutive year.



10 E. 44th St., New York 17, OXford 7-5880

1-2 sales punch
in WESTERN MONTANA



MISSOULA, MONTANA

More People Listen MORE to WAPI
BIRMINGHAM
THE Voice OF ALABAMA
John Blair & Co.

ELECTION PROCEDURE

NEW election procedure for the NARTB Radio Board has been written into the by-laws under an amendment voted by the membership, 1,004 to 14. The by-laws now specify that, following custom, eight even-numbered districts will elect in even years and nine odd-numbered districts in odd years. Terms will be for two years. Of eight directors-at-large to be elected in early 1957, one each for large, medium, small and fm categories will be one-year terms and the remainder will be two-year terms. This procedure is based on the recent restoration of at-large directors by membership vote.

she turned to the resurgence of radio in the national advertising field.

"Anyone buying a radio campaign a few years ago, with a few very rare exceptions, could have his pick of spots and virtually was knee-deep in special packages, saturation plans and what-have-you (polite term for rate-cutting)," she said. "Today the situation seems to be a little changed and in some cases we are faced with the phenomenon of the sold-out radio station. . . .

"Today anyone buying just two radio spots a week in any market would be looked upon as peculiar, to say the least. Almost all radio campaigns now revolve about some form of multiple exposure or the idea of saturation."

Broadcasters-Telecasters Assn. Formed by Florida UP Stations

THE Florida United Press Broadcasters-Telecasters Assn. was organized a fortnight ago at a meeting of station managers and news directors at Orlando, Fla.

Named to the association's board of directors were Don Brookins, WDLP Panama City; William McBride, WDBO Orlando; James Gilleland, WGBS Miami; William Grove, WMBR-TV Jacksonville; Richard John, WTVT (TV) Tampa, and Ralph Renick, WTVJ (TV) Miami.

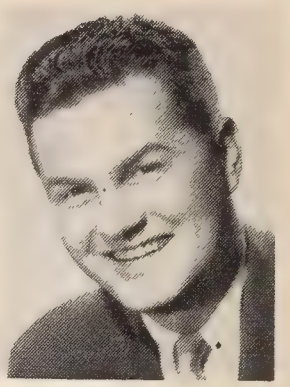
Charles E. Noland, manager of UP's Tampa bureau, will be secretary of the association. The group will meet again next April and elect officers.

FCBA Sets Annual Meet Jan. 11

ANNUAL meeting of the Federal Communications Bar Assn. to elect officers and transact other business is scheduled to be held Jan. 11, 1957, at the Sheraton Park Hotel, Washington. The meeting is to be followed by the annual banquet that night at the same place. George O. Sutton is the retiring president. Other officers are George S. Smith, first vice president; William C. Koplovitz, second vice president; Verne R. Young, secretary; Norman E. Jorgensen, assistant secretary; Howard J. Schellenberg, Jr., treasurer. Executive committee members comprise the officers, *ex officio,* and Donald C. Beelar, Robert M. Booth Jr., Jeremiah Courtney, Henry G. Fischer, W. Theodore Pierson and Thomas W. Wilson.

New Closed-Circuit Firm Names Judge Sales V.P.

TOM W. JUDGE, eastern sales manager of CBS Spot Sales, has resigned to become vice president in charge of sales for the newly-organized Closed-Circuit Telecasting System Inc., New York [B•T, Dec. 10]. Mr. Judge's appointment, announced last week by CCTS President Fanshawe Lindsley, is effective Jan. 1.



MR. JUDGE

Mr. Judge, formerly with the retail sales staff of *Life* magazine, thus will renew his association with Mr. Lindsley, former *Fortune* magazine advertising executive, after a six-year interval. Mr. Judge in 1951 joined CBS as an account executive in the New York office, becoming, in June 1955, midwestern manager of Spot Sales, and a year later, eastern manager.

CCTS plans to be the first operation of its kind to schedule coast-to-coast, big-screen, closed-circuit color tv.

UP Prepares Yearend Scripts

A SERIES of eight special yearend scripts has been prepared by United Press for its radio-tv station clients, covering nearly "every facet of this historic year," the news service announced last week. All scripts are designed for 15-minute programs, and cover such highlights (chosen on the basis of a national poll conducted by UP among its subscribers) as the Grace Kelly wedding, the Eisenhower landslide, the Balkan powderkeg's explosion, in addition to news stories from the world of sports, women, and humor. The Eisenhower, Kelly and Hungarian-Polish scripts are broken down into *Man of the Year, Women of the Year,* and *Story of the Year.*

Olmsted Enlarges Space

ITS third major expansion in studio, office and storage space in two years—increasing present floor space by 30%—was announced last week by Olmsted Sound Studios, New York. Added to its physical operations at 1



E. 54th St., Manhattan, were two new echo chambers, a tape library and larger office and storage facilities. Cost of the project was estimated at $25,000 by Richard Olmsted, vice president and chief engineer.

'Music from Germany' Feature Carried by 18 U. S. Stations

WEEKLY series of imported radio programs, *Music from Germany,* sponsored by the Assn. of German broadcasters is being heard on six U. S. commercial "good music" stations and on 12 collegiate outlets.

The programs, composed of original German broadcast tapes interspaced with interviews and commentaries by David Berger, a naturalized American of German descent (and a former Voice of America newscaster), are flown weekly from Bonn to the U. S. through the Roy-Bernard Co., a New York public relations firm. The shows are placed on WQXR New York, WGMS Washington, WCRB (FM) Boston, WFMT (FM) Chicago, KEAR-FM San Francisco and KIXL Dallas. They also are made available as a public service to various members of the intercollegiate broadcasting system.

According to spokesmen for the association, Mr. Berger has not only "sold" an enormous amount of good will, but also has aided the cause of the German phonograph record industry, contributing to the rise in U. S. business in Telefunken, Deutsche Gramafon and Polydor records.

United Press Dramatic Show Highlights Role of Newsmen

UNITED PRESS Radio will distribute to its client stations, on a complimentary basis, a recorded 30-minute dramatic round-up of the role of the newsmen covering top news stories of 1956, it was announced last week by UP Radio News Manager John J. Madigan.

The program, which may be aired commercially or sustaining by the local stations, was produced for UP by Sherman H. Dryer Productions, New York. It highlights such stories as the Hungarian uprising, the invasion of Egypt, the sinking of the *Andrea Doria,* the landslide victory of President Eisenhower and the Democratic congressional victory.

More Than 40 Buy Welk

RCA Recorded Program Services, N. Y., last week announced the sale of the RCA Thesaurus' *New Lawrence Welk Show* to more than 40 radio stations, with sponsorship in about half of the market by Dodge-Plymouth dealers. The Dodge-Plymouth Div. of Chrysler Corp. sponsors Lawrence Welk on ABC-TV.

SESAC Offers 3 New Programs

THREE new programs will be sent monthly to subscriber stations effective Jan. 1 by SESAC Library Script Service, SESAC Inc. announced last week. The shows are *Rendezvou With Maltby, Magic Holiday* and *Tuneful Topics,* all musical shows. The first two are 30-minute programs and *Topics* is a 15-minute woman's show that presents hints on foods preparation and housekeeping as well as music.

Advertisement



From where I sit
by Joe Marsh

Imagination by the Bucketful!

Whitey Fisher's the County Farm Agent in these parts. Takes his job so seriously that lots of folks can't resist playing jokes on him.

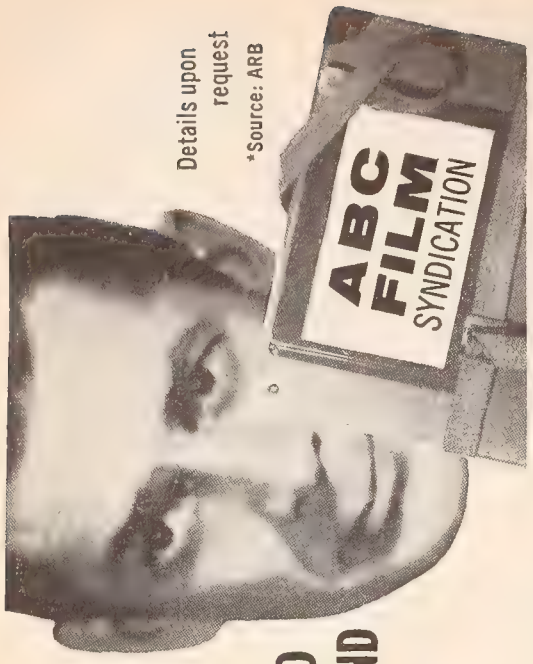
For instance, one old dairy farmer casually reported he was getting 8 buckets of milk for every 6 he used to get!

Whitey got quite excited—wanted to know if the old fellow had hit on some revolutionary new feed formula. *Nope.* Had he bought new high-priced cows, then? *Nope.* New milking equipment, maybe? *"Wrong again, young fellow—just usin' smaller buckets."*

From where I sit, Whitey's a little too willing to believe anything and everything for his own good. Reminds me of how a lot of people are all too ready to believe that having a glass of beer now and then is "wrong"—just because they heard someone say so. Examine the facts carefully, then make up your own mind, I say. Don't let anybody "cow" you into being intolerant.

Joe Marsh

Copyright, 1956, United States Brewers Foundation



Details upon request
*Source: ARB

RACKET SQUAD
FIRST IN TIME PERIOD
DETROIT AND CLEVELAND
with 14.5 and 13.3 ratings*

10 East 44th Street, New York 17, Oxford 7-5880

WIND

Chicago's most-bought radio station, with the highest audience ratings in town, day and night.

JOINS WBC...

the most-bought group of stations with the best music, news and service programming on radio today!

NEXT MONTH

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ+WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

Compatible Color Camera System In Commercial Production at RCA

RCA last week announced it has begun commercial production of the first compatible color television camera system specifically designed for medical use.

According to E. C. Tracy, manager of the RCA broadcast and television equipment department, the medical camera is "engineered for completely remote operation and maximum efficiency," and is expected to be used in hospitals and medical centers, colleges and universities and research institutions for origination of live closed-circuit or on-air colorcasts of surgical, medical and educational instruction and demonstrations.

Deliveries of the medical tv camera, Mr. Tracy said, are scheduled to get underway this month, with the first units going to Walter Reed Army Medical Center, Washington; Smith, Kline & French Labs, Philadelphia, and the U. of Michigan Medical School, Ann Arbor. Other orders are being accepted for spring delivery.

The new camera is designed around three vidicon camera tubes and special electronic circuitry which, Mr. Tracy claimed, "makes possible televising surgical procedures in full-color detail under normal operating-room lighting." It measures 26 by 15 by 14 inches, weighs less than 200 pounds and is designed for permanent installation in an overhead fixture which supports both camera and surgical lamp.

New Line of Portable Tv Sets Introduced by Sylvania at Meet

A LINE of tv portables using a new 110-degree picture tube (17-inch screen size) was introduced Thursday by Sylvania Electric products at a western regional meeting of distributors at Phoenix.

Depth of the portable, housed in a steel cabinet, is only 13⅝ inches, according to Sylvania, which saw in the set's introduction "the start of an era that eventually will mean flat, picture-frame type television sets that will hang from the wall." Conventional picture tubes are 90 degrees.

The portables weigh less than 34 pounds and are retailing at suggested prices ranging from $139.95 to $169.95.

Zenith Unveils 22 New Tv Sets

LINE of 22 new tv receivers, including 17-inch and other portable models, was unveiled by Zenith Radio Corp. last week at a mid-winter distributors meeting in Chicago.

At the same time, L. C. Truesdell, vice president and sales director, cautioned distributors there is no room in today's selective buyer's market for "no profit, price-tag selling." He described "heads up" merchandising and clear emphasis on quality, features and value as keys to profits for radio-tv dealers-distributors in 1957.

The company's new portables offer 149 square inches of rectangular viewing area compared to a maximum of 104 (14-inch) in others now on the market, it was explained. Line also includes 14-inch sets as well as 21-inch table, console and "lo-boy" tv phonograph models.

Mr. Truesdell reviewed a program of merchandising techniques designed for local dealers, including a "companion selling" method discarding single-item emphasis.

MANUFACTURING PEOPLE

Harold S. Geneen, executive vice president of Raytheon Mfg. Co., Waltham, Mass., elected director of firm.

Philip J. Wood, formerly assistant to vice president in charge of radio-tv sales, Zenith Radio Corp., appointed sales manager of radios and phonographs.

L. H. Josefson, Telex Labs, St. Paul, Minn., named general sales manager of industrial electronics division.

Frank Gorny, formerly copywriter on radio-tv-phonograph lines at Sears, Roebuck & Co., to advertising department of Motorola Inc., Chicago, in similar capacity.

Herbert Metz, 64, retired director, district manager and member of the executive committee, Graybar Electric Co., died Dec. 4 after brief illness.

Lt. Gen. Lewis A. Pick, U. S. Army (Ret.), member of executive committee of ORRadio Industries Inc., died at Walter Reed Hospital in Washington on Dec. 2.

MANUFACTURING SHORTS

RCA has reported shipments of two section superturnstile antenna to KVIT (TV) Santa Fe and 6-kw transmitter to WJBK-TV Detroit. Firm's Semiconductor Div., Harrison, N. J., announced availability of junction transistor of germanium p-n-p alloy type (RCA-2N206), intended for use in audio-frequency amplifier applications.

Motorola Inc., Chicago, announces establishment of Otto Graham Sportsmanship Award championship trophy, to be presented annually to winning team in Chicago Parks' football school and "small fry" league in which 3,000 boys (ages 12-13) participate.

Sylvania Electric Products Inc., Radio-Tv Div., has completed transfer of its headquarters from Buffalo to Sylvania's 433,000-sq. ft. tv plant in Batavia, N. Y.

RCA is offering illustrated guidebook to its broadcast equipment and systems for both color and black-and-white closed circuit tv service in medical, educational, industrial and business fields. Booklet is entitled *RCA High-Fidelity Television* and is available on letterhead request from Department Tv-1056, Building 15-1, Radio Corp. of America, Camden, N. J.

Allen B. DuMont Labs reported last week that KELO-TV Sioux Falls, S. D., has ordered complete DuMont MultiScanner system to originate color film and color slides. Also reports that Signal Productions will use DuMont Electronicam film system to take advantage of new policy of leasing equipment for use in producer's own studio. Signal's first shooting with Electronicam is series of Kelvinator commercials for Geyer Adv., New York.

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A MERRY CHRISTMAS FROM THE ENTIRE MASTHEAD

BROADCASTING
TELECASTING

RFE To Get 'Clean Bill' On Hungary Broadcasts

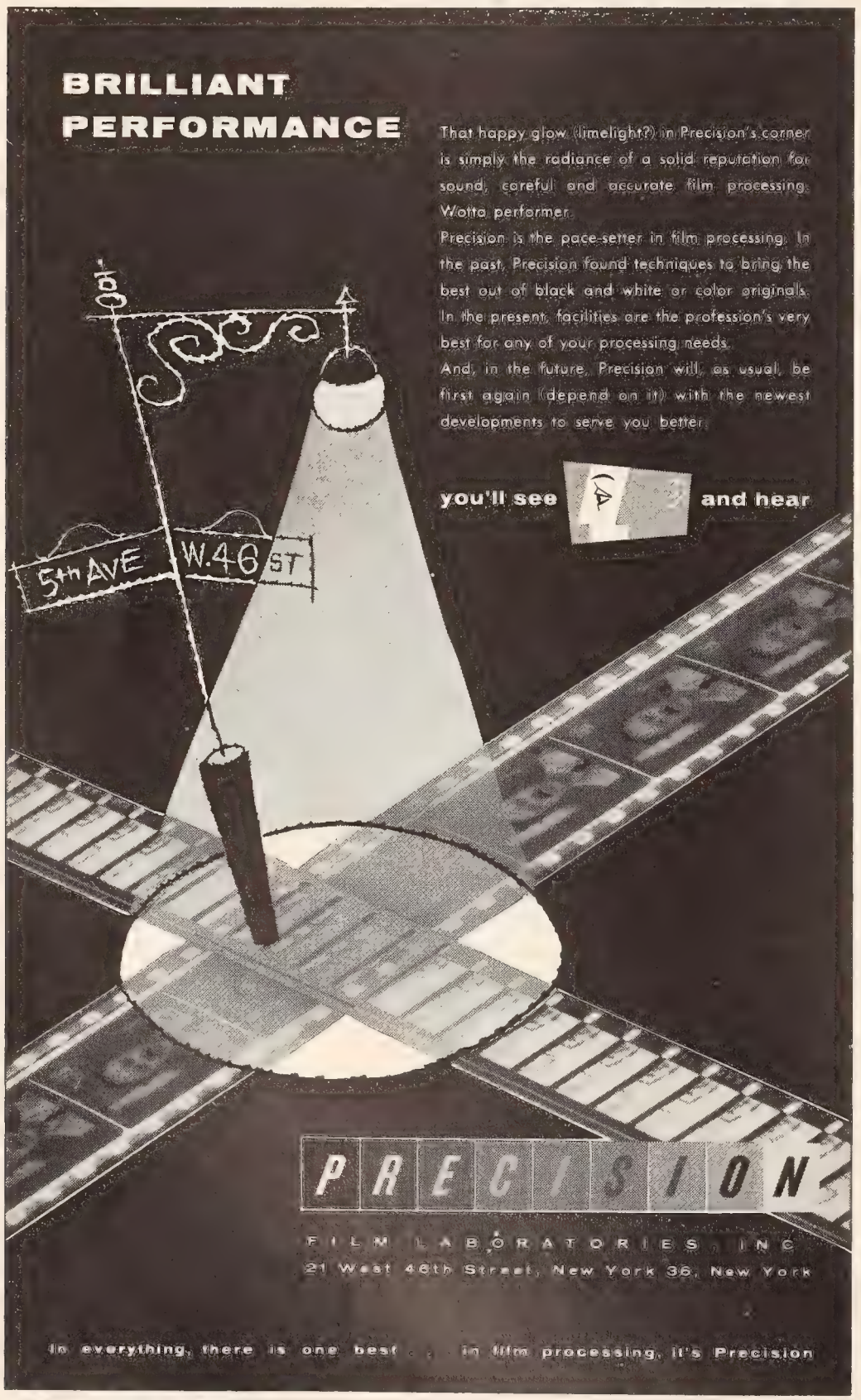
THE West German government, which is investigating the $10 million broadcast activities of Radio Free Europe following the public controversy that arose out of RFE's alleged "inflammable" broadcasts to Hungary, reportedly will give the agency a clean bill of health after the first of the year.

A German diplomatic source told B•T last week that an investigation conducted by the foreign office in Bonn so far had not come up with any broadcast tape or script that would lend credence to the charges made and that "the Hungarians probably heard more than was actually said."

The representative of the *Deutsches Bundesrepublik*, who had just returned from Germany, added that the foreign office is deferring its official pronouncement until after the holidays.

RFE, which maintains its principal European offices and studios in Munich (with transmitter sites in Bavaria and Lisbon, Portugal), operates on a government license even though it is an unofficial agency. Consequently, after the West German press began attacking the existence of RFE, the sources indicated, the foreign office had no other resource but to call in and review more than 250 hours of air check tape recordings made during the first week of the Hungarian resurrection.

The German government, in light of its goal of seeing a united East and West Germany (in addition to the existence of diplomatic relations between Bonn and Moscow), is particularly sensitive to the stationing in its country of a propaganda organization. One of the heaviest attacks on RFE launched during the past fortnight was made by Anna Kethly, a Hungarian Social Democratic leader who fled to the West during the Soviet attack on Budapest last month. She has charged that RFE hindered, rather than helped, the rebel cause by promising intervention by the West. In Munich, RFE's director, Richard J. Condon, said that RFE announcers and commentators might have been, "at worst," over-emotional.



RFE Charges Again Denied; This Time by Griffith in N. Y.

CHARGES that Radio Free Europe incited Polish and Hungarian revolts or held out false promises of western aid to them were again denied—this time by William E. Griffith, policy advisor to RFE in Munich, in a speech in New York last Thursday at a Crusade for Freedom luncheon.

The fact that they are still resisting, long after it became apparent that such aid would not be forthcoming, is itself proof that the charges not only are untrue but also are an "insult to the countries' valor," Mr. Griffith said.

Eugene Holman, Standard Oil of New Jersey board chairman who also is chairman of the Crusade for Freedom, presided at the luncheon. He paid tribute to the communications media for their support in the Crusade's last fund-raising drive and asked for their backing again in the campaign which opens in February.

Radio Free Berlin Postpones Commercial Tv Introduction

RADIO FREE BERLIN (West Berlin) postponed inauguration of commercial television, which had been scheduled for Nov. 15.

Latest word is that a commercial segment in the otherwise non-commercial tv schedule of Free Berlin is to be introduced this month. Radio Free Berlin plans to take commercial programs from Bavarian Radio, Munich, the first West German station using the mixed commercial-non commercial formula.

Commercial segments will be on the air in Berlin daily at 7:15 p.m. to 7:45 p.m. Commercial programs will be moved to the 7-7:25 p.m. slot by April 1, 1957, when Radio Free Berlin will introduce a daily local program.

U. S. Armed Forces to Launch Two Tv Stations in Germany

U. S. ARMED FORCES will launch two television stations in Germany on Jan. 1. Plans call for a limited coverage area and operation in uhf bands.

After 36 months of negotiations and planning, the West Germany Postal Authorities granted a license which is subject to cancellation at any time. Legal basis for operation of the two tvs is the Paris Treaty, which regulates West Germany's military relations to NATO members.

Radius of the expected coverage area for each of the two stations is estimated at about six to seven miles.

Industry Leaders Back RFE After German Tour

THREE American broadcasters and a Washington radio-tv lawyer—just returned from an inspection tour of Radio Free Europe installations in Germany—have declared their disbelief of charges that RFE broadcasts incited Hungarians to revolt against Soviet rule.

These opinions were voiced by Leonard Reinsch, executive director of the Cox stations; John E. Fetzer, president of the Fetzer stations; Kenyon Brown, president of KWFT Wichita Falls, Tex., and Paul A. O'Bryan, Dow, Lohnes & Albertson.

The broadcasters expressed their views during a taped interview Nov. 22 with RFE officials in Munich, Germany, on how U. S. broadcasters can cooperate in publicizing the Crusade for Freedom's RFE broadcasts and appeals for contributions in the U. S. The executives exchanged views with RFE officials and suggested methods by which American radio-tv stations can show the U. S. public how RFE operates and what it accomplishes in furthering official government policies abroad.

Mr. Reinsch brought the subject around to the criticism of RFE broadcasts, saying: "After observing the methods of operation and listening to the editorial discussions, I think that all of us are convinced that all of these [critical] editorial opinions were rather hastily drawn on the basis of incorrect assumptions and, I, for one, would be willing to endorse the RFE operation as against the criticism which . . . works right into the hands of the Communists. . . ."

Reactions of Others

Mr. O'Bryan said he "heartily agreed" with Mr. Reinsch and thought it unfortunate that more representatives of newspapers and radio-tv stations in the U. S. could not visit the RFE installations.

Mr. Fetzer described how he had read "one of the earlier directives . . . to the studios in Radio Free Europe in which particular pains through the text of this directive indicated that at no time through the course of any broadcast should anyone even remotely incite the people to any kind of revolutionary action. . . ." This, Mr. Fetzer added, has been a long-standing policy with RFE. "The scripts that I have looked at to date and the contacts that I have had to date do not indicate in the slightest to me that there is one vestige of truth in the assumptions and the speculations that have been going on lately. I think [that] to promulgate this type of thinking is playing directly into the hands of the Soviet Union."

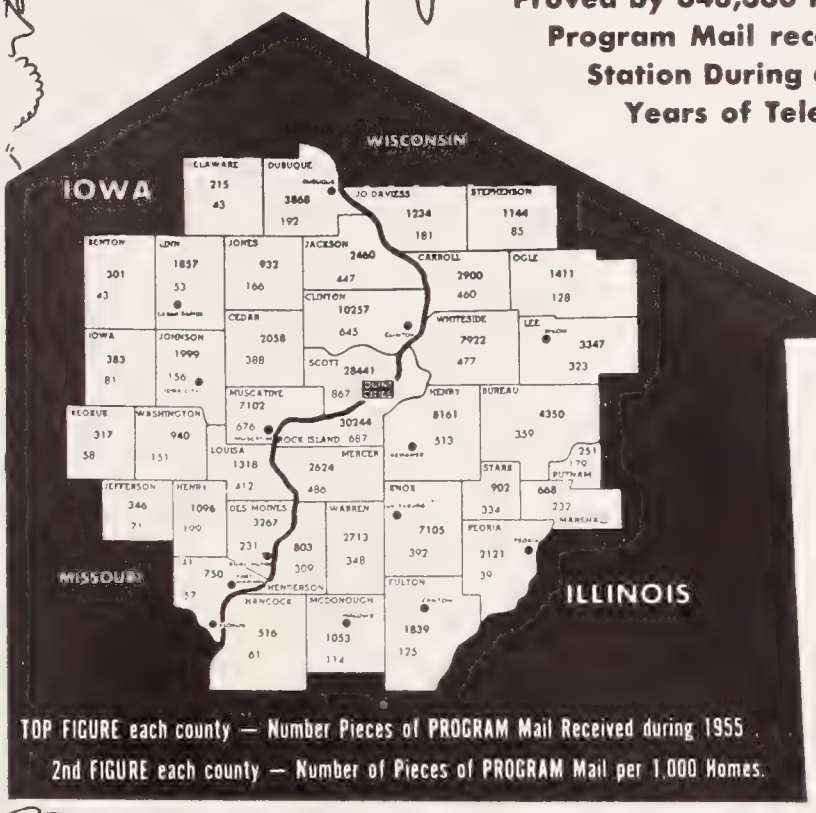
RFE officials said they are sorely in need of refugees and others experienced in broadcasting, who speak fluent native Hungarian, for broadcasts into that country. RFE, it was explained, makes its broadcasts as if they were emanating from inside the country itself, unlike the Voice of America, which acknowledges that broadcasts are originating from outside the Iron Curtain.

The U. S. broadcasters expressed concern at how criticism of RFE might affect the organization's "dedicated men and women."

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .



This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	•	1,568,500
Families	•	484,800
Retail Sales	•	$1,926.588,000
Effective buying Income	•	$2,582,388,000
Source	•	1956 Survey of Buying Income (Sales Management)
Number TV Homes	•	317,902
Source	•	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV is part of Central Broadcasting Company which also owns and operates WHO-TV & WHO-Radio, Des Moines



Round-the-Clock Tv for Brazil Expected Within Two Months

WITHIN the next two months, Brazil will have continuous round-the-clock television, according to Al Neto, Brazilian radio-tv news commentator, who has spent the past four months in the U. S. on business.

Mr. Neto, who is returning to Brazil shortly, expressed the view that television in Rio de Janiero and other leading cities will be on a 24-hour basis, even though the medium currently operates a few hours in the morning and afternoon and for longer periods at night. He lists news, sports, variety and dramatic programs, in that order, as the most popular in Brazil.

There are about a million tv sets in the country, according to Mr. Neto, and service is provided by five tv stations. He said sets average "several hundred dollars." Much of the viewing, he said, is done at tv clubs where people assemble nightly to watch television.

"Up until now," Mr. Neto continued, "Brazilian tv has developed along commercial lines, following U. S. patterns. In fact, we show U. S. films with Portugese subtitles. We have no educational tv."

Scottish Tv Plans Aug. Start

BRITAIN's fifth commercial tv station, the Scottish station of Independent Television Authority, plans to begin regular programming Aug. 31, 1957, according to James M. Coltart, managing director of Scottish Television Ltd., program contractor which will supply all programs for the new station. This is a departure from the procedure followed at the other four ITA stations, where programming is divided between two contractors. Located between Edinburgh and Glasgow, the new ITA station will serve the most thickly populated part of Scotland, with 500,000 sets anticipated for the area on the opening date of the station.

INTERNATIONAL SHORTS

CKNW New Westminster, B. C., has issued rate card No. 6 with Class A rates from $160 per hour.

CFRN-TV Edmonton, Alta., has increased power from 27.4 kw video to 180.3 kw video.



"KRIZ Phoenix *taught her to mix easily.*"

Hamilton Watch Honors Three in Broadcasting

CBS newscaster Doug Edwards (*Douglas Edwards and The News,* Mon.-Fri., 7:15-7:30 p.m. EST) has been cited by the Hamilton Watch Co., Lancaster, Pa., for his "objective and dramatic presentation of the news of the world." Mr. Edwards, along with Irv Kupcinet of WBBM-TV Chicago and Patty Cavin of WRC-AM-TV Washington, were honored with the Hamilton Time Award for having given "meritorious service beyond the cause of mere reporting." Each won a plaque and a Hamilton watch at a special presentation in New York, Dec. 6.

Miss Cavin and the Messrs. Edwards and Kupcinet were picked as the winners by a panel of seven newspaper men and women. The panel, headed by Null Adams, city editor of the *Memphis Press-Scimitar,* was comprised of Eugene Dickhuth, financial writer, *New York Herald-Tribune;* Willard C. Haselbush, city editor, *Denver Post;* Harry McCormick, reporter, *Dallas Morning News;* Ruth Mugglebee, women's page editor, *Boston Record-American* and *Sunday Advertiser;* Paul Tiblier, managing editor, *Jackson* (Miss.) *State Times,* and Andrew J. Viglietta, Washington correspondent, the Samuel I. Newhouse papers.

This is the first year the Hamilton Watch Co. has presented this award, established to honor television and radio commentators for distinguished local community service. Miss Cavin was cited for her work in the Washington area in the line of social work, and Mr. Kupcinet for his efforts on behalf of U. S. Army veterans.

WLFA, WMGA, WRBL-TV Get Georgia Farm Bureau Awards

THREE Georgia stations have received awards from the Georgia Farm Bureau Federation for "outstanding service to agriculture." Winners of the federation's second annual news media awards were WLFA LaFayette (for stations with 5 kw or over), WMGA Moultrie (under 5 kw) and WRBL-TV Columbus.

A silver trophy was presented each winner by the A&P Food Stores, co-sponsor with the Farm Bureau. Newspaper winners were the *Atlanta Journal* and *Constitution* (over 20,000 circulation), *Waycross Journal* (under 20,000) and *Nashville* (Georgia) *Journal* (weekly).

Revolts in Hungary, Poland Voted Year's Top News Story

THE freedom revolts in Hungary and Poland have been voted "the outstanding news story of the year" in the annual poll by United Press of radio and television news editors throughout the country. Ballots were returned by 340 clients of UP Radio in virtually every state in the U. S.

President Eisenhower led the balloting as "Man of the Year," followed by President Gamal Abdel Nasser of Egypt and United Nations Secretary General Dag Hammarskjold. Princess Grace of Monaco dominated the voting for "Woman of the Year," followed by Autherine Lucy, the Negro college student involved in the integration dispute at the U. of Alabama, and by Mrs. Eisenhower. Other outstanding news stories cited in the poll (in order) were the Middle East crisis, the *Andrea Doria-Stockholm* collision and the Eisenhower election.

The results of the poll form the basis for three special year-end scripts, which will be made available to all clients of UP radio—"Story of the Year," "Man of the Year" and "Woman of the Year."

Baltimore Club to Honor Murrow

THE ADVERTISING CLUB of Baltimore will honor CBS newsman Edward R. Murrow, whom it has designated as the "outstanding television personality of 1956," at the club's annual banquet Feb. 2 in Baltimore.

Special tribute will be paid Mr. Murrow for his tv reports from trouble centers around the world, for his radio programs, his writings and recordings, according to S. Lawrence Hammerman, banquet chairman for the past 30 years. Mr. Murrow will be presented a plaque by Maryland Gov. Theodore R. McKeldin.

Peabody Deadline Jan. 10

WITH a Jan. 10 deadline, several entries already have been received for the 1956 George Foster Peabody Radio & Television Awards by the Henry W. Grady School of Journalism of Georgia U., which administers the awards with a national advisory board. Awards will be made in six categories. Bennett Cerf, president of Random House Inc., is chairman of the Peabody board.

Blaw-Knox to Award Employes

BLAW-KNOX Co., Pittsburgh, has instituted a system of awards to employes for all patent applications filed in an employe's name. W. Cordes Snyder Jr., Blaw-Knox president, said the new policy was adopted to stimulate new developments and improvements in the company's operations, products and services to industry.

The first award of $100 was made to George Anaston, engineer who designed a collapsible cross-arm for transmission towers.

WHLS
MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
Port Huron's community station
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales



Boy, that fellow really knows his stuff!

. . . and why not? When it comes to insurance protection, your local agent is an expert. He's also familiar with local conditions and knows your problems.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy.

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So for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

NATIONAL BOARD OF FIRE UNDERWRITERS

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85 John St., New York 38, N. Y. • 222 W. Adams St., Chicago 6, Ill. • 465 California St., San Francisco 4, Calif.

For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

WIND JOINS WBC

★

Chicago's brightest music, news and service station

Chicago's highest-audience station!

Chicago's most-bought station!

NEXT MONTH

becomes an important part of:

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—**Boston**, WBZ + WBZA; **Pittsburgh**, KDKA; **Cleveland**, KYW; **Fort Wayne**, WOWO; **Chicago**, WIND; **Portland**, KEX

Television—**Boston**, WBZ TV; **Pittsburgh**, KDKA-TV; **Cleveland**, KYW-TV; **San Francisco**, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

WHBF

coverage area has

1,102,500

people who spend

$1,339,059,000.

(Total Retail Sales. S. M. Buying Power)

CBS FOR THE



WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

AWARDS



LEONARD GOLDENSON (c), president of American Broadcasting-Paramount Theatres, is awarded a plaque by John A. Coleman, senior partner of Adler, Coleman & Co., at the Federation of Jewish Philanthropies dinner in New York a fortnight ago honoring Mr. Goldenson's work in the field of human welfare. Lawrence Valenstein, chairman of the board of Grey Adv. and chairman of the dinner, looks on.

Ohio Teachers Present Awards To Network Radio, Tv Sponsors

SPONSORS of one radio and two television network programs have received awards from the public school teachers of Ohio in recognition of the educational quality of the programs. The awards were announced at the opening session of the annual meeting of the Ohio Education Assn., held a fortnight ago at Cincinnati.

General Motors Corp. was presented an award in the tv adult division for *Wide Wide World*. In the tv children's division, an award for *Disneyland* was presented American Dairy Assn., Chicago; American Motors Corp., Detroit; Derby Foods Inc., Chicago, and Swift & Co., Chicago. In the radio adult division, Firestone Tire & Rubber Co., Akron, received an award for *Voice of Firestone*.

Additional awards were made to a radio and a tv station in Ohio for public service programs in behalf of public education: WLWC (TV) Columbus for its 1956 "Back to School Week," and WFOB Fostoria, for development of a new quiz program, *The I. Q. League*.

AWARDS

Sylvester L. (Pat) Weaver Jr., former NBC board chairman and board member of American Heart Assn., cited with AMA Award of Merit for his work during past three years as chairman of association's Public Relations Advisory Committee.

CBS Radio received National Veteran's Day Certificate of Meritorious Service for its support.

WRCA-TV New York's *Open Mind* series and its producer-moderator, Richard D. Heffner, were honored by Anti-defamation League of B'nai B'rith "in recognition of contributions to inter-group understanding and better relations." Mr. Heffner was cited for "an awareness of human problems, unbounded by race, creed or national origin."

EDUCATION

Educational Center Grants Six $21,358 for Viewer Research

SIX UNIVERSITIES have been awarded grants-in-aid totaling $21,358 by the Educational Television & Radio Center, Ann Arbor, Mich., for studies of educational tv viewership, center President H. K. Newburn has announced. Receiving the grants were Stanford U., $3,750; U. of Houston, $4,250; Michigan State U., $4,000; U. of Wisconsin, $3,385; U. of Oregon, $2,000, and U. of Nebraska, $4,000.

The research will be coordinated by Dr. Ryland Grary, director of education for the center. He pointed out that the center is not a research agency and that its primary task is to provide program services to the 22 affiliated educational tv stations. "Knowledge of the educational tv viewer will help the center do a better job in building programs for use on the educational stations of the nation," he said.

Grants-in-Aid Funds Offered For Educational Tv Workshops

REMINDER that members of the National Assn. of Educational Broadcasters may obtain from $1,000 to $3,000 in grants-in-aid funds to conduct educational tv workshops has been sent out by NAEB, Urbana, Ill. Funds are made available by a grant from the Ford Foundation "to educational institutions which sponsor educational television workshops for selected persons in order that the quality of workshop personnel may be ungraded" and are supplementary to local funds.

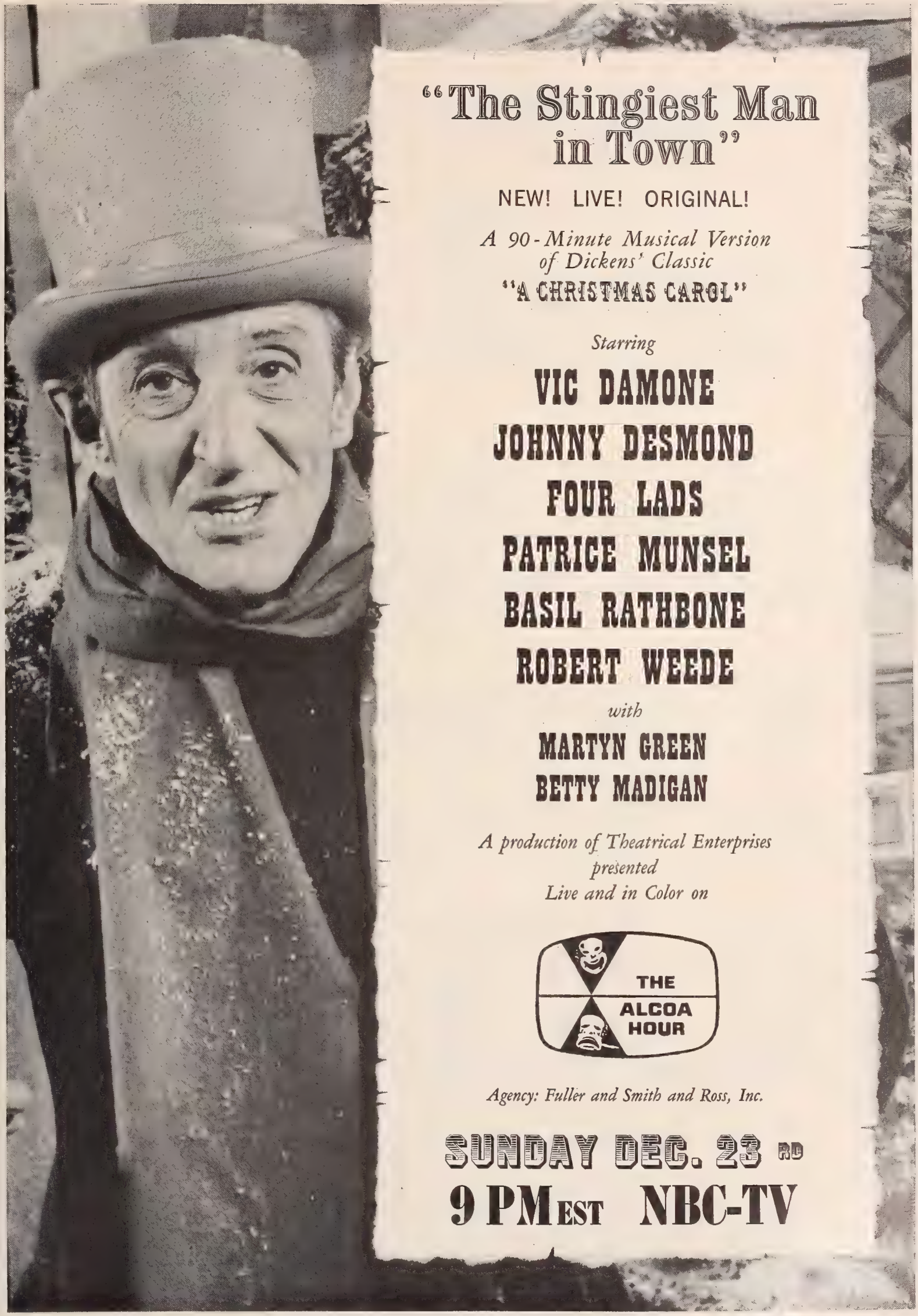
Applications for grants should be presented in letters (five copies) mailed to the executive director, Dr. Harry J. Skornia, at NAEB headquarters, 14 Gregory Hall, Urbana, Ill.

WCET (TV) Receives $66,000

WCET (TV) Cincinnati, Ohio, educational station, has been given an additional grant of $66,000 by the Ford Foundation's Fund for Adult Education. Added to the $34,000 for a kinescope, made earlier this year, the fund now has granted WCET a total of $100,000 during 1956.

The FAE grant is based on matching funds and assets in the amount of $200,000 which initially were raised by the Greater Cincinnati Community for construction and operation of the station. It is the policy of the fund to grant one dollar for two.





"The Stingiest Man in Town"

NEW! LIVE! ORIGINAL!

A 90-Minute Musical Version of Dickens' Classic
"A CHRISTMAS CAROL"

Starring

VIC DAMONE
JOHNNY DESMOND
FOUR LADS
PATRICE MUNSEL
BASIL RATHBONE
ROBERT WEEDE

with

MARTYN GREEN
BETTY MADIGAN

A production of Theatrical Enterprises presented Live and in Color on

THE ALCOA HOUR

Agency: Fuller and Smith and Ross, Inc.

SUNDAY DEC. 23 RD
9 PM EST NBC-TV

[See story, A&A section]

WHAT 140 AGENCIES BILLED ON NBC-TV

B•T tabulations for January 1955-June 1956. CBS-TV's agency totals appeared Dec. 10

Agency & Client	Program	1955	Jan.-June 1956
William Hart Adler			**$15,030**
Aladdin Industries	*Today—Home—Tonight*		15,030
Anderson & Cairns			
*Waring Products	*Today—Home—Tonight*		
Atherton & Currier			**33,361**
H. F. Ritchie	*Today—Home—Tonight*		33,361
N. W. Ayer & Son		**$3,092,587**	**2,011,054**
American Viscose	*Today—Home—Tonight*	62,676	106,344
Bissell Carpet Sweeper Co.	*Today—Home—Tonight*	389,738	121,282
Plymouth Div.	*News*	2,093,163	1,363,716
General Electric Co.	*New Years Eve*	12,088	
General Electric Co.	*Today—Home—Tonight*	148,202	
Johnson & Johnson	*Today—Home—Tonight*	146,144	57,588
Polk Miller	*Today—Home—Tonight*	140,134	41,509
American Type Foundries	*Today—Home—Tonight*	87,980	
Atlantic Refining Co.	*Pro. Football Champ.*	12,462	
Johnson & Johnson	*Matinee Theatre*		83,408
Carrier Corp.	*Today—Home—Tonight*		166,153
North American Insurance	*Today—Home—Tonight*		71,054
Badger, Browning & Parcher		**53,048**	**10,365**
Parker Bros.	*Today—Home—Tonight*	53,048	10,365
Lynn Baker		**168,126**	**58,602**
Minute Maid Corp.	*Tourn. of Roses Parade*	57,952	
Quaker Oats (Coast Fisheries)	*Today—Home—Tonight*	110,174	58,602
Ted Bates Inc.		**4,864,111**	**2,388,458**
American Chicle Co.	*Summer Theatre*	145,755	
American Chicle Co.	*Victor Borge Show*	35,106	
American Chicle Co.	*Zoo Parade*	374,691	254,617
Colgate Palmolive Co.	*Comedy Hour*	1,075,915	
Colgate Palmolive Co.	*Ding Dong School*	156,238	
Colgate Palmolive Co.	*Howdy Doody*	698,818	196,149
Continental Baking Co.	*Howdy Doody*	762,499	231,273
Grocery Store Products Co.	*Today—Home—Tonight*	115,619	
Minute Maid Corp.	*Tenn. Ernie Ford*	54,435	153,891
National Biscuit Co. (Dromedary)	*Tenn. Ernie Ford*	89,389	
National Biscuit Co. (Dromedary)	*World of Mr. Sweeney*	93,322	
National Biscuit Co. (Dromedary)	*Today—Home—Tonight*	4,508	
National Biscuit Co. (Hills Bros.)	*Today—Home—Tonight*	291,482	
Standard Brands	*Howdy Doody*	555,129	113,621
Standard Brands	*Tenn. Ernie Ford*	411,205	625,852
American Home Products	*Midwestern Hayride*		208,363
Brown & Williamson	*Comedy Hour*		509,100
Brown & Williamson	*Steve Allen Show*		28,357
Minute Maid Corp.	*Tournament of Roses Parade*		67,235
BBDO		**7,076,104**	**5,346,257**
American Tobacco Co.	*Your Hit Parade*	839,157	487,522
American Tobacco Co.	*Robert Montgomery*	793,680	
American Tobacco Co.	*Your Play Time*	267,099	
Armstrong Cork Co.	*Circle Theatre*	1,274,119	902,058
Campbell Soup Co.	*Dear Phoebe*	764,856	
Campbell Soup Co.	*Star Stage*	386,061	581,012
DeSoto Div.	*You Bet Your Life*	2,069,262	1,064,087
DeSoto Div.	*Today—Home—Tonight*	4,819	
General Electric Co.	*Medic*	275,468	460,535
General Time Corp.	*Today—Home—Tonight*	119,437	20,891
General Time Corp.	*Today—Home—Tonight*	12,218	
Intl. Salt Co.	*Today—Home—Tonight*	88,786	
Murine Co.	*Today—Home—Tonight*	23,344	
American Rad. & San. Corp.	*Today—Home—Tonight*		225,614
American Rad. & San. Corp.	*Color Spread*		77,591
Youngstown Kitchen	*Today—Home—Tonight*		36,674
American Tobacco Co.	*Adventure Theatre*		48,227
Chrysler Div.	*It's a Great Life*		919,700
DeSoto Div.	*Best of Groucho*		48,669
Lever Bros. Co.	*Gordon MacRae*		405,445
Barcola Mfg. Co.	*Today—Home—Tonight*		62,080
Reader's Digest	*Today—Home—Tonight*		6,152
O'Neida Ltd.	*Today—Home—Tonight*	125,814	
Rexall Drug Co.	*Today—Home—Tonight*	31,984	
Benton & Bowles		**7,052,123**	**4,907,366**
General Foods Corp.	*Caesar's Hour*	78,357	
General Foods Corp.	*Commando Cody*	215,454	
General Foods Corp.	*Fury*	205,252	511,336
General Foods Corp.	*Roy Rogers*	1,826,516	991,358
General Foods Corp.	*Today—Home—Tonight*	237,796	10,723
Pepperell Mfg. Co.	*Today—Home—Tonight*	63,648	
Procter & Gamble	*Caesar's Hour*	118,195	
Procter & Gamble	*It Pays to Be Married*	388,841	
Procter & Gamble	*Loretta Young Show*	1,606,808	1,068,991

*Waring Products divided *Today—Home—Tonight* ($48,567 in 1955) between Anderson & Cairns and Hicks & Griest.

Agency & Client	Program	1955	Jan.-June 1956
Benton & Bowles (Cont'd)			
Procter & Gamble	*Matinee Theatre*	224,897	670,963
Procter & Gamble	*Concerning Miss Marlowe*	544,156	
Procter & Gamble	*Tenn. Ernie Ford*	638,912	777,740
Procter & Gamble	*This Is Your Life*	883,560	781,997
Diamond Crystal Salt Co.	*Today—Home—Tonight*	19,731	
General Foods Corp.	*Topper*		94,258
Bermingham, Castleman & Pierce		**255,464**	
Griffin Mfg. Co.	*Imogene Coca Show*	172,160	
Griffin Mfg. Co.	*Musical Chairs*	83,304	
Gordon Best & Co.		**141,424**	**773,771**
Maybelline Co.	*Tv Academy Awards*	17,336	
Maybelline Co.	*Matinee Theatre*	7,927	26,977
Maybelline Co.	*Color Spread*	98,898	159,067
Maybelline Co.	*Today—Home—Tonight*	17,263	24,148
Helene Curtis	*Queen for a Day*		254,714
Helene Curtis	*Today—Home—Tonight*		204,343
Maybelline Co.	*Queen for a Day*		104,522
Biow-Beirn-Toigo		**554,690**	**166,362**
American Home Products	*Midwestern Hayride*	102,830	
American Home Products	*Today—Home—Tonight*	200,581	166,362
Procter & Gamble	*Cameo Theatre*	149,738	
Procter & Gamble	*Ding Dong School*	76,759	
Procter & Gamble	*Today—Home—Tonight*	14,740	
Benrus Watch	*Today—Home—Tonight*	10,042	
Bozell & Jacobs		**204,162**	**297,518**
Mutual Benefit Health & Acc. Insurance Co.	*Greatest Moment in Sports*	60,152	
Mutual Benefit Health & Acc. Insurance Co.	*Zoo Parade*	144,010	278,551
Maico	*Today—Home—Tonight*		18,967
Brooke, Smith, French & Dorrance		**3,471**	**180,315**
Mullins Mfg.	*Today—Home—Tonight*	3,471	
Youngstown Kitchen	*Queen for a Day*		180,315
D. P. Brother & Co.		**2,543,077**	**1,503,196**
General Motors Corp.			
A. C. Spark Plug Div.	*Big Town*	719,609	396,765
A. C. Spark Plug Div.	*Wide Wide World*	72,380	199,056
Guide Lamp	*Wide Wide World*	72,899	198,812
Oldsmobile Div.	*Academy Awards*	97,497	109,010
Oldsmobile Div.	*Patti Page, Perry Como*	29,301	6,018
Oldsmobile Div.	*Max Liebman Presents*	1,545,927	773,535
Oldsmobile Div.	*Today—Home—Tonight*	5,464	
Buchen Co.		**5,903**	
Hobart Mfg.	*Today—Home—Tonight*	5,903	
H. W. Buddemeir Co.			**13,171**
Westinghouse Electric Corp.	*Today—Home—Tonight*		13,171
Leo Burnett Co.		**2,391,271**	**295,545**
Campbell Soup Co.	*Howdy Doody*	146,332	
Toni Co. (Gillette)	*People Are Funny*	970,226	
Kellogg Co.	*Howdy Doody*	368,975	
Kendall Co. (Bauer & Black)	*Today—Home—Tonight*	163,552	48,404
Green Giant of Canada	*Mickey Rooney*	285,302	
Hoover Co.	*Today—Home—Tonight*	44,057	42,462
Motorola	*Matinee Theatre*	59,963	26,340
Kendall Co. (Bauer & Black)	*Howdy Doody*		95,119
Procter & Gamble	*Champion Bowling*		83,220
Pillsbury Mills	*Mickey Rooney*	252,864	
Campbell-Ewald Co.		**2,643,565**	**2,275,022**
General Motors Corp.			
Chevrolet Motor Div.	*Chevy Show*	400,439	608,599
Chevrolet Motor Div.	*Dinah Shore Show*	2,095,153	1,263,953
Chevrolet Motor Div.	*Today—Home—Tonight*	4,819	
United Motor Div.	*Wide Wide World*	143,154	402,470
Campbell-Mithun		**407,221**	**356,763**
Gold Seal	*Perry Como*	226,633	300,868
Malt-O-Meal Co.	*Today—Home—Tonight*	41,041	
Morrell & Co.	*Pinky Lee*	139,547	
Gold Seal	*Patti Page*		55,895
Carvel, Nelson & Powell		**74,615**	**22,495**
Sawyers Inc.	*Pinky Lee*	50,708	
Sawyers Inc.	*Today—Home—Tonight*	23,907	22,495
Chambers & Wiswell		**23,946**	**12,788**
Food Specialties	*Today—Home—Tonight*	23,946	
Rust Craft Publishing	*Today—Home—Tonight*		12,788
Christiansen Adv. Agency		**135,241**	**55,968**
E. L. Bruce	*Today—Home—Tonight*	135,241	55,968
Cockfield, Brown & Co.		**12,369**	**49,491**
Simmons	*Medic*	12,369	49,491
John Cohan Adv.		**27,741**	
Lettuce Inc.		27,741	
Harry B. Cohen		**451,547**	**585,573**
Grove Labs.	*Today—Home—Tonight*	451,547	251,726
Block Drug Co.	*Matinee Theatre*		174,690
Block Drug Co.	*Today—Home—Tonight*		159,157
Cole & Weber		**80,508**	**51,332**
Wash. State Apple Com.	*Today—Home—Tonight*	80,508	51,332
Compton Adv.		**1,461,655**	**2,197,279**
Proctor & Gamble	*Fireside Theatre*	1,412,142	1,050,596
Standard Brands	*Color Spread*	49,513	
Procter & Gamble	*Queen for a Day*		565,460
Avco Bendix	*Comedy Hour*		550,481
Avco Bendix	*Steve Allen Show*		30,742
Gordon Co.			**71,078**
Douglas Fir Plywood Assoc.	*Today—Home—Tonight*		71,078
Cramer-Krasselt		**117,045**	**60,561**
Evinrude Motors	*Today—Home—Tonight*	76,109	60,561
Aluminum Goods	*Today—Home—Tonight*	40,936	
Cunningham & Walsh		**2,472,723**	**1,617,195**
Liggett & Myers Tobacco Co.	*Dragnet*	2,274,151	1,211,357
Liggett & Myers Tobacco Co.	*Matinee Theatre*	93,717	405,838
Pan American Coffee Bureau	*Today—Home—Tonight*	104,855	

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Sylvester L. (Pat) Weaver Jr., former NBC board chairman and board member of American Heart Assn., cited with AMA Award of Merit for his work during past three years as chairman of association's Public Relations Advisory Committee.

CBS Radio received National Veteran's Day Certificate of Meritorious Service for its support.

WRCA-TV New York's *Open Mind* series and its producer-moderator, Richard D. Heffner, were honored by Anti-defamation League of B'nai B'rith "in recognition of contributions to inter-group understanding and better relations." Mr. Heffner was cited for "an awareness of human problems, unbounded by race, creed or national origin."

EDUCATION

Educational Center Grants Six $21,358 for Viewer Research

SIX UNIVERSITIES have been awarded grants-in-aid totaling $21,358 by the Educational Television & Radio Center, Ann Arbor, Mich., for studies of educational tv viewership, center President H. K. Newburn has announced. Receiving the grants were Stanford U., $3,750; U. of Houston, $4,250; Michigan State U., $4,000; U. of Wisconsin, $3,385; U. of Oregon, $2,000, and U. of Nebraska, $4,000.

The research will be coordinated by Dr. Ryland Grary, director of education for the center. He pointed out that the center is not a research agency and that its primary task is to provide program services to the 22 affiliated educational tv stations. "Knowledge of the educational tv viewer will help the center do a better job in building programs for use on the educational stations of the nation," he said.

Grants-in-Aid Funds Offered For Educational Tv Workshops

REMINDER that members of the National Assn. of Educational Broadcasters may obtain from $1,000 to $3,000 in grants-in-aid funds to conduct educational tv workshops has been sent out by NAEB, Urbana, Ill. Funds are made available by a grant from the Ford Foundation "to educational institutions which sponsor educational television workshops for selected persons in order that the quality of workshop personnel may be ungraded" and are supplementary to local funds.

Applications for grants should be presented in letters (five copies) mailed to the executive director, Dr. Harry J. Skornia, at NAEB headquarters, 14 Gregory Hall, Urbana, Ill.

WCET (TV) Receives $66,000

WCET (TV) Cincinnati, Ohio, educational station, has been given an additional grant of $66,000 by the Ford Foundation's Fund for Adult Education. Added to the $34,000 for a kinescope, made earlier this year, the fund now has granted WCET a total of $100,000 during 1956.

The FAE grant is based on matching funds and assets in the amount of $200,000 which initially were raised by the Greater Cincinnati Community for construction and operation of the station. It is the policy of the fund to grant one dollar for two.





"The Stingiest Man in Town"

NEW! LIVE! ORIGINAL!

A 90-Minute Musical Version of Dickens' Classic

"A CHRISTMAS CAROL"

Starring

VIC DAMONE

JOHNNY DESMOND

FOUR LADS

PATRICE MUNSEL

BASIL RATHBONE

ROBERT WEEDE

with

MARTYN GREEN

BETTY MADIGAN

A production of Theatrical Enterprises presented Live and in Color on

THE ALCOA HOUR

Agency: Fuller and Smith and Ross, Inc.

SUNDAY DEC. 23 RD

9 PM EST NBC-TV

[See story, A&A section]

WHAT 140 AGENCIES BILLED ON NBC-TV

B•T tabulations for January 1955-June 1956. CBS-TV's agency totals appeared Dec. 10

Agency & Client	Program	1955	Jan.-June 1956
William Hart Adler			**$15,030**
Aladdin Industries	*Today—Home—Tonight*		15,030
Anderson & Cairns			
*Waring Products	*Today—Home—Tonight*		
Atherton & Currier			**33,361**
H. F. Ritchie	*Today—Home—Tonight*		33,361
N. W. Ayer & Son		**$3,092,587**	**2,011,054**
American Viscose	*Today—Home—Tonight*	62,676	106,344
Bissell Carpet Sweeper Co.	*Today—Home—Tonight*	389,738	121,282
Plymouth Div.	*News*	2,093,163	1,363,716
General Electric Co.	*New Years Eve*	12,088	
General Electric Co.	*Today—Home—Tonight*	148,202	
Johnson & Johnson	*Today—Home—Tonight*	146,144	57,588
Polk Miller	*Today—Home—Tonight*	140,134	41,509
American Type Foundries	*Today—Home—Tonight*	87,980	
Atlantic Refining Co.	*Pro. Football Champ.*	12,462	
Johnson & Johnson	*Matinee Theatre*		83,408
Carrier Corp.	*Today—Home—Tonight*		166,153
North American Insurance	*Today—Home—Tonight*		71,054
Badger, Browning & Parcher		**53,048**	**10,365**
Parker Bros.	*Today—Home—Tonight*	53,048	10,365
Lynn Baker		**168,126**	**58,602**
Minute Maid Corp.	*Tourn. of Roses Parade*	57,952	
Quaker Oats (Coast Fisheries)	*Today—Home—Tonight*	110,174	58,602
Ted Bates Inc.		**4,864,111**	**2,388,458**
American Chicle Co.	*Summer Theatre*	145,755	
American Chicle Co.	*Victor Borge Show*	35,106	
American Chicle Co.	*Zoo Parade*	374,691	254,617
Colgate Palmolive Co.	*Comedy Hour*	1,075,915	
Colgate Palmolive Co.	*Ding Dong School*	156,238	
Colgate Palmolive Co.	*Howdy Doody*	698,818	196,149
Continental Baking Co.	*Howdy Doody*	762,499	231,273
Grocery Store Products Co.	*Today—Home—Tonight*	115,619	
Minute Maid Corp.	*Tenn. Ernie Ford*	54,435	153,891
National Biscuit Co. (Dromedary)	*Tenn. Ernie Ford*	89,389	
National Biscuit Co. (Dromedary)	*World of Mr. Sweeney*	93,322	
National Biscuit Co. (Dromedary)	*Today—Home—Tonight*	4,508	
National Biscuit Co. (Hills Bros.)	*Today—Home—Tonight*	291,482	
Standard Brands	*Howdy Doody*	555,129	113,621
Standard Brands	*Tenn. Ernie Ford*	411,205	625,852
American Home Products	*Midwestern Hayride*		208,363
Brown & Williamson	*Comedy Hour*		509,100
Brown & Williamson	*Steve Allen Show*		28,357
Minute Maid Corp.	*Tournament of Roses Parade*		67,235
BBDO		**7,076,104**	**5,346,257**
American Tobacco Co.	*Your Hit Parade*	839,157	487,522
American Tobacco Co.	*Robert Montgomery*	793,680	
American Tobacco Co.	*Your Play Time*	267,099	
Armstrong Cork Co.	*Circle Theatre*	1,274,119	902,058
Campbell Soup Co.	*Dear Phoebe*	764,856	
Campbell Soup Co.	*Star Stage*	386,061	581,012
DeSoto Div.	*You Bet Your Life*	2,069,262	1,064,087
DeSoto Div.	*Today—Home—Tonight*	4,819	
General Electric Co.	*Medic*	275,468	460,535
General Time Corp.	*Today—Home—Tonight*	119,437	20,891
General Time Corp.	*Today—Home—Tonight*	12,218	
Intl. Salt Co.	*Today—Home—Tonight*	88,786	
Murine Co.	*Today—Home—Tonight*	23,344	
American Rad. & San. Corp.	*Today—Home—Tonight*		225,614
American Rad. & San. Corp.	*Color Spread*		77,591
Youngstown Kitchen	*Today—Home—Tonight*		36,674
American Tobacco Co.	*Adventure Theatre*		48,227
Chrysler Div.	*It's a Great Life*		919,700
DeSoto Div.	*Best of Groucho*		48,669
Lever Bros. Co.	*Gordon MacRae*		405,445
Barcola Mfg. Co.	*Today—Home—Tonight*		62,080
Reader's Digest	*Today—Home—Tonight*		6,152
O'Neida Ltd.	*Today—Home—Tonight*	125,814	
Rexall Drug Co.	*Today—Home—Tonight*	31,984	
Benton & Bowles		**7,052,123**	**4,907,366**
General Foods Corp.	*Caesar's Hour*	78,357	
General Foods Corp.	*Commando Cody*	215,454	
General Foods Corp.	*Fury*	205,252	511,336
General Foods Corp.	*Roy Rogers*	1,826,516	991,358
General Foods Corp.	*Today—Home—Tonight*	237,796	10,723
Pepperell Mfg. Co.	*Today—Home—Tonight*	63,648	
Procter & Gamble	*Caesar's Hour*	118,195	
Procter & Gamble	*It Pays to Be Married*	388,841	
Procter & Gamble	*Loretta Young Show*	1,606,808	1,068,991

*Waring Products divided *Today—Home—Tonight* ($48,567 in 1955) between Anderson & Cairns and Hicks & Griest.

Agency & Client	Program	1955	Jan.-June 1956
Benton & Bowles (Cont'd)			
Procter & Gamble	*Matinee Theatre*	224,897	670,963
Procter & Gamble	*Concerning Miss Marlowe*	544,156	
Procter & Gamble	*Tenn. Ernie Ford*	638,912	777,740
Procter & Gamble	*This Is Your Life*	883,560	781,997
Diamond Crystal Salt Co.	*Today—Home—Tonight*	19,731	
General Foods Corp.	*Topper*		94,258
Bermingham, Castleman & Pierce		**255,464**	
Griffin Mfg. Co.	*Imogene Coca Show*	172,160	
Griffin Mfg. Co.	*Musical Chairs*	83,304	
Gordon Best & Co.		**141,424**	**773,771**
Maybelline Co.	*Tv Academy Awards*	17,336	
Maybelline Co.	*Matinee Theatre*	7,927	26,977
Maybelline Co.	*Color Spread*	98,898	159,067
Maybelline Co.	*Today—Home—Tonight*	17,263	24,148
Helene Curtis	*Queen for a Day*		254,714
Helene Curtis	*Today—Home—Tonight*		204,343
Maybelline Co.	*Queen for a Day*		104,522
Biow-Beirn-Toigo		**554,690**	**166,362**
American Home Products	*Midwestern Hayride*	102,830	
American Home Products	*Today—Home—Tonight*	200,581	166,362
Procter & Gamble	*Cameo Theatre*	149,738	
Procter & Gamble	*Ding Dong School*	76,759	
Procter & Gamble	*Today—Home—Tonight*	14,740	
Benrus Watch	*Today—Home—Tonight*	10,042	
Bozell & Jacobs		**204,162**	**297,518**
Mutual Benefit Health & Acc. Insurance Co.	*Greatest Moment in Sports*	60,152	
Mutual Benefit Health & Acc. Insurance Co.	*Zoo Parade*	144,010	278,551
Maico	*Today—Home—Tonight*		18,967
Brooke, Smith, French & Dorrance		**3,471**	**180,315**
Mullins Mfg.	*Today—Home—Tonight*	3,471	
Youngstown Kitchen	*Queen for a Day*		180,315
D. P. Brother & Co.		**2,543,077**	**1,503,196**
General Motors Corp.			
A. C. Spark Plug Div.	*Big Town*	719,609	396,765
A. C. Spark Plug Div.	*Wide Wide World*	72,380	199,056
Guide Lamp	*Wide Wide World*	72,899	198,812
Oldsmobile Div.	*Academy Awards*	97,497	109,010
Oldsmobile Div.	*Patti Page, Perry Como*	29,301	6,018
Oldsmobile Div.	*Max Liebman Presents*	1,545,927	773,535
Oldsmobile Div.	*Today—Home—Tonight*	5,464	
Buchen Co.		**5,903**	
Hobart Mfg.	*Today—Home—Tonight*	5,903	
H. W. Buddemeir Co.			**13,171**
Westinghouse Electric Corp.	*Today—Home—Tonight*		13,171
Leo Burnett Co.		**2,391,271**	**295,545**
Campbell Soup Co.	*Howdy Doody*	146,332	
Toni Co. (Gillette)	*People Are Funny*	970,226	
Kellogg Co.	*Howdy Doody*	368,975	
Kendall Co. (Bauer & Black)	*Today—Home—Tonight*	163,552	48,404
Green Giant of Canada	*Mickey Rooney*	285,302	
Hoover Co.	*Today—Home—Tonight*	44,057	42,462
Motorola	*Matinee Theatre*	59,963	26,340
Kendall Co. (Bauer & Black)	*Howdy Doody*		95,119
Procter & Gamble	*Champion Bowling*		83,220
Pillsbury Mills	*Mickey Rooney*	252,864	
Campbell-Ewald Co.		**2,643,565**	**2,275,022**
General Motors Corp.			
Chevrolet Motor Div.	*Chevy Show*	400,439	608,599
Chevrolet Motor Div.	*Dinah Shore Show*	2,095,153	1,263,953
Chevrolet Motor Div.	*Today—Home—Tonight*	4,819	
United Motor Div.	*Wide Wide World*	143,154	402,470
Campbell-Mithun		**407,221**	**356,763**
Gold Seal	*Perry Como*	226,633	300,868
Malt-O-Meal Co.	*Today—Home—Tonight*	41,041	
Morrell & Co.	*Pinky Lee*	139,547	
Gold Seal	*Patti Page*		55,895
Carvel, Nelson & Powell		**74,615**	**22,495**
Sawyers Inc.	*Pinky Lee*	50,708	
Sawyers Inc.	*Today—Home—Tonight*	23,907	22,495
Chambers & Wiswell		**23,946**	**12,788**
Food Specialties	*Today—Home—Tonight*	23,946	
Rust Craft Publishing	*Today—Home—Tonight*		12,788
Christiansen Adv. Agency		**135,241**	**55,968**
E. L. Bruce	*Today—Home—Tonight*	135,241	55,968
Cockfield, Brown & Co.		**12,369**	**49,491**
Simmons	*Medic*	12,369	49,491
John Cohan Adv.		**27,741**	
Lettuce Inc.		27,741	
Harry B. Cohen		**451,547**	**585,573**
Grove Labs.	*Today—Home—Tonight*	451,547	251,726
Block Drug Co.	*Matinee Theatre*		174,690
Block Drug Co.	*Today—Home—Tonight*		159,157
Cole & Weber		**80,508**	**51,332**
Wash. State Apple Com.	*Today—Home—Tonight*	80,508	51,332
Compton Adv.		**1,461,655**	**2,197,279**
Proctor & Gamble	*Fireside Theatre*	1,412,142	1,050,596
Standard Brands	*Color Spread*	49,513	
Procter & Gamble	*Queen for a Day*		565,460
Avco Bendix	*Comedy Hour*		550,481
Avco Bendix	*Steve Allen Show*		30,742
Gordon Co.			**71,078**
Douglas Fir Plywood Assoc.	*Today—Home—Tonight*		71,078
Cramer-Krasselt		**117,045**	**60,561**
Evinrude Motors	*Today—Home—Tonight*	76,109	60,561
Aluminum Goods	*Today—Home—Tonight*	40,936	
Cunningham & Walsh		**2,472,723**	**1,617,195**
Liggett & Myers Tobacco Co.	*Dragnet*	2,274,151	1,211,357
Liggett & Myers Tobacco Co.	*Matinee Theatre*	93,717	405,838
Pan American Coffee Bureau	*Today—Home—Tonight*	104,855	

Agency & Client	Program	1955	Jan.-June 1956
Dancer-Fitzgerald-Sample		**1,663,569**	**1,004,123**
American Chicle Co.	*Caesar's Hour*	912,012	526,847
Lewis-Howe Co.	*Imogene Coca Show*	267,441	
Lewis-Howe Co.	*Musical Chairs*	124,845	
Lewis-Howe Co.	*1955 Variety Show*	77,702	
Lewis-Howe Co.	*Color Spread*	50,566	
Pfaff Sewing Machine Co.	*Today—Home—Tonight*	173,730	59,506
B. T. Babbitt Co.	*Matinee Theatre*	40,460	47,447
Procter & Gamble	*Medic*		318,362
Lewis-Howe Co.	*Today—Home—Tonight*		51,961
Pet Milk Sales Corp.	*Amateur Hour*	16,813	
D'Arcy Adv. Co.		**645,764**	**276,935**
* Coca-Cola	*Coketime*		
Gerber Products Co.	*Ding Dong School*	574,952	179,713
Olin Mathieson Chemical Corp.	*Today—Home—Tonight*	70,812	48,726
Patterson Sargent Co.	*Today—Home—Tonight*		48,496
Doherty, Clifford, Steers & Shenfield			**66,978**
Bristol-Myers Co.	*Today—Home—Tonight*		66,978
Donahue & Coe			**9,553**
Metro-Goldwyn-Mayer	*Today—Home—Tonight*		9,553
W. B. Doner & Co.			**36,195**
Plastone Co.	*Today—Home—Tonight*		36,195
Doremus-Eshelman		**218,678**	**128,056**
Smith, Kline & French	*March of Medicine*	218,678	128,056
Doyle Dane Bernbach		**195,437**	**89,627**
Polaroid Corp.	*Today—Home—Tonight*	195,437	89,627
Duggan-Phelps Adv.		**69,283**	
Consolidated Cosmetics	*Today—Home—Tonight*	69,283	
Erwin, Wasey & Co.		**311,718**	**134,767**
Carnation Co.	*Today—Home—Tonight*	97,525	
Lee Ltd.	*Caesar Presents*	214,193	
Campana Sales Co.	*Queen for a Day*		54,112
Chicken of the Sea	*Queen for a Day*		80,655
David Eshelman & Assoc.		**4,333**	
Edison Chemical Co.	*Today—Home—Tonight*	4,333	
Wm. Esty Co.		**7,351,542**	**2,876,438**
Colgate Palmolive Co.	*Variety Hour*	1,565,036	
Colgate Palmolive Co.	*Feather Your Nest*	877,743	716,568
R. J. Reynolds Tobacco Co.	*Camel News Caravan*	3,400,568	2,147,370
R. J. Reynolds Tobacco Co.	*Feather Your Nest*	442,383	
R. J. Reynolds Tobacco Co.	*Bob Cummings Show*	1,055,136	
R. J. Reynolds Tobacco Co.	*Sports Highlights*	10,676	12,500
Fairfax Inc.			**55,610**
Gemex Corp.	*Today—Home—Tonight*		48,402
Stern's Nurseries	*Today—Home—Tonight*	18,197	7,208
Flacks Adv. Agency			**39,944**
A. H. Ponds	*Today—Home—Tonight*		39,944
Richard A. Foley		**187,915**	
Atlantis Sales Corp.	*Howdy Doody*	91,462	
Atlantis Sales Corp.	*Pinky Lee*	25,173	
Atlantis Sales Corp.	*Today—Home—Tonight*	71,280	
Foote, Cone & Belding		**3,879,466**	**1,533,063**
Paper-Mate Co. (Gillette)	*People Are Funny*	1,025,868	
Armour Inc.	*George Gobel Show*	753,783	571,772
Armour Inc.	*Here's the Show*	268,011	
Beatrice Foods Co.	*Today—Home—Tonight*	42,475	
**Hallmark Cards	*Hallmark Hall of Fame*	1,033,073	408,785
Hallmark Cards	*MacBeth*	1,300	
Lee Ltd.	*Today—Home—Tonight*	23,345	
Intl. Cellucotton Prod.	*Patti Page*		85,548
Safeway Stores	*Today—Home—Tonight*	30,375	
Intl. Cellucotton Prod.	*Cameo Theatre*	154,175	
Intl. Cellucotton Prod.	*Kleenex Summer Theatre*	140,570	
Intl. Cellucotton Prod.	*Midwestern Hayride*	172,412	
Intl. Cellucotton Prod.	*Perry Como Show*	233,779	466,958
Clinton E. Frank		**1,583,028**	**762,423**
Toni Co. (Gillette)	*Pinky Lee*	7,790	
Reynolds Metal Co.	*Do It Yourself*	343,062	
Reynolds Metal Co.	*Frontier*	412,722	762,423
Reynolds Metal Co.	*Mr. Peepers*	596,588	
Reynolds Metal Co.	*Color Spread*	222,866	
Albert Frank-Guenther Law		**9,444**	**5,226**
Kiplinger Wash. Agency	*Today—Home—Tonight*	9,444	5,226
Friend-Reiss		**10,680**	**30,377**
Cameo Curtains	*Today—Home—Tonight*	8,526	
Levolor Lorentzen	*Today—Home—Tonight*	2,154	30,377
Fuller & Smith & Ross		**836,983**	**831,147**
Aluminum Co. of America	*Alcoa Hour*	439,424	994,357
Aluminum Co. of America	*Ding Dong School*	6,959	
Aluminum Co. of America	*Feather Your Nest*	5,793	
Aluminum Co. of America	*Matinee*	6,604	
Aluminum Co. of America	*Tenn. Ernie Ford*	6,019	
Aluminum Co. of America	*World of Mr. Sweeney*	6,396	
Aluminum Co. of America	*Today—Home—Tonight*	311,904	
Detroit Steel	*Today—Home—Tonight*	53,884	
Diamond Alkali Co.	*Today—Home—Tonight*		36,790
Gardner Adv. Co.		**1,007,978**	**560,842**
Pet Milk Sales Corp.	*George Gobel*	744,729	560,842
Pet Milk Sales Corp.	*Here's the Show*	255,929	
Ralston Purina Co.	*Today—Home—Tonight*	7,320	
Geare-Marston		**35,417**	**139,513**
Caloric Appliance Corp.	*Today—Home—Tonight*	35,417	43,188
Lawn Boy Div.	*Today—Home—Tonight*		96,325
Geyer Inc.			**4,501**
American Motors	*Today—Home—Tonight*		4,501

*Coca-Cola divided *Coketime* ($2,270,604 in 1955) between D'Arcy Adv. Co. and McCann-Erickson.

**Subcommittee report shows *Hallmark Hall of Fame* (gross $1,076,118 in 1955) on NBC-TV list of advertisers receiving discounts (4%) and also on list of advertisers receiving no discount.

Agency & Client	Program	1955	Jan.-June 1956
Gluck Adv. Co.		**95,377**	
A. H. Ponds	*Today—Home—Tonight*	95,377	
Grant Adv.		**134,935**	**85,250**
Dodge Div.	*Open Golf Championship*	61,667	
Florists' Telegraph Delivery	*Color Spread*	27,272	
Florists' Telegraph Delivery	*Today—Home—Tonight*	45,996	
Dodge Div.	*Cotton Bowl*		85,250
Alex T. Granz Inc.		**66,879**	
Culligan Inc.	*Today—Home—Tonight*	66,879	
Grey Adv. Agency		**1,184,825**	**716,398**
Associated Products	*Arthur Murray Party*	224,981	
Associated Products	*Tony Martin*	477,233	78,148
Campbell Soup Co.	*Pinky Lee*	25,346	
Mennen Co.	*Ding Dong School*	220,755	338,000
Esquire Inc.	*Today—Home—Tonight*	5,138	5,139
Firestone Tire & Rubber Co.	*Today—Home—Tonight*	35,562	85,048
Gruen Watch Co.	*Today—Home—Tonight*	123,841	51,304
Ideal Toy Corp.	*Macy Parade*	37,995	
Lionel Corp.	*Winchell & Mahoney*	138,770	
*Crowell-Collier	*Today—Home—Tonight*		
Associated Products	*Dear Phoebe*		58,680
Simplicity Pattern	*Today—Home—Tonight*		100,079
Pioneer Gardner Co.	*Today—Home—Tonight*	43,243	
Shwayder	*Today—Home—Tonight*	40,351	
Union Underwear Co.	*Today—Home—Tonight*	32,365	
Charles Anthony Gross Adv.		**4,745**	
Noma Electric Co.	*Today—Home—Tonight*	4,745	
Lawrence C. Gumbinner Adv. Agency		**51,537**	
Bourjois Inc.	*Today—Home—Tonight*	51,537	
M. H. Hackett Co.		**402,996**	**414,531**
American Tobacco Co.	*Justice*	402,996	414,531
Hansen & Hansen		**42,769**	**23,055**
Camfield Mfg. Co.	*Today—Home—Tonight*	42,769	23,055
Geo. H. Hartman Co.		**252,363**	**6,595**
Hartz Mountain Products	*Capt. Hartz & Pets*	252,363	6,595
Henri, Hurst & McDonald		**359,930**	**195,002**
International Shoe Corp.	*Pinky Lee*	140,287	63,507
Gibson Refrigerator Co.	*Today—Home—Tonight*		126,495
John Oster Mfg. Co.	*Today—Home—Tonight*	97,968	
International Shoe Corp.	*Howdy Doody*	121,675	
Hicks & Griest		**106,673**	**264,012**
Dixie Cup Co.	*Queen for a Day*		132,560
Dixie Cup Co.	*Today—Home—Tonight*		25,603
Sandura Co.	*Queen for a Day*		96,245
Sandura Co.	*Today—Home—Tonight*	48,107	9,604
Peerless	*Today—Home—Tonight*	58,566	
**Waring Products	*Today—Home—Tonight*		
Hoffman & York			**91,970**
Shaler Co.	*Today—Home—Tonight*		91,970
Bryan Houston		**1,382,837**	**740,053**
Colgate Palmolive Co.	*Modern Romances*	1,382,837	740,053
E. T. Howard & Co.			**72,094**
Congoleum Nairn	*Today—Home—Tonight*		72,094
Charles W. Hoyt Co.		**196,895**	**28,102**
American Home Products	*Today—Home—Tonight*	81,302	
Kalart Co.	*Today—Home—Tonight*	9,645	
Mail Pouch Tobacco Co.	*Today—Home—Tonight*	105,948	28,102
Hubbel Adv.			**5,490**
Canvas Awning	*Today—Home—Tonight*		5,490
Humphrey, Alley & Richards		**111,231**	
J. A. Wright	*Today—Home—Tonight*	111,231	
Hutchins Adv.		**1,504,115**	**127,742**
Philco Corp.	*Philco Tv Playhouse*	1,489,503	
Birge Co.	*Today—Home—Tonight*	14,612	
Philco Corp.	*Today—Home—Tonight*		127,742
Hutzler & Lang		**53,227**	**20,633**
Lau Blower Co.	*Today—Home—Tonight*	53,227	20,633
Ralph H. Jones Co.			**33,218**
Drackett Co.	*Today—Home—Tonight*		33,218
Joseph Katz Co.		**40,688**	
Charles Antell Inc.	*Today—Home—Tonight*	40,688	
Henry F. Kaufman & Assoc.			**30,326**
United Auto Workers	*20th Anniversary*		30,326
Kenne & Assoc.			**4,050**
So. Calif. Com. for Stevenson	*Address*		4,050
Dan Kemper Co.		**11,580**	
R. M. Scott & Sons Co.	*Today—Home—Tonight*	11,580	
Kenyon & Eckhardt		**4,714,495**	**2,964,813**
Ford Motor Co.	*Producers Showcase*	740,754	445,445
Radio Corp. of America	*Milton Berle*	152,597	249,188
Radio Corp. of America	*Caesar's Hour*	557,682	21,694
Radio Corp. of America	*Producer's Showcase*	744,940	495,504
Radio Corp. of America	*Raye-Berle*	152,575	
Warner-Lambert	*Your Hit Parade*	952,596	612,444
Warner-Lambert	*Robt. Montgomery Presents*	275,618	
Warner-Lambert	*Your Play Time*	292,516	
Beechnut Packing Co.	*Dr. Spock*	122,011	283,755
Glass Container	*Today—Home—Tonight*	117,741	
Warner-Lambert	*Adventure Theatre*		107,936
Radio Corp. of America	*Martha Raye*		250,300
Whirlpool Seegar Corp.	*Milton Berle*	153,212	248,413
Whirlpool Seegar Corp.	*Martha Raye*		250,134
Welch Grape Juice Co.	*Howdy Doody*	298,207	
Whirlpool Seegar Corp.	*Raye-Berle*	154,047	

*Crowell-Collier divided *Today—Home—Tonight* ($48,874 in first six months of 1956) between Grey Adv. and Needham, Louis & Brorby.

**Waring Products divided *Today—Home— Tonight* ($48,567 in 1955) between Anderson & Cairns and Hicks & Greist.

Agency & Client	Program	1955	Jan.-June 1956
Ketchum, MacLeod & Grove		**114,049**	**118,421**
Calgon Inc.	*Today—Home—Tonight*	114,049	30,518
Aluminum Co. of America	*Today—Home—Tonight*		87,903
Klau-Van Pietersom-Dunlap			**4,703**
Teweles Seed Co.	*Today—Home—Tonight*		4,703
Edward Kletter Assoc.		**204,245**	
Serutan Co.	*Juvenile Jury*	204,245	
Kudner Adv. Agency		**3,001,217**	**1,084,106**
Crowell-Collier	*Today—Home—Tonight*	74,765	
General Motors Corp.			
Buick Motor Div.	*Milton Berle*	889,834	
Buick Motor Div.	*NFL Football Champ.*	56,689	
Buick Motor Div.	*Color Spread*	25,208	
Buick Motor Div.	*Today—Home—Tonight*	42,924	
Goodyear Tire & Rubber Co.	*No Room at the Inn*	40,068	
Texas Co.	*Donald O'Connor Show*	509,844	
Texas Co.	*Texaco Star Theatre*	1,056,549	905,246
General Motors Corp.	*Promise for America*		90,384
Goodyear Tire & Rubber Co.	*His Way, His Word*		88,476
U. S. Tobacco Co.	*Today—Home—Tonight*	305,336	
C. J. LaRoche & Co.			**76,171**
North American Phillips	*Twisted Cross*		76,171
Larrabee Assoc.			**4,605**
Quality Courts	*Today—Home—Tonight*		4,605
Al Paul Lefton Co.			**73,697**
Bayuk Cigars	*Meet the Champions*		73,697
Lennen & Newell		**1,914,190**	**1,180,988**
P. Lorillard Co.	*Truth or Consequences*	1,904,635	965,581
Eastco	*Today—Home—Tonight*	9,555	
American Meat	*Today—Home—Tonight*		215,407
Edward Lieb Adv. Agency		**38,014**	
Magla Products	*Today—Home—Tonight*	38,014	
Carr Liggett Adv.		**43,472**	
Pioneer Rubber Co.	*Today—Home—Tonight*	43,472	
Earle Ludgin		**1,193,447**	**765,920**
Avco Mfg. Co.	*Midwest Hayride*	284,720	211,643
Avco Mfg. Co.	*NCAA Football*	314,766	
Avco Mfg. Co.	*Today—Home—Tonight*	50,965	
Helene Curtis	*Caesar's Hour*	242,163	554,277
Helene Curtis	*Today—Home—Tonight*	216,783	
Rath Packing Co.	*Today—Home—Tonight*	84,050	
MacManus, John & Adams		**3,220,827**	**1,699,078**
Dow Chemical Co.	*NCAA Scoreboard*	155,461	
Dow Chemical Co.	*Medic*	1,326,443	
Dow Chemical Co.	*Today—Home—Tonight*	358,024	53,556
General Motors Corp.			
Cadillac Motor Div.	*Today—Home—Tonight*	22,426	
Pontiac	*Pontiac Playwrights*	471,536	926,377
Pontiac	*Jack Carson Show*	203,306	
Pontiac	*Red Buttons*	532,522	
Pontiac	*Wide Wide World*	88,312	463,892
Pontiac	*Today—Home—Tonight*	45,527	
Minnesota Mining & Mfg. Co.	*Today—Home—Tonight*	17,270	81,397
Dow Chemical Co.	*Matinee*		93,543
Dow Chemical Co.	*Queen for a Day*		80,313
Marcus Adv.		**21,964**	
Weather Proofs	*Today—Home—Tonight*	21,964	
J. M. Mathes		**412,796**	
Northam & Warren	*Today—Home—Tonight*	214,649	
Ludens	*Howdy Doody*	152,095	
Ludens	*Pinky Lee*	46,052	
Mathissan & Assoc.		**34,785**	**8,146**
Miller Brewing Co.	*Natl. Football Playoff*	34,785	
Miller Brewing Co.	*Today—Home—Tonight*		8,146
Maxon Inc.		**2,342,238**	**2,051,715**
Gillette Safety Razor Co.	*All-Star Baseball*	65,257	
Gillette Safety Razor Co.	*Blue Grey Football*	88,373	
Gillette Safety Razor Co.	*Cavalcade of Sports*	1,608,738	1,165,684
Gillette Safety Razor Co.	*Summer Sportreel*	164,258	
Gillette Safety Razor Co.	*Rose Bowl Football*	137,071	131,912
Gillette Safety Razor Co.	*World Series*	278,541	
Gillette Safety Razor Co.	*Palm Beach Golf Champ.*		76,732
H. J. Heinz Co.	*Captain Gallant*		677,387
William Douglas McAdams			**143,694**
Upjohn	*Today—Home—Tonight*		143,694
McCann-Erickson		**2,997,416**	**2,660,212**
California Packing Co.	*Today—Home—Tonight*	315,051	192,426
Chesebrough-Ponds	*Cotton Bowl Game*	23,743	
Chesebrough-Ponds	*Today—Home—Tonight*	43,511	42,937
Chrysler Div.	*It's a Great Life*	1,804,644	
Chrysler Div.	*Shrine Game*	149,100	
Chrysler Div.	*Today—Home—Tonight*	9,713	
*Coca-Cola	*Coketime*		1,353,736
Maytag Co.	*Raye-Berle*	80,995	
Maytag Co.	*Color Spread*	63,653	
Maytag Co.	*Today—Home—Tonight*	91,418	
Swift & Co.	*Today—Home—Tonight*	283,036	118,552
Lemon Products	*Today—Home—Tonight*	69,413	
Mennen Co.	*NBA Pro. Basketball*		249,305
Swift & Co.	*Tenn. Ernie Ford*		290,593
Swift & Co.	*Uncle Johnny Coons*		188,514
America Safety Razor Co.	*Today—Home—Tonight*		74,815
Donahue Sales Corp.	*Today—Home—Tonight*		69,189
Savings & Loan Foundation	*Color Spread*		80,145
Owens-Corning	*Today—Home—Tonight*	63,139	
Medical Radio & Tv Inst.		**63,681**	
Upjohn	*Today—Home—Tonight*	63,681	

*Coca-Cola divided *Coketime* ($2,270,604 in 1955) between D'Arcy Adv. Co. and McCann-Erickson.

Agency & Client	Program	1955	Jan.-June 1956
Meldrum & Fewsmith		**239,276**	**280,441**
Glidden Co.	*Today—Home—Tonight*	167,346	204,724
Apex Electric Mfg. Co.	*Today—Home—Tonight*	71,930	
Seiberling Rubber	*Today—Home—Tonight*		75,717
C. L. Miller Co.			**227,775**
Corn Products	*Queen for a Day*		227,775
Morey, Humm & Johnston		**128,383**	
General Dynamics Corp.	*Youth Wants to Know*	128,383	
Morse International		**45,474**	**28,551**
Vick Chemical Co.	*Today—Home—Tonight*	45,474	28,551
Moselle & Eisen		**1,158,091**	**963,390**
Sweets Co. of America	*Happy Feltons Spotlight*	80,469	
Sweets Co. of America	*Pinky Lee*	574,273	573,486
Sweets Co. of America	*World of Mr. Sweeney*	54,032	
Sweets Co. of America	*Winchell & Mahoney*	446,383	389,904
Sweets Co. of America	*Today—Home—Tonight*	2,934	
Needham, Louis & Brorby		**611,534**	**1,317,334**
State Farm Insurance Co.	*Red Barber Show*	350,224	333,183
*Crowell-Collier	*Today—Home—Tonight*		
S. C. Johnson & Son	*Rob't. Montgomery Presents*		984,151
Quaker Oats Co.	*Gabby Hayes*	1,052	
Quaker Oats Co.	*Zoo Parade*	260,258	
Norman Craig & Kummell			**546,886**
Speidel Corp.	*The Big Surprise*		461,528
Speidel Corp.	*Down You Go*		85,358
North Adv. Agency		**154,200**	**1,356,939**
Toni Co. (Gillette)	*Perry Como*	154,200	340,427
Paper-Mate (Gillette)	*People Are Funny*		370,030
Toni Co. (Gillette)	*People Are Funny*		499,021
Toni Co. (Gillette)	*Truth or Consequences*		147,461
Jerome O'Leary Adv.			**19,778**
Asco Electronics Co.	*Today—Home—Tonight*		19,778
Olian & Bronner		**34,658**	**35,730**
Beltone Hearing Aid Co.	*Today—Home—Tonight*	34,658	35,730
Robert W. Orr & Assoc.		**958,651**	**535,351**
Andrew Jergens Co.	*First Love*	958,651	
Andrew Jergens Co.	*Comedy Hour*		507,118
Andrew Jergens Co.	*Steve Allen Show*		28,233
Oversey, Berlou & Strauss		**15,304**	
Bostwick Labs	*Today—Home—Tonight*	15,304	
Paris & Peart		**209,567**	
Joe Lowe Corp.	*Pinky Lee*	193,168	
Woman's Day	*Today—Home—Tonight*	16,399	
Parker Adv. Co.		**3,818**	
White House Co.	*Today—Home—Tonight*	3,818	
Peck Adv. Agency		**50,436**	
U. S. Time Corp.	*Pinky Lee*	50,436	
Perrin-Paus Co.		**1,224,485**	**499,370**
Sunbeam Corp.	*Milton Berle*	152,888	249,473
Sunbeam Corp.	*Raye-Berle*	156,543	
Sunbeam Corp.	*Color Spread*	591,888	
Sunbeam Corp.	*Today—Home—Tonight*	323,166	
Sunbeam Corp.	*Martha Raye*		249,897
Product Services		**834,393**	
Charles Antell Inc.	*Search for Beauty*	519,766	
Charles Antell Inc.	*Ted Mack Matinee*	49,149	
Roto Broil	*Today—Home—Tonight*	215,237	
Glamorene	*Today—Home—Tonight*	16,675	
Intl. Molded Plastics	*Today—Home—Tonight*	33,566	
Rhoades & Davis		**276,361**	
Star-Kist	*Today—Home—Tonight*	276,361	
Fletcher D. Richards		**50,805**	**578,811**
Squirt Co.	*Today—Home—Tonight*		18,278
U. S. Rubber Co.	*Color Spread*	50,805	560,533
Ruthrauff & Ryan		**46,082**	**214,092**
Minnesota Mining & Mfg. Co.	*Today—Home—Tonight*		8,146
Reddi Wip	*Queen for a Day*		115,610
American Thermos	*Today—Home—Tonight*		29,127
Kentile	*Matinee*		21,610
Kentile	*Today—Home—Tonight*		39,599
Studebaker-Packard	*Today—Home—Tonight*	46,082	
Sackheim, Maxwell & Co.			**3,212**
Damar Productions	*Today—Home—Tonight*		3,212
Scheidler & Beck		**567,239**	**215,747**
Manhattan Soap Co.	*Ding Dong School*	567,239	215,747
Russel M. Seeds Co.		**216,102**	**315,429**
W. A. Sheaffer Pen Co.	*Today—Home—Tonight*	216,102	
Brown & Williamson	*It Could Be You*		22,476
Brown & Williamson	*Ernie Ford*		292,953
John W. Shaw Inc.		**464,007**	**267,591**
Armour Inc.	*Today—Home—Tonight*	21,428	
Armour Inc.	*Today—Home—Tonight*	48,415	
Dormeyer Corp.	*Perry Como Show*	173,037	161,841
Webster-Chicago	*Tony Martin*	221,127	105,750
Silverstein & Goldsmith			**22,632**
Allen Industries	*Today—Home—Tonight*		22,632
J. P. Skelly & Assoc.		**52,977**	
Adolphs Ltd.	*Today—Home—Tonight*	52,977	

*Crowell-Collier divided *Today—Home—Tonight* ($48,874 in first six months of 1956) between Grey Adv. and Needham, Louis & Brorby.

Agency & Client	Program	1955	Jan.-June 1956
Raymond Spector		**2,352,758**	**406,606**
Hazel Bishop	*Dunninger Show*	344,018	
Hazel Bishop	*Place the Face*	393,503	
Hazel Bishop	*Raye-Berle*	340,508	
Hazel Bishop	*Color Spread*	235,040	
Hazel Bishop	*This Is Your Life*	1,039,689	288,907
Hazel Bishop	*This Is Show Business*		117,699
Sterling Adv. Agency		**52,476**	
American Doll Co.	*Pinky Lee*	52,476	
Stockton-West-Burkhart		**41,192**	
U. S. Shoe Co.	*Today—Home—Tonight*	41,192	
Storm Adv.		**14,212**	
Vaisey & Griston Shoe Co.	*Today—Home—Tonight*	14,212	
Sullivan, Stauffer, Colwell & Bayles		**3,626,715**	**2,241,179**
American Tobacco Co.	*Best in Mystery*	75,585	
American Tobacco Co.	*The Big Story*	880,873	509,111
Lever Bros. Co.	*Big Town*	706,338	403,003
Simoniz Co.	*Best in Mystery*	131,048	
Simoniz Co.	*The Big Story*	907,507	597,166
Speidel Corp.	*The Big Surprise*	242,990	
Speidel Corp.	*Caesar's Hour*	341,358	
Speidel Corp.	*Today—Home—Tonight*	61,260	
American Petroleum Institute	*1976*	81,024	
Sperry Hutchinson Co.	*Today—Home—Tonight*		371,216
Noxzema Chemical Co.	*Patti Page*		28,975
Noxzema Chemical Co.	*Perry Como*	203,732	331,708
Sutherland-Abbott Adv.		**50,393**	
Gold Filled Mfg.	*Today—Home—Tonight*	50,393	
Tatham-Laird		**1,339,268**	**32,392**
General Mills	*Ding Dong School*	298,262	
Toni Co. (Gillette)	*Arthur Murray Party*	229,496	
Toni Co. (Gillette)	*Tony Martin*	248,893	
Simoniz Co.	*Today—Home—Tonight*	90,122	4,106
Armour	*Perry Como Show*	202,316	
C. A. Swanson & Sons	*Cotton Bowl*	23,537	
Toni Co. (Gillette)	*Patti Page*		28,286
Wander Co.	*Ding Dong School*	246,642	
Television Adv. Assoc.		**98,392**	
Charles Antell Inc.	*Easter in New York*	18,405	
Charles Antell Inc.	*Tv Academy Awards*	17,336	
Charles Antell Inc.	*Hollywood's Best*	62,651	
J. Walter Thompson Co.		**15,175,014**	**8,214,481**
Atlantis Sales Corp.	*World of Mr. Sweeney*	259,352	
Chesebrough-Ponds	*Star Stage*	312,029	586,526
Eastman Kodak Co.	*Request Performance*	848,652	
Eastman Kodak Co.	*Norby*	357,821	
Eastman Kodak Co.	*Screen Directors Playhouse*	448,497	1,056,865
Ford Motor Co.	*Ford Theatre*	2,202,005	1,205,120
Kraft Food Co.	*Kraft Theatre*	2,961,125	1,688,343
Kraft Food Co.	*Tom Corbett, Space Cadet*	472,574	
Lever Bros.	*Lux Video Theatre*	3,104,840	1,757,234
Johns Manville Corp.	*Meet the Press*	541,715	308,200
Pan American Airways	*Meet the Press*	425,007	242,953
Scott Paper Co.	*Father Knows Best*	616,452	971,009
Scott Paper Co.	*My Little Margie*	1,088,168	
Swift & Co.	*Swift Show Wagon*	1,356,988	
Florida Citrus Commission	*Today—Home—Tonight*	39,955	
Eastman Kodak Co.	*Nat. Open Golf Tourn.*		77,275
Kraft Food Co.	*Color Spread*		26,928
Mobile Homes	*Today—Home—Tonight*		122,114
Seven-Up	*Today—Home—Tonight*	84,741	18,744
Sylvania Electric Products	*Matinee*		116,532
J. B. Williams	*Color Spread*		26,257
J. B. Williams	*Today—Home—Tonight*		10,421
Weco Products Co.	*Today—Home—Tonight*	54,193	
Tracy, Locke & Co.			**77,547**
Frito Co.	*Today—Home—Tonight*		77,547
Van Sant, Dugdale & Co.		**109,230**	
Black & Decker Mfg. Co.	*Today—Home—Tonight*	109,230	
Geoffrey Wade Adv.		**953,060**	**629,517**
Miles Labs	*Ding Dong School*	278,171	254,725
Miles Labs	*Concerning Miss Marlowe*	110,378	
Miles Labs	*Modern Romances*	90,553	
Miles Labs	*Tenn. Ernie Ford*	234,032	183,467
Miles Labs	*World of Mr. Sweeney*	239,926	
Miles Labs	*Queen for a Day*		191,325
Walker & Downing		**35,329**	
Pittsburgh Coke & Chemical	*Today—Home—Tonight*	35,329	
Warwick & Legler			**1,170,239**
J. A. Wright	*Today—Home—Tonight*		92,364
Schick Inc.	*Rob't Montgomery Presents*		1,077,875
Weiss & Geller		**1,951,135**	**672,298**
Cudahy Packing Co.	*Today—Home—Tonight*	266,076	
Toni Co. (Gillette)	*Dollar a Second*	266,101	
Toni Co. (Gillette)	*Jan Murray Time*	111,844	
Toni Co. (Gillette)	*So This Is Hollywood*	964,934	
Purex Corp.	*Big Surprise*	246,120	507,054
Purex Corp.	*Down You Go*		42,841
Purex Corp.	*Festival of Stars*		47,489
Sealy Inc.	*Today—Home—Tonight*	96,060	74,914
Wherry, Baker & Tilden		**20,544**	
Quaker Oats Co.	*Today—Home—Tonight*	20,544	

Agency & Client	Program	1955	Jan.-June 1956
Young & Rubicam		**9,742,254**	**4,503,431**
Borden Co.	*A Date With Life*	304,023	743,964
Borden Co.	*Justice*	697,884	
Borden Co.	*Make the Connection*	378,053	
Borden Co.	*People's Choice*	387,254	936,477
Borden Co.	*Way of the World*	1,040,782	
Cluett Peabody	*Today—Home—Tonight*	174,032	127,807
General Electric Co.	*Dear Phoebe*	467,968	
General Electric Co.	*I Married Joan*	566,033	
General Foods Corp.	*Bob Hope Show*	356,235	
General Foods Corp.	*Pinky Lee*	111,858	
General Foods Corp.	*Roy Rogers Champ. Rodeo*	69,487	
Goodyear Tire & Rubber Co.	*Tv Playhouse*	1,915,589	1,022,936
Gulf Oil Co.	*Life of Riley*	1,670,546	882,973
Gulf Oil Co.	*NCAA Football*	69,931	
Johnson & Johnson	*Ding Dong School*	67,040	
Johnson & Johnson	*Imogene Coca Show*	187,454	
Johnson & Johnson	*Pinky Lee*	73,042	
Johnson & Johnson	*Musical Chairs*	88,992	
Johnson & Johnson	*Ted Mack Matinee*	55,395	
Johnson & Johnson	*Tennessee Ernie*	119,020	
Johnson & Johnson	*World of Mr. Sweeney*	60,243	
Procter & Gamble	*Golden Windows*	210,874	
Remington Rand	*Caesar's Hour*	303,808	495,066
General Cigar Co.	*NCAA Football*	320,188	
Motor Wheel Corp.	*Today—Home—Tonight*	27,342	
General Cigar Co.	*Championship Bowling*		164,767
General Cigar Co.	*NBA Pro Basketball*		133,441
Time Inc.	*Today—Home—Tonight*		19,181



BETTER BALANCED MUSIC PROGRAMMING

Bill Wells, Gen. Mgr. of KHBM, Monticello, Arkansas writes:

"It takes balanced programming to reach radio's increasing audience. The top pops alone won't do it. It takes much more, and KHBM's SESAC Library is a great help.

"We have and use all sections of our SESAC Library."

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This is an actual photograph taken in a tuberculosis hospital . . . of two sisters, aged 3 and 4.

They are orphans. They both have tuberculosis. They caught it from their mother who died of TB.

When you buy Christmas Seals you do two things: You help prevent TB . . . and you help research find better ways of treating patients like this.

This will be the fiftieth year that Christmas Seal funds will work year round on this double-barreled job of help and protection. To help them work harder, send in *your* contribution, today.

Annual Christmas Seal Sale

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BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION



the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

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KFRM *for the State of Kansas*
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NEXT MONTH

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ+WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV, Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

CBS-TV Rules Against Newsman Taking M.C. Role on Quiz Show

CBS-TV last week denied one of its news correspondents, Walter Cronkite, permission to act as the m.c. of a new Goodson-Todman quiz show, *Nothing But The Truth,* which premieres tomorrow (Tuesday) at 9 p.m. on CBS-TV.

Mr. Cronkite, who some years ago substituted for Ed Murrow's *Person to Person* with a news panel quiz, *It's News To Me,* had been approached by the Goodson-Todman office earlier in the month to take over the role of moderator, a proposition that now has been aborted by the CBS ruling. Although it has not adhered to a set "policy," CBS has regarded news and commercials to be incompatible. In commenting on the role of Mr. Murrow on *Person to Person* (also CBS-TV) and of Mr. Cronkite's role as his summer replacement, CBS News and Public Affairs Vice President Sig Mickelson pointed out that both shows were "hybrid shows . . . presented not wholly for purposes of entertainment." Bud Collyer was named Tuesday as the m.c.

Tibbett Record Show Slated Thrice Weekly Via Mutual

OPERA and Broadway singing star Lawrence Tibbett has been signed by Mutual for a new disc jockey series, to be heard Tuesday-Friday at 10:05-12 midnight, Saturdays from 2:05-4 p.m. and on two special occasions, Christmas and New Year's Eves from 10:05-12 midnight [At Deadline, Dec. 10].

Titled, *Lawrence Tibbett Presents,* the series will start tomorrow (Tuesday) evening and plans a 15-minute "break" at 11 p.m. to allow for the news commentaries of Virgil Pinkley. Mr. Tibbett went on record last week as saying he will dispense nothing but "good music," be it popular, semi-classical or highbrow.

A Bunch of 'Cats' Had a Session

LION met lion earlier this month as WNHC-TV New Haven, Conn., which recently signed for the MGM library of motion pictures for tv showing, dispatched one of its employes to cover the ch. 8 area dressed in a lion's costume. The "lion" distributed promotion cards and toy lions to advertisers, agencies and department store shoppers. He also came face to face with the local Lions Club, which invited its unorthodox brother under the fur to join members at lunch.

Carries British Propaganda Film

WPIX (TV) New York reports it was the first station in the world to carry a 19-minute propaganda film produced by the British Information Service and which attempts to justify the British move in the Suez. Titled, *Suez in Perspective,* the film tells the story leading up to the Anglo-French-Israeli invasion of Egypt and supplements it with actual reconaissance photographs shot during and after the battle. BIS will make prints of the film available to all British embassies and information services, it was announced in New York.



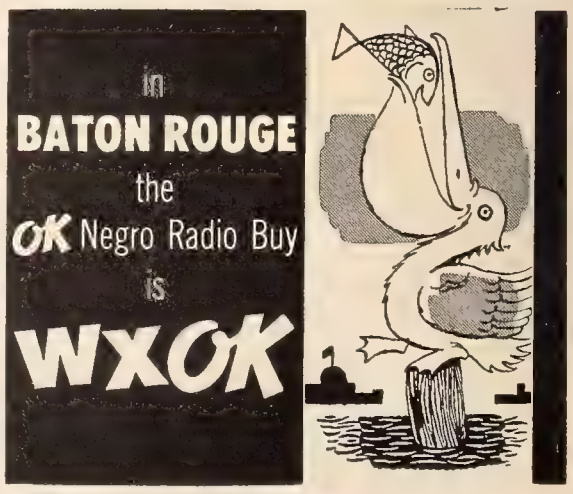
GEORGE THOMAS, WTOB Winston-Salem, N. C., news director, interviews a leader of the Ku Klux Klan at a meeting of the Klan near Greensboro, N. C. WTOB recorded the entire meeting, which was carried on CBS' *News of America* the following day.

Heart Fund Shows Produced

RCA Thesaurus has produced two special 15-minute recorded programs featuring Lawrence Welk as m.c. for distribution to subscribers in February during the 1957 Heart Fund campaign. The programs, which will be devoted entirely to the campaign, will include appearances by Eddie Cantor, Bing Crosby, Danny Kaye, Grace Kelly and Perry Como. RCA Thesaurus produces and distributes the half-hour *New Lawrence Welk Show.*

KOA Celebrates Anniversary

A SERIES of special events was carried by KOA Denver last week to mark its 32nd anniversary of operation (Dec. 15). As part of its programming for two days, the station ran "KOA Radio Was There," feature stories about the events it had covered through the years. Among accomplishments cited by KOA were the first broadcast from atop Pike's Peak in 1932, War Bond rallies, annual National Western Stock Show, school commencement exercises and participations in fund-raising drives to build hospitals. As highlight of the week's observance the station asked listeners to write, in 25 words or less, what KOA Radio has "meant" to them, with 32 winners receiving turkeys as prizes. The station also donated turkeys or door prizes for various clubs during the week.



are you aware of this strange use of your tax money?

Several million U. S. families and businesses get their electricity from federal government electric systems like the TVA. *And your taxes help pay their electric bills!* Here's how:

About 23¢ of every dollar you pay for electricity from your independent electric light and power company goes for taxes. But because of present tax laws, people who get electricity from government plants escape paying most of the taxes in *their* electric bills that you pay in *yours*. They pay taxes of only about 4¢ per dollar if their power comes from the government's TVA, for example. So to make up for the lost tax revenues which federal power projects *don't* pay, you have to be taxed *more*.

Don't you think something ought to be done about this unfair tax favoritism? *America's Independent Electric Light and Power Companies**.

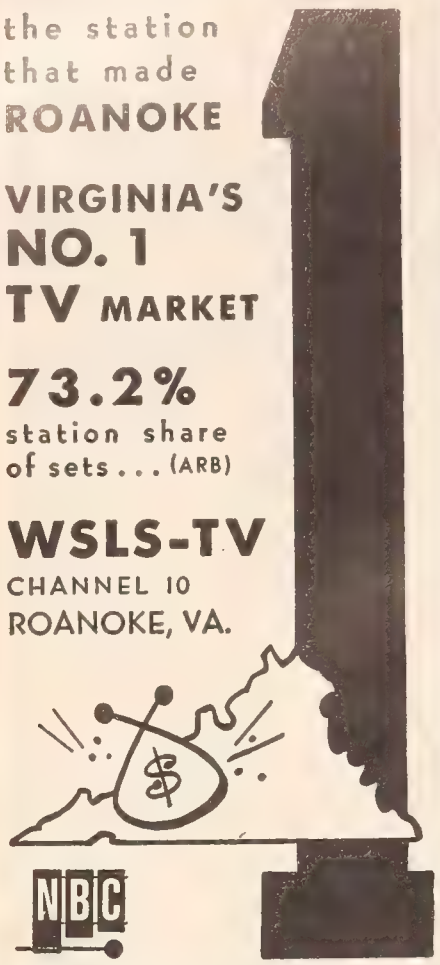
**Company names on request through this magazine*

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
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KUDL's Music Marathon Contest

KUDL Kansas City, Mo., is sponsoring a monthly Musical Marathon contest in which listeners are requested to keep track of how many times particular records are played throughout the day by the station's disc jockeys. The first person reporting with the correct answer each day of every contest week receives a record player autographed by Elvis Presley. Other prizes of radios and phonograph albums are included. Station reported that on the first day of the contest it received so many telephone calls that the Southwestern Bell Telephone Co. requested it to stop having listeners call in their answers. The rules of the contest had to be changed and listeners now are required to mail in their entries. More than 1,500 cards reportedly were received the first day after the new rules were announced.

Distributes Radio-Tv Dolls

NBC Spot Sales is distributing two throw-pillow dolls as Christmas gifts to 2,600 agency executives. The dolls, one a boy which holds a portable tv set and the other a girl holding a portable radio, represent radio-tv listeners. They are packaged in a cylindrical box which NBC Spot Sales suggests be used as a colorful magazine rack, waste basket, knitting box, hat box or toy box.

'Brighten Up Your Sales'

WITH an admonition to advertisers to "Brighten Up Your Sales—KITE—930 on *Any* Radio," the San Antonio station's latest mailing is printed on material that appears to be heavy paper. Actually, the folded piece can be soaked in water to become a chamois cloth for cleaning.

Operation Telecast in Color

KOMO-TV Seattle recently carried a live colorcast of a heart operation that was performed on a 10-year-old girl in a local hospital. Before the telecast of the actual surgery, a panel of doctors was interviewed. They explained the details of the operation to the viewers and used charts and visual aids to help people understand what they were going to see. The parents of the patient watched the telecast at home and nurses and medical students viewed it on a color set in the hospital.

Tape NBC-TV Show for Overseas

THE musical score of the television version of Dickens' *A Christmas Carol,* to be seen next Sunday on *The Alcoa Hour* (NBC-TV, 9-10:30 p.m.) as "The Stingiest Man In Town," has been tape recorded for broadcast in Germany and Austria. Carrying the 30-minute program and featuring the score and commentary by composer Fred Spielman will be Rundfunk Im Amerikanischer Sektor (RIAS-Berlin), the Deutsche Rundfunk (Frankfurt, Munich, Stuttgart) and the Austrian State Network. The program, scheduled for Germany on Dec. 23 and for Austria on Dec. 24, is sponsored by U. S. Information Agency, parent of Voice of America.

WMBD Signs for Basketball

WMBD Peoria, Ill., has signed to broadcast all home and away basketball games of Bradley U. and the Peoria Caterpillars of the National Industrial Basketball League. The station has arranged for its sports director, Tom Kelly, to travel with the teams. The tour will take him as far South as Jacksonville, Fla., as far West as Denver, Colo., and North to Milwaukee. The Peoria Caterpillars will cover approximately 14,000 miles and the Bradley team will travel 5,000 miles, which means Mr. Kelly will travel a total of 19,000 miles within the next four months.

Explains Nielsen System

WBBM-TV Chicago was scheduled to train its cameras on A. C. Nielsen and the Audimeter utilized by his market research firm during its *This Is the Midwest* telecast yesterday (Sunday). Mr. Nielsen was to explain the Nielsen Radio-Television Index system and how survey samples are taken and results computed. Explanations and illustrations of a few market research techniques also were to be given. The program is a WBBM-TV production sponsored by the local Harris Trust & Savings Bank.

New Program Awards Miles

WTVJ (TV) Miami has introduced a new quiz program, *Take Off,* which awards miles instead of money. Contestants are strapped into the seat of a National Airlines plane for quizzing. The questions are based on topics taken from the weekend editions of Miami newspapers. Each correct answer gives the contestant a certain number of miles toward a destination he has chosen. Winners get all expense paid trips to the places they want to go and also receive other prizes.

WEMP, KFIZ Win Contest

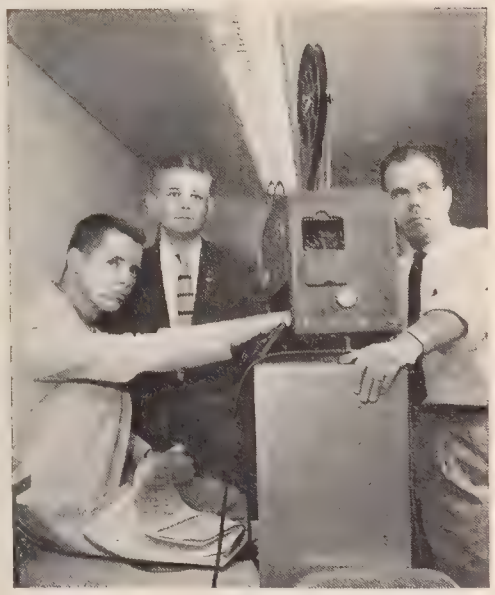
TWO Wisconsin stations, WEMP Milwaukee and KFIZ Fond du Lac, were the winners of a contest to promote the broadcasts of Milwaukee Braves games sponsored by the Miller Brewing Co., and Clark Oil & Refining Co. WEMP won the prize in cities of more than 100,000 population and KFIZ in cities of less than 100,000. All stations carrying the Braves' games were invited to participate. Prizes were a three-day vacation for two which included meals and miscellaneous spending money of $50.

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Pilot close-up with Earl H. Wells, Chief News Photographer, at the camera. Nelson Benton, News Editor, talks over the shot with Captain T. C. McNeil, Jr. (pilot), Commanding Officer of 156th Fighter Interceptor Squadron. At left, Major Robert W. Brooks, Maintenance Officer of N. C. Air National Guard, and Colonel William Payne, Commander of N. C. Air National Guard.

WBTV goes in close for prize-winning footage with Du Pont Motion Picture Film



Nelson Benton and Earl Wells look over some news footage with D. H. Billings, Du Pont Representative (center). Sharp, clear pictures are the rule with Du Pont film, and Mr. Wells states: "I'm sure we'll always be using it."

Du Pont film is an established favorite at WBTV, Charlotte, North Carolina—the largest TV station in the Carolinas. Their news cameramen have been using this film exclusively since 1954 when WBTV first turned to motion picture coverage. Cameraman Earl Wells, using Du Pont film, won first place in feature films, second and third place in news film in a recent Southern News Photographers' Contest.

"We can go just about anywhere and get good pictures with Du Pont films—indoors or out, day or night," says Television News Editor Nelson Benton. "We can rate Type 931 film as high as ASA 400 and Type 930 up to ASA 250 with satisfactory results." Mr. Benton also reports the station is using about 1,000 feet of Du Pont film daily.

Rapid processing is an important feature of Du Pont film. WBTV often processes 50-70 feet of film per minute at a temperature of 95°F. The station has been on the air with film 20 minutes after the actual news event. Why not take advantage of high-speed, easy-handling Du Pont films in *your* station? They'll give you the high-quality results you've always wanted.

FOR MORE INFORMATION, contact your nearest Du Pont Sales Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited. Toronto.

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Atlanta 8, Ga. .....805 Peachtree Building
Boston 10, Mass. .....140 Federal Street
Chicago 30, Ill. .....4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio .....20950 Center Ridge Road
Dallas 7, Texas .....1628 Oak Lawn Avenue
Los Angeles 38, Calif. .....7051 Santa Monica Blvd.
New York 11, N. Y. .....248 West 18th Street
Wynnewood, Pa. .....308 East Lancaster Avenue
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

One very small boy to companion, as they leave movies:

"I like tv better. It's not so far to the bathroom."

KGNC AM & TV
Amarillo
NBC • Reps: The Katz Agency

WIND JOINS WBC

★

Chicago's brightest music, news and service station

Chicago's highest-audience station!

Chicago's most-bought station!

NEXT MONTH

becomes an important part of:

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ + WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

Promotes MGM Feature Films

DURING its promotion for the Metro-Goldwyn-Mayer feature film package, WHCT (TV) Hartford, Conn., reportedly touched off such a heavy load of telephone calls that 10 extra trunk lines at the station could not handle the calls.

The promotion utilized the voice of "Pierre," described as "the popular Frenchman about town." The station reported that the telephone number was circulated by word-of-mouth-only, but the response was "so terrific" on Dec. 4 that the Southern New England Telephone Co. estimated there had been a possible 25,000 attempts to dial the number. Persons calling were invited by "Pierre" to tune in to the station's *The Big Show* and *Million Dollor Movie*, both of which are carrying the MGM films.

WLIB Covers Clinton Dispute

WLIB New York, which beams a sizable portion of its programming to the Negro audience, claimed "a beat" in its coverage on Dec. 4 of the Clinton (Tenn.) High School dispute over integration. The station contended it had been "ahead" of all New York news services in bringing developments to its listeners.

George W. Goodman, director of news and special events for WLIB, said that via "beep" recording in the homes of Negro citizens, the station broadcast various phases of the story before the wire services. Similarly, the station, by "beep" phone, obtained interviews with a member of the Clinton school board and the town's police chief, containing news that later was carried by the wire services, according to Mr. Goodman.

Carry Gruenther Award Ceremony

AWARD of the 1956 Laetare Medal by U. of Notre Dame to Gen. Alfred M. Gruenther, retiring Supreme Allied Commander of Europe, and other parts of a one-hour ceremony recently were simulcast by the university's WNDU and WNDU-TV. Gen. Gruenther accepted the award as the outstanding American Catholic layman of the year and delivered a major address. A congratulatory message from President Dwight Eisenhower also was included in the simulcast, described by Bernard C. Barth, vice president and general manager of the stations, as a public service presentation. Award was presented to Gen. Gruenther by Rev. Theodore M. Hesburgh, CSC, Notre Dame president.

WQXR Observes 20th Year

IN observance of its 20th anniversary, WQXR New York conducted a frequency range test for listeners over the station's *Adventures Sound* program (7:05-8 p.m. EST). Test tones or frequencies ranging from 30 cycles per second to 15,000 cycles per second were to be generated in WQXR's control room just as they were 20 years ago, when the station pioneered in "hi-fi" and was known as "The High Fidelity Station."

NEW FEATURES AT MET

THE LATEST in engineering practices has been put to use by ABC Radio in new installations in New York's famed Metropolitan Opera House.

Features include transistorized audio equipment on a permanent basis, new control panel, new amplifiers, racks of accessory equipment and transistor-amplified microphones, all of which reduced space requirements for ABC Radio by more than 25%. Twelve microphones are used in fixed locations and hidden from the audience. Another eight mikes are utilized in other rooms for interviews and intermission features. Estimated cost of installation: $13,000.

NBC Opera Completes Tour

THE NBC Opera Company has completed its first annual tour of 47 U. S. cities. On Dec. 8, when it performed Puccini's *Madame Butterfly* at Newark's Mosque Theatre, the group of 100 artists, directors and other staff had traveled 10,000 miles and given 54 performances of *Butterfly* and Mozart's *Marriage of Figaro*. The second tour for the company is now being planned by Judson, O'Neill & Judd, booking agents.

CBS to Carry Nehru Address

A SPECIAL radio-tv address to the U. S. public tomorrow (Tuesday) by India Prime Minister Nehru is to be carried on CBS Radio and CBS-TV, 11:15-11:30 p.m. EST, CBS reported last week. The broadcast is scheduled to originate from the Pan American Bldg. in Washington. CBS said the simulcast would be offered to other radio and tv networks on a pooled basis.

WERE Covers Farrell Signing

WERE Cleveland provided 40 affiliated stations with on-the-spot coverage of the announcement of Kerby Farrell as the new Cleveland Indians manager. A conference chain of telephones enabled the stations to carry the announcement as soon as it was made by the Indian management. Following the announcement, WERE Sportscaster Bob Neal interviewed Mr. Farrell and a cross section of the Cleveland Indian Baseball Co.



New Tv Stations . . .

ACTIONS BY FCC

Des Moines, Iowa—Independent School District of Des Moines, Iowa granted vhf ch. 11 (198-204 mc); ERP 14.1 kw vis., 8.52 kw aur.; ant. height above average terrain 270 ft., above ground 359 ft. Estimated construction cost $125,000, first year operating cost $25,000, no revenue. P. O. address % W. C. Findley, asst. supt. of schools, 629 Third St., Des Moines 9. Studio location 18th St. and Grand Ave., Des Moines. Trans. location 18th and Grand. Geographic coordinates 41° 35' 01" N. Lat., 93° 38' 28" W. Long. Trans. RCA, ant. Alford. Legal counsel Krieger & Jorgensen. Consulting engineer H. P. Andreasen, Des Moines. Station is for non-commercial, educational purposes. Announced Dec. 12.

Honolulu.. Hawaii—Kaiser Hawaiian Village Television Inc. granted vhf ch. 13 (210-216 mc); ERP 12.97 kw vis., 7.76 kw aur.; ant. height above average terrain —40 ft., above ground 364 ft. Estimated construction cost $133,653, first year operating cost $116,000, revenue $125,000. P. O. address % William Marks, 1924 Broadway, Oakland 12, Calif. Studio and trans. location 2005 Kalia Rd., Honolulu. Geographic coordinates 21° 17' 5.8" N. Lat., 157° 50' 22" W. Long. Trans. and ant. RCA. Legal counsel Haley, Doty & Wollenberg. Consulting engineer Frank Fitch. Principals include **Henry J. Kaiser**, industrialist, president-75%, and **Hal Lewis**, executive vice president-25%. Mr. Lewis is owner of Hal Lewis Assoc., Honolulu (radio advertising) and disc jockey, **KGU Honolulu**. Mr. Kaiser and Mr. Lewis each owns 50% in applicant for Honolulu am. Announced Dec. 6.

APPLICATION AMENDED

Pekin, Ill.—Application of Mid Illinois Television Co. seeking new tv amended re stock and stockholders. Announced Dec. 10.

Existing Tv Stations . . .

ACTIONS BY FCC

KFEQ-TV St. Joseph, Mo.—Granted cp to change ERP to 100 kw vis., 50 kw aur., change type trans. and make minor equipment changes. Announced Dec. 11.

CALL LETTERS ASSIGNED

WPSD (TV) Paducah, Ky.—Paducah Newspapers Inc., ch. 6.

WPTT (TV) Augusta, Me.—Pine Tree Telecasting Corp., ch. 10.

Allocations . . .

ACTIONS BY FCC

FCC by reports and orders finalized rule-making and amended tv table of assignments as follows, effective Jan. 9:

Macon, Warner Robins, Ga.—Assigned ch. 13 to Macon by removing it from Warner Robins. This amendment does not affect current authorization for ch. 13 **WMAZ-TV Warner Robins**; if WMAZ-TV desires, it may file application to operate as Macon station.

Nashville, Old Hickory, Tenn.—Assigned ch. 5 to Nashville by removing it from Old Hickory. This amendment does not affect current authorization for ch. 5 **WLAC-TV Old Hickory**; if WLAC-TV desires, it may file application to operate as Nashville station.

Binghamton, Cortland, N. Y.—Assigned ch. 56 to Binghamton by deleting it from Cortland and substituting ch. 72 in latter city.

Baton Rouge, Jackson, La.—Assigned ch. 18 to Baton Rouge by deleting it from Jackson and substituting ch. 59 in latter city.

Lafayette, Lebanon, Ind.—Assigned ch. 18 to Lafayette by substituting ch. 79 for ch. 18 at Lebanon; proposal to shift ch. 59 from Lafayette to Lebanon was not adopted, and request of **WFAM-TV Lafayette** for show cause order to modify its authorization to specify operation in Lafayette on ch. 18 instead of ch. 59 was denied. Ch. 18 at Lafayette will be made available for application by all interested parties. Announced Dec. 6.

PETITIONS

WDAK-TV Columbus, Ga.—Requests amendment of Sec. 3.606 by instituting rule-making to delete ch. 4 from Columbus and to assign that channel to predominantly vhf area, such as Panama City, Fla., or Dothan, Ala. Petition also requests assignment of uhf ch. 62 to Columbus, or as alternates, shifting of ch. 44 from Eufaula, Ala. or ch. 50 from La Grange, Ga. to Columbus. Announced Dec. 7.

KBMT-TV Beaumont, Tex.—Requests amendment of Sec. 3.606 by instituting rule-making looking toward allocation of ch. 12 to Beaumont-





Port Arthur, Tex. Announced Dec. 7.

KMOS-TV Moscow, Idaho—Requests amendment of Sec. 3.606 looking toward reassignment of commercial vhf channel to Moscow, Idaho, by making following changes: (1) remove ch. 10, Pullman, Wash., from educational status and reassign same to Moscow; (2) remove ch. 12 from Coeur d'Alene, Idaho, and assign to Moscow; or (3) remove ch. 9 from Sandpoint, Idaho, and assign to Moscow. Announced Dec. 7.

Translators . . .

ACTIONS BY FCC

Tucumcari, N. M.—Triple "S" Tv & Radio Clinic granted ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex. Trans. output power 10 w, ERP to community 36 w. Estimated population to be served 11,000. P. O. address 307 E. Gaynell (Hwy. 66), Tucumcari. Estimated construction cost $5,169, first year operating cost $2,000. Announced Dec. 6.

Maupin, Ore.—Estel L. Stovall granted ch. 72 (818-824 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Trans. output 10 w, ERP to community 13.7 w. Estimated population to be served 626. P. O. address % Maupin Drug, Maupin. Estimated construction cost $4,855, first year operating cost $2,400. Announced Dec. 12.

APPLICATIONS

Independence, Calif.—Lions Club, ch. 76 (842-848 mc) to rebroadcast ch. 10 **KERO-TV Bakersfield, Calif.** Post office address % C. M. Christian, Box 165, Independence. Trans. output 10 w, ERP to community 64 w. Estimated population to be served 1,000. Estimated construction cost $5,000, first year operating cost $1,800. Announced Dec. 11.

Ignacio and Bayfield, Colo.—La Plata Electric Assn. Inc., ch. 74 (830-836 mc) to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** Post office address % **George Granger**, Box 180 Durango, Colo. Trans. output 10 w, ERP to community 119 w. Estimated population to be served 3,000. Estimated construction cost $10,994, first year operating cost $1,580. Announced Dec. 10.

Ignacio and Bayfield, Colo.—La Plata Electric Assn. Inc., ch. 77 (848-854 mc) to rebroadcast ch. 7 **KOAT-TV Albuquerque, N. M.** Post office address, see above. Trans. output 19 w, ERP to community 119 w. Estimated population to be served 3,000. Estimated construction cost $4,270, first year operating cost $780. Announced Dec. 10.

New Am Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—Q Bcstg. Co. granted 740 kc, 1 kw DA-D. P. O. address % **Frank S. Barc Jr.**, 4631 E. Hubbell St., Phoenix. Estimated construction cost $10,994, first year operating cost $1,580, revenue $45,147. Principals are: Mr. Barc Jr. (pres.-50.2%), former station manager **KRUX Glendale, Ariz.**; Vice Pres. **Frank S. Barc Sr.** (8.3%), retired newspaperman; Treas. **Stanley Worlund** (8.3%), former salesman **KRUX**; Sec. **Katherine Boos** (16.6%), office manager, and Asst. Sec. **Carmon Myrick** (16.6%), electrical contractor. Announced Dec. 6.

Palmdale, Calif.—Palmdale Broadcasters granted 1470 kc, 1 kw D. P. O. address 4488 S. W. Council Crest Dr., Portland 1, Ore. Estimated construction cost $16.176, first year operating cost $36,000, revenue $43,000. Sole owner **Harold C. Singleton** owns **KRTV Hillsboro, Ore.**; vice pres., 52% stockholder of **KTEL Walla Walla, Wash.**, and is 14% stockholder of **KITI Chehalis, Wash.** Announced Dec. 6.

Cowan, Tenn.—Cumberland Bcstg. Co. granted 1440 kc, 1 kw D. P. O. address Box 466, Chattanooga, Tenn. Estimated construction cost $14,-062, first year operating cost $30,000, revenue $36,000. Principals are equal partners **James F. Spencer**, engineer, **WCDT Winchester, Tenn.**; **Frank Pearson Jr.**, automobile dealer, and **Arthur D. Smith Jr.**, owner of **WMTS Murfreesboro, Tenn.** Announced Dec. 6.

St. George, Utah—St. George Bcstg. Co. granted 1450 kc, 250 w unl. P. O. address P. O. Box 569, Canoga Park, Calif. Estimated construction cost $13,660. first year operating cost $28,400, revenue $33,600. Sole owner **Jeanette B. Arment** is commercial artist. Announced Dec. 6.

Ripon, Wis.—Central Wisconsin Co. granted 1600 kc, 5 kw WA-D. P. O. address 735 N. Water St., Milwaukee, Wis. Estimated construction cost $54,356.33, first year operating cost $50,000, revenue $55,000. Principals include Pres. **Miriam B. Monroe** (6.25%), Vice Pres. **John F. Monroe Jr.** (31.25%), Sec. **Mary Ellen M. Schmitz** (31.25%), and **Margaret Joanne Monroe** (31.25%). Announced Dec. 6.

APPLICATIONS

Phoenix, Ariz.—Harold Lampel and Dawkins Espy d/b as Phoenix Bcstg. Co., 1490 kc, 250 w unl. Post Office address Box 933, Beverly Hills, Calif. Estimated construction cost $13,864, first year operating cost $50,000, revenue $60,000. Mr. Lampel is former partner in Paramount, Calif., wood products firm. Mr. Espy is consulting radio engineer, owner of electronic equipment firm, and manufacturer's representative firm, 50% owner of **KAIR Tucson, Ariz.**, 50% of applicant for Bakersfield, Calif., am and 50% of applicant for San Diego, Calif., am. Announced Dec. 10.

Phoenix, Ariz.—Geoffrey A. Lapping 1480 kc, 500 w D. Post Office address Box 182, Scottsdale, Ariz. Estimated construction cost $9,100, first year operating cost $16,000, revenue $30,000. Mr. Lapping is chief engineer **KPOK Scottsdale**, and owns 10% of Northern Ariz. Aircasters, am applicant for Prescott, Ariz. Announced Dec. 11.

San Diego, Calif.—George K. Otis and Dawkins Espy d/b as Mission Bcstg. Co., 1440 kc, 250 w unl. Post Office address Box 933, Beverly Hills, Calif. Estimated construction cost $8,000, first year operating cost $65,000, revenue $80,000. Mr. Otis is pres.-25% owner, Transval Engineering Corp., Culver City, Calif., electronic equipment mfr. See Phoenix, Ariz., am application for Mr. Espy's broadcast interests. Announced Dec. 10.

Syracuse, N. Y.—Clifford C. Harris, 1440 kc, 500 w D. Post Office address 1301 Longshore Ave., Philadelphia 11. Estimated construction cost $27,271, first year operating cost $68,980, revenue $78,350. Mr. Harris is chief engineer, **WIP-AM-FM Philadelphia**, and owner of marine radio sales-service firm, Phila. Announced Dec. 5.

Tacoma, Wash.—Adlai C. Ferguson Jr. and Robert E. Hall d/b as Ferguson & Hall, 1480 kc, 1 kw unl., DA-2. Post Office address % Mr. Ferguson, Box 262, Paris, Ill. Estimated construction cost $24,917, first year operating cost $66,444, revenue $70,000. Mr. Ferguson is pres.-gen. mgr.-91.24% owner, **WPRS-AM-FM Paris, Ill.** Mr. Hall is sales v.p., U. O. Colson Co., Paris. Announced Dec. 10.

Existing Am Stations . . .

ACTIONS BY FCC

KOB Albuquerque, N. M.—FCC addressed letter to KOB Albuquerque removing 445-ft. limit for east tower of DA system from specifications of memorandum opinion and order adopted Nov. 26. Limit was removed after Commission received recommendation of Airspace Panel approving 649-ft. tower proposed. Announced Dec. 12.

WJEH Gallipolis, Ohio—Granted change on 990 kc from 250 w D to 250 w, 1 kw (Canadian Restricted) D; permittee to accept any interference that may be received in event of grant of application of **Massillon Bcstg. Co.**, Massillon, Ohio,

Station Authorizations, Applications
(As Compiled by B•T)

December 6 through December 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Dec. 12

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,986	2,958	174	343	127
Fm	533	516	45	42	0

FCC Commercial Station Authorizations
As of November 30, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Dec. 12

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	376	91	467[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	318	655[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,045	337	815	566	1,382[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,108	337	851	593	1,445[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 702 already granted.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

for new am on 990 kc, 250 w DA-D. Announced Dec. 6.

CALL LETTERS ASSIGNED

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc. Changed from KGDM effective Jan. 1, 1957, in lieu of previous effective date of Feb. 1, 1957.
WDAT South Daytona, Fla.—Thomas Carr, 1590 kc.
WOIA Saline, Mich.—Saline Bcstg. Co., 1290 kc.
WNSL Laurel, Miss.—Voice of the New South, 1260 kc.

APPLICATIONS

WCMT Blytheville, Ark.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location. Announced Dec. 11.
WIOK Tampa. Fla.—Seeks cp to increase power from 1 kw to 5 kw, install DA-D and new trans. and make changes in ground system. Announced Dec. 10.
WCPC Houston, Miss.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 10.
WBFY Abingdon, Va.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Dec. 11.

New Fm Stations . . .

ACTIONS BY FCC

Macon, Ga.—Macon Bcstg. Co. granted 96.9 mc, ERP 4.1 kw. P. O. address % **A. Lowe, WNEX Macon.** Macon Bcstg. is WNEX licensee. Announced Dec. 6.
Red Bank, N. J.—Frank H. Accorsi granted 100.3 mc ERP, 1.8 kw. P. O. address 157 Broad St., Red Bank. Estimated construction cost $1,500, first year operating cost $36,400, revenue $41,600. Mr. Accorsi is ⅓ partner, Aircast Productions, Red Bank. Announced Dec. 6.

Existing Fm Stations . . .

ACTIONS BY FCC

WHFI (FM) West Paterson, N. J.—Granted mod. of cp to change location to Newark, N. J.; ERP to 2.8 kw and ant. height to 420 ft. Announced Dec. 6.

CALL LETTERS ASSIGNED

KJML (FM) Sacramento, Calif.—Town & Country Bcstrs., 95.3 mc.
WAHR-FM Miami Beach, Fla.—Mercantile Bcstg. Co., 93.9 mc. Changed from WLRD (FM).
WFMX (FM) New York, N. Y.—General Bcstg. Corp., 105.3 mc.

APPLICATIONS

KWPM-FM West Plains, Mo.—Seeks cp to change frequency to 93.9 mc. Announced Dec. 10.
WFMX (FM) New York, N. Y.—Seeks mod of cp to change ERP to 15 kw and change ant. system. Announced Dec. 10.
KSEL-FM Lubbock, Tex.—Seeks mod. of cp to change frequency to 93.7 mc. Announced Dec. 10.

Ownership Changes . . .

ACTIONS BY FCC

WTAM Decatur, Ga.—Granted assignment of license and cp from **Republic Bcstg. System Inc.** to **WTAM Inc.** for $85,000. Republic is 100% owned by **Emil J. Arnold,** 49% owner, **WALT Tampa, Fla.;** 51%, **WINN Louisville, Ky.,** and 50%, **WMFJ Daytona Beach, Fla.** Announced Dec. 6.
WINI Murphysboro, Ill.—Granted assignment of license from **Cecil W. and Jane A. Roberts** to **Robert D. and Martha M. Rapp** for $17,600. Rapps own **KPEG Spokane, Wash.,** and have application pending for am in Kirkwood, Mo. Mrs. Rapp is Roberts' daughter. Announced Dec. 6.
KFBI Wichita, Kan.—Granted transfer of negative control from **C. Howard Lane** *et al* through sale of 50% to **H & E Balaban Corp.** and **Harold S. and Leo M. Ledered** for $102,000. Balaban firm owns Birmingham, Ala., ch. 46 cp; 50%, **WTVO (TV) Rockford, Ill.;** 50% **WMCM (TV) Grand Rapids, Mich.;** 50%, **WICS (TV) Springfield, Ill.;** and is applicant for WICS satellite in White Heath, Ill. Balabans and Lederers own **WRIT Milwaukee.** Announced Dec. 6.
WMPA Aberdeen, Miss.—Granted assignment of license from **E. O. Roden, James E. Reese, W. I. Dove and G. A. Pribbenow d/b as Prairie Bcstg. Co.** to **Ray Tolar** for $35,000. Announced Dec. 6.
KLOS Albuquerque, N. M.—Granted acquisition of positive control (52.5%) by **Western Bcstg. Co.** through purchase of stock from **J. W. Sutherland** and **A. F. Riekeman** for $2,000 and assumption of obligations. Equal owners of Western are **Frank P. Redfield,** pres.-gen. mgr. 25% owner, **KIFN Phoenix, Ariz.; Edgar B. Pool, Dr. Henry J. J. Steffens Jr.,** and **H. Walker Harrison,** equal owners of KIFN. Announced Dec. 6.
WFCB Dunkirk, N. Y.—Granted transfer of control from **A. A. Schmidt** *et al* to **James Bcstg. Co.** which is buying 66% of stock for $51,102. James Bcstg. is licensee of **WJTN-AM-FM Jamestown, N. Y.** Announced Dec. 6.
WCHI Chillicothe, Ohio—Granted assignment of license from **Glacus G. Merrill** to **Norman M. Glenn** for $65,000. Mr. Glenn is general manager of **WJWL Georgetown, Del.** Announced Dec. 6.
WLMJ Jackson, Ohio—Granted assignment of license from WLMJ Inc. to Radio Jackson Inc. for $40,000. **J. E. Willis,** former vice president-general manager, **WLAP-AM-FM Lexington, Ky.,** in 98% owner of Radio Jackson Inc. Announced Dec. 6.
KBWL Blackwell, Okla.—Granted acquisition of positive control by **Dr. Forrest G. Conley** through purchase of stock from **E. N. Haynes** for $4,000. Dr. Conley, present pres.-29.8% owner, will own 90%. Announced Dec. 6.
KRTV Hillsboro, Ore.—Granted assignment of license from **Harold C. Singleton tr/as Tualatin Valley Bcstrs.,** to **Tualatin Valley Bcstrs. Inc.** Corporate change. No change in ownership. Announced Dec. 11.
KBRK Brookings, S. D.—Granted assignment of license from **Louis Jack Dublon, Eugene J. Patek** and **Robert J. Reimers, co-partners d/b as Brookings Bcstg. Co.** to **Robert J. Reimers, Eugene J. Patek and Eider C. Stangland, co-partners d/b as Brookings Bcstg. Co.** for $8,250. Mr. Stangland is former farm director, **KSOO Sioux Falls, S. D.** Announced Dec. 6.
WABV Abbeville, S. C.—Granted assignment of license from **Mildred Allen** and **Edithe Mooneyham d/b as Abbeville Bcstg. Co.** to **J. A. Gallimore** for $30,000. Mr. Gallimore and wife own **WSNW Seneca, S. C.; WSSC Sumter, S. C.;** 60% **WBAW Barnwell, S. C.;** 60% **WLFA LaFayette, Ga.,** and 52%, The Journal Co., Seneca newspaper-printing firm. Announced Dec. 6.
WDOD-AM-FM Chattanooga, Tenn.—Granted acquisition of positive control by **Earl W. Winger** through purchase of 50% stock from **Norman A. Thomas** for $175,621. Mr. Winger will own 100%. Announced Dec. 11.
KTXN Austin, Tex.—Granted acquisition of positive control by **Robert N. Pinkerton** through purchase of 25% interest by **Mr. Pinkerton** and **Edgar B. Pool** from **Elsie Moselle Stewart** for $15,000. Mr. Pinkerton, present 50% owner, will own 66⅔% and Mr. Pool remainder. Announced Dec. 11.
KENN Kenedy-Karnes City, Tex.—Granted assignment of license from **Charles W. Balthrope** to **The Camel Co.** for $18,429. Mr. Balthrope will be president-96% owner. Announced Dec. 11.

APPLICATIONS

KROG Sonora, Calif.—Seeks assignment of license from **Brewster E. Ferrel** to **Walter T. Eggers** and **George E. Johnstad** for $30,000. Mr. Eggers is chief engineer of KROG and Mr. Johnstad mechanic, San Francisco water department. Announced Dec. 11.
KALI Pasadena, Calif.—Seeks transfer of control through sale of 100% by **Henry Fritzen** to **Tele-Broadcasters Inc.** for $297,536. Tele-Broadcasters (**H. Scott Killgore,** pres.-77%) owns **WKXL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn.,** and **KUDL Kansas City, Mo.** and is applicant for license of **WBBR Brooklyn, N. Y.** Announced Dec. 5.
KTOO Henderson, Neb.—Seeks assignment of license from **Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford to KTOO Inc.** Mr. Harford is selling ⅓ interest in KTOO and **KONE Henderson, Nev.** (see next item), to Mr. Magowan and Mr. Jones for $107,500. Latter two will each own 40% of KTOO Inc. and **Alfred L. Syphus** and **Roland B. Vaile** will each own 10%. Announced Dec. 10.
KONE Reno, Nev.—Seeks assignment of license from **Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford** to Mr. Magowan and Mr. Jones, partnership. Mr. Harford will sell ⅓ interest in **KTOO Henderson** (see above) and **KONE** to latter two for $107,500. Announced Dec. 10.
KWRN Reno, Nev.—Seeks assignment of license from **KWRN Inc.** to **Radioreno Inc.** for $37,275. Equal partners in Radioreno are **James F. Hadlock** (pres.), owner of L. A. advertising agency and radio-tv production firm; **William H. Welsh Jr.,** director of special events, **KTTV (TV) Los Angeles, and Gerald A. Simmonds,** KTTV account executive. Announced Dec. 11.
WBLR Batesburg, S. C.—Seeks assignment of license from **James Olin Tice Jr.** to **Ridge Bcstg. Co.** for $45,108. Mr. Tice retains 51% and **Harry B. Clark and Marjorie R. Clark** will buy 49% for $19,600. Mr. Tice, his father and Clarks own **WJOT Lake City, S. C.,** and Mr. Tice owns controlling interest, **WMYB Myrtle Beach, S. C.** Announced Dec. 11.

Hearing Cases . . .

INITIAL DECISIONS

WSLA (TV) Selma, Ala.—Hearing Examiner H. Gifford Irion issued initial decision looking toward denial of application of **Deep South Broadcasting Co.** for modification of CP of ch. 8 **WSLA (TV) Selma,** to move its trans. site to location 50 mi. from Selma and 23 mi. from Montgomery, Ala., specify main studio site one-half mi. from city boundary of Selma, increase height of ant. from 387 ft. to 1,993 ft., and increase power from 2.51 kw to 316 kw (Docket 11371; BMPCT-2100). Announced Dec. 12.
Mount Kisco, N. Y.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of **Radio Mount Kisco Inc.,** for new am on 1310 kc, 1 kw, D, in Mount Kisco (Docket 11791; BP-10344). Announced Dec. 12.
WPRO-TV Providence, R. I.—Hearing Examiner Herbert Sharfman issued initial decision looking toward affirming grant of applications of **Cherry and Webb Bcstg. Co.** for a new tv station (WPRO-TV) to operate on ch. 12 in Providence, and for special temporary authorization (Docket 8737; BPCT-223). **Channel 16 of Rhode Island Inc. (WNET (TV) Providence,** ch. 16) is protestant in proceeding. Announced Dec. 11.

OTHER ACTIONS

WKNB-AM-TV New Britain, Conn.—FCC announced its order of Dec. 5 that initial decision on applications of **New Britain Bcstg. Co.** for mod. of cp of station WKNB-TV (ch. 30) and for transfer of control of WKNB-AM-TV from **Julian Gross** *et al,* to **National Bcstg. Co.** shall not become final pending further review by Commission (Dockets 11399-400; BMPCT-2787, BTC-1896). Announced Dec. 6.

ORAL ARGUMENTS SCHEDULED

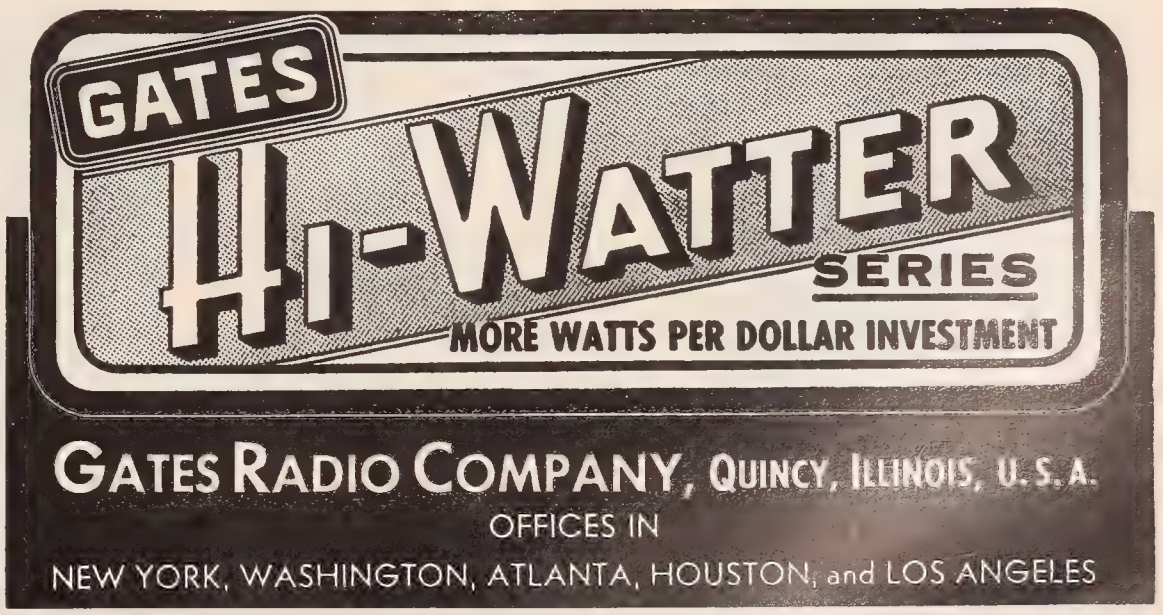
FCC on Dec. 12 scheduled following proceedings for oral argument on Jan. 7, 1957:
Lebanon Bcstg. Co., *et al,* for transfer of control of ch. 15 **WLBR-TV Lebanon, Pa., to Triangle Publications Inc.** (Docket 11592; BTC-2020), and
Manchester Bcstg. Co., Regional Bcstg. Co., and **Brothers Bcstg. Corp.,** for new ams in Manchester, East Hartford and Hartford, Conn., respectively (Dockets 11424-6; BP-9176, 9399, 9631). Announced Dec. 12.

Routine Roundup . . .

December 6 Decisions

BROADCAST ACTIONS
By the Commission

KELE Phoenix, Ariz.—Granted SCA to render



supplemental service on multiplex basis.

WTOK Meridian, Miss.; WMOX Meridian, Miss.; Mississippi Bcstg. Co., Carthage, Miss.—Designated for consolidated hearing applications to change facilities of WTOK from 1450 kc, 250 w unl. to 1010 kc, 1 kw, 10 kw-LS, DA-2 unl.; WMOX from 1240 kc, 250 w unl. to 1010 kc, 1 kw, 10 kw-LS, DA-2 unl., and Mississippi for new am on 1010 kc, 5 kw, DA-D; engineering condition to be met in event of grant of application of WTOK or Mississippi Bcstg. Co.

KSLM Salem, Ore.—Designated for hearing application (BP-10272) to increase D power from 1 kw to 5 kw, continuing operation on 1390 kc, 1 kw-N unl.; made **KBCH Ocean Lake, Ore.**, party to proceeding; in event of grant, KSLM shall assume responsibility for installation and initial adjustment of any equipment that may be required to prevent reradiation by either KSLM or **KOCO Salem**, of cross modulation products produced by interaction of signals from the two stations.

WABC New York, N. Y.—FCC by memorandum opinion and order denied Nov. 23 letter by **American Bcstg.-Paramount Theatres Inc.** (WABC), which was treated as petition for reconsideration of Commission's Nov. 26 memorandum opinion and order directing **Albuquerque Bcstg. Co.** to take certain action to modify its temporary mode of operation of **KOB Albuquerque, N. M.**, to afford specified protection to WABC; reaffirmed Nov. 26 action.

Granted renewal of license of following stations: **KSYD Wichita Falls, Tex.; KFWB Hollywood, Calif.; KTHE Thermopolis, Wyo.; KTRB Modesto, Calif.**

WGMS Bethesda, Md.-WGMS-FM Washington, D. C.—Is being requested to advise Commission within one week as to its views on effect of lease agreement between **RKO Teleradio Pictures Inc.** and **The Good Music Station Inc.**, upon continuing control by latter over operation of WGMS-AM-FM during term of said lease. (Pursuant to Commission order of Nov. 21, WGMS and WGMS-FM were reassigned to The Good Music Station Inc., from RKO Teleradio Pictures Inc., pursuant to court order of Nov. 19.)

December 7 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Arizona Television Co., Phoenix, Ariz.—Granted petition for one-day extension of time to file exceptions to initial decision re application of **KVAR (TV) Mesa, Ariz.**, for mod. of license to change main studio location to Phoenix; time extended to Dec. 6 (Docket 11760; BMLCT-33). Action Dec. 6.

By Hearing Examiner Jay A. Kyle

Orlando, Fla.—Upon oral request of **Orlando Radio & Television Bcstg. Corp.**, and with concurrence of all parties, ordered that prehearing conference scheduled for Dec. 7, is continued without date (Dockets 11856-7; BP-10339, 10671). Action Dec. 5.

By Hearing Examiner Elizabeth C. Smith

WCCO Minneapolis, Minn.—Granted petition for extension of time from Dec. 6 to Dec. 11, for filing of proposed findings of fact and conclusions and from Dec. 27 to Jan. 2, 1957, for filing replies thereto in proceeding on application of **WNYC New York, N. Y.**, for SSA and re petition of WCCO to cancel SSA (Docket 11227 BSSA-266). Action Dec. 5.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—Issued memorandum of rulings on pleadings filed in proceeding on applications of WCBQ for cp to replace expired cp and for mod. of cp. (1) Granted petition for order prohibiting taking of depositions, filed by **WSPB Sarasota**, without prejudice to applicant's giving appropriate notice of taking of depositions; and (2) denied without prejudice petition for removal of hearing from Washington, D. C. to Sarasota, filed by WSPB. (Dockets 11789-90; BP-10370, BMP-6920). Action Dec. 4.

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—Ordered that prehearing conference is scheduled for Dec. 12, in matter of application for assignment of license and cp of station WGMS and license of WGMS-FM (Docket 11821; BAPL-114, BALH-236). Action Dec. 4.

By Hearing Examiner Basil P. Cooper

Port Arthur, Tex.—Granted joint petition by **Port Arthur College, Smith Radio Co.** and **Jefferson Amusement Co.** for continuance of further hearing from Dec. 6 to Dec. 13, in ch. 4 proceeding, Port Arthur. (Dockets 10285, 10352, 10779; BPCT-839, 1013, 1440). Action Dec. 4.

By Hearing Examiner H. Gifford Irion

Willimantic, Conn.—Upon verbal request of applicants for one-day continuance of hearing in am proceeding (**Robert A. Mensel**, Willimantic, *et al*), ordered that hearing is continued from Dec. 4 to Dec. 5 (Dockets 11687-9; BP-10074, 10147, 10194). Action Dec. 4.

December 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Casper, Wyo.—By memorandum opinion and order, ordered that insofar as petition filed by **Donald Lewis Hathaway**, Casper, on Nov. 16, requests hearing examiner to enlarge issues in ch. 6 proceeding, Casper, such request is found to be premature and ruling is deferred; further ordered that petition insofar as it seeks to challenge financial and technical qualifications of **Casper Mountain Television Corp**, is referred to full Commission (Dockets 11854-5; BPCT-2105, 2130). Action Dec. 5.

By Hearing Examiner H. Gifford Irion

Capitol Bcstg. Co., Montgomery, Ala.—Granted motion to correct transcript in proceeding on application of **WSLA Selma, Ala.**, for mod. of cp, and on hearing examiner's own motion ordered that following correction be made: Page 3427, line 19: Change "Charlie" to "Charlotte". (Docket 11371; BMPCT-2100). Action Dec. 6.

Issued Memorandum Opinion and Order denying several pleadings relating generally to one of following matters: that portions of reply findings be stricken and that hearing examiner reopen record for purpose of hearing testimony or taking official notice of certain matters in proceeding on WSLA application. Action Dec. 7.

By Hearing Examiner J. D. Bond

Homestead, Fla.—Issued order after third hearing conference setting forth statements and provisions to extent of their applicability which shall govern conduct of the hearing on am applications of **South Dade Bcstg. Co.** and **J. M. Pace**, Homestead. (Dockets 11738-9; BP-10009, 10198). Action Dec. 7.

By Hearing Examiner Elizabeth C. Smith

KOBY San Francisco, Calif.—Granted motion of **Milton Stern Jr.** for continuance of prehearing conference from Dec. 10 to Jan. 4, 1957, in matter of consent to assignment of license of KEAR, now changed to KOBY, San Francisco to **Mid-America Bcstrs. Inc.** (Docket 11862; BAL-2369). Action Dec. 7.

December 10 Applications

ACCEPTED FOR FILING

Modification of Cp

WBRC-FM Birmingham, Ala.—Seeks mod. of cp (which authorized new fm) to extend completion date.

License to Cover Cp

WJAX-FM Jacksonville, Fla.—Seeks license to cover cp which authorized changes in licensed station.

WMBR-FM Jacksonville, Fla.—Seeks license to cover cp which authorized changes in licensed station.

WMUB (FM) Oxford, Ohio—Seeks license to cover cp which authorized changes in licensed noncommercial educational fm.

Renewal of License

KVAL-TV Eugene, Ore.; KOMO-TV Seattle, Wash.

December 11 Decisions

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 7

WRAP Norfolk, Va.—Granted cp to replace expired cp covering increase in D power, install new trans. and changes in DA-D pattern and mod. of cp to make changes in DA-D pattern.

WBBI Abingdon, Va.—Granted mod. of cp to change studio location and operate trans. by remote control; condition.

WORC Worcester, Mass.—Granted extension of completion date to 4-11-57; conditions.

Mutual Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport.

Following stations were granted authority to operate trans. by remote control: **KRIS Corpus Christi, Tex.; WCVI Connellsville, Pa.**

Actions of December 6

WPTV-AM-TV West Palm Beach, Fla.—Granted mod. of cps to change corporate name to **John H. Phipps Bcstg. Stations Inc.**

KWOS-FM Jefferson City, Mo.—Granted license covering changes in fm station.

KCBH (FM) Los Angeles, Calif.—Granted cp to change ERP of fm station to 75 kw and make changes in trans.

Actions of December 4

WNOP-TV Newport, Ky.—Granted cp to replace cp for tv station.

WTPA Harrisburg, Pa.—Granted cp to replace expired cp for tv station.

WJW-TV Cleveland, Ohio—Granted cp to make changes in ant. system.

KBMO Benson, Minn.—Granted mod. of cp to change type trans, change studio location and operate trans. by remote control.

KRNY Kearney, Nebr.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control.

KONO-TV San Antonio, Tex.—Granted mod. of cp to install new trans., change type ant. and make other equipment changes.

Following were granted extensions of completion dates as shown: **KONK Shelton, Wash.** to 7-1-57; **WKVM San Juan, P. R.** to 2-25-57; **WCYB-TV Bristol, Va.** to 4-11-57; **KSEI-TV Pocatello, Idaho**, to 6-25-57; **WHBF-TV Rock Island, Ill.** to 6-21-57.

WGR Buffalo, N. Y.—Granted authority to operate main and auxiliary trans. by remote control while using non-DA.

Actions of December 3

KGW-TV Portland, Ore.—Granted STA to operate commercially on ch. 8 for period ending Jan. 15, 1957.

KCRA-TV Sacramento, Calif.—Granted license for tv station (ch. 3).

KCCC-TV Sacramento, Calif.—Granted license for tv station (ch. 40); ERP vis. 182 kw, aur. 95.5 kw.

KHSL-TV Chico, Calif.—Granted license for tv station (ch. 12) and to change studio location; ERP vis. 60.3 kw, aur. 36.3 kw.

KEYT (TV) Santa Barbara, Calif.—Granted license covering change studio location.

KSLV Monte Vista, KVOD Denver, both Colo.—Granted mod. of licenses to change name to **Colorado Radio Corp.**

WKIT Mineola, N. Y.—Granted mod. of license to change name to **WKIT Inc.**

December 11 Applications

Modification of Cp

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) to extend completion date.

KRBI St. Peter, Minn.—Seeks mod. of cp (which authorized new am) to extend completion date.

WBFY Charlottesville, Va.—Seeks mod. of cp (which authorized new am) to extend completion date.

License to Cover Cp

WMRP Flint, Mich.—Seeks license to cover cp which authorized increase power and install new trans.

REMOTE CONTROL

WOOO Deland, Fla.; WCVI Connellsville, Pa.; KBKI Alice, Tex.; KRIS Corpus Christi, Tex.

RENEWAL OF LICENSE

KENI Anchorage, Alaska; KPAS Banning, Calif.; KIKI Honolulu, KIPA Hilo, KPOA Honolulu, KULA Honolulu, all Hawaii; **KOMB Cottage Grove, KIHR Hood River, KMCM McMinnville, KGON Oregon City, KRNR Roseburg, KOCO West Salem**, all Ore.; **KBRC Mount Vernon, KWIE Kennewick-Richland-Pasco, KXLY Spokane**, all Wash.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1625 Eye Street, N.W. • Washington, D. C. NA 8-1990
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. PIlgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Shoreham Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
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RADIO

Help Wanted

Managerial

Wanted: Salesman-manager for Texas independent single station market. Must have proven sales ability and good references. Permanent position. Good money for right man. Box 659C, B•T.

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

North Dakota 250 watt independent station in small market needs an aggressive manager who can handle sales and keep expenses down. Good base salary plus percentage to the right man. Also an opportunity for purchase of stock with ownership possible to the right party. Call or write T. G. Barclay, or C. L. Melby, Hettinger, North Dakota.

Salesmen

Experienced radio salesman. Immediate opening —top station in Number 1 midwest market. Salary plus commission. Send full information, photo, and references to Box 660C, B•T.

Aggressive salesman with established agency contacts in New York wanted by group owning four top market stations. If you can make agency presentations that result in sales, your earnings will be unlimited. Write giving experience, details to Box 662C, B•T. All replies will be answered.

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Salesman, sales managers for Florida and Iowa radio stations. Unusual opportunity and future working for progressive, experienced radio people. Send resume, photo, references immediately. Box 704C, B•T.

Immediate opening for experienced salesman with ability to write good copy. Established 5000 watt fulltime independent, one station market, upper south. 15% commission and liberal draw. You will be given exclusive territory and take over present accounts bringing you over $6,000. Aggressive worker with ideas for small market radio can make $9,000 to $10,000. Chance to advance to sales manager and higher. Prefer married man, 25-35, from Virginia-Carolina area who wants to settle in small city. Send complete details, references, education, experience, present income, photo, and marital status in first letter. Box 728C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Opportunity for experienced salesmen. Good market. Good deal. KFRO, Longview, Texas.

Salesman—account executive capable of using RAB material in selling and servicing local accounts. Contact Hal Vester, WFTC, Kinston, N. C.

Salesman . . . this close-knit organization demands high type representation. Dignity, honesty and respectability are essential. Commission against draw. Excellent opportunity for the right man. Send complete resume. No phone calls. Arch Shawd, WKBZ, Muskegon, Mich.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Deejay and announcer-salesman. Aggressive organization that wants to make money. Hottest station in market. Beautiful resort area. Midwest. Box 691C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 699C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Possible opening for one to three disc jockeys. Those interested send audition tape or disc and state expected remuneration. 5000 watt station in major Florida market. Address Box 714C, B•T.

Ashland, Ohio, independent: New ownership January first. Additional personnel needed: Program director, morning man, salesman. Box 718C, B•T.

Midwestern daytimer offers $350 per month for a 48 hour week. Minimum 2 years experience. Married men only. Send all details plus tape and references. Box 725C, B•T.

Immediate opening for announcers with minimum one year commercial experience. 5000 watt fulltime independent, upper south, small city, one station, emphasis on good programming, music, news, sports. Daytime work. 40 hour week, overtime pay, vacation, bonus, group insurance, excellent working conditions. Prefer married men, over 25, draft exempt, from middle Atlantic area. Send complete details, tape, photo, resume. State salary. Box 729C, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Need dependable staff man, strong on commercial and news. Immediate opening. Send resume, short tape and photo to Chuck Williams, Program Director, KWNO, Winona, Minnesota. Include salary required.

Wanted: Immediate opening for good, experienced announcer—no floaters—tape or personal interview required. 500 watter. Contact Greeley N. Hilton, Manager, WBUY, Lexington, North Carolina.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Announcer with experience. News and music man, but definitely one who is experienced. WICY, Malone, New York.

Announcer . . . must be ambitious; willing; and responsible. Stepping-stone for announcers going on to major markets. Send tape, snapshot and resume; also salary desired. J. L. Roach, WKBZ, Muskegon, Mich.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Experienced deejay needed now. Send tape, photo, resume to WMAN, Mansfield, Ohio.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.

Announcer—versatile, with respect for radio. Immediate opening at 500 watt daytime independent with a good market. Send tape, photo, resume and salary to WRMN, Elgin, Illinois.

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Technical

Chief engineer with good maintenance ability for 250 watt Indiana station. Good working conditions. Good pay for right man. Send photo and full particulars. Box 667C, B•T.

Florida daytime needs combo first phone. Announcing and engineering equally important. Good pay for right man. Box 703C, B•T.

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 707C, B•T.

Needed immediately two first class engineers, top pay, good insurance plan and working conditions. Box 716C, B•T.

AT ONCE! TV FILM SALESMEN

TV's fastest-growing film distributor wants additional salesmen for our syndicated film staff. Film, station, rep or agency sales experience, preferred. Plans call for immediate expansion of our sales departments in Chicago, Dallas, Atlanta and Los Angeles. Our company has the best record in the industry for acquiring outstanding diversified film product.

Send Full Details: AARON BECKWITH

NATIONAL TELEFILM ASSOCIATES, INC.

60 West 55th Street, New York, N. Y.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Chief Engineer, one kilowatt remote control daytime, outstanding living conditions, top salary, prefer family man. Call or write Walter Rubens, KJET, Beaumont, Texas.

First phone experienced engineer. Maintenance, construction, remotes. Leo Jylha, WBCM, Bay City, Michigan.

Need chief engineer-announcer for kilowatt daytimer . . . must be experienced . . . $90.00 weekly. WGVM, Greenville, Mississippi.

WTOC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted—chief engineer for combo work, daytime station, good pay and hours. Contact WTUS, Tuskegee, Ala. Immediately.

Immediate opening for first phone engineer with car, WWNR, Beckley, West Virginia.

Immediate opening, combination first class man with good announcing personality for new station, Anna, Illinois. Telephone or wire Pierce E. Lackey, 2-8231, Paducah, Kentucky.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Midwest 50,000 watt network affiliate seeks applications from highly qualified radio newsmen able to edit, rewrite and broadcast. Competitive auditions underway for a position in top-rated news department. Give full data in letter: Experience, salary expected and recent photo. Send tape. Write Box 690C, B•T.

Stable, independent operation in Indiana needs experienced continuity writer, either man or woman, capable of taking charge of department. Good pay. Professional atmosphere. Send resume and photo at once. Box 713C, B•T.

Newsman who can dig, write, local news. No crusader. Experience will help, though not essential if you like news. Opening December 20th. Phone, write or wire, KOEL, Oelwein, Iowa.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Immediate opening for experienced night news editor, combined radio and television operation. Must write, edit, broadcast. Salary plus talent guarantee. Send tape, resume, picture to WROR, Box 4100, Albany, N. Y.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Managerial

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local, agency and industry references. Confidential. Box 616C, B•T.

Manager/sales manager: Solid; experienced; genuine quality; successful administrative and sales reputation; industry known and acclaimed. A major market executive rated among the best. Ownership change necessitates new association negotiation. If you seek a capable and qualified executive I'd like to present my credentials. Box 636C, B•T.

Radio manager—14 successful years experience, all phases. Excellent sales know-how. Modern program formula. Desire permanent connection. Box 697C, B•T.

23 years manager, commercial manager, independent and network small market stations. Doubled business this station past year. Interested permanent relocation 1957. Moderate salary and profit sharing for stock purchase arrangement only. Southeast preferred. Native Virginian, 43, family, dependable. Confidential correspondence invited. Box 702C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Presently employed general manager, veteran in the industry, would like to make a change, preferably to the southwest, Texas. Am strong in sales and programming, in all phases of administrative duties. Non-drinker; married and have family; successful over 10 year period in present position, each month has been as good or better than the month before. Have developed good personnel for other stations, and that is the reason for a desired change. Don't want a million, yet won't work for peanuts. Am pioneer member, past president and board member of several industry organizations, including NARTB. Prefer personal interview. "Old in experience, young in age." Box 720C, B•T.

Management to head radio's fighting team of '57. Eight years experience: audience-sales promotion. Creative ideas to make your station number one! Competition welcomed. Good sales record. Ideas that pay off. Top references. Successful employee relations. Family man. Write Box 727C, B•T.

Announcers

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

Play-by-play announcer: Can do all major sports plus news and music, good commercial delivery, thoroughly trained, will give top-notch performance. Box 700C, B•T.

Sports director, presently employed southwest. Heavy play-by-play experience. Desires baseball, football and basketball work. Preferably with station handling minor league baseball. Air check on request. Box 705C, B•T.

Graduate of Don Martin Radio School on West Coast wants, 1st job, have 1st phone ticket! Box 706C, B•T.

Announcer-newsman. Five years experience. Excellent voice. Emphasis on DJ, and news. First phone. Tape. Box 708C, B•T.

High school graduate with some announcing experience would like permanent position in radio —willing to learn—willing to work. Box 709C, B•T.

Challenge me—4½ years radio Michigan, Nebraska all phases. Network voice, down-to-earth style. Money motives, modus operandi on request. Box 710C, B•T.

10 years experience; currently employed; good voice; good operation. Creative—can sell—reliable—morally straight—enjoy responsibility. Wish to locate near Ohio area. Box 719C, B•T.

Staff announcer with four years experience seeks position with Virginia, North Carolina or southern radio station. Steady, sober and conscientious. Settled family man. Have good references. Write or wire Box 723C, B•T.

Let's trade! My six years experience, resonant voice and unexcelled reliability for a permanent position on your friendly staff. In or near Michigan. Box 726C, B•T.

Announcer, light on experience, wants to learn good radio. No clock watcher. Willing to travel anywhere. Single. For tape and resume write. Box 732C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Presently employed, country music director. (12 hours daily) Have 5 hour show and board. Two years at current station. Unique style of adlib and delivery—plenty of punch and slang that will sell any market. Have my own complete record library. Experienced in television and all stage work. National recording artist. Veteran, 29, single, sober and reliable. Plenty good ideas. Evergreen 4-1612. Larry Dexter, WRHC, Jacksonville, Florida.

Announcer-news, copywriting, board operation —third ticket—car—single. Virginia boy. Thompson, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Top-flight country DJ with own library, restricted license. Sober, references. Available January 15th. Post Office Box 35, Nashville, Tennessee.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Programming-Production, Others

Newsman. Seven years radio and tv. Consider major tv newscasts or will head department. $125 minimum. Box 711C, B•T.

Writer—presently copywriter, experienced radio newswriter, (no air-work desired) also former newspaper reporter. 29, married, English major. Seeks opportunity—New York, eastern area preferred. Box 722C, B•T.

Commercial gal, top-rated writer-producer of commercials that sell! Also air work. Resume, audition tapes on request. Box 731C, B•T.

Male copywriter, 32, will exchange good copy for living wage . . . anywhere, car, three years experience, sample copy on request. Weeks notice. L. Greene, P. O. Box 37, Denison, Iowa.

TELEVISION

Help Wanted

Salesmen

Account executive, tv sales. Opportunity for experienced tv salesman who has record of permanency and can prove sales results. Our top salesman leaving January 1st to take Area Sales Managers job with film company and we hold his list intact as long as possible. Basic major network station in mid-Atlantic state. Stable, substantial market. Send complete details first letter. Box 693C, B•T.

Television salesman. Aggressive, dependable salesman needed, preferably with television experience. Individual with tv background other than selling will be considered. This local sales opening is an opportunity to advance in experience and income. Substantial billings already available, through takeover of current account list. CBS-TV network station, east, with new facilities in excellent market, include photograph and full details with reply. Box 694C, B•T.

(Continued on next page)

CONTINUITY AND TRAFFIC JOBS OPEN AT CALIFORNIA NETWORK TV

Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in TV traffic (Cardex System). Also need versatile, experienced, detail-minded continuity writer (man or woman). Send full details, all references, photo and samples first letter.

BOX 581C, B•T

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KTRE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Technical

Chief engineer to supervise construction and operation of low-power tv station in west. Box 692C, B•T.

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement. State experience in letter. Vhf network affiliated maximum power station. Box 698C, B•T.

Florida vhf station has immediate opening for engineer. Car and first phone necessary. Contact Chief Engineer, WEAT-TV, P. O. Box 70, West Palm Beach, Fla.

Wanted engineer to work in tv. Experience not necessary. First class license required. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

Transmitter engineer for large vhf operation. Ideal situation for married couple without children or single man as living quarters at transmitter are available. We prefer man who will use these quarters but is not requisite. Rush resume and salary requirement to G. F. Sprague, Chief Engineer, WLOS-TV, Box 2150, Asheville, North Carolina.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Continuity and traffic jobs open at California network tv station. Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in tv traffic (cardex system). Also need versatile, experienced, detail minded continuity writer (man or woman). Send full details, all references, photo and samples first letter. Box 581C, B•T.

Tv station film supervisor, 6 years experience, wants opportunity to learn programming, management, production, ad agency, etc. B.A. degree. Box 650C, B•T.

Situations Wanted

Salesmen

Salesman, 9 years radio, 1 television. Good record and references. With present employer over five years. Want larger market. Box 969C, B•T.

Announcers

Experienced tv announcer, college graduate, looking for greater opportunity. Box 715C, B•T.

Technical

1st phone, desiring to learn studio and transmitter tv operation. Berkshire 7-6721—Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

News director. Best background, top references. Would work as staff member. Not interested in small-time operation. Prefer northeast. Box 717C, B•T.

Three years teaching all phases television directing, seeking position as director at station with growth potential. Box 721C, B•T.

FOR SALE

Stations

For sale—1kw midwest independent daytimer located in heart of one of the richest agricultural regions in the nation. Outstanding record of earnings. Price: $120,000 cash includes real estate. Only bona fide inquiries will be answered. Will sell only to responsible, experienced broadcaster who will maintain station's excellent reputation or to investor who will provide sound management. Box 681C, B•T.

FOR SALE

Stations

Station for sale, 250 watt. Single station market, New England. Box 695C, B•T.

North Dakota fulltime 250 watt station for sale. Making money but full potential not yet realized. Single station market. Equipment three years old. The perfect position for a man and wife who want to make money in the radio business and still live in a good small community. Wire or write Hettinger Broadcasting Co., Hettinger, North Dakota.

Two profitable, single station markets in Kentucky-Tennessee area. Each priced under $100,000 and terms can be arranged for responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Industrial metropolitan market station, priced within 1½ annual gross. Terms available to responsible parties. $30,000 will make down payment. Paul H. Chapman, 84 Peachtree, Atlanta.

Florida small market station with new equipment. $50,000 total—$15,000 down, balance 10 years. Paul H. Chapman, Company, 84 Peachtree, Atlanta.

Southwest. Quality southwestern AM and VHF stations now available. Written inquiries from qualified principals are invited. Ralph Erwin. Broker. Tulsa.

Texas. Big market near Big Dallas. Requires substantial down payment. Written inquiries from qualified principals are invited. Ralph Erwin. Broker. Tulsa. 1443 South Trenton.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

For Sale—one Radifon G 40 transmitter 500 watt. Phone, CW or MCW. 230 volts 50-60 cycles single phases. .525 to 2.1 mcs and 6.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B•T.

New tubes, five type 4-125 with new guarantee, $15.00 each or all for $60.00. Box 724C, B•T.

General Electric 250 watt am transmitter, type BT-20-A, model 4-BT-20-A1, with 2 sets of tubes, excellent condition, $1,200.00. Three crystals, thermocells, GE type, thermocell heater 6.3v AC, 50/60 cycle—two 1340kc, one 1460kc, $75.00 each. Collins 42E-5 tuning unit, 5kw, new, $300.00. Gates 250 watt type 44 box, $75.00. Box 730C, B•T.

For sale Western Electric model 353E-1 one kw transmitter with spare tubes. $750.00 full price. Ideal for auxiliary or Conelrad transmitter. KFAC, 5773 Wilshire Blvd., Los Angeles, California.

RA, 10 kw diplexer, channel 3. 2 RA harmonic filters, 10 kw for 60 to 72 mc. Hi-band conversion for RCA TT-5A transmitter. Contact John Gort, KDLO-TV, Garden City, S. D.

For sale—265 foot self-supporting Lehigh. Good condition. Heavy construction. Ideal for am, fm or tv tower. WKBC, North Wilkesboro, North Carolina.

260 ft. guyed, tubular-triangular tv tower for 6 bay high-band vhf antenna, including guy cables. Original cost $13,000.00 in 1953. On ground ready for shipment, price $3,000.00. Thomas B. Moseley, 6114 Northwood Road, Dallas 25, Texas.

New portable Presto 6N recorder, with microscope, Fairchild thermal stylus, 3 feed screws. Presto 90A console amplifier—sell for $1,500.00. Sound Recording Service, 580 Ponce de Leon, N.E., Atlanta, Ga.

WANTED TO BUY

Stations

Wanted to buy . . . radio station . . . successful manager with capital will purchase established station on Gulf Coast Texas, Louisiana, Alabama, Florida. No brokers please. Box 712C, B•T.

WANTED TO BUY

Stations

Station wanted. Texas, Colorado, Arkansas, Louisiana, Missouri, Oklahoma, Kansas. Ralph Erwin. Licensed Broker. 1443 South Trenton, Tulsa.

Stations wanted in Missouri. Ralph Erwin. Broker. 1443 South Trenton, Tulsa, Oklahoma. Private, discreet service.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted one fm transmitter capable of delivering 22.5 kw's to an RCA Pylon type antenna. Transmitter must readily remote controlled, stable, in good condition and fairly new. Write WGH, Radio, P. O. Box 98, Newport News, Virginia.

Wanted: Several two way mobile units, 6 and 12 volt, 35.70mc, or those that can be converted to this frequency, also condition, age, and make, price of units. Jess Tepner Chevrolet Co., Creighton, Nebraska, Box 47.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

WANTED: **Experienced, capable and imaginative man qualified to assume full role of commercial manager whose initiative will successfully handle this department. Someone seeking permanency and opportunity; no drifters. Position open for immediate placement. Write or phone Hugh J. Fite, Owner, WERH, Hamilton, Alabama. Day phone: Hamilton 5351; Night phone: Hamilton 3415.**

Technical

ENGINEERS
ENJOY THE ADVANTAGES OF A SMALL MIDWEST CITY

Immediate openings for Engineers with experience in any of the fields:

Audio
TV or High Frequency
AM Broadcast Transmitters
Communications
Mechanical
Standards—Numbering Systems
Technical Writing

Give your family a break. Get away from the traffic and rush. Advancement. Complete employee benefits.
Send details and photo to Personnel Director.

GATES RADIO COMPANY
Quincy, Illinois

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Copywriter

Immediate opening. Must be experienced in radio copy and traffic. Permanent, good pay and working conditions. Call or write Thereasa Rose at WBUD, Trenton, New Jersey.

Situations Wanted

Managerial

NEED A SHARPSHOOTER?

Recognizing that the safety of capital investment largely depends on competence at the station management level, am looking for opportunity to best utilize analytical and evaluative, strong sales, programming, public and personnel relations and other abilities as complete-charge manager. Station contemplating divorcement from network and interested in converting to music-news format could be interested in my 11 year Hollywood background, 25 years in the industry and a national reputation. Modest salary if there are other inducements.

Box 701C, B•T

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview.

Box 652C, B•T

TELEVISION

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

WAAM, Baltimore, Maryland, has an opening for television time salesman on salary plus commission basis. This is an excellent opportunity for a man with proven record of ability in local sales. Experience in radio or television sales a must. Please send complete resume, sales record and photo to

Pel Schmidt
Commercial Manager
Television Station WAAM
Baltimore, Maryland

TELEVISION

Help Wanted—(Cont'd)

Salesmen

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B•T

FOR SALE

Equipment

FOR SALE

One 200 ft. IDECO 3-legged, self-supporting radio tower built to SSRT-1 specifications with wind loading of B-2. 72 ft. mast formerly carried a 6-bay FM antenna. In tip-top shape. To be sold standing. Shelbyville News, Shelbyville, Indiana.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

SERVICES

ANNOUNCERS—DJ'S
Record Your Auditions at B.C.A.
We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.
Broadcast Coaching Associates
1733 Broadway, N. Y. C. JU 6-1918

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.
* Or job.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Put on the Steam

DESPITE continued opposition by the U. S. Treasury, some headway apparently is being made in the attempt to kill excise taxes on all-channel television receivers.

The Treasury last week repeated to a House Ways and Means subcommittee its contentions that no taxes should be removed in 1957. But at the same hearing, the FCC took the opposite position. Supporting the earlier testimony of broadcasters and manufacturers and the recommendations of the Senate Commerce Committee, the FCC urged the removal of the all-channel set tax—to equalize the consumer price of all-channel and vhf-only sets and thus stimulate all-channel production.

At the conclusion of the hearings, the subcommittee chairman, Rep. Aime J. Forand (D-R. I.), said he felt the committee would disregard the Treasury's request for a complete hands-off policy on taxes and would recommend changes if they were believed wise.

While committee members are still of an open mind, they should be fully advised of the case for all-channel tax relief. All broadcasters and manufacturers should let their Congressmen know that uhf is essential to television's future and is in need of whatever immediate aid it can get.

A concerted educational campaign could persuade Congress to kill the tax and give uhf a desperately needed chance for survival.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"A scoop, boss! I just filmed a big raid by the city vice squad!"

Truth and Consequences

SINCE both began operations, we have supported the unofficial Radio Free Europe and the official Voice of America. It has been our view that the transmission of truth to Iron Curtain countries was a valid function of U. S. radio.

We have not changed that view.

But we believe that circumstances now dictate an investigation of both radio services. An investigation by a responsible, preferably non-partisan, Congressional committee is necessitated by recent charges that the broadcasts of RFE and the Voice incited the Hungarian revolts by falsely promising American aid to those who wished to overthrow their Communist masters.

If these charges had been made only by the Kremlin, they could be dismissed as another Soviet attempt to find a scapegoat for the Soviet's own failures.

But the same charges have been made by Hungarian refugees. Furthermore, responsible correspondents emerging from that stricken country have reported that many of the freedom fighters of Hungary believed they would receive American aid.

Already, at least one American politician has sought to make political capital out of this situation. Last week Sen. Richard Neuberger (D-Ore.) said U. S. propaganda had been "recklessly broadcast" and had fed "false hopes" to the Hungarians. Here was a U. S. Senator, speaking from a small town in Oregon—hardly the best listening post for diplomatic information—prejudging a case on the basis of news reports.

We may expect other politicians to issue similarly irresponsible judgments as long as the role of RFE and the Voice is described only in charge and counter-charge. What is needed is a thorough, objective, public hearing on the broadcasts which are now in dispute. The purposes and functions of both services should be fully explored.

It is our belief that such a hearing would show what we believe, from our own study of these services, to be their admirable record of carefully refraining from broadcasting anything but the truth.

We imagine a hearing would show that if a hope of American aid prevailed in Hungary it was generated not by misleading broadcasts from U. S. sources but by the wishful thinking of an unhappy people who had been goaded by their merciless overlords into the last acts of retribution.

But whatever its anticipated outcome, the hearing should be held.

And RFE and the Voice should continue their broadcasts to keep the subjugated informed of events outside their insulated countries. That these broadcasts have been effective, and should be continued, is clearly indicated by the efforts of the Communists to prevent their being heard.

Abbott Washburn, deputy director of USIA, which operates the VOA, came up with some interesting jamming statistics a few days ago, in an address before the Sigma Delta Chi convention in Louisville. He said that a scientific analysis by radio engineers shows that the Soviets and their satellites are spending $113,490,000 a year to jam our broadcasts, and that the Soviet Union alone is shelling out $68,000,000 a year, or four times the annual $17,000,000 cost of the VOA operations.

Perhaps these latest developments will prove the futility of jamming. The Polish jammers already have stopped. The Hungarian jamming ended with the rebellion. And besides, as Mr. Washburn pointed out, however effective jamming may be in some localities, the broadcasts still get through and get propagated, and thus force the Communists to make known certain developments to their people—even by way of rebuttal.

The purpose of RFE and the Voice has not been to incite Russia's satellites to futile rebellion but to counteract, at least to some extent, the distorted propaganda of the Soviet. Without alternative means of obtaining information, the peoples of the satellites would know only what the Kremlin wanted them to know.

To the extent that truthful information is distributed behind the Iron Curtain, to the same extent the Kremlin's power is weakened and its political education program made less effective.

These are facts which should be made clear to the U. S. public and to the world.

A Gift Worth Giving

NO OPERATOR of an educational tv station could ask for a nicer Christmas gift than that just announced by NBC—a $300,000 package of live tv programming, employing top-flight instructors and the best professional production techniques, which will be transmitted to all U. S. educational stations without charge during 1957, compliments of NBC.

Cynical critics—and broadcasting has never wanted for an ample supply of them—could point out that NBC's generosity is not completely free of the tinge of self interest. The three weekly half-hour educational programs will be telecast in afternoon time that does not conflict with NBC-TV's own regular commercial schedule, as NBC President Robert W. Sarnoff said in his announcement. And, as he neglected to mention, the educational telecasts will not interfere with the regular local program schedules of NBC-TV's regular affiliated stations.

Critics could also note that this gift to education will give NBC credit not only in heaven but at the FCC, where it is more pressingly needed, and perhaps among the Congressional committees which are showing such a keen interest in the activities of the tv networks.

But the holiday season is no time for cynics. And, whatever the motives behind it, no one can gainsay that the three 26-week courses which the educational stations are to receive are as rosy an apple as any teacher ever received.



AVAILABLE

a tremendous audience

ORIOLE BIG LEAGUE BASEBALL

NOW ON POWERFUL

50,000 WATT WBAL

Baseball will be bigger than ever this year! Every single Oriole Game will be broadcast on Maryland's BIG STATION—50,000 watt WBAL. Coverage will be far and wide all over Maryland and surrounding states, too. One-half of each game is being sponsored by Gunther Beer. You can get your product into each game —if you act at once! Call WBAL or any Christal office soon!

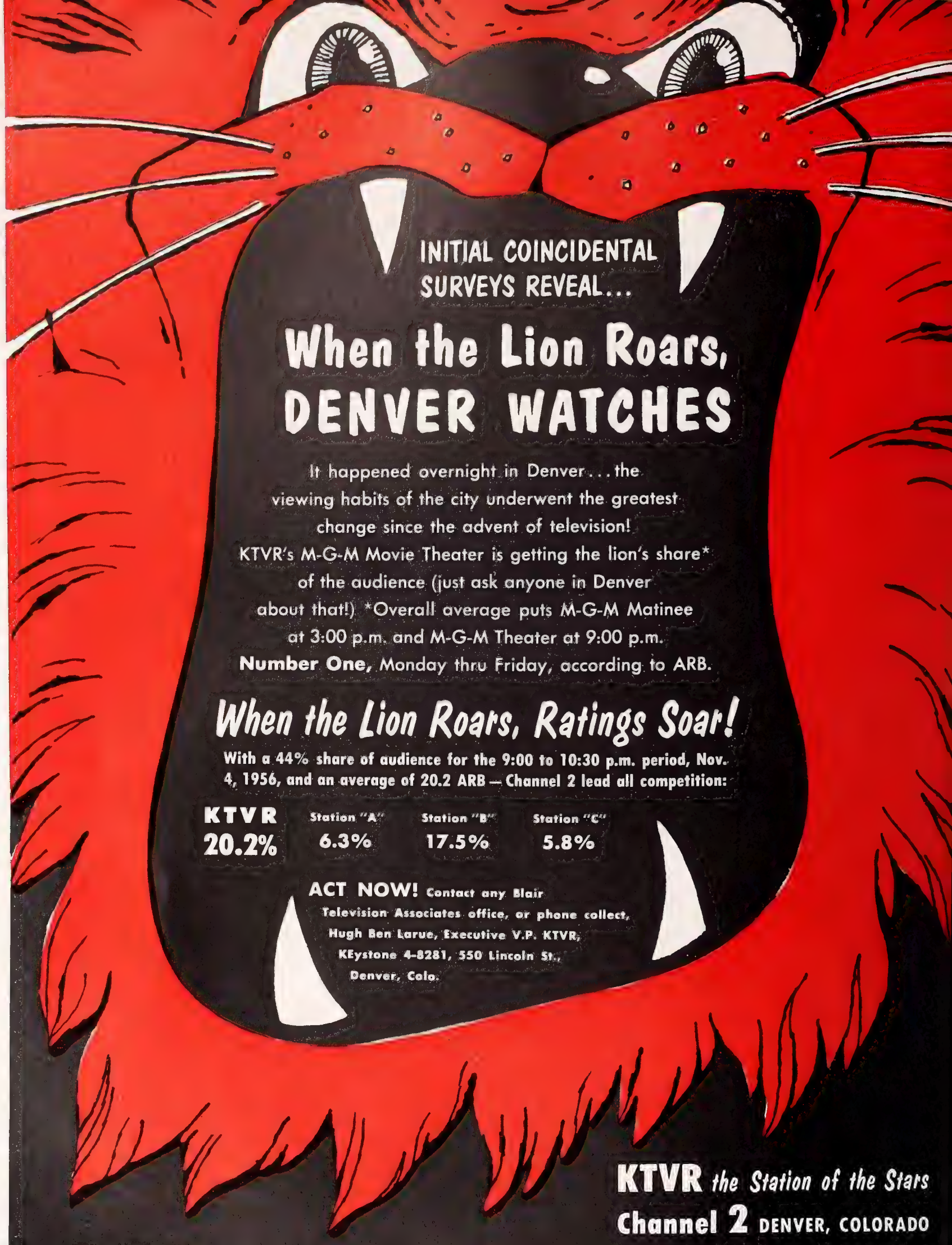
YOU CAN BUY:

"FAN IN THE STANDS" (15 min. preceding "Warm-Up")
MINUTE (bet. "Fan in the Stands" and "Warm-Up")
"WARM-UP" (ten minutes)
MINUTE (bet. "Warm-Up" and "Game")
CO-SPONSORSHIP OF GAME SOLD
MINUTE (bet. Game and "Tenth Inning")
"TENTH INNING"
ORIOLES "NEST"
HOT STOVE CORNER
PAUL RICHARDS SPEAKS

WBAL NBC **1090 ON YOUR DIAL • 50,000 WATTS**

Nationally represented by HENRY I. CHRISTAL CO.

KTVR CHANNEL 2 DENVER



INITIAL COINCIDENTAL SURVEYS REVEAL...

When the Lion Roars, DENVER WATCHES

It happened overnight in Denver... the viewing habits of the city underwent the greatest change since the advent of television! KTVR's M-G-M Movie Theater is getting the lion's share* of the audience (just ask anyone in Denver about that!) *Overall average puts M-G-M Matinee at 3:00 p.m. and M-G-M Theater at 9:00 p.m. **Number One,** Monday thru Friday, according to ARB.

When the Lion Roars, Ratings Soar!

With a 44% share of audience for the 9:00 to 10:30 p.m. period, Nov. 4, 1956, and an average of 20.2 ARB — Channel 2 lead all competition:

KTVR	Station "A"	Station "B"	Station "C"
20.2%	6.3%	17.5%	5.8%

ACT NOW! Contact any Blair Television Associates office, or phone collect, Hugh Ben Larue, Executive V.P. KTVR, KEystone 4-8281, 550 Lincoln St., Denver, Colo.

KTVR *the Station of the Stars*
Channel 2 DENVER, COLORADO

Our Thanks to these national advertisers who helped our M-G-M Movie Theater get off to such a tremendous start:

AMERICAN CHICLE
ARMSTRONG TIRES
BISSELL CARPET SWEEPERS
BROWN & WILLIAMSON
BRYLCREEM
COLGATE-PALMOLIVE
DRI-ZIT INC.
FORD
GROCERY PRODUCTS
THEO. H. HAMM BREWING CO.
LEVER BROS.
THOS. J. LIPTON CO.
P. LORILLARD
MARY ELLEN DIST. CO.
MAYBELLINE
PHILIP MORRIS
PLYMOUTH
PONTIAC
PROCTOR & GAMBLE
RALSTON
READERS DIGEST
SEABOARD FINANCE
SINCLAIR REFINING
STUDEBAKER

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 24, 1956 35¢ PER COPY

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21.8% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 21.8% more on autos* than families in Grade B area of any other RICHMOND market TV station

*Automobiles, tires, batteries, accessories
Source: Sidney Hollander Associates

Amount Spent on Autos by Grade B Area Families

WXEX-TV	$170,145,000
Station B	$139,070,000
Station C	$139,691,000

WXEX-TV

Tom Tinsley, President — NBC BASIC—CHANNEL 8 — Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

A Merry Christmas and a Happy New Year from KVTV'S TALENT TEAM



homemaker

Jan Voss

Hostess on KVTV's Open House and the *Homemaker* home makers rely on—with sales results to prove it.



weatherman

Conrad Johnson

Mr. Weather in the 3-state KVTV area. Continually sponsored, 5 days a week, by the same advertiser for over three years.



news editor

Austin Schneider

Consistently first with the *News* in Sioux City. A news show that lends authority to your sales message.



women's feature editor

Marge Hinshaw

"At Home" with Marge Hinshaw is filled with helpful "how-to's" for homemakers, women's news, fashions, and decorating ideas that make sales and faithful listeners.



sports editor

Les Davis

Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.



cowboy

Canyon Kid

Jim Henry, the genial Kid's Kowboy with a faithful retinue of sidekicks. Sioux City's only daily children's participation show.

Dominant in all Departments*

NETWORK	SYNDICATED	PERSONALITIES
Top 20 Network shows	Top 11 Syndicated shows	All of the top 39 local live shows

* *Aug. '56 Sioux City Telepulse*

CBS • ABC

KVTV Channel 9

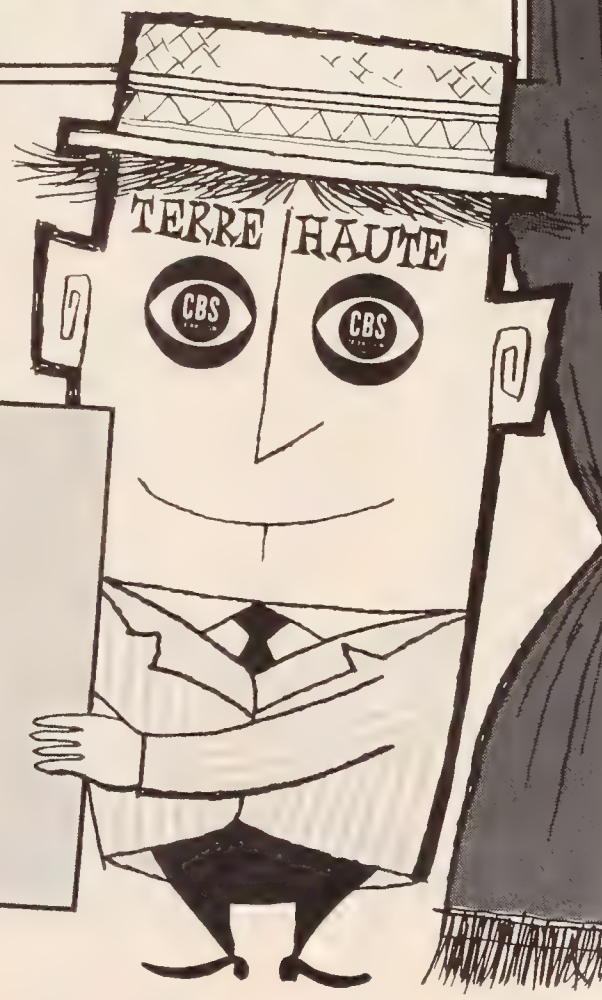
SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

See Your Katz Representative

INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE



PRESENTING

251,970

TV HOMES IN THE TERRE HAUTE TV MARKET!

BOLLING CO.
NEW YORK
CHICAGO
BOSTON
SAN FRANCISCO
LOS ANGELES

CBS TELEVISION

WTHI - TV

TERRE HAUTE, INDIANA

CBS, NBC, and ABC Television Networks

T M.—CBS-TV

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STEINMAN STATIONS
Clair McCollough, Gen. Mgr.

Merry Christmas to all
and to all a good year

closed circuit®

$23 MILLION FOR 1 • That's price placed by corporate owner on his vhf station in major market (one of first ten) in last few weeks. While there was no deal, it's understood $23 million price could be supported based on earnings. Biggest price so far paid for tv outlet was Westinghouse $10 million purchase of WDTV (TV) Pittsburgh, now KDKA-TV, in Jan. 1955.

B•T

NBC RADIO is on verge of selling second half of its projected hourly five-minute newscast series. It's being considered by Brown & Williamson Tobacco Co., through Ted Bates agency, and decision is expected this week. Other half already sold to Bristol-Myers in transaction representing $2.1 million net annual billing to NBC.

B•T

COLOR COSTS • Size of RCA's investment in color television due to be pointed up shortly in public release—for first time—of actual figures on sales, losses, etc. Brig. Gen. David Sarnoff, board chairman, is preparing statement which will show RCA took overall net loss of more than $6.5 million on color this year (counting color programming costs and advertising of color, as well as developmental and training expenditures). He looks for modest profit on color sets and color tubes in last half of next year, and after that expects all color tv to become substantially profitable. RCA 21-inch color set sales to date total more than 100,000 (company is shooting for more than twice that in 1957), and total factory billing price of color sets and color equipment sold up to now comes to almost $60 million.

B•T

CHARLES WILLIS, former special assistant at White House, is due for big job at Ruthrauff & Ryan. Since leaving Eisenhower staff, Mr. Willis has been consultant to W. R. Grace & Co. He'll join R&R as financial vice president and assistant to President F. Kenneth Beirn.

B•T

TEST CASE • Hollywood film producers and distributors are figuring ways to exploit high ratings scored by feature films on KTTV (TV) Los Angeles. Newly issued Pulse report for November put KTTV's Friday night *Colgate Theatre* (using MGM movies) ahead of all competition and station's nightly presentation of other films from same library well into top 10 multi-weekly network and local shows. Film interests are particularly watching for favorable Colgate reaction which they can use to quote to other national advertisers who are prospects for spot film buys.

B•T

CRAVATH, Swaine & Moore, New York law firm which has represented CBS Inc. in its legislative hearings in Congress (Magnuson and Celler Committee hearings last session) also has been retained by CBS for representation in music-copyright and certain other fields. Bruce Bromley, senior partner, is personally handling representation.

B•T

LONG WAY OUT • Solicitor General J. Lee Rankin has said no to FCC's desire to take Shreveport, La., ch. 12 case to U. S. Supreme Court. Last October, FCC was told to reopen vhf hearing to take into account death of Don George, principal owner of successful KSLA-TV Shreveport [B•T, Oct 8]. FCC at argument before lower court contended vigorously that death of Mr. George came long after final decision was rendered, but court remanded case from bench. Commission lawyers, discouraged, feel this means some cases may never be brought to legal conclusion without long litigation.

B•T

ANNOUNCEMENT will be made this week of appointment of Millard F. French, who served as an FCC examiner from 1953 to 1955 and since has been on FCC legal staff, to return to examiner staff. He is native of Beckley, W. Va.

B•T

FULL VIEW • Upon instruction from FCC, staff is drawing up proposed order which would provide for "spectrum analysis" down to 25 mc. This order, which probably will be adopted next month, would widen already-in-work above 890 mc. study. Study is deemed necessary because of pending petitions from industrial and other users for more spectrum space, plus preparatory work for 1959 International Telecommunications Conference. One question is whether best interests would be served by opening entire spectrum or only selected portions.

B•T

ALTHOUGH commercial tv spot activity at Warner Bros. is on upswing, Hollywood movie major has delayed opening of New York tv office until after holidays because proposed manager for agency film field became unavailable at last moment. As result, Chicago office appointment has been postponed since New York manager will make selection.

B•T

FULL EXPOSURE • There's more than curiosity involved in ch. 3 WISC-TV Madison, Wis., request for books of Madison uhf stations—which was denied by FCC last week. Basic element in asking that FCC issue *subpena duces tecum* is belief that whole deintermixture proposal is predicated on economics (uhf stations can't make out vs. vhf outlets), and that brings it into common carrier classification. Thus, WISC-TV thinking goes, Commission consideration should treat matter like common carrier rate case, examine books, check rate cards, salaries paid principals, advertising contracts, ets., etc. Commission said request could be resubmitted at later proceeding.

B•T

TEX AND JINX (Falkenburg) McCrary's interview programs on WRCA New York, station fixtures since 1946, may soon be syndicated. Tex & Jinx office in New York reportedly has set up syndication branch headed by former executive producer Jerome M. Landay. Deal, said to be currently under negotiation by NBC Spot Sales with major radio advertiser, would provide for strip of programs that would include excerpts of interviews with government and diplomatic people and show business stars. Series would be placed for domestic and foreign distribution.

B•T

GOLF ON TV • There's more than pure golf competition in matches being played by big name stars at Arizona Biltmore in Phoenix. Pete DeMet, Chicago tv producer and automobile executive, is filming two 13-match all-star golf series for 1957, available for tv sponsorship, and reportedly has General Motors, Ford and certain brewing interests interested, presumably for network series to be scheduled this spring.

B•T

MR. DEMET, who completed filming of first cycle of 13 Dec. 6, hasn't yet decided on time and place for second cycle. Six cameramen required more than six hours for first few matches but final match took five hours and he expects to get timing down to four hours—not much longer than normal match. All cameras will be on jeeps or trucks with hydraulic lifts.

B•T

MANANA • FCC Comr. Rosel H. Hyde plans to fly to Mexico City second week in January to sign U. S.-Mexico treaty on radio frequencies. He was scheduled to leave last week, but slight hitch (nothing major), with intervening Christmas holidays, made new timetable advisable and acceptable to Mexican opposite number.

B•T

WHAT is believed to be first non-network European office for broadcast entity (even in combination with newspaper) being established next month by Washington Post Co. stations (WTOP-AM-FM-TV Washington; WMBR-AM-FM-TV Jacksonville). Murray Marder, veteran staff correspondent, will establish headquarters in Manchester Guardian *Building, London, and, under present plans, do one to one-and-a-half minute daily dispatches for broadcast operations to be transmitted by telephone, in addition to his* Washington Post *copy.*



Time to throw out the old Minneapolis-St. Paul radio data, too!

There's a new listen in the Twin Cities. Audience patterns have changed drastically. And Storz Station programming is *responsible*. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign. It's very nearly unanimous: Hooper, Pulse, Nielson and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. Make sure you buy Minneapolis-St. Paul with the *new* data . . . which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

WDGY

50,000 watts and a nearly perfect-circle daytime signal

MINNEAPOLIS-ST. PAUL

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

TIME INC. GETS BITNER PROPERTIES, PAYS $15,750,000 FOR 3 TVS, 3 AMS

TIME INC. becomes owner of radio and television stations in Indianapolis, Minneapolis-St. Paul and Grand Rapids (subject to usual FCC approval) with acceptance last Friday of its $15,750,000 bid for assets of Consolidated Television & Radio Broadcasters Inc. by Harry M. Bitner Sr., president, and his board. Bitner acceptance is subject to approval of Consolidated stockholders by two-thirds vote.

While details still were to be cleared up, announcement was made by Mr. Bitner of favorable action at special board meeting in Princeton, N. J. Excluded from sale is WFDF Flint, Mich., which will be retained by Bitner group. Involved are WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul, WOOD-AM-TV Grand Rapids and two subsidiary companies, Lansmore Corp., (real estate firm) and Artists Inc.

Time Inc. made its bid, along with others, after Crowell-Collier proposal for acquisition of properties, plus WFDF, for $16,200,000 had foundered, only to be followed by folding of remaining Crowell-Collier publications, *Collier's* and *Woman's Home Companion* (story page 62). Purchase price exceeds by few cents $20-per-share guarantee made by Crowell-Collier.

Corollary transaction, necessitated by FCC's multiple ownership regulation, will be sale of KOB-AM-TV Albuquerque by Time Inc.

Time Inc. bid was submitted Dec. 12 for package, minus WFDF. There had been other bids for individual properties, including one from Harold Gross, president of WJIM-AM-TV Lansing, for Grand Rapids properties, and from Meredith Publishing Co. for Minneapolis-St. Paul properties. Weston C. Pullen Jr., Time Inc. vice president, was in charge of negotiations for his organization.

Wayne Coy, former FCC chairman, president and general manager of Albuquerque operations and 50% owner of stations, is expected to move to Indianapolis in charge of the WFBM operations upon transfer of the stations. So far as is known, no immediate changes in management of other Consolidated stations is contemplated.

Time's bid provided for $125,000 down, equal amount when contract is signed, and $14,892,-800 on closing. Remaining $607,200 would be held in escrow.

Contract provides that present network affiliations shall remain intact with no cancellation notices. It is understood assurances were received from NBC that affiliations in Indianapolis and Grand Rapids will continue and from ABC that Minneapolis-St. Paul affiliation would not be affected for usual contract terms.

Contract provides also that if within eight months of stockholders' approval FCC shall have failed or refused to grant written consent or if final order is not subject to either administrative or judicial review, either buyer or seller may terminate agreement upon five days notice.

Included also is five-year covenant against competing directly or indirectly in radio or tv within 75 airline miles radius of three cities other than as stockholder in corporation listed on national securities exchange. Covenant ap- to Messrs. Bitner Sr. and Jr.

If agreement terminates, Bitner will return $250,000 deposit to Time, but if Time is in material breach of contract and if Bitner is not, Bitner would retain deposit as "liquidated damages." Agreement specifies that Howard E. Stark is recognized as broker for Time Inc. and is entitled to commission and that Reynolds & Co., through Vice President Robert Palmer, stock exchange members is broker for Bitner.

Geare-Marston, R&R Merge; Billings Now $40-45 Million

MERGER of Geare-Marston Inc., Philadelphia and New York, with Ruthrauff & Ryan, New York, being announced today (Mon.) by G-M's president, Norman W. Geare, and R&R President F. Kenneth Beirn. The $7 million agency ($2 million in broadcast billing) will operate as division of R&R by keeping corporate name, will boost Ruthrauff & Ryan into $40-45 million billing category.

Heavy on industrial accounts, Geare-Marston brings to Ruthrauff & Ryan such principal accounts as American Cyanamid Co. (Lederle Labs and fine chemical divs.), Johnson & Johnson's Personal Products Div. (Jonny Mop), Caloric Appliance Corp. (stoves), Budd Co. (Continental-Diamond Fibre Div.), Electric Storage Battery Co., Pennsylvania Salt Mfg. Co. and Valspar Corp. (paints). Geare-Marston, also serving Strawbridge & Clothier, Philadelphia, is credited with starting saturation tv spot campaigns for local department stories. Ruthrauff & Ryan has offices in Houston, Chicago, Cincinnati, Dallas, Detroit, Los Angeles, St. Louis, St. Paul, San Francisco, Seattle and Washington, D. C.

Reprieve for Tv Set Makers

TELEVISION receiver manufacturers Friday received six-month extension to put into effect power line interference limits on all new tv sets. Limitation—100 microvolts—is effective on all models made after Dec. 31, with requirement that limit for frequencies between 3 and 25 mc be put into effect on all new models made after June 30, 1957, and on all receivers manufactured after Dec. 31, 1957. The deadlines, listed in Sec. 15.68(c), had been six months earlier in each instance.

SIX FOR 'TONIGHT'

SIX newsmen for NBC-TV *Tonight* series under new format named Friday by network (early story, page 58). They are—New York: Hy Gardner, *New York Herald Tribune;* Bob Considine, Hearst INS; Earl Wilson, Post-Hall Syndicate. Chicago: Irving Kupcinet, *Chicago Sun Times.* Los Angeles: Vern Scott, United Press, and Paul Coates, *Los Angeles Mirror-News.*

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

COFFEE CAMPAIGN • American Home Foods (G. Washington coffee), N. Y., looking for availabilities in 25 markets from Maine to Baltimore and west to Ohio in order to line up 36 radio stations in time for 12-week spot drive starting Jan. 7. Agency: Charles W. Hoyt, N. Y.

BUSY AT BURNETT • Considerable spot activity reported Friday at Leo Burnett Co., Chicago, for Pure Oil and Marlboro cigarette accounts. Plans underway for radio-tv spot drives by Pure in 10-12 markets for six weeks starting about Jan. 18, to be followed by another eight week campaign. Spots to run about 20 per week per market. Drive kicks off Pure Oil's 1957 advertising schedule, reportedly to represent in excess of $1 million for broadcast media by regional oil firm. Marlboro campaign details unknown but said to involve heavy spot radio schedule.

BEANS BUYING • Heinz camp side beans buying radio spot announcement campaign to start Jan. 14 in 16 markets for seven weeks. Maxon Inc., N. Y., is agency.

BACK TO SPOT • Ex-Lax Inc., N. Y., which has sponsored several daytime serials on CBS Radio, is expected to drop them and return to spot radio and television buys early next year. Warwick & Legler, N. Y., is agency.

'LIFE' SATURATES • *Life* magazine, N. Y., placing saturation spot announcement schedule for one week starting Jan. 21 in nearly 20 *Life* radio and tv markets. Young & Rubicam, N. Y., is agency.

PAPER BUSINESS • Hudson Pulp & Paper Co., N. Y., buying four-week radio spot announcement campaign starting Jan. 6 in about half-dozen markets. Norman, Craig & Kummel, N. Y., is agency.

STRAWS FOR R&R • Flav-R-Straws Inc., Mt. Vernon, N. Y., which has been allocating its nearly $1 million budget almost entirely in broadcasting, is expected to appoint Ruthrauff & Ryan, N. Y., as agency sometime this week. Account has been serviced by Dowd, Redfield & Johnstone, N. Y. George Wolf, R&R radio-tv vice president, has been working on special nine-hour cartoon spectacular on WABD (TV) New York to be sponsored by Flav-R-Straws tomorrow (Tues.).

FARM SPOTS • Merck & Co. (chemicals), Rahway, N. J., getting ready for new market year by lining up schedule of small farm market radio stations in 12 areas for Nicarbazin, poultry antibiotic. Campaign to start in January, running indefinite length of time. Charles W. Hoyt, N. Y., is agency.

TESTING • Monticello Drug Co., Jacksonville, Fla., which has been serving Negro market

Continues on page 9



AD MAN POPS ON IN CENTER OF HIS FAMILY ON CHRISTMAS MORNING

WHEN-TV NARRATOR:

"Merry Christmas,



FLIP OVER TO SAME AD MAN IN NEW YEAR'S EVE SCENE

and a Happy New Year!"

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Seaboard Fails in Motion To Force Franco Bond

MOTION by Seaboard Drug Co. to require that Carlos Franco Assoc., New York, put up $200,000 bond to protect Seaboard's interests and stockholders in agency's double suit against drug manufacturer and Grant Adv. [B•T, Dec. 10], was denied Friday by New York Supreme Court Judge Irving A. Saypol. Judge Saypol said "defendant fails to set forth any facts to show that the undertaking already filed will not be sufficient for its purposes. The mere conclusory statement that the attachment (warrant of attachment by Franco impounding Seaboard's account at Chemical Corn Exchange Bank and customer levies) has caused damage to defendant's business reputation does not justify such relief." Mr. Franco told B•T: "We have just scored our first victory." Counsel for Seaboard could not be reached Friday for comment.

WGN-TV Called Timid by 'News'

Chicago Daily News, owned by John S. Knight interests (newspapers, station properties), Friday accused WGN-TV there of "excessive timidity" and "yielding to protests" in cancelling Martin Luther film (story, page 62). In editorial, *News* saw "no good reason" why movie shouldn't be seen on television, "assuming it to be a reasonably authoritative version" of reformer's life. Flurry could be "most easily resolved," editorial added, "by voting citation to tv station for excessive timidity."

WNHC Becomes ABC Basic

WNHC New Haven, Conn., will join ABC Radio as basic affiliate Jan. 6, it was announced Friday by Roger W. Clipp, vice president of radio-tv div., Triangle Publications Inc., owner-operator of station, and Edward J. DeGray, ABC Radio's station relations director. Other Triangle stations affiliated with ABC Radio are WFIL Philadelphia and WHGB Harrisburg, Pa. Station operates on 1340 kc with 250 w.

Three More Uhfs Give Up

THREE more uhfs came to end of line last Friday, two which got on air and went off and one which never got on. FCC deleted for lack of prosecution ch. 21 WIRK-TV West Palm Beach, Fla., and ch. 29 WOTV (TV) Richmond, Va. In letter to FCC ch. 20 WAAB-TV Worcester, Mass., asked Commission to dismiss without prejudice station's application for extension of time to construct, contending that prospects for survival were "extremely hazardous." WAAB-TV reiterated request that ch. 3 Hartford, Conn., be allocated to Worcester area.

NABET, KOBY Settle Strike

ELEVEN-WEEK NABET strike at KOBY San Francisco settled, according to union and David Segal, station operator. Four engineers and one announcer, NABET members, returned to station and four announcers at station are to join union. Announcers to get $150 per week. Contract allows combination men first year and establishes union shop.

BREAK FOR HUNGARY

STATION BREAKS with Balkan accents. That's way WRCA-AM-TV New York officials described series of unique Christmas messages scheduled for two stations past weekend and Christmas Day. Reading 20, 30, and 40 second station breaks were Hungarian refugees newly arrived at Camp Kilmer, N. J., for their first U. S. Christmas. Spots were recorded at refugee processing center at Kilmer.

Judge Bars Shorthand Notes In California Kidnap Trial

CALIFORNIA JUDGE Friday refused to allow KFMB-TV San Diego secretary to take shorthand notes of testimony in kidnap trial. Day before, Judge John A. Hewicker of State Supreme Court stopped station from using stenotype operator to take testimony, and earlier [B•T, Dec. 17] had threatened to cite newsman Harold Keen for contempt for interviewing witnesses out of court. Longhand notes would be permitted.

After barring note-taking by secretary (Mrs. Lou Throop, secretary to Station General Manager George Whitney), judge told Mr. Keen that if he wanted to force showdown, he could "go to court and have me reversed." Station did not indicate if it would.

Judge said that if reporters want record of trial they must wait for publication of official court transcript, and pay for it.

On other side of issue, Judge Hewicker said Friday that Mr. Keen could interview witnesses, but only after they had been excused by court.

WBKB (TV) Cancels Pro Ball Film

WBKB (TV) Chicago, caught in middle of new National Football League squabble, decided Friday to cancel film of controversial Bears-Cardinals game Saturday "for reasons beyond our control." Decision stemmed from Commissioner Bert Bell's ruling to Cardinals that one hour film could not be run with editorial commentary or stills defending team's claim of rule infractions. Commissioner's office reportedly also urged WBKB not to run movie lest it be "party to controversy." Film is understood to be one submitted to Commissioner Bell with Cardinal's official protest. NFL has been beset past fortnight with "dirty football" charges.

More Service by Trendex

EXPANDED SERVICES announced Friday by Trendex. Firm plans to provide special "retabulation" of actual ages and sex of viewers to specific programs in addition to its regular audience composition report now published three times in year. Also to be added is data on "flow of audience," showing percent inherited from previous program, from competing networks and from homes in which set was turned on during program. At same time, Trendex will increase its half-hour sample from 800 tv homes called to 1,000 tv homes called in that half-hour period. Trendex also reported it is offering quantitative surveys based on homes owning tv set capable of receiving telecasts in color.

PEOPLE

EMERSON (TIM) ELLIOTT, vice president and media director, Fletcher D. Richards, N. Y., to Ogilvy, Benson & Mather, N. Y., Jan. 2, as director of media, succeeding **JAMES J. McCAFFERY,** recently elected senior vice president of OB&M.

JACK NEWELL, media buyer, BBDO, N. Y., transferred to agency's Los Angeles office as media director.

ROBERT N. CLARK Jr., partner in Wank, McDonald & Lee, San Francisco, to Doherty, Clifford, Steers & Shenfield, N. Y.

THOMAS W. REDSTONE, formerly in sales with WNRC New Rochelle, N. Y., and Northwest Airlines, N. Y., to sales staff of Joseph Hershey McGillvra, N. Y., station representative.

HILDA BARNES, W. R. Simmons & Assoc., and **JAMES K. HARELSON,** Paul H. Raymer Co., Chicago, to Grey Adv. as project director in marketing and research and television producer, respectively.

PAUL STODDARD, account executive, KABC-TV Los Angeles, to sales staff KTLA (TV) there.

PAUL MASTERSON, for 15 years radio-tv announcer newscaster for ABC Western Div., to KABC-TV Los Angeles Jan. 1 as account executive, giving up program duties.

• BUSINESS BRIEFLY

Continued from page 7

with 666 cold preparations, 666 balm and 666 malaria preparations, currently testing new cold remedy in two southern markets. New pharmaceutical product will be introduced in mid-1957 or later. Charles W. Hoyt is agency.

FRITOS FOR BREAKFAST • Frito Co. (Fritos snack food), Dallas, buys three weekly five-minute segments of ABC Radio's *Breakfast Club,* Mon.-Fri., 8-9 a.m., for 13 weeks effective Feb. 4. Agency: Tracy-Locke Co., same city.

'CLOCK' SET BACK • Hazel Bishop will move *Beat the Clock* out of its Saturday, 7-7:30 p.m. EST period on CBS-TV and into Friday, 7:30-8 p.m. slot, on Feb. 1, replacing *My Friend Flicka,* which Colgate-Palmolive will drop. Network has not indicated show it will place in spot vacated by *Clock.* Hazel Bishop's move prompted by second show it will be sponsoring *(On Your Own)* on Saturdays, 10:30-11 p.m. EST, on CBS-TV. Raymond Spector Co., N. Y., is Hazel Bishop's agency; Lennen & Newell, N. Y., is C-P's.

'PRESS CONFERENCE' MOVES • Corn Products Refining Co., N. Y., moving its *Press Conference* on ABC-TV from 8:30-9 p.m. to 5:30-6 p.m. Sundays, effective next Sunday. *It's Polka Time* (co-op) will move from Tuesday, 10-10:30 p.m., into slot vacated by Corn Products. C. L. Miller, N. Y., is Corn Products' agency.

Transistor Radio for DuMont

ALLEN B. DUMONT Labs Friday announced having entered transistor portable radio field with new Transistor model, said to feature six times volume of ordinary transistor radios and twice volume of many standard portables. New radio, retailing at suggested list price of $89.95, now is being shipped to DuMont distributors.

the week in brief

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Comr. Craven proposes dropping area restrictions, allocating purely by engineering standards; plan seen as permitting at least 25 new vhf stations .27

SPOT BILLINGS OF TOP AGENCIES

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SRA figures show this year running 20% better than last, with spot radio time sales estimated at $150 million for the year; 1957 expected to top 1956 35

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AFM Local 47 climaxes year-long rebellion by electing anti-Petrillo slate of officers for '57-'58 50

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Possibility that Chairman McConnaughey and Comr. Lee may return to private life starts speculation as to successors; Ellsworth and Clinton mentioned 51

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Will use money to pay off existing debts of $37 million and to finance further growth in television, Goldenson tells stockholders 58

CBS-TV TAPING GODFREY

Three-week use of Ampex video tape recorders on tv news series leads network to extend process to other shows, starting with tonight's Arthur Godfrey Talent Scouts 59

TV NETWORK SALES RISE

October is best month of year, with $45.5 million in gross time sales for three tv networks, 19.6% ahead of October 1955 gross, PIB reports .59

PEOPLE WANT RADIOS

Rising demand for home, portable and clock radios is shown by RETMA reports of set shipments for first 10 months, with 1956 running 20% ahead of 1955 68

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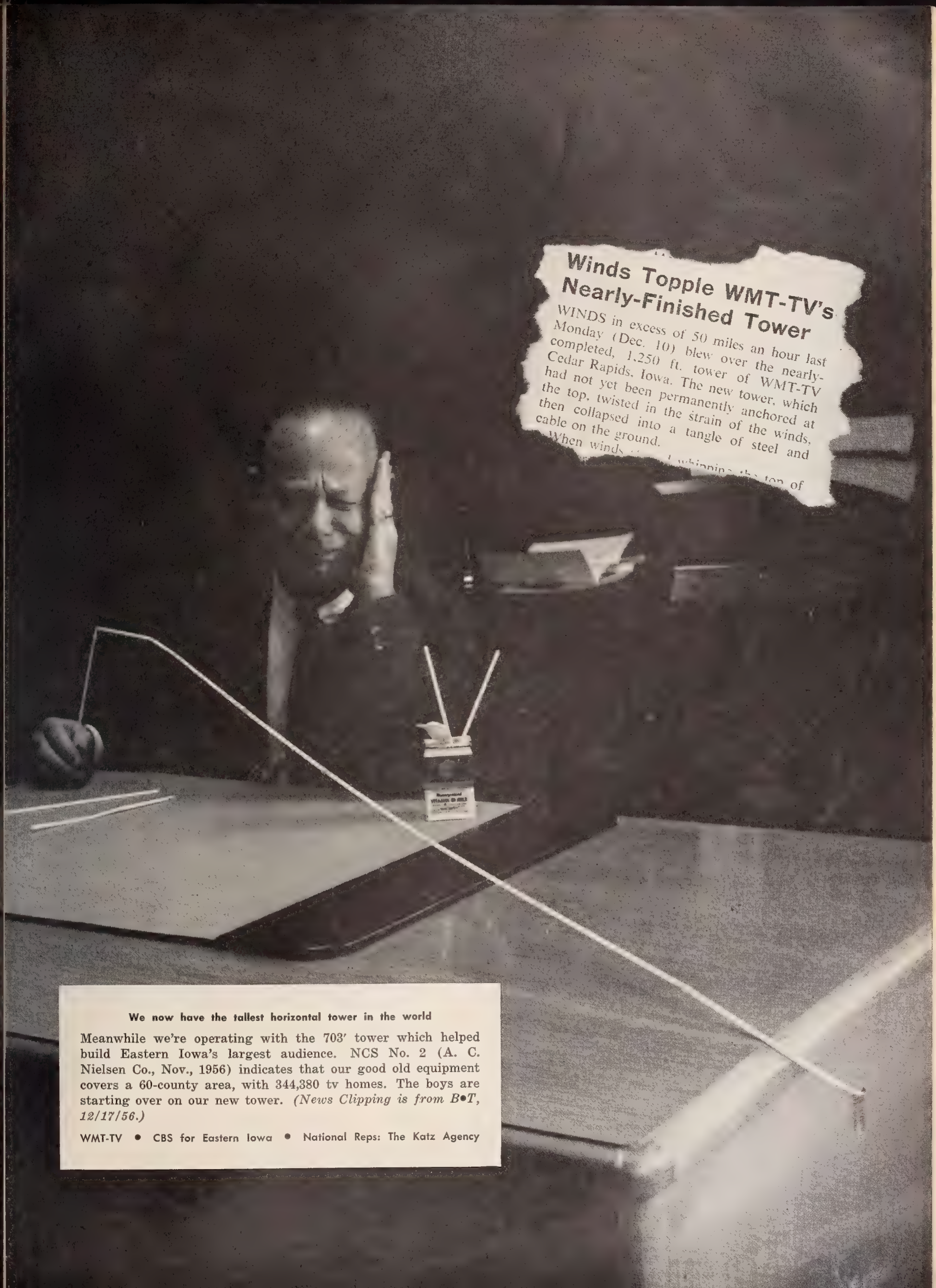
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*Reg. U. S. Patent Office

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We now have the tallest horizontal tower in the world

Meanwhile we're operating with the 703′ tower which helped build Eastern Iowa's largest audience. NCS No. 2 (A. C. Nielsen Co., Nov., 1956) indicates that our good old equipment covers a 60-county area, with 344,380 tv homes. The boys are starting over on our new tower. *(News Clipping is from B•T, 12/17/56.)*

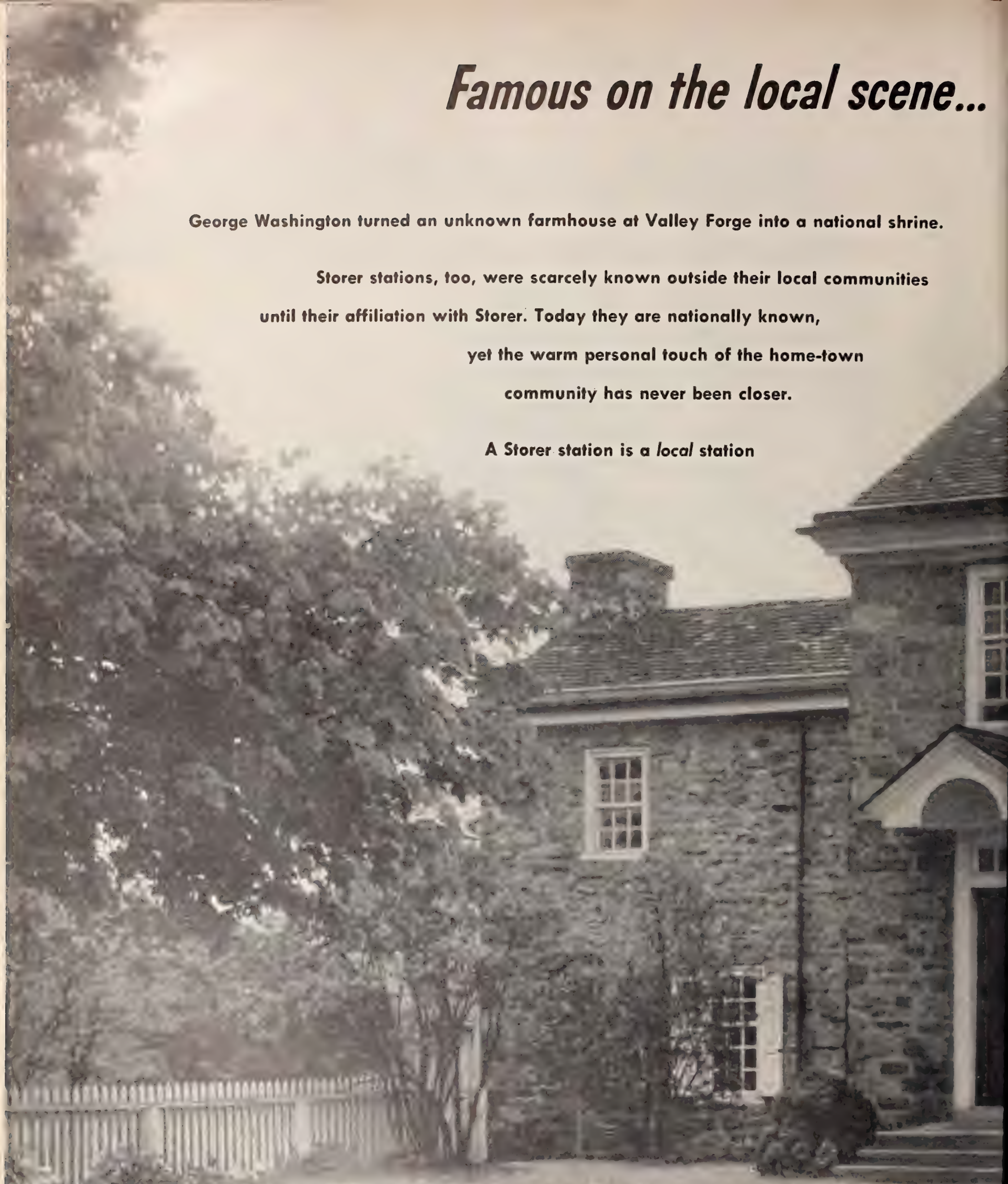
WMT-TV • CBS for Eastern Iowa • National Reps: The Katz Agency

Famous on the local scene...

George Washington turned an unknown farmhouse at Valley Forge into a national shrine.

Storer stations, too, were scarcely known outside their local communities until their affiliation with Storer. Today they are nationally known, yet the warm personal touch of the home-town community has never been closer.

A Storer station is a *local* station



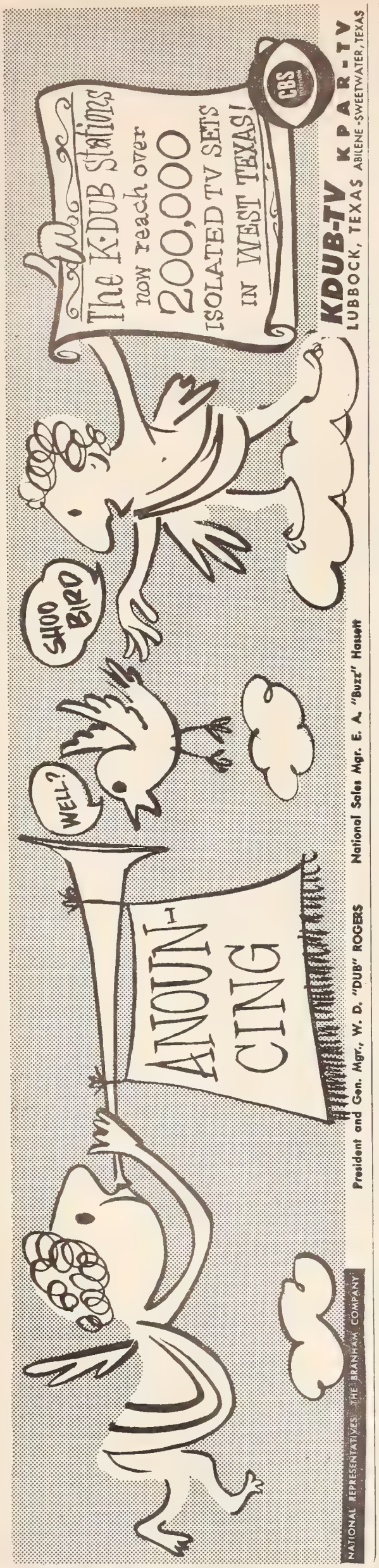
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WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WBRC-TV Birmingham, Ala.	KPTV Portland, Ore.	WGBS-TV Miami, Fla.
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WBRC Birmingham, Ala.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

yet known throughout the nation.



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THE LITTLE FOXES

THE NAME Greer Garson has always been synonymous with Mrs. Miniver, the late Jan Struther's British housewife who maintained a stiff upper lip so convincingly throughout the MGM film of the same name. We're happy to report that this is still so, either because of or despite Miss Garson's appearance on last week's *Hallmark Hall of Fame.*

In her efforts to portray Regina Giddens, the bitchy heroine of Lillian Hellman's scathing portrait of post-Civil War southern society, "The Little Foxes," Miss Garson not only maintained that stiff upper lip—she bit right through it. Game girl, but let's face it, no one—least of all a darling of sophistication—could out-venom Tallulah Bankhead or Bette Davis, both of whom perfected the role a decade or so ago. To quote one viewer, "It would seem Miss Garson's Southern accent was lent her by NBC's Special Effects Dept."

On the credit side of the ledger, a salute to associate producer-adapter Bob Hartung who, with a keen editorial skill and an obvious appreciation for the play, fitted the story into the 90-minute slot without trimming too much. In the acting department, Miss Garson notwithstanding, Sidney Blackmer, though no Charles Dingle, lent sufficient maturity to the part of Ben Hubbard to take the spotlight away from such accomplished actors as Franchot Tone, Eileen Heckart and E. G. Marshall.

Production costs: Approximately $130,000.

Sponsored by Hallmark Cards Inc., Kansas City, through Foote, Cone & Belding, Chicago, on NBC-TV, Sunday, Dec. 16, 7:30-9 p.m.

"The Little Foxes", an original play by Lillian Hellman, adapted for tv by Robert Hartung. Executive producer: Mildred Freed Alberg; producer-director: George Schaefer; assoc. producer-director: Mr. Hartung; scenery: Otis Riggs; costumes: Noel Taylor; program supervisor: Joseph Cunneff; unit manager: Brice Howard; technical director: Robert Long.

Cast: Greer Garson, Franchot Tone, Sidney Blackmer, E. G. Marshall, Eileen Heckart, Peter Kelley, Lauren Gilbert, Mildred Trares, Lloyd C. Richards, Georgia Burke.

CAN DO

REVERSING the trend of quiz shows to demand more and more expert knowledge on the part of their contestants, *Can Do* demands no knowledge whatever. To win up to $50,000 in cash on NBC-TV's Monday night (9-9:30 p.m.) series, all that is necessary is to guess, several times, whether or not a celebrity will be able to perform a more or less difficult stunt and to guide him in each guess the contestant is given the results of 100 experimental runs of the stunt conducted by the American Standards Testing Bureau.

On the Dec. 17 telecast, the series' third program, Florida realtor Robert Sullivan won $12,500 by guessing correctly that the team of Debbie Reynolds and Eddie Fisher could not complete 10 volleys on a mutilated pingpong table, could make two goals on a rollerskate hockey court against a mechanical goalie and could not score four out of five baskets from a swing, and that Rory Calhoun, Hollywood actor and archer, could put arrows into six of ten 10-inch targets at 40 feet. Tonight (Monday, Dec. 24) Mr. Sullivan will decide whether to keep his $12,500 or to try to increase it by further guesses. The public had the last guess, that *Can Do* would not do. It goes off next month.

Production costs: Approximately $25,000.

Sponsored by Revlon through C. J. La Roche on NBC-TV, Monday, 9-9:30 p.m. EST.

Producer: Tom Naud; a Phillip production based on idea by Joe Cates and Elroy Schwartz; m.c.: Robert Alda.

TO TELL THE TRUTH

UNLIKE the *Can Do* procedure, the new CBS-TV quiz show, *To Tell the Truth,* puts both its guests and its panelists through a rigorous round of mental exercise, as the four panelists endeavor to find out which of three individuals claiming the same name is the genuine article.

In *To Tell the Truth,* the true man must do so; the two phonies can lie as much as they please to keep the panel confused. The panel, given a number of biological facts—he was once a Fuller Brush man, he taught high school biology, etc.—got a total of five minutes, broken into 30-second sequences, in which to question the trio. Then the panelists by ballot, and the studio audience, by pressing buttons on the chairs, indicated their selection of the real Mr. X.

Just how difficult that was is indicated by the first night's score, when the four panelists—songstress Polly Bergen, newscaster John Cameron Swayze, actress Hildy Parks and comedian Dick Van Dyke—and the majority of the audience (whose vote counted as one) failed to cast a single vote for either of the two real individuals appearing on the program's telecast.

Despite its complications, which at times threatened to throw master of ceremonies Bud Collyer, *To Tell the Truth* opened with an entertaining half-hour for the viewing audience, which may be a sign for a run as long as that of its illustrious model, *What's My Line?*

Production costs: Approximately $30,000.

Sponsored by Pharmaceuticals Inc. through Edward Kletter on CBS-TV, Tuesday, 9-9:30 p.m. EST.

A Goodson-Todman production; producer: Gil Fates; director: Franklin Heller.

Panel: Polly Bergen, John Cameron Swayze, Dick Van Dyke and Hildy Parks.

SEEN AND HEARD

The old adage about the worst overacting coming from non-actors asked to act out their real life jobs on stage or before a camera was proved all over again last Tuesday, when Marlo Lewis, John Wray and other *Ed Sullivan Show* staffers portrayed themselves at work in the hilarious burlesque of their own program on the *Phil Silvers show.* There was nothing amateurish about



Will Atlanta's 1,000,000 people of 1961 be buying your brand...or your competitor's?

In less than five years Atlanta's current metropolitan area population of 869,014 will have surpassed a million.

This market of a million, however, will not be wooed and won in 1961. Consumer acceptances being built today will determine Atlanta's brand leaders of tomorrow. Your promotion dollar will go further today than it will tomorrow. Your opportunity, therefore, is twofold.

Immediate profits and growing dividends are open to you through WSB Radio and WSB-TV. Stake out your claims now on the South's largest radio and television audience.

• • •

WSB and WSB-TV are affiliates of The Atlanta Journal and The Atlanta Constitution. NBC affiliate. Represented by Edward Petry and Company.

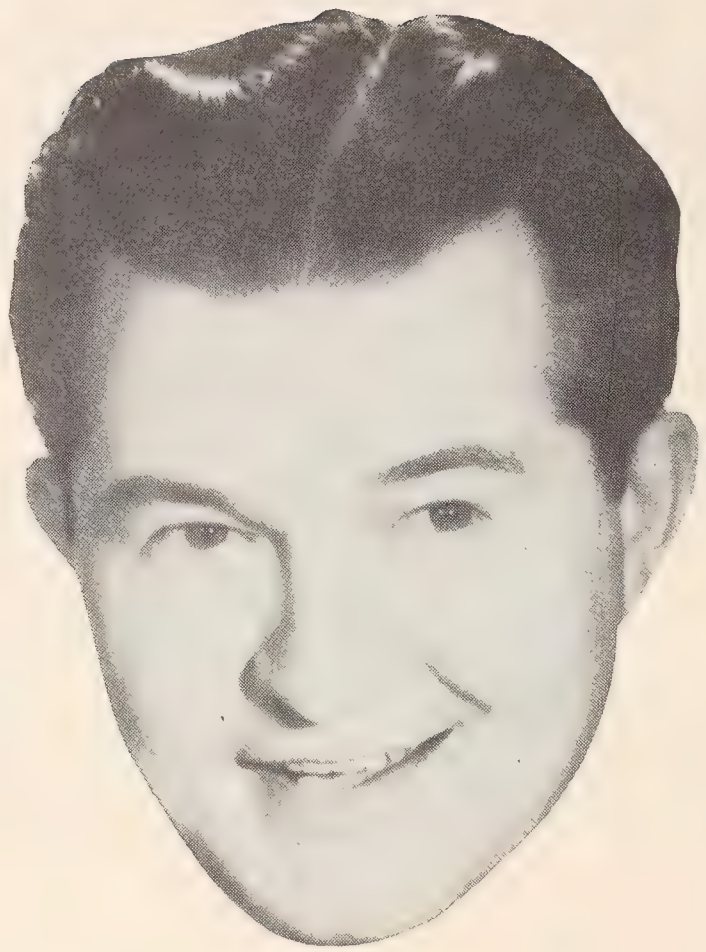
Leadership is traditional . . .



wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

. . . Sunday



MAC McGUIRE NOW ON WPEN

SUNDAY
10 A.M. to 6 P.M.

Mac McGuire conducted Philadelphia's most popular morning program when he was with another station. We are happy to welcome him—and his large audience—to WPEN.

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All programs broadcast



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5 A.M.-9 A.M.



PAT & JACK
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RED BENSON
10 A.M.-1 P.M.



CAL MILNER & LARRY BROWN
1 P.M.-7 P.M.



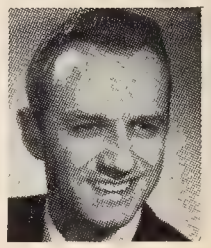
ART RAYMOND
2 A.M.-5 A.M.



JULES RIND
News throughout the morning



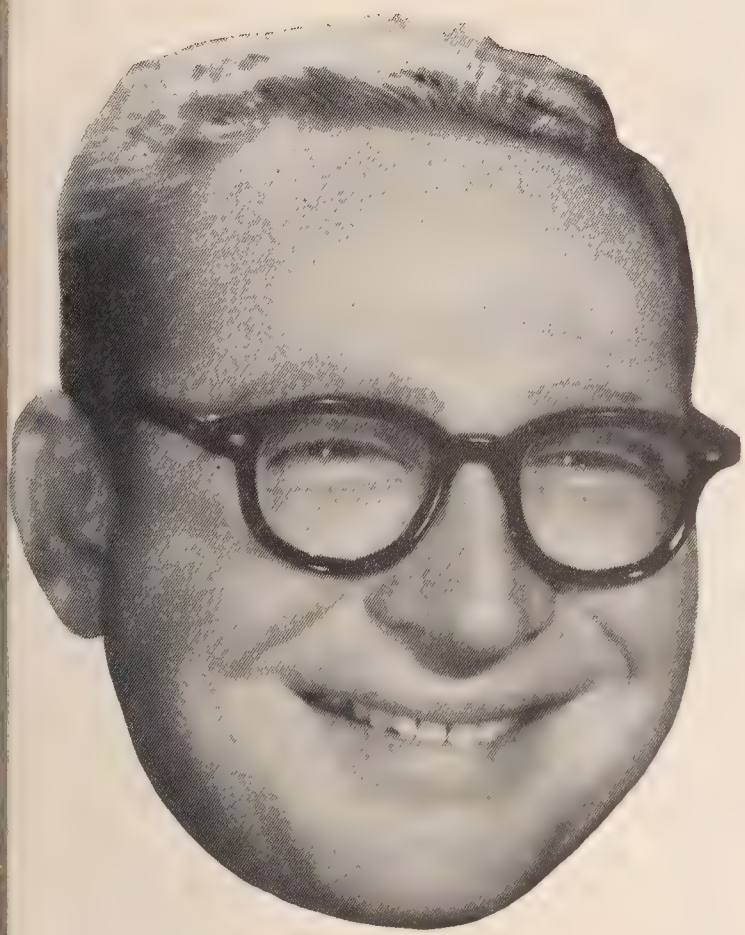
BILL FARREN
News throughout the day



BILL SMITH
News throughout the evening

REPRESENTED NATIONALLY BY GILL-PERNA, INC.

Monday and Always



RED BENSON NOW ON WPEN

MONDAY THRU SATURDAY
10 A.M. to 1 P.M.

Former master of ceremonies of "Name That Tune", "Take A Number" and other network programs on both radio and television, Benson comes to Philadelphia with a nationwide reputation as an outstanding broadcast personality.

WPEN THE SHOW PLACE OF THE STARS

Monday thru Saturday



BUD BREES
7 P.M.-11 P.M.



FRANK FORD
11 P.M.-2 A.M.



MATT GUOKAS
Sports at
5, 6, & 7 P.M.



MAC McGUIRE
Sunday
10 A.M.-6 P.M.

dial 950 WPEN PHILADELPHIA

New York, Chicago, Los Angeles, San Francisco

5

THE PERRY STATIONS

1 WJHP AM/FM/TV *Jacksonville*

2 WCOA *Pensacola*

3 WTMC *Ocala*

4 WDLP *Panama City*

5 WESH-TV *Daytona Beach*

the script, however, nor the contributions of the professional talent, including both Messrs. S. A high spot, for one viewer, was the Monday morning session in the Sullivan office. Hearing that his show of the night before had received a rating of 51, the opposition a rating of 2, Mr. Sullivan thought a minute, then said, "Two, hmmm. Boys, we'll have to buckle down."

It was a good show on all counts for the *Kaiser Aluminum Hour* (NBC-TV) last Tuesday. The story—about the choir of a Welsh village and its need for a soprano —was charming. The acting—especially by John Laurie as the choirmaster and Rex Thompson as the "Tiny Tim"-ish boy—was perfect. The ingredients—comedy, pathos, romance—all were there, and blended admirably.

Perhaps the nicest thing to be said is that it was the kind of television entertainment which keeps the viewer nailed to the set—right through the commercials, too. Mr. Kaiser should be well pleased.

BOOKS

MUCH ADO ABOUT ME, by Fred Allen. Little, Brown & Co., 34 Beacon St., Boston, Mass. 380 pp. $5.

THIS autobiography of one of the greatest comic entertainers of our time might well have been subtitled "Half a Life," for Fred Allen's account of his own history ends before his radio career, where he found his greatest success, began. Fortunately, that story has already been recorded by Mr. Allen in *Treadmill to Oblivion* and although that book omits most of the personal details of the author's life outside the studio it does much to complete the story begun in *Much Ado About Me.* This book begins with the birth of John Florence Sullivan in Cambridge, Mass., on May 31, 1894, and ends in January 1929 with the closing of "Polly," a Broadway flop but a personal triumph for the Johnny Sullivan, who became Freddy James, who became Fred Allen. In between these two events, the book describes the author's Boston boyhood and adolescence, his learning to juggle which led to appearances at amateur nights and third-rate variety houses, his transition from a juggler to a monologist and his rise, via split weeks in Peoria, Ill., and Adelaide, Australia, to stardom in vaudeville's mecca, the Palace Theatre in New York.

Fred loved vaudeville, with all its hardships, as he never loved radio, with all its comforts, and *Much Ado About Me* is as much a love letter to the variety stage as *Treadmill to Oblivion* was a hymn of hate to the broadcast media. But he was too realistic to anticipate vaudeville's resurrection. "A few diehards who knew and enjoyed vaudeville hover over their television sets, hoping for a miracle," he writes. "They believe that this electronic device is a modern oxygen tent that in some mysterious way can revive vaudeville and return its colorful performers of yesteryear to the current scene. The optimism of these day and night dreamers is wasted. Their vigils are futile. Vaudeville is dead. Period."

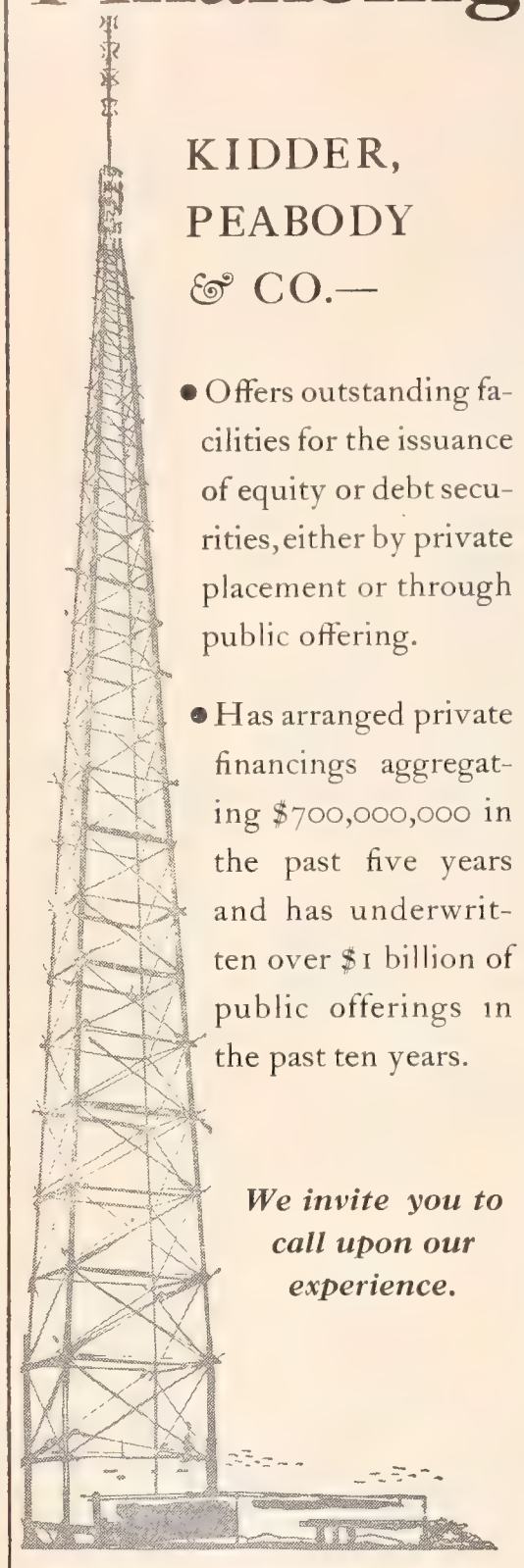


ASCAP extends to all

our friends in the Entertainment World Season's Greetings and Best Wishes for a Happy and Prosperous New Year!

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York

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Right and Wrong

EDITOR:

In Nov. 19 issue you reported that Fanny Farmer candy was "buying pre-Christmas radio spot schedule in number of scattered markets." This news item was correct except for one minor detail—the word "radio" was substituted for the word "tv."

As a result our tv ordering was consistently interrupted by telephone calls from radio stations all over the country looking for non-existent business. We had calls and letters not only from stations with Fanny Farmer candy shops within their coverage areas but also from stations in Florida and Kansas where their nearest Fanny Farmer candy shop is at least 500 miles away.

If nothing else, this incident proves fairly conclusively that your magazine's readership is good. We would appreciate, however, your printing some type of retraction so that various stations and representatives will not feel they have been by-passed by Fanny Farmer and the Charles L. Rumrill Co.

William E. Weller Jr., Timebuyer
Charles L. Rumrill & Co.
Rochester, N. Y.

The Westinghouse Story

EDITOR:

Am enclosing a reprint from your magazine ["Bellwether Breakaway: What Happens to Westinghouse," B•T, Nov. 26] we distributed to 200 newspapers in the Tri-State area. Incidentally, the piece concerning radio networks, pro and con, was the most comprehensive ever published. Your whole staff is to be congratulated for a tremendous job of digging, and for maintaining complete objectivity.

Jack Williams, Pub. Dir.
KDKA Pittsburgh

Just What Radio-Tv Needs

EDITOR:

. . . Incidentally, I never cease to wonder at the amount of valuable information that is crammed into each issue of B•T. This current week's [Dec. 17] issue is an outstanding example. And this leads me to comment on Bob Sarnoff's speech in Miami.

In all the years of following communications matters, I do not recall a more intelligent, forthright and comprehensive statement of the problems and policies of the biggest and most important bellwether in the industry. Don't misunderstand me; I don't buy it all, particularly that dealing with the so-called film invasion and what it might do to the broadcasting industry. But I must say that it was restrained in tone, candid and gave every evidence of personal sincerity.

I think myself that this is exactly the kind of public relations that Mr. Sarnoff spoke about in his speech that the industry so badly needs in order to make itself better understood in those places where such understanding is badly needed.

Edward Cooper
Motion Picture Assn. of America Inc.
Washington, D. C.

NATRFD

EDITOR:

On behalf of the National Assn. of Television & Radio Farm Directors I send to you our sincere thanks for the very excellent coverage provided our recent convention in Chicago [B•T, Dec. 3]. Naturally, I read this story with a special interest and I do want to commend you for a very accurate account of our convention. We are fully aware of the very important role which B•T has played in the growth and development of our association.

Jack Timmons, KWKH Shreveport, La.
Pres.-Elect, NATRFD

Record Christmas Tree

EDITOR:

We trimmed our KAPA Christmas tree last week. Although the idea has probably been used before, we decided to use 45 rpm records in place of ornaments. The tree is causing considerable comment around town.

To get everyone in the Christmas spirit



All Request Tree

we have invited the teenagers who listen to our afternoon request show, *The 1340 Club,* to come down to the studio and pick their favorite record off the tree and we then play it for them and interview the requestee on the air.

We call our tree "KAPA's All Request Christmas Tree." . . .

Jack Reavley, Coml. Mgr.
KAPA Raymond, Wash.

Shock Treatment

EDITOR:

Orchids to you for B•T's role in the development of the new Broadcasters Promotion Assn. This group has long been a dream and was shocked into reality largely through the excellent coverage of you and your fellow trade paper publishers.

Foster H. Brown Jr.
Dir. of Sales Promotion
KMOX St. Louis, Mo.

SUDDENLY....

Play-by-play broadcasting is old-fashioned

Now everyone listens for

FAST BREAK

THE NEW CONCEPT IN
SPORTS COVERAGE INVENTED
BY RADIO-ACTIVE **KMA!**

•

You Hear Quarter Scores From 30 Gymnasiums in KMA Land. The scores, each quarter, and who makes them . . . . along with lively music!

•

Music With a Bounce . . . . Basketball With a Bounce

7:30 to 11:00 p. m.
Every TUESDAY - Every FRIDAY

KMA Radio Central For All
The Midwest: Hqs. Shenandoah, Ia.
5000 power-packed watts

(Check with any Petry salesman for availabilities in this New Concept—the greatest thing that has ever happened to basketball on radio.)



How to shoot a black cat . . . in a coal mine

An intriguing idea—and no longer impossible—thanks to Eastman Tri-X Reversal Safety Film, Type 7278 (16mm only).

Twice as fast as Super-X Reversal, Tri-X is of greatest value for shots when light is at a premium, for jobs like newsreel service. Process it without a hitch—interchangeably with familiar Plus-X Reversal Film.

Here again is manifest Kodak's stated policy to provide an Eastman Motion Picture Film for every purpose.

For complete information—type of film to use, latest processing technics—write to

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Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

our respects

to WALTER WARD DORRELL



WARD DORRELL is a man qualified to wear at least four professional hats, a trick he performs many times a day, often wearing several at once.

He is essentially a research man, but when he undertakes to explain to his colleagues at John Blair & Co. and Blair-TV the methodology or practical use of a fresh batch of research material, he does so both as a researcher and as a man who has pounded the agency beat as a representative salesman.

Now vice president and research director of the Blair firms, Walter Ward Dorrell started acquiring these professional "hats" in the mid-1930's when he became general manager of Westinghouse's WOWO and WGL Fort Wayne. Later he was a salesman for Blair and for Paul H. Raymer Co. in Chicago, then was radio director for Henri, Hurst & McDonald, also in Chicago, and subsequently was a vice president of C. E. Hooper Inc.

Although his career has spanned virtually all broadcast fields, his major interest has never wavered. It has been radio from as far back as 1912, when he built and operated his first ham station. One of his colleagues in that early venture was a youngster who later got him into broadcasting to stay —Walter Evans, subsequently president of Westinghouse Radio Stations (now Westinghouse Broadcasting Co.) until his death.

Mr. Dorrell was born March 11, 1899, in Havana, Ill., the son of Harry F. and Louida Dorrell. The family soon moved to Chicago, where during school days at Hyde Park High School he and several school mates, including young Walter Evans, set themselves up as ham operators.

Then came about as short a military career as is possible. He enlisted Nov. 7, 1918, and was discharged when the armistice was signed four days later.

Though his interest from the beginning was radio, Ward Dorrell started his business career outside of broadcasting, with the Toledo Scale Co., Toledo, Ohio. There he had risen to the post of assistant to the president when Walter Evans lured him away to manage WOWO and WGL in December 1935 following Westinghouse's purchase of those stations (WGL was later sold to comply with FCC rules).

From Westinghouse he moved in 1939 to the Blair organization at the invitation of President John P. Blair, with whom he had ripened a friendship that started when Mr. Blair solicited (unsuccessfully) WOW for representation.

After some two years with the Blair firm as a salesman in Chicago, Mr. Dorrell moved to Raymer. When the opportunity arose a year later, he joined Henri, Hurst & McDonald as radio director.

About a year later he met the late C. E. Hooper. With his own background in radio, and with his own self-developed expertise in the statistical field, he found the business of program ratings immensely appealing. In 1943 he joined the Hooperatings organization to handle station reports.

This association lasted eight years, carrying him to a vice presidency but ending when a physical checkup showed evidences that he had developed tuberculosis. Then followed six months in a sanitorium—a period which he now considers in some ways to have been one of the most fortunate he has experienced.

He not only got his health back—he is completely recovered—but out of this enforced rest came also his present vice presidency and research directorship with Blair. The new job did not come all at once, however. While recuperating, Mr. Dorrell was thinking ahead and turning over the notion of setting up a research consultancy. Mr. Blair, on a visit, thought this a commendable idea, and agreed that his company would be the Dorrell firm's first client. Later Mr. Blair thought about it some more: If he was going to retain Mr. Dorrell, why not hire him fulltime? That's the way it worked out, Mr. Dorrell joining John Blair & Co. and Blair-TV as research director in the fall of 1951 and becoming a vice president in 1955.

In his spare time, Mr. Dorrell is about as close to being a professional photographer as an amateur can get. His pictures—several of which are prize-winners—decorate his office in the Blair headquarters in midtown Manhattan and his home in Bronxville, N. Y.

He was married to Roxena Hassett of Toledo on Oct. 30, 1926. They have two children, Mrs. Joy Spellman of Bronxville and Ward Jr., now in the Air Force.

His memberships include the Radio-Tv Research Council, Rockefeller Center Camera Club and Rockefeller Luncheon Club.

WKMF . . .
FLINT, MICHIGAN
A MAN'S WORLD OF
RADIO ATTRACTIONS

More MEN Tune To WKMF Because WKMF offers

More . . . NEWS
Timely, complete newscasts covering local, state and national situations!

More . . . SPORTS
Baseball, football, you name it—WKMF covers it! All the last-minute developments!

More . . . MUSIC
Music to fit every mood! From the classics to the latest popular song hits!

SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....**SAVE 15%**
BUY ANY 3 STATIONS.....**SAVE 10%**
BUY ANY 2 STATIONS.....**SAVE 5%**

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Eldon Garner, Mg. Director
Represented by HEADLEY-REED

The Community Stations

WKMF
FLINT, MICHIGAN

KNORR BROADCASTING CORP.



THOMAS P. O'CONNELL

on all accounts

SUPERVISING production feeds for Falstaff Brewing Corp.'s pro football telecasts on a CBS-TV regional network and learning intricacies of non-broadcast media are typical of normal routine for Tom O'Connell.

Among highlights of a partial reorganization in the Chicago office of Dancer-Fitzgerald-Sample Inc. last October were announced plans for "additional executive thinking on the media policy of each account" and appointment of Mr. O'Connell as media director.

Radio-tv production has been Mr. O'Connell's forte since he entered the agency ranks nearly 12 years ago—and continues to play an important part in his duties, notwithstanding increased responsibility for all media in D-F-S's Chicago office.

Among accounts which he services are Alliance Mfg. Co. (radio-tv), Carey Salt Co. (both), Chicago Stock Yards Compost Co. (tv), Consolidated Products Co. (radio), American Pfaff Co. (both), Pfaff American Sales Corp. (network tv), Riverview Park (both) and the Siegler Corp. (both).

Thomas P. O'Connell, born in Chicago May 2, 1920, attended the U. of Virginia from 1938-41 and worked for Technicolor Motion Picture Co. for two years (handling production and technical duties) before joining the Army Air Forces in April 1943. After leaving the service in 1945, he joined L. W. Byrnes Co. agency (now defunct), resigning to become radio-tv director of Christiansen Adv. Agency in February 1948.

Mr. O'Connell became associated with D-F-S in February 1952, working in various capacities (account executive on Ekco Products executive producer of *Welcome Travelers*). In addition to work on Falstaff's approximate 80-station, CBS-TV regional network for Chicago Bears' and Cardinals' home games (the account actually is serviced by D-F-S in New York), Mr. O'Connell also handled originations for Liggett & Myers' (L&M cigarettes) Big 10 regional football feeds on NBC-TV the past season.

Mr. O'Connell is married to the former Alice Porter of Miami, Fla. They live in Glencoe (Chicago suburb) and have a daughter, Patricia, 11.

"We at Folger's value Ad Age's weekly pages"

says **J. L. MOORE**
Vice President & General Sales Manager
J. A. Folger & Co.



J. L. MOORE

"I look to Advertising Age for the latest news in the marketing field. I find its reporting objective and its newspaper style of writing . . . a real time-saver in picking out those stories of current interest. We at Folger's value its weekly pages of concentrated marketing news and information."

For a short period after graduating from Columbia University, Mr. Moore sold advertising space for the New York Journal. In 1927 he moved to Texas where he worked for the Houston Chamber of Commerce. Mr. Moore joined the Western Corporation of the Folger Coffee Company in 1933 and by 1938 had become its Southern California Division Manager. Four years later he was moved to San Francisco as general sales manager and in a short time was elected a vice president.

A past president of the Illuminators and past president of the San Francisco Sales Food Manager's Club, Mr. Moore has served also as director of the San Francisco Sales Executives' Club, and is active in civic work.

Week in and week out, Ad Age gets looked to for marketing news and information by the advertising and marketing executives who are important to you. In every issue, there's a package of concentrated marketing information wrapped up in a dynamic presentation that wins important readership and reader acceptance—not only of those who *activate,* but those who *influence* important market and media decisions.

At J. A. Folger Co., for example, broadcast has played an important role in raising the company to first place in sales throughout its distribution area. In 1956, it ranked high among spot tv advertisers and its expenditures for the first three quarters ran over an estimated $1,055,600* for spot tv alone.

Every week, three paid subscription copies of Ad Age get "looked to" by advertising, sales and other management executives at Folgers. *Further, 107 paid subscription copies get a similar going over by executives at the agencies handling Folger advertising:* Cunningham & Walsh; and Brooke, Smith, French and Dorrance.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*N. C. Rorabaugh Co. for Television Bureau of Advertising



200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

CAPITAL BOOM . . . . . ALL THROUGH 1956 !



The Washington consumer market is zooming ahead at a remarkable rate. In just five years, population has increased 21%. At the same time total retail sales have shot up 37%, to a whopping $2,314,000,000 for 1956.

Advertisers have spotted the D. C. market as a key area for their selling efforts. And they have turned in ever-increasing numbers to the two media that sell Washington best—WRC and WRC-TV.

WRC and WRC-TV, Washington's *Leadership* Stations, show *an increase in advertising billings of 132%* during the same five years, 1951 to 1956!

All the numbers mean just this—more advertisers are selling in the Washington area, and more and more of them are turning to WRC and WRC-TV for best sales results.

It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING
TELECASTING

Vol. 51, No. 26 **DECEMBER 24, 1956**

BREWING: ANOTHER 25 VHF OPENINGS

- **Craven plan would end allocations, permit tvs where they fit**
- **If FCC adopts it, assignments would go on same basis as radio**
- **Work to develop uhf—and possible shift to it—would continue**

A BOLD PLAN to introduce greater competition in television through steps that would make available at least 25 additional vhf assignments in important markets—without departing from existing mileage separations—was actively considered by the FCC last week and is on the docket as unfinished business. The FCC is expected to resume consideration of the project in mid-January.

Keystone of the plan is rescinding the present table of channel assignments to permit authorization of new tv stations without regard to areas to which they are now assigned, as long as minimum engineering requirements are met. The plan contemplates continued development and encouragement of uhf and would not permit vhf authorizations in areas where uhf already is entrenched.

Based on engineering studies, it is thought that at least 25 new vhf stations could be authorized, most of them in v markets now having two vhf assignments (see table this page). This would permit greater competition, according to proponents of the plan, and provide for third network access. ABC has repeatedly petitioned both the FCC and congressional committees to introduce competition in major markets through dropping of the rigid allocation table incorporated in the Sixth Report and Order, issued in 1952.

The project would entail voluntary shifts of some existing vhf stations to "parlay" additional assignments that would meet existing standards. Outside engineering computations (not those of the FCC's engineering staff) reportedly show that there are some 65 "potential" moves that could be

THESE MARKETS WOULD BE FIRST TARGETS FOR NEW V'S

HERE are some of the cities that might get additional vhf assignments with the proposed dropping of the Table of Assignments, wherein facilities no longer would be anchored to geography.

This list, a composite of outside consulting engineering opinion, would involve some voluntary moves of certain existing assignments, but is indicative of the flexibility that, according to engineering opinion, can be introduced in vhf, while adhering to existing separations.

The cities, with existing grants (italics indicate on-the-air operation), follow:

Two-station markets, taking into account outside services in certain cases:

HARTFORD-NEW HAVEN or **PROVIDENCE** (mutually exclusive): Hartford: *WHCT (18),* WTIC-TV (3), WCHF (*24). New Haven: *WNHC-TV (8),* WELI-TV (59). Providence: *WJAR-TV (10), WPRO-TV (12),* WNET (16).

BIRMINGHAM: *WABT (13), WBIQ (*10), WBRC-TV (6),* WJLN-TV (48), Birmingham Television Corp. (42).

OKLAHOMA CITY: *KETA (*13), KWTV (9), WKY-TV (4),* KTVQ (25).

ALTOONA: *WFBG-TV (10).*

ROCK ISLAND - MOLINE - DAVENPORT - EAST MOLINE: *WHBF-TV (4), WOC-TV (6).*

EVANSVILLE: *WFIE (62), WEHT (50), WTVW (7).*

GREEN BAY: *WBAY-TV (2), WFRV-TV (5).*

CHATTANOOGA: *WDEF-TV (12), WRGP-TV (3).*

JACKSON (Miss.): *WJTV (12), WLBT (3).*

DULUTH-SUPERIOR: *WDSM-TV (6), KDAL-TV (3),* WFTV (38).

SPRINGFIELD (Mo.): *KTTS-TV (10), KYTV (3).*

KALAMAZOO: *WKZO-TV (3).*

LOUISVILLE: *WAVE-TV (3), WHAS-TV (11),* WKLO-TV (21), WQXL-TV (41).

NEW ORLEANS: *WDSU-TV (6), WJMR-TV (20),* WWL-TV (4), WYES (*8), WCKG (26), WWEZ-TV (32).

JACKSONVILLE: *WJHP-TV (36), WMBR-TV (4),* WFGA-TV (12), WQIK-TV (30).

ORLANDO: *WDBO-TV (6),* WEAL-TV (18), WORZ Inc. (9) (initial decision).

MOBILE: *WALA-TV (10), WKRG-TV (5).*

BEAUMONT: *KFDM-TV (6),* KBMT (31), in hearing ch. 4.

QUINCY-HANNIBAL: *KHQA-TV (7), WGEM-TV (10).*

CHARLESTON (S. C.): *WCSC-TV (5), WUSN-TV (2).*

CEDAR RAPIDS: *KCRG-TV (9), WMT-TV (2).*

SIOUX CITY: *KTIV (4), KVTV (9).*

PORTLAND (Me.): *WCSH-TV (6), WGAN-TV (13).*

In addition, elimination of city-by-city allocations would also release educational reservations, and these additional markets might get an additional vhf either through educational or regular commercial authorization, according to consulting engineering analyses:

TAMPA - ST. PETERSBURG: *WFLA-TV (8), WTVT (13), WSUN-TV (38).*

LITTLE ROCK: *KARK-TV (4), KTHV (11), KATV (7).*

SACRAMENTO: *KBET-TV (10), KCCC-TV (40), KCRA-TV (3),* KGMS-TV (46).

BUTTE: *KXLF-TV (4).*

PUEBLO: *KCSJ-TV (5).*

SAVANNAH: *WSAV-TV (3), WTOC-TV (11).*

SANTA FE: KVIT (2).

DES MOINES: *KRNT-TV (8), WHO-TV (13),* KGTV (17).

DALLAS-FORT WORTH: *KRLD-TV (4), WFAA-TV (8), WBAP-TV (5), KFJZ-TV (11).*

Existing one vhf markets, in which an additional vhf might be added through voluntary moves and relocations:

MADISON: *WHA-TV (*21), WISC-TV (3), WKOW-TV (27), WMTV (33).*

PEORIA: *WEEK-TV (43), WTVH (19),* WIRL-TV (8).

BINGHAMTON: *WNBF-TV (12),* WINR-TV (40), WQTV (*46).

BATON ROUGE: *WAFB-TV (28), WBRZ (2),* WCNS (40).

TERRE HAUTE: *WTHI-TV (10).*

made to provide new stations without resorting to reduced separations. By dropping the city-by-city anchored assignments, a new degree of flexibility would be introduced, it is contended.

The obvious reasoning is that, pending determination of uhf's place in television, there must be greater competition in underserved areas, with the alternative more rigid government regulation, and the possibility of reducing separations and of "dropping in" vhfs, which would mean reduced coverage of many existing stations in congested tv areas.

It was learned authoritatively that the plan was submitted to the FCC Thursday morning by Comr. T. A. M. Craven at a special meeting. Because Comr. Craven, the FCC's only engineering member, had to attend a preparatory conference for the 1959 International Telecommunications Conference at the State Dept. that same morning, the discussions were recessed until the Commission reconvenes next month, probably at a special meeting in mid-January. Comr. Craven was non-commital except to iterate previous observations that he had been studying the whole tv allocations picture since he assumed office on the present Commission last July. A former chief engineer of the FCC and a member of the Commission from 1937-1944, he returned to the agency last summer after having been in private consulting practice.

Adoption of the plan would entail rulemaking and, of course, would have a bearing on the overall deintermixture project the Commission majority has espoused. Since there would be no set table of allocations, the plan would mean a return to the allocation philosophy which prevails in am broadcasting, *i.e.*, applications can be made for facilities and grants ensue where the Commission's engineering standards are complied with.

The Craven project, it is understood, would continue to encourage the engineering studies involving uhf and would look toward ultimate transition of all television to uhf, if that course is dictated by the research program.

Implicit in the plan, also, would be the dropping of the educational reservations since educational institutions would be enabled to apply for facilities on the same basis as all other parties, either for commercial or non-commercial operation. But the Commission would be disposed under the plan to give special significance to educational requirements on a geographical basis. Thus it is deduced that, all other things equal, a non-commercial educational applicant would have a degree of priority over a commercial applicant where there may be a dearth of educational facilities.

As does the Sixth Report, the plan would recognize that both vhf and uhf channels are essential to provide a fully competitive nationwide system. The research, now being conducted under the Television Allocations Study Group (TASO) created by organizations interested in the development of adequate television allocations, would be chiefly the determinant, it is presumed, as to the fate of uhf as the ultimate haven of all television.

Abandonment of the allocations table would be premised upon recognition of the economic truism that the government cannot force establishment of television stations in markets which cannot support them. Moreover, it would be recognized that technical development cannot be artificially forced and that the most should be made of the facilities available in keeping with the mandate of the Communications Act which provides for the largest possible use of the spectrum and specifies preservation of broadcasting as a free competitive enterprise with minimum government regulation.

If the Commission adopts the project, applications from responsible organizations would be accepted wherever the assignments would fit in keeping with the FCC's mileage separations. Presumably separations would be changed if the result of the research programs proves that more effective use can be made of the 12 existing vhf channels without impairing the quality of service. In this connection, considerable thought has been given to more extensive use of offset carrier assignments which presumably would permit closer separations.

Possibility of additional assignments even beyond those indicated, once the allocation tables are rescinded, would presumably flow from the requirement that holders of construction permits who have not followed through would be called to account and would be required to drop their permits if cogent reasons for delay were not given.

The FCC would continue its effort to urge upon Congress the elimination of the 10% excise tax on all-band receivers, while permitting the tax to continue on vhf-only sets. Manufacturers, likewise, would be urged to develop practical low cost all-band receivers.

To encourage uhf development and accelerate use of all-channel receivers, licensees, notably those engaged in manufacturing, would be urged to operate television stations on both uhf and vhf from the same location. The plan would also encompass use of uhf repeater stations by vhf licensees where there would be no undue competition with other stations.

To avoid concentration in major markets of new vhf stations which would stem from the plan, the FCC would emphasize, as part of its rulemaking, that the Communications Act imposes upon it a duty to effect an equitable distribution of facilities throughout the country.

The fact that the plan would adhere to existing mileage separations—at least until the uhf research had been completed—is regarded as heartening. Many vhf operators have been concerned about a trend toward "drop-ins" through reduction of separations and deterioration of service. If the research program on uhf is pessimistic, it is generally thought that "drop-in" advocates will win enough support to move in the direction of something akin to "single market" coverage.

Whatever the result of the research, however, the Commission is determined to give every encouragement to the development of all-band receivers. The fact that other services, and particularly the development of forward scatter techniques, may impinge upon present vhf and fm bands, also has been cited repeatedly as a spur to development of uhf tv service.

PUTTING THEIR CARDS ON THE TABLE

A DENVER advertising agency, Rippey, Henderson, Bucknum & Co., is using a request for availabilities, naming its client and just exactly what is required in the first contact, which is being highly acclaimed by Rocky Mountain area station executives.

Florence M. Gardner, manager of KTFI Twin Falls, Idaho, says of the form: "I was highly impressed with the explicitness, the 'system' to it and the ultimate advantages to client, agency and station" and would like to see other agencies follow suit.

An explanation of the client is given, type of product to be advertised, length of campaign, type of announcements (minute, 20-second, chain breaks) and whether transcriptions, scripts or others.

The agency asks the station to select the best spots available per week, following as closely as possible specifications also given. An attached schedule to be filled out by the station is included asking for time, dates, lengths, preceeding and following programs, costs for individual spots and total costs of the order.

"In the absence of contrary instructions from this office (agency), these spots you (station) select will constitute our schedule," the request states, giving the station a concrete idea of times to be used. A request for a contract to be mailed "as soon as possible" and the promise to "return it promptly," followed by an offer to accept collect telephone calls for any additional information, complete the inquiry. The form is signed by Rippey, Henderson, Bucknum & Co. executive James S. Holme.

From a station manager's viewpoint, Miss Gardner likes the idea of identifying the client and product to be advertised, which makes it possible to choose the availabilities with this in mind. The very "explicit" instructions, giving total number of announcements, length of period, dates, etc., alleviate the necessity of added correspondence to straighten these matters out, a fault of many other requests, she says.

In fact, Miss Gardner thinks that this form cuts the costs to station, agency and advertiser all the way down the line and lets the station know just what it will carry from the start. She believes it gives the agency all necessary information in one contact and assures the advertiser that it will get good placements and know just what they are.

Miss Gardner sees some "headway on a greatly needed phase of our operation" with the Rippey, Henderson, Bucknum & Co. method of requesting availabilities.

BATES' $35 MILLION TOPS SPOT LIST

Annual B•T survey shows spot breakdown of top 40 broadcast agencies

THIS is B•T's second annual survey of agency spending for spot radio and tv. It breaks down billings of the top 40 agencies [B•T, Dec. 3] *into spot and network categories, and in turn divides those categories into radio and tv. The exclusive estimates were prepared by a staff under the direction of Agency Editor Florence Small.*

TED BATES & Co., for the second consecutive year, paced the country's advertising agencies in combined radio and television spot billing with an outlay of $35 million, an increase of $6 million over its 1955 figure.

Challenging the leader closely, and achieving a standoff with Bates in tv spot spending ($30 million), Young & Rubicam emerged as runner-up in B•T's second annual spot survey with a combined radio-tv spot total of $34 million, an advance of $7 million over its previous year's aggregate.

BBDO supplanted McCann-Erickson in third place this year with a radio-tv expenditure of $32 million, McCann-Erickson's fourth-ranking checkout figure in 1956 came to $26.4 million.

Completing the Big 10 roster this year were Leo Burnett, $22 million; J. Walter Thompson, $19 million; N. W. Ayer & Son, $16 million; Benton & Bowles, $15.2 million; William Esty Co., $13.3 million, and Kenyon & Eckhardt, $13.1 million.

Sole newcomer among the top ten this year was Esty, which rose to ninth position from a 1955 ranking of 15th. Dancer - Fitzgerald - Sample slipped one notch to eleventh place in the current listings.

Leading the field in the purchase of radio spot, J. Walter Thompson Co. spent $9 million in that category in 1956 to wrest supremacy from Young & Rubicam, last year's leader.

Dominant spot advertisers in 1956 were Ford Motor Co. (J. Walter Thompson & Co.); Brown & Williamson (Ted Bates); Procter & Gamble (Benton & Bowles, Compton Adv. and Young & Rubicam), and Camels (William Esty).

The estimates in this spot survey include expenditures for time and talent. In most instances the figures are based on information received directly from responsible officials in each organization. In cases where official agency audits are computed on a fiscal cycle, B•T has carefully weighed all available data to arrive at its own estimate in terms of a calendar-year computation.

This review represents the spot activity of those agencies which constituted the top 40 in B•T's breakdown of overall am-tv billing [B•T, Dec. 3].

A profile of the spot picture at each of the 40 agencies in this survey follows.

Ted Bates & Co.: Combined spot billing $35 million; tv $30 million, radio $5 million. Combined network billing $20 million; tv $19 million, radio $1 million. Total broadcast billing $55 million. Leading spot advertisers: Brown & Williamson, Colgate-Palmolive Co., Carter Products, Anahist. Leading network advertisers: American Chicle Co., Colgate-Palmolive Co., Continental Baking Co., Standard Brands, Brown & Williamson.

Young & Rubicam: Combined spot billing $34 million; tv $30 million, radio $4 million. Combined network billing $48 million; tv $44 million, radio $4 million. Total broadcast billing $82 million. Leading spot advertisers: Borden Co., General Foods, Procter & Gamble, General Cigar. Leading network advertisers: Borden Co., General Electric, General Foods, Johnson & Johnson, Remington Rand, Procter & Gamble.

BBDO: Combined spot billing $32 million; tv $25 million, radio $7 million. Combined network billing $48 million; tv $45 million, radio $3 million. Total broadcast billing $80 million. Leading spot advertisers: Lever Bros., Campbell Soup Co., American Tobacco Co., Bristol-Myers Co., Penick & Ford. Leading network advertisers: American Tobacco Co., General Electric Co., De Soto Div., Campbell Soup Co., Lever Bros., General Mills.

McCann-Erickson: Combined spot billing $26.4 million; tv $19.5 million, radio $6.9 million. Combined network billing $53 million; tv $50 million, radio $3 million. Total broadcast billing $79.4 million. Leading spot advertisers: Bulova Watch Co., Coca-Cola Co., Liggett & Myers, Nestle Co., Seeck & Kade, Chesebrough-Ponds. Leading network advertisers: Chrysler Div., Maytag Co., Westinghouse Electric, Bulova Watch Co., Lever Bros., Nabisco.

Leo Burnett & Co.: Combined spot billing $22 million; tv $18 million, radio $4 million. Combined network billing $21 million; tv $20 million, radio $1 million. Total broadcast billing $43 million. Leading spot advertisers: Philip Morris & Co., Kellogg Co., Procter & Gamble Co., Tea Council. Leading network advertisers: Kellogg Co., Procter & Gamble Co., Campbell Soup Co., Maytag Co., Pillsbury Mills.

J. Walter Thompson: Combined spot billing $19 million; tv $10 million, radio $9 million. Combined network billing $51 million; tv $50 million, radio $1 million. Total broadcast billing $70 million. Leading spot advertisers: Ford Motor Co., Harold F. Ritchie Co., Lever Bros., The Mentholatum Co. Leading network advertisers: Kraft Foods, Eastman Kodak, Scott Paper, Ford Motor Co., Lever Bros.

N. W. Ayer: Combined spot billing $16 million; tv $9 million, radio $7 million. Combined network billing $12 million; tv $9 million, radio $3 million. Total broadcast billing $28 million. Leading spot advertisers: Hawaiian Pineapple, Atlantic Refining Co., Bell Telephone Co., Plymouth Corp. Leading network advertisers: Bell Telephone Co., Hills Brothers, Yardley, General Electric Co.

Benton & Bowles: Combined spot billing

HOW THE TOP 40 RANK IN SPOT

Rank	Agency	Spot Billing (Millions)
1.	TED BATES	$35
2.	YOUNG & RUBICAM	34
3.	BBDO	32
4.	MCCANN-ERICKSON	26.4
5.	LEO BURNETT & CO.	22
6.	J. WALTER THOMPSON	19
7.	N. W. AYER & SON	16
8.	BENTON & BOWLES	15.2
9.	WILLIAM ESTY	13.3
10.	KENYON & ECKHARDT	13.1
11.	DANCER-FITZGERALD-SAMPLE	12
12.	COMPTON ADV.	10.7
13.	SULLIVAN, STAUFFER, COLWELL & BAYLES	8.5
14.	CUNNINGHAM & WALSH	7.2
15.	D'ARCY ADV.	7
	FOOTE, CONE & BELDING	7
17.	CAMPBELL-MITHUN	6
	LENNEN & NEWELL	6
19.	EARLE LUDGIN	5.8
	EMIL MOGUL	5.8
21.	RUTHRAUFF & RYAN	5.5
22.	GRANT ADV.	4.8
23.	HARRY B. COHEN	4.5
24.	NORMAN, CRAIG & KUMMEL	4.1
25.	NEEDHAM, LOUIS & BRORBY	4
	GREY ADV.	4
27.	GEOFFREY WADE	3.4
28.	TATHAM-LAIRD	3.3
29.	MAXON INC.	3
30.	ERWIN, WASEY	2.5
31.	BRYAN HOUSTON	2.3
32.	WARWICK & LEGLER	2.2
33.	MACMANUS, JOHN & ADAMS	2.1
34.	RUSSEL M. SEEDS	2
	CAMPBELL-EWALD	2
36.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	1.4
37.	GEYER INC.	1
38.	RAYMOND SPECTOR	.6
39.	KUDNER AGENCY	.5
40.	NORTH ADV.	.4

SPOT BILLINGS BREAKDOWN ON THE TOP 40 AGENCIES

ALL FIGURES ARE IN MILLIONS

RANK	AGENCY	COMBINED SPOT BILLING	TV SPOT	RADIO SPOT	COMBINED NETWORK BILLING	TV NETWORK	RADIO NETWORK	TOTAL BROADCAST BILLINGS
1.	TED BATES	$35	$30	$5	$20	$19	$1	$55
2.	YOUNG & RUBICAM	34	30	4	48	44	4	82
3.	BBDO	32	25	7	48	45	3	80
4.	McCANN-ERICKSON	26.4	19.5	6.9	50	47	3	76.4
5.	LEO BURNETT & CO.	22	18	4	21	20	1	43
6.	J. WALTER THOMPSON	19	10	9	51	50	1	70
7.	N. W. AYER & SON	16	9	7	12	9	3	28
8.	BENTON & BOWLES	15.2	14	1.2	38.6	36.7	1.9	53.8
9.	WILLIAM ESTY	13.3	8.5	4.8	26.7	25.5	1.2	40
10.	KENYON & ECKHARDT	13.1	9.1	4	22.5	22	.5	35.6
11.	DANCER-FITZGERALD-SAMPLE	12	9	3	25.5	22	3.5	37.5
12.	COMPTON ADV.	10.7	9.6	1.1	21.2	20	1.2	31.9
13.	SSC&B	8.5	4.5	4	16	15.6	.4	24.5
14.	CUNNINGHAM & WALSH	7.2	5.2	2	7.3	6.5	.8	14.5
15.	D'ARCY ADV.	7	4	3	7	7	none	14
	FOOTE, CONE & BELDING	7	2	5	25.5	23.5	2	32.5
17.	CAMPBELL-MITHUN	6	5.3	.7	8	7.8	.2	14
	LENNEN & NEWELL	6	5.5	.5	15	14	1	21
19.	EARLE LUDGIN	5.8	5	.8	1.2	1.2	none	7
	EMIL MOGUL	5.8	3.3	2.5	1.7	1.7	none	7.5
21.	RUTHRAUFF & RYAN	5.5	3.5	2	9.5	7.5	2	15
22.	GRANT ADV.	4.8	2.5	2.3	9.2	9	.2	14
23.	HARRY B. COHEN	4.5	3.3	1.2	1	1	none	5.5
24.	NORMAN, CRAIG & KUMMEL	4.1	1.5	2.6	5.5	5.5	none	9.6
25.	NEEDHAM, LOUIS & BRORBY	4	2	2	8	7.5	.5	12
	GREY ADV.	4	2.8	1.2	7	6	1	11
27.	GEOFFREY WADE	3.4	2.4	1	7.6	6.6	1	11
28.	TATHAM-LAIRD	3.3	2.7	.6	10.5	10.5	none	13.8
29.	MAXON INC.	3	3	none	11	10	1	14
30.	ERWIN, WASEY	2.5	.5	2	5.5	5.5	none	8
31.	BRYAN HOUSTON	2.3	1	1.3	8.5	8.5	none	10.8
32.	WARWICK & LEGLER	2.2	.9	1.3	4	4	none	6.2
33.	MacMANUS, JOHN & ADAMS	2.1	.9	1.2	4.9	4.6	.3	7
34.	RUSSEL M. SEEDS	2	.5	1.5	5	5	none	7
	CAMPBELL-EWALD	2	1	1	19	16	3	21
36.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	1.4	.5	.9	5.3	5	.3	6.7
37.	GEYER INC.	1	.5	.5	7	5.5	1.5	8
38.	RAYMOND SPECTOR	.6	.6	none	5	4.5	.5	5.6
39.	KUDNER AGENCY	.5	none	.5	12.5	9	3.5	13
40.	NORTH ADV.	.4	.4	none	8.6	7.6	1	9

This table shows how the top 40 agencies place their billing in the various broadcast media. Some agencies not shown on this list conceivably may place more spot, per se, *than some of those with smaller spot billings but whose overall spending in the broadcast field entitles them to a ranking in this listing of the top 40 agencies.*

$15.2 million; tv $14 million, radio $1.2 million. Combined network billing $38.6 million; tv $36.7 million, radio $1.9 million. Total broadcast billing $53.8 million. Leading spot advertisers: Procter & Gamble Co., Grove Labs, Florida Citrus Commission, Continental Oil Co, Norwich Pharmacal. Leading network advertisers: General Foods, Procter & Gamble Co., Diamond Crystal Salt Co., Pepperel Mfg. Co.

William Esty: Combined spot billing $13.3 million; tv $8.5 million, radio $4.8 million. Combined network billing $26.7 million; tv $25.5 million, radio $1.2 million. Total broadcast billing $40 million. Leading spot advertisers: Colgate-Palmolive Co., General Mills, R. J. Reynolds Tobacco Co., Pacquins. Leading network advertisers: Colgate-Palmolive Co., General Mills, R. J. Reynolds.

Kenyon & Eckhardt: Combined spot billing $13.1 million; tv $9.1 million, radio $4 million. Combined network billing $22.5 million; tv $22 million, radio $.5 million. Total broadcast billing $35.6 million. Leading spot advertisers: Lincoln-Mercury, Mennen Co., Pepsi-Cola, RCA Whirlpool. Leading network advertisers: Lincoln-Mercury Dealers, Ford Motor Co., National Biscuit Co.

Dancer-Fitzgerald-Sample: Combined spot billing $12 million; tv $9 million, radio $3 million. Combined network billing $25.5 million; tv $22 million, radio $3.5 million. Total broadcast billing: $37.5 million. Leading spot advertisers: Falstaff Brewing Co., Procter & Gamble Co., General Mills, Best Foods, American Chicle Co. Leading network advertisers: Procter & Gamble Co., Best Foods, Falstaff Brewing Co., Liggett & Myers.

Compton Adv.: Combined spot billing $10.7 million; tv $9.6 million, radio $1.1 million. Combined network billing: $21.2 million; tv $20 million, radio $1.2 million. Total broadcast billing: $31.9 million. Leading spot advertisers: Procter & Gamble Co., Standard Brands, Nehi Corp., American Can Co. Leading network advertisers: Procter & Gamble Co., Standard Brands, Sterling Drug Co., Avco-Bendix Co.

SSC&B: Combined spot billing $8.5 million; tv $4.5 million, radio $4 million. Combined network billing $16 million; tv $15.6 million, radio $.4 million. Total broadcast billing: $24.5 million. Leading spot advertisers: American Tobacco Co., Carter Products, Lever Bros., Noxzema Chemical Co., Simoniz Co. Leading network advertisers: American Tobacco Co., Noxzema Chemical Co., Carter Products, Simoniz Co.

Cunningham & Walsh: Combined spot billing $7.2 million; tv $5.2 million, radio $2 million. Combined network billing $7.3 million; tv $6.5 million, radio $.8 million. Total broadcast billing: $14.5 million. Leading spot advertisers: J. A. Folger & Co., Liggett & Myers Tobacco Co., Sunshine Biscuit Co. Leading network advertisers: Liggett & Myers Tobacco Co.

D'Arcy: Combined spot billing $7 million; tv $4 million, radio $3 million. Combined network billing $7 million; tv $7 million, radio nothing. Total broadcast billing $14 million. Leading spot advertisers: Coca-Cola Co., Standard Oil Co., Anheuser-Busch, General Tire & Rubber Co. Leading network advertisers: Coca-Cola Co., Gerber Products Co., Anheuser-Busch.

Foote, Cone & Belding: Combined spot billing $7 million; tv $2 million, radio $5 million. Combined network billing $25.5 million; tv $23.5 million, radio $2 million. Total broadcast billing $32.5 million. Leading spot advertisers: Lever Bros., Rheingold Brewing Co., Clairol Inc. Leading network advertisers: Armour & Co., Hallmark Cards, Lever Bros., Frigidaire, S. C. Johnson & Son.

Campbell-Mithun: Combined spot billing $6 million; tv $5.3 million, radio $.7 million. Combined network billing $8 million; tv $7.8 million, radio $.2 million. Total broadcast billing $14 million. Leading spot advertisers: Red Heart Dog Food, Northwest Orient Airlines, Theo. Hamm Brewing Co. Leading network advertisers: Gold Seal Co., Malt-O-Meal Co., Morrell & Co.

Lennen & Newell: Combined spot billing $6 million; tv $5.5 million, radio $.5 million. Combined network billing $15 million; tv $14 million, radio $1 million. Total broadcasting billing $21 million. Leading spot advertisers: Colgate-Palmolive Co., P. Lorillard Co., National Biscuit Co. Leading network advertisers: P. Lorillard Co., Colgate-Palmolive Co., American Meat Co.

Earle Ludgin: Combined spot billing $5.8 million; tv $5 million, radio $.8 million. Combined network billing $1.2 million; tv $1.2 million, radio nothing. Total broadcast billing $7 million. Leading spot advertisers: Best Foods Co., Zenith Radio, Easy Washing Machine Co. Leading network advertisers: Helene Curtis Industries, Best Foods, Jules Montenier.

Emil Mogul: Combined spot billing $5.8 million; tv $3.3 million, radio $2.5 million. Combined network billing $1.7 million; tv $1.7 million, radio nothing. Total broadcast billing $7.5 million. Leading spot advertisers: Rayco Mfg. Co., Monarch Wine Co., Park & Tilford's Tintex, National Shoes, Barney's Clothes. Leading network advertisers: Revlon Products Co., Knomark Mfg. Co.

Ruthrauff & Ryan: Combined spot billing $5.5 million; tv $3.5 million, radio $2 million. Combined network billing $9.5 million; tv $7.5 million, radio $2 million. Total broadcast billing $15 million. Leading spot advertisers: Sun Oil Co., Wrigley Co., Lewis & Howe, Frito Co. Leading network advertisers: Minnesota Mining & Mfg. Co., Kentile Co., Studebaker-Packard, A. E. Staley & Co., Wrigley Co.

Grant Adv.: Combined spot billing $4.8 million; tv $2.5 million, radio $2.3 million. Combined network billing $9.2 million; tv $9 million, radio $.2 million. Total broadcast billing $14 million. Leading spot advertisers: Dodge Div., Florists Telegraph Delivery Assn. Leading network advertisers: Dodge Div., Florists Telegraph Delivery Assn.

Harry B. Cohen: Combined spot billing $4.5 million; tv $3.3 million, radio $1.2 million. Combined network billing $1 million; tv $1 million, radio nothing. Total broadcast billing $5.5 million. Leading spot advertisers: Grove Labs, West End Brewing Co., B. T. Babbitt Co., Doeskin. Leading network advertisers: Grove Labs, Block Drug Co.

Norman, Craig & Kummel: Combined spot billing $4.1 million; tv $1.5 million, radio $2.6 million. Combined network billing $5.5 million; tv $5.5 million, radio nothing. Total broadcast billing $9.6 million. Leading spot advertisers: Selchow & Righter, Seeman Bros., Hudson Pulp & Paper. Leading network advertisers: Ronson Corp., Speidel Corp.

Needham, Louis & Brorby: Combined spot billing $4 million; tv $2 million, radio $2 million. Combined network billing $8 million; tv $7.5 million, radio $.5 million. Total broadcast billing $12 million. Leading spot advertisers: Monsanto Chemical Co., S. C. Johnson, Kraft Foods Co. Leading network advertisers: Quaker Oats Co., Monsanto Chemical Co., S. C. Johnson.

Grey Adv.: Combined spot billing $4 million; tv $2.8 million, radio $1.2 million. Combined network billing $7 million; tv $6 million, radio $1 million. Total broadcast billing $11 million. Leading spot advertisers: Dan River Mills, Shwayder Bros., Emerson Drug Co., Procter & Gamble (Fluffo). Leading network advertisers: Doeskin, RCA, Ideal Toys, Whitehall Pharmacal.

Geoffrey Wade: Combined spot billing $3.4 million; tv $2.4 million, radio $1 million. Combined network billing $7.6 million; tv $6.6 million, radio $1 million. Total broadcast billing $11 million. Leading spot advertiser: Miles Labs. Leading network advertiser: Miles Labs.

Tatham-Laird: Combined spot billing $3.3 million; tv $2.7 million, radio $.6 million. Combined network billing $10.5 million; tv $10.5 million, radio nothing. Total broadcast billing $13.8 million. Leading spot advertisers: C. A. Swanson & Sons, General Mills, Toni Co., Procter & Gamble. Leading network advertisers: General Mills, Toni Co., Armour, C. A. Swanson & Sons.

Maxon Inc.: Combined spot billing $3 million; tv $3 million, radio nothing. Combined network billing $11 million; tv $10 million, radio $1 million. Total broadcast billing $14 million. Leading spot advertisers: General Electric, H. J. Heinz Co. Leading network advertisers: Gillette, H. J. Heinz Co.

Erwin, Wasey & Co.: Combined spot billing $2.5 million; tv $.5 million, radio $2 million. Combined network billing $5.5 million; tv $5.5 million, radio nothing. Total broadcast billing $8 million. Leading spot advertisers: Carnation Co., Arizona Brewing Co. Leading network advertisers: Car-

TOP 25 IN SPOT: 1956 AND 1955

Rank in 1956	Agency	Combined Spot Billing	Tv Spot	Radio Spot
1.	TED BATES	$35	$30	$5
2.	YOUNG & RUBICAM	34	30	4
3.	BBDO	32	25	7
4.	MCCANN-ERICKSON	26.4	19.5	6.9
5.	LEO BURNETT & CO.	22	18	4
6.	J. WALTER THOMPSON	19	10	9
7.	N. W. AYER & SON	16	9	7
8.	BENTON & BOWLES	15.2	14	1.2
9.	WILIAM ESTY	13.3	8.5	4.8
10.	KENYON & ECKHARDT	13.1	9.1	4
11.	DANCER-FITZGERALD-SAMPLE	12	9	3
12.	COMPTON ADV.	10.7	9.6	1.1
13.	SSC&B	8.5	4.5	4
14.	CUNNINGHAM & WALSH	7.2	5.2	2
15.	D'ARCY ADV.	7	4	3
	FOOTE, CONE & BELDING	7	2	5
17.	CAMPBELL-MITHUN	6	5.3	.7
	LENNEN & NEWELL	6	5.5	.5
19.	EARLE LUDGIN	5.8	5	.8
	EMIL MOGUL	5.8	3.3	2.5
21.	RUTHRAUFF & RYAN	5.5	3.5	2
22.	GRANT ADV.	4.8	2.5	2.3
23.	HARRY B. COHEN	4.5	3.3	1.2
24.	NORMAN, CRAIG & KUMMEL	4.1	1.5	2.6
25.	NEEDHAM, LOUIS & BRORBY	4	2	2
	GREY ADV.	4	2.8	1.2

Rank in 1955	Agency	Combined Spot Billing	Tv Spot	Radio Spot
1.	TED BATES	$29	$24	$ 5
2.	YOUNG & RUBICAM	27	16	11
3.	MCCANN-ERICKSON	22	20	2
4.	BBDO	21.5	14	7.5
5.	LEO BURNETT CO.	18	15	3
6.	N. W. AYER & SON	15	12	3
7.	J. WALTER THOMPSON CO.	12.7	9.5	3.2
8.	BENTON & BOWLES	11	10	1
9.	KENYON & ECKHARDT	10	7	3
10.	DANCER-FITZGERALD-SAMPLE	9	6	3
11.	CUNNINGHAM & WALSH	8.4	6.7	1.7
12.	GEOFFREY WADE ADV.	8	6	2
13.	RUTHRAUFF & RYAN	7.1	4.5	2.6
14.	BIOW-BEIRN-TOIGO	7	5	2
15.	WILLIAM ESTY CO.	6.5	4	2.5
16.	GRANT ADV.	6.3	4	2.3
17.	COMPTON ADV.	5.7	5	.7
18.	HARRY B. COHEN	5.5	4	1.5
19.	LENNEN & NEWELL	5	2.4	2.6
20.	FOOTE, CONE & BELDING	4.5	3.3	1.2
21.	NEEDHAM, LOUIS & BRORBY	3.8	1.8	2
22.	SULLIVAN, STAUFFER, COLWELL & BAYLES	3.5	2.5	1
23.	D'ARCY ADV.	3.5	2.5	1
24.	EMIL MOGUL	3.2	1.8	1.4
25.	GREY ADV.	3	1.5	1.5

nation Co., General Time Corp., Campana Sales Co.

Bryan Houston: Combined spot billing $2.3 million; tv $1 million, radio $1.3 million. Combined network billing $8.5 million; tv $8.5 million, radio nothing. Total broadcast billing $10.8 million. Leading spot advertisers: Colgate-Palmolive Co., Nestle Co. Leading network advertisers: Nestle Co., J. P. Stevens, Colgate-Palmolive Co.

Warwick & Legler: Combined spot billing $2.2 million; tv $.9 million, radio $1.3 million. Combined network billing $4 million; tv $4 million, radio nothing. Total broadcast billing $6.2 million. Leading spot advertisers: Ruppert Brewing Co., Hoffman Beverage. Leading network advertisers: Schick Inc., J. A. Wright.

MacManus, John & Adams: Combined spot billing $2.1 million; tv $.9 million, radio $1.2 million. Combined network billing $4.9 million; tv $4.6 million, radio $.3 million. Total broadcast billing $7 million. Leading spot advertisers: White Rock Corp., Minnesota Mining & Mfg. Co. Leading network advertisers: Dow Chemical Co., General Motors Corp., Cadillac, Pontiac, Minnesota Mining & Mfg. Co.

Russel M. Seeds: Combined spot billing $2 million; tv $.5 million, radio $1.5 million. Combined network billing $5 million; tv $5 million, radio nothing. Total broadcast billing $7 million. Leading spot advertiser: Brown & Williamson. Leading network advertisers: W. A. Sheaffer Pen Co., Lanolin Plus, Brown & Williamson.

Campbell-Ewald: Combined spot billing $2 million; tv $1 million, radio $1 million. Combined network billing $19 million; tv $16 million, radio $3 million. Total broadcast billing $21 million. Leading spot advertisers: General Motors Acceptance Corp., Weston Biscuit Co. Leading network advertisers: General Motors Corp., Chevrolet Motor Div., United Motor Div.

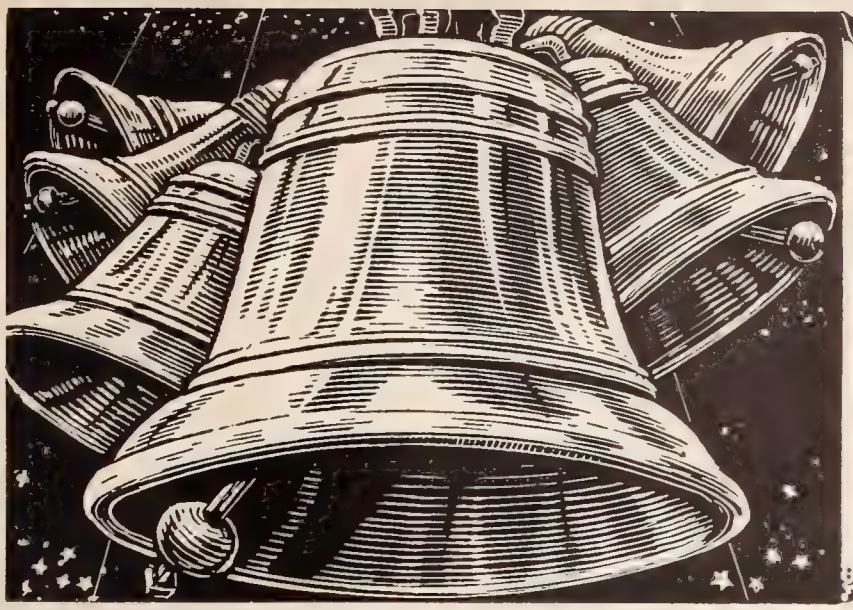
Doherty, Clifford, Steers & Shenfield: Combined spot billing $1.4 million; tv $.5 million, radio $.9 million. Combined network billing $5.3 million; tv $5 million, radio $.3 million. Total broadcast billing $6.7 million. Leading spot advertisers: Bristol-Myers, J. B. Williams Co., Fulham Bros. Frozen Foods. Leading network advertisers: Bristol-Myers, Borden Co.

Geyer Adv.: Combined spot billing $1 million; tv $.5 million, radio $.5 million. Combined network billing $7 million; tv $5.5 million, radio $1.5 million. Total broadcast billing $8 million. Leading spot advertisers: American Home Products, American Motors. Leading network advertiser: American Motors.

Raymond Spector: Combined spot billing $.6 million; tv $.6 million, radio nothing. Combined network billing $5 million; tv $4.5 million, radio $.5 million. Total broadcast billing $5.6 million. Leading spot advertiser: Hazel Bishop. Leading network advertiser: Hazel Bishop.

Kudner Agency: Combined spot billing $.5 million; tv nothing, radio $.5 million. Combined network billing $12.5 million; tv $9 million, radio $3.5 million. Total broadcast billing $13 million. Leading spot advertisers: Buick Motors, U. S. Tobacco Co., Goodyear Tire & Rubber Co. Leading network advertisers: General Motors, Frigidaire, Buick.

North Adv.: Combined spot billing $.4 million; tv $.4 million, radio nothing. Combined network billing $8.6 million, tv $7.6 million, radio $1 million. Total broadcast billing $9 million. Leading spot advertisers: Lanvin Parfums, Englander Mattress Co. Leading network advertisers: Toni Co. (Div. of Gillette), Papermate.



Season's Greetings

A happier New Year for sponsors with these productive buys *.. full sponsorship or participations*

Channel 2 Theatre

Monday through Friday at 11.15 p.m.

full length feature films with many famous stars

A selected group of top-quality full length feature films, which include widely-acclaimed productions, star an impressive array of famous Hollywood artists. These excellent films include many first-runs, and with their huge audience provide the perfect vehicle for late-evening advertisers.

The Range Rider

Monday through Friday at 5.30 p.m.



with Jack Mahoney and Dick Jones

All western fans are thrilled by this action-packed series, in which the heroes perform daring stunts.

Amos 'n Andy

Monday through Friday at 6 p.m.



hilarious fun for the entire family

Amusing antics of Harlem's most beloved characters garner big cross-section audiences for sponsors.

Waterfront

Mondays at 6.30 p.m. *starts January 7*

Public Defender

Tuesdays, Thursdays at 6.30 p.m.

City Detective

Wednesdays at 6.30 p.m. *starts January 2*

Federal Men

Fridays at 6.30 p.m. *starts January 4*

***In Maryland, most people watch* WMAR•TV**

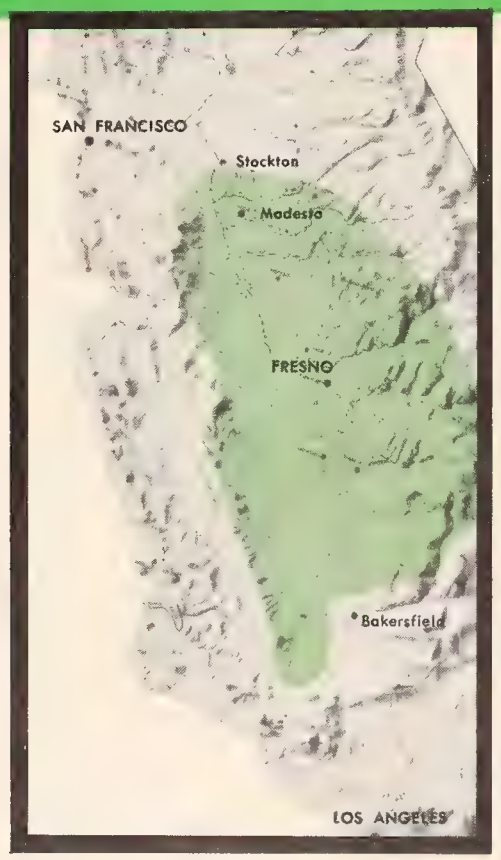
CHANNEL 2 — SUNPAPERS TELEVISION — BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Over, above---and beyond





One-third of Central California — east of the San Joaquin Valley — contains the nation's most rugged and beautiful mountains.

Here live thousands of families . . . cattlemen, lumbermen, turkey growers, ranchers . . . all with a better than average income. Most of them have wanted television for years.

Now, the powerful KFRE-TV signal carries over, above and beyond the mountains to bring them the only television service they can get.

Only KFRE-TV covers both the rich San Joaquin Valley . . . and the prosperous families in the other third of Central California. It's your most productive television buy.

KFRE-TV 12

FRESNO CBS

BLAIR-TV

Paul R. Bartlett, President Ed Freck, Manager Bob Klein, Sales Manager

NATL. SPOT RADIO TO SMASH RECORDS

- **SRA: '56 Is 30% Above '55**
- **'57 Expected to Trump '56**

A FORECAST that national spot radio time sales next year may even top an estimated record-high $150 million in spot radio billings this year [B•T, Dec. 17] was voiced last week by Larry Webb, managing director, Station Representatives Assn.

The previous record, set in 1953, was just under $135 million.

SRA also released the time sales total for October—over $16 million, or a 30.8% increase over the same month in 1955.

The time sales are compiled and released by Price Waterhouse Co. for SRA.

High percentage increases in spot radio sales have been confined generally to the larger markets in which some stations have shown tremendous gains over last year. While smaller stations are doing "fairly well," Mr. Webb found that they are not matching the percentage gain of the largest market outlets, primarily because advertisers are buying heavy saturation campaigns in the larger markets on a continuing basis.

October's increase was the greatest monthly rise for the year in the 10 months covered and compared to the same periods last year. Gain for the 10 months was 22.1%. The monthly comparision follows:

	[1]1956	[2]1955	Percent Gain
January	$ 10,758,000	$ 9,031,000	19.1
February	11,643,000	9,384,000	24.0
March	12,349,000	10,756,000	14.8
April	10,278,000	9,828,000	4.6
May	12,396,000	9,631,000	28.7
June	11,791,000	9,238,000	27.6
July	10,719,000	8,474,000	26.4
August	11,207,000	8,707,000	28.7
September	11,683,000	10,004,000	16.8
October	16,004,000	12,231,000	30.8
Total 10 months	**$118,828,000**	**$ 97,284,000**	**22.1**
November		12,286,000	
December		10,830,000	
Total for the year		**$120,400,000**	

[1] Revised estimates.
[2] Final figures for year.
Index, national spot radio, October 1956, 143.2, using 1954 FCC figures as base year.

Anheuser-Busch Offers Half Sponsorship of Cardinals

ANHEUSER-BUSCH Inc. will offer half of all St. Louis Cardinals baseball broadcasts on a regional radio network and on KTVI (TV) St. Louis to participating advertisers in 1957, with Busch-Bavarian beer supplanting Budweiser as main sponsor, it was learned last week.

Busch will sponsor half of each home and road game on perhaps 100 stations, and of each weekend and night road contest on KTVI (TV), with non-competitive clients able to buy spots in the remaining time.

Budweiser sponsored the complete package this year. In B•T Dec. 17, D'Arcy Adv. Co., which handles Budweiser, was incorrectly identified as the agency for Pabst Brewing Co., instead of Leo Burnett Co. Pabst is one of four advertisers which have signed for the Chicago Cubs on WIND in that city, to be fed to a regional network with clients buying only Chicago coverage.

Midwest Networks Buy NCS No. 2

SUNFLOWER and Iowa Tall Corn Networks, with composite of 18 radio stations, have subscribed to Nielsen Coverage Service No. 2, John K. Churchill, vice president of A. C. Nielsen Co., announced last week. Sunflower has purchased the service for five Kansas outlets as a group (three already subscribe individually), while Iowa Tall Corn represents 13 outlets (including seven already subscribing separately).

Lever Bros. Radio Pioneer Dies

FUNERAL services were held last week at St. Joseph's church in Belmont, Mass., for Michael J. Roche, 56, general manager of corporate advertising, Lever Bros., and pioneer in Lever's use of the broadcast media. He died Dec. 13 in New Rochelle, N. Y., after a brief illness. Mr. Roche, who joined Lever in 1920, was instrumental in starting the *Lux Radio Theatre* in 1934.

Survivors include his wife, Genevieve, of Larchmont, N. Y.; a son, William J. Roche of Framingham, Mass.; his mother, a brother and five sisters.

BEER IN LOS ANGELES TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Schlitz (J. Walter Thompson)	1	1	4	103
2.	Pabst (Leo Burnett)	1	1	2	34
3.	Miller High Life (Mathisson)	(P)	1	3	9

LOS ANGELES (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Hamm (Campbell-Mithun)		5	51½	252
2.	Eastside (Leo Burnett)		3	71½	242
3.	Burgermeister (BBDO)		5	19½	134
4.	Budweiser (D'Arcy)		4	46½	132
5.	Rheingold (Foote, Cone & Belding)		3	21	103
6.	Lucky Lager (McCann-Erickson)		3	7½	94
7.	Schlitz (J. Walter Thompson)	1	1	4	52
8.	Champale Malt Liquor (Dowd, Redfield & Johnstone)		1	16	38
9.	Regal Pale (Guild, Bascom & Bonfigli)		1	4	36
10.	Coors (Revill J. Fox Agency)		1	5	32
11.	Pabst (Leo Burnett)	1	1	2	30
12.	Country Club Malt Liquor (Compton)		1	9	18
13.	Olympia (Botsford, Constantine & Gardner		1	1	12
14.	Goetz (Compton)		1	5	11
15.	Miller High Life (Mathisson)	(P)	1	3	3
16.	Guiness Beer & Ale (Campbell-Ewald)		1	2	1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending November 10, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

GIMMICKS AND GIVEAWAYS

Broadcasters, buyers agree they'll never replace good programming

One of radio's timeliest—and touchiest—topics got the full treatment from two top station managers, Gordon McLendon of KLIF Dallas and Robert Leder of WOR New York, at last Tuesday's timebuying and selling seminar of Radio & Television Executives Society, New York. Their comments, in condensed form, appear below. Observations from the other side of the fence—that of the timebuyer asked to use a station which boosts its ratings by gimmicks and giveaways—will be found on the facing page.



MR. McLENDON

SINCE I originally accepted this invitation to debate the effect of giveaways on radio ratings, fate has intervened to make me something of an authority on giveaways. Nine days ago, on an abominable Sunday evening, my station KLIF in Dallas had the shocking experience of giving away $50,000 in one day [B•T, Dec. 17].

KLIF had hidden a $50,000 check made payable to "bearer." The chances were naturally against its being found. The treasure hunt was to last for nine days and we had announced that on the ninth day we were to pick up the $50,000 check and replace it with one for $500, giving such direct clues that it would be found quickly. But lady luck stepped in. Six hours before we were to pick up the check, a plasterer found all fifty thousand. I would have shot myself if I'd had the strength.

I'm sure that little episode was the largest single station giveaway in the history of radio—as a matter of fact, the largest non-quiz giveaway in all radio history, including networks.

What did this huge giveaway do to our KLIF ratings?

In November, before the big treasure hunt, Hooper showed KLIF with 39.9% of the morning audience in Dallas and 40.9% of the afternoon audience. Our December figures, show KLIF with 39.1% of the morning audience, a decrease of nearly 1%, and 47.9% afternoons, about a 7% increase. We believe we'd have had this same small afternoon increase without the treasure hunt, since we had effected some other afternoon program changes that made us normally anticipate an increased share, and we *dropped* slightly in the morning despite a $50,000 giveaway!

I should like to distinguish between ligitimate and illegitimate promotions. I could not and would not defend dishonest promotions which offer prizes to listeners for falsely stating that they have been or are listening to any station. Stations employing such devices should be put off the air.

No Appreciable Effect Locally

We can prove beyond any question that most giveaways no longer have any appreciable direct or short-run effect on *local* station ratings. We know that a network giveaway like *The $64,000 Question* draws big ratings, but even so these ratings are due to its *entertainment* value since the audience can have no expectation of reward. We do not believe any local radio giveaways *directly* stimulate audience to any great extent. At one time, they did. But now, here in New York you've seen little direct effect on ratings, either short or long run, from WINS' huge giveaway, *Kashbox*. Neither have WRCA's hidden thousand dollar bills been able to project it into first place. Perhaps the novelty of entering such contests has worn off for a large share of the audience. Too many people have entered station contests and have not won. These local station contests and giveaways still have indirect, long-run value to the station, but not value because of sudden increases in ratings.

Our station in Milwaukee, WRIT, made notable gains quicker

Continued on Page 38



MR. LEDER

A PEABODY AWARD is small solace to an owner with red ink on his books. However, I am convinced after much experience that high profits are compatible with good programming—programming in the interest of the public we serve.

I would like it understood that I firmly believe that music stations provide an important entertainment service to the listening public and that they too can be thought-provocative to our teen-age and adult music fans. I *have found* that a music format imposes rigid boundaries which offer few opportunities to explore the great latitude of expression and experiences that the radio medium can offer. I am critical of those who blithely bandy about the so-called music-and-news format because it has been a way for many operators who have little imagination and little ability to do much more with their stations. They believe that you must minimize the spoken word—except commercials, of course; that newscasts must be brief; that the public would be bored with the story behind the headlines; and their attitude towards public service is: "Let the big station do it."

Victims of Snare and Delusion

These operators are victims of a snare and a delusion—the snare being such great and profitable music stations as WNEW New York, WHBH Boston, KLAC Los Angeles and WIND Chicago. What they don't realize is that years of thoughtful operation and intelligent management made the stations what they are today. They do not realize that it takes taste and sensitivity and people to program music, and imaginative promotion to create a listening habit. The real gold at the end of the broadcast rainbow doesn't just happen. Though most of these operators are doing well by other industry standards—for example, they net 15% after taxes —this return deludes them into believing that their formula is a sound one. But I can tell you from experience that they are not scratching the profit surface — the real profit potential of our fabulous business.

It is inane to believe that in a market of 12 million people there are not those who want to hear discussions, comedy and drama, meet fascinating guests, be exposed to the excitement of travel, play-by-play sports and live music. The proof that there are such discriminating listeners lies in New York where WCBS, WNEW and WOR have ranked one-two-three in audience consistently over the last 20 years. An interesting facet is that the percentage of radio families listening to these thought-provocative stations is growing every day and, most important, the volume of business done by these three stations exceeds the total volume of the next eight stations in the market. I would gather from these figures that the three stations must sell merchandise, too.

What I have said is a far cry from a discussion relating to the effects of gimmicks on ratings, but it is a necessary foreword, because gimmicks, contests and money giveaways are a manifestation of the broadcasters who lack creative ability, lack imagination,

Continued on facing page

lack salesmanship and—most important of all—lack a belief in the intelligence of their audiences. It runs true to form that every gimmick or contest ever purveyed on the air was to help an ailing property, a poor program, a sick station. No well-run, well-managed station in this country has had to give away money to attract listeners. I would condone any good station using any promotional device, including giveaways, to attract listeners, if they felt their basic product was a sound one. However, money of itself is no replacement for entertainment nor for service.

Let us talk about gimmicks and ratings. For years, we as broadcasters have decried the enslavement of the advertiser and his agency to ratings and what they do or do not represent. We say that there is no corollary between ratings and the ability of a station to sell merchandise. We argue that the cost per thousand should not be the sole criterion of media buying. But what do we do about it? We default! We synthesize ratings by giving away money, by running contests, in a mad endeavor to achieve higher ratings which are as fleeting as the fickle audience who the next day tunes to the station that raises the ante.

What Is Advertiser Getting?

When and if the advertiser is mesmerized into buying the synthetic ratings, what is he getting for his money—the confidence of the listener? Quite the contrary. I believe he is buying inflated figures which will have no relationship to advertising impact. I have been told by all of the rating services that they themselves have tried every recourse to eliminate any but legitimate program promotions in rating weeks because the services themselves know that it is inevitable that their usefulness will be at an end unless they reflect honest, accurate listening habits. We need such surveys—ideally, one common to all markets of the country. But if the problem of inflated ratings continues and we contribute to them, I am afraid the next step will be no ratings at all.

Monetary Award Common

Now let's talk about the surveys themselves. In a report released to me by Dr. Sidney Roslow of Pulse, I take the following excerpts: In many markets throughout the United States radio stations have attempted to buy audiences through one means or another. A common method has been a monetary reward to the respondents for reporting listenership to a station when interviewed. Usually such a station broadcasts the promise to pay a sum of money if the respondent will report listenership to this station when asked over the phone or at the door—"What station are you listening to?" In one city such a campaign was carried on by one of the stations. During the same week 3,000 personal interviews were made in the city. The coincidental question was asked at the door; however, the interviewer asked to examine the set to verify that the answer was a true one. Out of the 3,000 calls, 106 reports of listening to the "reward-for-listening" station were obtained. Of these 106 reports, 39 were not verified. The respondent was actually listening to some other station or not listening at all. It is evident that the audience level to this station was inflated

TIMEBUYERS CAUTIOUS OF 'GIVEAWAY-HYPOED' STATION RATINGS

TIMEBUYERS can be "influenced" to an extent—but not tricked—by station ratings which are "hypoed" by cash giveaways, contests and the like, although in placing a commercial message for his client, the buyer essentially seeks mass audience—the more people the better.

This was the consensus of a group of timebuyers on New York's agency row, canvassed at random by B•T last week. While most would "accept" increased ratings via the giveaway or similar device, each had many qualifications and there was a shading of opinion.

The handful of buyers checked are responsible executives at top agencies which annually handle millions of advertising dollars.

As a rule, the timebuyer will take notice of increased audience claims as translated from a rise in ratings. But nary a one, so long as he is aware of the cause of the upswing, will plunge headlong into a buy. All of those questioned indicated they ordinarily would wait and see if a sudden rating rise could be sustained for any length of time.

Another general opinion was that the buyer cannot be expected to judge station methods (whether "ethical"), only the purpose and the results.

Walter Bowe of Sullivan, Stauffer, Colwell & Bayles emphasized the "wait and see" attitude, particularly when a campaign is continuing in a market. But, he admitted, if a new campaign is to be placed, "obvious evidence" that a station is doing better by reaching a greater audience is an important consideration.

Roger Bumstead, media director of the New York office of MacManus, John & Adams (Bloomfield Hills, Mich.), has a definite viewpoint on giveaways promoted by stations. He stated flatly that he "never would buy a station or recommend that a station be bought" solely because "it gave a lot of money away and the ratings went up." He would be suspicious, he said, of any station that had a "reputation" of using rating "hypos" that were short-lived. "I would double-check such a station and look it over carefully," he noted.

Mr. Bumstead cautioned, however, that his "quarrel" with a station centers on the use of such promotion to cover or shield a "poor product [program or programming]." There's nothing wrong in a station using almost any kind of promotion or gimmick in trying to build audience so long as the station management wishes to dramatize to the public a program change, improvement of format, etc., "if this is sincerely the intention of the station." But, he continued, if the station merely is out to build its rating for a month or so as a short-term gain for "putting some money in the till," Mr. Bumstead feels the buyer won't and shouldn't go along.

Another timebuyer in the top 10 list of agencies handling radio-tv billings, who asked his identification to be withheld, noted that regardless of how the station achieves it, an increased rating that holds from month to month will influence the buyer.

"He can't avoid it if the station shows an increase," he said, noting that it was important, too, for the buyer to know what happens "afterwards"—*i.e.,* once the giveaway or contest is over. He said he would be "skeptical" of any device that was used "just to influence a monthly rating."

Jerry Feninger of Cunningham & Walsh echoed the "wait and see" sentiment: "The smart buyer would wait until after it was over." But, he admits, a successful promotion certainly "affects buying" but not to the extent of becoming the basis for a buy.

Grace Porterfield of Benton & Bowles pointed out that timebuyers are purchasing "audience," and regardless of whether it is a new morning man, comedian or other device that will increase audience, the buyer would be interested.

Tom Barker of J. Walter Thompson Co. felt that "gimmick programming" used solely to boost ratings would "never influence" the buyer. Once the buyer is aware of such a device, he will go back and check the station's ratings earned previously, and, if necessary, stick to buying adjacencies to programs with proven popularity. So far as buying into a local show, the gimmick would prohibit the buy unless the increased rating is sustained, he observed.

Jean Sullivan of Norman, Craig & Kummel emphasized that if the giveaway or other stunt is used by the station during its rating week to make a showing, then it "won't make any difference" to the buyer. A purchase can't be based on a gimmick; one has to see the "track record" established by the station and if it can keep a sustained higher level then the buyer would be satisfied. She noted, too, that the buyer would not be against such stints *"per se"* but at the same time, "wouldn't buy especially for that."

by some 50% where verification of the report was not possible. Deceit appears to be an outgrowth of the stimulus of financial reward.

Let's talk further about the value the advertiser really receives when he buys these inflated ratings. And let's assume that all people who answer yes in a survey are actually listening to the station. For one, the attentiveness to the advertiser's message is diluted, this because the focal part of the show becomes the clue or clues. The clue must be of paramount interest to anyone attracted to a program by the outside stimulus and everything other than the clue pales by comparison. The commercial becomes a fill between two clever jingles that hide the name of the first pharaoh of Egypt.

Dr. Smiley Blanton, a distinguished psychiatrist, author and director of the American Foundation of Religion & Psychiatry, says this of giveaways: "I would assume that the number of listeners to the giveaway programs would decrease considerably after the first flush of curiosity has had a chance to wear off. The essence of the neurotic is to keep on trying to get when he knows he can never get. The normal person, emotionally healthy, wants what he has an even chance of attaining. There just aren't enough neurotics to sustain popularity of the giveaway programs. There are more normal people than neurotics among adults." To interpret Dr. Blanton's remark as it affects an advertiser would set me to wondering as to the equity the advertiser would have after the first blush of curiosity. Psychologists have told me that if a person does not readily win a contest an aversion is created to the perpetrator and it is here again that the advertiser's product is hurt.

And what are the facts as they affect you? For the broadcaster to expose a poor product to more people is sheer suicide and I am afraid that this is the case more often than not. Don't attempt it!

To sum up what may seem to some to be indeed cause for concern—I will say that I have had an uncompromising faith in the vitality of our medium and in many of the great broadcasters in it. I make one appeal: Let us not make the medium of radio the great American sweepstakes. Put the money that you are giving away into building your product, better programs and new personalities. Use the imagination that you put into finding new gimmicks and new clues and into cleverly promoting them by putting it into promotion of your programming and your station. Build the only true and durable asset that you have—the loyalty and the confidence of your audience based on the integrity and the service that you give to them day in and day out—and remember—profits and good programming and service are compatible.

McLendon Text *(Continued from page 36)*

than a peg-legged man in a forest fire—despite Wisconsin's asinine laws which virtually forbid contests of any description. In El Paso our KELP deliberately went four months without a promotion just to see what would happen. Instead of dropping, our share of audience in El Paso actually climbed 2%—to 55%. Our station in San Antonio, KTSA, maintains a solid first place position in both Pulse and Hooper and yet for the past four months KTSA has had few giveaway contests.

Here in New York, WNEW leads in both Hooper and Pulse and I can't think of the last time WNEW had a contest or giveaway. WIND shows terrific command of Chicago, yet if WIND has ever had a giveaway contest I can't remember it. I can give you endless striking examples—the newest is WQAM, which bounced to the top in Miami Hooper in 90 days with no giveaways or contests at all.

So, you say, if local contests and giveaways do not directly increase audience, why have them?

The value of most contests to us is that, first, they stimulate talk, and second, lend an atmosphere of excitement and sparkle to the station. We believe that, even though some stations lead by large margins without such contests and giveaways, they could increase their overall general margin in share of audience by promotions (of which contests are but one type) the like of which our McLendon stations use. Mind you, I didn't say they could increase their share of audience for one period or one month, but, perhaps, show quarterly and yearly increases in share of audience.

Contests and giveaways are but one kind of promotion with us. While giveaways don't really concern us, promotion does. By "promotions" we mean, for example, our newspaper concept, with three mobile news units, eight fulltime newsmen and news coverage that prompted one New York newspaper to say that KLIF has, and I quote, "better local news coverage than all New York radio and television stations combined."

Many Public Service Promotions

By promotion, we mean also our 235 different station jingles, our Elvis Presley Night, where we drew 28,000 to the Cotton Bowl, our fancy news introductions, our thought-and talk-provoking editorials in the public interest, our hiring of a rainmaker for Dallas, our recent gift of a Cadillac to a blind children's charity in Dallas, our famous electric-train promotion, our "Miss Universe" event and our great collection of memorable radio recordings of the last 35 years. We have many public service promotions, such as our annual Christmas Party for underprivileged children. Among these great promotions, contests and giveaways are but one small part that could be easily eliminated without permanent impairment of real significance to our ratings. And we promote 52 weeks of the year—not just during rating periods.

I cannot resist saying that I can recall when a man named Bob Leder introduced something called *Kashbox*, on WINS. That is still the biggest giveaway in New York. But it hasn't hypoed the ratings of WINS yet.

If anything I have said sounds like an apology for prize contests, it shouldn't. They aren't necessary to rating domination. And, furthermore—at least on the local scene—contests and giveaways have been exaggerated out of all proportion to their real significance by those low in ratings. Stations which have little audience tend to seize upon anything for defense of their humble position. It has become fashionable to defend against leading stations by falsely claiming that giveaways have led to their dominance, when the real truth is that they lead because of hard work and superior programming.

Promotions have numerous collateral values. We think that the presence of certain promotions, especially continuing promotions, identifies the station in the listener's mind so that he or she is able to answer interviewers more accurately. And promotions generate public interest in and attention to radio and thus increase sets-in-use. In Milwaukee, where at least three stations aggressively promote radio, morning sets-in-use have crawled to 18.8 and afternoons to 14.1, according to Hooper. Promotion has done this. Compare Milwaukee to some other, stagnant markets where Hooper shows sets-in-use less than 10%.

Unfortunately, in these days when a network treasurer is a man who has a gold watch chain with a Phi Beta Kappa key at one end and no watch at the other, it has also become fashionable in radio to criticize a promotion-minded radio station for having forgotten its public service responsibilities. This is simply not true. Our KLIF file of public service accomplishments is so great that it amazed even our own attorney and the same thing is true of most other exciting radio stations. Competitors using such an approach to attack leaders are being deplorably dishonest and unfair.

Nor is the argument valid that promotions detract from attention to commercials. To say this is to say that anything overly entertaining dilutes attention and, of course, entertainment is the very lifeblood of radio. During our $50,000 promotion, we tested this out with six of our sponsors. All in all, they reported results from their announcements to be about the same during the treasure hunt as before.

Let me say again that promotions are not short-run hypoes but instead are long-run hypoes. We submit that only overall, sound programming—of which promotions are but a part—hypoes ratings. And we further submit that promotions should not be cast in disrespect and disgrace by a few clothheads in radio and television—for much entertainment has always been and always will be based on sound, clean promotion.

Top Echelon Realigned At M-E, Its Subsidiary

REALIGNMENT of executive personnel at McCann-Erickson International and the parent agency is being announced today (Monday) by Marion Harper Jr., president of McCann-Erickson Inc.

Frank White leaves the chairmanship of the international agency to assume the duties of Wilbert G. Stilson, vice president, treasurer and chairman of the parent agency's finance committee. Mr. Stilson becomes executive vice president in charge of the



MR. WHITE



MR. STILSON

parent company's corporate headquarters in New York, as well as vice chairman of the operations committee.

Robert E. Healy, executive vice president of McCann-Erickson Inc., will succeed Mr. White as chairman of the International Agency, sharing some of Mr. White's former duties with the international agency's president, Edward R. Beach.

Mr. White's new title will be senior vice president, treasurer, and finance committee chairman.

Winchell Says Ratings Falsified, Sees Suit

SHARP blast at radio-tv rating services as "phony myth-matics" was made Wednesday night by Walter Winchell in an interview on Paul Coates' *Unit One* program on KTTV (TV) Los Angeles.

He also reported that "a man who is very well known in the trade, who owns a radio station in a southern city," will file a court suit before the end of this year charging that the "deputy" of a national rating service accepted a bribe to juggle the figures of another radio station to move the station up to first place.

Mr. Winchell told B•T he was not expressing "sour grapes" over cancellation of his weekly variety program on NBC-TV this month although he said he believes his show was dropped because of its ratings, despite other explanations.

During the program, Mr. Winchell displayed a document which he claimed was a "secret" counter report by one national rating service on the report of another rating service for a tv sponsor. Mr. Winchell said the initial report showed that a program was watched by 2.4 million children between ages 4 and 11 in New York while the secret counter report indicates there actually are only 1.7 million children in that age group in the city, based on census data.

Mr. Winchell told the KTTV audience that the rating question may be put before a congressional committee for investigation. Queried on this, Mr. Winchell said there may be a congressional inquiry of the rating situation because "I'm complaining about it."

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 25 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

Dec. 26 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 2).

Dec. 30 (5:30-6 p.m.) *McBoing-Boing Show,* sustaining.

Jan. 1 (11:30-11:45 a.m.) *Mummers' Day Parade,* sustaining.

NBC-TV

Dec. 24-28 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 31, Jan. 2-4).

Dec. 24 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Dec. 24 (11:15 p.m.-12 midnight) *The 12 Days of Christmas* and *The Nativity,* films, sustaining.

Dec. 25 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Jan. 1).

Dec. 25 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 1).

Dec. 26 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Jan. 2).

Dec. 27 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co.

Dec. 28 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks.

Dec. 29 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 30 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Jan. 1 (11:45 a.m.-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates and Florists Telegraph Delivery Service through Grant Adv.

[Note: This schedule will be corrected to press time of each issue of B•T]

Chrysler Executive Advocates Guaranteed Video Circulation

A PLEA for guaranteed tv circulation in which audiences would be commensurate with dollars expended in the visual medium was made last week by Richard S. Forbes, advertising director of Chrysler Corp., in an address before the Broadcasting Advertising Club of Chicago.

Speaking on "Our Future in Television," Mr. Forbes acknowledged the "tremendous force" of television in conveying concepts, ideas and personalities and that tv as a "high-speed communication" has made its mark. He made plain he was advocating guaranteed circulation, similar to that of printed media, on behalf of all advertisers.

Mr. Forbes observed that one advertiser may spend as much as $100,000 on a television program and come up with a 35 rating while another, spending the same amount of money, might only garner a 15. He felt it is good business to insist on circulation minimums and predicted this principle would be adopted within a matter of years. An initial step in that direction, he added, would be a uniform rating service to measure audience circulation. Principle of such circulation should be adopted, he said, because of "the tremendous amount of dollars expanded" in the medium.

Four Named Vice Presidents By MacManus, John & Adams

APPOINTMENT of four new vice presidents at MacManus, John & Adams, Bloomfield Hills, Mich., and New York, was announced last Wednesday by MJ&A President Ernest A. Jones. Affected are:

Eugene J. Gramm, creative director in MJ&A's New York office in charge of 11 accounts, who joined the agency in 1954 after spending nine years with other agencies; Mark Lawrence, radio-tv director in New York, with MJ&A since 1952; Milton F. Coulson Jr., former New York copy chief and more recently creative director in the Michigan office on the Pontiac account, and Leslie S. McMahon, manager of MJ&A's Toronto office who also was appointed a director of MacManus, John & Adams Ltd., Canada.

Skippy Signs for ABC-TV 'Drake'

SKIPPY Peanut Butter Div., of Best Foods Inc., New York, has signed for a new ABC-TV show, *This Is Galen Drake,* that beginning on Jan. 12 will be telecast live Saturdays, 7-7:30 p.m. EST.

This will be the first tv series for Galen Drake. Mr. Drake's programs with CBS Radio and his association with CBS' Housewives Protective League operation will continue.

The new program will be sponsored by Skippy on behalf of the peanut butter product and for Nucoa margarine. Agency is Guild, Bascom & Bonfigli, San Francisco.

Criminal Contempt of Court Ruled Against Dolcin Corp.

HEAVY spot radio user Dolcin Corp. and three of the firm's officers were convicted of criminal contempt of court last week by the U. S. Circuit Court in Washington.

The conviction—punishment is scheduled to be determined at a Jan. 14 hearing—followed a complaint by the Federal Trade Commission that Dolcin had continued advertising purported arthritis and rheumatism pain-killer properties of its pill after an FTC cease and desist order had been upheld by the court. A significant basis for the complaint and the court's decision were radio spot scripts used during 1955 on Washington, Philadelphia and Chicago radio stations. Dolcin spent $1 million on radio spots in 1955 and an estimated $1.5 million this year.

FTC formally charged Dolcin with misrepresentation in 1949. A cease and desist order was entered in 1952. This was appealed to the appellate court. The circuit court in 1954 affirmed the FTC order with some modification, ordered a further hearing to permit the introduction of disputed evidence, and ruled that pending the outcome of the additional hearing the order was to remain in effect. In April 1955, Dolcin's appeal for Supreme Court consideration was denied.

Among the radio stations used by Dolcin after this date, according to the FTC, were WTOP, WMAL and WWDC Washington, WFIL and WDAS Philadelphia and WGN Chicago.

Company officials convicted were Victor Van Der Linde, George Shimmerlik and Albert T. Wants. The court's decision was unanimous by Circuit Judges David L. Bazelon, Charles Fahy and George Thomas Washington.

'Extravagant' Advertising Blasted in Court Decision

"EXTRAVAGANT" advertising "facilitated" by radio-tv was blamed by a federal judge as one of four trends which "forbode evil." The other three, according to U. S. District Judge Robert N. Wilkin, are overextended credit, disguised usury and high pressure salesmanship. The retired jurist's remarks were contained in a decision finding officials of Consolidated Engineering & Distributing Co. of America, Washington, D. C., guilty of bilking home owners on improvement contracts. Judge Wilkin had been called from retirement to sit on this case.

In discussing his ideas on the "evils" which he sees rampant, and which he lays "to some extent" to the "unfortunate effects of our present system of taxation," Judge Wilkin referred to "extravagant displays and programs that are presented to the public today as beyond the useful purpose of advertisement. They show little desire to serve prospective purchasers. They seem rather to be prompted by pride, rivalry between competitors, and a wish to use excess profits to build good will. Such extravagant advertising has been facilitated by radio and television. Although some of the programs offered by this means are commendable as informative, musical or dramatic entertainment, the practice of interrupting such entertainment by blatant, vulgar and self-serving commercials has been justly criticized as both bad taste and bad business. Such extravagance contributes to the high cost of living, and ultimately the consumer pays the bill."

Lottery Possibility Removed, Folger Says of Door Campaign

ELIMINATION of the element of consideration, effective Dec. 11, has mooted the lottery question in the Folger office doorbell ringing campaign questioned by the FCC last month, J. A. Folger & Co. and Raymond R. Morgan Co., Los Angeles advertising agency, reported to the FCC last week.

Both companies announced that no longer will a housewife answering the ring of a Folger coffee salesman be required to have a can of Folger coffee in the house to be eligible for an award. This, they averred eliminates the question of consideration entirely.

A lottery usually must consist of prize, chance and consideration. Both the Folger and Morgan companies emphasized that in the seven years of the campaign's existence, no question was ever raised as to its possible violation of the lottery laws.

The communication to the FCC related how the plan formerly worked: A salesman calls on a housewife. If she has Folger coffee in her kitchen, he asks her a question of general knowledge. If she answers correctly, she is awarded an appliance worth from $3 to $300. Radio spots are used to acquaint areas with the campaign.

The subject came to light last month when it was learned that the FCC had asked 34 west coast radio stations for information on the Folger coffee campaign [B•T, Nov. 12].

Bulova Seeks Alternate Sponsor For CBS-TV's 'Gleason Show'

BULOVA Watch Co., New York, has asked CBS-TV to find it an alternate sponsor on the *Jackie Gleason Show* (Saturday, 8-9 p.m. EST). Bulova now co-sponsors the show with P. Lorillard.

It was learned last week that the company would like to revert to an alternate-week sponsorship after Jan. 1. Reason for the projected change, it was understood, is budgetary in that Bulova wishes to protect its 20-second spot franchise that is placed on stations nationwide. P. Lorillard reportedly wants to continue its co-sponsorship.

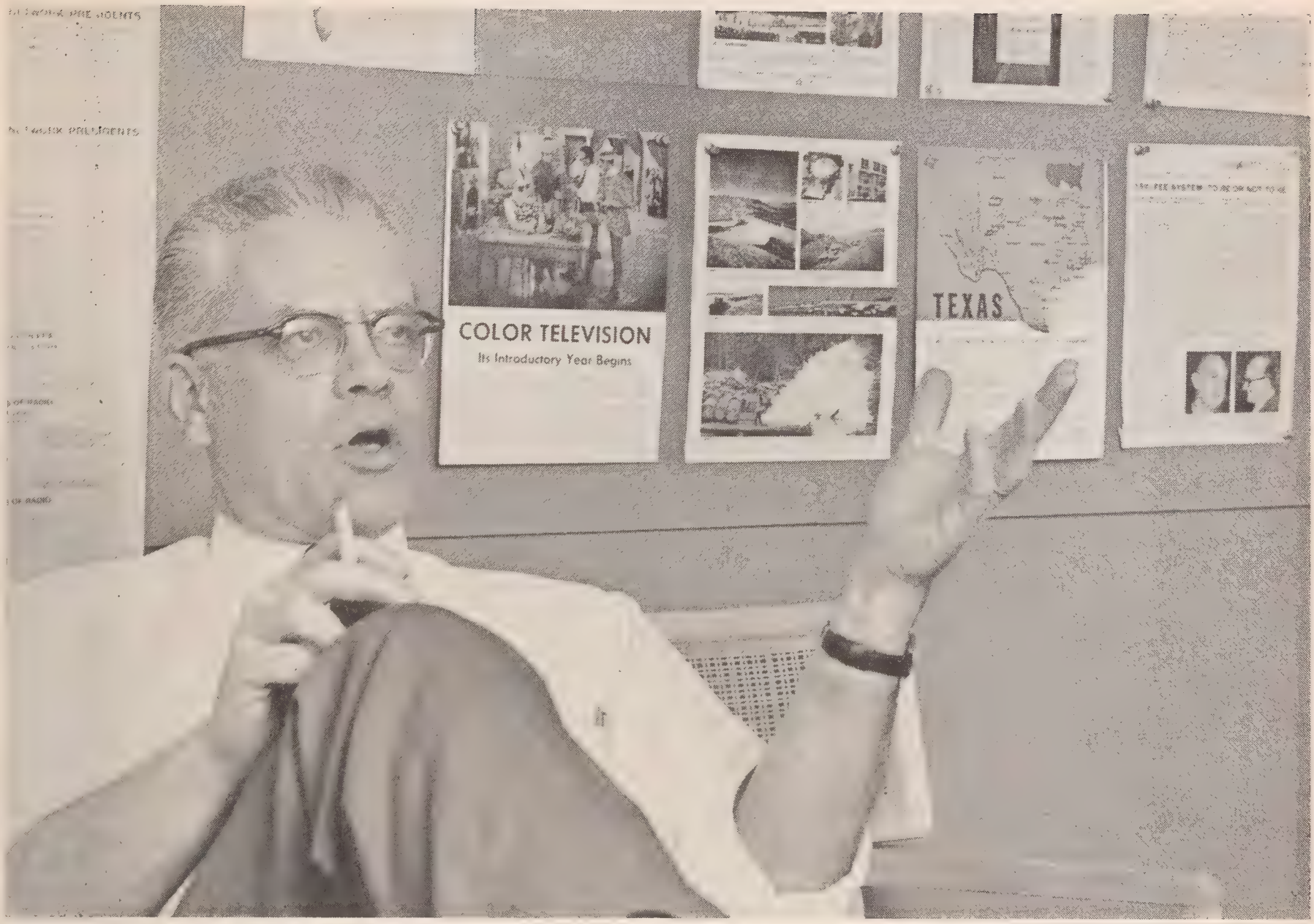
McCann-Erickson, New York, is Bulova's agency.

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING NOVEMBER 10

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week			(Average for All Programs)				(714)
1.	Election Returns	Westinghouse	Ketchum, McLeod & Grove	CBS	185	Tues., 8 to concl.	5,523
2.	Election Returns	Sunbeam RCA Oldsmobile	Perrin-Paus Kenyon & Eckhardt D. P. Brother	NBC	190	Tues., 8 to 3	4,000
3.	Election Returns	Kohler of Wisconsin	Roche, Williams & Cleary	MBS	525	Tues., 8 to 2:45	2,857
4.	Election Returns	Buick Div. of G.M.	Kudner	ABC	405	Tues., 8-4	2,476
5.	Great Gildersleeve	Anahist Crowell-Collier	Ted Bates Grey	NBC	160	Thurs., 8-8:30	1,571
6.	Dragnet	Anahist Carter	Ted Bates Ted Bates	NBC	176	Tues., 8-8:30	1,524
7.	Speech—Nixon	Nat'l Rep. Cong. Comm.	BBDO	CBS	185	Nov. 2	1,286
8.	People Are Funny	Anahist Crowell-Collier	Ted Bates Grey	NBC	165	Wed., 8-8:30	1,238
9.	Henry J. Taylor	General Motors	Kudner	NBC	189	Mon., 8-8:15	1,143
10.	Speech—Eisenhower	Nat'l Rep. Cong. Comm.	BBDO	NBC	150	Thurs., 9:30-10	1,143
Evening, Multi-Weekly			(Average for All Programs)				(857)
1.	Lowell Thomas	United States Div. General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,571
2.	News of The World	Miles Labs	Goeffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,524
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,333
Weekday			(Average for All Programs)				(1,238)
1.	Helen Trent (2nd half)	Whitehouse	Victor & Richards	CBS	188	Mon., Wk. 2, 12:30-45	1,905
2.	Helen Trent (1st half)	Carter	Ted Bates	CBS	188	Mon.-Wed., 12:30-45	1,809
3.	Young Dr. Malone (1st half)	Mentholatum	J. Walter Thompson	CBS	186	Mon.,Wk. 2, 1:30-45	1,667
4.	Young Dr. Malone (2nd half)	Mentholatum	J. Walter Thompson	CBS	186	Wed., Wk. 2, 1:30-45 Alt. Times	1,667
5.	A. Godfrey	Intl. Min. & Chem.	BBDO	CBS	188	Mon.-Fr., 10-11:30	1,667
6.	Our Gal Sunday (2nd half)	Mentholatum	J. Walter Thompson	CBS	188	Fri., Wk. 2, 12:45-1	1,667
7.	A. Godfrey	Bristol Myers	Young & Rubicam	CBS	188	Mon.-Fri., 11:15-30	1,619
8.	A. Godfrey	Scott	J. Walter Thompson	CBS	188	Mon.-Fri., 11-11:15	1,619
9.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	188	Mon.-Fri., 10:15-30	1,619
10.	A. Godfrey	General Foods	Young & Rubicam	CBS	188	Mon.-Fri., 10:30-45	1,619
Day, Sunday			(Average for All Programs)				(524)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-3	1,619
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 12-12:05	952
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	857
Day, Saturday			(Average for All Programs)				
1.	Jack Sterling	Participating sponsors and agencies		CBS	175	Sat., 10:05-10:30	809
2.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,428
3.	Allan Jackson-News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 12-12:05	1,381



"It's news, so get it in!"

That command—given by Edwin H. James, managing editor—can be heard almost any Friday when B•T goes to press. Getting all the week's news into each issue of B•T is a tough job, but it's always done. That's why B•T staffers miss a lot of dinners at home, why B•T printers have nervous breakdowns, and why its readers learn more about radio and television from B•T than from other publications.

Ed James started holding up presses for B•T in 1945 as New York editor. In addition to news stories and articles for B•T, he's written on broadcasting matters for such other publications as *Fortune, Reader's Digest* and the *London Financial Times*. As managing editor, he now rides herd on the B•T staff (largest in the field), oversees production of a magazine containing 85,000 words a week, and in his spare time manages to interview radio-tv bigwigs just to keep in personal touch with what's going on.

Most folks in radio-television start the week with a long look at what Ed and his staff of 30 report. Readers get fresh, full information, and advertisers get their money's worth.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N.W.,
Washington 6, D. C.



Only vertical news magazine in the field with ABC Membership.



ANYTHING FOR THE CAUSE: *Jolie (Mama) Gabor with daughters (l to r) Magda, Zsa Zsa and Eva. They offer their appeal, and perfume, for Hungarian relief.*

GABOR-HUNGARIAN P. I. PROPOSAL OFFERED

A PER INQUIRY deal trading on the current plight of the Hungarian people was being pitched to radio stations last week, with the singularly noted Gabor family as the instrument of commercialization.

Stations were invited to carry a 78-second recording featuring (1) Jolie Gabor, mother of Zsa-Zsa, Eva, and Magda, in an appeal for aid for Hungarian refugees, and (2) an announcer appealing for the sale of "Gabor family perfume" at the reduced price of $2.95. The station would keep 75 cents out of each $2.95 sale, send 54 cents to "First Aid for Hungary," and remit $1.66 to J&H Publicity Assoc., New York, which is handling the offer.

"Visualize the tremendous sales volume that will be attained by your station through this appeal and the philanthropic gesture of the Gabor family," Lester Jacobs of J&H said in a letter to broadcasters.

He told B•T, however, that the venture in no way seeks to "capitalize" on Hungarian relief. "How are we capitalizing on them when we're giving them money?" he wanted to know.

The Gabors, he asserted, are giving up their own receipts from the perfume in order that it may be offered in this radio appeal at the reduced price of $2.95 instead of the nationally advertised price of $5. He said the perfume is made by another company but that, as he understood it, the Gabors ordinarily receive royalties on its sale. The $1.66 that goes to J&H, he pointed out, covers manufacturer's perfume costs, taxes and recording expenses.

Mr. Jacobs said letters started going out to stations about 10 days ago and that eventually he hoped to send them to all radio outlets. It was still too early, he said last week, to determine how the offer was being received. He expressed hope that acceptance would be widespread.

The address of "First Aid for Hungary," to which stations were told they must send 54 cents of every $2.95 collected in the perfume sale, was not given in Mr. Jacobs' letter. It is 6 E 65th St., New York. Former President Herbert Hoover is honorary chairman of the organization, which has been notified by federal authorities that contributions to its fund are tax-exempt.

A spokesman for the fund said it was not "sponsoring" the Gabor radio venture, but that "if they want to give us the proceeds, we'll be happy to accept." Both the fund spokesman and Mr. Jacobs said they had discussed it in advance.

Here is the text of Mr. Jacobs' letter:

"Listen to the enclosed recording of Jolie Gabor, mother of the famous Gabor sisters, as she speaks and seeks aid for Hungarian refugees . . .

"Visualize the tremendous sales volume that will be attained by your station through this appeal and the philanthropic gesture of the Gabor family.

"You are permitted to offer to the listening audience in your area the fabulous 'Gabor family perfume' advertised by *Vogue* and sold all over the U. S. for $5 for only $2.95 on a C.O.D. or prepaid basis, provided however, that. . . .

"In addition to 75 cents your station retains from each sale for your efforts, 54 cents more must be deducted by you and sent to 'First Aid for Hungary' as a contribution by your station.

"The balance of $1.66 you will remit to us to cover excise taxes, the cost of the perfume, and miscellaneous recording expenses in making this offer possible to you.

"Now is the time for you to gain additional dollars for your unused time and still be in a position while making a handsome contribution to so worthy a cause, to gain additional prestige and many friends for your station.

"Should you require additional information, kindly call us collect at CH. 4-4662 [in New York] and we will explain in detail this wonderful plan for wonderful people."

NBC Radio Signs 5 Advertisers For Over $1 Million in Billing

NEW BUSINESS amounting to more than $1 million in net billing was signed by NBC Radio during the early part of last week, William K. McDaniel, vice president in charge of network sales, announced Thursday.

The advertisers making purchases include Pharma-Craft Corp. (Coldene) Batavia, Ill., through J. Walter Thompson, for nightly participations in *News of the World* (Monday-Friday, 7:30-7:45 p.m. EST); Lambert Pharmacal (Listerine), New York, through Lambert & Feasley, New York, for 10 participations in *NBC Bandstand* and five in *Woman in My House* every week for 13 weeks; Ex-Lax, Brooklyn, through Warwick & Legler, New York, for 52 weeks of announcements in a series of programs including *Woman in My House, Five Star Matinee, Pepper Young's Family* and *Monitor;* Olin-Mathieson Chemical Corp., Baltimore, through VanSant, Dugdale & Co., Baltimore, for a package of 10 weather segments in *Monitor,* and RCA, New York, for a 26-week campaign in the network's *Most Beautiful Voice in the World* special programs.

SSC&B Reports Staff Additions

ARTHUR WEITHAS, former freelance art director and agency consultant, has joined Sullivan, Stauffer, Colwell & Bayles as art director on the Richard Hudnut account, which the agency will take over from Kenyon & Eckhardt next week. Other SSC&B art personnel added last week: Charles Scimecca, formerly with Morse International; Ray Silka, of Doherty, Clifford, Steers & Shenfield, and Howard Connelly, most recently with the former Biow Co. All three join as assistant art directors.

New Records Set by Magazines

AN ALL-TIME high in revenues and advertising pages for magazines was reached during the first nine months of 1956, it was reported last week by the Magazine Advertising Bureau. The increases were 11.7% and 5.6%, respectively, over the same period last year, the previous record. Total revenue for the period this year was $518.6 million, or $54.2 million above the 1955 nine months. Total advertising pages for the Jan.-Sept. period was 63,442, a gain of 3,377 pages.

Esty Names Eight Directors

EIGHT new directors were announced last week at William Esty Co., New York. They are George I. Chatfield, executive vice president; William Strosahl, vice president and creative director; Dr. Wallace H. Wulfeck, vice president and assistant to president; John H. Peace, vice president and director

of media planning; Samuel H. Northcross, vice president and account executive; William L. Young, vice president and director of merchandising; Will P. Booth, vice president and account supervisor, and George MacGovern, vice president and director of research.

A&A SHORTS

Prudential Insurance Co. of America ordered repeat of its Dec. 2 *Christmas in Stereo* simulcast on KRCA (TV) and KFI Los Angeles to be aired in the same stereophonic manner on Christmas Eve. Program features Burbank Symphony Orchestra from NBC-TV's studios in Burbank. Agency for Prudential is Calkins & Holden.

Lincoln J. Carter Adv. Agency, South Bend, Ind., announces organization will become partnership consisting of Lincoln J. Carter, John J. Futter and Keith A. Klopfenstein. Agency will keep Carter name.

Edwards Agency, L. A., has moved to its own building at 915 N. LaCienega Blvd.

AGENCY APPOINTMENTS

Sam McDaniel & Sons Inc. (Bunker Hill canned meats) appoints Cargill & Wilson Inc., Richmond, Va.

Benjamin Swig (owner of hotel chain) appoints M. B. Scott Inc., Los Angeles.

Autocar (division of White Motor Co., Cleveland), Exton, Pa., reappoints Gray & Rogers, Philadelphia.

Hardy Furniture Co., Maywood, Calif., appoints Goodman Adv., L. A.

SPOT NEW BUSINESS

Dance Guild of America (home instruction dance courses), N. Y., through Friend-Reiss Adv., same city, placing radio spot campaign starting Jan. 8 on WCAU Philadelphia and WOR, WCBS and WABC, all N. Y.

NETWORK NEW BUSINESS

Oldsmobile Div., General Motors Corp., will sponsor on ABC Radio and ABC-TV the Sugar Bowl football game between U. of Tennessee and Baylor U. direct from New Orleans on New Year's Day. Kick-off time is set at 1:55 p.m. EST, with a pre-game warmup scheduled from 1:45-1:55 p.m. EST. D. P. Brother & Co., Detroit, is agency.

Buick Motor Div. of General Motors has confirmed its purchase of CBS-TV's New Year's Day coverage of annual Orange Bowl game between U. of Colorado and Clemson College direct from Miami. Agency: Kudner Adv., N. Y.

Ralston Purina Co., Chows Div., St. Louis, plans to sponsor *Washington Farm Report,* daily NBC program featuring Washington news correspondent Richard Harkness. Agency: Gardner Adv. Co., same city.

Carter Products (toiletries), N. Y., signed as first sponsor of NBC-TV's *Nat (King) Cole Show* (Mon., 7:30-7:45 p.m. EST), contracting for six programs on alternate week basis, starting Jan. 7. Agency: Sullivan, Stauffer, Colwell & Bayles, same city.



it's nighttime radio with "PEOPLENESS"*

*"PEOPLENESS" is another word for intimacy—or mutuality. By any word it's a close relationship of folks who *sell* with folks who *buy* (and lots of them†).

"DENVER AT NIGHT" buttonholes buyers because buyers spend their evenings with KLZ sales personalities . . . Merwin Smith, Dick McMahon, Warren Chandler, Stan Brown, Starr Yelland. People *buy* from People.

"DENVER AT NIGHT" is exciting "tune-and-stay-tuned" fare.

Listeners hear both sides of conversations in KLZer's talks with *people* 'round the corner . . . in New York . . . in London . . . or in Cairo—news in the making, human interest, drama. "Denver at Night" *lives among people* . . . takes listeners to cave-ins, shut-ins, disasters, weddings, cops on the beat, the quietly efficient hospital night nurse. It's vital . . . human . . . personal! Interspersed throughout is local, regional and world NEWS—MUSIC—VARIETY

BUY "Denver at Night"

SELL the Gr-r-rowing Denver Market!

Call your KATZ man or KLZ Radio Sales Today!

†Latest PULSE proves KLZ has the highest all evening ratings in town—6 p.m. to midnight.

KLZ RADIO DENVER 560 k.c.

CBS in the Rocky Mountain Area
Represented by the KATZ Agency

A&A PEOPLE

Louis E. Dean, account executive, and **Paul E. Newman,** vice president-executive director of Kudner Agency, were elected vice president and director, respectively.

Jefferson E. Aldrich, Chicago sales director of *National Provisioner,* and **Warren S. Johnson,** writer-executive with Ruthrauff & Ryan, named vice president and director of creative copy, respectively, for Warner & Todd Adv., St. Louis.

Daniel E. Shea named senior vice president of marketing for Lennen & Newell, N. Y., in addition to his duties as management account supervisor on Stokely-Van Camp account.

Fenn C. Horton Jr., advertising-sales promotion manager, General Electric Lamp Div., to Charles Bowes Adv., Los Angeles, as account executive.

Park A. Woods, formerly account executive for Edward S. Kellogg Co., L. A., to Marketing Engineers, Santa Ana, Calif., in similar capacity.

Jace Leach, assistant advertising manager of Republic Steel's Berger Div., Canton, Ohio, to Griswold-Eshleman Co., Cleveland, as associate account executive.

George W. Oliver, formerly with Leo Burnett Co., Chicago, to account executive staff of Needham, Louis & Brorby, same city.

William D. Crelly appointed advertising director of Owens-Corning Fiberglas Corp. (Fiberglas products), Toledo, Ohio.

John J. Kane, account executive, Hutchins Adv. Co., Philadelphia, to Philco Corp.'s radio division as advertising-sales promotion manager.

Joe Lincoln, radio-tv timebuyer, Young & Rubicam, N. Y., to Agey, Hoite Adv. Inc., Miami, as media director.

Ted H. Koelikamp, account executive, Biddle Adv. Co., Chicago, to W. E. Long Co.-Independent Bakers Cooperative, as copy director.

Richard S. Hochman, formerly account executive at Mayer & O'Brien Inc., L. A., appointed director of Chicago public relations at Ruthrauff & Ryan.

Gerald McLaughlin, Leo Burnett, Chicago, to Ogilvy, Benson & Mather, N. Y., as art director.

Gerard C. Mooney, traffic-production departments, Kudner Agency Inc., N. Y., to C. J. LaRoche & Co., same city, as manager of traffic department.

Eleanor Jane Schiavone, space buyer in media department of Lavenson Bureau of Adv. Inc., Phila., named assistant media director.

Earl C. Moss, advertising manager of Inter-American Orange Crush Co., Evanston, Ill., to Gourfain-Cobb & Assoc., Chicago, as copy chief.

Adele Thomas, formerly with Biow Co., N. Y., to Reach, Yates & Mattoon, N. Y., as copywriter.



DR. SYDNEY ROSLOW, director of The Pulse Inc., addressed a recent luncheon meeting of the Peoria (Ill.) Advertising Club, which was followed by party given by Peoria radio stations for the city's advertising agencies. Among those present were (l to r): seated, Ken Becht, partner of Arbingast, Becht & Assoc. Inc.; Lewis Ross, president of Ross Adv. Agency; Dr. Roslow; Marjorie Olson, Thompson Adv. Agency media director; Marvin Hult, president of Marvin Hult & Assoc.; standing, John Livingston, WPEO general manager; Robert O. Runnerstrom, WMBD vice president; Thomas I. Greer, WEEK manager, and Jim Butler, WIRL assistant manager.

Seymour Francis, San Diego public relations counsellor and publicist, to Lisle Shoemaker Adv. Agency, same city, as head of public relations division.

James A. Mount, advertising-radio sales executive, to Pacific National Adv. Agency, Portland, as director of sales promotion.

George B. Bogart, account supervisor at Calkins & Holden Inc., appointed Chicago office manager.

Edmond Gray transferred from N. Y. to Chicago office of Kenyon & Eckhardt Inc. as associate tv producer.

Payne Williams, producer-writer of commercial tv films, Radio Free Europe, to Barlow Adv. Agency, Syracuse, N. Y., radio-tv staff.

Kevin Murphy, copywriter, Knox Reeves Adv., Minneapolis, to Herbert Willis & Assoc., same city, creative department.

Al Richman to creative staff of Olian & Bronner Inc., Chicago.

Edward J. Palmer, formerly with R. H. Macy & Co. (department store) N. Y., to contact department, Young & Rubicam, N. Y.

James O. Hanley, formerly account executive, Alfred Colle Co., Minneapolis, to Bruce B. Brewer & Co., Kansas City-Minneapolis, copy department.

Joanne L. Ditmer, assistant buyer in misses' sportswear, Denver Dry Goods, Denver, Colo., to Mark Schreiber Adv., same city, copy-market research staff.

John Gruenberg II, formerly on editorial staff of both *Hardware Age* and *Electronic Industries* magazines, to Arndt, Preston, Chapin, Lamb & Keen Inc., Phila., publicity staff.

John Andersen, formerly assistant sales manager for wholesale sales division of Chicago Printed String Co., and **Tom Powers,** recently discharged from service, to research department of Needham, Louis & Brorby Inc., Chicago.

Mrs. Mary Jordan Stephansson, Dinnerman & Co., Cincinnati, to Perry-Brown Inc., same city.

Frank C. Huseman Jr., graphic designer, to Henry J. Kaufman & Assoc., Washington, as art director.

Calvin F. Greenbaum, copywriter, Pharmaceutical Adv. Assoc., N. Y., to Charles W. Hoyt Co., same city, as copywriter.

Carl Miller, copywriter at United Airlines, to Waldie & Briggs Inc., Chicago, in similar capacity.

Brendan Baldwin, media supervisor with Kenyon & Eckhardt, N. Y., named media director for agency's Detroit office, succeeding **Lucian R. Bloom,** resigned.

Mary Ellen Wheeling, media director, Mottl & Siteman, L. A., to M. B. Scott Inc., same city, in similar capacity.

Barbara San Holbrook, Doherty, Clifford, Steers and Shenfield, N. Y., to copy staff of Doyle Dane Bernbach, same city.

George L. Young, Lang-Fisher-Stashower, Cleveland, to Griswold-Eshleman Co., same city, as assistant to media director.

George Culp, 83, receptionist at N. W. Ayer & Son, Phila., will retire on Dec. 31 after 64 years in advertising, 59 of which he has spent with Ayer.

John Yeargain, account executive, Roberts & Reimers, N. Y., has formed his own advertising agency, John Yeargain Inc., located at 141 East 44th St., N. Y.

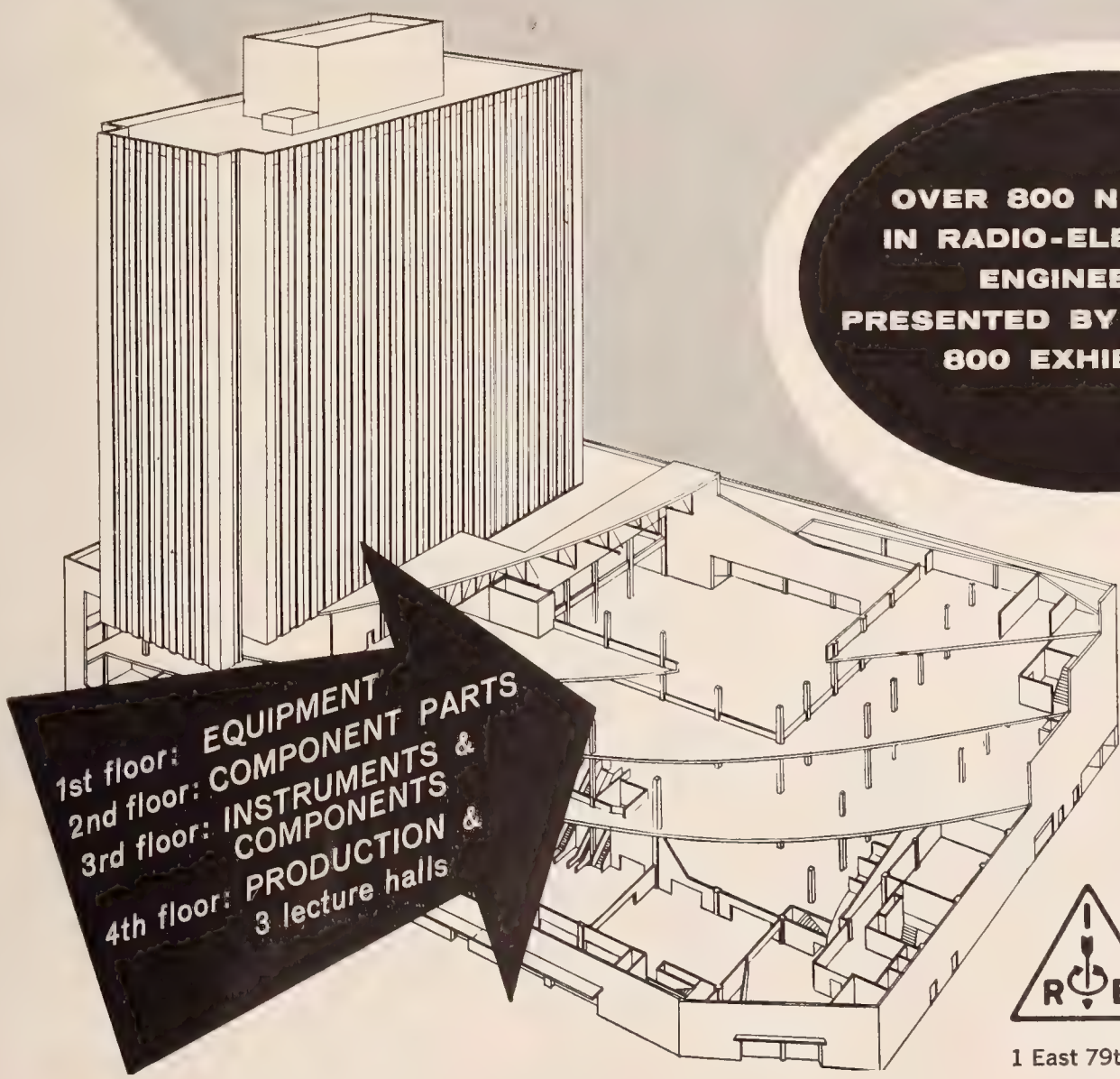
THE RADIO ENGINEERING SHOW

moves to the COLISEUM!

SO BIG it takes all 4 floors of New York City's Coliseum to hold this year's great annual IRE Radio Engineering Show. For 4 phenomenal days the largest show ever assembled will open its doors to more than **41,000** ** engineers just 4 minutes from Times Square.*

IS IT TOO BIG—not for a 12 billion dollar and still growing industry! More than 200 papers presented by 22 professional groups at the Convention's 55 technical sessions will summarize all that's new in radio-electronics research and development...the 834 exhibitors will also represent over 80% of the productive capacity of the industry. Not by a long shot is this show too big for what will soon be our nation's largest industry. Plan now to be at this vitally important radio-electronics show!

*41,017 engineers and businessmen from coast to coast and in every field of radio-electronics attended the 1956 Radio Show...the forecast for 1957 is even higher!



OVER 800 NEW IDEAS IN RADIO-ELECTRONICS ENGINEERING PRESENTED BY MORE THAN 800 EXHIBITORS!

The Institute of Radio Engineers

1 East 79th Street, New York 21, N.Y.

Post' 48 Films for TV Seen in SAG-Fox Pact

POSSIBLY clearing the way for a break in the stalemate between major Hollywood studios and creative talent over the extra-pay formula for release of post-1948 feature films to television, the board of directors of the Screen Actors Guild last week voted to approve a settlement with Matty Fox and C&C Television Corp. for tv exhibition of 82 RKO features and about 50 short subjects.

At the end of the week, both the screen writers branch of the Writers Guild of America West and the Screen Directors Guild were meeting on approval or rejection of Mr. Fox's extra-pay offer to free the films for tv. A decision was expected Friday. C&C Television already has distributed pre-1948 RKO features to tv.

John L. Dales, national executive secretary of SAG, said Mr. Fox will pay the guild a total of $715,000 for tv release of the films, $615,000 of which will be paid in 36 monthly installments and $100,000 to be paid from his gross tv receipts for the entire RKO package of 740 features when such tv receipts exceed an average of $50,-000 per picture.

The first payment of approximately $17,-083 will be paid to SAG immediately upon signing of the agreement, Mr. Dales said, and the next payment is due next July and monthly thereafter. Mr. Dales said SAG has yet to determine how the money is to be distributed to the individual actors involved in the films. He said C & C Super Corp. is guaranteeing all payments to be made to SAG by C & C Television.

Flow of the new money to talent is expected to spur demands for settlement of the all-industry formula discussions held some weeks ago among producers and guild officials. There also is the prospect that other individual film owners will make separate deals.

Mr. Fox is reportedly offering lump sums of $235,000 each to the directors guild and the writers guild for the tv rights to the post-1948 films.

Meanwhile, SAG has announced increased income of residuals from re-runs of syndicated tv film shows with a total of $1.4 million received during the past year. Since December 1953, SAG said, it has collected $2.15 million in tv residuals.

'Lucy' to Lucre: Arnaz Tells Of Desilu's Six-Year Climb

HOW an independent tv film company can grow in six years to almost the size of some of Hollywood's major movie studios was related last week by Desi Arnaz, president of Desilu Productions, with a yearend report that his firm will top $15.6 million in new production during 1957.

Counting other independent production at his lot, the figure will top $21.4 million, he said. The firm started with CBS-TV *I Love Lucy* in which he and wife Lucille Ball are featured.

On production schedule for next year are 26 new episodes of *Lucy,* 31 segments of CBS-TV *December Bride* and 39 programs each for CBS *Those Whiting Girls, Sheriff of Cochise* and *Whirlybirds.* The latter two are syndicated.

Desilu also has an agreement with National Telefilm Assoc. to produce six to ten new series yet unnamed. NTA distributes *Cochise,* which Mr. Arnaz said has made a "substantial profit" on its first run in 152 markets. *Cochise* was Desilu's first syndication venture. *Whirlybirds* goes into production soon for distribution by CBS-TV Film Sales.

Besides the series owned by Desilu, the tv studio films the *Danny Thomas Show, Wyatt Earp, Adventures of Jim Bowie, Du-Pont Theatre, The Lineup, Date With the Angels,* and filmed Red Skelton shows or others to make up the $21.4 million total. In six years, the Desilu staff has increased from 12 to 800, Mr. Arnaz said.

CUT-OUTS CUT CARTOON COSTS

ANIMOTION Assoc. Inc., New York, has reported that through use of its new cut-out techniques in conjunction with a new animation equipment the studio has achieved a reduction in cost and production time on animated commercials ranging from 25 to 50% over those produced in the conventional fashion.

Graham Place, president of the animation studio, said the use of cut-outs and the equipment of Animation Equipment Corp., New Rochelle, N. Y., makes possible a reduction in the number of frames needed to complete a tv commercial. Both the camera with a motorized zoom and a table with hand wheels providing north-south, east-west and diagonal "pans" tend to cut down the number of drawings required, according to Mr. Place.

Mr. Place said that virtually full animation is achieved with cut-out, cartoon characters in conjunction with actual packages and products. He said this technique contributed to the lowering of cost and time by reducing again the number of drawings required. He added that "real textures," such as hair, cloth and fur are utilized with multiplane set-ups to produce "novel, three-dimensional animated cartoon effects with minimum effort."

Mr. Place reported that recent films completed by Animotion Associates include one-minute tv spot announcements for Buick, Cities Service, Nestle's "Quik," Springmaid sheets, Bluebird and Madison Square shoes of the Shoe Corp. of America and a series of films for American-Standard air conditioning and heating units. Currently, the studio is at work on films for Vick's "Vapo Mist" in three languages—English, Spanish and Portuguese.

Film Makers Discuss Upgrading Commercials

IN LINE with a Lever Bros. project to enlist industry cooperation to upgrade the quality of television film, the Film Producers Assn. of New York last week held a special, closed preview of an industry-wide forum to be held in January for representatives of Lever and its advertising agencies.

Eight panelists, representing 25 top companies belonging to FPA, presented detailed material on procurement practices, production planning, print control, opticals and effects, sound control, animation, lighting and color. At the conclusion of the meeting, the agency representatives asked for publication of individual papers prepared by the FPA panelists and for an opportunity to present the material to their account executives.

The principal points made by the panelists included a call for agency and sponsor assistance in obtaining the aid of network and independent stations in assuring optimum transmission of film, including the substitution of 35mm for 16mm equipment wherever possible.

Also noted were the need for full teamwork between agency production personnel and the film producer; avoiding rigid patterns of procedure, allowing the producers to be involved in the earliest production planning and permitting them to retain control of the vital components of production; the proper appreciation of the advantages of technical simplicity in planning, since complicated effects such as opticals, reduction from 35mm to 16mm and mass printing cause print degradation in both picture and sound that sometimes results in a "sixth to eighth generation" print being televised. Another factor cited: need for more time for planning, production, laboratory work, inspection of prints and for seminars from which "comes mutual understanding."

Panelists from FPA companies included Robert Klaeger, Transfilm; Lee Blair, Tv Film Graphics; Nat Zucker, Dynamic Films; Peter Keane, Screen Gems; Don McCormick, UPA Pictures; Robert Lawrence, Robert Lawrence Productions; Leslie Roush, Leslie Roush Productions, and Peter Mooney, Audio Productions.

'Whirlybird' Sales Reported For 16 Additional Markets

SALES of the *Whirlybirds* tv film series in 16 additional markets were announced last week by Thomas Moore, general manager of CBS-TV Film Sales. Total number of markets in which the half-hour outdoor adventure series has been sold is now 83.

New sales include eight additional markets for the Continental Oil Co., Houston, bringing its total to 47 markets in the West and Southwest, and all markets in Oregon for Nickl-Silver Battery Co. Station sales were made to WPIX (TV) New York, the Westinghouse Broadcasting Co. for WBZ-TV Boston and KDKA-TV Pittsburgh, and to WTVN-TV Columbus, Ohio.

Gross-Krasne Appoints Thayer Executive V. P.

GUY THAYER, executive with Roland Reed Productions, Hollywood, has joined Gross-Krasne Inc. that city as executive vice president, Jack Gross and Phil Krasne announced last week. As his first assignment for Gross-Krasne, Mr. Thayer will fly to London to finalize arrangements, made earlier by Mr. Krasne, for distribution of the firm's features in Europe.



MR. THAYER

Also announced by Gross-Krasne was the acquisition of the old Melvan Theatre, adjacent to Gross-Krasne's California Studios Inc. The theatre will be rebuilt into a sound stage, bringing the number at California Studios to 10.

Mr. Thayer also will take over some of the administrative duties formerly handled by Mr. Krasne, who will devote more time to distribution development.

With Roland Reed for 11 years, Mr. Thayer helped set up that company's tv activities. He has served as executive producer for *Waterfront, My Little Margie* and the Stu Erwin series during the past five years. Mr. Reed announced that Arthur Pearson has been named to replace Mr. Thayer.

Ziv Arranges Tv 'Marriages' For 1,180 Program Sponsors

ZIV Television Programs arranged 865 co-sponsorship "marriages" between 1,180 non-competing advertisers during 1956, representing a total of more than $22 million in gross billings, according to M. J. Rifkin, Ziv vice president in charge of sales.

"By closely coordinating our national sales force and syndicated sales force, we have increased our total number of co-sponsorship deals in the past three years from a total of 535 to today's 865," Mr. Rifkin reported. He said that the 865 Ziv-arranged "marriages" have brought "many new advertisers and much new business to tv, thus helping to build the telefilm industry generally."

'Exclusive' Series Ready Feb. 1

ABC-TV Film Syndication reported last week that the first three films in the new *Exclusive* series, based on stories by members of the Overseas Press Club, will be available for screening by national advertisers and their agencies about Feb. 1.

Guild Sells Over $1 Million in Nov.

GUILD Films Co., N. Y., reported gross sales in excess of $1.1 million during the month of November, highlighted by a transaction to Triangle Publications for six Guild Films series for showing on Triangle's five tv stations. Other sales recorded by Guild were for its cartoons and feature films.

NOW! Hooper and Pulse Agree!

NO. 1

Radio Station in Houston is

K-NUZ

BY AN EVEN WIDER MARGIN

Hooper Oct. and Nov. 1956

Monday thru Friday 7 A.M.—12 Noon		Monday thru Friday 12 Noon—6 P.M.	
K-NUZ	**25.8**	**K-NUZ**	**30.2**
Net. Sta. "A"	10.4	Net. Sta. "A"	11.4
Net. Sta. "B"	9.2	Net. Sta. "B"	6.3
Net. Sta. "C"	15.3	Net. Sta. "C"	12.1
Net. Sta. "D"	14.1	Net. Sta. "D"	9.0
Ind. Sta. "A"	6.7	Ind. Sta. "A"	8.2
Ind. Sta. "B"	5.1	Ind. Sta. "B"	6.3
Ind. Sta. "C"	6.3	Ind. Sta. "C"	10.7

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

FILM SALES

Associated Artists Productions, N. Y., has sold its "movieland" package of feature films (not including the Warner Bros. Library) to total of 264 stations, with latest sales to KTVX-TV Tulsa, KRBC-TV Abilene, KID-TV Idaho Falls, KHSL-TV Chico, Calif., and KIEM-TV Eureka, Calif. Company also reported that under its program Profit Plan covering Warner Bros. feature films, cartoons and *Popeye* cartoons, AAP has sold both cartoon libraries to KFDX-TV Wichita Falls and *Popeye* to KTVX-TV Tulsa. Under plan, stations pay stipulated amount, supplemented by added income over number of years as product is telecast and sponsored.

Trans-Lux Tv Corp., N. Y., last week reported sale of its Christmas package of Encyclopaedia Britannica films in more than 35 markets. Package consists of four films—*Night Before Christmas, Christmas Rhapsody, Christmas Through the Ages* and *Santa and the Fairy Snow Queen.*

FILM RANDOM SHOTS

Screen Gems, N. Y., announced last week that for first time in its history American Medical Assn. has extended its Seal of Approval to tv film series, *Doctor Mike,* which will be launched in production by Brayn Foy for Screen Gems, starting tomorrow (Tuesday).

Television Programs of America, N. Y., has moved its Chicago headquarters to Palmolive Bldg., 919 N. Michigan Ave. Telephone: Whitehall 4-4767.

Sapphire Films Ltd., London, producers of *Robin Hood, Sir Lancelot* and *The Buccaneers,* which are distributed by Official Films, N. Y., for network showings, has opened New York offices at 420 Madison Ave. under supervision of Peggy Phillips. Telephone: Plaza 5-1145.

FILM PEOPLE

Murray Benson, former merchandising director, Martin Stone Assoc., N. Y., appointed sales manager of CBS Television Enterprises.

Burton Neuburger, formerly vice president in charge of midwestern sales for Roland Reed Productions Inc., to Shamus Culhane Productions, Chicago, as midwestern sales manager.

Frank C. Ellis, business manager for merchandising-theatrical divisions of Calif. Natl. Productions Inc. (NBC subsidiary), Hollywood, named manager of business affairs and **Robert Cinader,** staff assistant with CNP, appointed director of program planning and development.

Sidney Salkow and **Felix Feist** appointed directors for Television Programs of America Inc.'s new series, *New Adventures of Charley Chan.*

Eugene Gordon, film editor, KABC-TV Los Angeles, named assistant to ABC-TV coordinator at Walt Disney Studios, Hollywood, succeeding **Don Van Atta,** resigned.

4 BAY AREA INDIES JOIN TO BARGAIN

FOUR independent radio stations in San Francisco are setting a labor relations precedent by bargaining with AFTRA as a joint station group. Negotiations for a new contract stalled last week, with AFTRA promptly calling a strike at KSFO San Francisco and intimating it may strike the other three.

The stalemate came as management refused to accept what one spokesman referred to as "an awful package" containing a fee system, health-welfare benefits and other clauses that could bring pay for staff announcers up to around $275 a week ($165 weekly base pay).

AFTRA contended it merely was trying to establish parity with the new network-tv contract that went into effect at seven Bay Area stations last Nov. 1.

The four independent stations—KSFO and KYA San Francisco, KROW and KLX Oakland—are bargaining as Bay Area Independent Broadcasters Assn., formed last August. Lawrence P. Corbett, Oakland attorney, is negotiating for the stations.

This union of negotiating parties having common interests is believed by some broadcasters to improve the efficiency of negotiations and to prevent individual stations from being picked off one at a time by aggressive and professional union bargainers.

On the other hand, Bruce Poyer, executive secretary of the San Francisco AFTRA chapter, told B•T he found objections to the station bloc. He mentioned particularly the fact that some problems in the negotiations are peculiar to each station. He felt these haven't received adequate consideration and must be taken care of separately at a later date.

AFTRA Letter on Strike

AFTRA has sent advertisers using the four stations two separate letters discussing the strike. The latest, over Mr. Poyer's signature, notes that the union wants independent-network parity and that the Alameda and San Francisco Labor Councils have sanctioned the KSFO strike.

Mr. Poyer wrote, "We respectfully request that you discontinue your advertising on any or all of these four stations as soon as strike action is undertaken. . . . We will follow with interest your action in this matter."

Management contended this amounted to a secondary sponsor boycott.

The KSFO strike started at 6 a.m. Wednesday, with administrative personnel operating the station. NABET engineers refused to cross the picket line.

Basic wage scale for announcers at the four independents is $150 a week under a one-year pact negotiated a year ago and terminated last Nov. 1. The union now asks a $15 increase to $165 plus a fee system and a 5% additional station contribution to the AFTRA health-welfare fund, according to Mr. Poyer.

BAIBA contends it has offered a $5 weekly increase for one year plus another $5 or alternative cost-of-living clause for the second year of a two-year contract. This would bring the base wage up to $155 the first year, compared to the $165 under the so-called network station contract.

In addition, BAIBA said, the union has asked other cumulative sick-leave benefits and a severance system by which the employe with the least tenure would be dropped if a cut were made in the staff. This disregards individual ability and popularity, BAIBA contended.

BAIBA feels the fee system, or pay within pay, is impractical at independent stations where most commercials are read by the announcer on duty. It strongly opposes AFTRA insistence that a staff announcer be on duty at all times, permitting freelance but not parttime announcers to be used. A minimum call of eight hours also is opposed by management as well as specific provisions of 15-minute rest periods and turnaround demands. Other AFTRA demands opposed by BAIBA include free parking service and a proposal that any changes in laws covering union shop and similar working conditions be added automatically to the contract.

Mr. Poyer strongly criticized the BAIBA estimate that the fee system would amount to possibly $100 a week extra pay. He said the fee demand had been cut to one-fourth the network station fee in the seven station contract negotiated earlier. He contended BAIBA is deliberately misrepresenting the fee system, which he said has been adopted in New York, Chicago and Los Angeles for radio, tv and transcriptions.

BAIBA argues it must have greater flexibility than would be possible under AFTRA demands, pointing out the different conditions prevailing at network stations.

The groups have been negotiating three months. When a stalemate loomed this week, the labor council stepped in to attempt mediation, meeting with management six hours starting Monday at 10 p.m.

CBS Radio Writers' Contract Benefits Tv Brethren, Also

THE Writers Guild of America West announced last week it has concluded a new agreement with CBS covering radio staff writers which also includes a segment granting live television staff continuity writers the same new provisions and higher commercial fees in tv.

Radio staff writers at CBS-owned KNX Los Angeles won pay increases, the guild said, retroactive to last Aug. 1. The agreement runs through May 31, 1958. The new base salary rates run up to $171 per week for continuity and news writers on network broadcasts, and in addition to commercial fees, include such extra emoluments as "experience fees," "acting editor fees" and fees for writers performing.

The contract closing date was pushed up several months, enabling the guild to bargain concurrently with radio staffs in New York, whose contracts will terminate at about the same time. The new termination date also coincides generally with free lance

television and radio contracts now in force, and makes possible a solid negotiating front in the future, the guild said.

As for the supplement affecting live television staff continuity writers, the guild explained that historically the rights of staff writers in the industry have been controlled by their employers no matter what type of show was assigned to them. Now, the guild said, they will regain the rights to their own material when working on a dramatic, comedy or comedy variety show, on the same basis as if they were free lance writers. Their compensation, too, will be adjusted to free lance rates on such shows, yet they will not lose their staff benefits on such occasions although not working as staff writers.

The base rates of pay for the live tv continuity writers are $150 a week for the local and promotional staff writer, $155 a week for the regional writer, and $171 for the network writer, plus fees for all commercial programs written by them, at the rate of two-thirds the live tv freelance minimums for network programs and one-third the live tv free lance minimums for regional shows. The tv continuity writer receives the same $5 weekly commercial experience fee at the local level as the radio writer and the same $5 weekly fee for duties in addition to writing if he is a writer-director or has any other such multiple function. All these fees are in addition to weekly base pay, the guild said.

NBC, Writers Guild East Settle $1 Million Suit Out of Court

NBC and the Writers Guild of America East last week reached an out-of-court settlement on a guild lawsuit against the network in excess of $1 million [B•T, Sept. 24]. The agreement stipulates that litigation be discontinued "without costs or disbursements" to either party.

The guild also agreed to withdraw a formal unfair labor practice charge against NBC, filed with the National Labor Relations Board. Both the suit and the complaint were based on a guild contention that NBC, during the Democratic National Convention in Chicago, had paid to enroll a number of newswriters "without their knowledge or consent" in the National Assn. of Broadcast Engineers & Technicians. The Guild noted that the NBC newswriters were affiliated with WGAE and normally operated out of New York but were assigned to work at the convention in Chicago. NABET has jurisdiction over NBC newswriters in Chicago.

In the agreement, NBC said it had made a payment to NABET in settlement of a grievance but added that it was not the network's intention or understanding that such payment would "either directly or indirectly form a basis for membership in NABET of any staff radio and tv newswriters employed by NBC in New York." NBC also stated that under the terms of the NBC-Writers Guild contract, newswriters travelling with a program normally produced in New York, still are covered by the New York contract, even though NBC may have a separate agreement with another union at the point of temporary origination.

Writers Vote Change In Contract Procedure

A PRECEDENTAL move in its labor negotiations was taken by the television-radio writers branch of the Writers Guild of America, West, at its December meeting in Hollywood. By unanimous vote, it was decided that in the future no labor agreement will be submitted to the general membership for its approval until it is reduced to written contract form. It also was decided that unless such signed contracts are forthcoming from the producers within 60 days after negotiations have been concluded, strike action would be recommended.

Behind the move lies the irritant factor that 10 months have passed since the membership voted approval of its current film tv agreement with the major producers and yet there still is no written contract. It also was recalled, for the benefit of the writers, that their first contract with the majors which became effective in November 1953 was not actually a signed document until two years later. It was then necessary for the guild to pick up retroactive payments from the producers all the way back for the two year period the agreement had not been a signed document—a procedure termed prolonged and administratively expensive, WGAW said.

This new approach of the guild to its collective bargaining problems means, as a practical matter, that negotiations will no longer be a process of general protracted talks leaving the lawyers the task of finalizing agreements in detail after the conferences have ended. Instead, each provision approved will now have to be set down exactly and legally, point by point as decided on, before moving on to the next one. By the time the last one has been discussed and settled, the contract will have been achieved and can be submitted without further delay, WGAW claimed.

NLRB Rules Against IBEW In WGEE Indianapolis Case

IBEW was found guilty of an unfair labor practice against WGEE Indianapolis in a decision last week by a National Labor Relations Board examiner. The union was ordered to refrain from picketing or interfering with construction of the new WGEE, Rollins Broadcasting Co. outlet which went on the air Dec. 5 with program tests.

The examiner's decision has the effect of a board ruling unless appealed by the union. IBEW representatives, the decision held, tried to keep union construction workers from going on the job last August by use of pickets. The electrical union pickets, it was held, carried signs that said WGEE would not agree to pay technical employes the prevailing wages of the area. The sign was changed later, it was found.

Other Rollins stations are WJNR Newark; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and WPTZ-TV Plattsburgh, N. Y.





available...

Participating Spots in a Schedule of Dominate Programs in Oklahoma's Biggest Market!

mystery playhouse

6 Nites a week

at 10:30 p. m. . . .

Every Sunday
MR. DISTRICT ATTORNEY
Every Monday
CITY DETECTIVE
Every Tuesday
RACKET SQUAD
Every Wednesday
SAN FRANCISCO BEAT
Every Thursday
HEADLINE
Every Saturday
CONFIDENTIAL FILE

Buy MYSTERY PLAYHOUSE at Class B Rates . . . (Participating)

and that's not ALL!

THEATRE 8

Full length, top Warner Bros. features, 6 nights a week 11:00 p. m.

Buy THEATRE 8 at Class C Rates. (Participation)

Reach the people with the kind of entertainment they like. Cover TWO of Oklahoma's major markets at ONE Low Cost.

●Call Your Nearest AVERY-KNODEL Representative for Complete Information.

Channel 8 KIVX

MUSKOGEE — TULSA

TULSA BROADCASTING COMPANY

Box 9697, Tulsa, Oklahoma

MIKE SHAPIRO
Managing Director

ANTI-PETRILLO VOTE SWEEPS LOCAL 47

- **L. A. AFM Unit Elects Daniel**
- **Rebel Ballot Doubles Opponents**

ANTI-PETRILLO forces within Local 47 Hollywood of the American Federation of Musicians walked off with a major victory last week over supporters of AFM President James C. Petrillo in the local union's biennial election of officers.

Described as one of the heaviest votes in the history of the 16,000-member local, the election saw tv musician Eliot Daniel receive 3,806 votes to win the $12,000-a-year job as local president over Petrillo-supported incumbent John te Groen who received 1,817 votes. Rebel candidates for other Local 47 officers won with equal ease. They take office Jan. 28 for two years.

The anti-Petrillo faction also elected two delegates to the national AFM convention as well as all six members of the local's trial board.

Mr. te Groen had served as Local 47 president since 1948. He was ousted from office last year in a rebellion led by Vice President Cecil Read against Petrillo policies, but Mr. te Groen was restored to office by Mr. Petrillo and Mr. Read was expelled at the last AFM convention. His expulsion, however, has been stayed by a local court.

The rebel group meanwhile has filed a total of $13 million in damage suits against AFM, charging diversion of funds from recording and old movie-to-tv contracts into the Musicians Trust Fund. A Los Angeles superior court has halted the recording fund payments temporarily [B•T, Dec. 10].

Mr. Daniel will lose money as president of the local. He must drop his professional music work as music writer for Desilu programs such as *I Love Lucy, December Bride* and *Those Whiting Girls.*

"Enormously pleased" at the outcome of the rebel victory, Mr. Daniel said, "It seems clear that the revolt is no small movement, but represents a majority of the musicians here. But it's anyone's guess as to how the success of the rebellion will affect musicians in the rest of the country."

Mr. Daniel said he believes the future of musicians in Hollywood can be greatly improved within the framework of AFM, possibly through a "reasonable settlement" worked out with the AFM international executive board.

JIMMY NOT SURPRISED

JAMES C. PETRILLO, AFM president, called the Hollywood Local 47 repudiation of his policies "no surprise." The AFM head said "it was the expected reaction to the temporary dominance of psychology which erroneously teaches that a minority of musicians can better their own working conditions at the expense of all other musicians."

Mr. Petrillo said he kept hands off the Local 47 election and promised to "work with those elected officers in all matters for the common good."

WNBF-AM-TV Strike Continues

A STRIKE by engineers, technicians and announcers at WNBF-AM-TV Binghamton, New York, entered its fourth week today (Monday) with no apparent settlement in sight [B•T, Dec. 10]. The station has continued broadcast operations throughout the strike, using supervisory personnel exclusively during the first two weeks and later hiring replacement personnel, according to George Dunham, general manager of the stations. The employes are members of Local 26 of the NABET.

Judge Restrains Labor Pickets In Strike At WKBN-AM-TV

A COURT ORDER restraining NABET and a long list of individuals and organizations from interfering by violence with the operation of WKBN-AM-TV Youngstown, Ohio, was granted Thursday by Judge Doyle in Mahoning County Common Pleas Court.

The injunction was granted after several score pickets had attacked and beaten Warren P. Williamson Jr., WKNB-AM-TV president-general manager, and Stu Wilson, farm director. They were mobbed around 6 a.m. Dec. 15 when they attempted to enter the stations, which have been struck for two months by NABET. Mr. Williamson suffered a bruised chin and cut lip and Mr. Wilson received a black eye.

Broadcasting was cut off during the day of Dec. 15, but resumed at 6 p.m. The main group of pickets left the premises shortly after preventing Mr. Williamson and Mr. Wilson from going into the station.

The court order covers attempts to coerce advertisers and restricts the number of pickets to two or three at an entrance. It includes threats of death or physical harm, which were made during the Dec. 15 violence, trespassing on the premises and loitering.

NABET, which won a recent election to organize announcers and production people at the integrated radio-tv operation, is not permitting its people to work without a contract. It called a strike in mid-autumn after discharge of an employe in the bargaining unit. IBEW technicians at the stations have refused to cross the NABET picket line. An IBEW contract is in the negotiating process.

Labor to Vote at KFVS-AM-TV

AN ELECTION among employes of KFVS-AM-TV Cape Girardeau, Mo., was ordered Dec. 19 by the National Labor Relations Board to decide if they (the employes) want to be represented by IBEW. The board ruled that the stations and Versatile Television Production Corp., program producer, constitute a single employe. Included in the proposed unit are programmers, operators, utility man and artist. Excluded are the program director, assistant program director and technical supervisor.

POSSIBLE LEAVE-TAKINGS MAY ADD TWO NEW FCC FACES DURING '57

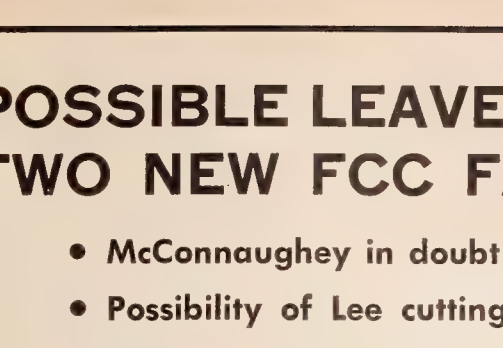
- **McConnaughey in doubt about seeking reappointment**
- **Possibility of Lee cutting term short being discussed**
- **Ellsworth, Clinton top names mentioned as successors**

ONE, or possibly two, new faces may appear on the FCC early next year in the inevitable changes that occur in the federal establishment in the wake of a Presidential inauguration.

In doubt is the decision of Chairman George C. McConnaughey to seek reappointment. He has stated he won't reach a decision until after the holidays—possibly not until after inauguration. It is evident that he is pondering return to practice of law in Columbus, Ohio, and possibly in Washington.

Lacking confirmation, but being discussed is the possibility that Comr. Robert E. Lee, who has served since October 1953, may resign for family and personal reasons. His term does not expire until 1960. Mr. Lee told B•T Friday, however, that he had no intention of resigning and planned to complete his term.

LEAVING?



McCONNAUGHEY LEE

Mr. McConnaughey's term would end next June 30. When he assumed office in October 1954, it was to fill the unexpired term of Comr. George E. Sterling, who retired because of health. Mr. McConnaughey was immediately named chairman and has held that office since.

If Mr. McConnaughey should elect to resign after inauguration, or not accept reappointment June 30, it is logically believed that Comr. John C. Doerfer of Wisconsin would be elevated to the chairmanship. This would be under the announced policy of President Eisenhower two years ago to "rotate" the chairmanship. If Mr. Lee remains, however, it is presumed that he, as a Republican, also would be eligible and considered for chairman. The fourth Republican, Comr. Rosel H. Hyde, held the chairmanship prior to Mr. McConnaughey's appointment.

There already is speculation about possible new appointees. Foremost is the name of Rep. Harris Ellsworth (R-Ore.), a former broadcaster-publisher who was defeated in the last elections. Another broadcaster who reportedly has been contacted in the event there are vacancies is George H. Clinton, vice president-general manager of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, now serving his second term on the NARTB Radio Board.

Either or both would be viewed as "popular" appointments, since each has practical broadcast experience. Rep. Ellsworth, who has served 14 years in Congress, formerly was 25% owner of KRNR Roseburg, Ore., affiliated with the *News-Review*. The station was sold Oct. 1. Rep. Ellsworth holds no other broadcast interests and therefore would not have to divest himself of holdings if the FCC appointment, which he would like, comes his way.

Rep. Ellsworth last week conferred with Sherman Adams, chief assistant to President Eisenhower, and it is understood the question of a Federal appointment came up. Mr. Ellsworth said afterward that it was "60-40" he would get an appointment, but he did not specify any agency. It is believed that if an opening develops on the FCC, he would be in the forefront among prospective appointees.

Mr. Clinton, a popular broadcaster with a newspaper background, was active in the West Virginia election, chairman of the Republican State Radio-Tv Committee. The Republicans swept the state, wining the governorship and a senatorial seat, along with many important Congressional and state offices.

Mr. Clinton was noncommital, but it was ascertained that he had been contacted by important GOP leaders in the state as to his availability for the FCC in the event of resignations of incumbents. The word obviously has gone down through the Republican organizations that there will be not one, but two vacancies on the FCC.

A third name that has cropped up is that of Samuel L. Golan, member of the International Boundary Commission and a Chicago Republican lawyer [CLOSED CIRCUIT, Dec. 17]. He reportedly was considered two years ago, and although he has no background in broadcasting, he nevertheless is said to be strongly supported by the Illinois Republican delegation in Congress.

Rep. Ellsworth spent four years on the House Interstate & Foreign Commerce Committee, which handles radio legislation. For the past nine years, he has been on the top-ranked Rules Committee. He has always evinced an avid interest in broadcasting and repeatedly had indicated to confidantes that if he ever retired from Congress, he would relish serving on the FCC. Because he is held in such high esteem by his colleagues in Congress, Democratic as well as Republican, it is believed his service on the FCC would benefit the Commission greatly in its Congressional relations.

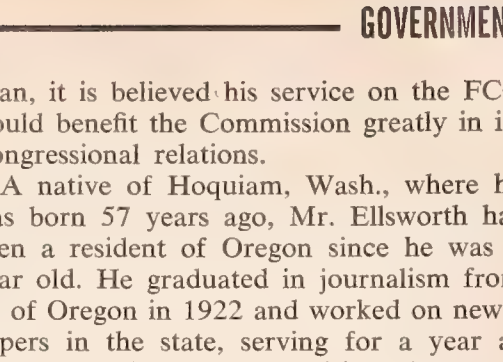
A native of Hoquiam, Wash., where he was born 57 years ago, Mr. Ellsworth has been a resident of Oregon since he was a year old. He graduated in journalism from U. of Oregon in 1922 and worked on newspapers in the state, serving for a year as manager of the Oregon Publishers Assn. and as associate professor in journalism at the U. of Oregon. He also served three years as manager of a lumber industry publication.

He had owned 125 of 500 voting shares in News-Review Co., licensee of KRNR and publisher of the *Roseburg News-Review*. The other 375 shares were owned by Southern Oregon Publishing Co., licensee of KFLW Klamath Falls, and part owner of the *Medford Mail Tribune,* affiliated with KYJC Medford.

He married Miss Helen E. Dougherty of San Jose, Calif., in 1923, and they have two daughters. He was appointed a state senator near the end of 1941, was elected to the U. S. Congress in 1942 and re-elected each two years until last November. He was defeated in the Nov. 6 election by Democrat Charles O. Porter of Eugene.

Mr. Clinton, as vice president and general manager of Ohio Valley Broadcasting Co., has interests in stations which would have to be disposed of in the event of his appointment. Ohio Valley, which owns the Clarksburg and Parkersburg properties, itself is 89% owned by News Publishing Co. (*Wheeling Intelligencer* and *News-Register; Fairmont Times* and *West Virginian* and others). News Publishing Co. owns 34% of WTRF-TV Wheeling. The Clarksburg and Parkersburg stations are under contract for sale to WSTV Steubenville, Ohio, a transaction now pending before the FCC and against which protests have been filed.

COMING?



ELLSWORTH CLINTON

Mr. Clinton represents NARTB District 3 (Pennsylvania, West Virginia, Maryland and Delaware) on the NARTB Radio Board. A native West Virginian, he was educated in that state and Ohio. He worked on newspapers from 1930 to 1941, handling promotion, business and commercial assignments. He joined the West Virginia Network sales staff in 1941, his first radio venture. The following year he was named manager of WPAR. He has served as director, vice president and president of West Virginia Broadcasters Assn. and has been active in local

business and fraternity groups.

Mr. Golan, 56, holds a law degree from Northwestern U., practiced in Chicago, and had served as special assistant corporation counsel there from 1927 to 1931. He was chairman of the Board of Review of the Illinois Dept. of Labor from 1940-48. He was defeated for Congress in 1928 and likewise lost to his Democrat opponent for judge of the Circuit Court of Cook County in 1932. In 1952 he served as special assistant to the Republican National Committee and as assistant chairman of the Republican Committee Central Committee in Cook County.

WJET Seeks Reassigned Ch. 45

CHANGE in allocation of ch. 45 New Castle, Pa., to the hyphenated area of New Castle, Pa.-Youngstown, Ohio [B•T, Oct. 22], has prompted WJET Erie, Pa., to file an application with the FCC for ch. 45 (designating Youngstown)—although now dark WKST-TV holds a construction permit for ch. 45 New Castle. Ironically, WKST-TV requested the allocations change so that it could operate as a Youngstown outlet. WJET proposes 196.36 kw radiated power, with antenna height of 100 ft. above average terrain. In the past the FCC has turned a cold shoulder on applications for channels already held by a licensee.

STORER MAINTAINS TWO-FRONT ACTIVITY

- **Still after two tv stations**
- **Both involve complications**

STORER Broadcasting Co. moved on two fronts last week—seeking anew to win a waiver of the multiple ownership rules on the one hand and Airspace Panel approval of an antenna site and height on the other.

Storer attacked the FCC's refusal last month to waive the five-vhfs-to-one-party limitation [B•T, Nov. 19] and requested reconsideration. The waiver was asked to permit Storer to buy ch. 3 KSLM-TV Salem, Ore. The vhf station is being bought for $27,277 and the Commission has also been asked to approve its move to a site of 10 miles outside of Portland, Ore. Storer operates ch. 27 KPTV (TV) Portland, Ore., and has declared it will surrender the uhf license if its Salem purchase and move are authorized.

In its petition for reconsideration, Storer charged that the fact that the Commission refused to waive the rule on vhf ownership was in contradiction to its stand that its rules were not inflexible. This purported flexibility, Storer said, was one of the major reasons the Supreme Court upheld the Commission's right to set maximum ownership limitations. The Supreme Court's decision was handed down last May, in Storer's appeal against the rule itself.

A way out of the impasse was suggested by Storer, which offered to accept a temporary grant for 12 months. It declared it would relinquish the station if at the end of that time the Commission decided it was necessary to do so. The Commission has been considering various revisions of its multiple ownership rules.

Full scale attempt was made by Storer and ch. 9 WMUR-TV Manchester, N. H., officials to persuade the Washington Airspace Panel to approve the location of the WMUR-TV tower in Essex County, Mass. —32 miles southeast of Manchester and 16 miles north of Boston. The panel was addressed by George B. Storer, president of the firm bearing his name, and Edward F. O'Brien, WMUR-TV vice president.

Storer is buying the ch. 9 New Hampshire station for $850,000. The sale is contingent on the station winning FCC approval to move the transmitter closer to Boston. The proposed antenna would be 1,016 ft. above ground.

A key problem, it developed during the three-hour session last week, was the CAA's proposal to install a navigational facility at a nearby airport, the approach procedures for which might have an impact on the site choice. It is understood the panel has deferred action on the request pending clarification of this matter.

In order to clear the way for Commission approval of the New Hampshire deal, Storer has agreed to sell its owned WAGA-AM-FM-TV Atlanta to the Washington Post Co. for $6.5 million [B•T, Oct. 22]. This would permit Storer to remain within the five-vhf limit on ownership.

Daytime Assn. Seeks Action On Year-Old Hours Petition

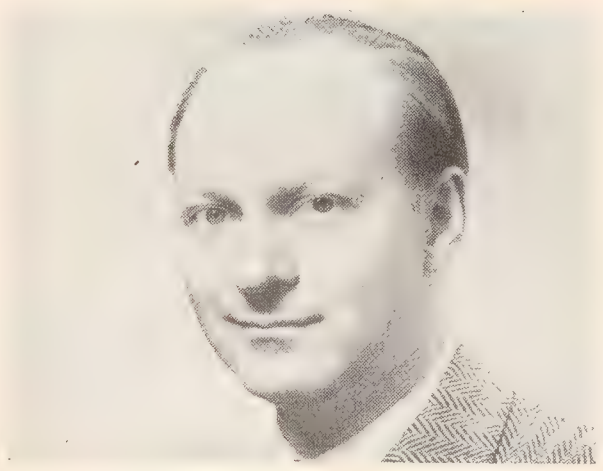
DAYTIME broadcasters asked the FCC last week to close out the 10-year-old clear channel proceeding and to institute proceedings on the Daytime Broadcasters Assn.'s year-old petition to permit daytime only stations to begin operating at 5 a.m. or sunrise, whichever is earlier, and cease operating at 7 p.m., or sunset, whichever is later.

In the alternative, DBA said, if the FCC decides to reopen the clear channel hearing, the question of daytime hours should be incorporated in that hearing.

The DBA petition was filed in response to a pleading by the Clear Channel Broadcasting Service last month asking that the Commission reopen the long pending clear channel case. That proceeding was instituted after World War II. Among the issues was whether the Class 1-A, unduplicated, clear channels should be duplicated and whether maximum power for clear channel am stations should be boosted above the 50 kw maximum now permitted.

The FCC is scheduled to consider the future of the clear channel proceeding early next month.

Media Buyer Sold on Audit Bureau of Circulations



FRANK KEMP
Vice President and Media Director
Compton Advertising
New York, N. Y.

"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."

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BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

FELLOWS ASKS SEC. 315 REPEAL

- **Campaign expenditures committee hears NARTB head**
- **Congressman charges L. A. stations rsefuse tv time**

NARTB President Harold Fellows last Tuesday asked for elimination of Sec. 315 ("equal political time") of the Communications Act in testimony before the Special House Campaign Expenditures Committee headed by Rep. Clifford Davis (D-Tenn.).

The NARTB president also promised the association will "look into" a committee member's charge that the seven Los Angeles television stations have a "general agreement" to refuse tv time to the 12 congressmen whose constituencies are in that area, even in off-election years when they are not actively campaigning for re-election. Mr. Fellows, in answering charges by Rep. Patrick J. Hillings (R-Calif.), said he did not believe there is any such agreement.

Rep. Hillings also called Mr. Fellows' proposal to eliminate Sec. 315 "extremely self-serving and quite narrow," hinting that if the broadcasting industry doesn't come up with something other than a "negative approach" for allowing more tv time to political candidates, it may be faced with alternatives such as government regulation.

Other witnesses during the Monday-through-Wednesday hearings included Warren E. Baker, FCC general counsel, who explained the FCC's interpretations of Sec. 315; Democratic National Chairman Paul Butler, who reiterated past proposals to require networks and stations to furnish up to six free half-hours of network time to presidential candidates of major parties; James McDevitt, co-director of the AFL-CIO Committee on Political Education, who wanted Congress to "consider" a proposal for "some" free radio-tv time for candidates; Republican National Chairman Leonard Hall, who said that while the GOP has had no trouble with Sec. 315, "you can trust the industry"—referring to NARTB President Fellows' proposal to eliminate the section; and Philip L. Graham, president-publisher of the *Washington Post* (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), who described his plan to encourage small political contributions from all citizens through free public service advertising in cooperation with the Advertising Council, of which he is a director.

Mr. Fellows, calling for elimination of Sec. 315, said it "binds the broadcasters in a legal strait jacket" and prevents the public from receiving full coverage of the news and many forum and panel shows involving candidates. The FCC's license qualifications and periodic reviews of licenses "should give adequate assurance to this Congress and to citizens everywhere that broadcasters must be fair," he continued.

Proposals that broadcasters be required to furnish free time to political candidates are "not only discriminatory but unrealistic, unworkable and unconstitutional," Mr. Fellows said.

Asked by Rep. Robert E. Jones (D-Ala.) if he thought Sec. 315 should be amended to give equal time opportunities only to candidates of the major parties, Mr. Fellows said that some such legislation would be of assistance if Sec. 315 is not repealed.

Rep. Hillings, leading up to his charges against the seven Los Angeles tv stations, said Sec. 315 is given a "very strict" interpretation by some broadcasters in large metropolitan areas to deprive incumbent congressmen of the "rights to report to their constituents through radio and tv" on matters unrelated to their candidacy, but important to the people. He felt this is "common practice" in New York, Chicago, Los Angeles and other large markets.

Rep. Hillings told Mr. Fellows that while broadcasters want the no-censorship provisions of Sec. 315 lifted, they are asking at the same time for censorship powers themselves over who will and who will not speak on radio-tv, and that Mr. Fellows' argument that railroads do not have to furnish transportation to candidates is invalid because while candidates can get elected without riding trains, in "modern politics" they virtually can't get elected without the two air media. All broadcasters seem to want is to "get out from under the load," he charged, telling Mr. Fellows: "I don't be-

HALL, BUTLER AGREE

THE chairmen of the Democratic and Republican national committees—who don't see eye to eye on many matters —came to a meeting of minds last week.

The Democrats' Paul Butler and the GOP's Leonard Hall both agreed in testimony before a congressional committee (see main story), that perhaps there was too much politics on radio and tv in the 1956 political campaigns — conventions to elections. People got tired of finding their favorite tv program pre-empted by political speeches, it was indicated, both during the conventions and the campaign that followed.

They predicted that there would be less radio-tv coverage of both the conventions and the election campaign in 1960.

Mr. Butler thought six half-hours of network radio and tv time would be enough for the next presidential election campaign.

Mr. Hall felt that television didn't do congressional candidates much good. It was enough for people to watch the presidential and vice presidential candidates, he said.

As the carols are sung
this gay time of year

And yule logs are glowing
with holiday cheer

We send you this wish—
that the Christmas you spend

Is happy and joyful
from beginning to end.

Season's Greetings

FROM

THE SESAC FAMILY

lieve you are too conscious of your public service responsibilities."

Mr. Fellows observed that all 12 of the California congressmen would want to use the two most popular stations and that allocating political time among the seven stations would lead to trouble.

The NARTB president attacked what he felt was a general belief that broadcasters are required to allocate a specific amount of time to public service sustaining programs. There is no such provision in the Communications Act, he said. The station is required only to operate in the public interest, convenience and necessity, and some of the finest public service programming is sponsored, he added. Mr. Fellows said he didn't believe all public interest programs should be sponsored, but neither did he believe there should be a set amount of sustaining time for this purpose.

Rep. Richard Bolling (D-Mo.) wondered if it is wise to leave the judgment of operating in the public interest to the broadcasters. Mr. Fellows thought that had been proved.

Rep. Robert E. Jones (D-Ala.) said one radio commentator had broadcast propaganda against him and called him a "stinker," and wondered what recourse he had. Mr. Fellows thought that if Rep. Jones felt he had been libeled, he could sue. If the broadcasts hold to one point of view, Rep. Jones can demand time from the station to present his own views under the FCC's requirement that stations maintain a balance of opposing viewpoints, the NARTB president added.

Issues Warning

To Rep. Jones' statement that perhaps the law should be "reinforced" on "political propaganda" broadcasts, Mr. Fellows cautioned that this might deny freedom of speech.

FCC General Counsel Baker, following Mr. Fellows at Tuesday's session, explained the final interpretation given by the FCC that the networks were not required to give equal time to Democratic presidential candidate Adlai Stevenson for President Dwight Eisenhower's Oct. 31 simulcast on the Middle East crisis [B•T, Nov. 5].

Mr. Baker noted that the FCC's vote was 4-3 against applying Sec. 315 [B•T, Nov. 12]. He added: "I am certain you will probably have just as much disagreement any time that you find an odd number of people together. It would be fairly close as to whether this is or is not an interpretation."

The question is of more academic interest than anything else, Mr. Baker said, because the President refused to take the equal time to which he was entitled after the networks had given Mr. Stevenson and others equal time to that given Mr. Eisenhower for his Middle East speech. Mr. Baker thought, nevertheless, that if the law is not changed the delayed FCC decision at least will be of use to the networks in governing their future conduct. He noted that FCC Chairman George McConnaughey testified earlier before the House Commerce Committee that he "just can't believe" Congress had intended Sec. 315 to apply in the case of an international crisis broadcast by the President.



ARTHUR LARSON (hand raised) was sworn in as director of the U. S. Information Agency, parent organiation of the Voice of America, last Tuesday at the White House, with the President in attendance. At the ceremony (l to r) are Mr. Larson's son Lex, daughter Barbara, mother Mrs. Lewis Larson, wife Florence, Mr. Larson, President Eisenhower and Percy E. Nelson, White House assistant administrative officer, administering the oath. President Eisenhower congratulated Mr. Larson on his new appointment and gave him a bronze "appreciation" medallion.

Mr. Baker was questioned about when a person is considered to be a "legally qualified" candidate for office. The respective state laws apply, he said, but the FCC often is asked by broadcasters to interpret Sec. 315 in cases where a person has not filed a petition for candidacy.

In 1952, he said, the FCC was asked to decide on what date Sen. William F. Knowland (R-Calif.) became a candidate after a man, who considered himself an opponent of Sen. Knowland, asked stations for equal time for all broadcasts made by Sen. Knowland for the previous 12 months. The FCC decided that Sen. Knowland became a legally qualified candidate when he declared his candidacy a "few days" before he was required to file his petition, the FCC general counsel explained.

In testimony Monday, Democratic National Chairman Butler said the legal ceiling for spending by a national political committee should be raised from the present $3 million to $10 or $12 million—but no more. He reiterated past statements asking that broadcasters be required to furnish up to six free half-hours to presidential candidates of major political parties.

James McDevitt, a co-director of the AFL-CIO Committee on Political Education (COPE), observed that the present Sec. 315 has worked "pretty well" and that the networks "seem to be making a conscientious effort to live up to their responsibilities." He suggested that Congress "consider" a proposal to require "some" free radio-tv time for candidates, but had "no specific proposal at this time."

GOP National Chairman Hall said that while his party has had no trouble with Sec. 315, "I think you can trust the industry," a reference to NARTB's proposal to eliminate Sec. 315.

Asked by Rep. Hillings what recommendations he had for making tv time available to candidates for the House of Representatives, Mr. Hall said he didn't see the necessity for congressional candidates appearing on television. It's hard enough to get people to watch presidential and vice presidential candidates (see box story), he said.

Mr. Hall said the GOP tried soliciting campaign contributions through radio and tv announcements in one area, but that "in this case it didn't work." In this area, he said, there was no noticeable increase in contributions as compared with areas where no announcements were used.

Broadcaster-publisher Graham again discussed his plan for using all media to solicit political contributions from all citizens on a non-partisan basis, contributors giving to the party or candidate of their choice. For 14 years, he said, the Advertising Council has given $100 million in free advertising annually for worthy, non-partisan causes. The week before, Mr. Graham had discussed his plan before a Senate group [B•T, Dec. 17].

He said his plan to use $8 to $12 million of this advertising in good citizenship appeals had failed because it was new and because there was only one year to bring people together to put it into operation—"joining committees and smoothing out differences." Mr. Graham said perhaps he was to blame for "starting too late," but said he believed "we'll try again in 1960." He first proposed the plan in 1955 [B•T, June 6, 1955].

W. Va. Educational Channel Now Open For Commercial Use

SECOND major allocations change affecting educational tv reservations was finalized by the FCC last week when it deleted the educational reservation at Weston, W. Va.—ch. 5—and made that channel available for commercial use. Last July the FCC changed the College Station, Tex., educational reservation from ch. 3 to ch. 48 [B•T, July 23].

The Weston change was dissented to by Comrs. Rosel H. Hyde and Robert T. Bart-

ley. J. Patrick Beacom (WJPB-TV Fairmont, W. Va.) requested that ch. 5 be made commercial and said that if he is awarded the channel he would make broadcast time available for educational programs.

Mr. Beacom announced Thursday that he would put his ch. 35 WJPB-TV back on the air the end of January or early February so Salem College faculty and students could begin to gain broadcast experience. Mr. Beacom still has to apply and be granted Weston's ch. 5.

Other rule-making changes finalized by the Commission last week:

Ch. 11 was assigned to Coos Bay, Ore., by deleting it from Yreka City, Calif., and substituting ch. 19 in the latter city. One request had asked that ch. 11 be assigned to Prineville, Ore., but the FCC decided the Coos Bay proposal was more meritorious in that more people would receive tv service.

Ch. 62 Evansville, Ind., was shifted to Ownesboro, Ky., and ch. 14 was shifted from Owensboro to Evansville. This necessitated changes from ch. 14 to ch. 25 in Festus, Mo., and from ch. 62 to ch. 56 in Shelbyville, Tenn. At the same time the FCC modified permits of ch. 62 WFIE (TV) Evansville to operate on ch. 14, and ch. 14 WKYT (TV) Owensboro to operate on ch. 62. Both stations consented to the changes.

The FCC called for comments by Jan. 30 on two proposals involving ch. 2 Denton, Tex., now reserved for educational use. These proposals are: (1) reallocate ch. 2 to Longview, Tex., for commercial purposes and assign educational ch. 71 to Denton, and (2) make ch. 2 available for commercial operation in Denton and reserve ch. 17 for educational use there.

FCC Grants Two Vhfs In S. D., Uhf in S. F.

THE FCC made three television grants last week—two vhf channels, one in Rapid City and one in Reliance, both S. D., and a uhf in San Francisco. Permittees:

Rapid City—Heart of the Black Hills Stations, ch. 7. John Daniels, Eli Daniels and Harry Daniels, partners, own KRSD Rapid City and KDSJ-AM-TV Deadwood, S. D., the latter on ch. 5. They will operate the new facility with .534 kw visual power, and plan $58,757 for construction.

Reliance — Midcontinent Broadcasting Co., ch. 6. Joseph Floyd, N. L. Bentson and Edmond R. Ruben own Midcontinent which is the licensee of KELO-AM-TV Sioux Falls ch. 11 and its satellite ch. 3 KDLO-TV Florence, both S. D. The same interests own WLOL-AM-FM Minneapolis. They will use 53.7 kw visual power for the Reliance station, with an estimated $225,100 budget.

San Francisco—Plaza Radio & Tv Co., ch. 26, to use 257 kw visual. Plaza principals are 50% partner Alex Rosenman, owner of a New York City advertising agency bearing his name; Eliot Hyman, 25%, former owner of Associated Films, production firm, and Davis M. Harris, 25%, who has camera, optical and high fidelity equipment import interests. The New York firm plans to spend $244,117 to construct the new uhf.

11 Radio Grants Made, 2 Are Recommended

INITIAL decisions favoring grants of two new radio stations were made by FCC hearing examiners last week. At the same time the Commission granted construction permits for 10 new arms and reaffirmed an earlier grant that had been set aside.

Applications by Bernard & Jobbins Broadcasting Co., for 1290 kc, 500 w daytime, in Gilroy, Calif., and Key City Broadcasters for 1280, 500 w day, in Abilene, Tex., both had been in hearing because of possible interference with existing stations. In both cases interference to be suffered would be outweighed, the examiners concluded, by the need for new service, or for a first local outlet, the case in Gilroy. Hearing Examiner H. Gifford Irion recommended for Bernard & Jobbins and Examiner Jay A. Kyle for Key City.

Reaffirmed was the Commission's grant to Richard Field Lewis Jr., for a new am in Leesburg, Va. on 1290 kc, 1 kw daytime. The grant originally was made June 6 and set aside July 6 because of indicated interference if an application of WHVR Hanover, Pa., to increase day power on 1280 kc to 5 kw is granted. The new FCC action specifies that Mr. Lewis must accept any such interference in case of a grant to WHVR. Concurrently the FCC dismissed the Lewis application for a new am in Frostburg, Md. His other stations are WINC-WRFL (FM) Winchester and WSIG Mount Jackson, both Va.; WHYL Carlisle and WAYZ Waynesboro, both Pa.; WELD Fisher, W. Va., and 60% of WFVA Fredericksburg, Va. Call letters WAGE have been given the Leesburg facility.

Other grants:

Bay Minette, Ala.—Southwest Alabama Broadcasting Co., 1150 kc, 1 kw daytime. Principals: James H. Faulkner and William M. Stewart, 25% each, co-owners of WMFC Monroeville, Ala., and Howard E. Pill, 42.5%, who also owns 35% of WDAK Columbus, Ga.; 25% of WDAK-TV and 60% of WHEP Foley, Ala.

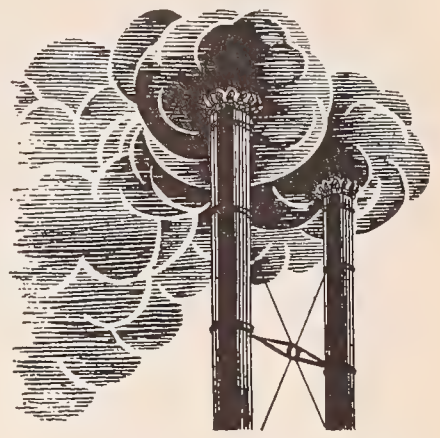
Bradenton, Fla.—Sunshine State Broadcasting Co., 1420 kc, 1 kw daytime, directional antenna. President-52% owner is Robert R. Nelson, former manager of WPFH (TV) Wilmington, Del.

Ocala, Fla.—Marion County Broadcasting Inc., 1370 kc, 1 kw day.

Starke, Fla.—Tidewater Broadcasters, 1490 kc, 250 w specified hours from 6 a.m. to 8 p.m. weekdays, 7:30-8 Sundays. Partners in Tidewater are Alfred H. Temple, owner of WDSR Lake City, Fla., and Rudolph H. Chamberlin, 32% owner of WGGG Gainesville, Fla.

Winnsboro, La.—Franklin Broadcasting Co., 1570 kc, 500 w day. Vice president-48% owner of Franklin is W. Gordon Allen, owner of KTIX Seattle, 70% owner of KGAL Lebanon and KOMB Cottage Grove, both Ore.; 66.3%, KGAE Salem, Ore.; 50% of KBAM Longview, Wash., 50%, KJUN Redmond, and president of KEED Springfield, both Ore.

Oneida, N. Y.—Radio Oneida Inc., 1350



STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency



THE board of directors of the Television Allocations Study Organization took a break during its meeting last week in Washington to inspect the two fully-equipped station wagons which will be used by the Assn. of Maximum Service Telecasters to measure uhf and vhf signal intensities throughout the nation. L to r: Ernest W. Jennes, counsel for AMST; Harold Fellows, NARTB; Dr. Edgar Fuller, Joint Council on Educational Tv; John S. Hayes, AMST; Roger L. Putnam, Committee for Competitive Tv; Dr. George R. Town, newly appointed executive director of TASO; Ralph Steetle, JCET; John H. DeWitt Jr., AMST; Howard T. Head (seated in driver's seat), A. D. Ring & Assoc., engineering consultants for AMST; William L. Reynolds and Capt. Henry E. Bernstein, RETMA; Thad H. Brown, NARTB; Cyril M. Braum, JCET, and John W. English, CCT. The two vehicles, with equipment, are valued at $30,000.

kc, 500 w day. William J. Hall, Marian S. Mayer and Scott G. Rigby, 30% each, also are owners of WCHN Norwich, Conn.

Berwick, Pa.—Columbia County Broadcasters Inc., 1280 kc, 500 w day. One-third partners are John S. Booth, Thompson K. Cassel and Harry J. Daly who have separate interests in WCHA-AM-FM-TV Chambersburg, Pa.; WTVE (TV) Elmira, N. Y.; WMLP Milton, Pa.; WTOW Towson, Md.; WTKO Ithaca, N. Y.; WATS Sayre, Pa.; WDBF Delray Beach, Fla.; WOND Pleasantville, N. J.; WOKE Oak Ridge, Tenn., and WMLV Millville, N. J.

Danville, Va.—S. L. Goodman, 1580 kc, 500 w day. Mr. Goodman owns WYSR Franklin and WDDY Gloucester, both Va.

Rocky Mount, Va.—S. L. Goodman, 1570 kc, 500 w day.

Grafton, W. Va.—WVVW Inc., 1260 kc, 500 w day. President-95% owner is J. Patrick Beacom, owner of WJPB-TV Fairmont, W. Va., and WBUT Butler, Pa. Harry G. Bright, 90% owner of WETZ New Martinsville, W. Va., owns 5% of WVVW Inc.

FCC Hears Oral Arguments On Seattle, Billings Cases

SECOND oral argument in the Seattle, Wash., ch. 7 case was held before the FCC *en banc* last week. The Commission also heard oral argument on the protested November 1955 grant of ch. 8 Billings, Mont., to KGHL-TV.

KIRO Seattle was recommended for the Seattle facility in an April 1955 FCC hearing examiner's initial decision. Recommended for denial were competing applicants KXA and KVI, both Seattle. The FCC remanded the case to the hearing examiner to permit KXA and KVI to cross examine Saul Haas, KIRO president, on his activities as editor-part owner of the *Seattle Union Record* during the '20s. It was alleged that the *Record* followed a pro-"leftist" line.

In a supplemental initial decision [B•T, Aug. 6], Hearing Examiner Thomas H. Donaue affirmed his earlier decision favoring KIRO. He found that Mr. Haas was editor and part owner of the *Record* and that the newspaper had a pro-Russian slant, but that "the many evidences of good qualities" in Mr. Haas' character put his newspaper background "in a far less ominous light."

In last week's oral argument, KXA and KVI attorneys attacked the examiner's second decision. In view of his findings in regard to Mr. Haas, the attorneys said, the examiner should have given comparative consideration to the impact of his findings upon the comparative qualifications of Mr. Haas and KIRO with respect to KXA and KVI.

The Billings, Mont., argument centered around the ability of that city to support more than one tv outlet. Operating KOOK-TV Billings (ch. 2) protested the KGHL-TV grant on grounds that the depletion of tv advertising revenue would bring about a poorer service to the public because two competing stations would be unable to afford to program as well as a single station. KOOK-TV's hearing case was supported by studies by Richard P. Doherty, radio-tv consultant, which estimated that Billings could not support another tv station. The KGHL-TV attorney last week hit the data introduced by Mr. Doherty. The attorney said there was no correlation between Mr. Doherty's figures, that the method used was like adding "apples and pears."

AT&T Keeps Color Rates Intact

AT&T has recommended to the FCC that the present "experimental" rates for color television transmission be extended through 1958. The present rates, which expire at the end of this year, have been in effect since the FCC approved compatible color tv in late 1953. Color and black and white tv transmission rates are the same, except for an extra connection charge for color.

TASO Opens D. C. Office Jan. 1; $50,000 Budget Is Allocated

WORK of the Television Allocations Study Organization will get underway in earnest by Jan. 1—when Dr. George R. Town, TASO executive director, sets up shop in Washington, with a budget of $50,000 to be contributed equally by the five organizations represented on the board.

That was the result of a two-day TASO board meeting last week in Washington, which also saw Ralph Steetle, Joint Council on Educational Tv, elected treasurer; William L. Reynolds, Radio-Electronics-Television-Mfrs. Assn., assistant treasurer, and C. M. Braum, JCET, permanent secretary. The chairmanship of TASO rotates among members of the board. Next TASO board meeting was scheduled for Jan. 9 at NARTB headquarters in Washington.

During last week's meeting the board inspected the two $15,000 Assn. of Maximum Service Telecasters' station wagons equipped for field testing uhf and vhf signals. Each automobile includes two field meters (one vhf and one uhf) and recorders for each meter. Each car is equipped with a hydraulic, telescopic mast — permitting antennas to be raised to the height of 30 ft. During the next few weeks the vehicular gear will be tested—on a Baltimore-Salisbury, Md., run, after which it will be used in the Norfolk, Va.-Harrisburg, Pa., area in conjunction with FCC engineers for calibration and techniques. Each station wagon costs $15,000, including equipment.

The AMST tests, which will be offered to TASO and the FCC as AMST's contribution to the uhf-vhf allocations study, will begin officially late in January. The first two cities to be surveyed will be Wilkes-Barre, Pa., and New Orleans, La.

FCC Approves Sales Of Almost $4 Million

ALMOST $4 million was involved in major station sales given FCC approval last week, with the Stauffer Publications' $2.5 million purchase of Capper Publications Inc. [B•T, Sept. 24] topping the list. Capper Publications owns WIBW-AM-TV Topeka and KCKN Kansas City, both Kan.

The Capper purchase was contingent on the sale of KCKN to Cy Blumenthal (WARL-AM-FM Arlington, Va.) for $110,000, which also received FCC consent last week. Mr. Blumenthal also owns WCMS Norfolk, Va., and has an interest in WROV Roanoke, Va.

In addition to the broadcast properties, Capper owns the *Topeka Capital* and *Kansas City* (Kan.) *Kansan,* plus *Capper's Farm Journal.* Stauffer Publications, headed by Oscar S. Stauffer, owns newspapers in Kansas, Oklahoma, Missouri and Nebraska. Stauffer broadcast properties include KGFF Shawnee, Okla., KSEK Pittsburg and KSOK Arkansas City, both Kan.

Also approved last week:

• The four-station, $533,850 transaction involving KPRO Riverside; KREO Indio; KROP Brawley, and KYOR Blythe, all Calif. The California outlets were sold by a trustee in bankruptcy to a group headed by radio-tv program producers Frank K. Danzig and A. Bartlett Ross (Ross-Danzig Productions).

• Another $533,000 sale, that of ch. 9 KDWI-TV Tucson, Ariz. Purchasing group includes Texans H. U. Garrett (40%), oilman; Tom E. Foster (10%), who owns 60% of KDET Center, Tex.; Taylor Milton (15%), contractor; W. E. Dyche Jr. (11%), attorney; Tolbert Foster (10%), son of Tom E. and owner of remaining 40% of KDET, and two others. The Fosters also own the East Texas Network which has affiliations of 11 radio stations.

• The $114,000 sale of WAIR-AM-FM Winston-Salem, N. C., to Forsythe Broadcasting Co. (John F. Koons III). Mr. Koons for the last eight years has been an account executive with Midland Adv. Co., Cincinnati.

Crowded Spectrum, Added Work Cited for FCC Headaches in '56

AMONG the many problems besetting the FCC, not the least of these is the increasing congestion in certain parts of the spectrum caused by expansion of communications facilities and requests for special frequencies for new services. This was one of the points made by the FCC in its 22d annual report, issued last week. The 171-page report summarizes the year's activities at the Commission up to the close of FCC fiscal 1956 (ended June 30). It may be obtained from the U. S. Government Printing Office, Washington. Price: 50 cents.

Here are some interesting points reported in the annual report:

• An average of 1,800 applications (not counting petitions and other filings) are received at the Commission every day.

• Thirty-five per cent of all applications for new am and tv stations end up in hearing. (Hearings average about two each day). About 25% of all pending applications are at least one year old.

• There has been a 30% increase in court cases which involve the FCC.

• The FCC last year spent 900 man-days preparing for, attending and following up work connected with Senate and House committee hearings.

These are only a few of the many difficulties which prevent the FCC from catching up with the ever-increasing routine, the FCC report notes, adding that certain of its activities have necessarily been curtailed because of the manpower shortage and other problems. Curtailments, according to the Commission, have occurred particularly in field engineering and technical research.

But inexorably, business goes on. Broadcast authorizations continue to increase. At the end of fiscal 1956 broadcast authorizations totaled over 7,000—the highest ever—a net gain of 785 for the year. In 1955, when the then 6,000 plus authorizations also reached a new high, broadcast authorizations showed a net gain of 419 over 1954.

FCC Confirms Renewals Of WEOL, WMAN Licenses

FINAL decisions confirming license renewals granted WEOL Elyria and WMAN Mansfield, both Ohio, Sept. 7, 1955, were announced by the FCC last week. The action denied protests by the *Lorain Journal* against WEOL's renewal and objections by the *Mansfield Journal* (owned by the same interests) to the WMAN renewal. The Commission, after the protests, had designated the renewal applications for hearing.

The Lorain newspaper charged WEOL made false and misleading statements on program plans, that it applied for a tv station (ch. 31 WEOL-TV) to prevent another applicant from securing a cp and did not proceed with tv construction in accordance with representations made to the Commission. WMAN was charged with inaccurate representations about its programming. Hearing Examiner Herbert Sharfman in January found both protestants failed to support the burden of proof placed on them and recommended reinstating the licenses.

Two Buy Half of KOSA-TV

AN APPLICATION for approval of the sale of 50% of KOSA-TV Odessa, Tex., was filed with the FCC last week. C. L. Trigg, W. B. Stowe and Brooks L. Harman are selling 50% of KOSA-TV to Jack C. and Grady H. Vaughn, Mr. Trigg, 80% owner, is disposing of 40%; Messrs. Stowe and Harman are each selling their 5% interests. The half interest in KOSA-TV is being sold for $20,000. Messrs. Vaughn also will assume one-half the station's obligations, which includes a $170,000 line of credit. KOSA-TV's balance sheet, as of Oct. 31, showed total assets of $456,087, of which $88,708 was current assets; total current liabilities of $67,032, and a deficit of $21,195.

"SOUND-FACTOR"

The Sparkle of

Impressionable Living

with

RADIO WSRS

ON

GREATER CLEVELAND'S

NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

UNINTERRUPTED NEW YEAR

THE FCC gave radio and tv stations their annual waiver of station identification rules for New Year's Eve last week. In a short announcement, the Commission said the rule requiring station identification on the hour would be relaxed from 11:50 p.m. Dec. 31 to 4:50 a.m. EST Jan. 1. The FCC said, however, that stations would be expected to make proper identification as soon as possible afterward.

Hearing on Flint Ch. 12 Case Postponed Another Three Weeks

THE long contested Flint, Mich., ch. 12, case was reopened before Hearing Examiner Herbert Sharfman last week—but was almost immediately postponed to Jan. 7 to permit opposing attorneys to study documents. A move to have the hearing stayed, made by unsuccessful applicants WFDF Flint and Butterfield Theatres in the federal circuit court in Washington, was unsuccessful when the court denied the motion.

The Flint ch. 12 grant was made to WJR Detroit in 1954. Shortly thereafter it modified its grant to locate its transmitter to the north of Flint rather than south of Flint. The unsuccessful applicants appealed this to court and the court remanded the case last summer to the FCC for further hearings. At the same time a group of Michigan television stations protested the modification grant.

The reopening of the comparative hearing last week was based on the court's remand. WFDF and Butterfield, seeking clarification, charged that the hearing issues framed by the FCC do not jibe with the court's order. They also objected to the Commission's action permitting WKNX-TV Saginaw, Mich., to participate as an intervenor.

The protest hearing already has been held, with Examiner Sharfman issuing an initial decision last April affirming the Commission's grant of the modification. Oral argument was held last June and a final decision is awaited from the FCC. In addition to WKNX-TV, protestants also are WTOM-TV Lansing and WWTV (TV) Cadillac, Mich.

KGUL-TV Decision Upheld

A FEDERAL court last week affirmed the FCC's action last February in denying a protest by ch. 13 KTRK-TV Houston, Tex., against the transmitter move of ch. 11 KGUL-TV Galveston, Tex., nearer Houston [B•T, Feb. 6]. In a *per curiam* decision, Circuit Judges Henry W. Edgerton, Charles Fahy and Walter M. Bastian of the District of Columbia Circuit held that the Commission gave KTRK-TV a full evidentiary protest hearing and that nothing in the record indicated error. They also held that the FCC's decision was within its authority. KTRK-TV has fought KGUL-TV's move since 1954 when the ch. 11 station first applied for the move.

AB-PT SECURES $60 MILLION LOAN

AS EXPECTED, American Broadcasting-Paramount Theatres Inc. has obtained new working funds, a good part of which will be used to build up the "capital" strength of its revenue-producing ABC division.

Leonard H. Goldenson, AB-PT's president and acting president of ABC, disclosed last week in a letter to stockholders that AB-PT has concluded an agreement with "several financial institutions" for a "firm loan" of $60 million, to be taken as follows: $12.5 million effective this Thursday, $42.5 million on May 31, 1957, and $5 million by Oct. 1, 1958, with an option for another $5 million exercisable by the latter date.

AB-PT will use $37,234,000 of the total $60 million borrowed to pay off existing debts (outstanding loans from banks and the Metropolitan Life Insurance Co.).

As early as last spring, Mr. Goldenson had tipped AB-PT's plans for improving the corporation's capital position [B•T, May 21] and by last October, when Mr. Goldenson took over ABC's helm upon the resignation of Robert E. Kintner as the network's president (and now with NBC), it had been indicated that the financial plan would be carried through [B•T, Oct. 22].

It also had been made known in May that AB-PT would use some of the cash to prepare the network for color television. As expressed by Mr. Goldenson to the stockholders:

"This loan fortifies your company's financial position so that its activities can be expanded on a sound and carefully planned basis, and in particular, will provide the funds to finance the further growth, including additional facilities required in television."

Mr. Goldenson also told stockholders that the three-year Frank Sinatra pact won exclusively by ABC-TV was the "first major result" of AB-PT's "concerted drive to create new network programs with high audience and sponsor appeal for the 1957-58 television broadcast season." He also noted that "other new programs with substantial public appeal are under consideration."

President Goldenson's letter announced an extra dividend of 30 cents a share, an increase of 10 cents over last year's extra dividend, to the regular quarterly dividend of 25 cents per share. The dividends were for the fourth quarter of this year and payable last Thursday to holders of record on Nov. 26.

The new loan that has been negotiated by AB-PT will mature serially from July 1, 1957, to July 1, 1977, with a final maturity on Jan. 1, 1978.

MACY'S TELLS GIMBEL'S

AMONG the hundreds of telegrams received by NBC on its 30th anniversary (see adjacent story) was one to President Robert Sarnoff from Dr. Frank Stanton, president of CBS Inc. It follows:

"CBS joins in the tribute to NBC on its 30th birthday. CBS, perhaps better than any organization outside NBC, knows firsthand the enormous role which General Sarnoff, you and all of NBC have played in the explosive and significant social and economic development of radio and tv. NBC has had a pioneering part in making network radio and tv an integral part of the lives of all Americans. You have stimulated lively competition which distinguishes the American system of broadcasting and from which the public benefits enormously. My associates and I extend to you and your associates, on this most important milestone in the life of NBC, our genuine congratulations and good wishes."

NBC, Affiliates Happy After Fla. Convention

NBC officials returned last week from their business-and-fun convention with affiliates [B•T, Dec. 17] bearing an expression of gratitude and promise of "full support" by the affiliates.

Winding up the network's 30th anniversary convention at Miami Beach on Dec. 16, the affiliates adopted a resolution saying that they:

"1. Salute NBC on its 30-year record of outstanding contributions in service to the public and the broadcasting industry.

"2. Pledge full support to president Robert W. Sarnoff and his organization in their plans and policies for advancing NBC to even higher levels of leadership.

"3. Express heartfelt appreciation to their network for the finest affiliates' meeting in NBC's history."

In closing sessions of the convention, Matthew J. Culligan, NBC vice president in charge of the radio network, summed up programming plans, said that *The Most Beautiful Voice in America* has been sold to start in May but that he couldn't divulge the sponsor. New merchandise-sales plans include a January white sale, February medical chest, March food and April spring cleaning, he said. Merchandising deals also have been made with *True Confessions* and *Sports Illustrated* magazines, he reported.

In the negotiation stage is a plan whereby NBC Radio program logs would be distributed house-to-house by various companies, including Avon and Nutrilite (food supplement), in a cooperative effort, according to Mr. Culligan.

Dick Linkroum, executive producer for *Today, Home* and *Tonight,* discussed new plans for *Tonight.* Starting Jan. 27 the formula will be "America after dark" and will feature at least five unnamed syndicated columnists originating from New York, Chicago and Hollywood.

NBC Congratulated by Ike, Churchill, Other Dignitaries

CONGRATULATORY messages from President Eisenhower, Sir Winston Churchill, and other dignitaries marked NBC's 30th anniversary, coupled with endorsement of

1960 NBC GOAL EARLY

BIGGEST laugh at NBC's 30th anniversary convention in Miami Beach, came at the opening session Dec. 13 when Toastmaster Harry Bannister, vice president of NBC station relations, delivered a jibe on ratings. Florida's Gov. Collins had predicted that Florida would be the eighth state in population by 1960. Mr. Bannister rejoined that NBC would return to Florida then so it could "break into the top 10." Last Thursday Mr. Bannister followed up his comment with this wire to NBC affiliates:

"Am happy to report that we don't have to wait for Florida to become the eighth state before we break into the top 10. Latest Nielsen gives NBC four in top 10 shows. . . ."

its new educational tv program service [B•T, Dec. 17] by national educational leaders.

President Eisenhower said in message to NBC President Robert W. Sarnoff: "Congratulations. . . . Over the past 30 years your company has contributed to the strength and pleasure of the national community by stretching an efficient and responsible network of radio stations across the land. Linking us with major cities around the world, you have widened the markets of commerce and increased an effective range of artists and information. I wish you continuing success as you serve the best interests of the listening public."

Other messages were received from former President Herbert Hoover; Treasury Secretary George Humphrey; Interior Secretary Fred A. Seaton; Acting Secretary of Defense Reuben B. Robertson Jr.; Sen. and Mrs. Lyndon Johnson; former French President Vincent Auriol; NARTB President Harold E. Fellows; Canadian Broadcasting Corp. General Manager J. D. Ouimet; Prime Minister Hatoyami of Japan; Japanese Broadcasting Corp. President Nagata, among others.

Commendations for the NBC educational tv plan came from H. K. Newburn, president of Educational Television & Radio Center at Ann Arbor, Mich., with which NBC is cooperating in this project; Dr. Franklin Dunham, radio-tv chief, and Mrs. Gertrude G. Broderick, radio-tv-education specialist, both of U. S. Office of Education; Frank E. Schooley, president, National Assn. of Educational Broadcasters; Dr. Carroll V. Newsom, president, New York U.; Ralph Lowell, board chairman, Educational Tv & Radio Center; Dr. Grayson Kirk, president, Columbia U., and managers of several educational tv stations, among others.

KGON Becomes NBC Affiliate

KGON Oregon City, Ore., operating at 1520 kc with 1 kw, has joined NBC Radio as an affiliate, it was announced jointly by Irwin S. Adams, owner and general manager of Clackmas Broadcasters Inc. (operator of KGON) and NBC Radio's station relations vice president, Harry Bannister.

CBS-TV EXPANDS USE OF TAPE TO GODFREY

- **Network pleased with device**
- **Broader use planned slowly**

AFTER using their new Ampex video tape recorders for three weeks, CBS-TV authorities tonight (Monday) will extend the use of the recorders to the Arthur Godfrey *Talent Scouts* show (8:30-9 p.m. EST).

If it works as successfully on tonight's *Scouts* as they expect it to, the Ampex equipment will be employed regularly to feed delayed telecasts of the show to the West Coast and then—but gradually—will be put into operation on other shows, probably one at a time.

These plans were revealed by William B. Lodge, CBS-TV vice president in charge of engineering, and Edward L. Saxe, operations vice president, at a special demonstration of the Ampex tape operation for newsmen last Thursday in New York. They were highly pleased with developments in the use of the equipment to date, but emphasized that extension of its uses will come relatively slowly.

One of the main drawbacks at the present time—aside from the fact that only three units have as yet been delivered—is the shortage of what they (CBS-TV executives) called "uniformly good film." Chief trouble in this regard, they explained, is the appearance of "dropouts"—little slices of light that show up on the screen from time to time, caused by dust specks, tiny holes, etc., in the tape itself.

They had no doubt that this problem would be overcome, however, and said much progress had been made even in the past two weeks. Minnesota Mining & Manufacturing, supplier of the tape, has been giving close attention to the problem and reportedly is considering a policy of not selling the tape to broadcasters until each reel has been pre-run with program material and found clear [B•T, Dec. 10].

Thursday's demonstration, which consisted of a closed-circuit feed of the *Houseparty* program as recorded in Hollywood coincident with its live origination there earlier in the afternoon, showed occasional evidences of "dropout," but most observers agreed it was so infrequent that the casual home viewer probably would not notice it.

Onlookers agreed unanimously that picture quality was much superior to kinescope and the home viewer probably could not distinguish it from a live show. Actually, an off-the-air pickup of a live show immediately following the demonstration seemed less clear than the tape recording, but Mr. Lodge pointed out that the difference would be due to off-the-air reception problems in mid-Manhattan.

For the immediate future, officials said,

OCT. SALES SOAR FOR NBC, CBS

FOR CBS-TV and NBC-TV the month of October produced the highest monthly billing in gross time charges this year, according to Publishers Information Bureau.

In releasing its summary for October and the 10-month period of this year, PIB noted in its computations that ABC-TV scored a billing in October that was near the network's high enjoyed in August.

Total billings for the three networks in the 10-months covered rose from more than $328.6 million last year to $399,330,598, or a gain of 21.5% for the period.

In October, the total gross time billing went up 19.6% — 15.9% for ABC-TV; 23.4% for CBS-TV and 17% for NBC-TV —as compared with that same month a year ago. The breakdown by PIB:

NETWORK TELEVISION

	Oct. 1956	Oct. 1955	% Change	Jan.-Oct. 1956	Jan.-Oct. 1955	% Change
ABC	$ 6,812,183	$ 5,876,756	+15.9	$ 63,306,036	$ 38,595,620	+64.0
CBS	20,468,769	16,590,891	+23.4	183,280,533	155,065,646	+18.2
DuMont**					3,102,708	
NBC	18,267,063	15,618.704	+17.0	152,744,029	131,884,639	+15.8
TOTAL	$45,548,015	$38,086,351	+19.6	$399,330,598	$328,648,613	+21.5

1956 NETWORK TV TOTALS TO DATE

	ABC	CBS	NBC	TOTAL
Jan.	$ 6,382,046	$ 17,820,455	$ 14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,638,376	18,399,872	14,889,920*	38,928,168*
Oct.	6,812,183	20,468,769	18,267,063	45,548,015
TOTAL	$63,306,036	$183,280,533	$152,744,029	$399,330,598

* Revised as of Dec. 18, 1956.

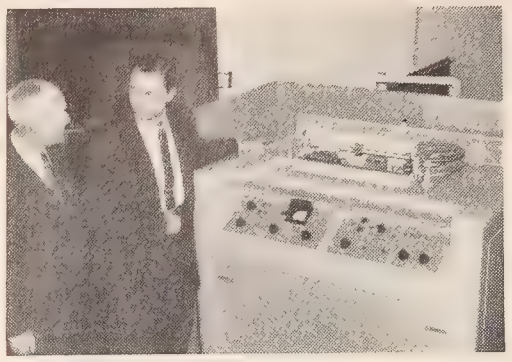
** Effective Sept. 15, 1955, DuMont Television network changed from a national network to a local operation.

the Ampex equipment will be used primarily to replace kinescopes in overcoming time differences. Since Nov. 30, it has been used daily to record the Douglas Edwards news show, which originates in New York, for delayed feed to west coast affiliates. The recording is done in Hollywood. The same pattern will be followed in the case of *Talent Scouts*. Mr. Lodge said he had polled all west coast affiliates and found them unanimously in favor of the tape recording over kinescopes of the Edwards program.

As a precautionary measure, programs that are recorded also are kinescoped at the same time, in case of mishap in the recording. This practice will be continued during the break-in period until network authorities are confident that the equipment and the man handling it are ready to stand on their own. Mr. Lodge pointed out, parenthetically, that Ampex technicians had finished up their training chore for CBS-TV west coast engineers early last week and that network people now are operating the equipment entirely on their own and doing an "excellent" job.

CBS-TV has ordered five prototype units and seven regular production models. It has two prototypes in the west coast operation, and a third was received in New York last Wednesday night. The New York recorder will be tested several weeks before use, and Mr. Lodge said it is undecided whether it would then be used in New York, or sent to augment Hollywood facilities.

NBC, meanwhile, tested privately last week the operation of similar Ampex tape recording equipment delivered to its own Hollywood studios week before last. Segments of the *Tennessee Ernie Ford Show* and *Modern Romances* were reported to have been taped for closed-circuit transmission to New York last Thursday. NBC spokesmen said this demonstration was for network officials only.



INSPECTING NBC-TV'S first Ampex video tape recorder [B•T, Dec. 17] are Thomas W. Sarnoff (r), director of production and business affairs for NBC's Pacific Div., and John E. Burrell, manager of the network's tv technical operations, Hollywood. The $75,000 machine, one of three purchased by the network, was the first to be delivered, arriving in Hollywood Dec. 13.

NBC Radio, WKBW Buffalo To Affiliate Fully on Jan. 1

NBC RADIO, which has been without an affiliate in Buffalo, N. Y., since WGR moved to ABC June 1, last week signed WKBW that city as an affiliate [B•T, Dec. 17].

Although the affiliation agreement does not become effective until Jan. 1, WKBW was to begin carrying NBC programs on a limited basis immediately, officials reported. The 30-year old radio station operates on 1520 kc with 50 kw. NBC owns and operates WBUF (TV) Buffalo.

WGAT Becomes ABC Affiliate

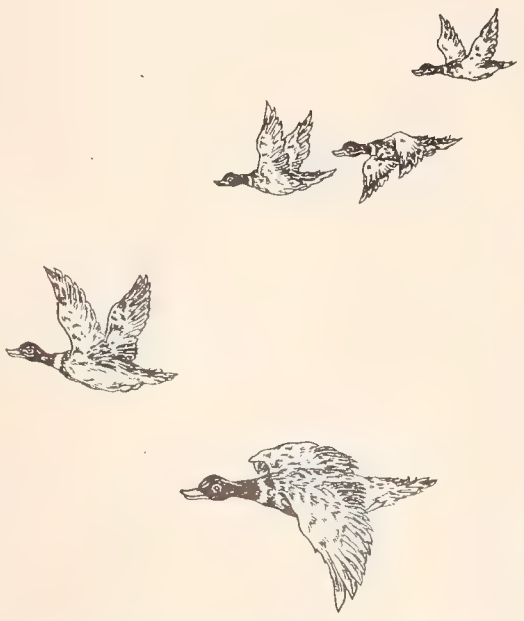
WGAT Utica, N. Y., an independent, 1-kw day and 500-w night station on 1310 kc and owned by Star Broadcasting Co., last week became an ABC Radio affiliate, it was announced jointly by WGAT President Thomas L. Brown and ABC Radio Station Relations Director Edward J. DeGray.

NETWORK PEOPLE

Bruce Bryant, account executive with CBS-TV Spot Sales, named eastern sales manager. He succeeds **Tom Judge,** resigned to join Closed-Circuit Telecasting System Inc. [B•T, Dec. 17].

Joe Magigo, ABC press information, Hollywood, to new position as manager of tv promotion - press information, ABC - TV Western Div.

Welles Hangen, *N. Y. Times* correspondent in Moscow recently expelled by Soviet authorities for taking unauthorized pictures, joins NBC News as chief of network's Cairo bureau. He succeeds **Wilson Hall**, who has returned to U. S. because of his health.



Lang-Worth, Filmusic Combine, Executive Changes Announced

CONSOLIDATION of Lang-Worth Feature Programs and Langlois Filmusic was announced last week by John D. Langlois, former secretary-treasurer and recently-elected president of the Lang-Worth organization. He replaced C. O. Langlois Sr., who moved up to board chairman. C. O. Langlois Jr. remained as president of Filmusic.

Hugh S. Allen Jr., former west coast operations director, was named national sales manager and was succeeded by G. R. Jones.

The firm plans to expand its radio jingle output by establishing a merchandising service geared to local selling. Among recent L-W subscribers are WOW Omaha, WKY Oklahoma City and KHPO Phoenix.

Illinois Athletic Commission Proposes Tv Tax on Fights

PROPOSAL of a 5% "television tax" on revenue derived from telecasting of boxing and wrestling exhibitions in Illinois was advanced Wednesday by that state's athletic commission.

Recommendation for such a levy was contained in a year-end report by the commission, which blamed tv primarily for adverse attendance at matches. Report was sent to Gov. William Stratton for study and suggests the tax take the form of a levy on promoters.

The commission reported an increase in tax receipts for 1956 over those last year, but claimed public interest in boxing and wrestling has reached a "dangerously" low ebb in Illinois. Televising of fights in the state has downgraded attendance "to a point where the cost of supervising some [of them] exceeds the total tax on admissions collected from these shows," it was contended.

Among other reasons given for decline of box offices was that each sport has only one promoter—James D. Norris, head of the International Boxing Club, for boxing, and Fred Kohler Enterprises Inc. for wrestling.

The three championship fights in Illinois prevented the commission from realizing a completely dismal fiscal year, it was said. Twenty of some 30 professional fights were televised in the state during 1956.

Stations Finding Markets For Copy Clinic Messages

PUBLIC SERVICE messages with built-in sales value are being offered to radio stations by Copy Clinic Inc., Seattle, according to the firm's president, Hugh M. Feltis. The package consists of a collection of spot announcements urging safe driving and keyed to specialized weather and holiday conditions.

The firm reports that stations buying the package in the Northwest have found them easily sellable to local sponsors.

A station can purchase exclusive rights to the package for its area at a price ranging from $25 to $500, depending on the number of stations in the market. Canadian rights have been sold to All-Canada Radio Facilities, Toronto.

BIS Director Campbell Dies

CHARLES H. CAMPBELL, 52, director of the British Information Services in Washington who died Dec. 18 in Knoxville, Tenn., was honored Friday by capital officials, media representatives and business associates at memorial services held at St. John's Episcopal Church, Washington. Death was due to an internal hemorrhage. He died in U. of Tennessee Memorial Hospital.

Mr. Campbell had been active in media circles and was known to literally thousands of newsmen. He had been interested in activities of Sigma Delta Chi, national journalistic fraternity. Funeral services were held Friday at the Tharp Sontheimer funeral home in New Orleans. Burial was in Metairie Cemetery there.

PROGRAM SERVICE PEOPLE

Vinton Freedley Jr., formerly national sales manager of NBC Radio, joins Tv Dept. Inc., New York, as vice president and member of board. Tv Dept. Inc. is new company offering television services to advertising agencies without television personnel of their own and makes available facilities for producing tv commercials and industrial films.

Henry E. Minard, with United Press in various news and business posts, named business manager of Pacific Division of UP, with headquarters in San Francisco. **Thomas M. Farrell,** bureau manager at Grand Rapids, Mich., appointed UP business manager in that city. **John T. Bloom,** with UP Lansing bureau, transferred to Grand Rapids as bureau manager.

Roderick W. Beaton, business manager, United Press Southern Div., promoted to Southern Div. manager, succeeding **Stanley Whitaker,** who will retire on Jan. 1.

Lyle Thayer, formerly with Music Corp. of America, to Capitol Records Inc., Hollywood, as administrative assistant.

John Palladino, mixer in Recording Dept. of Capitol Records Inc., Hollywood, promoted to album producer. **Luis Valentine,** Radio Recorders, same city, succeeds Mr. Palladino.

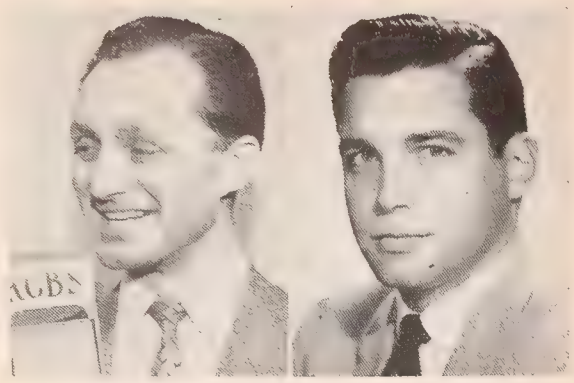
Harry Landon, vice president in charge of sales, Olmsted Sound Studios, N. Y., named chairman of Volunteer Radio & Tv Committee of Greater New York Fund.

Keith Kerby, western division manager of United Fm, sales promotion firm for fm stations, father of girl, Melinda Susan.

PROGRAM SERVICE SHORTS

Voice of America is recruiting actors, announcers and narrators who live in Washington area for part-time work. Applications should be mailed to Dan Morley, production manager, Voice of America, 330 Independence Ave., S. W., Washington 5, D. C. and should include brief summary of previous experience.

Ruegg KNX Manager; West to KSFO Post



MR. RUEGG MR. WEST

FRED RUEGG, assistant director of labor relations for CBS Inc., has been named general manager of CBS-owned KNX Hollywood and the Columbia Pacific Radio Network, Jules Dundes, vice president in charge of station administration for CBS Radio, announced last Friday.

Mr. Ruegg succeeds Bert West, who has resigned to join the Gene Autry-Robert O. Reynolds' KSFO San Francisco as assistant general manager and sales manager. Earlier, Bill Shaw, whom Mr. West succeeded as general manager of KNX, went to KSFO as vice president of licensee Golden West Broadcasters Inc. and KSFO general manager. The move pairs up the former KNX "team" again. Golden West also operates KMPC Los Angeles. Mr. West formerly had served with CBS Radio Spot Sales in San Francisco.

Mr. Ruegg, with CBS since 1938, entered broadcasting in 1931 with KFXD Nampa, Idaho, and subsequently was associated with stations in Butte, Mont., and Portland, Ore. He joined CBS-owned KCBS (then KQW) San Francisco as an announcer and technician in 1938, and was program director of the station from 1945 until named assistant director of labor relations for the parent CBS Inc. in March 1953.

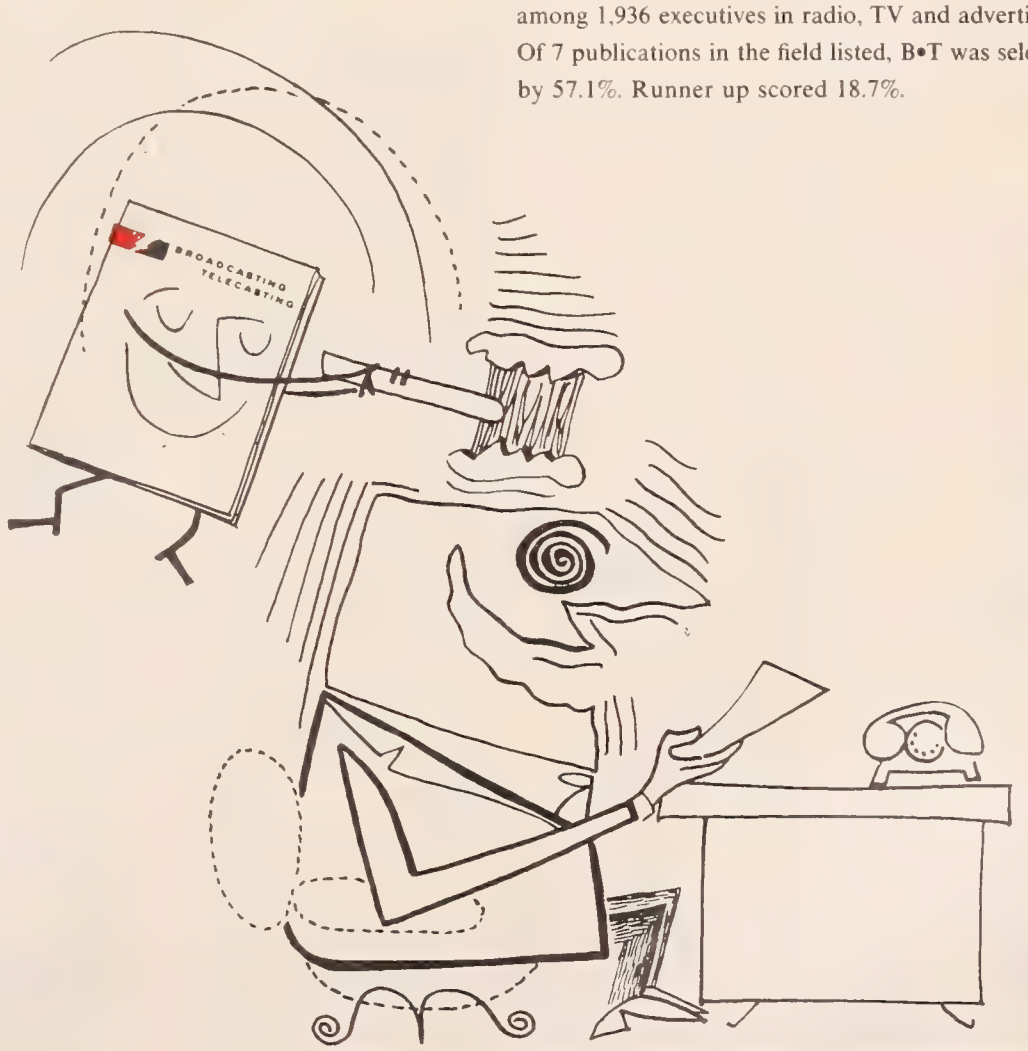
Mr. West has been general manager of KNX and CPRN since October 1955.

WELI Goes Independent Jan. 7

WELI, New Haven, Conn., will terminate, by mutual consent, its affiliation with ABC, effective Jan. 7, according to station President and General Manager Richard W. Davis. The station, an ABC affiliate since June 1942, the past fortnight increased its daytime power from one to 5 kw.

"Please check the publication in which an advertisement would be likely to have the most impact on you."

That's part of a survey conducted by Erdos & Morgan, independent researchers for *Time, National Geographic, Wall Street Journal, B•T,* and others, among 1,936 executives in radio, TV and advertising. Of 7 publications in the field listed, B•T was selected by 57.1%. Runner up scored 18.7%.



WGN-TV Caught Between Protests Over Cancellation of 'Luther' Film

A LARGE NUMBER of protests prompted WGN-TV Chicago last Tuesday to cancel a world tv premiere of the motion picture "Martin Luther," dealing with the life of the 16th century leader of the Protestant movement in Germany.

In announcing cancellation of the film, scheduled to be shown on the station's 10 p.m. feature movie program last Friday, Ward L. Quaal, vice president-general manager of WGN Inc. (WGN-AM-TV), attributed the action to "policy" reasons and cited "emotional reaction" stemming from WGN-TV's plan to televise the movie.

A group of Protestant clergymen in Chicago later protested cancellation of the movie, charging that "pressures" had been brought by the Roman Catholic Church and that the action violated freedom of the press and amounted to "censorship" in violation of the station's authority to broadcast.

Speaking as chancellor of the Chicago Archdiocese of the Catholic Church, the Rt. Rev. Msgr. E. M. Burke denied any formal pressure had been put on WGN-TV to cancel the film and added:

"As far as the 1.8 million Catholics here are concerned, it was an individual matter if they saw fit to protest against a film they consider historically inaccurate, if not downright insulting."

The incident was further joined Thursday when the Illinois Div. of the American Civil Liberties Union protested "censorship by private pressure groups" and suggested WGN-TV had permitted itself to be "coerced." It said the incident is "an illustration of the tendency of those in control of communications" to submit to censorship.

WIND Control Shifts to WBC In Record $5.3 Million Deal

FORMAL acquisition of WIND Chicago by Westinghouse Broadcasting Co. for an estimated $5.3 million was consumated in Chicago Friday.

Included in the purchase is a ch. 20 construction permit for proposed WIND-TV.

Ralph L. Atlass, WIND president, and John Carey, commercial manager, and other staff members will continue in their present positions under the new owner, WBC President Donald H. McGannon announced.

WIND operates with 5 kw directional on 560 kc. Westinghouse also operates WBZ-AM-TV Boston, WBZA Springfield, Mass., KDKA-AM-TV Pittsburgh, WOWO Fort Wayne, Ind., KEX Portland, KYW-TV Cleveland and KPIX-TV San Francisco.

CAGEY

BASKETBALL at 5 a.m.! That's the way daytimer WWKY Winchester, Ky., has solved the problem of carrying nighttime basketball games—and with a sponsor, too.

The games of six Kentucky colleges are carried live on a regional network and WWKY tapes the play-by-play for rebroadcast the next morning under the sponsorship of Ashland-Aetna (petroleum products) dealers. The weekday games are repeated at 5 a.m. with Saturday games rebroadcast at 1 p.m. Sundays. Charley Drew, WWKY general manager, says the live broadcasts cannot be heard in the WWKY area, hence the feasability of the rebroadcasts at the rather unusual early morning hour.

KVOR Sold for $142,000 To WERE Sales Head, 2 Others

SALE of KVOR Colorado Springs, Colo., by John Riggs and F. Robert Greene to a group headed by Charles A. Dunbar, sales manager of WERE Cleveland, Ohio, for $142,000 was announced last week. KVOR operates on 1300 kc with 1 kw and is affiliated with CBS.

Messrs. Riggs and Greene bought the Colorado station last year for $120,000. They also own WHAM Rochester, N. Y., and Mr. Riggs owns WELM Elmira, N. Y. Associated with Mr. Dunbar are George W. Furth and James R. Dudley, Cleveland businessmen. The Colorado transaction, which is subject to FCC approval, was handled by Allen Kander & Co., station broker.

SEC Is Investigating C-C Debentures Sales

PUBLIC investigation into sale of $4 million of debentures by Crowell-Collier Publishing Co. in the last two years has been ordered by the Securities & Exchange Commission. Crowell-Collier recently called off the $16 million purchase of the Harry M. Bitner (Consolidated Television & Radio Broadcasters) properties [B•T, Nov. 26].

The communications empire envisioned by C-C was gasping for life last week as the firm suspended its two remaining magazines —*Colliers* and *Woman's Home Companion.*

SEC announced its inquiry has no connection with suspension of *Colliers* and *Companion* since the matter had been under study for some time. The commission will investigate sale of debentures and common stock to determine if "full disclosure" requirements of the law have been violated.

Paul C. Smith, C-C president-chairman, said the company is cooperating with SEC and expressed confidence the probe "will disclose nothing unfavorable to the company."

The decision to fold the two publications, within six months after the death of *American* magazine, was reached Dec. 14 in a six-hour board meeting. The two magazines were facing a $7 million deficit this year.

Cowles Magazines Inc., publisher of *Look* and identified with the Cowles broadcasting interests, acquired the *Collier's* title and two Crowell-Collier magazine selling subsidiaries for $1.6 million last Thursday. Cowles also is expected to take over *Collier's* unexpired subscriptions and has agreed to lend the firm $1 million, taking a mortgage on its Springfield, Ohio, printing plant. Crowell-Collier was negotiating last week with Hearst, *McCall's,* and Curtis Publishing interests as regards the *Woman's Home Companion.*

Current plans of Crowell-Collier regarding KFWB Los Angeles, its sole broadcasting property, are to retain and continue to operate the station.

WGAR, WFMY-TV Send Reporters To Cover Hungarian Revolts

TWO stations reported special correspondents in Europe last week to observe the Hungarian-Polish revolts and refugee problem and provide direct reports to their audiences. WGAR Cleveland dispatched Charles Day to the scene and WFMY-TV Greensboro, N. C., sent Barry Farber with tv equipment.

Mr. Day has been shortwaving his broadcasts over CBS facilities. He hoped to meet the *Cleveland Press* mercy plane when it landed in Vienna. Mr. Farber, who speaks 14 languages, will be processed at the refugee receiving point in Munich with Hungarian refugees, returning with a group en route to this country. He has been active in setting up the resettlement plan in North Carolina and has served as foreign correspondent with the affiliated *Greensboro Daily News.*

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati— Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

Six Staff Members Promoted By WEWS (TV) Cleveland, Ohio

WEWS (TV) Cleveland last week announced promotions for six veteran staff members. The announcement was made at a party in the new WEWS building for 250 agency and newspaper guests.

Appointments include:

Joseph B. Epperson, chief engineer since 1946, was elected by the company's board of directors to be vice president for engineering of Scripps-Howard Radio Inc., owner of WEWS.

Peter Hlinka, member of the station's sales staff since 1950, was named Ohio advertising sales manager.

Donald L. Perris, who has served in various capacities at WEWS since 1948, was named assistant to the general manager.

Ernest E. Sindelar, supervisor and director since 1947, was appointed director of operations, in charge of all program production.



STAFF MEMBERS who have been promoted at WEWS (TV) Cleveland include (l to r): standing, Joseph B. Epperson, Earl W. Keyes, Peter Hlinka; seated, Donald L. Perris, James E. Kirkey and Ernest E. Sindelar.

James E. Kirkey, on the WEWS production staff for the past nine years, was named production supervisor, and Earl W. Keyes, director at the station since 1947, was appointed program supervisor.

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special *INSURANCE* which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Robert C. Wood Dies In New York Hospital

FUNERAL SERVICES were to be held last Saturday at the Campbell Funeral Home in New York for Robert C. Wood, 46, national sales director of Storer Broadcasting Co., who died Wednesday of a heart attack in Doctors Hospital, New York. Mr. Wood had had an abdominal operation the week previous. He lived in New York City.



MR. WOOD

A 22-year veteran broadcaster, Mr. Wood had joined Storer in 1951 as midwest sales manager in Chicago and later moved to New York as national sales manager. Last November, he had been appointed national sales director [B•T, Nov. 19].

Before joining the Storer stations, Mr. Wood was account executive at several New York agencies and before that commercial program sales director of WOR New York, where he had started his broadcast career. At Storer, he was responsible for the development of all national sales and supervision of sales offices in San Francisco, Chicago and New York. He was headquartered at Storer's New York sales office.

As an infantry sergeant during World War II, Mr. Wood received the Bronze Star medal and the Purple Heart.

He is survived by his widow, Bergi; a son, Robert Christopher Wood; and a brother, Edwin Wood.



FIRST regularly scheduled local simulcast by KGW-AM-TV Portland, Ore., will begin Jan. 12. The show, an hour western variety program, will star KGW-TV's Heck Harper and is being sponsored by Wolfard Ford Motor Co., Portland, for 26 weeks. At the contract signing are (l to r): seated, Walter E. Wagstaff, KGW-TV station manager; John Slocum, account executive of Carvel, Nelson & Powell agency; John H. Eichhorn, general manager of KGW radio; standing, John Ettleson, KGW-TV account executive; Bob Peterson, of the Wolfard Co., and Mr. Harper. The new ch. 8 outlet began telecasting Dec. 15.

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

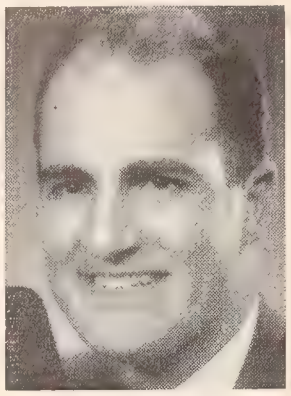
...when he suggests Stainless Towers

Write for descriptive literature

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Van Haaften Appointed Manager Of KTWO-TV; February Start Set

C. VAN HAAFTEN, program manager and film buyer at KOA-TV Denver since 1953, has been appointed general manager of KTWO-TV Casper, Wyo., effective last Monday, it has been announced by Burt Harris, president of Harriscope Inc., permittee of the new station which plans to begin commercial operation about Feb. 1 next year.



MR. VAN HAAFTEN

Mr. Harris also announced that the Meeker Co. has been named national sales representative for KTWO-TV with John McGuire Co., Denver, appointed regional representative.

WPAT Furnishes Programming For WSKP's New Music Format

WPAT Paterson, N. J., and WSKP Miami, Fla., have entered into an arrangement under which WPAT will provide the Miami station with complete musical programming, it was announced jointly last week by Dickens J. Wright, WPAT president and general manager, and William O'Neil, president of WSKP.

Programs on WSKP will be patterned after WPAT's successful evening show, *Gaslight Revue*, with WPAT supplying the musical programming schedule and information on programming techniques. David Gordon, music director of WPAT, returned recently from Miami after working with the WSKP staff. The station is scheduling its new programming format late this month.

Mr. Wright revealed that he has received "innumerable inquiries" from stations, seeking advice and assistance in setting up programs of "quality music and news," similar to WPAT's own format. He said that the station is currently negotiating with more than 25 stations for such a service.

Allen Resigns WTVJ (TV) Posts

JOHN S. ALLEN, vice president-director-general sales manager of WTVJ (TV) Miami, will end his association with the station Jan. 1 to go into his own management consultant business in the Miami area. The new firm, to be known as John S. Allen & Assoc., will advise in broadcast management and other phases of tv and radio and in newspaper advertising.

WBZ-TV Top Hour Rate $2,400

WBZ-TV Boston has issued Rate Card No. 11, which raises the station's highest one-time hourly rate from $2,250 to $2,400, according to Franklin A. Tooke, general manager of the Westinghouse Broadcasting Co. station. The new rates become effective Dec. 16 for the NBC affiliate.

Blair Tv Appoints Stringer

APPOINTMENT of Arthur Stringer, sales manager of KTVR-TV Denver, as manager of the Chicago office of Blair Television Assn. is being announced today [Monday] by Richard Foote, executive vice president of the tv station representative. Mr. Stringer replaces Donald Ward, who has resigned to study at the Chicago Theological Seminary.



THE Atlantic Refining Co., through N. W. Ayer & Son, has signed to sponsor *The Atlantic Weatherman* for one year on WGLV-TV Easton, Pa. The weather show began on Dec. 12. Present for the contract signing were (l to r): seated, E. C. Smith, Atlantic district manager; Thomas J. Donahue, N. W. Ayer & Son; William Latham, WGLV-TV general sales manager; standing, Charles R. Thon, WGLV-TV general manager; Sargent Lea, Atlantic assistant advertising manager, and Ken Kirkander, weathercaster for the show.

STATION BREAK

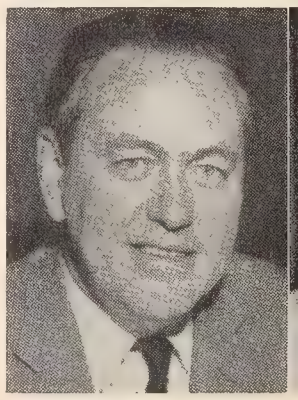
TWO CONVICT musicians made their escape during a tape recording session at KPRC Houston a fortnight ago.

The convicts, Robert O. McDonnell, a saxophonist, and Paul E. Myre, trombonist, were among 16 men brought from Ramsey Prison Farm in Brazoria County, Tex., to perform on the station's *Behind Prison Walls* show.

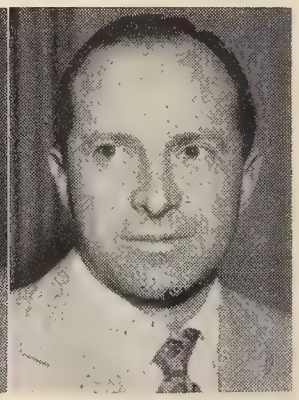
While guards watched one door, the two convicts walked out another. They were last seen entering a wooded area in Houston.

Barry, Rittenberg Appointed New Directors of KTTV (TV)

CHARLES C. BARRY, vice president of Loew's Inc., and Saul N. Rittenberg, Metro-Goldwyn-Mayer studio executive, are new



MR. BARRY



MR. RITTENBERG

directors of KTTV Inc., which operates KTTV (TV) Los Angeles. Their appointments were announced by KTTV Inc. Board Chairman Norman Chandler.

Mr. Barry, who joined Loew's Inc. in April of this year, has supervised that company's entry into the television field, including the release of the MGM feature library to tv and the acquisition of interests in television broadcasting properties.

Mr. Rittenberg formerly represented Loew's as a member of the law firm of Loeb and Loeb. This year he joined Loew's in a full time executive capacity at its MGM Studios in Culver City, Calif.

Loew's Inc. owns 25% of capital stock of KTTV Inc. The balance of 75% is owned by the Times-Mirror Co.

20% Increase in Day Rates Announced by WGN Chicago

AN INCREASE in daytime rates, averaging 22% was announced last week for WGN Chicago by Sales Manager William A. McGuineas. Nighttime rates will remain the same, with the new day rates becoming effective Jan. 1.

Also announced by Mr. McGuineas was a 7% increase in sales volume for the first 10 months of 1956 [CLOSED CIRCUIT, Dec. 10]. Under the new card, Class A rates will jump from $450 to $520 an hour. Current advertisers will receive the customary six month protection against the higher rates.

STATION SHORTS

WOV New York announced last week that, according to Pulse study, station's Negro listenership up to midnight has shown overall gain of 48.4% in November as compared with last March. WOV operates 24 hours a day, with Negro broadcasting scheduled 13½ hours daily.

WSGN Birmingham, Ala., reports October and November gross sales have increased 121% over same two months of last year.

KBIG Hollywood plans to install microwave equipment on Mount Lee in Hollywood Hills which will connect studios with its Catalina Island transmitter.

WHBF-AM-TV Rock Island, Ill., announces new pension plan for its employes. Pension benefits supplement group insurance and Blue Cross-Blue Shield. Plan not mandatory but 100% of employes reportedly signed for it.

WDGY Minneapolis-St. Paul has added new studios to executive offices in Builders Exchange Bldg., Minneapolis.

REPRESENTATIVE APPOINTMENT

WBAT Marion and **WKBV Richmond,** both Indiana, appoint Everett-McKinney Inc., N. Y.

WOL-AM-FM Washington appoints Grant Webb & Co., N. Y., effective Jan. 1.

KPIG Cedar Rapids, Iowa, appoints Devney & Co., N. Y.

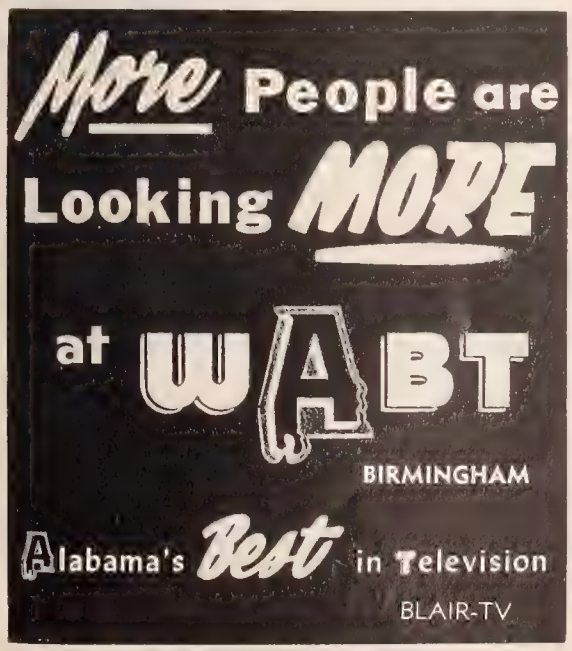
REPRESENTATIVE PEOPLE

Ted M. Shuster, sales service representative for NBC-TV, named account executive in N. Y. office of Young Tv Corp..

STATION PEOPLE

Durwood Powell, general manager of WBCR Christianburg, Va., elected vice president, continuing his duties as general manager.

Ray Mitchell, manager of KYOR Blythe, to KICO Calexico, both Calif., as station manager and **Mrs. Pat Mitchell** named traffic manager of KICO.





WFRV-TV Green Bay, Wis., has placed its new 1,165-ft. tower in operation. On hand for launching of new tower, part of station's $750,000 expansion program, are (l to r) Soren H. Munkhof, executive vice president and general manager of WFRV-TV; Judge Arch MacComb, and Chief Engineer Harry Hill. The tower is 1916 feet above sea level and official inaugural ceremonies for the new headquarters and studio building are planned in mid-January [B•T, Dec. 17].

John S. Allen, vice president-general sales manager, WTVJ (TV) Miami, will resign on Jan. 1 to start his own management consultant firm, John S. Allen & Assoc. Inc., in southern Florida.

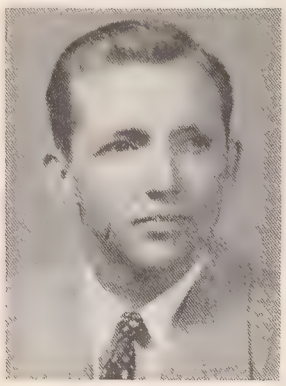


MR. ALLEN

Max Bice, chief engineer, KTNT-AM-FM-TV Seattle-Tacoma, Wash., named assistant manager.

Gil Stratton, KNXT (TV) Los Angeles sports announcer, named sports director for station and CBS Tv Pacific Network.

Norman J. Suttles, formerly general manager of Fayetteville (N. C.) Chamber of Commerce, named general manager of WFNC-AM-FM, same city, succeeding **Victor W. Dawson,** who remains president of Cape Fear Broadcasting Co.



MR. SUTTLES

Ken Light, formerly in advertising business for himself, to WDGY Minneapolis sales staff.

Erwin Needles, local sales manager, WKNB-TV New Britain (Hartford) Conn., appointed to newly-created post of tv sales director. **David Scott** continues as national tv sales manager.

Dorothy Shufelt, continuity director-sales service manager, WNEM-TV Bay City, Mich., to KSBW-TV Salinas, Calif., suc-

The ABC of paid circulation

The surest barometer of readeracceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

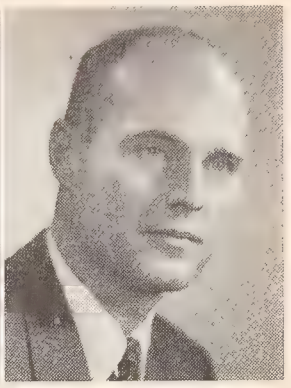
There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

ceeding Continuity Director **Neal Edmondson.**

James E. Blake, assistant national tv sales manager, KSTP Inc., Minneapolis-St. Paul, named national tv sales manager and **Byron E. Anderson,** assistant radio sales manager, appointed national radio sales manager.



MR. BLAKE



MR. ANDERSON

Mrs. Margaret Wilkinson, women's program director, WBEN Buffalo, N. Y., retiring after 24 years with station.

Barbara J. Fletcher, assistant traffic manager at WNDU-TV South Bend, Ind., appointed traffic manager of WNDU. **Nancy Champaigne** succeeds Miss Fletcher at WNDU-TV.

Frank Pollack, announcer, KRUX Phoenix, appointed program director.

John T. Clayton, account executive, N. Y. public relations firm of Ruder & Finn, appointed director of public affairs, WHLI Hempstead, N. Y. Mr. Clayton succeeds **George Ball** who resigned to enter non-broadcasting field.

Dorothy Cotton, women's director, WHEC Rochester, N. Y., named publicity-promotion director.

Joe Bartus, salesman in local men's furnishings store, to sales staff of WHBC Canton, Ohio.

Natalie Ross joins announcing staff of WJBK-TV Detroit.

Charlie Hicks, WDEH Sweetwater, Tenn., to WWIT Canton, N. C., as announcer and **Wiley Carpenter** to WWIT as relief announcer replacing Red Jones, who is resigning to devote fulltime to insurance business.

Billy Mize, western recording artist, to KAFY Bakersfield, Calif., as m.c. of *KAFY Hayride.*

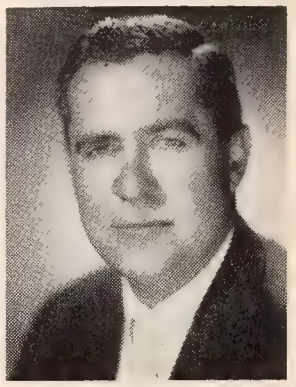
Don Cavitt to WDGY Minneapolis as disc jockey-newsman.

Dave Corbin, KCBS San Francisco, named promotion writer.

Mike James, WNAV Annapolis, Md., to WBAL Baltimore.

Sprig Parrott to KODL The Dalles, Ore., as combo man; **Vern Wright** to KPOJ Portland, Ore., as combo man; **Norma Walter** to KING Seattle, as traffic manager; **Beverly Rawson** to KMPC Hollywood, traffic department; **Phil Prindle** to Sales Aid Co., L. A., as announcer; **Tom Cope** to WSVA-TV Harrisonburg, Va., as cameraman, and **Erma Siebens** to KTIV Sioux City, Iowa, film department. All are recent graduates of Northwest Radio & Tv School.

Robert Forward, west coast advertising executive, to KMPC Los Angeles as director of programming.



MR. FORWARD

Ed M. Yalowitz, account executive, WFIE (TV) Evansville, Ind., named promotion manager; **Wes Potter,** WSM-TV Nashville assistant news director, and **Jerry Baum,** WIKY Evansville announcer, to WFIE as announcers-directors.

Gene Healy, WPAC Patchogue, N. Y., named director of local station relations and **Alan Walden,** news editor, appointed station news editor. **Jack Tierney,** WPAC, named local program manager.

John Sedwick, program department, WBAL-TV Baltimore, to Brent Gunts Productions, same city, as program supervisor.

James F. Baldwin, recently released from service, rejoins KTVT (TV) Salt Lake City, production-director's staff.

Charles Davies, N. Y. sales office of Crosley Broadcasting, to N. Y. office of WGN Inc. (WGN-AM-TV Chicago), assigned to national tv sales.

Henry B. Clay, executive vice president-general manager, KWKH Shreveport, La., re-elected president, local Chamber of Commerce.

William G. Stewart, general manager of KGHF Pueblo, Colo., elected president of local Kiwanis Club.

Joe Foss, CBS-WBBM Chicago sportscaster, signed to handle commentary for Aluminum Bowl game between Montana State U. and St. Joseph's College in Little Rock, Ark., on CBS Radio Dec. 22.

Francis E. (Dinny) Whitmarsh, WBZ-TV Boston news supervisor, is author of *Famous American Athletes of Today,* published by L. C. Page & Co. Chapter on radio-tv in sports is included.

Al Maynard, purchasing agent for ABC in Hollywood, married Opal Scott last month.

Phyllis M. Bishop, performer-director of tv continuity, WMBR-TV Jacksonville, Fla., married to **James T. Hanskat,** assistant floor director at WMBR-TV, Dec. 14.

Bill Adler, sales manager, WABD (TV) New York, father of son, William Jr., Dec. 1.

Michael Joseph, national program manager, Founder's Corp. (WTAC Flint, Mich.; WFBL Syracuse, N. Y.; KPOA Honolulu and KTVR-TV Denver, Colo.), father of boy, Jay Eric, Nov. 27.



THE western adventure series *Frontier* is being shown in the 10:30-11 p.m. time slot on WTOP-TV Washintgon under the sponsorship of Indian Lake Estates, Florida. Present for the contract signing are (l to r): seated, Elizabeth Matheney, Indian Lake advertising and public relations director; Leon Ackerman, Washington realtor and president of Indian Lake; Len Ringquist, NBC Film Sales representative; standing, Emanuel Levine, president of Levine Adv. Agency; Taylor B. Bryan, Indian Lake vice president; Peter V. O'Reilly, WTOP-TV account executive, and Robert A. J. Bordley, WTOP-TV director of sales. WTOP-TV personality Mark Evans will host the series.

AMST Appoints Lindow Its Executive Director

LESTER W. LINDOW, vice president-general manager of WFDF Flint, Mich., has been named executive director of the Assn. of Maximum Service Telecasters [CLOSED CIRCUIT, Dec. 17]. Announcement was made by AMST President Jack Harris, KPRC-TV Houston, Tex.



MR. LINDOW

Mr. Lindow will assume his new post late in January on leave of absence from his radio job. Offices will be established at 1735 DeSales St., Washington.

AMST was organized last summer—originaliy as a group to represent the vhf viewpoint to the FCC. The Commission was then grappling with the problem of uhf and vhf, intermixture and deintermixture, and upper band vs. low band propagation. When finally established, AMST included all stations, uhf and vhf, which operate with maximum power. Its 125 members have pledged $100,000 to underwrite a nationwide field intensity survey of both uhf and vhf signals. This begins next month with Wilkes-Barre, Pa., and New Orleans, La., as the first markets (see TASO story, page 56).

Mr. Harris said AMST was fortunate in obtaining Mr. Lindow's services. "Mr. Lindow," he said, "is thoroughly conversant with the broadcasting field and with the objectives of AMST to expedite the development of a full, nationwide television broadcasting service, while at the same time protecting the service now received by the public through the maximum power stations. He knows the problems of management and is experienced in public relations and in governmental activities by virtue of his Army radio-television duties in Washington."

Mr. Lindow, a 21-year broadcast veteran, has been general manager of WFDF since 1947. Before then he was general manager of WRNY Rochester, N. Y., and of WFBM Indianapolis, Ind. He started his broadcast career with WCAE Pittsburgh. He is a 1935 graduate of the U. of Wisconsin and worked with the Hearst newspapers in New York before going to Pittsburgh.

During World War II, Mr. Lindow served as deputy chief of public relations for the U. S. Group Control Council for Germany. After overseas duty in England, France and Germany, he was returned to the United States as chief of the Radio Branch, Dept. of the Army. He holds a reserve commission as lieutenant colonel.

Mr. Lindow is vice president and a director of AP Radio & Tv Assn. and chairman of the executive committee, NBC Radio Affiliates. He is an NARTB representative serving as a director of the Assn. for Professional Broadcasting Education. He also is active in Flint civic and business affairs. He is married and has one daughter.

While on leave from WFDF, Mr. Lindow will be retained as a consultant for that station. During his absence, WFDF will be operated by Elmer Knopf, program director, as acting general manager, working with Marvin Levy, sales manager.

Calif. Radio-Tv News Club Asks Governor for Free Access

THE Radio & Television News Club of Southern California has joined in protest of the refusal of the California State Committee on Un-American Activities to allow KNX microphones in a recent Los Angeles session [B•T, Dec. 17].

Signed by the club president, John Holbrook of MBS, the protest to State Senator Hugh Burns said in part:

"It is our contention that the media of radio and television are as entitled as those of the press to free access to the open and public hearings of such an agency as a state legislative committee. It is noted that your reason given for banning the microphones was that they would pick up the by-play and small talk around the committee table. However, there was no restriction placed on a newspaper printing, if it chose, a verbatim record of every word spoken at the committee hearing.

"We maintain that this is discrimination against radio and television coverage of the news—and an interference with the free flow of public information."

Meanwhile, the Board of Trustees of Los Angeles City and County Bar Assn. has voted to pass over taking any action with respect to physical removal of certain attorneys from the hearing room during the congressional un-American activities investigation there. No explanation was given by William P. Gray, CBA president, who earlier had asked KNX to retain its tape recordings of that session as the only possible evidence of the occurrence [AT DEADLINE, Dec. 17].

N. Y. City Council Ban on Tv Evoke's News Group's Protest

RADIO-Newsreel-Television Working Press Assn. last Tuesday registered a protest with the New York City Council which barred tv news camera and sound crews that day from covering proceedings, although newspaper reporters and still photographers were admitted to the session.

The tv newsmen had attempted to cover a session at which the council was considering a proposal to investigate itself.

In a statement to leaders of the council, the association declared that the legislative body's action "is a violation of constitutional guarantees of freedom of information."

Gabriel Pressman, roving reporter for WRCA-AM-TV New York, revealed Wednesday he had recorded part of the council's session in spite of the announced ban, and broadcast it on WRCA Wednesday. He said he merely placed a tape recorder near a microphone and no one objected.

Mr. Pressman reported that NBC has taken "a firm editorial position" against the council's stand, and on Tuesday broadcast ten spot announcements on WRCA-AM-TV and on the network, calling the discrimination to public attention.

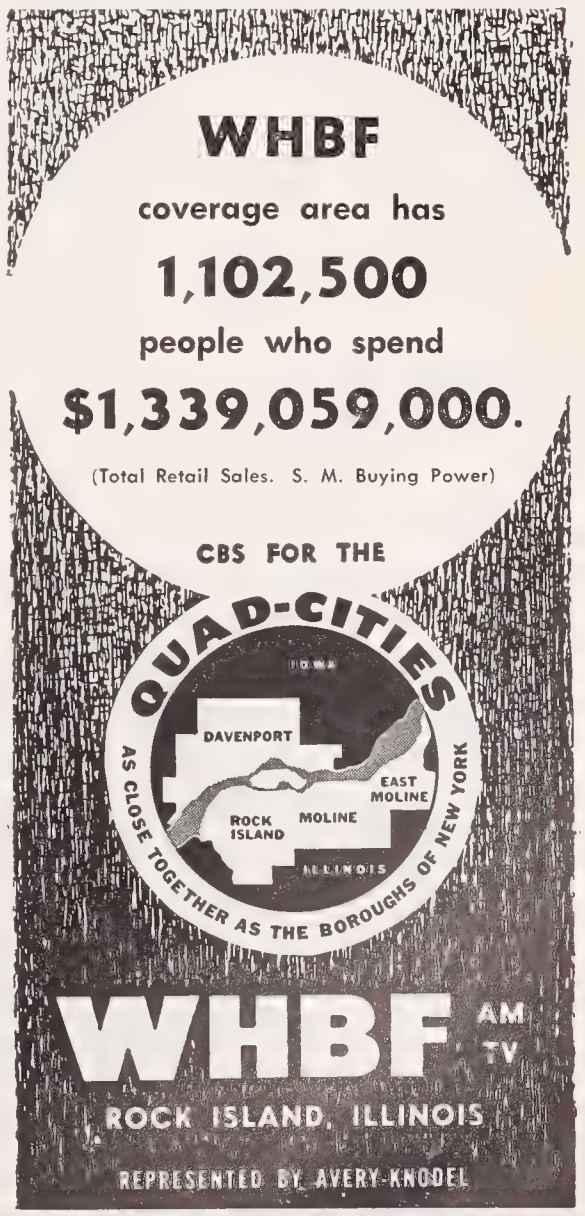
Progress of Educational Tv Cited in CJET Status Report

"FOUR Years of Progress" titles a status report on educational television issued last week by the Joint Council on Educational Tv. JCET reported there are 24 educational video outlets on the air, plus three educational stations operating on commercial channels (WOI-TV Ames, Iowa; WNDU-TV South Bend, Ind., and KOMU-TV Columbia, Mo.), reaching 60 million people. Seven other educational stations are under construction and due to begin early in 1957. Five applications are pending and about 35 other communities are actively interested in building educational stations.

More than $50 million has been spent on educational tv, JCET reported. Of this amount, $5 million has come from state legislatures, $7 million from institutions of higher learning, and $3 million from boards of education and municipal governments. Commercial broadcasters have contributed $5 million and private institutions, businesses and individuals have added $7 million. Foundations have contributed or pledged more than $25 million the report estimated.

Educational stations are telecasting about 700 hours per week, JCET reported. It marked as a "definite trend" the transmission of in-school programs. Reference also was made to regular and systematic instruction for adults.

The Educational Tv & Radio Center at



Ann Arbor, Mich., has distributed more than 135 program series, comprising 1,801 individual programs, totalling over 775 hours. The Center now is supplying six hours of programs per week to educational stations, JCET reported. It also pointed to a $6 million grant to the Center from the Ford Foundation.

Among the problems facing educational outlets, JCET said, are those involving uhf frequencies (two-thirds of the 258 reserved channels are uhf) and assignments to small communities.

"It is clear," JCET summarizes, "that educational television has made and is making real progress. There are problems but these are gradually but surely being overcome. The facts clearly show that educational television is having a tremendous effect upon the educational and cultural life of the nation. It is a tribute to the FCC that it has reserved and continues to reserve these channels, making possible the present progress in educational television and providing for its future development."

Speech & Theatre Conference To Hear RCA-NBC Color Experts

VARIOUS facets of "color television in America" will be examined by a panel of RCA-NBC representatives at the national convention of the Speech & Theatre Conference in Chicago Dec. 28, the network's central division announced last Tuesday.

Status, preparation, special problems and educational tv implications will be covered by the panel, headed by Charles F. Hunter, associate professor of radio-tv, Northwestern U. School of Speech and Chicago producer WNBQ (TV).

Speakers and their subjects for the convention are Elmer Nichols, advertising-promotion manager, RCA Victor Dist. Corp., Chicago (status of color tv); Howard W. Coleman, color sales development manager of WNBQ Chicago (preparation for color television operations); George A. Heinemann, program manager of WRCA-TV New York (special problems of WRCA-TV operation), and Betty Ross West, supervisor of public affairs and education, WNBQ and WMAQ Chicago (the implication of color for educational television).

White Heads Microwave Study

COL. EDWIN L. WHITE, on leave from Microwave Services and former chief of the FCC's Special Radio Services Bureau, has joined Radio-Electronics-Tv Mfrs. Assn. for a two-month microwave assignment. Col. White will direct a program designed to show the importance of FCC's April 1 hearing on frequency needs of the fast-growing microwave industry (above 890 mc). FCC has announced the hearing is designed to review all allocations above 890 mc to decide if changes in allocations for fixed and mobile services are necessary. This is the first step in an overall study of allocations in the upper spectrum.

Press Club Elects Cosgrove, Rash

TWO men active in the broadcasting field are among newly-elected officials of the National Press Club, Washington.

They are John P. Cosgrove, circulation manager of B•T, who was elected a fortnight ago to a three-year term on the club's board of governors, and Bryson Rash, of NBC Washington, who was named financial secretary.

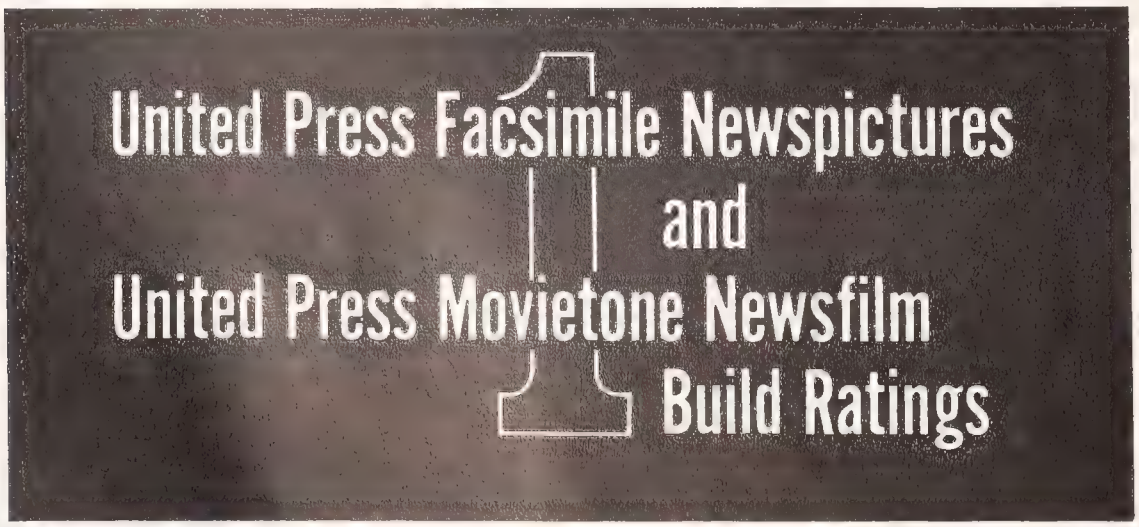
Ben J. Grant, assistant executive editor of *U. S. News & World Report,* was elected president; John V. Horner, the Washington *Evening Star* [WMAL-FM-TV], vice president, and William O. Varn, Associated Press, treasurer.

TRADE ASSOCIATION PEOPLE

Ron Manders, sales promotion-merchandising director, KFI Los Angeles, has joined station service department of Radio Advertising Bureau.

Joseph Warren Barker, board chairman-president, Research Corp., elected president of Engineers Joint Council, N. Y., succeeding Dr. Thomas H. Chilton of E. I. DuPont de Nemours. **Fischer S. Black,** publisher-editor of *Electrical World,* elected vice president.

Alvin Dorian, former field consultant for Executive Development Plans, named managing director of Western States Advertising Agencies Assn.



DEMAND FOR RADIOS RISES, SAYS RETMA

- **Factory shipments up in '56**
- **Tv set deliveries decrease**

A RISING demand for home and portable radios and clock-radios has been indicated by Radio-Electronics-Tv Mfrs. Assn., judging by factory shipments to dealers during the first 10 months of 1956. Tv shipments were down a little, RETMA indicated in a series of summaries showing October production, factory shipments and dealer sales for both radio and tv sets.

Shipments of radio sets from factories to dealers totaled 6,067,816 units in the first 10 months of 1956 compared to 4,954,277 in the same 1955 period, according to RETMA. Radio shipment data do not include auto sets, which do not move through retail channels. October radio shipments totaled 751,795 sets compared to 835,025 in September (five-week statistical month) and 757,196 in October 1955.

Tv shipments to dealers totaled 5,433,750 sets in the first 10 months of 1956 compared to 5,987,044 in the same 1955 period. October tv shipments totaled 843,508 sets compared to 829,126 in September and 812,312 in October 1955.

Shipments of radio sets to dealers by states during the first 10 months of 1956 follow:

State	Total	State	Total
Alabama	70,310	Nebraska	35,965
Arizona	33,428	Nevada	8,382
Arkansas	33,005	New Hampshire	20,790
California	636,022	New Jersey	233,815
Colorado	45,003	New Mexico	19,112
Connecticut	93,844	New York	970,509
Delaware	11,677	North Carolina	92,995
Dist. of Columbia	54,389	North Dakota	13,260
Florida	117,832	Ohio	357,789
Georgia	97,044	Oklahoma	49,777
Idaho	13,365	Oregon	49,578
Illinois	465,429	Pennsylvania	454,642
Indiana	105,192	Rhode Island	36,410
Iowa	58,985	South Carolina	37,688
Kansas	45,469	South Dakota	13,207
Kentucky	77,694	Tennessee	75,611
Louisiana	83,751	Texas	256,108
Maine	32,333	Utah	20,501
Maryland	112,217	Vermont	12,834
Massachusetts	240,979	Virginia	95,663
Michigan	267,277	Washington	88,297
Minnesota	83,989	West Virginia	40,561
Mississippi	35,743	Wisconsin	112,571
Missouri	132,540	Wyoming	7,161
Montana	17,073	**Grand Total**	**6,067,816**

Shipments of tv sets to dealers by states during the first 10 months of 1956 follow:

State	Total	State	Total
Alabama	83,641	New Hampshire	17,206
Arizona	36,909	New Jersey	183,675
Arkansas	54,612	New Mexico	19,165
California	509,478	New York	603,041
Colorado	44,652	North Carolina	118,570
Connecticut	87,420	North Dakota	19,775
Delaware	14,474	Ohio	299,135
Dist. of Columbia	48,814	Oklahoma	73,415
Florida	178,331	Oregon	62,402
Georgia	116,570	Pennsylvania	377,120
Idaho	21,165	Rhode Island	28,524
Illinois	301,469	South Carolina	50,939
Indiana	138,420	South Dakota	20,311
Iowa	63,772	Tennessee	97,392
Kansas	62,141	Texas	285,731
Kentucky	88,691	Utah	21,168
Louisiana	99,492	Vermont	13,483
Maine	31,534	Virginia	99,416
Maryland	75,306	Washington	86,239
Massachusetts	161,112	West Virginia	61,684
Michigan	220,283	Wisconsin	101,687
Minnesota	82,473	Wyoming	6,077
Mississippi	49,521	**U. S. Total**	**5,421,036**
Missouri	129,186	Alaska	2,943
Montana	19,420	Hawaii	9,771
Nebraska	45,578	**Grand Total**	**5,433,750**
Nevada	10,417		

Radio production by factories in October

totaled 1,348,864 sets, compared to 1,319,189 in September and 1,500,206 in October 1955, according to RETMA. For the 10 months, 10,884,760 radio sets were manufactured, compared to 11,346,176 in the same 1955 period, with the decline in auto sets.

Production of tv sets totaled 820,781 in October, compared to 894,211 in September and 759,735 in October 1955. The 10-month tv output totaled 6,080,052 sets, compared to 6,520,241 in the same 1955 period. Of October tv sets, 131,243 had uhf tuning facilities and 985 had tuners for the fm radio band.

Retail sales of radios totaled 585,666 sets in October (not including auto sets), compared to 756,345 in September and 724,305 in October 1955. Radio sales for the 10-months totaled 5,990,718 sets, compared to 4,666,981 in the same 1955 period.

Retail tv sales totaled 683,573 sets in October, 763,908 in September and 746,274 in October 1955. Tv sales totaled 5,287,199 sets for the 10 months, compared to 5,896,251 in the same 1955 period.

Output of auto radios totaled 3,607,911 in first 10 months of 1956, compared to 5,631,474 in the same 1955 period.

Following are radio and tv set production figures for October and the first 10 months of 1956:

	Television	Automobile Radio	Total Radio
Jan.	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
Mar. (5 wks.)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 wks.)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
Aug.	612,927	198,087	990,845
Sept. (5 wks.)	894,211	349,790	1,319,189
Oct.	820,781	547,818	1,348,864
TOTAL	6,080,052	3,607,911	10,884,760

D-I to Replace WMT-TV Tower

DRESSER-IDECO Co., Columbus, Ohio, has been awarded the contract to replace the WMT-TV Cedar Rapids, Iowa, tower which blew down during the final stages of construction [B•T, Dec. 17]. Steel shipments will start in March and erection of the 1,356 ft. tower is expected to take two months.



"Thank goodness it's only you, Pop. KRIZ Phoenix said we could expect Santa about this time."

RCA's New Triple-Track Tape Said to Add Sound Dimension

PLAYBACK of the first triple-track tape recording ever made for RCA Victor by a symphony orchestra was demonstrated by that company's engineers in Chicago last Thursday.

Tapes are not being made available commercially at present, but are used by engineers as a tool for combining the three tracks of the master and producing a dual-track stereophonic tape. At the same time RCA Victor signed a new, long-term recording contract with Dr. Fritz Reiner, conductor of the Chicago Symphony Orchestra, the first ever to record on dual-track tape for the company.

RCA Victor executives claimed the technique adds another dimension to recorded sound and will enhance high fidelity recordings. It is limited now to studio use.

Among RCA executives present for the demonstration were L. W. Kanaga, vice president-general manager of RCA Victor Record Div.; Howard Letts, vice president-operations manager; George Merek, vice president-manager of the Album Div., and William Miltenburg, chief engineer-manager of recording.

Mr. Miltenburg said the three sound tracks "can also be combined into one musically-balanced binaural tape from which RCA long-playing records are processed." When triple track is used at a recording session, three microphones are utilized with separate sound systems. Left and right systems cover the orchestra, while the third picks up the soloist. RCA Victor recorded all sessions on monoral tape three years ago and then introduced dual-track stereophonic tape, which is used for actual recording and being marketed commercially.

Mr. Kanaga predicted volume of the record industry would reach $300 million this year and cited as contributing factors (1) the teen-age market, (2) increased awareness of music, (3) public's change of attitude toward music and (4) new dealer display techniques.

Williams Heads Century Dept.

CENTURY LIGHTING Inc., New York, has announced the formation of the Color Lighting Dept. with Rollo G. Williams as its manager.



MR. WILLIAMS

Mr. Williams has 25 years experience in color, stage and architectural lighting and twice has won lighting contest awards. In addition, he is the author of two technical books and has lectured extensively to technical groups both in the U. S. and abroad.

The new department will service architectural, theatrical, motion picture and television lighting and will conduct research and development in light sources, color media, color quality and color control.

New Tv Monitor Introduced

A NEW tv transmitter monitor described as providing "many operational tests that will speed and improve adjustment and maintenance in both aural and transmitter circuits" was announced last week by General Radio Co., Cambridge, Mass.

Tv visual transmitter and intercarrier frequencies can be monitored with the instrument, which has been labeled Type 1184-A. In addition, a complete intercarrier sound-detection system has been included.

MANUFACTURING PEOPLE

Major Gen. Samuel R. Brentnall, U. S. Air Force, retired, and formerly assistant chief of staff for guided missiles, appointed vice president-assistant general manager for military products division of Motorola Inc.

Irvine D. Daniels, plant manager, General Electric Co., Owenbsoro, Ky., named general manager of GE's tube department in Owensboro. **Nathan J. Cornfeld,** patent attorney for company, appointed patent counsel for GE's electronic components division in Syracuse, N. Y.

Harry R. Clark, vice president of Linear Equipment Labs, Copiague, N. Y., to Westbury Electronics Inc., Westbury, N. Y., as assistant to president and general sales manager.

James P. Quam, 76, board chairman of Quam-Nichols Co., Chicago, died in Venice, Fla., Dec. 15.

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William Veneman, General Manager

Ad Council Awards Go to 17 Agencies

SEVENTEEN advertising agencies, 15 volunteer coordinators and 16 public service campaigns placed through The Advertising Council were cited last Thursday by the council at its annual awards luncheon in New York. The campaigns ranged from the old (U. S. Savings Bonds, requiring eight agencies) to the new (Hungarian Emergency Relief), and five of the 17 agencies were honored for two or more campaigns each. Those cited, as announced by the Ad Council's board chairman, and Young & Rubicam executive vice president, Louis N. Brockway, included:

Young & Rubicam, New York, through William A. Hart of the Advertising Research Foundation, for ACTION.

Compton Adv., New York, through F. G. Jewett of the American Can Co., for Armed Forces Manpower Recruiting Drive; also for its share in the U. S. Savings Bonds drive, coordinated by Robert R. Mathews of American Express Co.

Benton & Bowles, New York, through Felix W. Coste of the Coca-Cola Co., for Better Schools campaign.

BBDO, New York, through A. R. Stevens of American Tobacco Co., for CARE as well as the United Community Fund appeal.

J. Walter Thompson, New York, through Allan Brown of the Bakelite Co. Union Carbide & Carbon Co., for Crusade for Freedom drive; also for Religion in American Life, through Robert W. Boggs of Union Carbide & Carbon Co., and Savings Bonds, again through American Express' Mathews.

Foote, Cone & Belding, Los Angeles, through Russell Z. Eller of Sunkist Growers, for Forest Fire Prevention campaign, also for the Savings Bonds drive.

Ruthrauff & Ryan, New York, through Hayes Dever of Capital Airlines, for the Ground Observers Corp. recruiting campaign.

N. W. Ayer & Son, Philadelphia, through Kenneth G. Patrick of General Electric Co., for the Higher Education drive.

Ted Bates & Co., New York, through A. R. Stevens of American Tobacco Co., for its Hungarian Emergency Relief project.

Sullivan, Stauffer, Colwell & Bayles, New York, through James A. Barnett of Rexall Drug Co., for American Red Cross fund raising.

Leo Burnett Co., Chicago, through Leslie R. Shope of Equitable Life Assurance Co. for the Register & Vote campaign of 1956.

Bryan Houston, New York, through Paleen Flagler of J. P. Stevens & Co., for Religious Overseas Aid drive.

Campbell-Ewald Co., New York, through H. T. Rowe of IBM Corp., for the Stop Accidents campaign; also for C-E's share in the Savings Bonds drive.

Others cited for the Savings Bonds drive were McCann-Erickson, Schwab & Beatty, G. M. Basford Co. (all New York) and Jack R. Scott, Chicago.

CBS' Murrow Double Winner In Seventh 'Look' Tv Awards

CBS' Edward R. Murrow was a double award winner among the 16 honored programs in *Look* magazine's seventh annual tv awards, printed in the magazine's Jan. 8 issue on the news stands today (Monday). The balloting, taken of programs telecast between Nov. 1 of last year and Oct. 31, 1956, was by 1,500 newspaper tv critics and editors.

Mr. Murrow was cited for his *See it Now*, voted the best public affairs series of 1956, while his *Person to Person* ranked as the best novelty series of the year. The Ford Foundation's *Omnibus* was picked for the fourth consecutive year as the best educational series, while Bishop Fulton J. Sheen's *Life is Worth Living* also was rated a fourth-time nod as the best religious series.

Both *Omnibus* and *Life* are now ABC-TV programs (*Omnibus* was on CBS-TV last season). Other repeats from 1955 were ABC-TV's *Disneyland,* voted as the best children's series; the revival of NBC-TV's spectacular *Peter Pan* was scored as the best musical show, and CBS-TV's *Ed Sullivan Show* was cited as the best variety series.

Other winners in broadly-defined categories—best quiz or panel series: Garry Moore's *I've Got a Secret* (CBS-TV); best half-hour dramatic series: *Alfred Hitchcock Presents* (CBS-TV); best situation comedy: *Phil Silvers Show* (CBS-TV); best straight comedy series: *Caesar's Hour* (NBC-TV); best hour-or-more dramatic series: *Playhouse 90* (CBS-TV); best dramatic show: *Ford Star Jubilee's* tv version of Herman Wouk's *Caine Mutiny Court Martial* (CBS-TV); best musical series: *Perry Como Show* (NBC-TV); best special program: *Project XX* (NBC-TV), and best sport series: *NCAA Football Game of the Week* (NBC-TV).

CBS-TV took eight of the awards, NBC-TV five, and ABC-TV three. In the voting, syndicated film programs were ruled ineligible. The annual awards ceremony will take place next Sunday night on *The Ed Sullivan Show*.

AWARD SHORTS

Mitchell Wolfson, president of WTVJ (TV) Miami, awarded plaque by Miami Dade Chamber of Commerce for "exceptional public service" in helping to found Dade County Citizens Safety Council.

Harry C. Butcher, owner-manager of KIST Santa Barbara, Calif., honored by *L'Italo-Americano* newspaper for his help in "bettering Italian-American relations" and for his book *My Three Years with Eisenhower,* which has been translated into Italian. Station was honored for its *Free Speech* program and its Italian-American classical music program, *Italian Musicale.*

Daniel F. Sullivan Inc. Adv., Boston, cited by 20th Century Fox Film Corp. "in recognition of a most outstanding example of a commercial tie-in campaign with a major film production."

CBS-TV's *Playhouse 90* series has been awarded Distinguished Service Citation by U. S. Reserve Officers Assn. for its production of "Forbidden Area," which dealt with Soviet sabotage of U. S. security.

Don McNeill, emcee of ABC Radio's *Breakfast Club,* presented with scroll from Don Durgin, vice president in charge of network, citing him as "America's top radio salesman" at National Salesman's Day ceremonies on *Club* Dec. 13.

Mitch Miller, director of artists and repertoire, Columbia Records Inc., recording subsidiary of CBS Inc., elected "Man of the Year" by Cigar Institute of America.

Aaron Lippman, board chairman emeritus of National Electronics Distributors Assn., honored with testimonial dinner by manufacturers, distributors and sales representatives in New York.

Sammy Davis Jr. named "Entertainer of the Year" and presented with award by Robert J. Burton, BMI vice president and president of Radio and Television Executives Society at RTES' annual Christmas party held Dec. 14 at Hotel Roosevelt, N. Y.

WTTM Trenton, N. J., presented annual "good listening" award by state Education Assn. for its *School Scoops* program during American Education Week.

WOR-TV New York last week was cited by Cooperative for American Remittances to Everywhere Inc. (CARE) for placing five-minute CARE film starring Cab Calloway and Eddie Cantor in each of 16 showings of its *Million Dollar Movie* during Thanksgiving Week.

KNX Hollywood cited by County Conference on Community Relations for "outstanding contribution to public understanding of the minority problem" with its *Minority Report* series.



Also send for details on the new Lawrence Welk Library Package

Meagher, Bergmann Head Groups for Heart Fund Drive

RADIO and television committees to mobilize network and local station support of the 1957 Heart Fund campaign were announced last week by Sylvester L. Weaver Jr., former NBC board chairman and chairman of the public relations committee of the Heart Fund. The campaign will be conducted throughout February.

John F. Meagher, vice president of NARTB, is chairman of the radio committee. Other members of the radio group include Ray Diaz, national director, ABC Radio; James E. Hanna, vice president, N. W. Ayer & Son; Arthur Hull Hayes, president, CBS Radio; Lansing Lindquist, vice president, McCann-Erickson; John MacVane, president, Assn. of Radio News Analysts; Edythe Fern Melrose, president, American Women in Radio & Television; Robert P. Mountain, vice president, Young & Rubicam; John B. Poor, president, MBS; John K. West, vice president, NBC (Hollywood), and Sidney J. Wolf, president, Keystone Broadcasting System.

Ted Bergmann, vice president, McCann-Erickson, heads the television committee. It consists of James S. Bealle, vice president, Kenyon & Eckhardt; James C. Douglass, vice president, Ted Bates & Co.; John Hoagland, radio-tv programming, BBDO; Nicholas E. Keesely, senior vice president in charge of radio and television, Lennen & Newell; Myron P. Kirk, senior vice president, Kudner Adv.; Robert F. Lewine, vice president, NBC; Thomas A. McAvity, executive vice president, NBC; Hubbell Robinson Jr., executive vice president, CBS; Dan Seymour, vice president, J. Walter Thompson Co.; L. T. Steele, vice president, Benton & Bowles; Oliver Treyz, vice president, ABC.

MBS Boosts Highway News Plan

MUTUAL has sent questionnaires to network affiliates to obtain reactions to a MBS proposal that stations broadcast information on road conditions and highway traffic on "a more realistic basis." The network's move came after a spokesman told a session of the governors' conference committee on highway safety that stations should not limit their reports to areas within their immediate vicinity, but should extend coverage to at least three-hours' travel distance from the station's location in view of improved highway facilities and consequent speedy travel.

Five Bring in $1,000

FIVE radio stations in Wichita, Kan., took pledges for nearly $1,000 in the Salvation Army's "Tree of Lights" drive. Disc jockeys joined forces for a three-hour show carried simultaneously by KFBI, KAKE, KANS, KFH and KWBB.

Don't—But If You Do . . .

THE STAFF of KRUX Phoenix is backing up its plea for holiday traffic sanity with blood donations. Five KRUX staffers have given blood to the Red Cross for the first five persons in the area injured seriously enough to need it.

SLENDERELLA'S GIFT

RADIO spot time, said to be worth $35,000, has been "donated" to the National Tuberculosis Assn. by Larry Mack, president of Slenderella International, world-wide chain of figure proportioning salons.

In a letter sent to personalities and salesmen employed by the nearly 250 radio stations used by Slenderella, the chain's ageny, Management Assoc. of Connecticut, stated that all Slenderella radio time until Dec. 22 was to be turned over to the tuberculosis organization for its 50th annual Christmas Seal drive. Also sent were suggested one-minute announcements to be used in place of the Slenderella commercial. According to agency President Suzanne Wells, Slenderella's commercial time on CBS Radio also was given to the National Tuberculosis Assn. Slenderella indicated that the only sponsor identification was to be use of its theme music.

Veterans Group Launches Drive

VETERANS Hospital Radio Guild, a nonprofit volunteer organization dedicated to aid the Veterans Administration in its long-range therapeutic rehabilitation program, has launched its 1956-57 fund-raising program. The VHRG, composed of over 300 radio-tv-theatrical people, will accept donations in care of its office at 353 W. 57th St., New York 19.

WSNJ Gives Clients CARE Gifts

ACCORDING to CARE, N. Y., WSNJ Bridgeton, N. J., is one of the first radio stations to use CARE's gift-giving Christmas plan. The station has ordered CARE "Food Crusade" packages sent abroad in the name of 300 clients and others on its gift list.

WAAB's 'Day of Recollection'

WAAB Worcester, Mass., presented a full "day of recollection" for shut-ins on Dec. 1. Pickups from Catholic Bishop John J. Wright's private chapel were spotted through the morning and afternoon and consisted of devotional exercises and meditations.

Political Science Assn. Offers Fellowship for Capital Study

APPLICATIONS are now being accepted by the American Political Science Assn. for fellowships to work a nine-month period in Congress. Radio and television men between the ages 25-32 are eligible, according to Ken Hechler, associate director of the association.

Entries must be submitted prior to Feb. 15. Those accepted will receive approximately $4,500 for the nine months (Nov. 18, 1957-Aug. 18, 1958). Mr. Hechler said that in past years most of the awards have gone to newspapermen because of the lack of radio-tv applicants.

Further information can be obtained by writing the American Political Science Assn., 1726 Massachusetts Ave., N. W., Washington 6, D. C.

NAEB Grants to 5 Universities

APPLICATIONS from Syracuse (New York), Ohio, Purdue (Indiana) and Brigham Young (Utah) universities have been accepted as recipients of money grants from the National Assn. of Educational Broadcasters for research in educational broadcasting, Dr. Harry Skornia, NAEB executive director, announced Dec. 15. Grants range up to $300 for incidentals and were financed through a W. K. Kellogg Foundation grant to the association.

Storer Equipment to WTVS (TV)

STORER BROADCASTING Co. has donated broadcast equipment valued in excess of $43,000 to educational WTVS (TV) Detroit. The equipment includes film chains, audio-video control panel, power supplies, monitors, equipment racks, projectors, amplifiers and relays. Storer operates WJBK-AM-TV Detroit in addition to other radio-tv properties.

EDUCATION PEOPLE

Boyd W. Fellows, radio-tv director, Loyola U. of Chicago, to producer-director of WTTW (TV), educational station in Chicago.

Dr. Glenn T. Seaborg, professor of chemistry and chemical engineering, U. of Calif., Berkeley, appointed senior advisor in sciences for Educational Television & Radio Center, Ann Arbor, Mich.



Late Jan. Start Set For Quebec Ch. 5 Tv

CKMI-TV call letters have been assigned the new ch. 5 station in Quebec, Que. It will be an all-English language station and plans to go on the air by the end of January. CKMI-TV will be operated in conjunction with CFCM-TV Quebec, which has been an all-French language station since early autumn. A joint building is planned for the two stations in the near future.

CKMI-TV was licensed for 5.6 kw video and 2.8 kw audio following a recommendation by the board of governors of the Canadian Broadcasting Corp., announced Oct. 29 [B•T, Nov. 5]. This operation makes the licensee, Television de Quebec (Canada) Ltd., the first independent organization to operate two tv stations in one Canadian city and Quebec becomes the third Canadian city to have two stations. The other Canadian cities with two tv stations (owned by the CBC) are Montreal and Ottawa.

Suit Against Commercial Video To Begin in Germany on Jan. 8

A LEGAL SUIT against Bavarian Radio filed by German newspaper publishers against the existing form of television advertising (commercial time segments in programs of existing state-operated monopoly stations) will be discussed Jan. 8, at a session of a local court in Munich.

Latest development in the publishers' legal fight against monopoly in commercial tv is that radio advertising, too, has been included in the suit. Existing German radio stations have been broadcasting small commercial time segments within their otherwise non-commercial programs for many years. Publishers claim that any activity of monopoly stations in the advertising field is illegal.

Half of Radio Free Europe Time Devoted to Refugees' Messages

MORE than half of Radio Free Europe's 20 hours of daily broadcasting to Hungary is devoted to relaying personal messages from refugees safe in the West to their families remaining behind, it was reported Thursday. RFE is allocating 10 hours and 20 minutes daily of its regular schedule to beam more than 2,000 personal messages.

Aware of the possibility of Soviet reprisals against the families of those now in the U. S., France, Great Britain, Austria and Germany, individuals are using pre-arranged code names and the messages, instead of being pinpointed to exact locations, are being directed at counties or general localities.

More than 400 messages a day alone are being recorded by a team of reporters and engineers from RFE's Hungarian desk in New York direct from the U. S. refugee processing center at Camp Kilmer, New Brunswick, N. J. The remaining number of messages are being recorded by RFE's 14 news bureaus scattered throughout Europe, processed, and relayed to RFE's principal plant in Munich for rebroadcast.

BEDTIME HIATUS ENDS

BEDTIME HIATUS, a unique feature of British television, is defended by BBC as a valuable aid to the harassed mother in getting her young video lovers away from the set and into their beds, and is assailed by Independent Television Authority, operator of the English commercial stations, as a means of losing too many adult viewers for the evening. However, it will come to an end Feb. 16, 1957, British Postmaster-General Dr. Charles Hill, has announced. The 6-7 p.m. break in the English tv day has not succeeded in getting the kiddies to bed on time, according to a recent Nielsen survey, which found youngsters by the thousands up and watching as late as 10 p.m.

Canada Radio Set Sales Rise In First Ten Months of '56

RADIO receiver sales continue to increase in Canada while television set sales are down, according to figures of the Radio-Electronics-Television Manufacturers Assn. of Canada for the first ten months of 1956. In the January-October period 433,620 radio sets were shipped to dealers by the various manufacturers as compared to 395,880 sets in the same period of 1955. Television sets shipped in the first ten months of 1956 amounted to 498,340, as compared with 575,639 in the 1955 period.

Radio set sales included 274,118 home receivers, 36,341 portable sets, 93,043 automobile sets, and 30,118 combination receivers of various types. Sales were up in all classifications except automobile sets which were down from 115,631 in the 1955 period.

Largest tv sets sales were in Ontario (118,128 sets) with Quebec province next (143,802 sets).

Parliament Lifts Restriction Against Radio, Tv Discussions

AN ENGLISH rule which forbids the discussion on radio and tv within 14 days of any topic being debated in Parliament was suspended last week for a six-month experimental period. Prime Minister Anthony Eden announced the suspension in the House of Commons.

Members of the leading parties, the British Broadcasting Co. and Independent Television Authority (which operates Britain's commercial tv) praised the ending of the restriction. A recent BBC broadcast was faded out when a speaker touched on the Suez dispute.

Finland Begins Television Tests

FINNISH Broadcasting Service has started television test transmissions. About 300 tv sets are now in operation in Helsinki. Proposed tv service is likely to be noncommercial.

British Movie Producer Plans Promotion of Features on Tv

WARWICK Film Productions Ltd., London, has announced plans to use television on a world-wide scale to publicize its new feature film productions.

Warwick intends to produce tv films, ranging from four to 30 minutes, based on its new feature productions. Sound tracks for the telefilms will be voiced in English, German, French, Italian and Spanish and these films will be offered for free time on television, according to a spokesman for Warwick. The move, he added, makes Warwick the first motion picture company in Great Britain to set up a special tv department. Film clips are being produced from Warwick features including such stars as Anita Ekberg, Victor Mature, Michael Wilding, Rita Hayworth and Robert Mitchum.

BBM Study Heavily Subscribed

ABOUT 80% of all radio stations in Canada and most television stations have signed up with the Bureau of Broadcast Measurement for its new twice-yearly time period audience survey, BBM Secretary Charles Follet has announced at the Toronto headquarters. About 130 radio stations and 26 out of the 28 independent tv stations as well as three United States border tv stations, have signed as subscribers to the new survey method [B•T, Oct. 8]. Agencies and advertisers are also signing for the service. The first report, with urban and rural coverage of radio and tv stations, will be out early in January, based on a survey made this fall. Survey for release next summer will be made in the spring.

INTERNATIONAL SHORTS

McCann-Erickson of Canada Ltd., Toronto, Ont., has opened office in Vancouver, B. C., on 16th floor of Hotel Vancouver, with **William Ellis** as manager.

Noxzema Chemical Co. of Canada Ltd., Toronto, Ont., appoints Young & Rubicam Ltd., Toronto.

KLM Royal Dutch Airlines, Montreal, Que., appoints MacLaren Adv. Co. Ltd., same city, effective Jan. 1.

Canadian Assn. of Radio & Tv Broadcasters accepting nominations for members in its Quarter Century Club. Nominations are being handled by Jack Beardall, CFCO Chatham, Ont., chairman of the Quarter Century Club committee.

INTERNATIONAL PEOPLE

George W. Leech, formerly of Canadian Broadcasting Corp., Toronto, to radio-tv department of Young & Rubicam Ltd., Toronto, as commercial tv producer.

Jack Sayers, CFUN Vancouver, B. C.; **Clare Copeland,** CKWX Vancouver, and **Bill Surplis,** CKNW New Westminster, B. C., elected executives of Ad & Sales Bureau, Vancouver Board of Trade.

WAKE's Wake-to-Music Keeps Atlanta Awake

WAKE Atlanta is winding up a two-month promotion based on the Wake-to-Music campaign started in November. The results, according to General Manager Morton J. Wagner, include the sale of large quantities of clock radios to the public and highly profitable announcements to sponsors.

The original Wake-to-Music promotion was presented to broadcasters during the NARTB regional meetings last fall, with General Electric Co. pushing the drive as a means of arousing interest in clock radios of all makes. Most of these sets use time apparatus made by GE's Telechron unit.

Though the basic GE plan was set for the month of November, WAKE took advantage of the call-letter coincidence to stage a promotion that continued right up to Christmas. As a result, Mr. Wagner reported, GE and N. W. Ayer & Son plan to use the WAKE story as a case history in preparing a 1957 campaign.

And, of course, WAKE has adopted a new and permanent slogan—"WAKE to Music." The station belongs to the Bartell Group.

In November, WAKE carried almost 3,000 Wake-to-Music sales messages, sponsored by Yancey Co., southeast distributor for RCA, and participating dealers. "A completely successful promotion," according to the Yancey firm.



MR. WAGNER and B. Earle Yancey Jr., Atlanta RCA distributor, congratulate each other on the success of the Wake-to-Music campaign.

When Mr. Wagner decided to extend the promotion to Christmas, the General Electric distributor, W. D. Alexander Co., bought an extensive schedule for clock radios and clocks. Many participating dealers, impressed by November results, continued their share of the project. Again the announcements ran into the thousands.

Local agencies watched the activity with interest. "One of the most outstanding radio promotions I have witnessed," said Norman Frankel. Harry Siegel, head of Eastburn-Siegel, added, "Everyone in Atlanta knew of Wake-to-Music month—an exceptional sales promotion."

WAKE made good use of an RCA Victor record, "Wake Up to Music," mailing out hundreds of copies of the release and disc tie bars. Among promotion stunts were these:

Kickoff breakfast for 50 RCA Victor dealers; telegrams to all participating dealers; window and in-store displays; cards on buses; spectacular billboards; daily drop-in ads in Atlanta newspapers; tongue-in-cheek letters to all Atlanta radio station managers; window signs for participating dealers; WAKE overlays on national promotional material; tie-in with luck drivers license number promotion, including award of Plymouth auto; presentation of RCA Victor release by disc jockeys garbed in red nightshirts and stocking caps; special postmark on all mailings; donation of dozens of GE clocks to agency people and advertisers; selection of Dinah Shore and Julius LaRosa as Miss and Mr. Wake to Music, with personalized recordings.

WSUN-TV to Make Vacation Film For Canadian Broadcasting Corp.

WSUN-TV St. Petersburg, Fla., will produce a special film for the Canadian Broadcasting Corp. showing vacationing Canadians in Florida, it was announced a fortnight ago. The film will be shown Christmas Eve on stations throughout Canada as part of a CBS program showing how the holiday season is being spent by Canadians throughout the world.

A special WSUN-TV motion picture crew, under direction of Production Manager Chad Mason, went on location last Monday in the St. Petersburg area. WSUN-TV news director is serving as narrator.

WSUN-TV also has contracted to make another film for CBC early next year.

WEMP Holds Housewarming

LOCAL agency-client representatives and civic leaders were honored by executives of WEMP Milwaukee at a housewarming for its new offices and studios in the city's Equitable Bldg., on Dec. 7. A. M. Spheeris, president, and Hugh K. Boice Jr., vice president-general manager of Milwaukee Broadcasting Co., were hosts to some 450 guests in the building at 1701 W. Wisconsin Ave. Designed to showcase WEMP's offices and recording studios, the event included tour of facilities and reception. Station moved into new quarters last March 31. It operates with 5 kw on 1250 kc, maintaining transmitter and tower in Hales County, about 10 miles outside Milwaukee.

WNYC to Pickup CBC Programs

WNYC New York has entered into an arrangement with the Canadian Broadcasting Corp. under which the station will pick up the CBC Wednesday night schedule of serious music and dramatic programming, running approximately from 8-11 p.m. The station will present the schedule live each Wednesday, picking up the programming from Montreal, Toronto, Quebec City, Ottawa and other originating Canadian cities.

ABC Plans 1956 News Roundup

ABC has announced that it will give a resume of 1956 news developments in two separate programs Dec. 30. Both *Newsyear-1956* programs will be seen and heard within the span of three hours, ABC-TV's version from 5:30-6 p.m., and ABC Radio's from 7:05-8 p.m. The two programs will be produced by ABC's News and Public Affairs Dept. in cooperation with the editorial staff of *Newsweek* magazine. The publication earlier this year was allied in the network's pre-convention and campaign roundup. John Daly, ABC vice president of news and public affairs, will handle the commentary on the tv program.

WTAO to Feature 'Favorite 50'

WTAO Boston will begin a new programming format Dec. 29 featuring the "Favorite 50" records as selected by the station's listeners. The new sign-on to sign-off format will lean heavily on the personalities of WTAO's five disc jockeys and will offer news every hour.

WCAU-TV Live Colorcast Jan. 1

WCAU-TV Philadelphia will begin live colorcasting Jan. 1, according to Charles Vanda, vice president in charge of tv for the station. The first show chosen for local colorcast by the station is Philadelphia's annual Mummers' Parade on New Year's Day.

BMI

"The American Story"

"The American Story" is another important BMI Program Series which includes features such as The Book Parade and other continuities.

THE AMERICAN STORY

is published in book form

by

CHANNEL PRESS

it has already been named a

BOOK-OF-THE-MONTH CLUB DIVIDEND

for January, 1957

If "THE AMERICAN STORY" is not yet on your program schedule, we invite you to take another look. We'll be happy to send you the scripts.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Mogul Co. Holds Annual Contest

EMIL MOGUL CO., N. Y., is conducting its second annual disc jockey contest, Dec. 17-31, on behalf of its Manischewitz Kosher Wines account. Prizes will be awarded to the disc jockey or station announcer making the most effective presentation of the commercials for Manischewitz. Final judging of the tapes will be conducted in January by a panel of trade press editors.

KSVP Does It Up 'Brown'

AS PART of the celebration for its 10th anniversary, KSVP Artesia, N. M., arranged to have comedian Joe E. Brown spend a day at the station. KSVP cancelled regular programming to make room for shows involving conversations ad libbed by Mr. Brown and station manager, Dave Button. The special appearances started at 6:45 a.m. and continued until 11 when the station signs off.

Distributes Miniature Phonographs

WWJ Detroit has distributed hand-operated phonographs and promotion records to timebuyers which give an account of the station's new transmitter and hi fi system. The other side of the record carries a "special message for children on how to handle parents." The phonograph can be played by using a souvenir pencil, also enclosed, for spinning the turntable.



Western New

York's

Favorite Twosome

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WCHS-TV MAKES ITS OWN NEWS

ONE of the easiest ways for a station to get publicity is to make news that other media will be willing to report, and one of the best ways to make news is to have a "press conference" type show. People not only want to know what their public figures say; they like also to see or hear them say it.

In Charleston, W. Va., the *WCHS-TV Press Conference,* which made its debut last January, has borne out these beliefs, according to Harry M. Brawley, the station's director of public affairs, who serves as producer-moderator of the show.

Guests on the program, also broadcast on WCHS-AM, have been the governor of the state, president of the senate, other state government figures, and when election time came around, candidates in the state primary and finally candidates for U. S. senator, representative in three districts, and for governor.

News-making *Press Conferences* included the Nov. 26 show in which House of Delegates Speaker W. E. Flannery called for a pre-session organization caucus by both parties in order to save time for the regular session, also reporting that the new Democratic legislature would work out its own program and not wait for the new Republican governor to suggest one. The story was given wide play by both the West Virginia Associated Press and United Press with the WCHS show receiving prominent mention.

Another *Press Conference* program that ended up on the front pages was one in which Democratic Gov. William C. Marland, a candidate for the U. S. Senate, made a remark about the Republicans pressuring postal employes to raise campaign funds. This story not only hit the newspapers with a bang, it also resulted in the governor being summoned before a federal grand jury to explain his remark.

The program is unsponsored, according to Mr. Brawley, because "we feel that it is a public service the station is glad to render, and we do not want any prospective guest to feel he shouldn't appear on the program and talk freely because of its being sponsored." *Press Conference* began as a 15-minute series in January and continued this length through March. In July, a half-hour series began and continued until three weeks before elections. The program was revived Nov. 12, with both successful and defeated candidates among those featured.

Mr. Brawley has these suggestions for stations interested in producing a *Press Conference* type of show:

• Early evening is the best time to schedule it if you want to hit the news wires with good stories.

• Guests must be people the public wants to hear. "Admittedly this sometimes is a problem on the local level. . . . But we do have elections (and important ones, too), meetings of legislatures, new public appointees, resignations, bond issues, school problems, paving assessments, and dozens of others in which people of the area have more than just a passing interest. Guests who can talk on such matters are the 'naturals' for a local press conference."

• Invite a newspaper editor to sit with your own newsmen in asking questions. "If we have a candidate for Congress



GUEST Cecil Underwood (r), W. Va. governor-elect, answers questions with moderator Harry Brawley.

from a certain district, we ask a newsman from that district. We make no special effort to get a member of the opposite party or of the candidate's own party. Our sole consideration is to get a competent newsman who can ask intelligent questions."

• Neither try to "bag" the guest nor set him up with "patsy" questions. The purpose of the show is to inform.

• If you have a radio outlet, be sure to simulcast. "After all, millions still listen to the radio, and particularly you will want to hit the large automobile audience that can't see it on tv." A radio delay is desirable, too, so that a larger audience can be reached.

• As to whether the program should be 15 minutes or 30 minutes, there are things to be said for each length. "Sometimes it is better to quit while you're ahead and leave people wanting more."

Mr. Brawley sums it up with:

"For a minimum of effort it offers a maximum of reward. You are rendering a real service to the public, you make a lot of friends among the men and women in public life, and you win listeners for yourself. Need more be said?"

KRIO Arranges Tape Exchange

IN WHAT is described as a "radio adaptation of hometown society coverage," KRIO McAllen, Tex., is conducting a series of interviews with tourists this winter. The station tapes the interviews which are then sent to travelers' hometowns and it has arranged to make time available in the McAllen market to the stations using its tapes.

WLWD (TV) Salutes Airpower

WLWD (TV) Dayton, Ohio, last Monday celebrated the 53d anniversary of powered flight by producing a 30-minute salute to airpower in cooperation with the Wright-Patterson Air Force Base in Dayton. The program, presented as a public service, featured a special pick-up of a flight of 60-70 aircraft flying in formation over the WLWD studios. The plane formation, comprised of USAF and Air National Guard fighter planes, as well as CDA civil aircraft, was directed from a special mobile control tower set up by the station in its parking lot. Viewers also saw an exhibit of technical devices designed to trace the advances made in aviation during the past half century.

MBS Plans Discussion Series

MUTUAL on Dec. 27 will start a new discussion series, *Mr. Ambassador* (Thurs., 9:30-10 p.m. EST), which is being presented in cooperation with the U. S. Council of the International Chamber of Commerce. This series will be produced and conducted by Hardy Burt. Each program will present an ambassador from one of 36 countries and an outstanding business man who will discuss the mutuality of economic interest among the nations in the free world. A panel of interviewers will consist of a Washington correspondent and the U. S. Council's director of public affairs.

WQUA Promotes Its Hi-fi

WQUA Moline, Ill., has been running a series of two-page ads in the local *Moline Daily Dispatch* to promote its hi-fi programming which contain pictures of top recording stars and invite listeners to "Hear your favorites on . . . WQUA Hi Fi Radio . . . 1-2-3 . . . Your Key to High Fidelity."

KASC Goes Underground

BRUCE BALLARD, news director of KASC Tempe, Arizona State College campus station, and Charles Allen, disc jockey, are doing a weekly hour interview-disc jockey show from a sewer located on the campus. They take remote equipment and a portable turntable down in the sewer for the show.

UPCOMING

Jan. 4: Canadian Broadcasting Corp. board of governors meeting, Studio A, CBU Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 16-17: South Carolina Radio & Tv Broadcasters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

Station Authorizations, Applications
(As Compiled by B • T)

December 13 through December 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Dec. 19

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,996	2,965	178	340	131
Fm	533	516	46	43	0

FCC Commercial Station Authorizations
As of November 30, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Dec. 19

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	376	91	467[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	338	319	657[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,049	337	818	567	1,386[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,112	337	854	594	1,449[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 704 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Charlotte, N. C.—Radio Station WSOC Inc. granted vhf ch. 9 (186-192 mc); ERP 316 kw vis., 198.7 kw aur., ant. height above average terrain 1,073, above ground 1,929 ft. Estimated construction cost $575,000, first year operating cost $834,000. P. O. address Box 2536, Charlotte. Trans. location 1.4 mi. SSE of Newell, N. C. Geographic coordinates 35° 15′ 41″ N. Lat., 80° 43′ 38″ W. Long. Trans. and ant. RCA. Legal counsel Segal, Smith & Hennessey. Consulting engineer George C. Davis. Grantee is licensee of **WSOC Charlotte.** Principals are **Earl J. Gluck** (pres.-0.72%); **E. E. Jones** (v. p.-31.5%); **Hunter Marshall** and family (31.5%), **R. S. Morris** (36.4%) and **Larry Walker,** exec. v. p. Announced Dec. 13.

Salt Lake City, Utah—U. of Utah granted vhf ch. 7 (174-180 mc); ERP 22.9 kw vis., 13.8 kw aur.; ant. height above average terrain 2,990 ft., above ground 140 ft. Estimated construction cost $304,000, first year operating cost $40,000, no revenue. Post office address Salt Lake City 12. Studio location U. of Utah. Trans. location Mount Vision. Geographic coordinates 40° 36′ 20″ N. Lat., 112° 09′ 58″ W. Long. Trans. and ant. RCA. Legal counsel E. R. Callister, Salt Lake City. Consulting engineer C. Richard Evans, Salt Lake City. Proposed facility is for non-commercial educational purposes. Announced Dec. 13.

APPLICATIONS

New Bedford, Mass.—Eastern State Bcstg. Corp. vhf ch. 6 (82-88 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,000 ft., above ground 971 ft. Estimated construction cost $582,180, first year operating cost $565,000, revenue $715,000. Post office address 501 County St., New Bedford. Studio location to be determined. Transmitter location 2 mi. SE of Gay Head Coast Guard Station. Geographic coordinates 41° 19′ 54″ N. Lat., 70° 48′ 24″ W. Long. Trans. and ant. RCA. Legal counsel Steadman & Collier, Washington, D. C. Consulting engineer George P. Adair Engineering Co., Washington.

New England Network

Affiliate—250 Watts

$60,000.00

Ideal property for owner-operator, major network, half down—balance over reasonable length of time plus assumption of some liabilities.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

Principals include **Paul E. Thurlow** (15.55%), retired pres.-⅓ owner, Deauville Hotel Corp., Miami, Fla.; **Paul B. Mowrey** (pres.-4.44%), N. Y. tv consultant; **Charles W. Steadman** (10%), Washington, D. C., attorney; **Bradbury K. Thurlow** (5.55%), N. Y. stockbroker; **William H. Nicholls** (5.55%), Richmond Hill, N. Y., manufacturer; **Joseph Shields** (5.55%), N. Y. stockbroker; **John S. Kroese** (16.66%), N. Y. electrical supply firm. Announced Dec. 18.

Butte, Mont.—Copper Bcstg. Co. vhf ch. 6 (82-88 mc); ERP 66.072 kw vis., 36.025 kw aur.; ant. height above average terrain 100 ft., above ground 300 ft. Estimated construction cost $260,-521, first year operating cost $260,000, revenue $264,000. Post office address % George C. Hatch, 146 S. Main St., Salt Lake City. Studio and trans. location Beef Trail Road 3½ mi. S. W. of center of Butte. Geographic coordinates 45° 58′ 30″ N. Lat., 112° 33′ 39″ W. Long. Trans. and ant. RCA. Legal Counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer W. D'Orr Cozzens, Salt Lake City. Principals include Salt Lake City Bcstg. Co. (**KALL Salt Lake City**), 67%, and Ed Cooney, station manager, **KOPR Butte**, 33%. Applicant is licensee of KOPR. Announced Dec. 10.

Youngstown, Ohio—Jet Bcstg. Co., uhf ch. 45 (656-662 mc); ERP 196.36 kw vis., 98.64 kw aur.; ant. height above average terrain 565.5 ft., above ground 641.86 ft. Estimated construction cost $235,000, first year operating cost $388,800, revenue $405,000. P. O. address 18th & Ash, Erie, Pa. Studio location to be determined. Trans. location McCartney Rd. & Blaine Ave., near Campbell, Ohio. Geographic coordinates 41° 05′ 26″ N. Lat., 80° 36′ 56″ W. Long. Trans. and ant. GE. Consulting engineer John H. Mullaney, Washington, D. C. Principals include **Myron Jones** (pres.-63.5%), majority owner-mgr., **WJET Erie, Pa.**; **WHOT Youngstown, Ohio**, and 32% owner, **WTIV Titusville, Pa.**; and **William Fleckenstein**, (v.p.-36.5%), gen. mgr., WHOT. Announced Dec. 19.

La Grande, Ore.—Robert S. and Donald W. McCaw d/b as Grande Ronde Television Co. vhf ch. 13 (210-216 mc); ERP 15.6 kw vis., 9.36 kw aur.; ant. height above average terrain 1,934 ft., above ground 69 ft. Estimated construction cost $67,300, first year operating cost $60,000, revenue $70,000. Post office address 6533 57th Ave., South Seattle 8, Wash. Studio location corner Adams and Fir. Trans. location Mount Harris. Geographic coordinates 45° 26′ 30″ N. Lat., 117° 53′ 36″ W. Long. Trans. and ant. RCA. Consulting engineer J. B. Hatfield, Seattle. Robert McCaw owns **KWIQ Moses Lake**, ⅓ of **KYAK Yakima** and ⅓, **KALE Richland**, all **Wash.** He is applicant for 100% ownership of **KRSM Yakima, Wash.** Announced Dec. 14.

APPLICATIONS AMENDED

La Salle, Ill.—Application of **West Central Bcstg. Co.** seeking new tv amended to change ERP to 14.3 kw vis., 7.15 kw aur., change trans. location to 1.7 mi. NE of trans. and ant. system, change ant. height above average terrain to 437 ft. and make other equipment changes. Announced Dec. 13.

White Heath, Ill.—Application of **Plains Television Corp.** seeking new tv amended to change ERP to 178 kw vis., 96.2 kw aur., change type ant., change ant. height above average terrain and make other equipment changes. Announced Dec. 13.

Bowling Green, Ky.—Application of **Sarkes Tarzian Inc.** for new tv amended re financial data, change ERP to 316 kw vis., 200 kw aur., change type trans., ant. height above average terrain and make other equipment changes. Announced Dec. 19.

Helena, Mont.—Application of **Helena T.V. Inc.** seeking new tv amended to furnish additional financial data. Announced Dec. 13.

Roswell, N. M.—Application of **Taylor Bcstg. Co.** seeking new tv amended 12-5-56 (in response to Commission letter of 8-6-56) to furnish additional financial data, change construction cost & stock, ERP to 29.4 kw vis., 15.8 kw aur., change trans. location and studio location to just south of Roswell on U. S. Hwy. 385, change trans. and ant. system, ant. height above average terrain and make other equipment changes. Announced Dec. 13.

Existing Tv Stations . . .

APPLICATIONS

WEEK-TV Peoria, Ill.—Seeks cp to change ERP to 360 kw vis., 180 kw aur., install power amplifiers, change type ant. and make other equipment changes. Announced Dec. 18.

WCNS (TV) Baton Rouge, La.—Seeks mod. of cp to change frequency to ch. 18 (494-500 mc), change ERP to 154.2 kw vis., 77.1 kw aur., change type ant. and make other equipment changes. Announced Dec. 14.

WAAM (TV) Baltimore, Md.—Seeks cp to change studio and trans. location to Television Hill midway between Parkdale & Keystone Aves., approx. 500 ft. N. of Rock Rose Ave., Baltimore, change type ant, and make other equipment changes. Announced Dec. 18.

WBAL-TV Baltimore, Md.—Seeks cp to change trans. location to between Malden & Keystone Aves. ext., Baltimore, change type ant. and make other equipment changes. Announced Dec. 18.

WMAR-TV Baltimore, Md.—Seeks cp to change trans. location to Television Hill, Malden Ave., Baltimore, change aur. ERP to 54.5 kw, change ant. and make other equipment changes. Announced Dec. 18.

KPTV (TV) Portland, Ore.—Seeks mod. of cp and license to cover cp to change ERP to 900 kw vis., 452 kw aur., and make minor ant. and equipment changes. Announced Dec. 14.

KBAS-TV Ephrata, Wash.—Seeks mod. of cp to change ERP to 15.3 kw vis., 7.65 kw aur., install new trans. and ant. system and make other equipment changes. Announced Dec. 14.

KCTS (TV) Seattle, Wash.—Seeks mod. of cp (which licensed non-commercial educational tv) to change ERP to 30.54 kw vis., 19.32 kw aur., change type ant. and make other equipment changes. Announced Dec. 14.

Allocations . . .

ACTION BY FCC

Rule-making Replies—FCC by order on petition by nine law firms, extended from Dec. 18 to Dec. 28 time for filing reply comments in tv rule-making proceedings in Dockets 11747-59, 11799. Comrs. Bartley and Lee dissented. Announced Dec. 13.

Translators . . .

APPLICATIONS

Twenty Nine Palms, Calif.—James E. Peaden, ch. 74 (830-836 mc) to rebroadcast ch. 2 **KNXT (TV) Hollywood.** P. O. address Box 495 Big Bear Lake, Calif. Trans. output 10 w, ERP to community 108 w. Estimated population to be served 30,000. Estimated construction cost $7,700, first year operating cost $4,750. Announced Dec. 14.

Saratoga, Wyo.—Saratoga Television Co., ch. 70 (806-812 mc) to rebroadcast ch. 5 **KFBC-TV Cheyenne, Wyo.** Post office address % John Glode, Saratoga. Trans. output 10 w, ERP to community 35 w. Estimated population to be served 1,500. Estimated construction cost $4,517, first year operating cost $1,480. Announced Dec. 14.

New Am Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—Bamray Bcstg. Co., granted 1330 kc, 500 w D. Post office address 8230 N. 16th St., Phoenix, Ariz. Estimated construction cost $11,765, first year operating cost $65,000, revenue $75,000. Principals are equal partners **A. V. Bamford** and **Ray Odom** who own **KHEP Phoenix, Ariz.** Announced Dec. 13.

Redding, Calif.—Shasta Bcstg. Corp. granted 540 kc, 1 kw D. Post office address 1323 Yuba St., Redding. Estimated construction cost $21,021, first year operating cost $24,000, revenue $36,000. Principals own Shasta Telecasters, permittee of **KVIP (TV) Reeding.** Announced Dec. 13.

Grand Junction, Colo.—Application of **Pennell E. Snowden** seeking new am on 710 kc, 1 kw D, dismissed. (Request of attorney.) Announced Dec. 18.

Falls City, Neb.—Application of **Maryville Radio & Television Corp.** seeking new am on 1580 kc, 250 w D, dismissed. (No reply to 309b letter.) Announced Dec. 18.

Alamogordo, N. M.—Lyman Brown Enterprises granted 1270 kc, 1 kw D. Post office address Box 666, Brownwood, Tex. Estimated construction cost $22,204, first year operating cost $37,000, revenue $48,000. Principal is sole ower **Lyman C. Brown**, former owner of **KEAN Brownwood, Tex.** Announced Dec. 13.

Sylva, N. C.—Harold M. Thoms granted 1480 kc, 5 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first year operating cost $27,500, revenue $30,000. Mr. Thoms owns **WISE-AM-TV Asheville** and **WMMH Marshall**, both **N. C.**; 75% of **WEAM Arlington, Va.**; 25%, of **WCOG Greensboro**, 25%, **WAYS Charlotte** and 20%, **WKLM Wilmington**, all **N. C.** Engineering conditions and programs tests in Sylva not be authorized until Mr. Thoms divests himself of either WISE or WMMH. Announced Dec. 13.

Wakefield, R. I.—Application of **Jack C. Salera tr/as South County Bcstg. Co.** seeking cp for new am on 1370 kc, 500 w D, dismissed. (No reply to 309b letter.) Announced Dec. 14.

APPLICATIONS

Fontana, Calif.—J. J. Flanigan, 830 kc, 1 kw D. Post office address 3348 Sepulveda, San Bernardino, Calif. Estimated construction cost $29,-981, first year operating cost $42,000, revenue $52,000. Mr. Flanigan is former pres.-gen. mgr.-49% owner of **KITO San Bernardino.** Announced Dec. 17.

Gaithersburg, Md.—Nick J. Chaconas 1150 kc, 1 kw DA-D. Post office address 5120 Waukesha Rd., Washington 16, D. C. Estimated construction cost $45,100, first year operating cost $42,500, revenue $52,000. Mr. Chaconas is former chief engineer, **WGMS-AM-FM Bethesda, Md.-Washington.** Announced Dec. 13.

Sulphur, Okla.—Edwin Powell Nall and Charlene Nall d/b as Platt National Park Bcstg. Co., 1490 kc, 100 w. unl. Post office address 4516 N. Libby, Oklahoma City, Okla. Estimated construction cost $5,475, first year operating cost $11,560, revenue $18,000. Mr. Nall is athletics business mgr., Oklahoma City U. Announced Dec. 17.

Hampton, S. C.—J. A. Gallimore tr/as Hampton County Bcstg. Co. 1270 kc, 1 kw D. Post office address Box 443, Seneca, S. C. Estimated construction cost $10,900, first year operating cost $34,000, revenue $37,500. Mr. Gallimore owns **WSNW Seneca, WSSC Sumter**, 60% of **WBAW Barnwell**, all **S. C.**, and 60%, **WLFA LaFayette**, Ga. Announced Dec. 18.

Gillette, Wyo.—Gillette Bcstg. Co., 1490 kc, 250 w unl. P.O. address % Thomas Morgan, Gillette. Estimated construction cost $15,847, first year operating cost $24,000, revenue $30,000. Principals include **Joe Henry** (pres.-18.5%), mgr.-minor stockholder, **KTHE Thermopolis, Wyo.**; **Conrad E. Bales** (v.p.-18.5%), Thermopolis oil and uranium interests; **William H. Edelman Jr.** (9.3%), Gillette merchandise, rental-investment interests; **Coramay K. Edelman** (9.3%), Iowa farming interests. Announced Dec. 14.

APPLICATIONS AMENDED

Fort Walton Beach, Fla.—Application of **Edward C. Allmon d/b as Fort Walton Bcstg. Co.** seeking cp for new am on 1340 kc, 250 w unl., amended to change ant.-trans. and studio location, make changes in ant. and ground system, change station location to Valparaiso-Niceville, Fla., and change trade name of applicant to **Bay Bcstg.**

Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

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Co. Announced Dec. 17.

Ysleta, Tex.—Application of **John S. Chavez** seeking new am on 1150 kc, 1 kw D, amended to change applicant name to **Mr. Chavez, Raul G. Amaya, Guadalupe Caballero, Salvador Villareal and Gabriel S. Chavez.** Announced Dec. 11.

Ampt Hill, Va.—Application of **William E. Benns Jr. and Barbara Benns d/b as Chesterfield Bcstg. Co.** seeking new am on 740 kc, 1 kw D, amended to change ant.-trans. location, change studio location, operate trans. by remote control and make changes in ant. (decrease height). Announced Dec. 14.

Existing Am Stations . . .

ACTIONS BY FCC

KNIM Maryville, Mo.—Application seeking cp to change frequency from 1580 kc to 1230 kc, change hours from D to unl. dismissed. (Per Sec. 1.381.) Announced Dec. 18.

KTW Seattle, Wash.—Application seeking cp to change ant.-trans. location and make changes in ant. system (increase height) dismissed. (Sec. 1.362.) Announced Dec. 18.

APPLICATIONS

WHLN Harlan, Ky.—Seeks cp to change frequency from 1280 kc to 1410 kc, increase power from 1 kw to 5 kw, change ant.-trans. location, make changes in ant. and ground system, install new trans. and operate trans. by remote control. Announced Dec. 18.

WRVK Mount Vernon, Ky.—Seeks mod. of cp (which authorized new am) to change type trans., increase ant. height, move ant.-trans. approximately 0.2 mi. south of present location, change studio location and operate trans. by remote control. Announced Dec. 17.

KLUE Shreveport, La.—Seeks mod. of cp (which authorized new am) to change type trans. and change studio location to 850 Havens Rd., Shreveport. Announced Dec. 19.

KTLD Tallulah, La.—Seeks mod. of license to change studio location and operate trans. by remote control from studio location. Announced Dec. 14.

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location to 111 Pacific St., Branson, and operate trans. by remote control from studio location. Announced Dec. 19.

KBOM Mandan, N. D.—Seeks mod. of license to change station location from Mandan to Bismarck-Mandan, N. D. Announced Dec. 18.

KSPO Spokane, Wash.—Seeks cp to change frequency from 1340 kc to 1230 kc. Announced Dec. 18.

WLWL Mansfield, Ohio—Seeks mod. of cp (which authorized new am) to increase power from 250 w to 1 kw, change ant.-trans. and studio location, make changes in ground system and change type trans. Announced Dec. 13.

WBBI Abingdon, Va.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Dec. 11.

APPLICATION AMENDED

WTUC Union City, Tenn.—Application seeking cp to change frequency from 1580 to 620 kc, increase power from 250 w to 1 kw. install new ant. (increase height), make changes in ground system and trans., amended to change power to 500 w, install new trans. and make changes in ant. system (decrease height). Announced Dec. 14.

WFCR Fairfax, Va.—Application seeking cp to move ant.-trans. and studio location amended to decrease ant. height. Announced Dec. 17.

New Fm Stations . . .

ACTION BY FCC

Los Angeles, Calif.—WHM Bcstg. Co. granted 105.1 mc, 17 kw unl. Post office address % Radio Station KDB, Radio Square, Santa Barbara, Calif. Estimated construction cost $8,713, first year operating cost $18,500, revenue $15,000. Principals are equal partners **Lucie Miltenberg, Rube Goldwater** and **James Harford**, owners of **KDB Santa Barbara, Calif.** Mr. Harford is also 33.3% owner of **KONE Reno, Nev.**, and **KTOO Henderson, Nev.** Announced Dec. 13.

APPLICATION

South Hadley, Mass.—President & Trustees of Mt. Holyoke College, 88.5 mc, .010 kw unl. P. O. address % Ralph J. Robinson, technical director. Estimated construction cost $2,700, first year operating cost $1,000, no revenue. Proposed grant is for non-commercial, educational purposes. Announced Dec. 19.

Existing Fm Stations . . .

Allocations—FCC invites comments by Jan. 11, 1957, to proposal to amend its Class B fm allocation table to add ch. 229 to Lubbock, Tex., for assignment to KSEL-FM in that city. Announced Dec. 13.

APPLICATION AMENDED

KSEL-FM Lubbock, Tex.—Seeks mod. of cp (which authorized new fm) to change frequency to 93.7 mc. Announced Dec. 13.

Ownership Changes . . .

ACTIONS BY FCC

WGAD Gadsden, Ala.—Application seeking acquisition of positive control by **Radio Muscle Shoals Inc.** (returned wrong form.) Announced Dec. 14.

WNPT Tuscaloosa, Ala.—Granted transfer of control from **W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr.** to **Mrs. Edna Ruth L. Harris and Mrs. Allie W. Todd**, who will own respectively 36.1% and 22.9%. Mr. Thielens sold 17% to corporation for $20,000, reducing stock outstanding. Mrs. Harris owns 16⅔% of WJBB Haleyville, Ala. Announced Dec. 13.

KARM-AM-FM Fresno, Calif.—Granted acquisition of positive control by **George Robert Harm** and **Hattie Harm** as family group through purchase of 50% of stock by Mr. Harm from **Clyde F. Coombs** for $50,000. Mr. Harm and his mother will own 100%. Announced Dec. 13.

KMLA (FM) Los Angeles, Calif.—Granted assignment of cp and SCA from **Musicast Inc.** to **KMLA Bcstg. Corp.** Corporate change. No change in control. Announced Dec. 18.

WGHF (FM) Brookfield, Conn.—Granted assignment of cp from **William G. H. Finch** to **Eastern Bcstg. System Inc.** for amount of expenses. New corporation will be capitalized in excess of $15,000. **August J. Detzer**, proposed sales manager, will own 50% and Mr. Finch 50%. Announced Dec. 13.

WDCF Dade City, Fla.—Granted assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff** and **John A. Branch d/b as Pasco Bcstg. Co.** to **Stuart G.** and **Thelma R. Picard**, joint owners, for $65,000. Mr. Picard owns miniature golf course in Tampa, Fla. Announced Dec. 13.

WEBK Tampa, Fla.—Granted assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff** and **John A. Branch d/b as Hillsboro Bcstg. Co.** to **W. Walter Tison tr/as Tison Bcstg. Co.** for $134,000. Mr. Tison is former owner of **WALT Tampa** and former 20% owner, **WTVT (TV) Tampa.** Announced Dec. 13.

KSUL Sulphur, La.—Granted assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White d/b as Southern Bcstg. Co.** to **The Lake Bcstg. Co.** for $42,500. Southern National Insurance Co. (51% owner of **KVLC Little Rock, Ark.**), Little Rock, is 50.99% owner of assignee. **Dale D. Mahurin** (7%, KVLC) is 30% owner. Announced Dec. 13.

WABM Houlton, WAGM-AM-TV Presque Isle, both **Me.**—Granted acquisition of control by **Harold D. Glidden** through sale of 830 shares of stock from **Harry E. Umphrey** to corporation for $30,000. Mr. Glidden will own 94.8%. Announced Dec. 18.

WASL Annapolis, Md.—Granted assignment of license from **Chesapeake Radio Corp.** to **Norwalk Bcstg. Co.** for $42,000. Norwalk is licensee, **WNLK Norwalk, Conn.** Announced Dec. 13.

WJMS-AM-TV Ironwood, Mich.—Granted acquisition of positive control by **William L. Johnson** through purchase of stock from **Eva Johnson.** Mr. Johnson, former 37.74% owner, will own 58.2%. Announced Dec. 13.

KOOK-AM-TV Billings, Mont.—Granted transfer of control from **J. Carter Johnson** *et al* to **Joseph S. Sample** for $540,075. Mr. Sample, pres.-10.7% owner, will own 93.28%. Announced Dec. 13.

KLIN Lincoln, Neb.—Granted assignment of license from **Frudeger Bcstg. Co.** to **Fletcher-Mitchell Corp.** for $190,000. Principals of proposed assignee are **Jonathan M. Fletcher** (75%), executive vice president, Home Federal Savings & Loan Assn., Des Moines, Iowa, and **James I. Mitchell** (pres.-25%), executive vice president-general manager, **KPIG Cedar Rapids, Iowa.** Announced Dec. 13.

KONE Reno, Nev.—Granted assignment of license from **Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford** to Mr. Magowan and Mr. Jones, partnership. Mr. Harford will sell ⅓ interest in **KTOO Henderson** [B•T, Dec. 17] and KONE to latter two for $107,500. Announced Dec. 18.

WBBR Brooklyn, N. Y.—Granted assignment of license to **Tele-Broadcasters of N. Y. Inc.** for $133,000. Principal is Tele-Broadcasting Inc., licensee of **WKXL Concord, N. H.; WKXV Knoxville, Tenn.; KUDL Kansas City, Mo.,** and **WPOP Hartford, Conn. H. Scott Killgore** is majority owner. Announced Dec. 13.

KOMA Oklahoma City, Okla.—Granted assignment of license from **KOMA Inc.** to **Burton Levine, Myer Feldman, Arnold S. Lerner** and **Donald Rubin d/b as Radio Oklahoma** for $291,434. Mr. Levine is president and 40% stockholder, **WROV Roanoke, Va.** Mr. Feldman is vice president, Television Exhibitors of America, applicant assignee for license of **WCAN-TV Milwaukee, Wis.** Announced Dec. 13.

WKBJ Milan, Tenn.—Granted assignment of license from **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King and Bryant Cunningham d/b as West Tennessee Bcstg. Co.** to **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King, Bryant Cunningham and Jack C. Merrill d/b as West Tennessee Bcstg. Co.** Mr. Merrill is buying 16⅔% interest for $5,000. Announced Dec. 19.

KVKM Monohans, Tex.—Granted transfer of control from **Joe Vandiver** and **G. C. Greenlee** to **J. B. Walton** and **Helen Winborne Walton** who are buying 64% for $30,000. Waltons have ranching and oil properties. Announced Dec. 13.

WRAP Norfolk, Va.—Granted assignment of cp from **Rollins Bcstg. of Virginia Inc.** to **Rollins Bcstg.-Telecasting of New York Inc.** Corporate change for purpose of consolidating management of WRAP and **WNJR Newark, N. J.** Both firms are wholly-owned subsidiaries of Rollins Bcstg. Inc. **(WAMS Wilmington, Del.; WJWL Georgetown, Del.; WBEE Harvey, Ill.; WIRI Indianapolis; WPTZ (TV) Plattsburgh, N. Y.).** Announced Dec. 18.

WRVC (FM) Norfolk, Va.—Granted assignment of license from **Larus & Bro. Co.** to **Virginia Good Music Corp.** for $13,500. One-third owners of Virginia Good Music are **John D. Robers Jr., Norman C. Willcox** (pres.) and **Charles G. Massie Jr.** Mr. Massie and Mr. Willcox are present minority stockholders and employed as program director and commercial mgr., respectively. Announced Dec. 13.

KWIQ Moses Lake, Wash.—Granted assignment of license from **Robert S. McCaw tr/as Central Basin Bcstg. Co.** to **Central Basin Bcstg. Corp.** Mr. McCaw will sell ⅓ of stock to **Warren J. Durham,** radio consultant, for $2,000, and retain ⅔ interest. Announced Dec. 18.

WTKM Hartford, Wis.—Application seeking transfer of stock from **Leo M. Durnil** to licensee corporation for retirement returned. (Filed on wrong form.) Announced Dec. 14.

WDSM Superior, Wis.—Granted assignment of license from **WDSM Inc.** to **Northwest Publications Inc.** Corporate change. Northwest is sole stockholder. Announced Dec. 18.

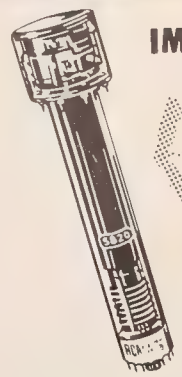
KHON Honolulu, Hawaii—Granted involuntary assignment of license from **Aloha Bcstg. Co.** to **William V. Pacheco and Allen R. Hawkins,** co-commissioners (court-appointed), who will hold foreclosure sale. Announced Dec. 18.

WENA Bayamon, P. R.—Granted assignment of license from **Bayamon Bcstg. Corp.** to **Gustavo Diaz Atiles,** present ¼ owner, for $868. Announced Dec. 18.

APPLICATIONS

WHTB-AM-FM Talladega, Ala.—Seeks transfer of control from **Talladega News Pub. Co.** to **Talladega Pub. Co.** Latter is new corporation formed

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on consolidation of weekly *Talladega News* and *Daily Home*. Assignee will own same share, 78.5%, as has been held by News Pub. Co. Announced Dec. 13.

KENL Arcata, Calif.—Seeks assignment of license from **Vernon Wallace Emmerson to Humboldt Bcstrs. Inc.** through lease agreement whereunder assignee leases equipment, land and building for $10,800 yearly, with option to buy. Humboldt principals: Mr. Emmerson, 51%; **Vincent W. Lambert**, chief engineer, 24.5%, and **Robert Lee Norton**, program dir.-asst. mgr., 24.5%. Announced Dec. 13.

KGOL Golden, Colo.—Seeks involuntary transfer of control from **Fred D. Fouse** (deceased) and **Rachel R. Fouse to Rachel R. Fouse.** Mrs. Fouse will own 64.2%. Announced Dec. 19.

WICC-TV Bridgeport, Conn.—Seeks assignment of cp from **Southern Connecticut & Long Island Television Co.** to **Bridgeport Bcstg. Co. (WICC Bridgeport).** Bridgeport owns 99% of licensee stock. Announced Dec. 14.

WPTV (TV) West Palm Beach, Fla.—Seeks assignment of license from **John H. Phipps Bcstg. Stations Inc.** to **John H. Phipps.** Corporate change. Announced Dec. 14.

WAOK Atlanta, Ga.—Seeks assignment of license from **WAOK Bcstg. Co.** to **Atlanta OK Bcstg. Co.** for total of $459,000 for accounts, equipment and land. One-third partners will be **Stan Raymond**, commercial manager; **Zenas Sears**, program director, and **Dorothy Lester**, station manager. Announced Dec. 14.

WWVR Terre Haute, Ind.—Seeks assignment of license from **Archie S. Mobley, Pauline A. Mobley, Paul D. Ford** and **Eleanor J. Ford d/b as Citizens Bcstg. Co.** to **Citizens Bcstg. Inc.** Corporate change. Mobleys continue as ⅔ owners and Fords ⅓. Announced Dec. 14.

WMGT-TV Adams, Mass.—Seeks assignment of cp from **Greylock Bcstg. Co.** to **Hudson Valley Bcstg. Co. (WROW-WCDA [TV] Albany, WCDB [TV] Hagaman**, both N. Y.) for $379,206. **Frank M. Smith**, pres.-18% owner of Hudson Valley, is 33⅓ owner of **WCNS (TV) Baton Rouge, La.**, ch. 40 permittee. **Lowell J. Thomas**, radio-tv commentator, owns 21% of Hudson Valley; **Alger B. Chapman**, Troy, N. Y., Representative to U. S. Congress, owns 8%, and **John P. McGrath**, New York lawyer, 7%. Announced Dec. 10.

KHOL-TV Kearney, KHPL-TV Hayes Center, both **Neb.**—Seek transfer of control from **Brewster Hospital Inc.** to **F. Wayne Brewster** through sale of 222 shares held by hospital to Mr. Brewster and **Donald E. Brewster** for $22,200. F. Wayne Brewster, at present 44.4% owner, will own 55.5% and his brother 11.1%. Announced Dec. 13.

WNEM-TV Bay City, Mich.—Seeks assignment of cp from **North Eastern Michigan Corp.** to **Gerity Bcstg. Co.**, which owns all stock of former. No consideration. Announced Dec. 19.

KSWM-AM-TV Joplin, Mo.—Seek assignment of license and cp from **Air Time Inc.** to **WSTV Inc.** Latter is 100% stockholder of Air Time. Announced Dec. 18.

KUVR Holdrege, Neb.—Seeks acquisition of positive control by **William C. Whitlock** through gift of one share of stock from **Betty Rae Whitlock.** Mr. and Mrs. Whitlock are sole stockholders. Announced Dec. 18.

WFTC Kinston, N. C.—Seeks assignment of license from **Kinston Bcstg. Co.** to **Town & Country Worldwide Productions Inc.** for $145,000. **Connie B. Gay**, 100% owner, also owns **WTCR Ashland, Ky.**, and **KLRA Little Rock, Ark.** Announced Dec. 14.

WOOW New Bern, N. C.—Seeks assignment of license from **Paul Reid, Otto Griner** and **H. M. Roberts d/b as Radio New Bern** to **Radio New Bern Inc.** Corporate change. No change in ownership. Announced Dec. 14.

WTOE Spruce Pine, N. C.—Seeks acquisition of control by **Tom N. Cooper** through purchase of 17.5% stock from **W. V. Sizemore** *et al.* He will buy 31 shares for $100 each plus 6% from date of issue and will own 58.8% of outstanding stock. Announced Dec. 14.

KNOK Fort Worth, Tex.—Seeks assignment of license from **Associated Bcstrs. Inc.** to **Associated Bcstrs. Inc.** (new corp.) for $220,000. Sole stockholder of proposed assignee is **John W. Kluge**, who is pres.-majority stockholder of **KXLW St. Louis, Mo.; WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.**, and **WGAY Silver Spring, Md.** He owns 37% of **WLOF Orlando, Fla.**, and 37% of **Mid-Fla. Television Corp.**, applicant for Orlando, Fla., tv. Announced Dec. 17.

KGRI Henderson, Tex.—Seeks acquisition of negative control by **T. P. Cannon** through purchase of 4.17% for $2,000. Announced Dec. 13.

KAGT Anacortes, Wash.—Seeks assignment of cp from **C. H. Fisher** and **Edna E. Fisher d/b as Skagit Bcstg. Co.** to **Fidalgo Bcstg. Inc.** for $40,000. **James C.** and **Diane W. Frits** of Anacortes are equal partners in Fidalgo. Announced Dec. 14.

WYVE Wytheville, Va.—Seeks assignment of license from **A. M. Gates Jr., individually and as administrator of estate of Dr. A. M. Gates**, to **A. M. Gates Jr., Maybelle L. Gates and Lucille Gates McGahee d/b as Wythe County Bcstg. Co.** Maybelle Gates will pay **Phyllis M. Gates** $2,500 for 2/30 share, bringing her total to 7/30. Mr. Gates owns 17/30. Announced Dec. 17.

WGKV Charleston, W. Va.—Seeks assignment of license from **Kanawah Valley Bcstg. Co.** to **Jacob A. Evans and Walter Franklin Evans d/b as Evans Bcstg. Co.** (contingent on grant of assignment of **WKNA Charleston.** See separate item.) Evans Bcstg. will pay $90,250. Jacob Evans is account executive, McCann-Erickson, N. Y., advertising agency. Walter Evans is 12% partner, Red Kap Garment Co., Nashville, Tenn. Announced Dec. 19.

WKNA-AM-FM Charleston, W. Va.—Seeks assignment of license from **Joe L. Smith Jr. Inc.** to **Kanawah Valley Bcstg. Co.** for $150,000. Kanawah is licensee of **WGKV Charleston, W. Va.**, and proposes to change facilities. Same interests own **WSAZ-AM-TV Huntington, W. Va.** Announced Dec. 18.

WENA Bayamon, P. R.—Seeks assignment of license from **Bayamon Bcstg. Corp.** to **Gustavo Diaz Atiles** for $868. Proposed assignee is present mgr. and ¼ owner. Announced Dec. 13.

Hearing Cases . . .

FINAL GRANTS

WKNB-TV New Britain, Conn.—FCC by order of Dec. 12 concurred in result reached in examiner's initial decision of Nov. 1 and granted, effective immediately, applications of **New Britain Bcstg. Co.** for (1) mod. of cp of WKNB-TV (ch. 30) to decrease ant. height from 970 to 750 ft., increase power to 1,000 kw, install new trans. and ant. system, and change trans. location to 7.2 miles from city limits, and (2) transfer of control of WKNB-AM-TV from **Julian Gross**, *et al*, to **National Bcstg. Co.**, without prejudice to whatever action Commission may deem appropriate at such time as pending antitrust action involving NBC may be terminated. Comr. Hyde concurred; Comr. Bartley dissented. Announced Dec. 13.

INITIAL DECISIONS

Gilroy, Calif.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of **Bernard & Jobbins Bcstg. Co.** for new am on 1290 kc, 500 w D, in Gilroy. Announced Dec. 19.

Abilene, Tex.—Hearing Examiner Jay A. Kyle issued initial decision looking toward grant of application of **Key City Bcstrs.** for new am on 1280 kc, 500 w D, in Abilene. Announced Dec. 19.

OTHER ACTIONS

WSUX Seaford, Del.—FCC by order of Dec. 19 granted application for cp to increase power of WSUX from 500 w to 1 kw, operating daytime only on 1280 kc. Announced Dec. 19.

KHVR Hanover, Pa.—FCC by order of Dec. 19 granted petition and supplement filed for reconsideration and grant without hearing of application to increase D power of station KHVR from 1 kw to 5 kw and install DA, continuing operation on 1280 kc with 500 w N; removed from hearing and granted application with engineering conditions. Announced Dec. 19.

WPRE Prairie du Chien, Wis.—FCC by order of Dec. 19 (1) granted petition by WPRE to terminate protest proceedings and reinstate its cp; (2) dismissed as moot its petition for reconsideration and removal of stay; (3) made effective immediately July 18 grant of its application to change frequency from 1280 kc to 980 kc and increase height of ant., continuing operation with 500 w D; and (4) granted authority to Jan. 19, 1957, to conduct equipment tests and program tests immediately thereafter in accordance with Secs. 3.95 and 3.96 of rules pending receipt and action on license application. U. of Wisconsin **(WHA Madison)**, protestant, has filed notice of desire to withdraw from proceeding. Announced Dec. 19.

Huntsville, Sheffield, Ala.—FCC by order of Dec. 19 denied petitions of **Radio Huntsville Inc.** and **J. B. Falt Jr.**, Sheffield, for review and reversal of Chief Hearing Examiner's Sept. 13 dismissal with prejudice for failure to timely file notices of appearance in hearing on their applications for new ams (1290 kc, 1 kw, D); on Commission's own motion, dismissed applications without prejudice. Comrs. Hyde and Bartley dissented and stated: "We would overrule the Examiner to avoid needless hardship on the applicants and administrative burden on the Commission. Further, no party would be prejudiced by such action." Announced Dec. 19.

KOOK-TV Billings, Mont.—FCC by order of Dec. 14 denied petition by **Montana Network** requesting that it be accorded 30 minutes for oral argument in protest proceeding on application of **Midland Empire Bcstg. Co.** for new tv (KOOK-TV, ch. 8) in Billings; ordered that all parties to proceeding, including Broadcast Bureau, will be allotted 10 minutes each for argument and rebuttal relative to further rights of Midland to participate further in oral argument. Announced Dec. 14.

Routine Roundup . . .

December 13 Decisions

BROADCAST ACTIONS

By the Commission

WSLA (TV) Selma, Ala.—Granted six month's extension of time to complete construction (ch. 8) pending final decision in Docket 11371 concerning WSLA application for mod. of cp to specify ant. site near Prattville, Ala.; by letter, denied opposing "petitions" by ch. 20 **WCOV-TV Montgomery, Ala.** Action Dec. 12.

Jefferson County Bcstg. Co., Pine Bluff, Ark.; Kermit F. Tracy, Fordyce, Ark.—Designated for consolidated hearing applications for new ams on 1270 kc, D; Jefferson with 5 kw and Tracy with 1 kw. Action Dec. 12.

Volusia County Bcstg. Corp., Daytona Beach, Fla.; C. H. Packham, Ormond, Fla.—Designated for consolidated hearing applications for new ams, 1380 kc, 1 kw D; denied Volusia's request for extension of time to Dec. 21 to reply to Commission's letter of Oct. 8, requesting additional data; engineering condition to be met in event of grant of application of Volusia. Action Dec. 12.

WFBS Fort Walton Beach, Fla.—Granted change of operation on 950 kc from 500 w D, to 1 kw D; trans. to be operated by remote control. Action Dec. 12.

Granted renewal of license of following stations: **KBUH Brigham City, Utah; KDON Salinas, Calif.; KMAP Bakersfield, Calif.**

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Department of Education of Puerto Rico, Mayaguez, P. R.—Granted petition for extension of time to Jan. 4, 1957, to file reply to oppositions to Dept.'s petition to enlarge issues in ch. 13 proceeding, Mayaguez (Dockets 11288; BPCT-1906, et al.). Action Dec. 11.

By Chief Hearing Examiner James D. Cunningham

Ordered that hearings shall commence in following proceedings on the dates shown: Am application of **WTOK Meridian, Miss.**, *et al.* on Feb. 18; am application of **KSLM Salem, Ore.** on Feb. 20. Action Dec. 10.

By Hearing Examiner Jay A. Kyle

WSIG Mount Jackson, Va.—Ordered that prehearing conference will be held on Jan. 4, 1957, re am application of WSIG for cp to increase power and to make other changes, and hearing scheduled for Jan. 16, is set for Jan. 14, 1957. Action Dec. 12.

By Hearing Examiner H. Gifford Irion

Bosque Radio, Clifton, Tex.—Granted petition for leave to amend its am application to change directional pattern and application, as amended, is removed from hearing. Action Dec. 10.

By Hearing Examiner Hugh B. Hutchison

Sucesion Luis-Pirallo Castellanos, Mayaguez, P. R.—Granted petition for continuance of further hearing from Dec. 20 to Jan. 29, 1957, in ch. 3 proceeding, Mayaguez. Action Dec. 10.

By Hearing Examiner Herbert Sharfman

WGSM Deer Park, N. Y.—Issued order after

Continues on page 84

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RADIO

Help Wanted

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Salesmen

Top salesman, car and coffee money. Southwest station. Send complete details, references, first letter. Excellent compensation for proven producer. Box 694C, B•T.

Wanted: Salesman-announcer, heavy on sales, light announcing, active market waiting for active salesman. Write Box 697C, B•T.

Experienced, enthusiastic. Large New England market. Guarantee or salary plus commission. Immediate opening. Box 720C, B•T.

Salesman: Over 100 million dollar market. Strongest station. Should make at least $7,500.00 first year. Ohio. Box 725C, B•T.

There is a sales job for a thoroughly seasoned professional in one of the first 25 markets. If you can make 1957 the most prosperous year of your life. Station is top rated. 15 percent commission against any reasonable draw. Your inquiry will be treated in confidence if you wish but our present staff knows of this ad. Enclose photo, snapshot will do, composite history of employment. Gross billing and earnings past five years. Promotion of sales staff member makes unusual opportunity available. Box 731C, B•T.

Salesman, opportunity to become sales manager, assistant manager ABC station in ¼ million market. Must have record of sales success. $75.00 to start draw against 15% commission. Producer can earn $150 week in few month. Send photo, resume, references to Box 740C, B•T.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

RADIO

Help Wanted—(Cont'd)

Salesmen

Tucson, Arizona . . . salesman for KVOA. Helpful if you have had experience in all phases of radio, but not mandatory. Commission-guarantee. Call Ray Owen, MA 3-2555.

Salesman: Ripe opportunity for successful man in expanding market with leading music-sports station; permanent, guarantee draw against commission, protected list; send full details, picture, Burt Levine, WROV, Roanoke, Virginia.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 699C, B•T.

Ashland, Ohio, independent: New ownership January first. Additional personnel needed: Program director, morning man, salesman. Box 718C, B•T.

Announcer-engineer for midwest metropolitan market able to handle early morning show and preventive maintenance. Send tape and resume to Box 719C, B•T.

Country DJ, experienced morning man. Five day week, must have good delivery and personality. Send tape, resume, salary. Box 724C, B•T.

Announcer-copywriter: Can lead to program director. Midwest. Send tape. Sample commercials. Box 726C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer: Good job in Ohio. Can advance. Aggressive organization. Send tape. Box 727C, B•T.

Well established network station southeast town of 18,000 needs good announcer-salesman. Prefer southerner. Box 729C, B•T.

Experienced announcer, mature style with first ticket. Car. Eastern seaboard am-fm. Box 739C, B•T.

Announcer with 1st or engineer who can announce. Great opportunity with ABC station in ¼ million market. Top management. $80.00 week. Send tape, photo, resume, references to Box 741C, B•T.

KLIN Radio needs good, experienced, top DJ's. All tapes returned immediately. Airmail air check to Larry Getchell, KLIN, Lincoln, Nebraska.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Need—young announcer, permanent staff morning man—some experience. Other opportunities. You grow with experience radio men who operate other stations. WKAM, Goshen, Indiana.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Immediate opening: Combo 1st phone man. Emphasis on announcing. Send tape, recent photo and resume of past experience or call Mr. Dana or Mr. Stearns—Cherry 1-5550. Radio Station WMIC, Monroe, Michigan.

Technical

First class man familiar with directional operation and maintenance. Salary depends on experience. Send resume, photo and references. Midwest location. Box 702C, B•T.

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 707C, B•T.

Needed immediately two first class engineers, top pay, good insurance plan and working conditions. Box 716C, B•T.

Experienced engineer for position of chief engineer at modern, well equipped 250 watt fulltime independent station in Pa. Will have complete responsibility for purchasing maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 742C, B•T.

Engineer-announcer. $80.00 for 40-hour week. Chance to become chief. Contact KCOW, Radio, Alliance, Nebraska.

Wanted: Chief Engineer, one kilowatt remote control daytime, outstanding living conditions, top salary, prefer family man. Call or write Walter Rubens, KJET, Beaumont, Texas.

First class engineer. Am and fm maintenance. Board operation. Announcing helpful but not necessary. Paid vacations. Send details and expected salary to George Volger, Manager, KWPC, Muscatine, Iowa.

Urgent—need first class engineer as of yesterday. 1kw daytime going to 5 after first of year, nondirectional. Should be qualified to maintain equipment and be above average announcer or salesman. Send photograph and resume to R. H. Gunckel, Jr., Station WABR, Box 7547, Orlando, Florida.

Need chief engineer-announcer for kilowatt daytimer . . . must be experienced . . . $90.00 weekly. WGVM, Greenville, Mississippi.

Top-flight young engineer wanted for position with unusual opportunities in radio and possibly tv. Contact Manager, WKST, New Castle, Pa.

Chief engineer for fulltime 250 am and fm with leading music-sports station; permanent; construction, experience, announcing, asset but not necessary. Present chief will break in. Send details, picture, Burt Levine, WROV, Roanoke, Virginia.

Urgent! Need chief engineer-announcer. Apply WPFD, Darlington, South Carolina. Good working conditions. Salary open.

WE HAVE A XMAS PRESENT FOR EACH RADIO AND TV STATION

Instead of calendars or greeting cards, we have compiled a Glossary of Definitions as used by the FCC and are printing them in book form. One of these will be mailed to each station shortly after the holidays.

This valuable service will aid in understanding Technical and Operational communications from the Commission. A limited number will be printed and each station should be certain that the Glossary remains in the station files because every operator will want copies for personal reference.

Those of our approximately 1900 former students that we can locate will also receive copies.

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RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer-announcer. 5kw daytime, excellent working conditions with growing organization with several stations. Opportunity for advancement. Contact immediately. WKYR, Keyser, West Virginia.

WTOC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted—chief engineer for combo work, daytime station, good pay and hours. Contact WTUS, Tuskegee, Ala. Immediately.

First class engineer-announcer for progressive am outlet in three station group. Excellent pay for right man. Send tape and details, Manager, North Country Stations, St. Johnsbury, Vermont.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Tv-radio program directors, others. Opportunity now exists to add to your income by $100 to $400 per month without distracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 690C, B•T.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Immediate opening for experienced night news editor. Combined radio and television operation. Must write, edit, broadcast. Salary plus talent guarantee. Send tape, resume, picture to WROW, Box 4100, Albany, N. Y.

Help wanted, continuity writer, man or woman, also will record some production spots only other duty is to make up book. $60 to start. Send samples of copy and resume to Phil Specner, WCSS, Amsterdam, New York.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Managerial

Radio manager—14 successful years experience, all phases. Excellent sales know-how. Modern program formula. Desire permanent connection. Box 697C, B•T.

Responsible young owner-manager of successful daytime independent desires a challenging position in larger market. Interested in position as sales manager with large market independent or as sales executive in corporation owning several stations. Married, family. Will sell present holding for right opportunity. Minimum salary range $10-12,000 per year. Reply Box 699C, B•T.

Am presently part-owner and manager of two radio stations. Health of one of the members of my family makes it necessary to seek southern climate, preferably southwest. Am prepared to manager medium size market station or operate as sales manager for metropolitan operation. Will consider investment to $15,000.00, if necessary, for good opportunity. Reply Box 700C, B•T.

Station or sales manager . . . 12 years radio-tv experience. Background: Heavy in sales; production executive. Married, one child, vet. Creative but economy-minded management ideas. Minimum $10,000. Box 715C, B•T.

Salesmen

Salesman—experienced. Announcer with good voice. First class license. Emphasis on selling. Box 693C, B•T.

Account executive with a top eastern station wishes to relocate south-southwest. Excellent sales record. Box 712C, B•T.

Midwest—top salesman, top announcer—5 years am-tv experience. Box 714C, B•T.

Announcers

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

First phone morning announcer. Experienced. Now ready to learn sales. $90 plus. Box 691C, B•T.

Single, age 35. Inexperienced; but had favorable audition. Public speaking experience and proven leadership ability. Good sports background includes coaching and state boxing judge. Tape. Box 703C, B•T.

Staff announcer. Intelligent, facile delivery of news, commercials, and DJ work. Good potential, reliable. Can operate own board, vet, will travel. Box 704C, B•T.

Sports director, presently employed southwest. Heavy play-by-play experience. Desires baseball, football and basketball work. Preferably with station handling minor league baseball. Air check on request. Box 705C, B•T.

Attention Southern California. Announcer, 15 years experience DJ, news, copywriting, programming and one year radio sales, wants to locate at station in Los Angeles or San Diego area. Will work sales in combination with air work. Have third class ticket. Tape, references, photo on request. Box 706C, B•T.

Top country DJ-announcer. Guitar. Fifteen years experience. Third. Married, permanent. Available January. Box 709C, B•T.

Announcer. Low in experience. High potential, good delivery. Looking for right opening. Experience in news, commercials, and DJ work. Can operate my own board. Box 711C, B•T.

Quality operation in larger market being sought by experienced announcer. Box 716C, B•T.

10 years experience; currently employed; good voice; good operation. Creative—can sell—reliable—morally straight—enjoy responsibility. Wish to locate near Ohio area. Box 719C, B•T.

Easy, relaxed DJ, good news. Married, vet, experienced in medium market. Box 730C, B•T.

Staff announcer, currently employed, wishes similar position on east coast. Will also consider good am with tv talent opportunities. Box 732C, B•T.

Sportscaster, veteran, currently employed. 5 years am-tv experience. College graduate. References on request. Desire metropolitan market. Box 733C, B•T.

Announcer 3½ **years** experience. Presently employed. Wants permanent spot in Florida or east coast. Available middle of January. Box 735C, B•T.

Announcer, technical school graduate with 2nd phone license. Strong country and popular music, $70.00 minimum, car. Six months experience as DJ, engineer, news director. Desire position with independent midwest station. Box 738C, B•T.

Announcer—limited experienced. Plenty of ambition and potentiality. Experience in news, commercials and disc jockey work. Please write. John J. Bobinski, 94 Center Street, Clifton, New Jersey.

Staff reduction makes available one year experience, tv production, radio announcing, all sports, selling, writing news, operator. References, college grad, veteran, family, salary open. Don Clinger, WBEX, Chillicothe, Ohio.

Announcer, some experience. Ambitious, good potential. Good on news, commercials, DJ, operate own board. Will travel. Paul De Laura, 336 Dodd Street, East Orange, New Jersey.

Announcer, first phone, two years experience. W. Jackson, 3756 95th St., Jackson Heights, New York.

Announcer, limited experience, good potential, news, commercials, DJ . . . operate my own board. Single, go anywhere. Available immediately. Gus Travers, 170 E. 118 Street, New York 35, N. Y.

Combo—4 years experience radio-tv. Hold first phone — excellent announcer-engineer — capable chief. Available short notice—no phone. Short supply audition tapes. Dale Arrow, General Delivery, Ft. Pierce, Florida.

Announcer wants west, $65. Box 314, Bensonia, Michigan.

FOR SALE

If you are going to open a 1000 watt station, here is all the equipment you need—all is Excellent shape

TRANSMITTER EQUIPMENT

1 Collins Type 20V 1000/500 Watt AM Broadcast Transmitter complete with Tubes, Crystals ground to 1300kc
1 Remote Antenna Current Meter Kit for 20V
1 General Radio Type 1181A Frequency Monitor
1 General Radio Type 1931A Modulation Monitor
(Both complete with tubes)
1 Collins Type 26W-1 Limiting Amplifier, complete with tubes
1 Collins Type 619B-2 Rack Cabinet (76″ x 18″)
1 Collins Type 265D-2 Jack Panel (24 pr)
4 24″ Patch cords

STUDIO EQUIPMENT

1 Collins Type 212B-2 Seven Position Studio console, complete with tubes, etc.
2 Rek-O-Kut Type B-16H Three Speed Transcription Turntable Chassis Only, Less Cabinet
2 Gray Type 108B Viscous-Damped Transcription Arm with Slide-in Features
2 Gray Type 602 Filter For Use With 108B Arm
4 GE Type RPX-046 Cartridge only (Less Styli)
2 GE Type RBJ-005 1 Mil Sapphire Styli
2 GE Type RPJ-006 2½ Mil Sapphire Styli
3 Cannon Type XL-3-11 Female Cable Type Connectors
8 Cannon Type XL-3-12 Male Cable Type Connectors
5 Cannon Type XL-3-13 Female Receptacle
1 RCA Type 44 BX Dynamic Microphone
2 Electro-Voice Type EV-635 Dynamic Microphones
1 Atlas Type MS-25 Program Stand
2 Atlas Type DS-7 Desk Stand
1 Atlas Type BS-36M Boom Stand
3 Jenson Type P8-SX 8″ 8 Watt PM Speakers with #Z-3324 Matching Transformer
3 Jenson Type H-81 Corner Mtg. Speaker Cabinet for 8″ Speaker
1000′ #30AWG Shielded Audio Hookup wire, 2/c 3 Amp,
300′ #16AWG Shielded Audio Hookup Wire
200′ Shielded Microphone Cable (Belden #8422)
1 Magnecord Type PT6-VAH (Voyager). One Cabinet Portable Tape Recording Equipment. Consisting of Type PT6-AH Basic Recorder and Type PT6-V Single Channel Amplifier

ANTENNA, GROUND AND ERECTION

1 Stainless Type G-24 Guyed, Insulated AM Tower, 300′ High, Complete With Base Insulators, Guy Insulators, Guy Wire, Hardware, Anchor Bolts and Erection DWGS.
1 Set Lighting Material for 300′ Guyed Tower as Per FCC Spec.
1 Andrew #7200 (Fisher-Pierce) Photo Electric Tower Lighting Switch.
1430 Lb #9 used Semi-Hard Bare Copper Ground Wire (Approx. 36,000 Ft.)
100 Lb. 2″ x .032 Copper Strap for Ground System
300′ Length Andrew #737 Semi-Flexible Coaxial Transmission Line, Complete With #1703-GV Inlet Seal and #1703-P End Seal.
1 Collins Type 42E-5 Antenna Tuning Unit Housed in Weatherproof Cabinet.
1 Collins Type 23D-1 Single Phase Tower Lighting Filter Housed in Weatherproof Cabinet (1500w.)
5 8′ x 24′ Truscon Expanding Copper Ground Screen Sheets

OFFICE EQUIPMENT

1 Karr Conelrad Unit
1 Eicor Tape Recorder

If Interested Contact

Bert Bank

Radio Station WTBC
Tuscaloosa, Alabama

RADIO

Situations Wanted—(Cont'd)

Announcers

Europe's loss is your gain. Two top deejay's just returned from AFN Frankfurt, Germany. Plenty stateside experience. Work separate if needed. Travel anywhere for good price. Prefer day-night operation. Nothing under $100. Phone if you really want us. CLearbrook 5-4743 (write) 706 N. Pine, Mt. Prospect, Illinois.

Top-notch personality air salesman who can sell his own show now available. Hal Masters, 1412 Betman Blvd., North Fort Myers, Florida. Phone Edison 4-6863.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Technical

Capable, qualified chief engineer—experienced in construction-maintenance-directionals—remote control. No announcing. Box 721C, B•T.

Programming-Production, Others

Sales minded program director! Will program your station to attract, hold, sell listeners. 7½ years experience! National and local sales! Plus programming! Young, energetic, ideas, permanent, veteran. Box 713C, B•T.

Attention—Iowa, South Dakota, Nebraska, Wyoming. Newsman, eight years local reporting, five years present Iowa station. Responsible, sober, community man, top references. Lew Hudson, KBOE, Oskaloosa, Iowa.

Available after January first. Program-news director experience. Prefer Detroit area but will consider any offer: Radio or tv. 2450-40th Street, Port Huron, Michigan.

TELEVISION

Help Wanted

Salesmen

Account executive, tv sales. Opportunity for experienced tv salesman who has record of permanency and can prove sales results. Our top salesman leaving January 1st to take Area Sales Managers job with film company and we hold his list intact as long as possible. Basic major network station in mid-Atlantic state. Stable, substantial market. Send complete details first letter. Box 693C, B•T.

Television salesman. Aggressive, dependable salesman needed, preferably with television experience. Individual with tv background other than selling will be considered. This local sales opening is an opportunity to advance in experience and income. Substantial billings already available, through takeover of current account list. CBS-TV network station, east, with new facilities in excellent market, include photograph and full details with reply. Box 694C, B•T.

Announcers

Wanted: Staff announcer, some specialty work. We need a man with ideas. It's all television, no radio. Apply in writing or in person only. No phone. Peter F. Gallagher, Program Director, WGLV-TV, Easton, Pennsylvania.

Wanted: Top-notch announcer for strictly tv operation. Will accept experienced radio announcer. Send resume, tape and references. Tom Mathews, WNEM-TV, Bay City, Michigan.

Technical

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement. State experience in letter. Vhf network affiliated maximum power station. Box 698C, B•T.

Maintenance technician with at least 1 year's experience in maintenance of tv equipment. Salary depends on experience. Send resume, photo and references. Midwest location. Box 701C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Michigan full-power vhf requires transmitter engineering personnel, including supervisory. Send full details on training, experience, salary requirements. Box 728C, B•T.

Established South Carolina vhf has excellent opening for experienced transmitter engineer. Give complete resume first letter. Box 737C, B•T.

Wanted: Tv transmitter engineer. Experienced preferred. Good working conditions. Write or wire C. R. Secrist, KID-TV, Box 701, Idaho Falls, Idaho, or call JA 2-5100.

Immediate opening for tv engineer. Network vhf station. KKTV Colorado Springs, Colorado. Willis Shanks.

Wanted engineer to work in tv. Experience not necessary. First class license required. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

Experienced tv maintenance man. Days; transmitter or studio. Send resume. Chief Engineer, WKNO-TV, 268 Jefferson Ave., Memphis, Tennessee.

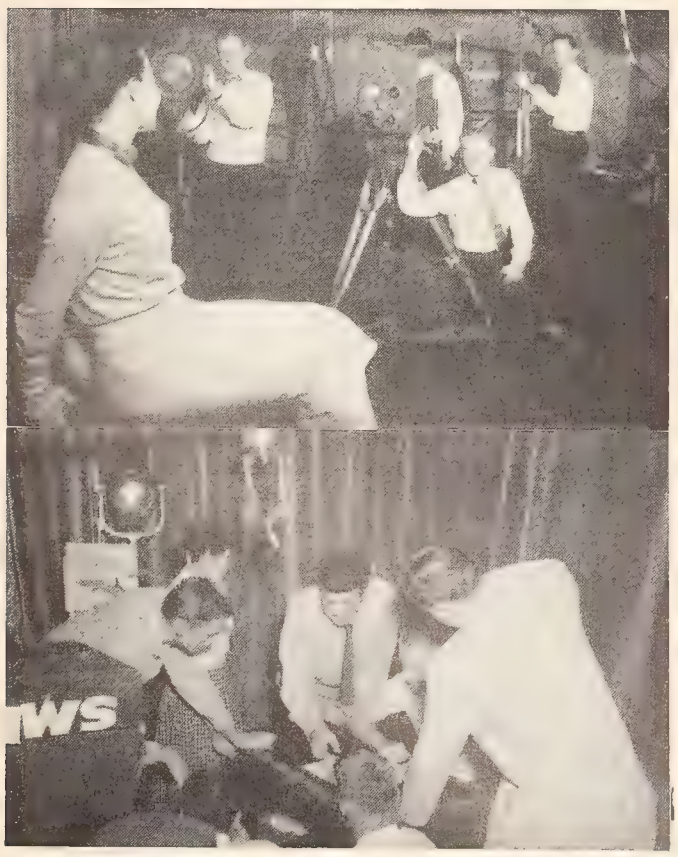
Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. State starting salary expected, give full particulars about previous experience and attach small snapshot. Confidential. Contact Bob Bostian, WAKR-TV, Akron, Ohio.

Wanted immediately. Experienced continuity director. Salary open. Send resume, and references to Tom Mathews, WNEM-TV, Bay City, Michigan.

WE RECOMMEND



THESE GRADUATES WHO ALL HAVE HAD EXTENSIVE INDIVIDUAL INSTRUCTION IN OUR HOLLYWOOD AND WASHINGTON, D.C. STUDIOS. THEIR INDIVIDUAL ABILITIES INCLUDE RADIO-TV CONTINUITY, CAMERA WORK, DIRECTING, FLOOR WORK, FILM EDITOR, PRODUCTION ASSISTANT, ANNOUNCING AND NEWS. IN ADDITION, THEY HAVE BEEN TRAINED IN ALL PHASES OF TV PRODUCTION. THERE IS A NORTHWEST GRADUATE ESPECIALLY TAILORED FOR YOUR SPECIFIC NEEDS. CALL NORTHWEST FIRST. WIRE, PHONE OR WRITE, JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted

Announcers

Announcer specialist—commercial and emcee—third year tv—ready to locate permanently in metropolitan market. Box 692C, B•T.

Available January! Announcer-director. Broad experience. Good "team" man! Large city! Box 696C, B•T.

Announcer—10 years experience in radio-tv. Can double in sales, camerman, director. Presently employed tv. Married. 34, family man, sober, reliable. Box 718C, B•T.

Technical

Tv engineer 1st phone, 7 years experience all phases installation, maintenance. Also good production, slide and 16mm film processing. Locate midsouth or southwest. Box 695C, B•T.

Programming-Production, Others

Producer-director. Desires change—present employment secure. 3 years senior director. Full power CBS-ABC affiliate. Box 707C, B•T.

Radio-tv news director, seven years experience, all phases, including on-camera work, newsreel knowhow, plus still photography. Excellent references. Box 717C, B•T.

FOR SALE

Stations

For sale: Prosperous midwest 500 watt daytime farm station with consistent 6 a.m. sign on. Box 708C, B•T.

Florida coastal playground with business diversification. Regional station. $112,000 total price on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing TD. Southwest AM station. Highly industrialized and diversified market. County seat. Served by five railroads, and accessible by air-direct, by deluxe name trains (through cars from New York City) and national highways. Huge military installation. Virtually unlimited water supply. Mild climate. Market 70,000. Fine public schools, private college, and Catholic schools. Gateway to large year-round resort area, with deluxe lodges, boating, fishing, covered by the 0.5mvm signal of the station, per owner's data. Requires $22,500 cash. Ralph Erwin. Broker. 1443 South Trenton. Tulsa. No information by telephone.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Kilowatt daytime in middle-Atlantic state. Two station market in excess of 100,000. Now making money with plenty of future potential. Ideal for resident owner-manager operation. Profit under this arrangement in high four figure category. Can easily be built into five figures. Information only to financially qualified prospects. Give financial qualifications in letter of inquiry. $65,000 if cash. And will consider terms. Box 745C, B•T.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

RCA, 10 kw diplexer, channel 3. 2 RCA harmonic filters, 10 kw for 60 to 72 mc. Hi-band conversion for RCA TT-5A transmitter. Contact John Gort, KDLO-TV, Garden City, S. D.

Here's a bargain on a Standard Transcription library. 165 discs for $275.00. Worth over $900.00. Never used. Reply KDIO, Ortonville, Minnesota.

For sale—265 foot self-supporting Lehigh. Good condition. Heavy construction. Ideal for am, fm or tv tower. WKBC, North Wilkesboro, North Carolina.

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. 9 channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

FOR SALE

Equipment

Mobile radiotelephones, complete, sacrifice $125. RCA 500 watt broadcast transmitter, $495. Telecom, 82 Lower Main, Matawan, N. J.

WANTED TO BUY

Stations

Responsible executive with 12 years of radio experience in all phases of the business is interested in purchasing all or part of Wisconsin, Michigan or Minnesota station. Will take active part on sales, programming, management. Reply Box 698C, B•T.

Attention: Virginia and North Carolina. Experienced young am owner-manager with all necessary qualifications desires to purchase all or control radio station in nice community not under 10,000 preferably in Western half of state, for permanent residence and active ownership-management. All replies confidential. Personal contact in near future arrange. Box 722C, B•T.

Wanted to lease: 1kw daytimer in North Carolina. We're ready January 30th. Box 736C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

Wanted to buy: 2—639A Western Electric microphones. Box 710C, B•T.

RCA 73B lathe with M1 118 50-C heads or Fairchild preferred. Please write to WINZ, Biscayne Terrace Hotel, Attention Mr. Molic.

Wanted: RCA 10kw fm amplifier and power supply for use with RCA BTF-3B transmitter. State price and condition. Reply Mr. D. Robinson, WNIB, Chicago 24, Ill.

Wanted: Several two way mobile units, 6 and 12 volt, 35.70mc, or those that can be converted to this frequency, also condition, age, and make, price of units. Jess Tepner Chevrolet Co., Creighton, Nebraska, Box 47.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

MANAGER

For progressive station located in top Southeastern market. This is an ideal opportunity for experienced manager to join top-flight operation. Must be experienced in competitive markets, and strong on sales. Excellent salary, plus percentage of profits. Also opportunity to acquire interest in operation. Send complete details, resume, photo to Box 744C, B•T.

Salesmen

ACCOUNT EXECUTIVES

WOKE, Oak Ridge, Tennessee, the largest independent fulltime station in East Tennessee has several openings on its sales staff for aggressive, hard working-producing account executives. These are *salaried positions,* with the only limit being your ability to produce. This is a high income market, with a great potential that has not been realized. If you are interested in starting 1957 on the right foot contact

O. J. McReyolds
General Manager
Radio Station WOKE
Oak Ridge, Tenn.

PREFERRED ENGINEERING OPPORTUNITIES

TRANSMITTER ENGINEERS

TV-AM-FM

SENIOR POSITIONS

MAJOR MULTIPLE OPERATOR

IN

KEY EASTERN MARKETS

WRITE IN DETAIL TO

BOX 743C, B•T

All replies held in strictest confidence

RADIO

Help Wanted—(Cont'd)

Salesmen

SALES MANAGER

If you are a sales manager and would like to work with a fast-growing mid-south station, if you have ideas and executive ability, if you are interested in a substantial salary and overwrite—then we are interested in you. Write to Box 705C, B•T.

Programming-Production, Others

NEWSMEN

Midwest 50,000 watt network affiliate seeks applications from highly qualified radio newsmen able to edit, rewrite and broadcast. Competitive auditions underway for a position in top-rated news department. Give full data in letter: Experience, salary expected and recent photo. Send tape.

Write Box 690C, B•T

Situations Wanted

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview.

Box 652C, B•T

TELEVISION

Help Wanted

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

TELEVISION

Situations Wanted—(Cont'd)

Managerial

WE'VE GOT YOUR MAN

and we hate to let him go.
He has done his job here extremely well but our billings are down and we are cutting down our programming and staff. He is an excellent operations man, knows programming in and out and has plenty of talent. If you need an Operations Manager, Program or Production Director or general all-round efficiency expert, here's your boy. We pay him $7,800 and we want to get him something as good or better before he leaves here. Write or wire Box 723C, B•T, then we'll phone you more details.

EMPLOYMENT SERVICES

PLAN AHEAD

You never know when you'll need a new copywriter, announcer, sales or technical advisor. We have the BEST in our files. All references checked—Call on Barney —the matchmaker.

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202 S. State Chicago Wabash 2-2306

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts January 28th.

NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W.
Washington, D. C.
Dept. B

SERVICES

ANNOUNCERS—DJ'S
Record Your Auditions at B.C.A.
We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.
Broadcast Coaching Associates
1733 Broadway, N. Y. C. JU 6-1918

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.
* Or job.

FOR THE RECORD

prehearing conference; evidentiary hearing will begin Jan. 25, 1957, re am application of WGSM. Action Dec. 10.

December 13 Applications

ACCEPTED FOR FILING

License to Cover Cp

WWBC Bay City, Mich.—Seeks license to cover cp which authorized new am.

KJEO (TV) Fresno, Calif.—Seeks license to cover cp which authorized new tv.

WJHL-TV Johnson City, Tenn.—Seeks license to cover cp which authorized new tv.

Weed Heights, Nev.—Anaconda Co. seeks license to cover cp which authorized tv translator.

Modification of Cp

KELO-TV Sioux Falls, S. D.—Seeks mod. of cp to extend completion date to 2-12-57.

KLSE (TV) Monroe, La.—Seeks mod. of cp (which authorized non-commercial educational tv) to extend completion date to 3-15-57.

RENEWAL OF LICENSE

KFRB Fairbanks, Alaska; KFXM San Bernardino, Calif.; KHBC Hilo, KGU Honolulu, KGMB Honolulu, KTOH Lihue, all Hawaii; KWIN Ashland, KWRO Coquille, KOAC Corvallis, KRMW The Dalles, KERG Eugene, KORE Eugene, KOIN Portland, KWJJ Portland, all Ore.; KITI Centralia, KCLX Colfax, KGDN Edmonds, KNBX Kirkland, KBAM Longview, KGY Olympia, KOL Seattle, KHQ Spokane, KVI Seattle, KMO Tacoma, KIMA Yakima, all Wash.

RENEWAL OF LICENSE RETURNED

KBYR Anchorage, Alaska. (Dated wrong.)

December 14 Applications

ACCEPTED FOR FILING

License to Cover Up

KDAN Eureka, Calif.—Seeks license to cover cp which authorized new am.

WLPO La Salle, Ill.—Seeks license to cover cp which authorized increase power, install DA-D and install new trans.

WJJL Niagara Falls, N. Y.—Seeks license to cover cp which authorized change ant.-trans. location and change type trans.

KQUE Albuquerque, N. M.—Seeks license to cover cp which authorized change frequency, increase power and install DA and new trans.

KFJM Grand Forks, N. D.—Seeks license to cover cp which authorized change frequency, change hours of operation and change remote control point.

KWRO Coquille, Ore.—Seeks license to cover cp to replace expired cp which authorized change frequency, increase power, change hours, change ant.-trans. location, operate trans. by remote control, increase ant. height and install new trans.

WJGD Columbia, Tenn.—Seeks license to cover cp which authorized new am.

KAGT Anacortes, Wash.—Seeks license to cover cp which authorized new am.

Modification of Cp

KLVI Vivian, La.—Seeks mod. of cp (which authorized new am) to extend completion date.

KHTV (TV) Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) to extend completion date to 7-25-57.

WJMS-TV Ironwood, Mich.—Seeks mod. of cp to extend completion date to 7-1-57.

KILT (TV) El Paso, Tex.—Seeks mod. of cp to extend completion date to 7-1-57.

RENEWOL OF LICENSE

KHON Honolulu, KANI Kaneohe, KMVI Wailuku, all Hawaii; KAST Astoria, KLAD Klamath Falls, KPDQ Portland, KPOJ Portland, KRXL Roseburg, KSLM Salem, all Ore.; KBRO Bremerton, KXLE Ellensburg, KFDR Grand Coulee, KLOG Kelso, KWIQ Moses Lake, KLAN Renton, KALE Richland, KTW Seattle, KTNT-AM-FM Tacoma, KPQ Wenatchee, KUTI Yakima, all Wash.

RENEWAL OF LICENSE RETURNED

KEX Portland, Ore. (Dated wrong.)

REMOTE CONTROL

WAUG Augusta, Ga.; WKJB Mayaguez, P. R.

December 17 Applications

ACCEPTED FOR FILING

License to Cover Cp

KPIN Casa Grande, Ariz.—Seeks license to cover cp which authorized new am.

WMAF Madison, Fla.—Seeks license to cover cp which authorized new am.

WCKR Miami, Fla.—Seeks license to cover cp which authorized install new trans. and change studio location to main trans. location.

KRNY Kearney, Neb.—Seeks license to cover cp which authorized new am.

WEAV Plattsburgh, N. Y.—Seeks license to cover cp which authorized increase power, install new trans., change ant.-trans. location and make changes in DA system.

WTRN Tyrone, Pa.—Seeks license to cover cp which authorized increase ant. height.

Modification of Cp

WVEC-TV Hampton, Va.—Seeks mod. of cp to

extend completion date to 7-4-57.

RENEWAL OF LICENSE

KUIN Grants Pass, KGAY Salem, KEED Springfield, all Ore.; KVOS Bellingham, Wash.

December 18 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of December 14

WWBC Bay City Mich.—Granted license for am station.

WJGD Columbia, Tenn.—Granted license for am station and change type trans.

WNPT Tuscaloosa, Ala.—Granted license covering increase D power and install new trans. for D operation.

KFDA Amarillo, Tex.—Granted license to change type trans., change trans. and studio location and delete remote control operation of trans.; condition.

KTLD Tallulah, La.—Granted mod. of license to change studio location and operate trans. by remote control.

WKRZ Oil City, Pa.—Granted permission to remain on air 7:15-8:45 p.m., Tues. and Thurs. and 7:30-8:30 p.m., Sun. beginning Dec. 19 and ending Jan 2, 1957 (Grove City College's Christmas recess).

WEMR Emporium, Pa.—Granted request to cancel license of am station. Call letters deleted.

WTLS Tallassee, Ala.—Granted request to cancel license of am station. Call letters deleted.

Following were granted extensions of completion dates as shown: **WBFY Charlottesville, Va.**, to 4-9-57; **KLVI Vivian, La.**, to 2-4-57; **KRBI St. Peter, Minn.**, to 2-7-57.

Actions of December 13

KID-TV Idaho Falls, Idaho—Granted license for tv station (ch. 3).

WHIS-TV Bluefield, W. Va.—Granted license for tv station (ch. 6); ERP vis. 50 kw, aw. 29.5 kw.

WEAT-TV West Palm Beach, Fla.—Granted license for tv station (ch. 12); ERP vis. 63.1 kw DA, aur. 33.9 kw DA.

WEAU-TV Eau Claire, Wis.—Granted license covering change facilities of tv station.

KTBC-TV Austin, Tex.—Granted license covering change facilities of tv station (ch. 7); ERP vis. 234 kw DA, aur. 117 kw DA.

WISN-TV Milwaukee, Wis.—Granted license for aux. trans. and ant. system and to specify studio location.

WCMT Martin, Tenn.—Granted mod. of cp to change ant.-trans. location.

WAUG Augusta, Ga.—Granted authority to operate trans. by remote control.

WKJB Mayaguez, P. R.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KELO-TV Sioux Falls, S. D.**, to 2-12-57; **KLSE (TV) Monroe, La.**, to 3-15-57.

WSAJ Grove City, Pa.—Granted permission to remain silent beginning Dec. 19 and ending Jan. 2, 1957, in order to observe College Christmas recess.

Actions of December 12

KGAY Salem, Ore.—Granted license to change power and type trans.

WVCG Coral Gables, Fla.—Granted cp to make changes in ant. system.

KBMB-TV Bismarck, N. D.—Granted mod. of cp to change trans. and studio location, change ERP to vis. 36.2 kw, aur. 16.9 kw, and make ant. changes (ant. 387 ft.).

WCHK Canton, Ga.—Granted mod. of cp to change ant.-trans. and studio location and change type trans.

KULA Honolulu, T. H.—Granted mod. of cp to move ant.-trans. and studio location; conditions.

KGU Honolulu, T. H.—Granted mod. of cp to move ant.-trans. location; condition.

Following were granted extensions of completion dates as shown: **WISE-TV Asheville, N. C.**, to 6-29-57; **WHCI (TV) Hartford, Conn.**, to 7-6-57; **WTTW (TV) Chicago, Ill.**, to 7-6-57; **WTWO (TV) Bangor, Me.**, to 7-11-57; **WATV (TV) Newark, N. J.**, to 1-31-57; **WALB-TV Albany, Ga.**, to 6-23-57; **KSAN-TV San Francisco, Calif.**, to 6-22-57; **WAFB-TV Baton Rouge, La.**, to 5-28-57; **WATR-TV Waterbury, Conn.**, to 6-29-57; **KKTV (TV) Colorado Springs, Colo.**, to 6-20-57; **WCHK Canton, Ga.**, to 4-1-57.

Actions of December 11

WLEO Ponce, P. R.—Granted license for am station.

KSLR Oceanside, Calif.—Granted license for am station; conditions.

KDES Palm Springs, Calif.—Granted license for am station.

KOWL Bijou, Calif.—Granted license for am station.

KRKS Ridgecrest, Calif.—Granted license for am station.

WMUB Oxford, Ohio—Granted license to cover cp for changes in licensed station.

WMBR-FM Jacksonville, Fla.—Granted license covering changes in licensed station.

WJAX-FM Jacksonville, Fla.—Granted license covering changes in licensed station.

WMRP Flint, Mich.—Granted license to increase power and install new trans.; condition.

WJKO East Longmeadow, Mass.—Granted license to change ant.-trans. and studio location; change station location and change from DA-D to non-DA.

WINX Rockville, Md.—Granted license covering change of facilities, install DA-N, change type trans. and operate trans. by remote control while using non-DA; conditions.

WBEE Harvey, Ill.—Granted license covering increase power, install new trans. and DA-D; conditions.

KUAM Agana, Guam—Granted license covering change in ant. system (mount tv tower near top); conditions.

WDEC Americus, Ga.—Granted license covering change facilities, and install new trans.

WFMX (FM) New York, N. Y.—Granted mod. of cp to change ERP to 15 kw and change ant. system (ant. 560 ft.).

Following were granted extensions of completion dates as shown: **WBRC-FM Birmingham, Ala.**, to 4-1-57; **KHSL-TV Cohasset, Calif.**, to 3-15-57; **KETV (TV) Omaha, Neb.**, to 6-27-57; **KSD-TV St. Louis, Mo.**, to 6-20-57; **KTVC (TV) Ensign, Kan.**, to 6-1-57.

Actions of December 10

KFNV Ferriday, La.—Granted license for am station and specify type trans.

WDMF Buford, Ga.—Granted license for am station.

WQXR New York, N. Y.—Granted license covering increase power, install DA-1 and change type trans.; condition.

KILO Grand Forks, N. D.—Granted license covering change ant.-trans. location, make changes in ant. system, operate trans. by remote control, and change type trans.

WICY Malone, N. Y.—Granted license covering change ant.-trans. location, change studio location, make changes in ant. (increase height) and ground system, operate trans. by remote control and specify type trans.

WKJG Fort Wayne, Ind.—Granted cp to make changes in ant. system (decrease height, remove fm ant. from No. 5 tower).

WNYS Salamanca, N. Y.—Granted mod. of cp to change type trans. and make changes in ant. (increase height).

WRIP Gloucester, Va.—Granted mod. of cp to change ant.-trans. location.

KAFA Colorado Springs, Colo.—Granted mod. of cp to change studio location, change type trans. and operate trans. by remote control.

KBKI Alice, Tex.—Granted authority to operate trans. by remote control.

WOOO DeLand, Fla.—Granted authority to operate trans. by remote control.

KPOO San Francisco, Calif.—Granted extension of completion date to 2-28-57; conditions.

KSBW Salinas, Calif.—Granted extension of completion date to 6-25-57; conditions.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Indian City Bcstg. Co., Anadarko, Okla.—Granted petition for dismissal without prejudice of its am application. Action Dec. 12.

Western Ohio Bcstg. Co., Greenville, Ohio—Granted petition for dismissal without prejudice of its am application. Action Dec. 14.

By Hearing Examiner Herbert Sharfman

James W. Miller, Milford, Conn.—Granted motion for continuance in am proceeding on its application, *et al;* evidentiary hearing is continued from Feb. 13 to March 13, 1957. Action Dec. 14.

Rochester, Minn.—On oral request of **WTCN Minneapolis, Minn.**, and without objection by counsel for **Rochester Bcstg. Co.**, Rochester, and Broadcast Bureau, ordered that time for filing proposed findings of fact and conclusions is extended from Dec. 18 to Dec. 28, in am proceeding on Rochester Bcstg. Co. Action Dec. 14.

By Hearing Examiner H. Gifford Irion

Islip, N. Y.—Upon oral request of **Great South Bay Bcstg. Co.**, Islip, *et al*, ordered that hearing re their am applications is continued from Dec. 14 to Dec. 21. Action Dec. 13.

By Hearing Examiner Basil P. Cooper

Casper, Wyo.—Granted joint petition of **Donald Lewis Hathaway** and **Casper Mountain Television Corp.** for continuance of further prehearing conference in ch. 6 proceeding from Dec. 12 to Jan. 8, 1957. Action Dec. 12.

Port Arthur, Tex.—Granted joint petition of **Port Arthur College, Smith Radio Co.** and **Jefferson Amusement Co.**, Port Arthur, for continuance of further hearing in ch. 4 proceeding from Dec. 13 to Jan. 3, 1957. Action Dec. 12.

By Chief Hearing Examiner James D. Cunningham

Gulf Isles Bcstg. Co., Palmetto, Fla.; Sunshine State Bcstg. Co., Bradenton, Fla.—Granted petition of Gulf Isles for dismissal without prejudice of its am application, and returned to processing line am application of Sunshine State. Action Dec. 17.

By Hearing Examiner Herbert Sharfman

Flint, Mich.—Granted oral request of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.**, Flint, for continuance of hearing from Dec. 17 to Dec. 18, in ch. 12 proceeding, Flint. Action Dec. 17.

December 18 Applications

ACCEPTED FOR FILING

License to Cover Cp

KCMS Manitou Springs, Colo.—Seeks license to cover cp which authorized new am.

WNIL Niles, Mich.—Seeks license to cover cp which authorized new am.

WSJM St. Joseph, Mich.—Seeks license to cover cp which authorized new am.

KGKO Dallas, Tex.—Seeks license to cover cp which authorized increase D power, install new trans. and make changes in DA-D pattern.

KWIC Salt Lake City, Utah—Seeks license to cover cp which authorized new am and specify type trans.

Tucumcari, N. M.—**Triple "S" Tv & Radio Clinic** seeks license to cover cp which authorized tv translator.

Modification of Cp

KTRI (TV) Albany, N. Y.—Seeks mod. of cp to extend completion date to 7-16-57.

WSPA-TV Spartanburg, S. C.—Seeks mod. of cp to extend completion date to 6-1-57.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp to extend completion date to 6-1-57.

KTVW (TV) Tacoma, Wash.—Seeks mod. of cp to extend completion date to 6-15-57.

December 19 Applications

ACCEPTED FOR FILING

License to Cover Cp

WWPF Palatka, Fla.—Seeks license to cover cp which authorized increase D power.

KYTE Pocatello, Idaho—Seeks license to cover cp which authorized new am and specify studio location as 355 Yellowstone, Pocatello.

WOW Omaha, Neb.—Seeks license to cover cp which authorized new ant. (increase height).

RENEWAL OF LICENSE

KUAM Agana, Guam; KHON Honolulu, KAHU Waipahu, both Hawaii; KPLK Dallas, KODL The Dalles, KOHU Hermiston, KWRC Pendleton, KGW Portland, KEX Portland, KLOR (TV) Portland, all Ore.; KBKW Aberdeen, KRIV Camas, KULE Ephrata, KING Seattle, KHFS Vancouver, KISW (FM) Seattle, KHQ-TV Spokane, all Wash.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9 00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Let's Go For Broke

PROGRESSIVE elements in broadcasting have tried for years to obtain some measure of relief from the inanely rigid law governing political broadcasting.

So far they have failed.

There are two main reasons why Section 315 of the Communications Act remains as an ugly obstruction to the free flow of political information and commentary:

1. Congressmen have a selfish interest in perpetuating a law which they can use to browbeat broadcasters into giving them access to the air when they are campaigning.

2. Broadcasters have never united in support of any one line of attack on the law. There have been divisions of support for this or that amendment. And from one group there has been a total lack of support for any change. This is the gaggle of goose-minded broadcasters who like things as they are, with a government law substituting for the somewhat more trying process of editorial judgment.

In past years we have said that the ultimate objective must be the elimination of Section 315, but coincidentally we have advocated several of the proposals for amendment. It was our view that, in the short range, Congress could be more easily persuaded to change the law than to repeal it.

In retrospect we now doubt whether any of the amendments proposed was in itself important enough to attract, or indeed deserve, united support from broadcasting. While all of the proposed amendments we have endorsed would relieve the situation, none could effect the permanent cure that so obviously must be sought.

Therefore, we now urge all broadcasters—including and especially those who to date have willingly ceded their rights and duties to the government—to unite in a campaign for repeal of Section 315.

The campaign can be organized through the NARTB, whose president, Harold E. Fellows, last week argued forcefully the broadcasters' case before a special House committee. It must be supported by all broadcasters who believe that radio and television are instruments worthy of the respect now accorded the press.



Drawn for BROADCASTING•TELECASTING by Sid Hix

"Guess who ran into our tv tower last night?"

Bitter Pill

AFTER seven years of investigation by the Federal Trade Commission and litigation in high courts, the Dolcin Corp. and three of its officials have been convicted of criminal contempt of court for continuing to broadcast false advertising.

It is hard to believe that a case so thoroughly litigated would turn out to be a miscarriage of justice. Hence, we must assume that Dolcin advertising was, in fact, misleading and that the company and its officials deserve the punishment of the court.

What gives us pause is that the questionable advertising was accepted—after a final decision by the Appellate Court—by so many radio stations. This fact will not embellish radio's record for screening advertising before it is put on the air, particularly after it became known that the Dolcin Corp. was under sharp attack both at the FCC and in the courts.

The radio system of America was built upon higher principles than those of the wandering medicine show. Radio has been a primary advertising medium for many legitimate pharmaceutical and proprietary products. Such advertising belongs on radio; indeed, radio has done a conspicuous job in that regard. If the medium accepts the illegitimate product, and by so doing makes suspect its reputation for integrity, it will hazard tarnishing the reputation of the legitimate product as well. That could lead only to withdrawal of the legitimate business.

Charles H. Campbell

LAST week thousands of Americans who knew him mourned the untimely death of Charles H. Campbell, chief of the British Information Services in America. Among them were scores of newsmen in radio and television who had been the beneficiaries of his vast knowledge and of his many kindnesses since the beginning of World War II when he joined the Embassy staff as first secretary in charge of public relations.

Ambassadors came and went, but Charlie Campbell stayed on. He was Her Majesty's unofficial ambassador of good-will. Doors opened everywhere in the British Empire when Mr. Campbell introduced a broadcaster or anyone else. He never argued the British Plan of state control of broadcasting as opposed to the American Free Enterprise system. But when Parliament decreed commercial competition in British television, he became the fountain-head of information and of cooperation in this country.

Great Britain will miss the genius of Charlie Campbell and his dedicated service to his nation. And American newsmen who knew him will miss a distinguished fellow craftsman and a beloved and highly respected friend.

Union or Goon Gang?

IN Youngstown, Ohio, nine days ago a swarm of goons in a picket line around WKBN-AM-TV assaulted the station's president and its farm director.

The National Assn. of Broadcast Employes and Technicians has been striking against WKBN for two months.

Whether the attackers were members of, hired by or merely sympathetic to NABET is not known. But no matter what their relationship, the union cannot dissociate itself from their acts. The violence occurred on a NABET picket line, and NABET must be held responsible.

Two years ago the equipment of KPIX (TV) San Francisco was sabotaged when NABET struck that station. Three technicians were "tried" by the FCC and their licenses suspended for 90 days as a punishment for their actions. The fact that the Commission later stayed the suspensions pending action on a petition for rehearing does not alter the basic element in the case—malicious tampering with property.

It would be wrong, of course, to assume that two incidents constituted a pattern of behavior. But what guarantee is there that there will not be a third or a fourth?

We imagine many members of NABET who feel a responsibility toward both their union and their employers are considering that question and wishing for an answer from their own NABET leadership.

If NABET does not immediately take steps to prevent future damage to person and property, it will be tacitly admitting that it has resorted, as a matter of policy, to the thug's type of labor warfare.

ON A PAGE otherwise concerned with death, violence, fraud and a struggle for freedom, the greeting "Merry Christmas" may seem frivolous. Yet we say it, meaning no frivolity. The origin of Christmas has been for billions the origin of hope and the triumph over worldly tragedy and evil. It is in that sense that we extend to all our readers our best wishes of the season.



is a
GOOD
time



KWK
TELEVISION

$758.00
invested in a daytime
KWK-TV campaign will buy

15 20-SECOND
announcements with
a total audience of

987,700 TV HOMES
a cost-per-thousand homes of
SEVENTY-SIX CENTS!

Daytime KWK-TV offers an effective campaign in America's NINTH MARKET at a cost within any advertiser's budget.

Popular local personalities and the daytime CBS network lineup offer outstanding adjacencies and 20.9% MORE AUDIENCE* than the number two station in St. Louis.

* **ARB NOV. 1956**
Sign on 'till 12 Noon Monday thru Friday

Get the full story now from your nearest KATZ man.

CBS TOP PROGRAMS OF TWO NETWORKS ABC

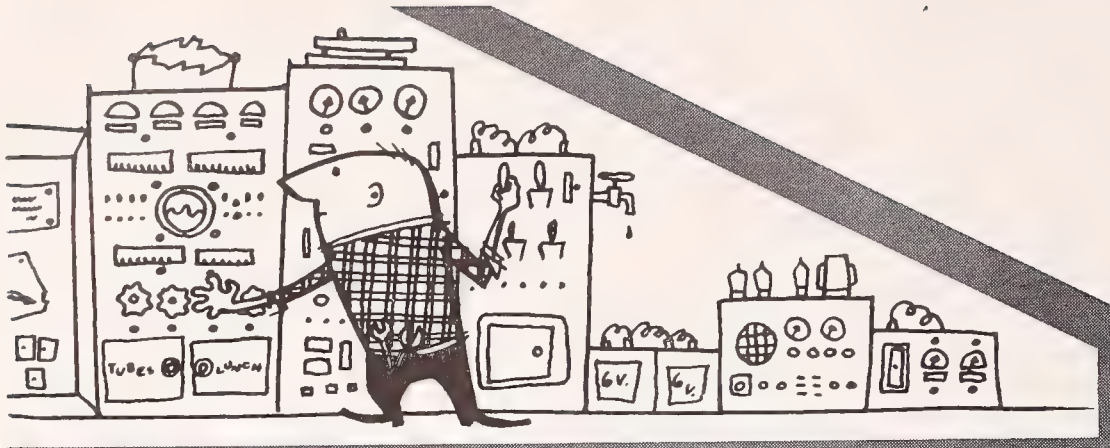
Represented Nationally by THE KATZ AGENCY, INC.

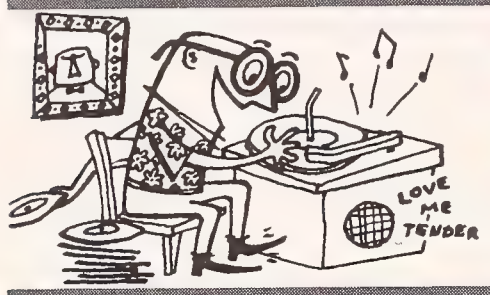
THE **LEADER** IN ST. LOUIS TELEVISION

KWK TV CHANNEL 4

Serving the Great St. Louis Market







KLIF
in Dallas



KFJZ
in Fort Worth

THE NATION'S 12TH LARGEST MARKET...

proudly announce the appointment of.....

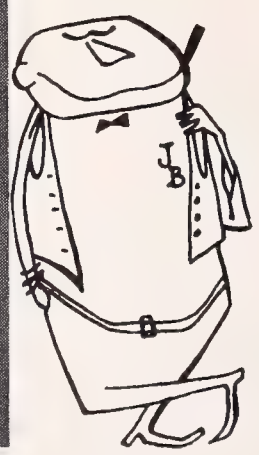
JOHN BLAIR & COMPANY

as exclusive national representative effective January 1, 1957.

Few major markets in America offer present volume and future potential to match Dallas and Fort Worth. Yet few large cities have such strong local rivalry. So the astute national advertiser gains four strategic advantages in using **KLIF-KFJZ — IN COMBINATION.**

1. He sells **DALLAS** through a strong **DALLAS** station — No. 1 in audience.
2. He sells **FORT WORTH** through a strong **FORT WORTH** station — No. 1 in audience.
3. He gains through the broad overlap of two 5000 W. transmitters.
4. He buys both on **ONE ORDER** — at **ONE RATE.**

Strengthen your position in this fast-growing key market of the Southwest. Call your nearest John Blair office for current data and availabilities on KLIF-KFJZ.



KLIF
2104 JACKSON ST. • DALLAS 1, TEXAS

KFJZ
4801 WEST FREEWAY • FORT WORTH 1, TEXAS

26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 31, 1956 35¢ PER COPY

IN THIS ISSUE:

Radio-tv in 1956: Recap of year's achievements, problems — Page 27

The spectrum: Already saturated, it faces more demands — Page 29

Radio curve swings up: $453 million revenue in 1955 — Page 67

ABC asks Celler to keep billings, rate cut figures secret — Page 70

20.2% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 20.2% more on drugs* than families in Grade B area of any other RICHMOND market TV station

Amount Spent on Drugs by Grade B Area Families

WXEX-TV $12,205,000

Station B $10,130,000

Station C $10,155,000

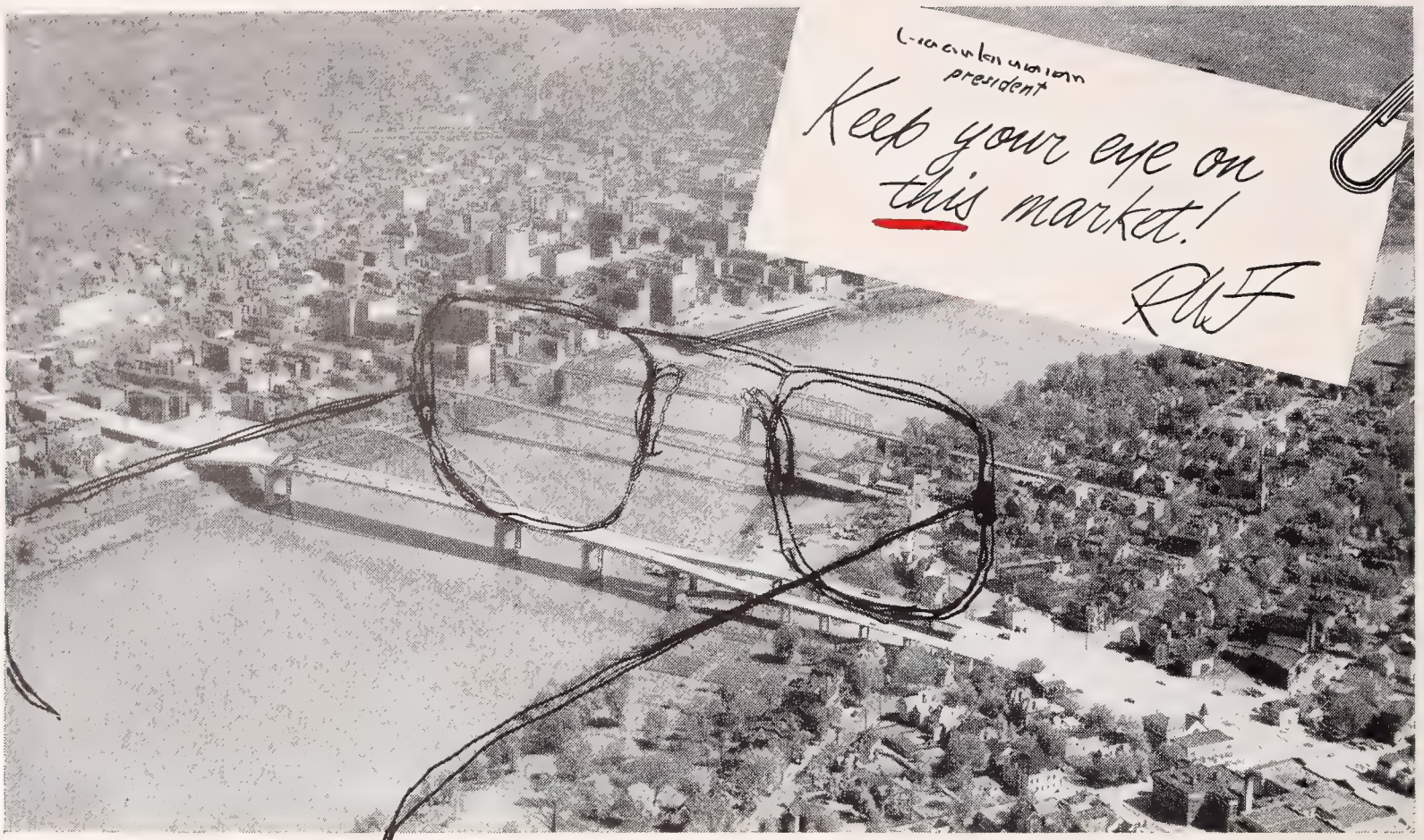
* Cosmetics, toiletries, hair preparations, packaged medications
Source: Sidney Hollander Associates

WXEX-TV

NBC BASIC—CHANNEL 8

Tom Tinsley, President — Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



The Wheeling Market is one of the fastest growing markets in

AMERICA

The Magazine of Wall Street says "In this Valley of the Ohio history is being written." Fortune observes, ". . . the Ohio boom is still in its infancy." For YOU it means increased sales by using the dominant advertising medium in this rapidly-expanding industrial heartland, WTRF-TV, Wheeling.

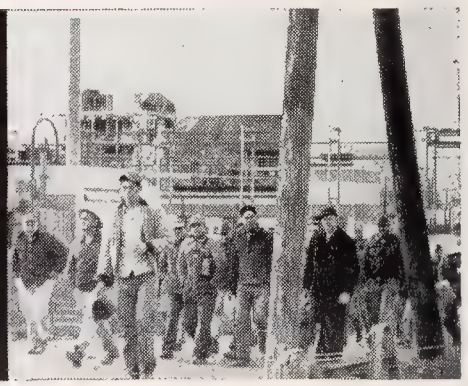
18 out of 25

The November A.R.B. in the Wheeling-Steubenville metropolitan area gives WTRF-TV 18 of the 25 most popular shows. (These figures are only for WTRF-TV and its "other network" competition.)

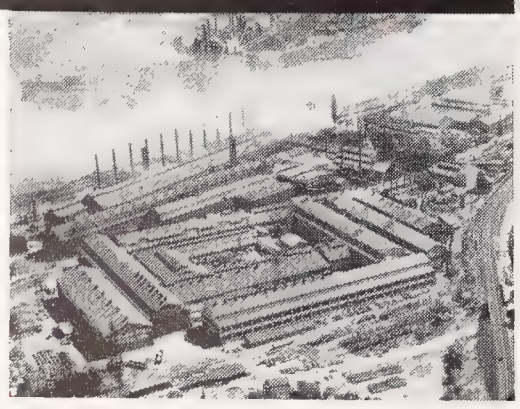
"a station worth watching"

wtrf-tv 7

Wheeling 7, West Virginia



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777



NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!



KGUL-TV'S NEW SUPER TOWER DELIVERS 1/4 OF TEXAS

KGUL's area coverage (with over 600,000 families) encompasses Galveston, Houston and the entire Gulf Coast. The buying power of this area represents 25% of the total buying power of the whole state of Texas. Here is a real Texas-size buy for your advertising dollars.

KGUL-TV is the only station delivering a primary city signal to both Galveston and Houston.

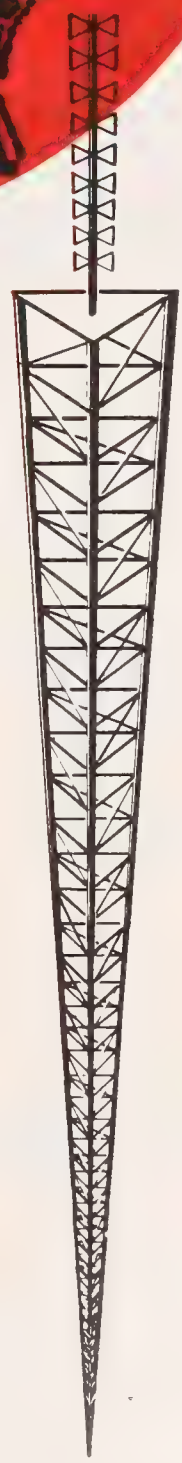
	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management

kgul TV

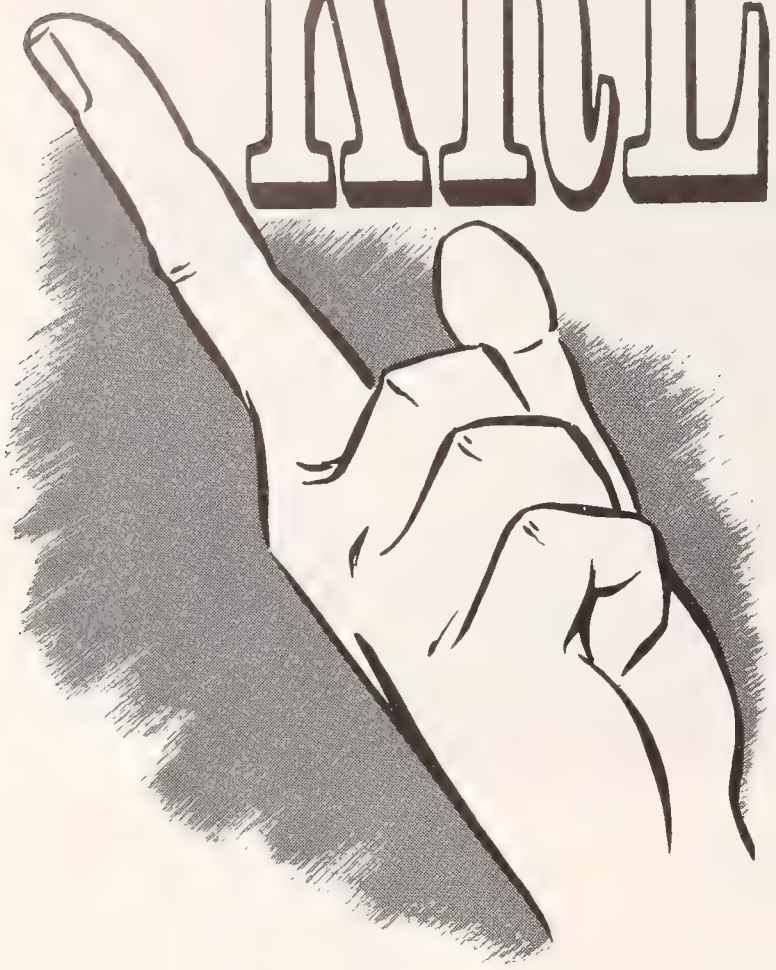
Galveston, Texas

Represented Nationally by CBS Television Spot Sales



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD RADIO • CBS • DALLAS



is the only Full-Time 50,000 Watt Station in the Dallas-Ft. Worth area!

- **ONE ORDER**
- **ONE BILLING**
- **MAXIMUM COVERAGE**
- **MINIMUM COST**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

KRLD

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit®

BREAK THROUGH • "Craven Plan" to drop tv table of assignments, thus permitting new tv stations to be assigned where they fit engineering standards, is odds-on favorite for adoption at Jan. 14 special meeting of FCC. Plan (exclusively reported in B•T Dec. 24; see editorial page 90 this issue) probably will be approved by 5-2 or 4-3 vote.

B•T

SINCE B•T's story, important entities—one network, one multiple owner and number of individual licensees—have advised Comr. T. A. M. Craven they go along with proposal to operate simultaneously on uhf and vhf in same market, or go for uhf repeaters, to encourage uhf and stimulate manufacture of all-channel receivers. FCC Broadcast Bureau understood to be 100% for plan but general counsel's office has misgivings over administrative aspects.

B•T

POLICY FACTORS • Here are policy highspots likely to be included in FCC's declaration to drop table of assignments: (1) Emphasis on preservation of tv as free competitive enterprise with minimum government regulation, with development evolutionary, looking toward all-channel receivers, less expensive methods of programming and of station operation; (2) that research program on uhf should continue, frankly recognizing that 12 vhf channels are inadequate and uhf is essential and capable of providing excellent service, if need be with automatic repeaters and higher power; (3) maintain existing mileage separations for immediate future, subject to changes if engineering evidence supports reductions; (4) forfeiture of construction permits which lie fallow; (5) encourage simultaneous vhf-uhf operation and repeaters; (6) equitable allocations guarding against concentration in larger and more attractive markets; (7) priority to educational needs on full showing of plans.

B•T

ELECTION of Sidney Matthew Weiss, executive vice president and treasurer, Lewin, Williams & Saylor Inc., New York, to presidency of agency expected to be announced end of this week. Mr. Weiss fills vacancy created when former president, A. W. Lewin, moved into new slot of board chairman two weeks ago.

B•T

INSIDE OUT? • What's next step in Philadelphia-Cleveland "swap" litigation? There's nothing certain, but indications are RCA-NBC will ask Philadelphia Federal District Court to make public all testimony given grand jury in Westinghouse-NBC exchange. Appearances were made by top executives of both RCA-NBC and Westinghouse Broadcasting Co.

MUTUAL is understood to be completing plans for testing two new network quiz shows described as "the largest quiz and gift giveaways in the history of broadcasting." MBS will conduct test in January on WJOC Jamestown, N. Y., with view toward launching programs—Million Dollar Quiz *and* National Quiz Championship *—on network on 17 times per week basis. More than $1.5 million in prizes reported to have been budgeted for programs, which are based on ideas conceived by Albert H. Morehead, nationally-known games editor of* Encyclopedia Britannica.

B•T

McCANN ON MOVE • McCann-Erickson has good chance to be biggest agency buyer of radio and television advertising in 1957. Agency, which ranked third in broadcast billings for 1956 with $76.4 million [B•T, Dec. 3] is now billing at rate of more than $100 million a year. Two that outstripped M-E in 1956 were Young & Rubicam ($82 million) and BBDO ($80 million).

B•T

REASON for McCann-Erickson's spurt in radio and television buying was, of course, acquisition of major broadcast-minded accounts in 1956. Among them: Coca-Cola, Liggett & Myers, Bulova, Mennen, Chesebrough, Esso, Swift and Nestle.

B•T

KEYT (TV) SALE PENDS • In final stages is sale of ch. 3 KEYT (TV) Santa Barbara for $1.5 million to group headed by Richard C. D. Bell, formerly identified with ownership of KPIX (TV) San Francisco. Mr. Bell heads newly formed Key Television Inc., organized to make purchase, with application to be filed with FCC as soon as corporate aspects are completed. KEYT is affiliated with ABC, CBS and NBC, and has been in operation since 1953. Stockholders who would sell include Colin M. Selph, president-general manager; Harry C. Butcher, owner of KIST Santa Barbara, board chairman; Arthur F. Marquette, retired head of Sherman & Marquette Inc., advertising agency, and Ronald Colman, film star.

B•T

KEYT sale reportedly is premised on desire of certain stockholders to retire and take capital gain. Mr. Bell would personally become directing head and reside in Santa Barbara. His associates not revealed but will include at least two Santa Barbara area residents. Mr. Bell was assistant to president of KPIX Inc., prior to its sale in 1954 by Wesley I. Dumm, majority stockholder, to Westinghouse Broadcasting Co. Agreement said to be $1.5 million for five years or $1.4 million cash.

PLUSH PITCH • Agency and advertiser people can get set, en masse, for big pitch with all trimmings from ABC-TV. Network has reserved grand ballroom of New York's Waldorf-Astoria Hotel for Feb. 13, with obvious expectation of filling it—1,500 to 2,000—for major presentation on ABC-TV's re-energized plans and progress. By something less than coincidence, it's same showplace where TvB scored impressively with similar advertiser-agency audiences in presentations started when Oliver Treyz, now vice president in charge of ABC-TV, was president of TvB.

B•T

WAYNE COY, former FCC chairman and chief consultant on broadcasting to Time Inc., was expected to return home last week-end from hospital in Albuquerque where he had been confined for week because of slight heart seizure. He had attended NBC 30th anniversary convention in Miami Beach fortnight before and had been in middle of Time-Bitner negotiations (B•T, Dec. 24), which presumably brought recurrence of mild angina attack.

B•T

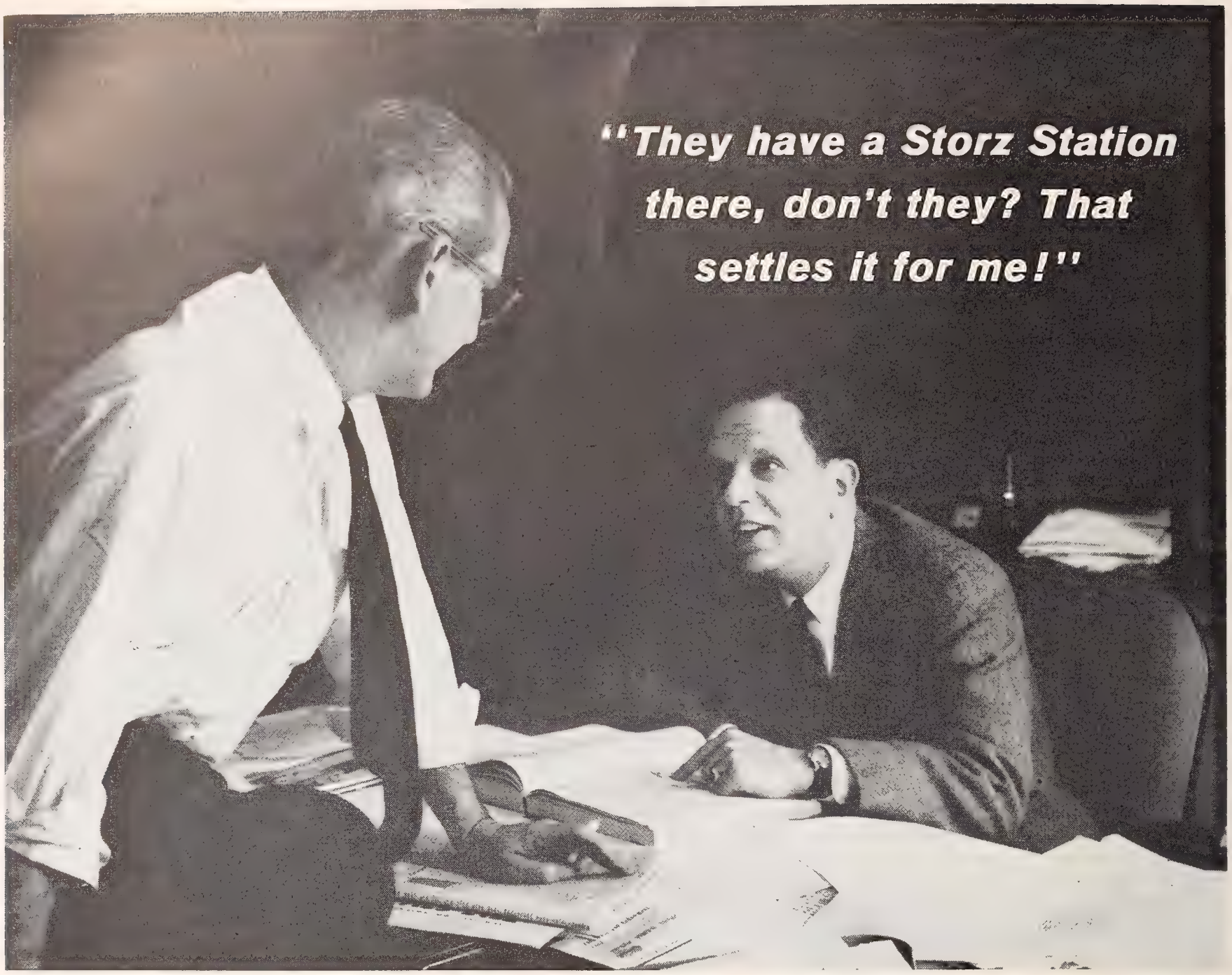
THE GENERAL REGRETS • Brig. Gen. David Sarnoff, RCA chairman who has served federal government on numerous high-level special assignments over years, rejected appointment as chairman of Hungarian Relief. It is understood that when offer was made, Gen. Sarnoff regretfully declined because of pressure of other activities, including Dept. of Justice complaint against RCA-NBC on Westinghouse Philadelphia-Cleveland swap.

B•T

CAMBELL SOUP CO., Camden, N. J., which earlier this year bought Television Programs of America's Count of Monte Cristo *for Puerto Rican showing, plans to look at other film shows for placement in Cuban and Venezuelan markets in about three months. Campbell's international agency, Robert Otto & Co., New York, will not make decision until beginning of client's fiscal year.*

B•T

WAIVER FOR STORER? • Action may come this week or next on new Storer petition to waive multiple ownership rule to allow it to acquire ch. 3 KSLM-TV Salem and move station to Portland to supplant ch. 27 KPTV (TV). Case has been docketed for early consideration and several members of FCC are known to be sympathetic in light of losses now being incurred by pioneer uhf operation. Waiver of rule would preclude necessity of rule-making to change existing regulation limiting vhf ownership to five, and would be premised upon exigencies of pioneer uhf operation in predominantly vhf market and fact that ch. 3 isn't being used in Salem and lies idle.



In any of these 5 important markets... you talk to the big audiences with the "Storz Station!"

MINNEAPOLIS-ST. PAUL . . . with *WDGY* It's very nearly unanimous. Hooper, Nielsen, Pulse *and* a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with *KOWH* Now in its sixth year of first place dominance. Latest Hooper—47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with *WHB* First per Hooper, first per area Nielsen, first per Area Pulse, first per Metro Pulse. 87%renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with *WTIX* Still rocketing, still in first place, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC. or WTIX GM FRED BERTHELSON.

MIAMI . . . with *WQAM* It's happened! In less than 3 months of "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share)...afternoon (32.6%) . . . and all day! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

at deadline

Brown & Williamson Buy Sells Out NBC News

SALE of second half of its forthcoming hourly newscast series to Brown & Williamson Co. [CLOSED CIRCUIT, Dec. 24] being announced today (Mon.) by NBC Radio, which said it booms that network's sales total for December to $7 million net.

Other half of newscast series was sold earlier to Bristol-Myers Co. Each half represents approximately $2.1 million net annual billing to NBC Radio. William K. McDaniel, vice president in charge of radio network sales, said in announcing sellout that it represents largest radio news purchase in history of broadcasting. Series consists of 17 five-minute newscasts daily—7 a.m. to 11 p.m. EST, Monday through Friday—and is to start Jan. 14 as part of overall plan for strengthening NBC Radio sales and programming [B•T, Nov. 12 et seq.].

Sellout of hourly newscasts, coupled with other sales in past few weeks, prompted jubilant network officials to call this period one of biggest, in terms of billings, that network radio has had in years—including plusher pre-tv years. They also noted that these sales support NBC President Robert W. Sarnoff's position, expressed in exclusive interview in B•T Nov. 26, that network radio—certainly NBC Radio—is now on the way up again.

Newscast sale to Brown & Williamson was placed through Ted Bates & Co., New York. Earlier one to Bristol-Myers was through Young & Rubicam. Other sales in $7 million total since Dec. 1, officials said, included orders from Coldene, Lambert Pharmacal, Ex-Lax, Olin-Mathieson Chemical Corp., RCA, Motorola, Liggett & Myers, automotive division of American Motors, Norwich Pharmacal Co., and Kiplinger magazine.

GE Executive Predicts 4% Hike in Tv Set Sales

ALTHOUGH tv set sales tapered off in 1956 to approximately 6.9 million from 7,422,000 in 1955, sales in 1957 will be about 4% over 1956 total, it was predicted yesterday (Sun.) by Herbert Riegelman, general manager, tv receiver department, General Electric Co.

Mr. Riegelman reported that increase in 1957 is expected to result from larger set replacement business, enlargement of multiple set market and further expanson of broadcast facilities. He added that color tv is not expected to be "a demand item" in near future, but will eventually develop into "a significant factor."

In separate announcement, H. Brainard Fanchler disclosed that GE will convert its 175,000 square foot tv picture tube plant in Buffalo to manufacture of transistors early in 1957. He estimated that industry would be producing around 480 million transistors by 1965, or 4,000% more than in 1956.

Murrow Radio Cutback Denied

REPORT that Edward R. Murrow, CBS newsman, would reduce radio broadcasts now sustaining, except for regional advertiser three days per week on West Coast (CBS Radio, Mon.-Fri., 7:45-8 p.m. EST), denied Friday by CBS spokesman who indicated new sponsorship interest in program.

AFTER YOU, ALPHONSE

WHAT WITH dramatic programs searching far and wide for material, it was bound to happen. Two NBC shows, *Kraft Television Theatre* and *Armstrong Circle Theatre*, had been working simultaneously but independently on different scripts based on Divorcees Anonymous, Chicago organization that offers aid in attempting to reconcile married couples considering divorce. When Kraft learned Armstrong already had scheduled play on subject for Jan. 8, Kraft canceled its Feb. 6 program. Armstrong's production unit, Talent Assoc., had contract signed last August with divorce organization while Kraft had sent script writer to Chicago to work out play. Armstrong later learned about conflict when one of its executives heard aired announcement of Kraft's plans, then phoned Kraft which later cancelled its planned production.

Deintermixture Replies Filed, Total Expected to Pass 100

NEARLY 70 reply comments on FCC proposals to deintermix 13 tv markets received at Commission Friday, deadline for replies. Others, in mail, which won't be received until today (Mon.), will probably up figure to 100-plus [B•T, Dec. 10, 3].

Proposed changes were outlined last June [B•T, July 2]. They involve: Springfield, Ill.-St. Louis, Mo.; Hartford, Conn.-Providence, R. I.; Peoria, Ill.-Davenport, Iowa-Rock Island-Moline, Ill.; Norfolk - Portsmouth - Newport News, Va.-New Bern, N. C.; Albany-Schenectady-Troy-Vail Mills, N. Y.; New Orleans, La.-Mobile, Ala.; Charleston, S. C.; Madison, Wis.; Duluth, Minn.-Superior, Wis.; Miami, Fla.; Evansville, Ind.; Elmira, N. Y.; Fresno-Santa Barbara, Calif., and Columbia, S. C.

ABC and NBC were only networks represented among Friday replies. ABC reoutlined plan to strengthen uhf, basis of which are reduced separations, some transfers of existing vhf's and deintermixture. Reply pointed out that with few channel changes "allocation defects in 23 of the most critical problem markets" could be remedied. NBC reported against a counterproposal by ch. 43 WICC-TV Bridgeport to add ch. 3 to Bridgeport as well as Providence, R. I. The original proposal calls for deletion of ch. 3 Hartford, Conn., and its reassignment to Providence.

Those reporting stuck rigidly to their previous positions and attacked comments by others which would adversely affect their interests. There was one change: Joint Committee on Educational Tv withdrew its support of proposal to assign ch. 3 to Providence, claiming it can't be done in keeping with present mileage separation standards.

Welcome to '57 Sold on ABC-TV

DODGE and PLYMOUTH DIVS. of Chrysler Corp. to sponsor special 2½-hour yearend show on ABC-TV tonight (Monday), starting at 10:30 p.m. EST, featuring music of Lawrence Welk and Ray Anthony. Agency: Leo Burnett Co.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 54.

BLAIR PACKAGE • Saturation spot campaign on 35 radio stations represented by John Blair & Co., reported bought by Marlboro cigarettes through Leo Burnett Co., Chicago. It's also understood firm will buy additional stations in other markets. Blair special lineup known as "National Saturation Group." Current buy, on 52-week basis, believed to approximate $750,000.

BEECHNUT BUSINESS • Lifesavers Beechnut Corp. (Beechnut gum) placing 10-second radio spot announcement campaign in about 50 markets starting Jan. 7 for 52 weeks. Spots will run from 50 to 70 per week in each market. Young & Rubicam, N. Y., is agency.

BREEZE BUYING • Lever Bros.' Breeze, N. Y., buying radio spot announcement campaign to start Jan. 13 for four weeks in number of markets. BBDO, N. Y., is agency.

WANTS MATES • Jacob Ruppert Brewery, N. Y., which last year signed $4.8 million contract through Biow-Beirn-Toigo to sponsor all home games of New York Giants baseball club through 1959 season on WPIX (TV) New York and on radio via WMCA New York, reportedly trying to cut down burden of cost by looking for two other advertisers to pick up at least two thirds of sponsorship. Cost is estimated at $1.2 million per season, of which $605,000 is tied up in club rights, rest in time, production and talent. Ruppert agency now is Warwick & Legler, N. Y.

TWO-SHOT EXTRA • Pharmaceuticals Inc. will pick up tab on extension of one-hour *Ted Mack Amateur Hour*, regularly Sundays, 7:30-8:30 p.m. EST, on ABC-TV, to 90 minutes, 7:30-9 p.m. EST, on Jan. 6 and 13 when show will originate in Miami, Fla. Edward Kletter & Assoc., N. Y., is agency.

BACK FOR EIGHTH • American Tobacco Co. (Pall Mall cigarettes) renews *Big Story* on NBC-TV (three out of four Fridays, 9:30-10 p.m.) for eighth consecutive year, effective March 1. It alternates with Vick Chemical. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

'CHOICE' RE-CHOSEN • Borden Co., through Young & Rubicam, and Procter & Gamble, through Compton Adv., renew *The Peoples Choice* on NBC-TV (Thurs., 9-9:30 EST) for 26 weeks, effect Jan. 3. Renewal announced Friday by Irving Brecher, creator-producer at McCadden Productions, Hollywood.

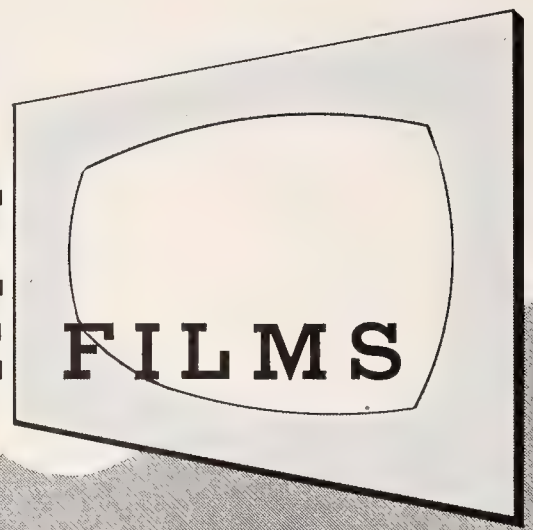
'ALLEN' SALE • Vitamin Corp. of America (Rybutol vitamins and Intracel analegesic) signs to sponsor one-third of four Steve Allen programs on NBC-TV (Sun., 8-9 p.m. EST). Four are Jan. 20, Feb. 17, March 3, March 31. Agency: BBDO, N. Y. With this sale, NBC said, Allen is sold out for first three months of 1957 except for one-third of one show.

Continues on page 9

ALL 4 MEREDITH TV STATIONS

Take Pleasure In Presenting

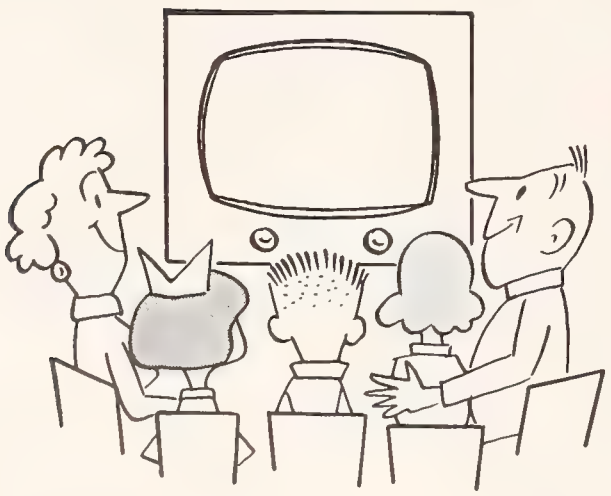
The MGM FEATURE FILMS





. . . another reason why

MEREDITH STATIONS



continue to be

"One of the Family"

For full details concerning availabilities and rates, please contact the station or its reps.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

$1.5 Million Sales Made By 'Today-Home-Tonight' Trio

SIGNING of 18 advertisers for participations on NBC-TV's *Today*, *Home* and *Tonight* programs representing more than $1.5 million in gross billings reported Friday by Roy Porteous, manager of NBC-TV participating program sales. Described as "second major upswing" in past two months for T-N-T, contracts call for total of more than 200 participations.

Advertisers signing for new or renewed contracts running variously through 1957 include Sloane-Delaware Products Div. of Congoleum-Nairn Inc. (floor coverings) (E. T. Howard Co., agency); Paillard Products Inc. (typewriters, Bolex cameras) (Fuller & Smith & Ross); Yardley of London Inc. (men's toiletries) (N. W. Ayer & Son); Simplicity Pattern Co. (Grey Adv.); Donahue Sales Corp. (Talon zippers) (McCann-Erickson); Evinrude Motors Div. of Outboard Marine Mfg. Co. (Cramer-Krasselt Co.); Edison Electric Institute (Fuller & Smith & Ross); Polk Miller Products Corp. (Sergeant's pet products) (N. W. Ayer & Son); Patterson-Sargent Co. (paints) (D'Arcy Adv.); W. F. Young Inc. (Absorbine Jr. liniment) (J. Walter Thompson); C. H. Musselman Co. (canned apple sauce) (Arndt, Preston, Chapin, Lamb & Keen); Vitamin Corp. of America (BBDO); California Packing Corp. (Del Monte canned fruits and vegetables) (McCann-Erickson); J. P. Stevens & Co. (Bryan Houston); Hess, Goldsmith & Co. Div. of Burlington Industries; Bristol-Myers (Bufferin) (Young & Rubicam); Sterling Drug (Philip's Milk of Magnesia), and National Carbon Co. (Eveready flashlights and batteries) (William Esty Co.).

Santocroce Leaves Ruppert, Heads Compton's Coast Division

THOMAS R. SANTOCROCE, vice president and general sales manager of Jacob Ruppert Brewery (Ruppert, Knickerbocker beers), New York, will join Compton Adv., N. Y., San Francisco and Los Angeles, tomorrow (Tues.) as vice president in charge of west coast operations, Compton President Barton A. Cummings is announcing today (Mon.). Mr. Santocroce will headquarter in San Francisco. He was vice president in charge of merchandising at former Biow-Beirn-Toigo agency before coming to Ruppert in January 1955. Waldo H. Hunt and Norman A. Mork, vice presidents and managers of Los Angeles and San Francisco offices, respectively, will continue in those capacities.

Cone Predicts Advertising Up 10%

BROADCAST and other media will share in a minimum 10% increase for all advertising in 1957, with estimated total over $11 billion, Fairfax M. Cone, president of Foote, Cone & Belding, predicted Friday in business outlook statement. He said outlook is "bright one, barring war," foreseeing large number of new products introduced, ranging from toilet soaps in color and new instant foods to electronic ovens and new Edsel automobile. "Each one of these new products means new distributive activity, new advertising and a greater volume of national production," he commented.

PROXIMITY

WIP Philadelphia had grandstand seat Friday at nine-alarm fire in building next to WIP studios. Station utilized whole staff, including executives and salesmen, to cover. First on scene were Benedict Gimbel Jr., president and general manager, Ralf Brent, vice president, and Gene Milner, personality, who were having meeting when smoke started to come in window. Grabbing tape recorder, Messrs. Gimbel, Brent and Milner had on-the-spot description on air within minutes.

McCaw to Buy Two More; KVOR Sale Also Filed at FCC

AMONG applications filed Friday seeking FCC approval of station sales was $650,000 purchase of KDAY Santa Monica-KCOA (TV) Corona, both Calif., by broadcaster J. Elroy McCaw interests. KDAY is daytimer on 1580 kc with 10 kw (cp for 50 kw). Ch. 52 KCOA was granted in 1953, but has never been on air. Selling stations is KOWL Broadcasting Co., J. D. Funk, president [B•T, Nov. 12]. KOWL balance sheet as of Oct. 31 showed total assets of $197,922 of which $33,310 were current; total current liabilities of $39,660, and deficit of $43,398. From last Jan. 1 to Oct. 31, company had net loss of $60,637, balance sheet showed.

Also filed: $142,000 sale of KVOR Colorado Springs, Colo., by Riggs & Greene Inc. Purchasing group is headed by Charles Dunbar, sales manager of WERE Cleveland, Ohio. Riggs & Greene balance sheet (Oct. 31) showed total assets of $149,975 ($25,655 current), current liabilities of $13,857 and deficit balance as of June 30 of $4,718. From that date until date of balance sheet, company had net loss of $6,279, application showed.

TvB Mulling Data Expansion

POSSIBILITY of compiling network tv expenditures on regular basis by advertiser and by brand—as complement to TvB's reports on spot tv spending—will be explored by TvB research committee at meeting announced Friday for Jan. 3 in New York. If it proves feasible, TvB would like to show advertisers' network expenditures by quarter, and figures by advertiser and by brand on annual basis.

Committee is headed by Melvin A. Goldberg, Westinghouse Broadcasting Co. Other members: Dr. Thomas E. Coffin, NBC; C. Wrede Petersmeyer, KOTV (TV) Tulsa; Daniel Denenholz, Katz Agency; Jack Burney, WBTV (TV) Charlotte, N. C., and Dr. Leon Arons, TvB research director.

Horwich, NBC-TV Part Ways

DR. Frances R. Horwich, founder and conductor of *Ding Dong School* on NBC-TV (Mon.-Fri., 10-10:30 a.m. EST), announced last Friday that NBC has released her from her contract and has relinquished to her all its interests and rights in *Ding Dong School*. Final program was carried on NBC-TV Friday, and future plans for show will be announced shortly.

PEOPLE

LESTER A. SWENSON and **ROBERT W. YOUNG JR.,** respectively account executive and account supervisor, Kenyon & Eckhardt, elected vice presidents. Mr. Swenson formerly was with Lewin, Williams & Saylor; Mr. Young with Golden Gift Inc. (fruit juices) as vice president, and before that, brand manager with Procter & Gamble.

LEONARD H. GOLDENSON, president, American Broadcasting-Paramount Theatres, appointed a director of Advertising Council. He fills vacancy left by resignation of former ABC President Robert E. Kintner.

• BUSINESS BRIEFLY

Continues from page 7

TV FOR ROLAIDS • American Chicle Co. (Rolaids), N. Y., placing television spot announcement campaign starting Jan. 7 for 26 weeks. Ted Bates & Co., N. Y., is agency.

CHICLE CAMPAIGN • American Chicle Co. (gum), N. Y., through Dancer-Fitzgerald-Sample, N. Y., buying one-minute television spot announcement campaign which starts Jan. 1 for 20 weeks.

MEDIA TEST • Monarch Wine Co. (Manischewitz wines), Brooklyn, N. Y., conducting unusual 6-month campaign in Syracuse, Toledo, Allentown and Norfolk, testing combined effectiveness of newspaper-broadcast advertising as against broadcast advertising only. Manischewitz on Oct. 1 launched exclusive radio-tv drive, and now will supplement drive by adding printed copy. Agency: Emil Mogul Co., N. Y.

SPUD TESTS • Philip Morris Inc.'s new Spud (menthol-tipped filter brand) expected to make first use of spot radio after Jan. 1 in several test markets, among them Dallas, Detroit and Atlanta. Agency: Ogilvy, Benson & Mather, N. Y.

EVEREADY READY • National Carbon Co. (Eveready batteries), N. Y., through its agency, William Esty & Co., N. Y., requesting availabilities for radio spot announcement campaign to begin Jan. 21 for 15 weeks, five spots per week on each station.

SHIRT DRIVE • Mat-Nast Inc. (clothing manufacturers), Kansas City, newest account at Lewin, Williams & Saylor, N. Y., will launch market-by-market radio-tv spot drive for its bowling shirts at end of January. Mat-Nast's campaign will get underway in Madison, Wis., and will hit such cities as Indianapolis, Rochester, N. Y., and Detroit before culminating pre-bowling season drive this summer with lineup of nine major markets.

BIG PLANS • General Cigar Co. planning "big television drive" for its Corina cigars in 1957, through Edward H. Weiss & Co., Chicago (formerly Weiss & Geller Inc.). Perk Dog Food Co. mapping introductory campaign in tv and newspapers in selected markets for its new Peak dog food product also early in year through same agency.

DOG FOOD SPOTS • Forst Packing Corp. (Friends canned dog food), Kingston, N. Y., in line with move to expand distribution, plans use of spot radio for 13-week cycle in Philadelphia and New York in early March, hopes to extend its radio coverage nationally.

KREMENTZ CONSIDERING • Krementz & Co. (men's jewelry), Newark, N. J., said to be considering broadcast advertising for first time. Lewin, Williams & Saylor, N. Y., agency, talking about possible 13-week test spot radio drive in New York, Atlanta and Minneapolis starting in April.

the week in brief

BILLINGS CONTINUE CLIMB

And all signs point to another increase in 1957. Young & Rubicam led field with $82 million in radio-tv billings. BBDO was close behind with $80 million total *27*

MOVING DAYS ON AD ROW

Analysis of 1956 advertisers shows many major radio-tv users shifted agencies. Disappearance of Biow-Beirn-Toigo one of major developments *28*

FCC SCANS THE SPECTRUM

First close look at allocations in decade planned by Commission. First step is study of frequencies above 890 mc; 25-890 mc may be next *29*

RADIO MAKES NEWS IN 1957

Major advertisers increase use of medium. Radio Advertising Bureau gives stations chance to tell stories of their influence. Spot estimated at record $150 million *29*

MAJOR STUDIOS INVADE TV

Feature films from pre-1948 libraries made available during 1956. Gigantic ratings claimed as more recent product is made available. Networks show concern *35*

NEW HIGH IN RADIO, TV SALES

Increase of 10% in applications filed, or total of 1,085, shown by FCC in report for fiscal year. Over $75 million involved in station changes ..*36*

NETWORKS MAKE MAJOR CHANGES

Top-level executives switched posts in 1956 as policy controversies and normal adjustments take place. Important changes made in programming during the year *38*

WHAT WILL NEW CONGRESS DO?

All investigation records were broken in 1956. Several reports still to be issued by federal probers. And 1957 will probably see many more committee forays *42*

FACTORIES HAVE BIG YEAR

Production and sales totaled $5.9 billion in 1956, up 15%. Tv set output leveled off to 7.3 million; home radio output up 20%, auto models down 25% *46*

MORE RADIO, TV GAINS IN 1957

Richard P. Doherty, in analysis prepared for B•T, sees new highs. Prospects for business are bright for first half of year but recession may follow *50*

RADIO REVENUES, PROFITS RISE

FCC report for 1955 shows increase of 1% in revenues and 10% in profits. Total radio revenues were $453.4 million with $46 million in profits .*66*

ABC-TV WANTS BILLINGS SECRECY

Network requests House Antitrust Subcommittee not to make contract information public because discounts are in excess of those in rate card .*70*

COURT SHORTHAND BAN FOUGHT

KFMB-TV goes to appellate court as San Diego judge refuses to let station newsman use stenographic help at trial. Hearing is scheduled Thursday *60*

RCA AGAIN PASSES BILLION

Total income of $1,125 million reported by Gen Sarnoff. Loss in color television was $6.9 million in 1956. Modest color profits seen in late 1957 ..... *74*

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*Reg. U. S. Patent Office

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1957
RESOLUTION:
Buy KENS-TV in San Antonio
CBS
TOOT
EXPRESS-NEWS STATION

A
Happy New Year
and a
HAPPY NEW
REPRESENTATIVE
ARE IN STORE FOR
WKBV
RICHMOND, INDIANA
250 W — 1490 KC — ABC Affiliate
THE GATEWAY STATION
Serving Eastern Indiana and Western Ohio
and
WBAT
MARION, INDIANA
250 W — CBS RADIO AFFILIATE — 1400 KC
ALL THE BEST IN MUSIC,
NEWS AND SPORTS
Effective Tomorrow
THESE
HOOSIER STATIONS WILL
BE REPRESENTED BY
EVERETT-McKINNEY
New York 17—40 E. 49 St., Tel: Plaza 9-3747
Chicago 11—400 N. Michigan Ave., Tel: Superior 7-9052
Beverly Hills—111 N. LaCienega Blvd., Crestview 5-2022
San Francisco—233 Sansome St., Tel: Yukon 6-2396
A CALL TO ANY OF THE ABOVE
OFFICES WILL BRING DETAILS ON
HOW THESE STATIONS ARE
FIRST IN
COMMUNITY
SERVICE
FIRST IN
AUDIENCE
FIRST IN THE
HEARTS OF THEIR
LISTENERS
INVESTIGATE TODAY

THE McBOING-BOING SHOW

SINCE 1950 or thereabouts, UPA has been turning out a stream of consistently clever, adult and sophisticated theatrical cartoon features that have caught the fancy of practically everybody, something that hasn't happened since 1938 A. D.—After Disney. (As to Disney, we lost him shortly after his characters began to behave less like Disney creations and more like movie stars.)

Thanks to keen showmanship (and no doubt an awareness of the tv inroads *Disneyland* has been making these past two years), CBS-TV has brought UPA to the medium. In doing so, they have brought to tv the stories of Henry Henry, the Freezyum man "who changed his tune"; of Raoul Dufy and his invisible mustache; of little Gerald McCloy who couldn't talk but only give out with exquisite sound-effects, to name but some. It looks as if tv and Hollywood have at last effected a happy marriage in this sense: not only are these features unusual in story content and two-dimensional execution, but in the fact that though originally designed for color showing in "art theatres" they look pretty good in black-and-white on tv screens in "non-art" homes.

While our enthusiasm for the UPA product is unlimited, we would wish to register a protest against the way it's being introduced on these Sunday afternoon programs. Granted, the plot of having Gerald McBoing-Boing "talk" with host Bill Goodwin is different; it also shows signs of becoming cloyingly cute. Well, maybe it's just a matter of waiting to learn the audience composition. Either that, or waiting for a sponsor.

Production costs: $55,000.
Sustaining. Telecast on CBS-TV, Sun., 5:30-6 p.m. EST.
Produced by UPA Pictures Inc., for CBS-TV. Executive producer: Stephen Bosustow; producer: Robert Cannon; asst. producer: Bill Scott; color: Jules Engel; music: Lyn Murray; theme music: Chico Hamilton.

A CHRISTMAS SURPRISE

WE WERE reminded, a week ago Monday, of a somewhat recent Peter Arno cartoon in *The New Yorker* magazine showing the lady of the house in complete disarray (hair in curlers, cold cream still on, clutching an open housecoat), peering through a crack in the open door at a battery of CBS cameramen and electricians and the bright young executive resplendant in Brooks Bros. furnishings and screaming "My God . . . I thought Mr. Murrow said *Tomorrow*."

The reminder seemed appropriate because on Christmas Eve, the proprietors of *Studio One* attempted to show us what would happen if Murrow & Co. took their *Person-to-Person* cameras into the home of a "typical" American family, the Charles Francis Diggers of Forest Hills, N. Y. Paul Crabtree's original script contained sufficient humor and freshness to service a 30-minute program, which was unfortunate, because *Studio One* lasts a full hour. Despite the fact that more often than not the parody was applied by a spiked club instead of a dainty feather, "A Christmas Surprise" did contain some genuinely funny situations. Among them:

Evelyn Diggers the harried hausfrau (superbly portrayed by Kathleen Maguire), skipping in and out of camera range like a nervous rabbit, while a near-apoplectic floor manager (Kenneth Utte) keeps popping into the pictures to give the lady her cues. The husband, Charlie, marvelously underplayed by Orson Bean, returning home two hours behind schedule following an altercation with the local gendarmerie and proceeding to vent his fury at his niggardly employer and cophood in general, not giving a good damn for the live cameras, the nationwide audience and the perplexed host; *Sotto voce* comments about the neighborhood choraliers who just happened to "drop by" after nearly freezing to death outside in a snowbank, waiting for the program to go on.

In general, though, the confusion of the production soon began to lend itself to tedium, overpowering the freshness of Mr. Crabtrees idea. As the "host," comedian Robert Q. Lewis did as well as could be expected.

Last Monday's was the first production under the banner of Gordon Duff (producer) and Robert Mulligan (director) since their days on *Philco-Goodyear Playhouse.*

Production costs: Approximately $50,000.
Sponsored by Westinghouse Electric Corp. through McCann-Erickson, on CBS-TV, Mon., 10-11 p.m. EST.
Original story by Paul Crabtree.
Stars: Robert Q. Lewis, Orson Bean, Kathleen McGuire, Luis Van Rooten, Luke Halpin, Kevin Coughlin and others.
Producer: Gordon Duff; director: Robert Mulligan; assoc. director: Frank Leicht; asst. producer: Joe Scully; program asst.: Candy Finkler; sets: Bob Markell, Ken Krausgill; lighting: Greg Harney; costumes: Leslie Renfield; story editor: Florence Britton; musical director: Arthur Thebado.

LITTLE WOMEN

IT WOULD be hard to think of a more appropriate Christmas afternoon program than "Little Women," last Tuesday's offering of NBC-TV's *Matinee Theatre.* Softly sentimental, but neither rising to dramatic excitement nor sinking into sticky sweetness, the telecast evoked the pleasant nostalgia of a book half remembered from childhood days, exactly the right atmosphere in which to digest an outsize turkey dinner.

NBC's production was worthy of the subject matter. Elaine Ryan's adaptation of Louisa May Alcott's simple story captured the spirit of the original so admirably that it would be cruel to complain that the soliloquy which opened each act was a technique lifted bodily from the story of another family group, telecast each week on another tv network.

And the cast, under Boris Sagal's direction, portrayed their roles in precisely the right way. Judith Braun, who carried the brunt of the story as tomboyish Jo, the writing member of the March clan, was exactly

TUNE-TEST

America's New Radio Quiz Sensation!

Ideal for stations with the Music – News – Sports format

Here is the quiz show "package" for modern 1957 radio programming — the show that hits the jackpot in ratings.

Can be programmed as a 15-minute show "across-the-board"; two 15-minute shows per day; as a half-hour show "across-the-board" —or integrated into a disc-jockey show (or as a 5-minute show several times a day).

A TREASURE-TROVE OF FREE AWARDS

WATCHES	ELECTRIC BROILERS
LUGGAGE	VACUUM CLEANERS
CLOTHING	CHINAWARE
COOKING WARE	DIAMOND RINGS
CAMERAS	CLOCKS
LAMPS	JEWELRY
RADIOS	ELECTRIC SHAVERS

and many, many others

Send for audition disc, brochure, prices

RADIO FEATURES, INC.

Walter Schwimmer, Pres.

75 E. Wacker Dr., Chicago 1, Ill., FRanklin 2-4392

TUNE-TEST also sold in association with BERTRAM ADV. CORP., N.Y.C.

Stations Rave About TUNE-TEST

(December 1956 comments)

We are certainly happy to tell you that TUNE-TEST, which we have been running from 11:30 to 11:45 A.M., is in first place in Baltimore according to the September-October Pulse. This is the first time for some time we've been in first position during this part of the day. It is the only quarter hour between 10 A.M. and 12 noon where we are in first place.

R. C. EMBRY, *Vice- Pres.*
WITH—Baltimore, Md.

I'm very happy to report the success of TUNE-TEST on KALL . . . the winners are thrilled with the prizes, and many of them have 'phoned or written us to tell us how much they appreciate TUNE-TEST. There is no doubt that it has built our morning audience immensely.

CLARK LOBB, *Program Dir.*
KALL—Salt Lake City, Utah

TUNE-TEST did an outstanding job on the complete Don Lee Network.

TONY LAFRANO, *Program Dir.*
Don Lee Network

We want you to know that TUNE-TEST has done and is doing an outstanding job in boosting our afternoon audience.

DON ROGERS, *Program Dir.*
WRIB—Providence, R. I.

WGST is now in the second year of its TUNE-TEST and I think that the fact that we have renewed the contract is about as high a testimonial as we could pay to your show. We have found TUNE-TEST as represented, and it has been a success on WGST.

BEN AKERMAN, *General Mgr.*
WGST—Atlanta, Georgia

We have been using TUNE-TEST prizes for over a year and find them very satisfactory. We have had many compliments from recipients of these prizes as to their value, promptness in shipment, etc.

EVELYN R. EDWARDS, *Office Mgr.*
WLEE—Richmond, Va.

BY THE SAME PEOPLE WHO DO TELLO-TEST


THE WORLD
OCEAN

ON A NEW "HOT LINE"



With the addition of NBC Radio Network's "HOT LINE" Service, now in operation, radio news coverage takes on increased stature. An open line, linking NBC Radio Central to every affiliate, is ready throughout the broadcast day. When news breaks anywhere in the world, immediate notice clears all stations automatically, to bring NBC Radio audiences instant word.

Beginning January 14th, the NBC Radio Network brings the nation another exclusive service: NETWORK NEWS ON THE HOUR. Not just a rehash of wire services, each broadcast will have fresh news — live, direct reports by NBC correspondents around the world, on-the-spot coverage of important local stories by Network Associate newsmen at NBC's affiliates. Throughout the entire week, the first five minutes of every hour will keep America on top of the news.

The "HOT LINE" Service and NEWS ON THE HOUR form a one-two news punch that will make the NBC Radio Station in every market THE source for swift, reliable, complete news coverage. This is the combination that gives listeners more reason than ever to keep tuned through the day to NBC Radio.

Advertisers have been quick to recognize the value of this vital development. Bristol-Myers has purchased half of all the NEWS ON THE HOUR broadcasts — one of the biggest network buys in years.

The dynamic energy of NBC Radio can generate sales for you, too. Your NBC Radio Network representative will tell you how. Call him today.

NBC RADIO NETWORK

a service of RCA



Spots on three Southern California radio stations during the normally slow fall season boosted National Paint Company sales more than 20% over the same period last year.

"This campaign was deliberately scheduled during the normally slow season for paint sales," writes Marvin Cantz of Tilds & Cantz Advertising, Los Angeles, to KBIG. "This gave us the opportunity to measure more accurately the effectiveness of radio, as one of our principal media, for introducing a new advertising and selling approach for a paint product.

"We have just completed a survey among all paint dealers and painting contractors in Southern California. It was extremely encouraging to note that 89% indicated an awareness of National Paint's new Color-Lok process which we introduced only two short months ago. And 47% mentioned that they had heard National Paint advertising on the radio, or were informed by the consumer that our message reached them through this medium. KBIG was the most frequently mentioned station.

"The greatest source of satisfaction came from Mr. Spellens, President of National Paint, who indicates an increase in sales of more than 20% over the same period last year."

KBIG is happy to share with two other fine Los Angeles independent stations gratification for another job well done in our long list of successful Southern California radio advertisers.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

right as the girl who dared to defy conventions by cutting off her long hair to raise money for a family need and yet, for all her daring, never ceased to behave as a New England lady should. Diane Jergens, Ariana Ulmer and Lili Gentle were lovely and modest as Jo's sisters and Irene Hervey and Alexander Lockwood were gentle and affectionate parents to their four daughters. William Taylor was handsome and dashing as the boy next door who wooed Jo and married Amy; Peter Hansen was convincing as the retiring German professor who overcame his shyness to embrace Jo in public in the rainswept street scene which concluded the telecast.

Viewed in black-and-white in a home to which Santa failed to deliver a color set this Christmas, "Little Women" was delightful to watch. In color, it must have been entrancing.

Production costs: Approximately $45,000.
Telecast in color and black-and-white on NBC-TV as Dec. 25 program of Matinee Theatre, *Mon.-Fri., 3-4 p.m. EST. Participating sponsors.*

Adapted for tv by Elaine Ryan from novel by Louisa May Alcott; producer, Albert McCleery; director: Boris Sagal.

THE STINGIEST MAN IN TOWN

ASIDE from Kris Kringle himself, Scrooge and company have come to best epitomize the holiday season. So it's small wonder that *Alcoa Hour*, adding the tinsel of color tv and putting the words of *A Christmas Carol* to music, emerged with a charming 90 minutes.

Lyrics of Janice Torre combined with Frederick Spielman's music to accentuate effectively the varying moods of dourness, greed, nostalgia, terror and charity that mark the course of Dickens' story. Even the first singing efforts of Basil Rathbone (Scrooge), though lacking in quality, lent a dramatic impact to the scenes in Bob Cratchit's home and the graveyard.

Best and most touching tune was "One Little Boy."

Insofar as the acting chores were concerned, an unusually heart-warming Tiny Tim was played by eight-year-old Dennis Kohler. As for Mr. Rathbone's effort as the uncharitable curmudgeon who becomes a changed man, it was the closest yet to the late Lionel Barrymore's annual radio rendition.

Production costs: Approximately $70,000.
Sponsored by Aluminum Co. of America through Fuller & Smith & Ross, on Alcoa Hour *on NBC-TV, Sunday, Dec. 23, 9-10:30 p.m., EST.*

Producer: Joel Spector; director: Daniel Petrie; book and lyrics: Janice Torre; music composed by: Frederick Spielman; orchestra & chorus conducted by: Camarata; scenery: Kim Swados; costumes: Motley; choreographer: John Heawood; assistant to producer: Kathleen Greene; unit manager: Henry Shensky; assoc. director: Lamar Casseli; stage managers: Bill Post, Dean Grant; makeup: Bob O'Bradovitch; technical director: Orlando Tamburri; lighting director: Bill Ryker; audio director: Don Fry; graphic artist: Bob Jones; production by: Theatrical Enterprises Inc.
Cast: Basil Rathbone, Vic Damone, Johnny Desmond, Patrice Munsel, The Four Lads (Bernie Toorish, Connie Codarini, Jimmy Arnold, Frank Busseri), Robert Weede, Martyn Green, Betty Madigan, John McGiver, Robert Wright, Alice Frost, Dennis Kohler, Olive Dunbar, Bryan Herbert, Phillippa Bevans, Ian Martin, Keith Harrington, Richard Morse, Karol Ann Traumm, Karson Woods, Karin Wolfe and John Heawood.

MAMA

UNDOUBTEDLY influenced by the thousands of loyal fans that *Mama* made over the past years, CBS-TV returned the program to the air on Dec. 16 even though it had not attracted a sponsor. The episode under consideration here (Dec. 23) contained all the elements of family appeal that have endeared *Mama* to thousands of devotees: wholesomeness, kindness, whimsy, nostalgia and compassion.

As usual, Mama, played by Peggy Wood, becomes involved in a situation in which her helpfulness results in complications. When Mama comes to the assistance of an elderly spinster who is too ill to take her nursery school classes, the youngsters respond to Mama's natural warmth and begin disliking their regular teacher. She nurses a grudge against Mama for a brief period of time, but then realizes that Mama was not at fault, gives up her school and returns to her first love—bookkeeping. The performance of the cast was excellent.

Production costs: Approximately $32,000.
Sustaining on CBS-TV, Sunday, 5-5:30 p.m.
Producer: Carol Irwin; director: Don Richardson; director of photography: William J. Miller; supervisor of film production: Edward J. Montagne. Cast: Peggy Wood, Judson Laire, Dick Van Patten, Rosemary Rice and Ruth Hammond.

SEEN & HEARD

"Which poem of yours do you like best?" asked Lawrence Spivak. With a good-natured twinkle in his eyes, Robert Frost, the 81-year young U. S. poet laureate, shot back, "The last one that was praised by my friends."

And so it went for 30 minutes of *Meet the Press*, perhaps the only tv program on the air this past Christmas weekend that didn't burst out with a rendition of "Silent Night." Facing him were three skillful interrogators—aside from regular panel member Spivak—all of whom did their level best to match the man's wit: NBC's Dave Brinkley, Scripps-Howard's Inez Robb, and *Holiday* magazine's Clifton Fadiman. Perhaps its too much to hope for, but we'd like Santa Sarnoff to bring the poet back for many more Christmases.

KFJZ-TV

CHANNEL 11

Covering America's 13th Market

DALLAS-FORT WORTH

announces the appointment of

BLAIR-TV

as exclusive national representative

effective January 5, 1957

. . . . . .

KFJZ-TV, Fort Worth, Texas

The No. 1 buy in the Southwest's No. 1 market

GENE L. CAGLE, President and General Manager

Now that expert
pre-testing ends guesswork,
more than ever it's



Joe Kaufman

...good spot to be in!



Like to get an idea how the job is going to turn out before you start? Then you'll agree with duPont, makers of Duco paint, that our Spot-Check Plan comes in mighty handy. This new spot television sales concept allows you to *pre-test* (on any or all of the 13 major stations we represent) the effectiveness of the medium and the various ways to use it ...providing reliable qualitative sales research *at no extra cost!*

DuPont used the Spot-Check Plan in a three-city test to gauge spot television's power to stimulate sales and increase their share of market for paint and auto polish. Not only did the test campaign spur a tremendous boost in brand awareness, but it netted handsome sales increases as well. (In one test city, Duco paint sales shot up 65% during the 13-week test period!) According to Dick Swyers, BBDO account executive: "The test served as the basis for the entire spot campaign we're now running...helped us make national plans with solid, factual data to back us up." *Good spot to be in!*

Put an end to costly second-guessing...get all details on the Spot-Check Plan from...

CBS Television Spot Sales

Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, WHCT Hartford, CBS TELEVISION PACIFIC NETWORK

1957

A
NEW YEAR

SPOT ADVERTISERS ARE ALREADY ARRANGING SCHEDULES ON YOUNGSTOWN'S GREATEST RADIO BUY . . . WFMJ . . . WITH ITS BIG POWER, BIG PROGRAMS, AND BIG AUDIENCE.

* * * *

NOW IN ITS 18TH YEAR OF SERVICE TO THIS BIG AUDIENCE AND TO ITS MANY FINE ADVERTISERS, WFMJ LOOKS FORWARD TO OFFERING AN EVEN GREATER SERVICE IN 1957.

* * * *

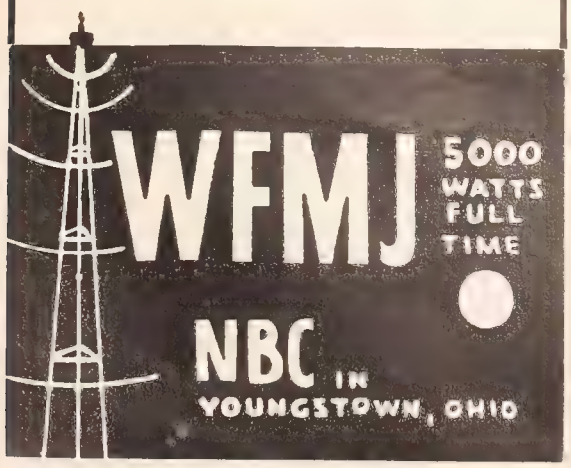
YOU CAN COVER AND SELL OHIO'S THIRD LARGEST MARKET BY CALLING HEADLEY-REED OR STATION MANAGER MITCH STANLEY FOR 1957 SPOT AVAILABILITIES ON WFMJ, YOUNGSTOWN'S GOOD NEIGHBOR STATION.

* * * *

A
Happy
New Year
To All

* * * * * * * *

"SPECIALISTS IN SOUND SELLING"



Encouraging Suggestion

EDITOR:

Your editorial "Truth and Consequences" in the [Dec. 17] issue of B•T is a most helpful one in pointing up the current problems of the VOA in international broadcasting. B•T throughout the years has been an influential factor in eliciting support and understanding of these peculiar problems within the industry.

Your suggestion that an objective hearing be held on the effectiveness of our broadcasts behind the Iron Curtain is an encouraging one. It should clarify many of the misapprehensions concerning the role of the Voice of America in interpreting American aims and ideals to the world.

Robert E. Button, Dir. Bcstg. Service
Voice of America, Washington, D. C.

Caution on Color

EDITOR:

Here's a word of caution to your reviewer who chose to caution NBC for using a color-test pattern on the recent *New Figures of 1957* show [B•T, Dec. 17]. The so-called color-test pattern sells color on black-and-white in a highly satisfactory way. We know, because we have been doing it for more than a month.

Our chief engineer, Herb Hartman, fixed it up so that we could super-impose a commercial message on the lower half of the screen when color bars were transmitted. We promptly sold the lower screen to an enterprising tv set dealer who has more than quadrupled his color set sales. And he swears that 90% of his customers mention the color bars.

We use such phrases as, "These shades of gray would bloom forth in brilliant color if you had an X-Brand color tv from Mr. Dealer." The bars are kept on for at least 30 seconds, primarily in the daytime, so that servicemen and home viewers may adjust their set. This latter by-product has also been well received.

Dick Block, Prom. Dir.
KCRA-TV Sacramento, Calif.

ATA: Position Clarified

EDITOR:

Your cooperation in publishing this letter in B•T will help clear up a misunderstanding which, in our opinion at least, could well result in strained relations between our industry and our good friends in the television industry.

Here are the circumstances. American Trucking Associations filed a petition with the FCC under date of Oct. 25. This petition repeated our earlier request for the splitting of the radio channels presently assigned to the motor carrier industry in the 43-44 mc band. We believe this to be an effective method of solving the existing channel congestion problem faced by our industry.

In reporting this petition and in subsequent references to it in news stories and editorially, B•T asserted that the trucking industry asked for tv ch. 2.

We should like to state flatly that our petition made no such request and further that the trucking industry does not covet ch. 2 for itself. The only suggestion originating with the trucking industry, for accommodation of its problem of congestion, is that its own radio channels be split.

Other suggestions mentioned in the petition were simply a resume of alternative methods, widely discussed within and outside of the Commission in connection with the whole problem of allocation—and any one of which, if adopted, would overcome apparent objection to splitting the trucking industry's own channels.

The fundamental error in your "Truckers Make Bid for Vhf Tv Ch. 2" story is being picked up by other publications and individuals because of your authoritative position in the communications field. We hope this explicit statement of our position—that we do not covet tv channel 2—will correct this impression.

John V. Lawrence, Mgng. Dir.,
American Trucking Association Inc.,
Washington, D. C.

High Praise

EDITOR:

I would like to take this opportunity to do something that has often been thought of but too seldom done—here is a word of high praise for B•T's objective reporting of the news, and even higher praise for the editorial page. It has consistently, year after year, built a foundation that is beneficial to the entire industry. I for one am proud that we have a voice for broadcasting that rings so true.

Lloyd Griffin, Vice Pres.
Peters, Griffin, Woodward Inc.
New York

Ill-Founded Indictment

EDITOR:

The ABC Radio Affiliates Advisory Board released a statement Nov. 16. . . . I suppose it takes considerable audacity for a small market operator to take exception to the statement made by a very esteemed group of broadcasters.

The closing statement: "As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box," appears to be wholly ill-founded, inaccurate and an indictment of all stations that don't happen to get their programs by way of AT&T.

The fact that a station is not affiliated with a network does not mean the station sounds like a juke box. Network affiliates have their share of programs that feature the little round device that is played on a juke box. For a variation in programming they carry the network programs. In the case of the independent station, variation is obtained in other ways and generally with emphasis on the local features that will interest the local people more than most network shows.

Being a network affiliate does not make a sheep out of a goat. There are good and bad stations in both categories. And incidentally, some mighty pretty sounds have come forth from juke boxes.

Charles E. Wright, Gen. Mgr.
WBYS Canton, Ill.

Pulse and ARB
have always agreed
NOW — confirmed by
NIELSEN N.C.S. No. 2

more people watch KLZ-TV in DENVER DAY and NIGHT

COVERAGE AREA LEADERSHIP
New Nielsen survey shows
MORE people watch
KLZ-TV
EVERY DAY
and
EVERY NIGHT
day-in and day-out
than any other Denver
TV station

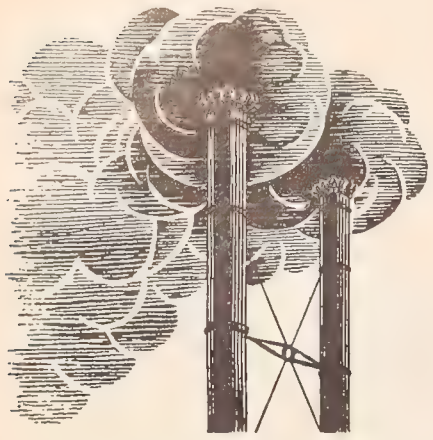
FIRST IN AUDIENCE
New November ARB just released proves
KLZ-TV FIRST AGAIN
with greatest Share of Audience
DAY and NIGHT
sign-on to sign-off Every Day — Every Night

Step up to KLZ-TV! Denver's highest ratings
Denver's largest audience
Denver's highest powered TV station
Denver's selling-est personalities.
Call your
KATZ man or wire Jack Tipton,
General Sales Manager, NOW!

KLZ-TV
DENVER, COLO.
Channel 7

CBS TELEVISION

Denver's highest powered TV station.
Represented nationally by the KATZ Agency.



STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.



HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

our respects

to MORTIMER WADHAMS HALL



A LIKING for pioneering seems to be the spirit which leads Mort Hall into new and different ways of doing business, programming and promotion in radio.

But his associates in the profession hardly called it that three years ago when he disposed of a going television operation to concentrate on developing an independent radio property, KLAC Los Angeles, when radio had hit the tv doldrums and some even said the older aural medium was on its death bed. If it was, Mr. Hall quickly breathed new life into the "corpse."

President and general manager of KLAC, Mr. Hall became sole owner of the station last August following purchase of the property from his mother.

Since KLAC-TV (now KCOP [TV] Los Angeles) was sold to the Copley Press in 1953 and Mr. Hall started devoting his managerial attention fully to KLAC, the radio station has increased its gross 2½ times and its net income five times. As further evidence of his faith in the aural sales medium and predicting a "tremendous resurgence" soon for fm, Mr. Hall plans to file application with FCC for a new fm station which would be developed for greater public service as aggressively as KLAC.

Mr. Hall began exercising his pioneer spirit in the building of KLAC as a community institution as early as 1950 when he first joined the station. Within a year he originated the use of name vocal groups such as the Modernaires and Pied Pipers for singing station breaks and claims to be first in this policy. Later he originated the use of full 24-piece bands backing choral groups for station breaks as well as star names.

In 1952 Mr. Hall initiated the "Big Five" disc jockey format of music-news-sports which now is a copyrighted feature. "This quickly gave KLAC a distinctive personality," he recalls.

Mr. Hall feels that by making radio personal and giving one's station a glamorous personality, "radio can do a good sales job for the advertiser even more effectively and be more acceptable and enjoyed by the listener." The flexibility of spot on radio, especially with a "Big Five" format sold on a first-come, first-serve basis and by which no single sponsor can "sew-up exclusively" the air personality, assures the advertiser of a wider variety of audience and full exposure, he contends.

Mr. Hall promotes his radio station with the same enthusiasm with which he programs it. "The two go together," he says, spending up to $3,600 weekly for advertising in other media and promotion to prove his point.

Since 1952 KLAC has staged an annual all-star charity benefit in the Hollywood Bowl and even Mr. Hall buys his own ticket. It's an annual sell-out crowd of over 20,000 people. For five years, too, KLAC has staged its annual "Christmas in July" trade promotion, giving gifts in mid-summer instead of December for greater emphasis. Similarly, for four years the station has tendered its annual industry party about Thanksgiving time and dubbed it "KLACsgiving," flying in agency time-buyers by chartered plane from San Francisco. KLAC also has a "Salute to a City" copyrighted feature devised by Mr. Hall for tie-in promotion for a week with each of the communities in the area.

The newest idea is a change in program policy to "30 top tunes and memories too," widely publicized by full-page advertisements in daily newspapers.

Mort Hall was born in New York City July 21, 1924, to Mr. and Mrs. Richard B. W. Hall. His mother (Mrs. Rudolph Sonneborn) uses Dorothy Schiff as her professional name. She is publisher of the *New York Post*.

Mr. Hall attended Brooks School, North Andover, Mass., and studied mechanical engineering at Carnegie Tech. He entered the Army Signal Corps in January 1944 and later was assigned to public relations at the New York port of embarkation. He was released as a sergeant in 1946, when he joined the *Post* as copyboy. For two years he worked in all departments of the paper.

He started in the railroad business in 1948 with the Southern Pacific "but figuring bond discounts just wasn't my meat," he recalls. He returned to the *Post* in 1949 as business manager and the next year joined KLAC. He became business manager in 1951 and president and general manager in 1953.

Mr. Hall married actress Diana Lynn earlier this month. His favorite hobbies are "monitoring Diana's performances on tv" and sailing his 67-ft. ketch *Viajero* out of Newport-Balboa, Calif.



Moving Ahead!

INS-TELENEWS welcomes KTLA

. . . to its world-wide roster of distinguished television clients.

This important Los Angeles station is now receiving TV's finest news package:

- **INS-Telenews Daily newsfilm, with expanded West Coast coverage.**
- **International News Service national and regional news wires.**
- **International News Photos world picture coverage.**

KTLA's *switch* to INS—the press association that pioneered newsfilm for television—establishes INS-Telenews as the only daily syndicated newsfilm serving the nation's second largest television market.

In Los Angeles—as elsewhere the world over—television stations that want the best turn to the TV news services of INS.

INTERNATIONAL NEWS SERVICE

Exclusive distributors of Ask The Camera and Telenews Newsfilm Services produced by Hearst Metrotone News, Inc.

Robert H. Reid, TV Sales Manager · 235 East 45th St., New York 17, N. Y.

FIRST
PERSON

The young lady's name is Norma Gilchrist.

First person Southern California homemakers turn to for food and fashion information.

First person on television ever to be honored with the Life Line Trophy from the Grocery Manufacturers of America for the best job of selling food products.

First person you need to sell your product in Southern California.

KTTV
Los Angeles Times-MGM Television
Represented nationally by
BLAIR-TV





WINIFRED THERESE HARRIS

on all accounts

MANY advertising agency workers head for the "greener pastures" of New York when seeking better opportunities, but Winifred Therese (Peg) Harris reversed her field and left New York for San Francisco.

It has been more than eight years since Peg Harris abandoned the "big town" for the "city that knows how." Currently she is a media director for Guild, Bascom & Bonfigli, San Francisco, handling the Ralston-Purina and Skippy peanut butter division of Best Foods Co. accounts—both active in television—and the Harry & David account (active in magazines). Ralston-Purina sponsors *Bold Journey*, Skippy *You Asked For It* and *Galen Drake*, all on NBC-TV.

Miss Harris is one of three media directors at GB&B, which operates on a group plan with each director assigned to the printed as well as broadcast media. She reports she likes this system "a lot better than the specialized method, since it gives each of us a chance to know as much as possible about the accounts on which we work."

She was born in Jersey City and was educated in various New York schools and at the convent of St. Maur in Yokohama, Japan. She held various secretarial and administrative positions in New York, including service with the National Assn. of Magazine Publishers until 1948, when she decided to leave New York for San Francisco.

Her first position in the west coast city was as secretary to the president and executive vice president of Botsford, Constantine & Gardner Adv. Five months later, she was given responsibility over media. She remained with Botsford until February 1952, when she joined GB&B's media department.

Miss Harris echoes her agency's view on the effectiveness of television, but offers no detailed reasoning, except to say that tv "is an effective mass medium, which has sold a lot of merchandise for all our clients." She points out that of an estimated $8 million in yearly billings at Guild, Bascom & Bonfigli, about 80% is earmarked for television.

Miss Harris, who is single, enjoys swimming, golf, bridge, reading and cooking. She is a member of the executive board of the Old St. Mary's Center in San Francisco.

WKMH
DEARBORN-DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN

a happy and prosperous New Year to YOU...

from the 4 Knorr Stations

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Represented by HEADLEY-REED

The Community Stations

KNORR BROADCASTING CORPORATION

KTHV

Channel 11
LITTLE ROCK

Sells MOST of Arkansas!



WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV is seen, heard and *gets viewing response* throughout MOST of Arkansas!

Please study the mail map above, which also conforms very closely to our engineering contours. Notice that it includes 47 Arkansas counties —notice KTHV's penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 51, No. 27 DECEMBER 31, 1956

1956: RECORDS, WRANGLES, CHANGE

WHAT KIND of a year was it? A year like all years for radio and television—that is, a busy year, marked by new accomplishments, old problems, and change. Like all years, too, in that it saw the broadcast media stride forward in their importance on the American scene.

In advertising, the year saw record tv billings and increased attention to radio. It saw more demands on the already-saturated spectrum, and the beginning of efforts to establish a competitive television system. Investigations by government agencies were more frequent than ever before, although what they will produce is not yet known.

The year 1956 was the one of the big film breakthrough, with nearly all the major Hollywood companies releasing feature libraries—for considerable cash—to television. This development was noted with mixed feelings by broadcasters: welcomed by independents, viewed with alarm by at least one network.

The specifics on what the year produced are to be found below and on the following pages, along with indications of what the new year will bring.

ADVERTISERS & AGENCIES

THE CONTINUING climb of tv advertising billings by far overshadowed other news trends in the business of broadcasting in 1956. And all signs on the new year point to still higher revenue in 1957.

The top business trends and stories during the year, however, were many. A small sample includes: debate over agency compensation plus a consent decree on the government's antitrust suit (see page 33); a number of major advertiser account switches; more agency mergers or absorptions; bigger budget chunks by national advertisers earmarked for the air media, and a radio comeback underscored by a record climb in spot billing.

The dizzying pace set by advertiser dollars in radio-tv, particularly in tv, was highlighted in the year by 40 top agencies billing $963.8 million in radio-tv. Young & Rubicam for the third straight year led the field this time with an $82 million radio-tv billing.

BBDO was the runnerup: $80 million in radio-tv. McCann-Erickson was third with $76.4 million, J. Walter Thompson Co. chalked up $70 million and Ted Bates was up to $55 million.

Of Y&R's broadcast billing, $74 million was in tv; at BBDO, $70 million in tv; at McCann-Erickson, $66.5 million; at JWT, $60 million.

For the second straight year, Ted Bates & Co. topped the agency field in combined radio-tv spot billings, coming up with a $35 million outlay. Y&R was second with $34 million and BBDO third with $32 million.

In an 18-month computation (January 1955-June 1956), B•T in an analysis of NBC-TV and CBS-TV net billings reported earlier this month that J. Walter Thompson led all other agencies on NBC-TV ($23,389,495) and Young & Rubicam similarly topped others on CBS-TV ($24,646,724).

Among the revenue indicators during the year were these:

In March, it was revealed that the top seven product categories in 1955 gross time purchases on the tv networks in the aggregate accounted for more than $344.1 million out of a total of more than $406.8 million spent for tv network time that year. Also that month an NBC vice president (Richard A. R. Pinkham) claimed 20 different advertisers were spending more than $45 million per year in color tv.

In April, B•T, looking at figures then available, calculated that national advertisers in the final quarter of 1955 were buying tv time (spot and network) at the rate of more than $800 million a year.

In May it was estimated that world advertising media purchases for 1956 would reach about $12 billion, $9 billion in the U. S. Again in that month, national tv time billing (spot and network) was placed at $217 million for the first quarter of 1956. In the month of May, nine out of the top 10 tv network advertisers spent over the $1 million gross mark for time.

In August, national advertisers were reported to have purchased $440.3 million worth of tv spot and tv network time in the first six months of the year. Automotive product purchases in network tv in the first six months were up to $10 million.

By the fall of 1956, tv business was at a $100 million a month (gross time sales) pace. In September, Procter & Gamble bought $3.7 million worth of network tv time (gross). Mr. Pinkham in October was predicting advertiser investment of $150 million in network color by 1957; $600 million by 1960, provided the then current "momentum" was sustained.

Computations last month showed sales of tv time to national advertisers (network and national spot) to be $643,617,824 for the first nine months in 1956. Early in the year, consultant Richard P. Doherty had estimated for B•T that broadcasting revenue in 1956 would be $1.38 billion, or about $250 million above 1955.

Radio, meanwhile, was not only being reheard in homes and automobiles all over the country but also in agency-client huddles. Highlights of that comeback—in itself a major story—follow:

The rise on the national scene of Slenderella International (slenderizing firm) was tied to the use of radio. As early as January, Slenderella planned $1.2 million alone for radio. An agency (Hilton & Riggio) in January suggested to its clients that they "look again" at radio, citing its reasonable cost and wide coverage. Joseph Schlitz Brewing Co. (Schlitz beer) decided to return to network radio in the spring, with a contract for CBS Radio's *Arthur Godfrey Time* worth about $1 million in gross time billing. ReaLemon-Puritan Co. (lemon juice) squeezed in a $1.2 million saturation drive featuring participations on three radio networks as the base of a spring-summer drive.

Maxon Inc., New York advertising agency, studied fm and found it an untapped potential for advertisers. American Airlines winged in one of the largest single purchases of spot radio time, a three-year renewal (representing $1 million) for its *Music 'Til Dawn* programs on five CBS radio stations. Colgate-Palmolive returned to the network

HOW CLIENTS PLAYED HOPSCOTCH ALONG AGENCY ROW DURING '56

IT WAS a big year for account changes among the major advertising agencies. Biow-Beirn-Toigo disappeared from the agency list, dwindling from a $50 million billing in 1953 to about $12 million in February of 1956 and finally, in mid-year, ceasing operation. The year's switches involved clients representing millions of dollars in advertising budgets and ranged from tobacco firms (Philip Morris, Chesterfield, L&M, Bayuk cigars) to beer (Schlitz, Blatz, Jacob Ruppert) to foods, airlines and countless other products and services. A list including most major account switches which made news in the ad field during the year follows.

Account	Old Agency	New Agency
Revlon Products (bulk of products)	Norman, Craig & Kummel	BBDO Emil Mogul C. J. LaRoche Dowd, Redfield & Johnstone
Jos. Schlitz Brewing	Lennen & Newell to Biow Co.	J. Walter Thompson
Van Camp Sea Food	Brisacher, Wheeler & Staff	Erwin, Wasey
Trans-World Airlines	BBDO	Foote, Cone & Belding
Packard Div., Studebaker-Packard	Ruthrauff & Ryan to D'Arcy	Benton & Bowles
Bayuk Cigars	D'Arcy	Al Paul Lefton Feigenbaum & Wermen Greenshaw & Rush
Bosco (Corn Products Refining)	Ruthrauff & Ryan	Donahue & Coe
British Overseas Airways & B.W.I.A.	Foote, Cone & Belding	Victor A. Bennett
Franco-American Div., Campbell-Soups	Ogilvy, Benson & Mather	Leo Burnett
Chunky Chocolate	Hilton & Riggio to MacManus, John & Adams	Grey Adv.
Lily-Tulip Cup	Al Paul Lefton	Grey Adv.
General Mills	William Esty	Dancer-Fitzgerald-Sample BBDO Tatham-Laird Knox-Reeves Adv.
Bon Ami	Norman, Craig & Kummel	Ruthrauff & Ryan
Fulham Bros. (foods)	Tatham-Laird	Doherty, Clifford, Steers & Shenfield
Stokely-Van Camp foods	Calkins & Holden	Lennen & Newell
Foremost Dairies	Guild, Bascom & Bonfigli	BBDO
Photolamp Div., GE	BBDO	Grey Adv.
Elgin National Watch	Young & Rubicam	J. Walter Thompson
Tv Set Div., GE	Maxon Inc.	Young & Rubicam
Blatz Brewing	Norman, Craig & Kummel	Kenyon & Eckhardt
Standard Brands (Tetley Tea)	Geyer	Ogilvy, Benson & Mather
Minnesota Mining & Mfg.	BBDO	MacManus, John & Adams
Procter & Gamble (Shasta, Lilt, Fluffo)	Biow Co.	Grey Adv. Tatham-Laird
Hudson Pulp & Paper	Biow Co.	Norman, Craig & Kummel
Lanolin Plus	Biow Co.	Russel M. Seeds
Langendorf United Bakeries	Biow Co.	Compton Adv.
Philip Morris	Biow Co.	N. W. Ayer & Son
Benrus Watch	Biow Co.	Lennen & Newell
Bond Clothes	Biow Co.	Joseph Katz Compton Adv.
Armstrong Rubber	Biow Co.	Lennen & Newell
Julius Wile Sons & Co.	Biow Co.	Anderson & Cairns
Seeman Bros. (White Rose foods)	Biow Co.	Anderson & Cairns
Liggett & Myers Tobacco	Cunningham & Walsh	Dancer-Fitzgerald-Sample (for L&M cigarettes) McCann-Erickson (for Chesterfields)
Warner-Lambert Pharmaceutical (Sportsman Div.)	David J. Mahoney to MacManus, John & Adams	Norman, Craig & Kummel
Ceribelli & Co. (anti-acid preparation)	David J. Mahoney	MacManus, John & Adams
Garrett & Co. (Virginia Dare wines)	David J. Mahoney	MacManus, John & Adams
Good Humor Corp.	David J. Mahoney	MacManus, John & Adams
White Rock Corp.	David J. Mahoney	MacManus, John & Adams
Admiral Corp.	Russel M. Seeds	Henri, Hurst & McDonald
Riggio Tobacco (Regent cigarettes)	L. H. Hartman & Co.	MacManus, John & Adams
William Underwood Co. (meats)	BBDO	Kenyon & Eckhardt
Sleep-Eze Co.	M. B. Scott Co.	Van Der Boom, Hunt & McNaughton
Colgate-Palmolive	Bryan Houston and William Esty	John W. Shaw Adv. Ted Bates Norman, Craig & Kummel Lennen & Newell
Lever Bros. (Spry)	Foote, Cone & Belding	Kenyon & Eckhardt
Simoniz Co.	Sullivan, Stauffer, Colwell & Bayles	Young & Rubicam
Gordon Baking Co.	Cunningham & Walsh	N. W. Ayer & Son
E. I. DuPont de Nemours (Finishing Div.)	BBDO	N. W. Ayer & Son
Block Drug Co.	Harry B. Cohen Emil Mogul Dowd, Redfield & Johnstone	Sullivan, Stauffer, Colwell & Bayles Lawrence C. Gumbinner Adv.
J. B. Williams & Co. (Conti Div.)	Bermingham, Castleman & Pierce	Doherty, Clifford, Steers & Shenfield
Armstrong Cork (building products)	BBDO	Ogilvy, Benson & Mather
Philco Corp. (Consumer Divs.)	Hutchins Adv.	BBDO
Zenith	BBDO	Earle Ludgin
Easy Washing Machine	BBDO	Earle Ludgin
Warner-Lambert Pharmaceutical (Richard Hudnut Div.)	Kenyon & Eckhardt	Sullivan, Stauffer, Colwell & Bayles
Texas Co.	Erwin, Wasey & Co. Kudner Agency	G. M. Basford Co. Cunningham & Walsh
Procter & Gamble (Camay)	Benton & Bowles	Leo Burnett
Waltham Watch	John C. Dowd Co.	Weiss & Geller
Mars Inc. (candies)	Leo Burnett	Knox-Reeves
Purex Corp. (Manhattan soap)	Scheideler & Beck	Weiss & Geller
C. F. Mueller Co.	Scheideler & Beck	Calkins & Holden
Newsweek magazine	Scheideler & Beck	Bryan Houston
Hudson Motors Div., American Motors	Brooke, Smith, French & Dorrance	Geyer Adv.
Lentheric Div., Helene Curtis Industries	Grant Adv.	Earle Ludgin Gordon Best Weiss & Geller
Greyhound Bus Lines	Beaumont & Hohman	Grey Adv.
National Airlines	Grant Adv.	Hoite Agey Adv.
Zonite Products (Lady Esther)	Dancer-Fitzgerald-Sample	Donahue & Coe
U. S. Tobacco Co.	Kudner Agency	C. J. LaRoche
Flav-R-Straws	Dowd, Redfield & Johnstone	Ruthrauff & Ryan

radio fold (CBS) tied to a 52-week, $1.5 million gross contract.

In July, Station Representatives Assn. released its first report on radio time sales of national spot, showing sales running well ahead of 1955. A month later, Petry Co. announced sponsorship of an advertising news show on WOR New York, making it the first such regularly scheduled program and the first representative to sponsor a radio program, while Pepsi-Cola claimed fabulous sales gains for its "Pepsi Please" saturation spot radio campaign that was used in two test cities.

BBDO in October released a major study (for clients) of radio, tracing its history, concluding it was still a necessity for the advertiser and public, and cautioning that post-tv changes have made radio buying hard work. By October, SRA was reporting national spot radio time sales smashing a monthly record in August, traditionally a low month and predicting a record year in 1956. Seemingly to dramatize spot radio's popping muscle, DeSoto was upping its spot radio budget to $175,000 for a three-week radio only drive in 100 markets compared to $65,000 last year for a similar combined radio-tv spot campaign.

Radio Makes Headlines

UP to the yearend, radio continued its news making: In November, Radio Advertising Bureau turned over a national radio advertising clinic to advertisers permitting them to tell their own stories of radio's power. Products ranged from beer to airline fares, soap to small loans. Also that month, it was revealed that, for the first time in 16 years, Thomas Leeming & Co. (Ben-Gay) and Pacquin Inc. (Silk 'N' Satin, hand cream)—both under the same management —would concentrate their entire budget (1956-57) in spot radio exclusively.

Lever Bros. in December signed for a $3 million gross time purchase on CBS Radio; Bristol-Myers turned in a $2.1 million (net billing) for one-half of NBC Radio's new hourly five-minute news programs, and SRA came up with its estimate on a spot radio record for the year of $150 million, or $15 million above the previous record in 1953, and predicted a possible higher figure for 1957.

Among the advertisers entering greater budget chunks in the air media's ledger, as well as those writing broadcast success stories: Roto Broil Corp. of America leaped ahead in sales of automatic rotisseries via national advertising, 75% of which was in tv; after a prolonged strike, Westinghouse Electric Corp. prepared its biggest advertising drive, aiming $10 million for radio-tv during the year; Shulton Inc. (Old Spice

Continues on page 33

FCC SPECULATES ON THE SPECTRUM

First steps taken to review above 890 mc; 25-890 mc study also likely

FOR the first time since the post-World War II allocations hearings, which involved not only television and fm but also other services, the FCC is girding to take a look at the radio spectrum.

It already has instituted the first steps toward giving the once-over to the apportionment of frequencies above 890 mc.

And, in recent weeks it has become apparent that the Commission is thinking quite seriously of extending this review to those allocations between 25 mc and 890 mc. This is the area which includes television and fm broadcasting.

This concern is due to two things. One is the upcoming 1959 International Radio Conference, which will probably be held in Geneva, Switzerland. The last radio international conference was held in 1947 at Atlantic City, N. J. The other is the mounting pressure for more space by the non-broadcast services—aviation, land transportation (taxi-cabs, trucking, etc.), industrial (manufacturers, etc.), public safety (police and fire).

In its annual report the Commission took note of this:

"Many existing safety and special radio services are 'bursting at the seams' and seek additional frequency space. Included are those engaged in manufacturing, distributing, and servicing products; in construction and building-supply operations; and in agricultural and other commercial pursuits. Others, which do not want to fit into established services, would like frequencies for new and more specialized services. In addition, many of these same interests—to the inclusion of stores, banks, etc.—are clamoring for their own microwave systems, frequencies for which are in short supply because of priority consideration to the public safety services—such as police, fire and other protective agencies—and to public utilities which serve the masses.

"In the common carrier field there is urge for more elbow room for such radiotelephone operations as long-haul microwave relay by the telephone industry, short-haul point-to-point services by private concerns, mobile communication extension and added public coastal facilities.

"As for broadcasting, the am band is, generally speaking, so crowded that only local daytime stations, for the most part, are now able to shoehorn in. The vhf portion of the television bands is practically used up in populous areas, and the only room for commercial tv expansion on a national basis is in the uhf range. On the other hand, both commercial and educational fm frequencies are going begging and educators are finding it difficult to obtain funds to avail themselves of the tv channels which have been reserved for them."

After four years of major activity in the television field, the FCC's broadcast pendulum has begun to swing the other way. The other way in this case is the Commission's increasing concern with standard broadcasting.

In the last months of 1956, the FCC revitalized the clear channel proceeding, which was initiated in Feburary 1945. It also has pending before it petitions from daytime broadcasters and by local (community) broadcasters asking for changes in the rules governing their operation.

The 11-year-old clear channel case had two-fold purpose when it was started. The first was to study the possibility of raising the maximum power of the clear channel stations. They are now limited to a maximum of 50 kw. The second, and corollary, was to determine whether it would be in the best interest of the public to permit additional duplication of the clear channels. Almost 7,000 pages of testimony and more than 400 exhibits have been submitted—the result of hearings held in January, April and July 1946.

In 1947, the phenomenon of daytime skywave was incorporated into the clear channel case. In 1953, this aspect was separated from the major proceeding. There now is a proposed final decision which would extend protection to clear channel stations up to two hours before sunset and two hours after sunrise.

Clear channel stations—each using its frequency exclusively at night—came into being almost at the beginning of radio broadcasting. The purpose of clears was to assure that the great populace who lived outside the environs of large cities would receive radio service at night. Nighttime brings the propagation phenomenon of skywave skip. This means that a station whose ordinary daytime groundwave coverage is of modest proportions can be heard at great distances at night. In order to use this quirk of transmission, the principle of clear channel stations was established.

There are 45 clear channels—and on 24 of them there is but a single Class 1-A station at night. On the other 21, there are usually two, widely-separated Class 1-B stations, protecting each other's .5 millivolt per meter, 50% skywave contour. Actually there are 35 Class 1-B broadcast stations, for some of these frequencies are shared with Canada, Mexico, Cuba and other North American nations.

The pressure to break down the clears has been mounting, particularly since the late 1930's and post-World War II years. At the same time, the clears have experimented with, and have sought, higher and higher powers in order to better accomplish their primary nighttime mission. In fact, in 1945, WLW Cincinnati (on 700 kc) operated experimentally with 500 kw.

What kicked off the current clear channel interest at the FCC was an appellate court order directing the Commission to settle the 15-year-old KOB case. Since 1941, KOB Albuquerque, N. M., has operated under temporary authorization on clear chan-

THE SPECTRUM: IT'S BUSTIN' OUT ALL OVER

UNDOUBTEDLY the most critical area of the radio spectrum—as far as broadcasting is concerned—is that containing the vhf and uhf frequencies in which television and fm are established and which is the space most coveted by non-broadcast services. Aviation, trucking, taxicabs, manufacturing, police and fire and other users have applied steady pressures on the FCC for more space in these bands.

The table printed below shows users of the bands in the 30-890 mc area of the electromagnetic spectrum. The area from 890 mc to 3,000 mc (uhf's limit) is used mainly by aviation and government —with broadcast and other non-broadcast usage limited to relay links as well as some operational fixed assignments. Above 3,000 mc is the area now used mainly for fixed point-to-point relay and fixed common carrier communications, with a slice for broadcast relay use at the 7,000 mc point and the 13,000 mc area. Equipment for these above-3,000 mc bands is relatively complex and expensive and is not yet at the mass production level.

Below 30 mc, where standard broadcasting has had its home for the past 30-odd years (540-1600 kc), are the international bands, aeronautical and maritime radio-navigation and mobile communication service, amateurs, police and fire and other services. Broadcasting has segments below-30 mc for remote pickup and there are other bands allocated for international broadcasting.

BANDS (In mc.)	SERVICE	CLASS
30.00— 30.56	Government	Fixed Land & Mobile
30.56— 30.64	Industrial	Special Industry
30.64— 30.84	Industrial Land Transp.	Petroleum Motor Carrier (Passenger)
30.84— 31.16	Public Safety Land Transp.	Forestry Conservation Motor Carrier (Passenger)
31.16— 32.00	Public Safety	Forestry Conservation
32.00— 33.00	Government	Fixed and Mobile
33.00— 33.12	Public Safety	Highway Maintenance & Special Emergency
33.12— 33.16	Industrial	Low Power
33.16— 33.40	Industrial	Petroleum
33.40— 34.00	Public Safety	Fire
34.00— 35.00	Government	Fixed and Mobile
35.00— 35.04	Industrial	Low Power
35.04— 35.20	Industrial Maritime Mobile	Power
35.20— 35.68	Domestic Public	
35.68— 35.72	Land Transp.	Auto Emergency
35.72— 35.96	Industrial	Special Industrial
35.96— 36.00	Land Transp.	Auto Emergency
36.00— 37.00	Government	Fixed and Mobile
37.00— 37.44	Public Safety	Police
37.44— 37.88	Industrial	Power
37.88— 38.00	Public Safety	Highway Maintenance & Special Emergency
38.00— 39.00	Government	Fixed & Mobile
39.00— 40.00	Public Safety	Police
40.00— 42.00	Governm't/ISM	Fixed & Mobile 40.68 mc Hydrological Pa. & W. Va. (N. Govt.)
42.00— 42.96	Public Safety	Police
42.96— 43.00	Industrial	Low Power
43.00— 43.20	Industrial Maritime Mobile	Special Industry
43.20— 43.68	Domestic Public	
43.68— 43.96	Land Transp.	Motor Carrier (Passenger)
43.96— 44.08	Land Transp.	Motor Carrier (Pass'ger & Property)
44.08— 44.44	Land Transp.	Motor Carrier (Property)
44.44— 44.60	Land Transp.	Motor Carrier (Passenger)
44.60— 46.04	Public Safety	Police
46.04— 46.52	Public Safety	Fire
46.52— 46.84	Public Safety	Forestry Conservation
46.84— 47.40	Public Safety	Highway Maintenance
47.40— 47.68	Public Safety	Special Emergency
47.68— 48.56	Industrial	Power
48.56— 49.20	Industrial	Petroleum
49.20— 49.52	Industrial	Forest Products
49.52— 49.68	Industrial	Forest Products & Special Industrial
49.68— 49.84	Industrial	Motion Picture & Special Industrial
49.84— 50.00	Industrial	Special Industrial
50.00— 54.00	Amateur	
54.00— 72.00	Tv Bcstg.	Channels 2, 3, 4
72.00— 74.60	Operational Fixed (Non. Govt. Fixed & Govt. Fixed & Mobile Alaska)	Base-transmitter link, all non-broadcast services
75.00—	Government (Non. Govt.)	Marker Beacons
75.40— 76.00	Operational Fixed (Fixed Alaska)	Base-transmitter link, all non-broadcast services
76.00— 88.00	Tv Bcstg. (Fixed Alaska & Hawaii; Govt. Fixed & Mobile Alaska)	Channels 5, 6
88.00—100.00	Fm Bcstg. (Fixed Alaska & Hawaii; Govt. Fixed & Mobile Alaska)	
100.00—108.00	Fm Bcstg. (Fixed Alaska & Hawaii)	
108.00—112.00	Government (Non. Govt.)	Aero. Radio Navigation (Localizer) (Omnidirectional radio range)

BANDS (In mc.)	SERVICE	CLASS
112.00—118.00	Government (Non. Govt.)	Aero. Radio Navigation (Omnidirectional radio range)
118.00—121.40	Government (Non. Govt.)	Aeronautical Mobile (Airdrome Control)
121.40—121.60	Government (Non. Govt.)	Aero. Mobile (Emergency & Distress)
121.60—122.00	Government (Non. Govt.)	Aeronautical Mobile (Aero. Utility)
122.00—122.75	Government (Non. Govt.)	Aeronautical Mobile (Private Aircraft)
122.75—122.85	Government (Non. Govt.)	Aero. Advisory
122.85—123.00	Government (Non. Govt.)	Aeronautical Mobile (Private Aircraft)
123.00—123.60	Government (Non. Govt.)	Aeronautical Mobile (Flight Tests & Flying School)
123.60—126.08	Government (Non. Govt.)	Aeronautical Mobile (Traffic Control)
126.08—132.00	Government (Non. Govt.)	Aeronautical Mobile (Aero. En Route)
132.00—144.00	Government	Fixed & Mobile
144.00—148.00	Amateur	
148.00—152.00	Government	Fixed & Mobile
152.00—152.24	Domestic Public	(Other than landline telephone co's.) Rural Radio Service (Secondary basis)
152.24—152.48	Land Transp.	Taxicab
152.48—152.84	Domestic Public	(Landline telephone co's.) Rural Radio Service (Secondary basis)
152.84—153.02	Industrial (Remote Pick up B/C)	Motion Picture & Special Industrial
153.02—153.38	Industrial (Remote Pick up B/C)	Forest Products & Petroleum
153.38—153.74	Industrial	Power
153.74—154.46	Public Safety (Fixed)	Fire (Puerto Rico & Virgin Islands only 154.04—154.46)
154.46—154.61	Industrial	Special Industrial
154.61—156.25	Public Safety	Police
156.25—157.05	Maritime Mobile (Public Safety)	
157.1 —157.2	Government	Fixed & Mobile
157.25—157.45	Maritime Mobile (Public Safety)	
157.45—157.74	Land Transp.	Taxi
157.74—158.10	Domestic Public	
158.10—158.28	Industrial	Power
158.28—158.46	Industrial	Forest Products & Petroleum
158.46—158.70	Domestic Public	Landline telephone co's. (Rural radio)
158.70—159.24	Public Safety	Police
159.24—159.48	Public Safety	Forestry Conservation
159.48—161.85	Land Transp.	Railroad
162.00—174.00	Government (Non. Govt.)	(Industrial, public safety, remote pickup, forest fire fighting, conservation, hydrological, meteorological; specified frequencies)
174.00—216.00	Tv Bcstg.	Channels 7—13
216.00—220.00	Government	Telemetering (Land & Mobile)
220.00—225.00	Amateur	
225.00—328.6	Government (Non. Govt.)	(Petroleum radio location; specified frequencies)
328.6 —335.4	Government (Non. Govt.)	Aeronautical navigation (Glide path)
335.4 —400.00	Government	Fixed & Mobile
400.00—406.00	Government (Non. Govt.)	Meteorological Aids (Radiosonde)
406.00—420.00	Government	Fixed & Mobile 8 frequencies govt. (Non. govt.)Hydrological fixed stations)
420.00—450.00	Amateur	(Altimeters permitted temporarily 420-460mc)
450.00—451.00	Broadcasting	Remote Pickup
451.00—451.95	Industrial	Power Petroleum Forest Products Motion Picture Press Relay Special Industrial
452.00—452.50	Land Transp.	Taxicab
452.50—452.60	Land Transp.	Auto Emergency
452.60—453.00	Land Transp.	Motor Carrier (property) Railroad
453.00—454.00	Public Safety	Police Fire Forestry Conservation Hwy. Maintenance Special Emergency
454.00—454.40	Domestic Public	Land Mobile (Other than telephone companies) Rural (Secondary basis)
454.40—455.00	Domestic Public	Land Mobile (Telephone companies) Rural (Secondary basis)
455.00—456.00	Broadcasting	Remote Pickup
456.00—457.00	Industrial	Power Petroleum Forest Products Motion Picture Press Relay Special Industrial
457.00—457.50	Land Transp.	Taxicab
457.50—457.60	Land Transp.	Auto Emergency
457.60—458.00	Land Transp.	Motor Carrier (Passenger & property) Railroad
458.00—459.00	Public Safety	Police Fire Forestry Conserv. Hwy. Maintenance Special Emergency
459.00—459.40	Domestic Public	Land Mobile (Other than landline telephone companies) Rural (Secondary basis)
459.40—460.00	Domestic Public	Land Mobile (Landline telephone companies) Rural (Secondary basis)
460.00—470.00	Citizens Radio	
470.00—890.00	Tv Bcstg.	Channels 14—83



OUTNUMBERED 200 TO 1

NON-BROADCAST transmitters outnumber broadcast transmitters 200 to 1.

That is FCC Chairman George C. McConnaughey's estimate, given in his yearend review. Here is what he listed:

Water transportation, 60,000: air transportation, 52,000; land transportation, 30,000; industry, 32,000; public safety, 21,000; common carriers, 2,500; amateurs, 154,000.

These are only stations; in some services associated mobile and portable units jump the number of authorizations—public safety, 386,000; industrial, 275,000 and land transportation, 251,000 units.

Mr. McConnaughey called attention to 14,000 industrial stations which use 116,000 transmitters; 17,000 power and petroleum stations using 143,000 transmitters and 1,400 forest products stations with 13,500 transmitters.

There are, he added, 37,000 radio-equipped commercial and private aircraft, served by 4,300 land and other transmitters. In addition, he noted, the Civil Air Patrol uses 13,000 additional fixed and mobile transmitters.

On the water, the FCC chairman illustrated, 60,000 ships use radio to communicate with each other and with more than 2,100 shore transmitters. About 3,000 ships are radar-equipped.

Also, he said, there are 5,000 taxicab stations, using 103,000 transmitters; 1,800 railroad stations, using 59,000 transmitters; 200 passenger bus systems using 3,800 transmitters, and 1,700 trucking stations using 25,500 transmitters.

And, the chairman said, there are 11,000 police stations, using 300,000 transmitters; 3,300 fire stations, using 39,000 transmitters; 2,800 forestry conservation stations using 23,500 transmitters; 1,900 highway maintenance stations with 17,000 transmitters, and 2,400 special emergency stations with 9,000 transmitters; and over 21,000 citizens radio service stations using 55,000 transmitters.

Hams account for 154,000 stations, but use only 143,000 transmitters. This is due, the chairman said, to club operation and the fact that many amateurs hold more than one type of operator's permit.

nel 770 kc, on which Class 1-A WABC New York operates. The court, following an appeal by WABC, told the Commission to resolve this long-standing incursion of WABC's rights. The FCC told KOB it would either have to install a directional antenna or go off the air. At the moment, KOB is under orders to protect WABC's Class 1 contour by directionalizing, while the Commission strives to find a frequency or a solution for the impasse.

The Commission discussed the clear channel matter once, it is known, and instructed the staff to recommend whether to cancel the entire matter or reopen the proceeding to bring it up to date. The latter is what the Clear Channel Broadcasting Service has asked be done.

There are two other matters involving am stations which are bound to get FCC attention this year. One is a petition by a group of daytime-only broadcasters seeking a change in their official hours of operation. The other is by a group of local, Class IV stations asking that they be permitted to increase power from the existing maximum of 250 w to 1 kw.

The Daytime Broadcasters Assn. filed a formal petition with the FCC in December 1955. They asked that the rules be changed to permit them to operate from 5 a.m. to 7 p.m. local time, or from sunrise to sunset, whichever gives them more hours on the air. Present rules limit daytimers to local sunrise to sunset. This is all right in the summer months, but, according to daytimers, is discriminatory in the fall and winter months. At that time, darkness sets in earlier and sunrise is later. DBA's claim is that this dilutes their services to their communities. These hours are needed, they say, to give their listeners local news, farm reports, weather conditions, etc.

At one point, daytimers got the Senate Small Business Committee interested in their claimed plight. A subcommittee was appointed, chairmanned by Sen. John Kennedy (D-Mass.) and a hearing was scheduled. However, when the 84th Congress came to an end, it was announced that this hearing would be held early in 1957.

Since the limitations on daytimer operation are aligned with daylight and night hours, it is obvious that the daytimers' request to be permitted to operate in darkness will have some effect on clear channel operations. It can be assumed, therefore, that the Commission's activity in the clear channel proceeding will have an effect on the DBA petition.

The bid for higher power for local stations was made by Community Broadcasters Assn. It wants the FCC to allow all Class IV stations to use 1 kw—instead of limiting them to 250 w. This is needed, CBA declares, in order to overcome the interference that has ensued through the crowded use of these frequencies in recent years and because greater industrialization and electrical use has raised the noise level in their communities. There are about 900 local stations operating today.

CBA was organized in 1954. It has an engineering study underway which will attempt to show that there are no problems connected with this increase—the only change so far suggested is that the adjacent channel interference ratio be lowered from 2:1 to 1:1. This is more realistic, CBA says, because today's radio receivers are more selective.

In a survey made in 1956, it was indicated that higher powers would permit community stations to not only reach larger areas but also to be received clearer at night and, to a degree, in the daytime. Stronger signals would enable stations to perform these services, most of them said: warn of floods, tornadoes, weather conditions, hurricanes, school closings, road conditions, prairie fires, etc.

This increased power, community broadcasters claimed, would also permit better service to more people day and night, more farm programs, market reports, crop forecasts, more local community events, news reports, etc. The additional coverage would mean improvements in programming and personnel, the survey showed, and also would help make the stations more competitive economically—by making them a better buy for local advertisers.

The self-interest of local operators was admitted. If power is raised, 76% said they would receive more revenue from national advertisers.

Tv's In Mind, Too

Television, of course, is not being slighted. The Commission is on record as seriously thinking of moving all tv to the uhf band—provided no person is denied tv service. An industry committee has been organized with FCC blessings to explore the whole province of uhf—its propagation, its transmitting equipment and its receiving gear—and to compare this with vhf television. This group, Technical Allocations Study Organization, after several months of search hired Dr. George R. Town, Iowa State College electrical engineering professor and before that with Stromberg-Carlson and Sylvania, as executive director. The new year bids fair to see the study get down to facts.

If the Commission ever moves tv out of its present vhf bands, the question of who gets what part of the vacated area will be bound to engage the federal agency for years to come. Most vigorous claimants are the non-broadcast services—mainly aviation, commercial and industrial.

But, within that spectrum area is also the growing field of ionospheric scatter transmission, where distances of from 1,000 miles to 1,500 miles are possible. Tropospheric scatter circuits, using uhf frequencies and reaching 200-300 miles at one leap, already are in existence not only by the military services in the far north and elswhere, but also by some commercial interests—AT&T's over-the-water hop from Florida to Cuba is one instance.

Forward scatter is the term given to the reradiation from ionized layers above the earth's surface of extremely high-powered directional transmissions. Tiny elements of the signal can be effectively received on large parabola receiving antennas. These signals were once considered of such minute strength that they were unusable, but recent advances in power, directivity and receiving sensitivity have enabled them to be utilized.

It is the need for this new service, as

well as the great pressures from the non-broadcast users for more space which have impelled the Commission to have a new look at the spectrum. Already the FCC has ordered a general study of the radio spectrum over 890 mc, and, according to informed sources, will, before the new year is far along, order some sort of review of that section between 25 mc and 890 mc.

Television operates between 54 mc and 216 mc, although there are other services sandwiched in between chs. 4 and 5 and chs. 6 and 7. Fm broadcasting occupies that area between 88 mc and 108 mc.

The pressures of non-broadcast services for more space have been growing apace. In its annual report, the FCC depicts this graphically: In 10 years authorizations in the non-broadcast field (aviation, marine, land transportation, public safety, industrial, amateur and other services) have increased from less than 92,000 to nearly 340,000—a 400% increase. Ten years ago there were 40 different classes of radio service; today, notwithstanding some consolidations for administrative purposes, there are 65 different classes of radio service.

In 1946, the FCC reported, there were 2,500 broadcast authorizations; today there are 7,000.

This impetus for more space for communications—as differentiated from broadcasting—have come from many sources. And some are not bashful about pointing the finger at broadcasting, particularly fm's purported vulnerable position and in some cases the lower vhf bands now used for television.

This attitude was given public circulation early in December. In a speech in Florida, Jerimiah Courtney, a Washington communications attorney, pounded at what he called the "imbalance" in the spectrum between government and non-government, and in the non-government sector of the spectrum, between broadcasting and non-broadcasting. He urged that tv and fm be forced into narrower allocations to give more space to non-broadcast users. He specifically called for fm's 20 mc to be re-evaluated in the light of the small use being made of this band. There are more than 500 fm stations in operation.

ADVERTISERS & AGENCIES

Continued from page 29

and other products) took its first network tv plunge; a lion's share of the Remington-Rand Shaver (Div. of Sperry-Rand Corp.) $6 million advertising budget was tossed to tv, with emphasis on network sponsorship.

Bulova Watch Co., New York, a heavy spot advertiser, during the year entered network tv for the first time; Paper-Mate Co. (Gillette sudsidiary) launched a $1 million campaign in May with the bulk for tv; Florida Citrus Commission set more than $1.5 million for tv spot and $104,000 for radio spot; Anderson, Clayton & Co. (cotton oil processor) placed 65% (about $750,000) of its Mrs. Tucker's Foods Div. ad budget into spot tv, buying into 32 mid-west markets; Grove Labs hiked its ad budget, much of it going into the air media.

Mentholatum Co. (cold preparations), Buffalo, set more than $500,000 in radio-tv for the fall of '56; Whirlpool-Seeger, armed with a $20 million total ad budget, planned a heavier emphasis on tv; Bon Ami earmarked $350,000 in its biggest tv spot splurge in daytime. In September, the political parties had $2.1 million worth of radio-tv network time under option or contract; National Brands Div. of Sterling Drugs Inc. raised its advertising budget 15% to $15 million with about $10 million slated for radio-tv.

Bymart-Tintair Inc. (Tintair dye), New York, planned its biggest use of tv spot and film in five years when it had spent $4 million on the medium; American Gas Assn. signed for its first network tv sponsorship (half-hour of CBS-TV's *Playhouse 90* effective next month); Sweets Co. of America (Tootsie Rolls), New York, rolled a $1 million gross billing on NBC-TV for daytime segments, and Chesterfield wrapped up Frank Sinatra's show upcoming next fall on ABC-TV.

High spots in agency mergers, changes, absorptions, etc., included sale of 41-year-old Erwin, Wasey & Co. by L. R. and George Wasey to Howard D. and David B. Williams, who became chairman of board and president, respectively. Formation of Vic Maitland & Assoc., Pittsburgh, was effected by John Maitland (executive vice president) and son V. I. Maitland who became president. Morey, Humm & Johnstone Inc., New York, changed its name to Morey, Humm & Warwick Inc., J. R. Warwick becoming vice president, director and chairman of the plans board. David J. Mahoney sold his agency to MacManus, John & Adams, becoming president of Good Humor Corp., Brooklyn.

Compton Adv., New York, absorbed W. H. Hunt & Assoc., Los Angeles. Texas Co. consolidated all of its advertising (about an $11 million billing) with Cunningham & Walsh and C&W absorbed Conklin Mann & Son, New York, that was billing about $3.5 million a year. In December, C&W was boosted to the $50 million billing category when it took over Brisacher, Wheeler & Staff, San Francisco, and the Mayers Co., Los Angeles. Also in December, Geare-Marston Inc., Philadelphia, merged with Ruthrauff & Ryan, New York, raising the latter's billing category to $40-45 million a year.

Among the many agency executive changes: Ted Bergmann, former head of Du Mont Television Network and associated with Du Mont's Electronicam service, and Lansing Lindquist, vice president in charge of radio-tv, Ketchum, MacLeod & Grove, Pittsburgh, moved to McCann-Erickson as vice presidents and associate radio-tv directors (forerunner to M-E, a radio-tv "heavy," expanding its tv-radio department as a "third arm" in the agency and of equal stature with marketing and creative divisions); Lawrence Valenstein, president-founder, Grey Adv., was raised to chairman of the board and executive committee, and Arthur Fatt from executive vice president to president. Herbert D. Strauss succeeded Mr. Fatt.

Richard K. Manoff, formerly vice president-account supervisor and member of the review board, Kenyon & Eckhardt, New York, resigned and set up his own agency under his name, will handle the $2 million Welch grape juice account formerly at K&E; Kenneth Beirn, former president of Biow-

15%: MAJOR ISSUE OF ADVERTISING YEAR

ONE of the toughest subjects in advertiser-agency relations in any year—how the agency should be paid—came to the fore in 1956 and promised to occupy top-level attention for months yet to come.

The debate gained impetus in February when the American Assn. of Advertising Agencies became the first of the defendants—who included American Newspaper Publishers Assn. and other non-broadcast groups—to sign a consent decree settling its phase of an antitrust suit filed by the Justice Dept. in 1955.

By terms of that decree, the AAAA agreed not to attempt to "fix, establish or stabilize" agency commissions, advise or require any agency not to rebate or split agency commissions, persuade media to deal only with "recognized" agencies, or prohibit speculative presentations by agencies. The decree made plain, however, that none of the bans on AAAA applied to agencies individually.

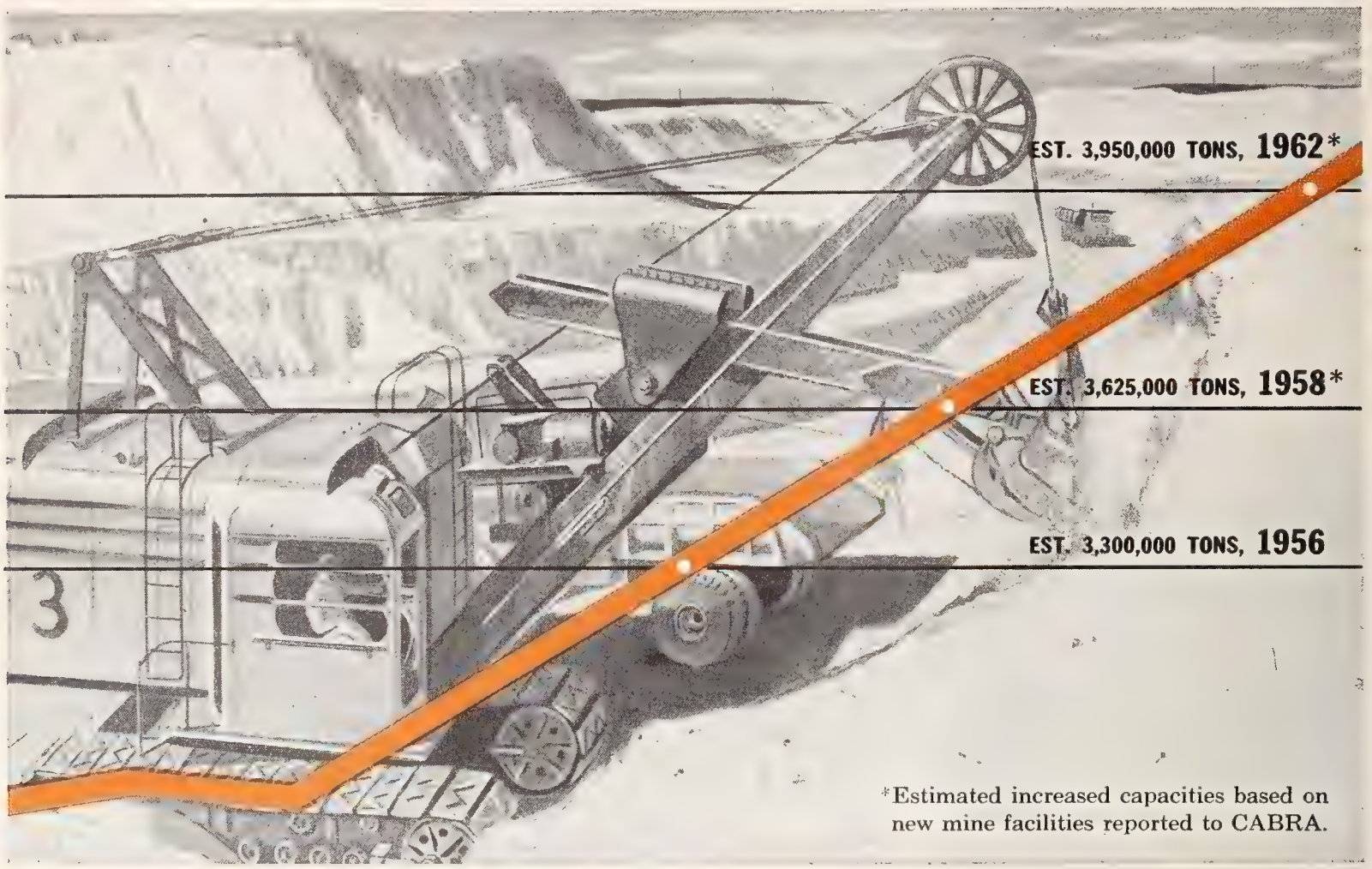
Agency people claimed advertisers used the decree as an excuse to raise the commission issue. Advertisers claimed the commission system had been worrying them long before the antitrust suit was filed. They also denied that their objective was to cut the agencies' pay.

The issue dominated many sessions of both AAAA and the Assn. of National Advertisers. Agency leaders almost to a man contended that payment by commission—generally it's been 15%—was the fairest compensation system that had been devised. Advertisers took the position that the role of the agency has changed; that agencies serve the advertiser, not media, and that therefore the advertiser should have more direct control over what is paid—in short, that the time had come for "re-evaluation" of the system by individual advertisers and their respective agencies.

Both AAAA and ANA have committees working specifically on the problem. In late October, ANA launched an independent study of the functions and practices of today's advertising agencies which it hoped would enable individual advertisers to make up their minds on the merits of the 15% system. The study is being conducted by Prof. Albert Frey, marketing professor in the Tuck School of Business Administration at Dartmouth College, and ANA expects to present a preliminary report at its 1957 spring meeting and a final one next fall.

Still MORE COPPER is coming

as free-world capacity expands!



*Estimated increased capacities based on new mine facilities reported to CABRA.

"Can we depend on Copper's availability?"

This question concerns many a Company whose future depends on quality of materials used today.

The Copper Industry gives this assurance:

> "Already, enough Copper has been made available to meet any normal requirement. And more is scheduled to come. Increased capacity . . . careful planning throughout the Industry . . . these factors will help to meet the expected increase in demand for Copper."

When *your* Company executives are meeting on the subject of *Copper*, suggest that they consider all of Copper's contributions to product-quality.

Remind them that no substitute offers Copper's combination of advantages. Some of them:

Copper conducts electricity best . . . lends itself to miniaturization . . . won't rust and resists corrosion . . . is an excellent heat transfer agent . . . forms and joins easily.

And lives . . . and lasts . . . and serves . . . and satisfies for more years!

So, before your Company meeting adjourns, move that this policy be adopted: "Progress is important to us . . . and Copper is important to our Progress!"

COPPER & BRASS
RESEARCH ASSOCIATION

420 Lexington Avenue, New York 17

COPPER OR ITS ALLOYS PROVIDE THESE ADVANTAGES: Best conductor of electricity commercially available • Does not rust . . . high corrosion resistance • Best heat transfer agent of all commercial metals • Easy to machine, form, draw, stamp, polish, plate, etc. • Welds readily . . . excellent for soldering and brazing

Beirn-Toigo, New York, joined Ruthrauff Ryan as executive vice president (later elected president), Paul E. Watson moved up from president to board chairman, succeeding Barry Ryan who became chairman of the executive committee, while R. W. Metzger and H. B. Groseth also became executive vice presidents at R&R.

Another B-B-T executive—John Toigo, former partner and executive vice president—joined Schlitz as marketing director; David Botsford Jr. was elected president of Botsford, Constantine & Gardner, Portland, Ore., succeeding his father who became chairman of the board; Reggie Schuebel, president of the firm under her name, resigned to join Norman, Craig & Kummel as vice president (her firm continuing its radio-tv servicing of agency clients); Edwin Cox, senior vice president, Kenyon & Eckhardt, moved up to vice chairman of the board; John T. McHugh, senior vice president and New York manager of Joseph Katz Co., Baltimore and New York agency, was elected president, succeeding Joseph Katz who was elected board chairman.

George H. Frey left NBC as vice president in charge of tv network sales to join Sullivan, Stauffer, Colwell & Bayles, New York, as vice president in charge of network operations; Dan B. Miner, who had formed the agency under his name in Los Angeles in 1911, died Nov. 10.

INVASION OF BIG STUDIO FILM MAJOR 1956 TV DEVELOPMENT

- **Total price sales for movies estimated at $100 million**
- **Television networks seen viewing deluge with concern**
- **Also affected: stations, advertisers, syndicators**

PERHAPS the most far-reaching single development in television in 1956 was the "invasion" by major studio feature film product and the consequent implications for stations, networks, advertisers and syndicators of programs produced for television.

Since the first of the year, the pre-1948 libraries of RKO, Warner Bros. and MGM and groups of pictures from 20th Century-Fox and Columbia Pictures have been released to television, with the total sales price estimated at $100 million [B•T, Dec. 17]. In terms of audience ratings and value to advertisers, feature films were hailed throughout the year by their distributors (and many individual tv stations) as "the greatest buy in television." Each of the distributors of major studio libraries, from time to time, issued reports on huge ratings compiled by feature films, some in competition with network programming.

The first overt indication that networks are viewing the feature film deluge with concern came from Robert Sarnoff, NBC president, during the network's 30th anniversary celebration in Miami Beach [B•T, Dec. 17]. Although Mr. Sarnoff made no direct reference to the threat to network sponsorship by feature films, major distributors have made no secret of their intention to woo the national advertiser more ardently in 1957. A start was made in this direction in 1956 when several national advertisers arranged for program sponsorship of feature films, with the most-heralded purchases being Colgate's $750,000 investment on KTTV (TV) Los Angeles for Metro-Goldwyn-Mayer features. Other outstanding national advertiser buys were those of Bristol-Myers on the Triangle stations using various libraries; Whitehall's Anacin in 12 markets, and American Character Doll and Remco Electronic Toys in 22 markets, both using Warner Bros. features and cartoons, and Ford Motor Co., using RKO features on WFIL-TV Philadelphia.

Distributors acknowledge that only a dent has been made, but they point out that other than scattered spot announcements, the national advertiser in the past has shied away from using feature film. They feel that 1957 can only accelerate a trend that is beginning and they all are highly optimistic.

An off-shoot development to the interest in feature films by national advertisers was the formation this past summer of the NTA Film Network by National Telefilm Assoc. The network began operations on Oct. 15 with more than 100 affiliates, each of which had made available 1½ hours of time for feature film programming. Although the NTA film network has been busy trying to line up a group of national advertisers to sponsor, at year's end its quest had not been successful. Last week a spokesman said the network is "very close" to signing a national advertiser.

Entry of Loews Inc. into television this summer through its subsidiary MGM-TV also paved the way for Loews' acquisition of interest in tv stations. One condition of sale of its feature film library to three stations—KMGM-TV Minneapolis, KTTV (TV) Los Angeles and KTVR (TV) Denver—was the acquisition of 25% stock interest in each of the stations. That this type of "invasion" of television by major motion picture studios is not an isolated case may be adduced by the recent announcement by Screen Gems, a subsidiary of Columbia Pictures, of setting up a station operations department, among whose functions will be to acquire interest in tv stations [B•T, Dec. 10].

Despite the increasing popularity of feature films to both audiences and advertisers, television film syndicators reported "brisk business" though several reduced operations during the year and several mergers and purchases were effectuated. Last spring CBS purchased Terrytoons Inc. from founder Paul Terry for about $4-5 million and in May NTA bought UM&M Corp. for more than $4 million. Several weeks ago Screen Gems acquired Hygo Television Films and United Television Films, which Hygo had purchased in 1955.

The upsurge in the foreign market during 1956 was reported by many of the larger syndicators, who expanded their staffs to accommodate this new business. At year's end, the prospects for increased revenue from sales overseas were echoed by the majority of tv film distributors, with many voicing the opinion that in five years, half of gross sales will be accounted for by activity abroad.

Companies most prominent in the foreign field are Ziv Television Programs, Television Programs of America, ABC Film Syndication, NBC Films, CBS-TV Film Sales, Screen Gems, Official Films, and Fremantle Overseas Radio and Television, which serves as sales agent in foreign markets for many distributors without an international sales organization.

Hollywood's influence in television during the year was evident in areas outside of its interest in tv station acquisitions and in sale of feature libraries during the year (RKO's to C & C Television Corp. for $15.1 million; Warner's to PRM, now Associated Artists Productions Corp. for $21 million; 20th Century-Fox' to NTA for a committed $30 million; Columbia Pictures' and Metro-Goldwyn-Mayer's through company subsidi-

HEAD TO HEAD, NOT EYE TO EYE



MOORE SARNOFF

OPPOSITE POLES of the dispute about broadcast practices—a subject in which film men have a distinct interest—are represented by Richard A. Moore, president and general manager of KTTV (TV) Los Angeles, and Robert W. Sarnoff, president of NBC. In March, Mr. Moore testified before the Senate Commerce Committee against network option time and must-buy agreements—the same arguments film syndicators later advanced before the House Antitrust Subcommittee. Mr. Sarnoff rebutted the arguments in his own testimony before those committees. Then, before the NBC affiliates convention in Miami Beach earlier this month, he pointed to growing danger that the invasion of film product—particularly feature films from movie libraries—could dilute and even destroy the effectiveness of live television network service. Mr. Moore's station (an independent) has used feature films with notable rating successes in recent months.

aries, Screen Gems and M-G-M-TV, respectively).

Fox also acquired 50% interest in the NTA Film Network in a transaction with NTA said to be separate from its feature film deal, and also arranged to produce four tv film series for distribution by NTA in 1957. Fox reportedly has invested $2.5 million to refurbish its west coast studios designated for tv film production, and RKO Television announced plans for increased tv program production.

In a corollary development, American Broadcasting-Paramount Theatres last month formed a new subsidiary, Am-Par Pictures Corp., to produce motion pictures for theatrical use.

Paramount Pictures is the sole major studio to have withheld its pre-1948 product from television, though the company is "exploring" the feasability of such action. Considerable discussion was held during the year by producers, distributors, and various entertainment unions on the disposition of post-1948 product of major studios. In mid-December, Matthew Fox, president of C & C Television, arranged for release to television of 83 post-1948 RKO pictures, but it was emphasized that his agreement with the talent guilds was for this transaction only and a formula for the industry as a whole was not involved.

Throughout the year there were apparent clashes of interest between networks and film syndicators, highlighted by the appearances of Richard Moore, KTTV (TV) Los Angeles, before the Senate Commerce Committee, and, before the House Antitrust Subcommittee investigation in New York, of four tv film leaders—Ralph M. Cohn, vice president and general manager, Screen Gems; Michael M. Sillerman, executive vice president, Television Programs of America; Herbert Jaffe, executive vice president, Official Films, and A. Frank Reel, operations manager, Ziv Television Programs. The main points they made were that network option time should be restricted; the total amount of programming a station may take from any one source should be limited and network participation in program production should be restricted or banned. The four companies banded together as the nucleus of the Assn. of Television Films Distributors Inc., and plan to intensify their efforts in 1957.

During the last two months of the year, Lever Bros. spearheaded a campaign to improve the quality of television films. The project gained momentum as representatives of Lever Bros. and its agencies solicited the assistance of various industry groups, including Film Producers Assn. of New York and National Television Film Council.

Although stations probably have realized the value of feature film programming, its high cost apparently dictated a plan revealed last November under which a group of 35 stations met to explore the possibility of bypassing the distributor and buying the Paramount Pictures library and Universal-International features directly. One of the leaders of this project is Ted Cott, managing director of DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington), who reported that station officials feel that costs could be cut virtually in half by eliminating the distributors.

SALE OF RADIO, TV STATIONS REACHES NEW RECORD IN 1956

- **Approximately $100 million in station assignments, transfers**
- **Highspot: Crowell-Collier failure to become major broadcast entity**
- **New York investment banker Whitney buys important properties**

THE purchase and sale of radio and tv stations in 1956 reached a new high. The FCC in its annual report issued two weeks ago disclosed that 1,085 applications for station transfers had been filed—an increase of 10%—and this only to June 30, 1956. But, a summary of the noteworthy station transactions, given below, indicates that more than $75 million was involved.

If the bulk of other transfers are included, it is inescapable that $100 million was involved in station assignments and transfers during the calendar year.

Highspot of this area of broadcasting activity was the Crowell-Collier fizzle after grandiose plans had been publicized to put that publishing firm into broadcasting as a major entity. Crowell-Collier did actually acquire KFWB Los Angeles, but its $16.2 million bid for Consolidated Telecasters and Radio Broadcasters Inc. properties fell afoul the tight money market. This disaster seemed to spur dissolution, for within weeks Crowell-Collier folded its remaining two magazines (it had suspended another earlier) and was faced by a full-scale Securities & Exchange Commission investigation.

The Consolidated group's properties were snapped up by Time Inc., for a $15.7 million figure, minus one radio property.

In the course of the year, New York investment banker J. H. Whitney & Co. became a major factor in broadcasting. It paid $10 million for the Bruce McConnell interests in Indianapolis and Fort Wayne and also acquired control of a vhf television outlet in the Galveston-Houston market. This in addition to its control of a Tulsa vhf station.

Other highlights during the year were Westinghouse's $5.3 million purchase of WIND Chicago; Storer's multi-moves, all contingent one way or the other on each other; NBC and CBS acquisition of second uhf outlets, after objections and Commission-ordered studies, and the NBC and Westinghouse exchange of stations—resulting in FCC approval, but a civil antitrust suit against RCA-NBC by the Dept. of Justice.

Collier's Flunks Out

Noteworthy 1956 station sales are listed below:

Fiasco of the year was Crowell-Collier's $16.2 million contract to buy the Bitner-controlled Consolidated Telecasters & Radio Broadcasters Inc. (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Mineapolis-St. Paul and WFDF Flint, Mich.). After backing and filling for almost six months, and after it appeared that Crowell-Collier had found means to secure financing, the entire transaction blew up at the last minute when the magazine company found the money market too tight for the funds involved. It cost Crowell-Collier $100,000 in liquidated damages for this experience—which eventuated in the closing of its two magazines—*Collier's* and *Woman's Home Companion*. A third publication, *American* magazine, had been suspended earlier. The events even brought the Securities & Exchange Commission hot on the trail of possible irregularities in Crowell-Collier debenture issues. However, the publishing company did come out of the grandiose plunge into broadcasting with 50 kw KFWB Los Angeles, for which it paid $2.35 million. An earlier $1 million buy of KULA-AM-TV Honolulu was cancelled by mutual consent.

The Bitner properties (minus WFDF Flint) have been bought by Time Inc. for $15,750,000, subject to FCC approval. Time will have to sell one of its tv properties in order to remain within the five vhf-to-a-single owner FCC rule; Time now owns 50% of KOB-AM-TV Albuquerque, N. M. (other 50% is owned by Wayne Coy, former FCC chairman); 80% of KDYL-AM-FM and WTVT (TV) Salt Lake City (20% owned by G. Bennett Larson), and 100% of KLZ-AM-FM-TV Denver, Colo.

Westinghouse Broadcasting Co. paid the largest sum to date for a standard broadcast station when it acquired WIND Chicago and a construction permit for ch. 20 there for $5.3 million in Westinghouse stock (as of Aug. 24). The highest ever paid for an am station was the $4 million paid last year for 50 kw WNEW New York by broadcaster Jack D. Wrather and associates.

Storer Broadcasting Co., already the owner of the limit for tv—five vhf and two uhf outlets—made four deals during the year, all of which are still pending. It paid $27,277 for the ch. 3 construction permit held by KSLM-TV Salem, Ore., with the proviso it be moved closer to Portland, Ore., where Storer operates ch. 27 KPTV (TV); it bought ch. 3 WMUR-TV Manchester, N. H., for $850,000 contingent on its move closer to Boston, Mass.; and it recently signed an agreement with WPFH Inc. to pay $5.4 million for ch. 12 WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, Pa. On the other side of the coin, Storer signed an agreement to sell its WAGA-AM-FM-TV Atlanta, Ga., to the Washington Post Co. for $6.5 million, dependent on FCC approval of its Manchester, N. H., purchase. The Washington Post Co. *(Washington Post & Times-Herald)* owns WTOP-AM-FM-TV Washington and WMBR-AM-TV Jacksonville, Fla. In addition to Portland and Atlanta, Storer also owns WGBS-AM-FM-TV Miami, Fla.; WMBR-AM-TV Birmingham, Ala.; WJBK-AM-FM-TV Detroit, Mich.; WSPA-AM-FM-TV Toledo, Ohio; WJW-AM-TV Cleveland, Ohio, and WWVA-AM-FM Wheeling, W. Va.

NBC acquired its second uhf when it received FCC approval late in the year, follow-

ing 12 months delay due to objections and questions regarding overlap, of WKNB-AM-TV New Britain, Conn. NBC paid $600,000 for the stations; the tv operating on ch. 30. In 1955 NBC acquired its first uhf when it bought ch. 17 WBUF (TV) Buffalo, N. Y., for $312,500. During the year, NBC exchanged its WTAM-AM-FM and WNBK (TV) Cleveland, Ohio, for Westinghouse Broadcasting Co.'s KYW and WPTZ (TV) Philadelphia. WBC also received $3 million. The Philadelphia stations are now WRCV-AM-TV, and are the subject of a Dept. of Justice civil suit against RCA-NBC for conspiracy to violate the antitrust laws. The government claims that RCA-NBC threatened to withdraw NBC affiliations from WBC stations in order to pressure WBC to agree to the Cleveland-Philadelphia swap.

CBS got its second uhf—ch. 18 WGTH-TV (now WHCT [TV] Hartford, Conn.)—for $650,000. CBS's other uhf is ch. 19 WXIX (TV) Milwaukee, which it acquired from Bartell brothers in 1954 for $350,000 —plus paying $650,000 to Lou Poller for buying out ch. 25 WCAN-TV Milwaukee studio space and equipment.

J. H. Whitney & Co. (whose major owner John H. [Jock] Whitney was last week named ambassador to the Court of St. James), paid $10 million for WISH-AM-TV Indianapolis and WANE and WINT (TV) Fort Wayne-Waterloo, Ind., and earlier in the year paid $3.75 million for a 90% interest in KGUL-TV Galveston-Houston, Tex. The Whitney interests own 90% of KOTV (TV) Tulsa, Okla., and have varying interests in community tv systems in the West. Earlier in the year, owners of the WISH properties paid $800,000 for ch. 5 WINT and surrendered their cp for uhf in Fort Wayne.

Newcomer Transcontinent Tv Corp., comprising upstate New York financial interests who have major interests in WGR-AM-TV Buffalo, N. Y., among others, plunged into broadcasting with the $5 million purchase of WHAM-AM-TV and WHFM (FM) Rochester, N. Y., and the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va. (with ownership shared with Hamilton Shea, former NBC executive). After receiving FCC approval for its Rochester purchase, Transcontinent sold off the am and fm outlets for $500,000, changed the ch. 5 call letters to WROC-TV. Trancontinent now is half-owned by General Railway Signal Corp., Rochester, N. Y.

A group of west coast businessmen, including Albert Zugsmith, Arthur B. Hogan, Frank Oxarart, Richard C. Simonton, Jack Burnett, and Richard Feldman, acquired two radio and one tv properties during the year. A segment of the group paid $150,000 for KITO San Bernardino, and $100,000 for KBMI and KSHO-TV Henderson-Las Vegas, Nev. Mr. Hogan bought KFOX Long Beach, Calif., for $536,000. The group, in varying combinations, owns KULA-AM-TV Honolulu and KRKD Los Angeles.

Triangle Publications Inc. (*Philadelphia Inquirer*-Annenberg) reached out across a couple of state lines and bought WNHC-AM-FM-TV New Haven, Conn., for $5.4 million. The year before it had paid $3 million for WNBF-AM-TV Binghamton, N. Y., and $3.5 million for WFBG-AM-TV Altoona, Pa. It owns WFIL-AM-FM-TV Philadelphia and 50% of WHGB Harrisburg, Pa.

Philadelpha Bulletin (WCAU-AM-FM-TV Philadelphia) this year moved outward from the Quaker City; it bought ch. 22 WGBI-TV Scranton, Pa., for $650,000.

Gannett newspapers bought WINR-AM-TV Binghamton, N. Y., paying $165,000 for the properties. Gannett owns WDAN-AM-TV Danville, Ill.; WENY Elmira, 85% of WHEC-AM-TV Rochester, and 49% of WHDL-AM-FM Olean, all N. Y.

The year saw two tv film entities enter the station ownership field. A group headed by Sy Weintraub, president of Flamingo Pictures, paid $1.5 million for KEYD-AM-TV Minneapolis-St. Paul, Minn. It then sold the am outlet for $100,000 and changed the ch. 9 call letters to KMGM-TV—after which it entered into a lease-interest deal with Loew's Inc. for the MGM backlog in return for the movie firm getting 25% interest in the station. Later in the year, Guild Films (Reub Kaufman, president) paid $695,000 for WMAM and WMBV-TV Marinette-Green Bay, Wis.



FORMAL transfer of WIND Chicago to Westinghouse Broadcasting Co. took place Dec. 21, with ceremonies involving Donald H. McGannon (r), WBC president, and Ralph L. Atlass, formerly president of WIND Inc., which sold the station. Mr. Atlass continues as general manager [B•T, Dec. 24]. The price of $5.3 million is highest ever paid for a radio property.

Loew's Inc. has gained 25% interests in following stations: KTTV (TV) Los Angeles, KTVR (TV) Denver, and KMGM-TV Minneapolis-St. Paul, Minn. The only figures which were made public in these transactions was the $1,650,000 Loew's paid for its quarter-interest in KTTV, in exchange for $4 million leasing of the MGM films.

Steinman interests expanded during the year by acquiring ch. 36 WRAK-TV Williamsport, Pa., for $125,000. Steinman owns WGAL-AM-FM-TV Lancaster, WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WRAW Reading, and WEST-AM-FM Easton, all Pa., and WDEL-AM-FM Wilmington, Del.

Hudson Valley Broadcasting Co. extended its broadcasting province by buying ch. 19 WMGT (TV) Pittsfield, Mass., for $379,000. Hudson Valley already owns WROW-WCDA (TV) Albany and WCDB (TV) Hagaman, both New York.

WSTV Inc. paid $760,000 for KSWM-AM-TV Joplin, Mo., while its $250,000 purchase of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., is in hearing status, under attack by *Clarksburg Exponent*. The Laux-Berkman interests own WPIT Pittsburgh, and WBMS Boston.

Plough Inc., Memphis Tenn., pharmaceutical house (Mexsana, St. Joseph's aspirin, Nujol), added to its holdings by buying two radio properties during 1956. It paid $600-,000 for WCAO-AM-FM Baltimore, Md., and $450,000 for WCOP Boston, adding these outlets to already owned WMPS Memphis, Tenn., and WJJD Chicago, Ill.

Sen. Lyndon Johnson's family extended its holdings in Texas stations by acquiring a 50% interest in KRGV-TV Weslaco, Tex., for $5,000 and a loan of $140,000. It secured an option to acquire 50% of KRGV Weslaco by lending the am station $103,-000. LBJ Co. (for Ladybird Johnson, wife of Sen. Johnson owns KTBC-AM-FM-TV Austin and 29% of KWTX-AM-TV Waco, Tex.

RKO Teleradio Pictures Inc. stepped into a hornet's nest when it paid $400,000 for good music outlets WGMS-AM-FM Washington, D. C. Litigation by a WGMS minority stockholder resulted in an FCC order requiring the stations to be returned to the original owners while a protest hearing takes place. FCC approval of the RKO buy has been stayed, pending the outcome of the protest proceeding. RKO owns WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, and KFRC San Francisco.

Todd Storz' $850,000 purchase of WQAM Miami, Fla., almost became a *cause celebre*. The Commission after a knock-down go-round on the question of its jurisdiction over programs finally approved the purchase. Nub of the question was Mr. Storz' promotional activities to get people to listen to his stations. Storz stations include KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis-St. Paul.

Cowles Broadcasting Co. widened its ownership when it bought WHTN-AM-TV Huntington, W. Va., for $635,000. It already owned KRNT Des Moines, Iowa; WNAX Yankton, S. D.; KTVT (TV) Sioux City, Iowa, and 60% of KRNT-TV Des Moines. The Minneapolis Star & Tribune Co., controlled by members of the Cowles family, owns 47% of WCCO-AM-TV Minneapolis-St. Paul and 80% of ch. 12 KTVH (TV) Hutchinson (Wichita), Kan.

WKY Radiophone Co. (WKY-AM-TV Oklahoma City), which in 1955 paid $570,-000 for WSFA-AM-TV Montgomery, Ala., continued in 1956 to acquire eastern properties; it paid $3.5 million for ch. 13 WTVT (TV) Tampa, Fla. It also sold WSFA for $175,000.

In New Orleans, WDSU-AM-FM-TV expanded its territorial ownership by acquiring 51% of WDAM-TV Hattiesburg, Miss., paying $51,000. WDSU already owns 58%

of WAFB-AM-FM-TV Baton Rouge, La.

J. Elroy McCaw added to his group of stations by having Gotham Broadcasting Co. buy KDAY Santa Monica, Calif., for $650,000. Mr. McCaw owns 75% of Gotham; Jack Keating the other 25%. Gotham owns 50% of KTVR (TV) Denver, and Messrs. McCaw and Keating own KYA San Francisco and 50% of KONA-TV Honolulu. Mr. McCaw in his own name owns KTVW (TV) Seattle. During the year he sold out his interest in KORC Mineral Wells, Tex.

The McLendons moved three times in 1956; they bought KTSA-AM-FM San Antonio for $306,000; they sold WRIT Milwaukee (to the Balabans) for $400,500, and they sold KELP and KILT (TV) El Paso to KXLY-AM-TV Spokane, Wash., interests. The McLendons, Barton and Gordon, still own KLIF Dallas.

Stauffer Publications Inc. bought all the properties of Capper Publications in a $2.5 million transaction—including WIBW-AM-TV Topeka and KCKN Kansas City, Kan., and turned around and sold the Kansas City outlet to Cy Blumenthal for $110,000. Mr. Blumenthal is the principal owner of WARL Arlington, Va. (Washington area), WCMS Norfolk and WROV Roanoke, both Virginia.

H. Scott Killgore's Tele-Broadcasters Inc. bought four radio stations during the year, sold one. It paid $250,000 for WGTH (now WPOP) Hartford, Conn.; $175,000 for KUDL Kansas City, Mo.; $133,000 for WBBR Brooklyn, N. Y., and $300,000 plus adjustments for KALI Pasadena, Calif. It sold WARE Ware, Mass., for $105,000. It owns WKXL Concord, N. H., and WKXV Knoxville, Tenn.

Balabans Add Two More

Theatre owners Harry and Elmer Balaban extended their broadcast holdings by acquiring (with Harold S. and Leo M. Lederer) WRIT Milwaukee for $400,500 and, with the Lederers, 50% of KFBI Wichita, Kan., for $100,000. The Balabans also received a ch. 42 grant in Birmingham, Ala., They control WMCM (TV) Grand Rapids, Mich.; 50% of WICS (TV) Springfield, and 50% of WTVO (TV) Rockford, both Ill.

The year also saw the dissolution of the Frank Carman-Grant Wrathall-O. and Sharon Lee Powers interests. In a $1¼ million transaction, the A. L. Glasmann interests acquired 51% interest in KUTV (TV) Salt Lake City, 100% of KLIX-AM-TV Twin Falls, and 75% of KGEM Boise, both Idaho, and 66⅔% of KOPR Butte, Mont. The Glasmann group already owned or controlled KLO Ogden and KALL Salt Lake City, both Utah; KIMN Denver, Colo., and KMON Great Falls, Mont. Mr. Carman retained KUTA (now KLUB) Salt Lake City.

Gene Autry and Robert O. Reynolds spent $950,000 to acquire KSFO San Francisco. They already own KMPC Los Angeles, and Mr. Autry is a major owner of KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, both Arizona.

New York realtor Webb & Knapp Inc. (William Zeckendorf) acquired 50% interest in KBTV (TV) Denver, Colo., for $850,000.

KLAC Los Angeles was bought by Mortimer W. Hall for $845,000 from his mother, Mrs. Dorothy Schiff Sonnenborn.

A group headed by Cincinnati industrialist Henry Hilberg paid $820,000 for WEOA-WEHT (TV) Evansville, Ind.

WAVE-AM-TV Louisville, Ky., paid $585,000 for ch. 62 WFIE (TV) Evansville, Ind.

KDWI-TV Tucson, Ariz., went for $533,000 to a group of Texas buyers, among whom are owners of KDET Center, Tex.

After more than half-dozen years in the hands of trustees, the Broadcasting Corp. of America's four standard broadcast stations were finally sold for $400,000 to Imperial Broadcasting System, headed by Frank K. Danzig, Hollywood program producer. The stations, once owned by William L. Gleeson, are KPRO Riverside KROP Brawley, KREO Indio, and KYOR Blythe, all California. KPRO was one of the few holders of tv ch. 1 in pre-1948 days.

Multiple owner David Segal paid an aggregate of $500,000 for KEAR San Francisco. He owns KOSI Denver, WGVM Greenville (Miss.), and KLEE Ottumwa, Iowa.

Lincoln Dellar paid $400,000 for ch. 40 KCCC-TV Sacramento, Calif. He already owns KXL Portland, Ore.; KHMO Hannibal, Mo., and 50% of KJR Seattle, Wash.

Washington food broker and multiple broadcaster John W. Kluge extended his holdings by purchasing for $300,000 KNOK Fort Worth, Tex. He already owns WGAY Silver Spring, Md. (Washington area); WILY Pittsburgh, Pa.; WLOF Orlando, Fla.; KXLW St. Louis and WKDA Nashville, Tenn.

Founders Corp. which owns KPOA Honolulu, WTAC Flint, and 50% of KTVR (TV) Denver, bought WFBL Syracuse, N. Y., for $227,500.

Two Corpus Christi, Tex., radio stations were sold during the year: KWBU went for $200,000 to a syndicate headed by Washington attorney Benito Gaguine; KRIS was sold for $225,000 to a group which included Roy Hofheinz, former mayor of Houston.

Richard Eaton bought bankrupt WACH (now WYOU) and WACH-TV Newport News, Va., for $54,000. Mr. Eaton's United Broadcasting Co. already owns WOOK-AM-TV and WFAN (FM) Washington, D. C.; WJMO Cleveland, Ohio; WSID-WTLF (TV) Baltimore, Md.; WARK Hagerstown, WINX Rockville, both Md., and WANT Richmond, Va.

Country music impressario Connie B. Gay bought WFTC Kinston, N. C., for $145,000. He owns WTCR Ashland, Ky. and KLRA Little Rock, Ark.

Town & Farm stations (Don Searle) reached up for KFNF Shenandoah, Iowa, paying $61,000 to add a fourth facility to its existing three: KIOA Des Moines, KMMJ Grand Island (Neb.) and KXXX Colby (Kan.).

TOP NETWORK STORY: EXECUTIVES

- **Network management changes were rule during 1956**
- **O'Neil first to go; Van Volkenburg bows out today**

THE year 1956, for networks, was marked by top-level executive changes—few networks were exempt. A new network also was born: The NTA film network (see films).

Mutual started the reorganization activity in April, when President and Chairman Thomas F. O'Neil gave up the presidency in order to devote more time to his job as president of the parent RKO Teleradio Pictures Inc. He was succeeded at Mutual by John B. Poor, who had been executive vice president.

Charles T. Ayres resigned as NBC vice president in charge of radio in August, nine months after moving into the job from ABC, and was succeeded by Matthew J. Culligan, who had been vice president and national sales director for NBC-TV.

A more general reorganization occurred at NBC in September when four new executive vice presidencies were created under President Robert W. Sarnoff. At the same time, Sylvester L. (Pat) Weaver Jr. resigned as board chairman. The four executive vice presidents, and their respective areas of responsibility, were Thomas A. McAvity (tv network programs and sales); Charles R. Denny (operations); John M. Clifford (administration), and David C. Adams (corporate relations).

Robert E. Kintner resigned as president of ABC in October in a policy tussle with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, who took active command of the broadcasting division. Oliver Treyz was lured from the presidency of Television Bureau of Advertising to become ABC vice president in charge of television, and John H. Mitchell, who held that job, was made vice president and special assistant to Mr. Goldenson—and may shortly get a new west coast assignment in the ABC organization.

Mr. Kintner subsequently signed as an executive vice president of NBC, and is scheduled to take up his new duties Jan. 2. Unlike the other NBC executive vice presidents, he has no fixed area of responsibility, but his first assignment will be in color tv.

J. L. Van Volkenburg resigned as president of CBS-TV early in November, effective today (Dec. 31), and will be succeeded by Merle S. Jones, who has been an executive vice president of CBS-TV. Mr. Van Volkenburg is retiring from business and will make his home in Florida, but continues as a member of the CBS Inc. board of directors.

Westinghouse Broadcasting Co. and NBC figured in a series of developments. Their exchange of owned stations in Philadelphia and Cleveland was completed in January, but six months later things were less amicable. In a dispute over NBC's radio programming policies, WBC announced its radio stations would stop carrying NBC daytime programs as of July 16 and would disaffiliate entirely as of Aug. 26. NBC subsequently signed WKJG Fort Wayne to re-

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place WBC's WOWO as its outlet in that area; WHK Cleveland to replace KYW and WNAC Boston to replace WBZ but has not as yet replaced KDKA Pittsburgh.

Coincidentally, NBC Radio did overhaul a substantial portion of its daytime programming. Effective July 17 it dropped its controversial *Weekday* counterpart of the more successful *Monitor* service, and replaced it with a daily two-hour program called *Bandstand,* featuring name orchestras in live broadcasts, plus other new shows.

Plans for other changes—including five-minute newscasts hourly, a "hot line" service for urgent news reports, new drama and personality shows, and an extension of *Monitor* to a part of Friday night—were announced later in the year, with Jan. 14 as target date for most of them. As part of these changes, affiliates would be permitted to sell network sustaining shows locally, subject to recapture, and station breaks would be lengthened to 70 seconds to make room for one-minute local availabilities.

A new feature in broadcast advertising was introduced by Mutual early in the year —a form of guaranteed circulation. This offer went into effect in February and has been described by Mutual officials as having had moderate success.

Mutual also came up with another new affiliation plan, involving a reduction of network option hours from nine hours a day to about five, requiring stations to "preclear" a total of about 16 hours a week without compensation, and offering the affiliates free programs for local sales.

When the plan was first announced in April, officials said they intended to put it into effect around Nov. 1, "regardless." But before that time came, a system of "integration" was devised which made the personnel and facilities of RKO Radio Pictures —which like Mutual is owned by RKO Teleradio Pictures Inc.—available to MBS for station relations, sales and sales service, news and programming purposes, and at the same time it was announced that the new affiliation contract had been postponed "indefinitely."

CBS Radio, while hewing to the pre-tv "same time, same station" programming concept more than the other networks, nevertheless did embark on some changes. One of the most notable of these came in November when the network revised its evening lineup to accommodate the *Robert Q. Lewis Show* as a full-hour strip, Monday through Friday, and installed a 4-7 p.m. drama block on Sundays. Jack Benny, for years a symbol of big-time radio, also was returned to the CBS Radio lineup.

Both CBS Radio and NBC Radio gave their affiliates a break on compensation. CBS Radio announced in June that it would boost the rate of station payments by 6¼%, effective Aug. 25, and NBC followed suit in November with a 7½% increase, effective Jan. 1.

All networks shared an annual problem—that of trying to live with the disorganized national pattern of time differences during daylight saving time months—and hoped that it would be substantially minimized next year by the newly-developed Ampex Video Tape Recorder, which arrived too late to help the tv networks this year.

They also tackled—though at times it seemed they were being tackled by—the quadrennial national political races, from nominating conventions through elections. They all had sponsors who paid an estimated total of $14.5 million for conventions-election coverage, but nevertheless reported afterward that they had lost $4 million to $5 million in presenting the conventions.

Another problem which the tv networks tackled jointly, along with newsreel organizations, was a virtual ban on news films at the Olympic Games in Australia in late November and early December. Rather than accept the conditions laid down by Olympic officials, the networks chose to "cover" the games by still pictures.

The Price Jumped Sharply

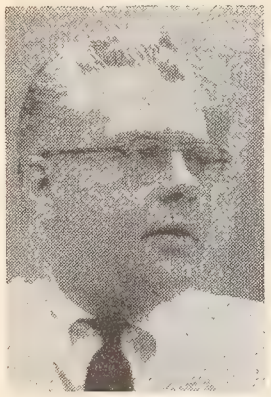
In another sports area, NBC won the rights for coverage of baseball's annual All-Star Game and World Series contests from 1957 through 1961. The price: $3,250,000 a year, as compared with the approximately $1 million a year which Mutual had paid for radio-tv rights in a six-year contract that expired in 1956.

Color was a growing thing in television. NBC-TV opened the world's first "all color" station, WNBQ (TV) Chicago, in April, and by fall had put into effect most of the rest of a $12 million color expansion program announced the year before. Among other color ventures, it also announced in November an additional $3.5 million expansion of color facilities, with an objective of presenting two major color television programs each weeknight, beginning next fall. Meanwhile, NBC-TV's color programming already had been stepped up by around 500% last fall; currently the network is presenting approximately 10 nighttime and five daytime hours in color each week.

NBC-TV also presented a "first" in color on Oct. 23, when it used an "experimental" RCA color video magnetic tape recording on the air. A 2½ minute insert was presented on the Jonathan Winters show, with color quality generally regarded at least as

JAMES ELECTED B•T VICE PRESIDENT; ROBERTSON TO L. A., CHRISTOPHER TO N. Y.

EDWIN H. JAMES, managing editor of BROADCASTING • TELECASTING, has been elected to a vice presidency, it was announced today (Monday) by Sol Taishoff, editor-publisher.



MR. JAMES

In another major staff promotion, Irving C. Miller, auditor and office manager, was elevated to comptroller. He and Mr. James on Jan. 1 will become officers of Broadcasting Publications Inc., parent company of the businessweekly and yearbooks for radio and television.

Bruce Robertson, senior editor now headquartered in Washington, will become senior editor in charge of western editorial operations, Los Angeles, in January. Mr. Taishoff termed the appointment of a 22-year B•T veteran to the post as recognition of the area's vast expansion as a broadcasting business and origination center. Mr. Robertson formerly headed the Chicago and New York bureaus.

Lawrence C. Christopher, who has been in charge of B•T's western editorial office since mid-1955, and before that headed FCC coverage in Washington, will move to the New York office as bureau news manager next month. He will report to Rufus Crater, senior editor in charge of the bureau. Mr. Crater will concentrate on policy-level editing and reporting.

Mr. James joined B•T as New York bureau head in 1945 after service as an Army major assigned to Gen. Douglas MacArthur's staff. He transferred to Washington headquarters as senior editor in 1951, and became managing editor in July 1954. Before World War II he held news posts on the West Coast, and has authored radio-tv articles for *Fortune, Reader's Digest, American* and the *Financial Times* of London. His affiliations include Kappa Sigma and the National Press Club.

Mr. Miller is a graduate of the schools of accounting and law of Southeastern U., Washington, D. C. Before service as a warrant officer in the Army Quartermaster Corps, he held positions in Washington with the Sinrod & Tash accounting firm and as auditor of Cherner Motor Co. He is a member of the National Press Club.



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A HAPPY NEW YEAR FROM THE ENTIRE MASTHEAD

BROADCASTING
TELECASTING

good as that provided by color kinescoping.

CBS-TV meanwhile approximately doubled its color programming output, which currently averages around 3¾ hours per week. ABC-TV remained the lone color holdout among the networks, but there were new indications that it may enter the field relatively soon.

The decision, Mr. Goldenson said in October, will depend in large measure on set circulation and the rate of sales during the latter part of this year—and probably will be made about February, in time for fall program planning.

Color or not, ABC continued its rise in competitive stature during 1956. Mr. Goldenson reported in March that ABC had emerged as a profitable division of AB-PT, and officials of that network generally expressed confidence that it would overtake CBS-TV and NBC-TV within two years. As part of its growth projects, ABC arranged in November to base new tv film production at Warner Bros. Pictures and also completed plans for a multi-million-dollar expansion of ABC-TV's Hollywood plant, to accommodate more live originations. In the talent field, it scored a coup a month ago in signing Frank Sinatra to a three-year contract for a series of weekly half-hour programs plus two hour-long special productions during each of the three years.

Toward the end of the year, B•T conducted an exhaustive survey among radio stations, networks and agencies on a subject which has arisen persistently since network radio billings first started edging downward eight years ago. The question: Are radio networks necessary? The answer published in B•T Nov. 26, a resounding yes.

The year 1956 also brought networking to its 30th birthday. NBC, formed in 1926, celebrated the anniversary with its affiliates in a four-day business-and-fun convention in Miami Beach in mid-December, with President Robert W. Sarnoff announcing at the same time that NBC-TV in 1957 would furnish specialized educational programs to all the nation's noncommercial educational tv stations. He also warned that television would ride "a toboggan of decline" if stations' emphasis on film programming squeezes the networks out of access to the air.

BROADCASTERS PONDER FUTURE AS 85TH CONGRESS CONVENES

- **1956 proves to be 'most investigated year' for tv**
- **Several committee reports from 84th still out**
- **More hearings expected as control fails to shift**

AS THE 85th Congress prepares to convene this week, broadcasters are wondering if the new set of lawmakers or any of their successors will ever achieve the high-water mark set by the 84th Congress in 1956 in its investigations in the radio-tv industry.

The new Congress convenes at noon Thursday. With Capitol Hill staying under Democratic control, the chairmanships of committees which have jurisdiction in the broadcast field are not expected to change, with the exception of the House Interstate & Foreign Commerce Committee, where Rep. Oren Harris (D-Ark.) becomes the new chairman, succeeding the late Rep. J. Percy Priest (D-Tenn.), who died in October [B•T, Oct. 15].

In the election year of 1956, as television achieved its place alongside radio as a household institution, congressmen turned their attention and activities toward the medium with increased fervor. Underlying many of the congressional probes into this and that phase of broadcasting were the scarcity of stations resulting from the increasing squeeze on uhf television and the flurry of hints and charges from some quarters that CBS and NBC hold monopolies in the tv field through their affiliations with vhf outlets in the major markets.

Eyeing the medium that is welcomed into most of the nation's homes, Capitol Hill was unable to restrain its hunger for less costly or free television time, with the result that a number of bills were offered to amend Sec. 315 ("equal political time") of the Communications Act. This desire was sharpened as radio and tv presented the issues and covered the national political conventions and the following campaigns and elections.

Soon after the second session of the 84th Congress convened, congressional committees in both the House and Senate began holding hearings—and they lasted into the recess and even into the election post-mortems held in November and December. The FCC was called up to the Hill so many times it complained of being unable to do its regular work because commissioners and staff were at a hearing, getting ready to go to one or preparing data requested by congressmen. Network executives made so many trips to the Capital they began to feel like Washington commuters.

Of the various probes affecting broadcasters, held by at least 14 congressional committees or subcommittees, the most important were those conducted by the Senate Interstate & Foreign Commerce Committee in its investigation of tv networks and uhf-vhf allocations troubles and by the House Antitrust Subcommittee in its hunt for monopoly among the tv networks.

A rundown of the activities of the various congressional groups follows:

Senate Commerce Committee

This group held 31 days of hearings beginning in January 1956 and listened to nearly 150 witnesses before the congressional recess at the end of July. On the witness stand were representatives of all phases of the broadcast industry—uhf and vhf spokesmen, the tv networks, network tv affiliates and independent tv stations, tv set and broadcast equipment manufacturers, toll tv advocates and opponents, the FCC, the Justice Dept., labor and talent groups and others.

On the first phase of the hearings—allocations—uhf spokesmen called for deintermixture or a new FCC allocations plan to save uhf broadcasting. Vhf representatives generally favored the FCC's Sixth Report & Order. Tv networks held varying views on deintermixture and allocations.

In the phase on network practices, several witnesses charged the tv networks with monopoly or violation of antitrust laws. The basic charges were brought by Richard A. Moore, KTTV (TV) Los Angeles, who said network "must buy" and "time option" practices violate antitrust laws, and Sen. John W. Bricker (R-Ohio), who issued a report "The Network Monopoly," using CBS and NBC revenue figures obtained on a confidential basis from the networks by the FCC and reluctantly furnished by the Commission.

Networks and their affiliates denied these charges and said must buys and time options are necessary to the present tv networking system; that these practices brought tv to its present high state of development. Even ABC had no complaint against the practices, but blamed what it felt to be faulty allocations.

Broadcasters in general defended the "free" broadcasting system against testimony by toll tv advocates, charging that pay tv advocates are opportunists and would destroy the present system.

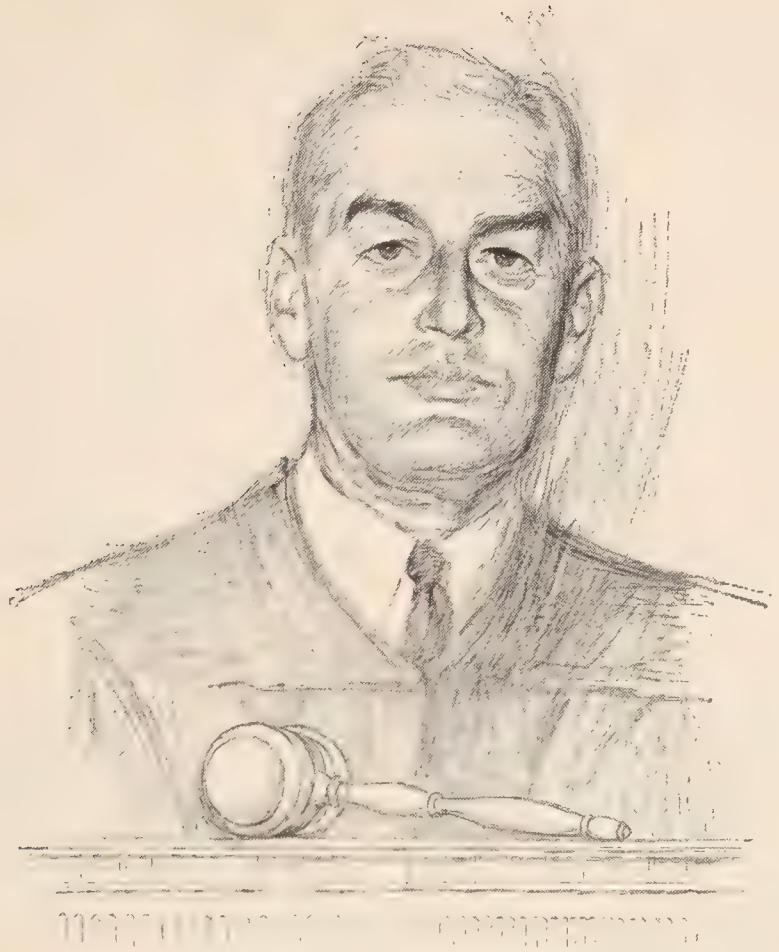
The FCC, under heavy pressure from senators and others to issue a tv reallocation plan, issued its Report & Order on Tv Allocations in June, envisioning a possible long-range move of all tv to uhf and proposing limited deintermixture for the present.

The Senate committee supported part of the FCC plan in an interim report issued in July, but asked for deintermixture on as "broad a basis as possible."

In another action, the committee, through its chairman, Sen. Warren G. Magnuson (D-Wash.), also head of a Senate appropriations subcommittee, took action requesting the Federal Trade Commission to increase its monitoring for fraudulent and false radio-tv advertising. The FCC received extra money for this purpose and has set up a special unit to deal with this problem.

The committee also held three days of hearings in February on a perennial bill to prohibit the advertising of liquor on radio-tv and in other media. The bill died in committee, as have its predecessors.

OUTLOOK: There "probably" will be more hearings, with the FCC likely to be called before the committee early to submit a "progress" report on its allocations plans and other matters. The committee stated in its July interim report that only two proposals of allocations actions were offered by the FCC. It noted that the committee's report was "in every sense" interim in nature and that the senators, after reviewing the hearing record, "may have further



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recommendations to make regarding television allocation."

The target date for the committee's report and recommendations has not been set and is not likely to be decided until the Senate group's first meeting in the 85th Congress. This meeting date has not been set. The committee staff, including Kenneth A. Cox, special radio-tv counsel, and Nicholas Zapple, professional staff counsel on communications, have been working on a draft of such a document during the congressional recess.

Sen. Magnuson's letter of transmittal on the committee's interim report expressed concern at "the apparent desire of some stations to place profits ahead of public service" and those who "seem to be associated with the entrance of large investors into broadcasting." These, he said, are matters requiring study by the FCC, "and I am sure they will be investigated, in due time, by the committee."

Still to be furnished to the committee are allocations recommendations from the volunteer industry *ad hoc* engineering committee named by Sen. Magnuson in 1955 and headed by Massachusetts Institute of Technology Prof. Edward L. Bowles.

Other problems to be considered by the committee, aside from allocations, are Sen. Bricker's proposal for government regulation of networks; charges against network must buy and time option practices; multiple tv station ownership proposals, and the pay television question.

The committee enters the 85th Congress with one GOP vacancy caused by the defeat of Sen. James H. Duff (R-Pa.) in the Nov. 6 elections. Sen. Strom Thurmond (D-S. C.), who was replaced by Sen. Thomas Wofford (D-S. C.) on the committee in 1956 when the former resigned and successfully sought re-election, is likely to replace Sen. Wofford on the group. A Democratic vacancy will be created Jan. 15 when Sen. Price Daniel (D-Tex.) resigns to become governor of Texas (see story, page 71).

House Antitrust Subcommittee, House Judiciary Committee

This group, headed by Rep. Emanuel Celler (D-N. Y.), began hearings Feb. 27 by questioning Stanley N. Barnes, then assistant attorney general in charge of the Justice Dept.'s Antitrust Div., on the NBC-Westinghouse Broadcasting Co. radio-tv stations swap in Philadelphia and Cleveland. Mr. Barnes said then that the Justice Dept. had begun an initial investigation of the transaction [B•T, March 5]. The investigation ended in a civil suit against RCA-NBC [B•T, Dec. 10]. Rep. Celler announced at that time the committee would look for monopoly among tv networks.

Mr. Barnes told the Senate Commerce Committee the next day that Justice also was investigating whether tv network must buy, time option and other practices violated antitrust laws.

In late June, the House subcommittee called the FCC before it and asked further questions about the Commission's part in the swap, revealing that an FCC staff investigation prior to the Commission's approval of the transaction in late December 1955 indicated WBC went through with the trade of its Philadelphia radio-tv outlets for NBC's Cleveland radio-tv stations because WBC was afraid that otherwise it might lose its affiliations with NBC in Philadelphia and elsewhere. The staff study also saw a possibility of concentrated geographical coverage by NBC. FCC members said the trade was approved after replies from WBC and NBC to McFarland letters indicated there was no pressure brought by NBC against WBC.

In a second session with the FCC in early July, the subcommittee questioned the Commission on whether it felt CBS and NBC are monopolies and whether must buy and time option practices violate the antitrust laws. The FCC refused to agree with these views. During this session, the House group revealed confidential CBS and NBC financial figures, secured from the FCC, showing revenues for the two networks for 1955. FCC Chairman George McConnaughey defended the right of private businesses to make profits and said the broadcaster's rates cannot be regulated by the government.

The House subcommittee capped its 1956 activity in September with 10 days of hearings in New York.

At the New York hearings, representatives of four independent tv film producers testified on a document which they had submitted in secret in May to the FCC's Network Study Committee. It proposed a reduction in network option time and in the number of network programs controlled by networks. Victor Hansen, who succeeded Mr. Barnes as head of the Justice Dept.'s Antitrust Div., said some network practices, including must buys, may violate antitrust laws and that Justice is investigating.

As the hearings continued, representatives of American Society of Composers, Authors & Publishers (ASCAP) charged that the networks dominated U. S. music through Broadcast Music Inc. (BMI). These charges were denied by BMI President Carl Haverlin, who said ASCAP instead controls U. S. music.

ABC President Robert E. Kintner, now an NBC executive vice president, defended tv network must buys, time option and other practices.

Mr. Kintner was seconded in ensuing testimony by CBS President Frank Stanton, NBC President Robert W. Sarnoff and other network spokesmen.

At the subcommittee's request, the networks turned over details of individual affiliate and talent contracts and discounts on billings which the networks have allowed advertisers during 1955 and the first six months of 1956. All this information, with the exception of the ABC billings and discounts, have been made public (see story, page 70).

OUTLOOK: There has been no indication the Celler subcommittee intends to hold further hearings. The subcommittee still is compiling its hearing record and drafting its report and recommendations, expected to be published in middle or late February.

House Commerce Committee

The Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), held hearings in January, February and April on several bills to amend Sec. 315 and on a number of measures affecting the broadcast industry. The parent committee, headed by the late Rep. J. Percy Priest (D-Tenn.), heard pro and con arguments in February on a bill to prohibit liquor advertising. Rep. Harris takes over the parent committee this year as ranking Democrat, but it is not known whether he will continue to head the subcommittee or whether the post will go to Rep. John Bell Williams (D-Miss.), next ranking Democrat, or some other member. There are five Democrat and three Republican vacancies on the parent committee.

Evins Subcommittee, House Small Business Committee

This subcommittee, under chairmanship of Rep. Joe L. Evins (D-Tenn.), held brief hearings in March on charges that FCC decisions were influenced by networks and others through White House influence. The group subpoenaed thousands of RCA-NBC and CBS documents on business before the FCC and questioned principals of WXEX-TV Petersburg, Va., on allegations influence was used in the grant of ch. 8 to the station. One GOP member termed the investigation a "political fishing expedition." Uhf broadcasters also testified.

In October, Rep. Evins, in a one-man "draft" of the subcommittee's proposed report, charged monopolies in broadcasting and recommended several measures to remove "centralized power of the Executive Branch" over Federal agencies, giving Congress complete control over their operations. Rep. Evins charged his document had had "unauthorized circulation" to CBS, NBC and others.

In December, the parent committee headed by Rep. Wright Patman (D-Tex.) approved the report, making considerable changes in the document, although it was indicated that the "substance" of the Evins draft was not greatly changed. The report has been expected to be issued momentarily, the committee staff indicating that it has been held up by printing. Dissents by GOP members are likely.

Government Information Subcommittee, House Government Operations Committee

This House unit heard testimony from the FCC in February in its inquiry to determine if government agencies and departments are withholding information from the public and from Congress.

House Un-American Activities Committee

Headed by Rep. Francis Walter (D-Pa.), this group held a weeklong session in mid-July on the controversial "Report on Blacklisting" sponsored by the Ford Foundation's Fund for the Republic. The blacklisting report, published in June, charged that a few powerful "clearance" men in New York have the power to keep persons from employment in radio-tv and in other entertainment media by maintaining a list of such persons alleged to have been affiliated with communist or communist front organizations.

John Cogley, director of the report, underwent questioning from the committee. Also questioned were several persons named

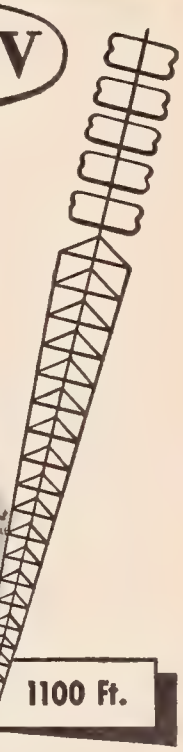




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in the report as "clearance" men. Rep. Walter criticized the report as worthless.

House Education & Labor Committee

A subcommittee headed by Rep. Phil M. Landrum (D-Ga.) held hearings in Los Angeles in May on the rebellion of Local 47 (Hollywood) of the American Federation of Musicians against the national organization's musicians performance trust fund. The subcommittee issued a report in December supporting Local 47 and recommending that Congress consider legislation to allow union members to decide for themselves whether "extra pay" from recording and film fees should be retained or turned over to the AFM fund.

House Ways & Means Committee

A subcommittee on excise tax problems, headed by Rep. Aime J. Forand (D-R.I.), in November and December received testimony or statements from NARTB, the Senate Commerce Committee, the FCC, RETMA, NBC and others favoring elimination of the 10% federal manufacturers excise tax on all-channel tv sets as a major boost to uhf broadcasting, by equalizing uhf and vhf set prices. A Treasury Dept. spokesman testified against such elimination as involving loss of revenue and as employing the tax mechanism for other than revenue purposes.

Special House Campaign Expenditures Committee

This special group, appointed in each Congress to make investigations after the November elections, held hearings under chairmanship of Rep. Clifford Davis (D-Tenn.) in December at which NARTB President Harold E. Fellows called for repeal of Sec. 315.

Senate Internal Security Committee

Headed by Sen. James O. Eastland (D-Miss.), this committee in March questioned Herman Liveright, then program director of WDSU-TV New Orleans, on alleged past communist associations, and he refused to answer questions. The station fired him, he was cited for contempt of Congress and was indicted by a federal court.

Senate Privileges & Elections Committee

A subcommittee headed by Sen. Albert Gore (D-Tenn.) held hearings in September and October on campaign spending and election laws. Network representatives and NARTB President Fellows in testimony attacked proposals asking free time for political broadcasts and said the industry is strapped in election years by Sec. 315. The subcommittee is expected to issue a report showing totals spent in radio and tv during the election campaigns.

Senate Permanent Investigations Committee

This group, headed by Sen. John McClellan (D-Ark.), subpoenaed Murray Chotiner, campaign manager for Vice President Richard Nixon in 1952, to answer questions in a closed session about alleged influence in government. He was questioned, among other things, about the FCC's grant of ch. 12 to KFRE Fresno, Calif.

Senate Post Office & Civil Service Committee

Under Chairman Olin Johnston (D-S.C.), this committee held hearings in early July on a bill to raise the salaries of top government executives, including FCC members. A House bill was enacted into law in late July raising FCC salaries from $15,000 to $20,500 for the chairman and $20,000 for the other six FCC members.

Senate Lobbying & Political Activities Committee

This group, headed by Rep. John L. McClellan (D-Ark.), in December heard testimony from broadcaster-publisher Philip Graham (*Washington Post*-WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), asking amendment of Sec. 315 to relieve broadcasters of equal time requirements in presidential elections except for candidates of major political parties.

The Senate Small Business Committee has announced that a subcommittee will look into the problems of daytime broadcasters, based on complaints by the Daytime Broadcasters Assn.

Electronics Industry Expands Estimated 15%

EXPANSION estimated at 15% was achieved in 1956 by the electronics manufacturing industry, with another 10% anticipated in 1957. As one of the nation's fastest growing industries, manufacturers showed production and sales totaling $5.9 billion. Adding distribution, servicing and broadcasting to this figure brings a grand total of $12 billion for the electronics industry.

Tv set production leveled off in 1956, according to Dr. W. R. G. Baker, General Electric Co. vice president-consultant and president of Radio-Electronics-Tv Mfrs. Assn. Production exceeded 7.3 million tv sets, with portables showing a 22% gain for the year. Radio set sales (except auto models) were up 20%, with a drop of 25% in auto set manufacturing.

Military electronics sales by factories ran to $2.7 billion, a substantial increase over 1955. James D. Secrest, RETMA executive vice president, said 1956 production of tv portables totaled 1.5 million sets compared to the 250,000 receivers of this type turned out in 1955. He said radio-tv set circulation now amounts to 150 million radio and 42 million tv receivers.

Color tv recorded progress in 1956. Gen. David Sarnoff, RCA board chairman, reported 102,000 color sets were sold in the year and reaffirmed his belief that color will become a major service.

Looking into 1957, Mr. Secrest estimated another seven million black-and-white sets will be made and sold plus several hundred thousand color sets. He figured portable tv set output in 1957 at double the 1.5 million produced in 1956. Radio set output for the year totaled 14.5 million sets of which 5.3 million were auto units.

Output of transistors reached 13 million units in 1956 compared to 3.6 million in 1955.

'56 Around-the-World

CANADIAN broadcasting and television both forged ahead during the past year. Five tv stations began operations, bringing to 34 the total on the air at yearend, with four more licensed to start early in 1957. Eleven new radio stations began broadcasting, bringing that total to 190.

Most radio stations reported their best revenue year on record despite the increase in television stations, with local and national spot advertising accounting for large increases. Television stations, practically all in captive markets, began planning more afternoon programming.

Management was kept on the move attending public hearings of the Royal Commission on Broadcasting throughout Canada. Independent Canadian broadcasters, individually and collectively in the Canadian Assn. of Radio & Television Broadcasters, plugged for an independent regulatory board, right to form their own regional and national networks, and competitive television in major markets. The government's Canadian Broadcasting Corp. urged that commissioners retain the present system under which CBC regulates all broadcasting activities and operates a commercial system in competition with private broadcasters. The vast cost of the national system to Canadians was emphasized when the government asked Parliament for $20 million to cover an expected CBC deficit during the current fiscal year. CBC in the fiscal year ending March 31 had a deficit of $1,300,000.

Importance of the Canadian market is attested by the growing number of American agencies opening offices in Canada. They now number 25, about a quarter of all advertising agencies there. Expected radio and television billings through agencies the past year total about $50 million.

Television stations now reach about 80% of Canada's 16 million people, and 97% of Canadian homes have radio receivers.

The Situation Overseas

Global count of tv sets-in-use made in spring by UNESCO, which admitted its figures were not fully up-to-date, put world total at about 250 million radio sets and more than 41 million tv sets. North America, including Canada, Central America and the Caribbean area, led with 36.4 million tv sets, 125.5 million radios. Europe (not including USSR) had 4.5 million tv sets, 67.7 million radios; South America: 7.9 million radios, 200,400 tv sets.

Commercial television, introduced into Britain in the fall of 1955, moved to the Continent of Europe this year. Bavarian Radio, semi-official broadcasting monopoly, which had sold some commercial segments of its radio programming, introduced commercials into the 7:30-8 p.m. segment of its tv schedule and planned to feed them to other similar broadcasting organizations in Germany.

ITA, completing its first year with four stations, reported that 33,436 commercial spots had been telecast in that time, $15.9 million worth of tv advertising.

Television moved into Australia late in the fall, just in time to provide sports-loving Australians with Olympic game coverage.

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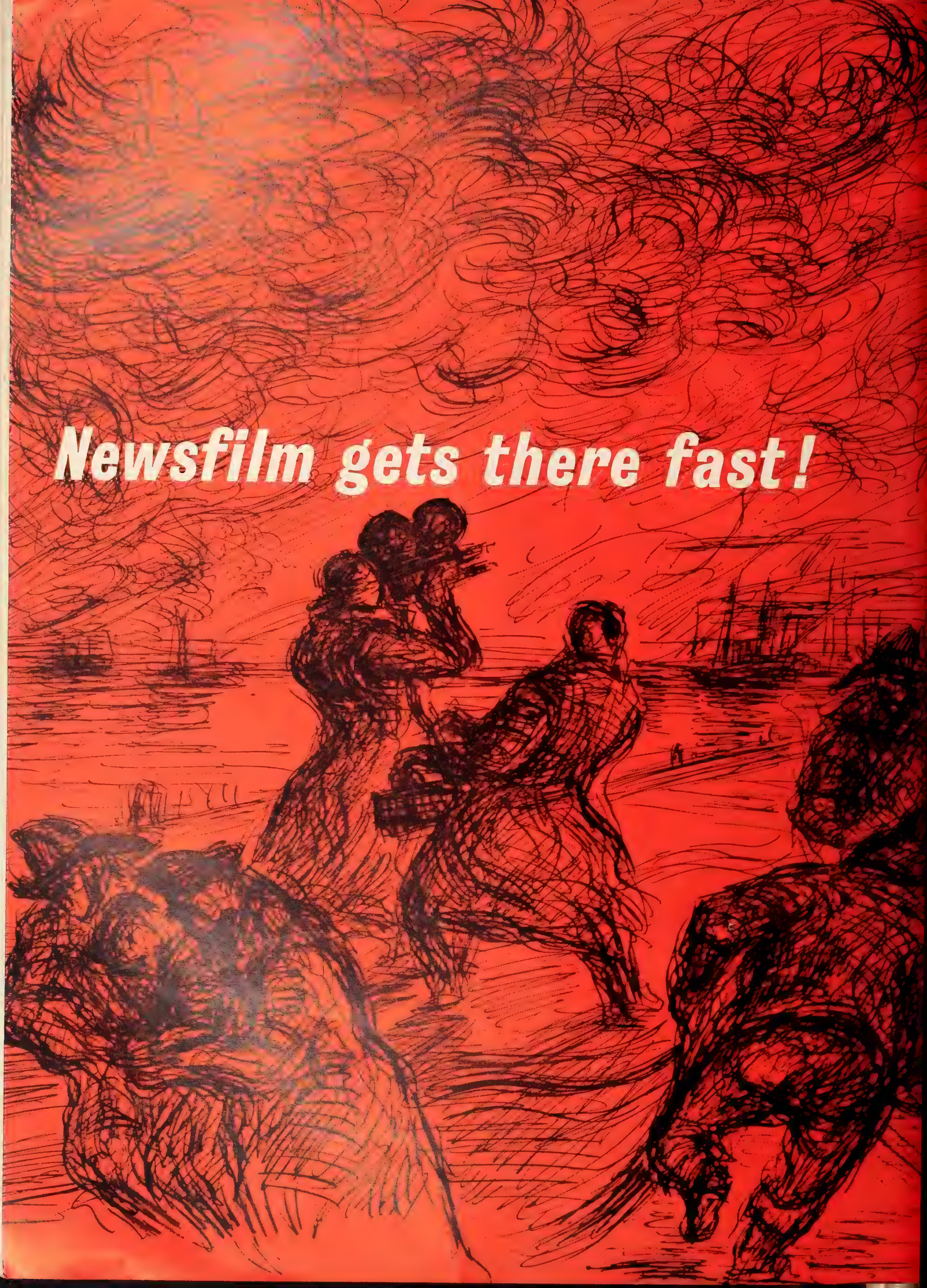


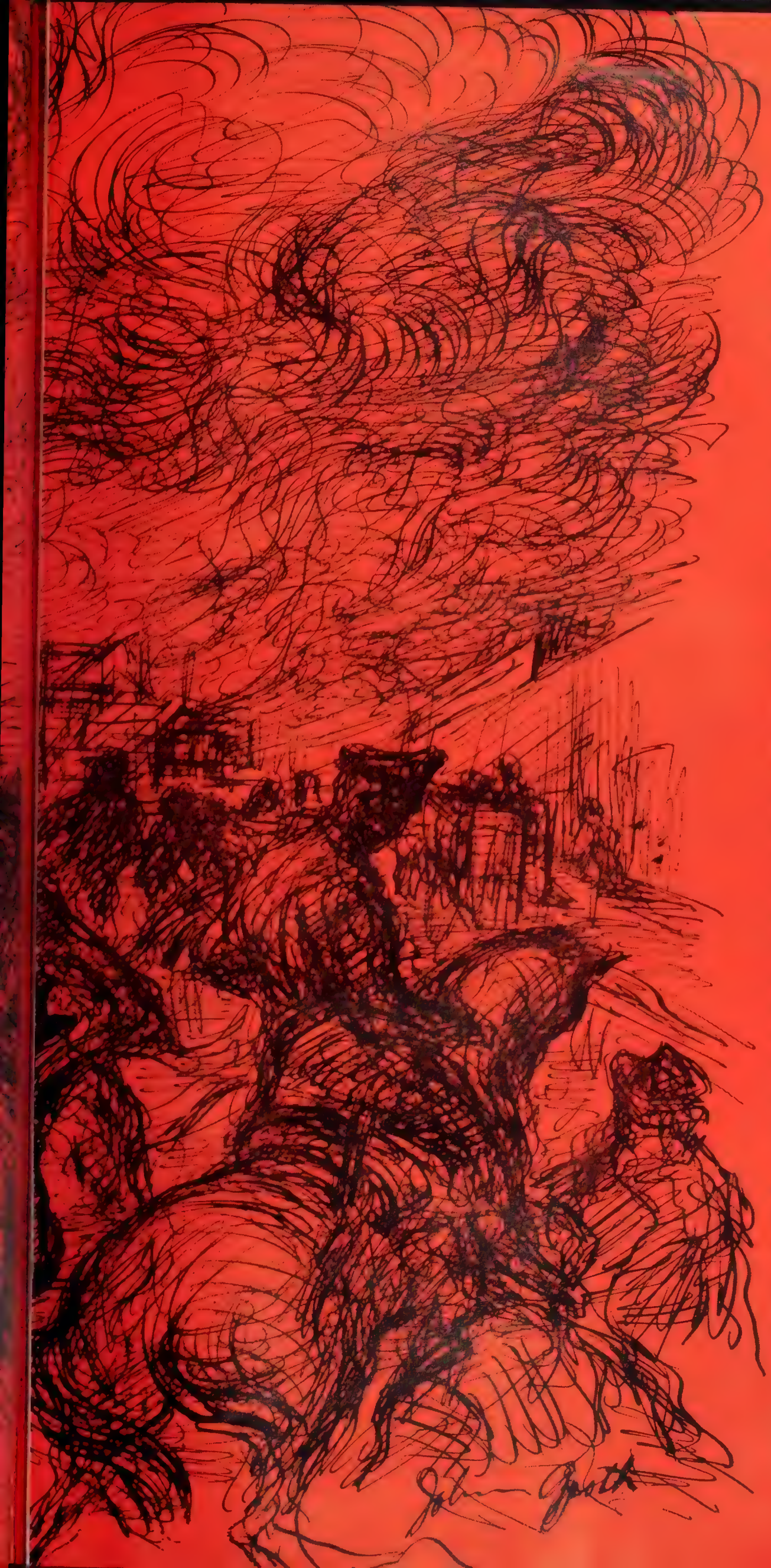
It's a National Record . . . another bit of positive proof of the potency of **CKLW-TV** in the Detroit area. This fabulous rating is the October and November average . . . earned with only 6 shows! Where they're listening and looking they're buying — and in the Detroit Area more people are buying where **CKLW-TV** tells them to. Good spot for your advertisers, don't you think!

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BUSINESS FORECAST: SUN, THEN CLOUDS

Bright prospects seen for first half of 1957 with mild recession to follow

BY RICHARD P. DOHERTY

"CONTINUED sunshine and fine weather for the first part of the day with gathering clouds bringing unsettled weather and a little rain during mid to late afternoon." That now seems to be the business weather forecast for next year.

Most indicators point to a continued upward push in all lines of general business during the first and most of the second quarter of 1957. However, there are enough storm clouds on the horizon to warrant the logical conclusion that a mild recession will develop during the second half of the year. However, this probable decline in general business, getting under way during the third and fourth quarters, could be offset by intensified and serious war events in the Middle East and Eastern Europe.

The Gross National Product, which aggregated $391 billion in 1955, is currently at the $417 billion level. Business economists generally believe that GNP will rise by another 4% during the next first six months but will average out at 2% for overall 1957 (compared with 1956) as a result of a drop during the latter six months of 1957.

In most areas of American business, 1956 was the best year in history. After a good start, there were certain divergent down trends during late spring and early summer. In a few lines, such as automobiles and home construction, a very noticeable decline developed. However, by early fall business psychology was buoyed up by the prospects of a Republican election. There was generated a strong upward momentum which lifted the overall yearly levels of production, sales, employment and income to new high levels. The strong close for 1956 should carry into the first several months of 1957.

As we enter 1957, we move into the third recovery year from the recession of 1954. Certain stresses and strains are beginning to develop. The National Bureau of Economic Research has a diversified series of barometers which are supposed to indicate future business trends. We believe it to be significant that 75% of these so-called business barometers are currently pointing downward. It is of interest also to note that the American business cycle pattern indicates historical waves of recovery running between two and three years with subsequent recessions of varying magnitude. Wars and intensified preparation for war naturally offset these cyclical waves. The entire period from 1940 to 1945 was strictly one of a war economy. Even with acute shortages the past war boom petered out by 1949 and business slumped noticeably in 1949 and early 1950. The Korean events pulled us up strongly, but by 1954 we slipped off by some 10%-12% and, for the first time in its history, radio broadcasting experienced a drop in annual revenues as compared with the preceding year.

Nobody has the vision or insight to foretell accurately future business recessions or booms. However, barring wars and unforeseen emergencies, tomorrow's economic trends are products of cumulative developments within today's business picture. Dissecting and analyzing current business trends leads us to the conclusion that the strength of early weeks in 1957 will be dissipated as we move into late spring and that next fall's business level will be below that of today. The question, in our mind, is whether or not the probable recession of the latter half of 1957 will offset the gains of the early half of the year. We lean toward the belief that the overall average for the full year will be slightly above 1956, but that general business will be slipping downgrade by next summer or early fall.

Total broadcast revenues (tv and radio combined) will reach a new historical high in 1957. The chief beneficiary will be television, with a rise of some 18%-20% over 1956. Radio should average out at about 3% better than 1956 unless general business experiences a recession of more than 5% during the last several months of the year. A decrease of more than 5% in general business will likely cause total 1957 radio revenues to about equal 1956 levels or fall slightly below them.

One year ago [B•T, Jan. 2, 1956] we estimated 1955 television broadcast revenues at approximately $760 million. Final FCC data showed 1955 television broadcast revenues of $745 million—a figure within 2% of our year-end calculations. Our 1956 tv revenue forecast was between $900 million and $910 million with the assumption that network television would be up by some 20%-22% for the year. Recent advertising index data shows a cumulative rise of 21% in network of tv expenditures for the first 10 months of 1956.

It is now our opinion that 1956 tv broadcast revenues approximated $910 million.

For 1957, we forecast that tv broadcast revenues will definitely push beyond $1 billion and possibly reach $1,125,000,000 with total tv expenditures (by sponsors) running close to $1.5 billion.

One year ago, we were of the opinion that radio broadcast revenues (1956) would be about the same as in 1955. Surveying 1956, in retrospect, we now estimate 1956 radio broadcast revenues of between $480 million to $485 million—(an upward correction of approximately 2.5% over our last year's forecast) and a level of about 6% over

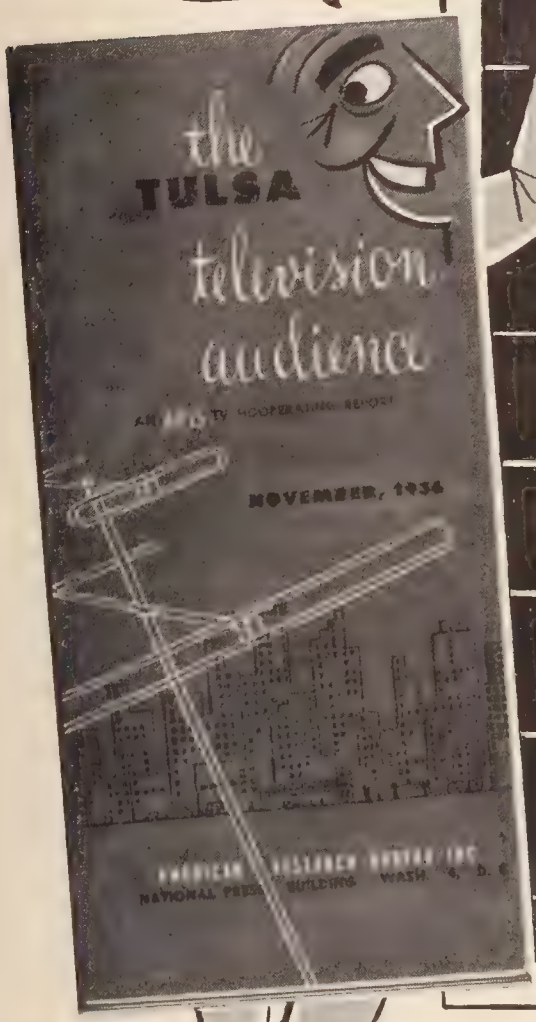


AN ECONOMIST'S VIEW OF 1957

- **Broadcasting revenues will establish new historical high**
- **Tv gains should be 18-20% over 1956, radio gains up 3%**
- **Sales resistance, more competition in auto industry**
- **Overall increase in retail sales to be no more than 2%**
- **Cost of living for American public set to inch upward**
- **Wage rates will rise at least 10% during coming year**
- **Total construction activity to increase approximately 5%**
- **Farm receipts to go up; net farm income to remain same**
- **Industrial plant, capital expenditures will slow down**

ECONOMIST Richard P. Doherty, former NARTB director of employe-employer relations, now is president of a Washington, D. C., television-radio management consultant firm bearing his name. The accompanying article, in which he gives his predictions of things to come businesswise during 1957, was written especially for B•T.

WHAT EVERY TULSA TELEVISION STATION KNOWS...



KTVX LEADS WITH MORE FIRSTS FROM 4:30 P.M. 'TIL 11:00 P.M. EVERY WEEKDAY*

KTVX	STATION "X"	STATION "Y"
71	54	3

*According to November, 1956 A.R.B. Report KTVX leads all Tulsa Stations with 71 most popular quarter hours from 4:30 p.m. 'til 11:00 p.m. Monday through Friday.

YOUR abc television network STATION

This ARB proves that Northeastern Oklahoma has taken a "New Look" at KTVX's "Preferred Programming." People watch Programs . . . not channels. And it's *Just the Beginning!*

So put your money where the audience is. Check KTVX rates and coverage and reach Oklahoma's biggest market.

See your AVERY-KNODEL Representative or MIKE SHAPIRO, Managing Director.

TULSA BROADCASTING COMPANY
MUSKOGEE • TULSA

Channel 8 KTVX 316,000 WATTS

The ABC of paid circulation

The surest barometer of readeracceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

1955's actual broadcast revenue, which was slightly under $455 million. [EDITOR'S NOTE: Actual 1955 revenue was $453.4 million, the FCC stated last week (see page 66).]

Despite the sustained good health of the overall total radio industry during 1955 and 1956, individual station results have varied widely. In both years, specific stations have experienced substantial expansion in revenues but generally this has been at the expense of other stations in the respective market. Moreover, stations which attract relatively large amounts of national spot business tended to show a better percentage improvement than stations relying almost entirely, or entirely, on local business. These trends will likely continue during 1957.

For 1957, total radio broadcast revenue could reach $500 million, but the more likely level will be in the vicinity of $490 million. However, if a general business recession gets under way by late spring and carries through to the end of the year, radio broadcast revenues could aggregate between $475 and $480 million in 1957.

Broadcasters do not live in an isolated world which is detached from general business. Basic business trends, throughout the economy, determine the long term trend and cyclical changes in broadcasting.

Underlying broadcast revenues are total advertising expenditures of the American business enterprises. Since 1950, all media advertising outlays have risen from $5.7 billion to $9.9 billion in 1956—an increase of 74%. Both radio and tv have benefited from this growth in all media advertising outlays, even though they have shifted relative positions. In 1950, radio obtained 78% of total broadcast expenditures but, in 1955, tv absorbed two-thirds of the advertising dollars going to broadcasting (radio and tv combined).

During 1957, we judge that at least $10.5 billion will be spent in all media advertising and tv should obtain approximately 15% of this all-media budget. Radio's share of these expenditures will likely be at 5.3% to 5.5%.

Dissected Business Picture

Breaking total 1957 economy into its component parts, we are of the opinion that the next 12 months will produce the following results:

1. Automobile production will be between 6¼ million and 6½ million cars; the first quarter should be very strong in auto sales with growing resistance thereafter and, consequently, enhanced competitive conditions during the latter eight months of the year.

2. Retail sales to run at no more than 2% (overall for the year) above 1956, with a noticeable decline setting in after late spring; the first three to five months should be reasonably strong.

3. Total construction activity should be about 5% higher in 1957, with the major influence coming from highway, public building, school building and industrial plant construction. Home (residential) construction has already contracted by 16% (1956 vs. 1955) and is now at a 5-year low. A further decrease will likely continue throughout 1957.

4. Gross farm receipts for 1957 will be higher than in 1956, even though net farm income (adjusted for cost of living change) will be about the same.

5. Cost of living for the American public will inch upward.

6. Wage rates will rise by at least 10% during 1957 with improvements in fringe benefits. One year ago, the average American worker received $74 per week. Currently, the average worker receives nearly $83 per week and by the end of 1957 this figure will be in the neighborhood of $90 per week. We have experienced continuous wage inflation over the past six years and 1957 will push this inflation further. This is one of the recession making forces in the economy.

7. Industrial plant and capital expenditures will slow down and decline during 1957. During the past three years, the capital equipment expansion of American industry has been a strong force for recovery. Before the spring of 1957 has passed, we should see definite signs of reduced new capital expenditures. This is one of the most likely recession breeding forces in the economy. Even during 1956, expanded industrial facilities flooded the market with appliances, electrical goods, tv sets and many other similar goods. Along with the long established Crosley line, several other appliance manufacturers went out of production in the face of fairly acute production surpluses. Incidentally, plant and equipment expansion is seriously burdened by tight money market conditions.

8. Tight money market conditions will continue until the fall of 1957. The Administration is committed to "tight money" as an anti-inflation policy. There are no indications that the next several months will experience a change in this national policy. Obviously, "tight money" is being used to curb inflationary forces. Nevertheless, the same tight money situation retards many areas of business expansion. If business softens later in the year, we may find that lower interest rates will be used to curb a business decline and stimulate recovery. This change of money market policy cannot be expected until late 1957.

9. 1957 retail sales will likely be higher in dollar volume but about the same or lower in unit volume. Adjusted for seasonality, 1956 retail sales slid off during the early part of the year and then staged enough recovery to end the year at a slightly better level than 1955. Thus, 1956 sales made a new historical high, but it is significant that the rate of upward progress slowed down during the last part of the year. It is not unlikely that, after seasonal correction, the early months of 1957 may show a slight down trend.

Local radio revenue will tend to move with the fluctuations in retail trade.

10. Foreign trade will be governed largely by our willingness to extend international credit. Because of the Suez and Middle East crisis, there is already an enlarged demand for American oil, metals and other products. However, England, France and other nations do not have the dollars of foreign exchange to buy added American products.

We can have enlarged foreign exports to the extent that we Americans will pay for our own exports through increased international loans.



THE PGW COLONEL AND MR. FIVE JOIN HANDS

To reach one of America's first markets, all you have to do is contact one of the PGW "Colonels" and he'll tell you how you can *sell* Western New York with Channel 5. WROC-TV's maximum power reaches 300,000 plus U.S. homes—a 20% advantage over any other station in this area.

The Rochester—15—county Western New York market served by WROC-TV is a key on any schedule. Check your Peters, Griffin & Woodward "Colonel" for complete information.

NOW REPRESENTED NATIONALLY BY

PETERS, GRIFFIN, WOODWARD TELEVISION SALES



A TRANSCONTINENT TELEVISION CORPORATION STATION

Rochester Radio City • Rochester 3, N.Y. • BUtler 8-8400

Mogul Elects 3 V. P.'s; Reports on Record '56

A 50% increase in gross billings during 1956 and the election of three department directors as well as a target of doubling its billings by 1960 were disclosed by Emil Mogul, president of Emil Mogul Co., New York, in a yearend staff meeting Wednesday.

The three elected vice presidents by the board are Leslie L. Dunier, director of radio and television; Joel L. Martin, director of media and research, and Jules Lennard, director of marketing and merchandising.

Mr. Mogul said that each of the new vice presidents is a stockholder "in keeping with our long-established policy of giving real meaning to the title by conferring it only on executives who participate in the agency's operation as owners."

He reported the year (1956), during which billings jumped to nearly $10 million from the preceding year's $6.5 million, brought the largest volume and sharpest gain in the agency's 16-year history.

"It is precisely to this kind of expansion that we propose to dedicate ourselves in the years ahead" he said. "We will seek new accounts, of course, but we'll take on such additional business only to the extent that we can provide new clients with the type of well-rounded, all-encompassing service so long associated with our shop.

"At the present time we are fully equipped to add another $1 million to $2 million to our annual billings during 1957. We will continue to expand our staff and facilities with a view to handling double our present billings by 1960—but primarily to continue keeping at least one jump ahead of our current clients' needs."

Mr. Dunier has been with the agency since 1953, before which he operated his own advertising agency. Mr. Martin joined the firm in 1950 after six years as vice president and director of research for Marion Harper Assoc. Mr. Lennard joined Mogul in 1952 after 13 years of sales, marketing and merchandising activity in the drug and food fields.

COFFEE IN MILWAUKEE TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	5	2	8⅓	170
	Instant	3	2	5⅓	117
	Regular	2	2	3	53
2.	Sanka Instant (Young & Rubicam)	2	2	2⅓	54
3.	Nescafe (Bryan Houston)	1	1	2⅔	51
4.	Chase & Sanborn Instant (Compton)	1	1	2	12

MILWAUKEE (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	McLaughlin Manor House (Earle Ludgin)	.	1	12	126
2.	Hills Brothers (N. W. Ayer)	.	3	20	114
3.	Maxwell House (Benton & Bowles)	5	2	8⅓	70
	Instant	3	2	5⅓	47
	Regular	2	2	3	23
4.	Decaf Instant (Dancer-Fitzgerald-Sample)	.	1	1	48
5.	Butter-Nut (Buchanan-Thomas)	.	1	4	42
6.	Sanka Instant (Young & Rubicam)	2	2	2⅓	32
7.	Nescafe (Bryan Houston)	1	1	2⅔	8
8.	Chase & Sanborn Instant (Compton)	1	1	2	7

In the above summary, the monitoring occured the week ending Nov. 11, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Dolcin Corp. Plans Appeal Of Conviction to Supreme Court

THE DOLCIN Corp. will appeal its criminal contempt conviction to the Supreme Court, Victor van der Linde, chairman of the company, said last week. The company was found guilty of disobeying a 1954 appellate court order in the use of radio scripts in 1955 [B•T, Dec. 24]. A hearing is scheduled at the U. S. Court of Appeals in Washington Jan. 14 to determine punishment.

Mr. van der Linde declared: "We are far from the end of the case, as it will be appealed to the Supreme Court. There was no willful contempt on the part of this company."

He explained that when the FTC issued its order concerning Dolcin advertising, it called for some "minor" modifications. However, Mr. van der Linde explained, the order was appealed and the circuit court modified the order "in our favor . . . allowing us to say things that the FTC had forbidden in its order."

Dolcin thereupon prepared modified advertising copy, Mr. van der Linde explained, but the FTC delayed issuing the modified order. "What happened," Mr. van der Linde said, "was that the FTC issued no amended order and contended that it didn't need to and wouldn't. So, we ran our old copy past the allowable date . . . according to the FTC . . . and the FTC took the case back to court; hence the verdict." Mr. van der Linde declared that Dolcin tried for "months and months" to get the FTC to review its copy, but the agency refused.

"For some time, we have been using copy which we believe conforms with most stringent requirements . . . and, I repeat, never have we used a word in our copy with the intent of violating any government order," Mr. van der Linde declared.

PM Goes Heavy on Color Spots

PHILIP MORRIS Inc., New York, has signed for "the most extensive schedule of color announcements in television history," NBC Spot Sales reported last week. Philip Morris will sponsor a series of 20-second color announcements on a weekly basis on WRCA-TV New York and WNBQ (TV) Chicago, for 52 weeks. They will be adjacent to regularly-scheduled color programs. Agency is N. W. Ayer & Son, New York.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



AT 83 THOMAS A. EDISON made pioneering studies on the production of synthetic rubber.



AT 79 PADEREWSKI was still a master of the piano, giving concerts before large audiences.



AT 83 ALFRED TENNYSON published one of his most memorable poems, *Crossing the Bar.*



AT 78 BENJAMIN FRANKLIN was ambassador to France; wrote his autobiography after 80.

Will your later years be ones of achievement and contentment?

IF YOU THINK about the many contributions which older people have made to the world . . . you realize how rewarding life's later years can be.

Today, more people than ever are proving that the years beyond 65 are not years to be *idly spent* . . . they are years to be *actively enjoyed!*

If you want your later years to be healthy, happy, active ones . . . and who does not? . . . here are some important things which you should begin to do *now:*

1. Adopt the right outlook on aging. Do not worry about old age. Worry will not delay it; more likely this will hasten it. Face up squarely to the problems of aging . . . and plan your life so you can meet future challenges.

2. Broaden your horizons as you grow older. "Mental adventure," whether it be in absorbing hobbies or in activities devoted to helping others, will stand you in good stead during your leisure years. "To learn what is new is to remain young."

3. Take stock of your health. Complete medical check-ups annually after you are 35 or 40 can help assure you a healthier life in your later years. Not the least of the benefits which you will get from regular visits to your doctor is medical advice about what you should and should not do as you get along in years.

You may have slipped into some bad health habits unknowingly . . . like over-eating or not eating enough of the protective foods . . . or not getting enough exercise and sleep. These may seem like small matters to you . . . *but good living habits pay off, and you cannot start them too early.*

Look at the older people around you who have mastered the art of growing old gracefully. Find out what they have done to achieve health and happiness in the sunset years. You may learn a lot that will help you. Indeed, you may live to echo the sentiments of an 80-year-old man who said, "I'm not 80. I'm just 4 times 20!"

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

Weiss & Geller Report Hits Optimistic Note

THIRTEEN months after losing an account that represented better than half its billings, Weiss & Geller Inc., Chicago, has regained lost ground, is moving to larger quarters and changing its name.

The resignation in December 1955 of the multi-product Toni Co. account, which represented about $7.5 million of the agency's $13.5 million total billings, dealt Weiss & Geller a heavy blow, after it had placed in the country's top 30 radio-tv agencies for three years (1953-55), according to B•T surveys.

Last week, however, in a yearend summary of its activities, Weiss & Geller reported it had recouped $6.5 million of the lost billing, registering about $12.3 million in overall billings for 1956, with an estimated $5 to $6 million in broadcast media. By a "conservative estimate," it figures to hit $15 million overall in 1957, on the basis of accounts added this year, and eventually double that figure, according to Edward H. Weiss, president. About half of its total billings is now in television with the agency represented on about ten network tv programs.

The 1956 summary was released with the announcement that the firm has changed its corporate name to Edward H. Weiss & Co. and is moving from 400 N. Michigan Ave. to new quarters in Chicago's London-Guarantee Bldg. on the 16th and 17th floors. The name change long has been anticipated in view of confusion over the existence of Weiss & Geller Inc. of Chicago and Weiss & Geller of New York—two separate companies with no financial or other connection. The Chicago agency has maintained its own office in New York at 460 Park Ave. and it will become the New York office of Edward H. Weiss & Co., serving as a television production and service branch, with Ed Kogan as manager.

Along with the change of name and address, the agency also reported that, in addition to Mr. Weiss, 11 key executives have become stockholders in Edward H. Weiss & Co. Those involved in the modified corporate structure are Irving D. Auspitz, executive vice president; Jack Bard, vice president and media director; Byron A. Bonnheim, vice president and copy director; Bernard J. Gross, vice president and account supervisor; Mary Jane Grunsfeld, director of motivation research; Robert Harris, vice president and account supervisor; Jerome Joss, vice president and account supervisor; Lee King, vice president and creative director; Marvin L. Mann, vice president, secretary, radio-tv director and account supervisor; Kenneth Murison, vice president and account supervisor, and Ernest Stern, treasurer and business manager.

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING NOV. 24)

Rank	Program	Sponsor	Agency	Net-work	Approx. No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	20,207
2.	Producer's Showcase	RCA, RCA-Whirlpool Buick	Kenyon & Eckhardt Kudner	NBC	94	Mon., 8-9:30, every 4th wk.	16,739
3.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	16,173
4.	Disneyland	American Motors American Dairy Derby Foods	Geyer, BSF&D Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	15,155
5.	G.E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	14,552
6.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	14,364
7.	$64,000 Question	Revlon Inc.	BBDO	CBS	175	Tues., 10-10:30	14,175
8.	Chevy Show	Chevrolet	Campbell-Ewald	NBC	144	Sun., Nov. 18, 9-10	14,100
9.	Perry Como Show	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	128	Sat., 8-9	13,987
10.	Saturday Color Carnival "High Button Shoes"	Oldsmobile RCA	D. P. Brother Kenyon & Eckhardt	NBC	125	Sat., Nov. 24, 9-10:30	13,836

Rank		‡Average Audience, Tv Homes Reached (000)
1.	Ed Sullivan Show	16,927
2.	I Love Lucy	15,005
3.	Jack Benny Show	13,534
4.	G.E. Theater	13,346
5.	$64,000 Question	13,233
6.	Producers Showcase	13,120
7.	Disneyland	12,290
8.	Lineup, The	11,951
9.	Perry Como Show	11,762
10.	I've Got a Secret	11,499

Rank		*Total Audience, % of Tv Homes Reached
1.	Ed Sullivan Show	55.3
2.	Producers Showcase	46.3
3.	I Love Lucy	44.0
4.	Disneyland	41.6
5.	G.E. Theater	40.4
6.	Jack Benny Show	39.2
7.	Chevy Show	39.0
8.	Perry Como Show	38.6
9.	$64,000 Question	38.4
10.	Saturday Color Carnival	38.1

Rank		*Average Audience, % of Tv Homes Reached
1.	Ed Sullivan Show	46.3
2.	I Love Lucy	40.9
3.	G.E. Theater	37.0
4.	Jack Benny Show	36.9
5.	Producers Showcase	36.3
6.	$64,000 Question	35.8
7.	Disneyland	33.7
8.	Lineup, The	32.7
9.	Perry Como Show	32.5
10.	I've Got a Secret	31.7

[Details on Programs in Preceding Tables, but Not Listed in Top Table]

The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Young & Rubicam	CBS	176	Fri., 10-10:30
I've Got a Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the progam.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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TRENDEX

TOP 10 TV SHOWS, WEEK OF DEC. 1-7

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	36.2
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	35.7
3.	Person to Person	Amoco Hamm Brewing Time Inc.	Jos. Katz Campbell-Mithun Young & Rubicam	CBS	48 35 97	Fri., 10:30-11	29.9
4.	Talent Scouts	Lipton Tea Toni	Young & Rubicam North Adv.	CBS	124 163	Mon., 8:30-9	28.7
5.	$64,000 Question	Revlon Inc.	BBDO	CBS	175	Tues., 10-10:30	28.4
6.	Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	28.4
7.	You Bet Your Life	DeSoto Div., Chrysler	BBDO	NBC	155	Thurs., 8-8:30	27.9
8.	What's My Line?	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	27.3
9.	I've Got a Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10	26.7
10.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	26.5

Youngstown Kitchens Schedules Video Tribute to Kate Smith

YOUNGSTOWN KITCHENS will sponsor *America's Salute to Kate Smith* on the full ABC-TV Network, Sunday, April 28, 9-10 p.m., as a silver anniversary for the vocalist. The show will feature many of the stars that Miss Smith has introduced during the last quarter century. Grey Adv. which is placing the show, is currently negotiating with MCA for stars to appear on the show.

The object for using the one-hour, one-time "spectacular" is to impress dealers and distributors as well as general consumers with Youngstown's new line called Montrey kitchen equipment to go on sale April 29.

Grey's "buy" for the client is its first advertising project for Youngstown Kitchens, which named Grey in mid-December.

Critchfield Delegates Functions

DELEGATION of functions involving creative, research and other departments was announced last week for Critchfield & Co., Chicago, by President Edward P. Nesbitt. Executives and functions for which they are responsible are Clarence E. Russell, creative; Ed E. Deuss, public relations; Sterling Mitchell, promotion; John Grandland, new business, and Robert D. Cunningham, research.

NC&K, Cigar Firm Part

NORMAN, CRAIG & KUMMEL, New York, will no longer handle the account of G. H. P. Cigar Co., New York (El Producto, La Paleno and Lavera cigars) effective today (Monday). The account will be handled direct by the cigar company's media and research director, Andrew Edmond. The cigar firm currently places radio-tv spots regionally on several sports shows.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Jan. 1 (11:30-11:45 a.m.) *Mummers' Day Parade,* sustaining.

Jan. 2 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 9).

Jan. 4 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Jan. 7).

Jan. 6 (5:30-6 p.m.) *McBoing-Boing Show,* sustaining.

NBC-TV

Dec. 31 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 2-4, 7-11).

Dec. 31 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Jan. 7).

Jan. 1 (11:45 a.m.-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates and Florists Telegraph Delivery Service through Grant Adv.

Jan. 1 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Jan. 8).

Jan. 1 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 8).

Jan. 2 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Jan. 9).

Jan. 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co.

Jan. 5 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 6 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

[Note: This schedule will be corrected to press time of each issue of B•T]

NETWORK RENEWAL

Thomas J. Lipton Inc. (tea and soups), Hoboken, N. J., through Young & Rubicam, N. Y., has renewed CBS Radio's *Ma Perkins* daytime serial, effective Jan. 9 for 52 weeks. Contract calls for five seven-and-one-half segments on alternate week basis.

AGENCY APPOINTMENT

Murphy Paint Corp., Baltimore, appoints Applestein, Levinstein & Golnick, same city.

A&A PEOPLE

Charles Strauss, account supervisor, Ogilvy, Benson & Mather, N. Y., elected vice president.

Henry O. Pattison Jr., senior vice president, head of creative services, and member of plans board, Benton & Bowles, N. Y., appointed vice chairman of board.

Zed Daniels, product manager-assistant sales promotion manager, Post Cereals Div., General Foods Corp., to Weiss & Geller Adv., Chicago, as account executive.

George A. Whittington, editorial director, Industrial Labs Publishing Co., Chicago, to Charles Bowes Adv., Los Angeles, as account executive.

Richard Carter, senior account executive of Arthur Jacobs Co., L. A., to Cleary, Strauss & Irwin, Hollywood, effective Jan. 28, as vice president and account supervisor in tv and film fields.

Norman J. Phelps, formerly vice president of Ruthrauff & Ryan and previously with Biow Co., N. Y., appointed account executive-creative counsellor at John W. Shaw Adv., Chicago.

Edward W. Hobler, formerly vice president at Benton & Bowles, N. Y., has joined Needham, Louis & Brorby as account executive.

Jay Richards, formerly with Warner Bros. and William Morris Agency, to Kennedy, Walker & Wooten, L. A., as account executive.

James D. Grant, sales promotion manager, Landers, Frary & Clark, New Britain, Conn., to Ronson Corp. in newly created executive post.

W. Robert Woodburn, creative writer, Campbell-Ewald, Detroit, named writer-producer and **Robert S. McTyre** to assistant radio-tv copy chief. **Thomas E. Armstrong** appointed copy group supervisor of firm.

Paul G. Gumbinner, vice president of Lawrence C. Gumbinner Adv., N. Y., elected president of Camp Vacamas Assn., organization which arranges free summer vacations and winter weekends for underprivileged New York children.

Thorwaldsen Arnold Rau, 67, treasurer-director of Roy S. Durstine Inc., N. Y., died Dec. 26 at his home in Yonkers, N. Y.

A&A SHORTS

Ingalls-Miniter Co., Boston, announces change of name to Ingalls-Miniter-Haughey Co., effective Jan. 1.

Rothbardt & Haas Adv., Chicago, announces move from 154 to 132 E. Ohio St.



CBS-TV GAINS CITED IN YEAREND REPORT

- **10-month billing up 18.2%**
- **'No. 1' ranking retained**

GROSS billings increase, growth of affiliates and advertisers and coverage of a year filled with major news developments highlighted a yearend review released last week by CBS-TV.

Noting it had "maintained its position as the world's largest advertising medium" during the year, CBS-TV reported its gross billing for the first 10 months of the year were 18.2% ahead of the same period last year and had increased its dollar volume during that time 20% more than had the "second network" (NBC-TV).

The network listed a total of 122 different advertisers for the year, 26 of them new to CBS and 15 of the 26 new to network television. Its station lineup now stands at 227, an increase of 10 over 1955. During the year, FCC approved the CBS acquisition from General Teleradio of ch. 18 WGTH-TV Hartford (now WHCT [TV]) and was expected "momentarily" to act on the network's pending application for ch. 11 in St. Louis.

Major executive changes noted during the year: Retirement announced Nov. 1 of CBS-TV President J. L. Van Volkenburg, who will be succeeded Jan. 1 by Merle S. Jones; elevation of Mr. Jones and Hubbell Robinson Jr. earlier in the year as executive vice presidents, and appointment of Edward L. Saxe as vice president in charge of operations.

The Increase in Use

Continued growth of CBS-TV's Extended Market Plan, now two years old, was underscored. The breakdown: participating stations now 34; advertisers using one or more EMP stations up from 46 last year to 60 in 1956; number of programs now being carried on EMP stations is 64, a gain of five over last year, and the total commercial hours weekly on EMP stations increased from 164 in 1955 to 390½. Total sustaining hours carried weekly by all EMP stations combined is 111.

Also mentioned is the network's Extended Program Service that permits small market stations to program commercial shows on a sustaining basis—20 sponsored quarter-hours per week now are offered, with 16 advertisers permitting the network to use their programs.

In equipment, CBS-TV obtained delivery and had broadcast with three prototype Ampex video tape recording units. In programming, the network paid particular attention to its *Playhouse 90* that was introduced in the fall as a weekly, 90-minute dramatic show on Thursday nights.

Highlights of its news coverage: Presidential nominating conventions and the elections; special programs on the Middle East and satellite nation revolts; such public affairs specials as *Out of Darkness* (treatment of mental illness), *Air Power* (film series on the air age) and "The Secret Life of Danny Kaye" (on the comedian's round-the-world tour for UNICEF). The network covered 125 different major sports events during the year.

Advertisers new to network tv via CBS in 1956 included Bell Telephone System, Bon-Ami Co., Burgermeister Brewing Co., the Chemstrand Co., Duquesne Brewing Co., Easy Washing Machine Corp., Hamilton-Beach Co., Mentholatum Co., National Brewing Co., and Pharma-Craft Inc. On CBS-TV in 1956 for the first time were Atlantic Refining Co., General Tire & Rubber Co., Hartz Mountain Products Corp., Pan American World Airways and Reynolds Metals Co.

CBS Radio Names Steinberg To Head Audience Promotion

CHARLES S. STEINBERG will join CBS Radio as director of audience promotion, effective Jan. 7, it was announced last week by Arthur Hull Hayes, president of CBS Radio. Mr. Steinberg, who will head all activities involving press relations, station audience promotion and other forms of audience promotion, succeeds George Crandall, who has resigned as director of press information [B•T, Dec. 10].



MR. STEINBERG

He will join CBS Radio after 14 years with Warner Bros., where he has served in various publicity posts, most recently as home office publicity manager. Mr. Steinberg, who holds a Ph. D from the Graduate School of Education, New York U., taught secondary schools and colleges for three years before becoming director of education for the Book of the Month Club. He is writing a book for Harper's titled *Public Relations and Mass Communications.*

Hope's Programs Lose Money; Comedian May Quit Television

BOB HOPE's first three television shows of the season on NBC-TV will run over $100,000 in the red, James Saphier, business manager of the entertainer, declared Thursday. Mr. Hope finances his own shows, offering them as a complete package.

Mr. Hope earlier had disclosed that as a consequence of the high cost of talent his first telecast of the season had lost $31,000. According to Mr. Saphier, the succeeding two shows appeared destined to run even more into the red, with the exact loss to be determined after final billings are in.

"I think it's my last year on television," Mr. Hope remarked. "I just can't afford it." However, Mr. Saphier said that this was by no means Mr. Hope's final decision. He added that discussions were underway with NBC to recover the losses.

Mr. Hope is committed to four more shows this season.

ABC A. M. RATES TO RISE IN APRIL

- **Durgin calls boost 'modest'**
- **Charts network 'road back'**

A RAISE in rates of ABC Radio's morning block (Mon.-Fri., 9-11:30 a.m.) will be put into effect April 1, 1957, Don Durgin, vice president in charge of ABC Radio, revealed last week.

Disclosure of the rate hike was contained in Mr. Durgin's yearend summary last week "of progress and prospects" for ABC Radio. He described his review also as "the road back for network radio."

Actually the increase is considered by the network to be a "modest" one, entailing per five-minute segment a $100 boost in the minimum frequency and about $50 in the maximum frequency categories. The discount structure will not be changed.

Mr. Durgin said the boost in rates, even though modest, was decided upon because "progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. . . . They signify the increasing recognition, importance and value of network radio as a national medium."

ABC Radio's morning lineup is considered by the network as its largest single commercial block. Its *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), according to Mr. Durgin, has been 90% sold with some weeks sold out. Under the rate boost, current advertisers will be protected for six months.

Others Offered

Other shows in the block are *My True Story* (10-10.30 a.m.), *When A Girl Marries* (10:30-10:45 a.m.), *Whispering Streets* (10:45-11 a.m.), *Jack Paar Show* (11-11:15 a.m.), and beginning on Jan. 14, *Make Up Your Mind* (11:15-11:30 a.m.).

Mr. Durgin pointed to ABC Radio's "commercial success" and "emergence to the No. 2 position in 1956," a "success achieved partly as the result of changing industry-wide trends beyond the control of any one network, partly as the result of careful planning by ABC."

Looking ahead, Mr. Durgin stated: "1957 should be a good year not only for ABC but for network radio generally. Despite exaggerated reports about affiliated stations 'going independent', based on one or two widely publicized examples rather than any industry-wide trend, the affiliates themselves have expressed continuing confidence and renewed enthusiasm for the network principle of broadcasting. While network payment to stations is not what it used to be 10 years ago, network programming and news service still make affiliation with a network valuable."

Mr. Durgin noted that ABC Radio has more than 330 stations and is "in the enviable position of having the most stations located in the top 200 markets of any of the

four networks—a distinct advantage in these days of listener loyalty to the hometown station and advertiser merchandising identification with the hometown dealer."

Taking up the future of network radio once again, Mr. Durgin declared: "While relative progress has been good for 1956, much remains to be achieved before network radio earnings reflect the real value of the service—both public and commercial—provided.

"The year 1957 will determine whether earnings and revenue will progress at a rate commensurate with the progress felt in the important areas [I have] summarized where progress is perhaps too often measured in units other than dollars and cents. At ABC Radio we believe 1957 will prove to be a truly happy new year."

Steady Network Growth Cited in Mutual Report

YEAREND summary of developments issued last week by Mutual Broadcasting System stressed the steady and gradual growth of network radio during 1956 and pointed to increased interest by advertisers, particularly in the last quarter of the year.

Among the 10 top national advertisers, Mutual reported, five had campaigns on the network during 1956. They were listed as General Motors, Gillette Safety Razor Co., Lever Bros., R. J. Reynolds Tobacco, and Coca-Cola Co. Other major advertisers reported as having sponsored Mutual programs during the year were American Home Products, Brown & Williamson Tobacco, Kraft Foods Co., Trans World Airlines, J. B. Williams Co., and Curtiss Candy Co. An advertising development singled out in Mutual's review was the entry of the Kohler Co. (plumbing supplies), Kohler, Wis., into network radio sponsorship. Kohler sponsored Mutual's coverage of the presidential nominating conventions and the general election on the full network.

One of the significant moves made at the network during the year was an approach calling for closer integration between Mutual and the other divisions of RKO Teleradio Pictures Inc., the parent company. For example, the backlog of story material in RKO's motion picture operation was made available to MBS to determine which properties can be adapted into network radio programming. RKO Radio Pictures' 32 field offices in this country and more than 100 overseas offices were placed at Mutual's disposal for sales, promotion, merchandising, exploitation and other services.

The deepening international crisis prompted MBS during the last quarter of the year to increase its news programming, with news shows becoming a regular daily feature every hour. In addition the number of overseas broadcasts was expanded, and one—a special report by Sam Pollock from England—became a weekday feature. Among the special events programming introduced during the year was the "Significant Holidays" feature. The network presented five such feature programs.

Treyz Sees 'Equality' At Hand for ABC-TV

ABC-TV is "moving toward equality" among the three tv networks "in those markets where there is three-network competition," Oliver Treyz, vice president in charge of ABC-TV, declared last week.

In releasing a yearend statement on the network's accomplishments and anticipations, Mr. Treyz highlighted his report with:

- The signing of a three-year contract with Frank Sinatra for his exclusive tv appearances on ABC.
- The loan of $60 million obtained by American Broadcasting-Paramount Theatres for cash backing for further growth of AB-PT and its broadcast division [B•T, Dec. 24].
- Plans made but not yet revealed for acquiring new programs "to establish a continuing and consistent level of excellent entertainment as recognized characteristics of ABC-TV's program structure."

Mr. Treyz observed that the network's gross billings for the year will exceed $75 million and that within the past month, ABC-TV's home-hour circulation for the first time passed the mark of 100 million home hours of viewing weekly for its nighttime commercials.

Also noted were gains of primary affiliations in certain key markets. Mr. Treyz said that within 60 days, the network will obtain primary affiliates in San Antonio and in the Norfolk-Portsmouth market, and that

TV in Fresno-
the big inland California
market means-

KMJ·TV

·Basic NBC-TV affiliate
·Best local programs

KMJ-TV

Paul H. Raymer Co., National Representative

later in the next year (1957) it will pick up primaries in Omaha and Boston.

Mr. Treyz reported that the network has begun installation of transistor amplifiers to replace tube amplifiers in its studios and mentioned ABC-TV's system of programming in 1956 accommodating Daylight Savings Time changes.

NBC Radio Reports $2 Million In 'Imagery-Transfer' Advertising

COMPLETION of another $1 million in net billings in "imagery-transfer" advertising for NBC Radio, raising the total to $2 million net in little more than a week, was announced last week by William K. McDaniel, vice president in charges of sales, NBC Radio.

The purchases by five advertisers, according to Mr. McDaniel, were made to utilize NBC's "imagery-transfer concept," under which words and sounds are used "to trigger images and impressions of an advertising message stored up in the memory of customers."

The advertisers are Motorola Inc., through Leo Burnett, for a six-week schedule of announcements on *Monitor;* Liggett & Myers Tobacco Co., through Dancer-Fitzgerald-Sample, for a 52-week announcement campaign on *Monitor;* Nash Motors Div., American Motors Corp., through Geyer Adv., for 20 participations per week on *Monitor* for 52 weeks; Norwich Pharmacal Co., through Benton & Bowles, for an 11-week schedule on *NBC Bandstand, Five Star Matinee* and *Monitor* and Kiplinger's magazine, *Changing Times,* for a new series to be heard Saturday, 8:15-8:30 a.m. EST, starting Jan. 12 for 10 weeks.

NBC Adds to Heinemann Duties

GEORGE A. HEINEMANN, WRCA-TV New York program manager since Sept. 1, has been appointed to the additional post of director of program planning and development for NBC o&o stations, it was announced last week by Thomas B. McFadden, vice president of the o&o division and NBC Spot Sales.



MR. HEINEMANN

Before coming to W R C A-T V, Mr. Heinemann was program director at WMAQ-WNBQ (TV) Chicago.

"Whadda they mean, simple as ABC?"

It isn't simple. Before the Audit Bureau of Circulations accepts a publication for membership its representatives go over your books with everything from Geiger-counters to electron microscopes.

And Geigers aren't all they count. They count paid subscriptions.



B•T is the only news magazine specializing in radio-TV coverage whose circulation is certified by the Audit Bureau of Circulation.

KFMB-TV Challenges Court's Shorthand Ban

A BAN by San Diego Superior Court Judge John A. Hewicker against taking of shorthand notes for news broadcasts is being challenged by KFMB-TV San Diego and the station last week filed for writ of mandate to overturn the ruling in the appellate court at San Bernardino. Hearing is scheduled this Thursday.

KFMB-TV and Judge Hewicker have been at odds over the rights of newsmen in covering court proceedings and interviewing witnesses ever since the jurist began hearing the Ruth Latham kidnaping-attempted murder trial there [B•T Dec. 24, 17]. The dispute has commanded the close attention of broadcasters generally and the NARTB.

A fortnight ago KFMB-TV sent a stenotype operator to the court to catch highlights of the testimony but the man was refused entrance to the court by Judge Hewicker. The following day the station sent Mrs. Lou C. Throop, secretary to George Whitney, KFMB-TV general manager, to accompany newsman Harold Keen at the press table to take shorthand notes for his assistance. She was ordered not to take shorthand notes by the judge, who said transcripts must be obtained from the official reporter in the regular time and for the usual fee.

In announcing appeal of Judge Hewicker's ban, Mr. Whitney told B•T, "We took this action to get once and for all a ruling as to whether our reporters have the right to stenographic assistance at a trial. Judge Hewicker announced that we do not have this right and late Friday (Dec. 21) refused to permit Mr. Keen to have the assistance of Mrs. Throop, a competent shorthand reporter. At that time Judge Hewicker stated to Mr. Keen that 'if I am wrong, you can get yourself a writ of mandate.' This is the action we are now following. We have served a copy of the order to show cause and the supporting papers upon the district attorney of San Diego County and we are now attempting to serve the papers upon Judge Hewicker, who we are advised is vacationing in Yosemite Valley.

"The order to show cause will come up for hearing in San Bernardino. At that time, Judge Hewicker may appear by counsel of his own selection or through the district attorney and will be required to show cause why it is wrong for a television or newspaper reporter to have with him an assistant who is able to take shorthand notes."

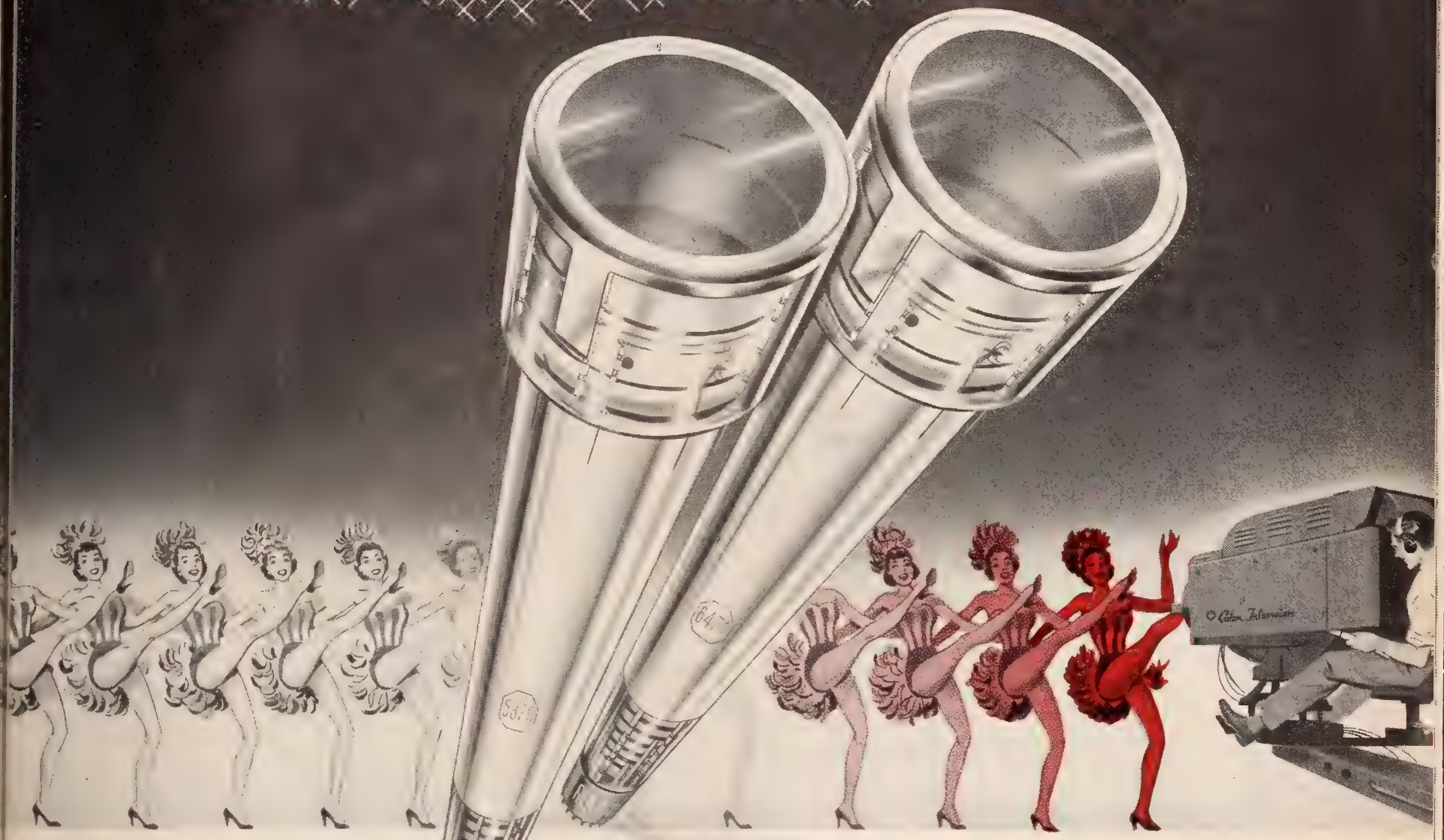
Earlier Judge Hewicker revised his position against any tv interviewing of witnesses and said witnesses could be interviewed after they were excused by the court. Mr. Whitney has consistently maintained that "news is perishable."

Philadelphia Official Upholds Photographers' Coverage Rights

FREEDOM of the press includes the right to photograph and disseminate pictures of public events occurring in public places, according to an opinion handed down by the Philadelphia city solicitor, David Berger. The opinion was asked by the city's police chief after a police officer manhandled a

New Standard of Comparison in Pick-up Tubes

RCA MICRO-MESH IMAGE ORTHICONS



Commercially Proved-In On-Air for dependable, improved picture quality

Designed to keep pace with ever-improving programming techniques, RCA "MICRO-MESH" Image Orthicons are being acclaimed by station men as the finest camera tubes ever used in commercial television.

With a mechanical exactness heretofore unattainable, RCA MICRO-MESH design has increased the mesh fineness of camera tubes from 500 lines per inch—*to 750 lines per inch!* This improvement works for you three ways. (1) It enables you to "kill" mesh pattern and moiré effect without need for defocussing the picture—whether you are on black-and-white or color. (2) It substantially improves picture-detail contrast. And (3) RCA Image Orthicons with MICRO-MESH are particularly effective in permitting the use of adequate aperture correction to improve detail contrast when the tube is operated below the "knee" of its transfer characteristic—as occurs in color television.

MICRO-MESH design—another RCA original development in TV camera tubes—exceeds all present-day requirements for high-quality pictures in all RCA Image Orthicons and Vidicons—*at no extra cost to you.* RCA camera tubes with MICRO-MESH are available from your RCA Tube Distributor. For technical data on RCA camera tubes, write RCA Commercial Engineering, Harrison, N.J.

Why Station Men like MICRO-MESH

- Eliminates mesh pattern and moiré effect without defocussing.
- More than meets all technical requirements of 525-line TV system.
- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Micro-Mesh minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.

CAMERA TUBES FOR TELECASTING

® RADIO CORPORATION OF AMERICA Tube Division, Harrison, N. J.

photographer during an Adlai Stevenson speech last fall.

After citing basic anti-censorship language of the first and 14th amendments to the U. S. Constitution, Mr. Berger said "the widest latitude in the dissemination of information is essential" to vitality of civil and political institutions, with truth depending on freedom to speak, write, think and differ. "Where police action is taken in a public place during a public event which is being covered by the newspapers, radio and television, the press plainly has the right to report such public occurrence with or without photographs," he added.

Blair & Co. Answers Leder Giveaway Stand

JOHN BLAIR & CO., radio station representative, last week took issue with the argument of Robert Leder, WOR New York, that advertisers don't get their money's worth when they buy time on stations that run contests and conduct money giveaways to build audiences.

Referring to Mr. Leder's appearance before the Radio & Television Executives Society in New York to debate with Gordon McLendon of KLIF Dallas on the subject of "rating hypos" [B•T, Dec. 24], Blair Executive Vice President Robert E. Eastman wrote the WOR vice president and general manager as follows:

". . . There is one point which you stressed rather strongly that we would like to correct. You stated that an advertiser buys inflated figures with no relationship to the advertising impact—and also that the advertiser is on the losing end because attentiveness on the part of the listener to the advertising part of the message is diluted by the contests.

"We have made the most extensive survey ever conducted on the sales effectiveness of all types of major stations throughout the country and feel obligated to point out to you that some of the most dramatic proof of sales effectiveness for advertisers, national and local, has been demonstrated by some of those radio stations using effective on-the-air promotions to stimulate listener interest.

"Contrary to your assumption, it is most apparent to us that the listener interest created by the wide-awake station, constantly seeking out new and intriguing ways to promote audience action, pays off handsomely for the advertiser.

"You are a leader in the broadcasting industry and owe it to yourself to carefully inspect all the evidence before arriving at conclusions. . . ."

Mr. Eastman attached to his letter copies of promotional material for a number of Blair-represented stations, citing letters from or other comments by advertisers in praise of results obtained from advertising on those stations.

In reply, Mr. Leder told B•T he felt Mr. Eastman was not wholly unprejudiced, since Blair represents McLendon and also Todd Storz stations which have used on-the-air promotion extensively, but that, basically, Mr. Eastman had misconstrued his point.

What he said, Mr. Leder pointed out, was that "promotion" is no substitute for good product—that stations which give away money rather than entertainment will suffer. He specifically excluded both the McLendon and Storz stations from that category, asserting that "they have been wise enough to build their programming at the same time they have promoted it."

He maintained that, despite Mr. Eastman's claim of "the most extensive survey ever conducted" on sales effectiveness, the Blair executive had not submitted any comparative proof of the effectiveness of stations that run contests as against those which have attained top rank through superior programming—without contests.



A 32-STATION radio network is being set up to broadcast the Detroit Tiger games, with WKMH Dearborn, Mich., serving as key station. Van Patrick, WKMH sportscaster, and Mel Ott, also of WKMH, will be announcers. At the contract signing (l to r): Edwin J. Anderson, Goebel Brewing Co., one of the sponsors; G. W. Sucher, Speedway Petroleum Co., another sponsor; Spike Briggs, executive vice president of Tiger Baseball Co.; Fred A. Knorr, Tiger president and WKMH owner.

Roland McClure Named to Head CBS Radio Spot Sales in L. A.

APPOINTMENT of Roland H. McClure, account executive for KNX Los Angeles and the Columbia Pacific Radio Network, as manager of the Los Angeles office of CBS Radio Spot Sales is being announced today (Monday) by Gordon F. Hayes, manager of CBS Radio Spot Sales. Mr. McClure succeeds Jack Wooley, recently named special assistant for public affairs to the Secretary of the Navy [B•T, Dec. 17].



MR. McCLURE

Mr. McClure joined KNX-CPRN in 1953 and has served as program promotion manager, national sales representative and, most recently, as an account executive.

Cowles Promotes Quentin To Director of Engineering

CHARLES QUENTIN, chief engineer of KRNT-AM-TV Des Moines, Iowa, has been promoted to director of engineering of the Cowles Broadcasting Co., according to Luther L. Hill, Cowles president. He will headquarter in Des Moines.

MR. QUENTIN

Mr. Quentin will be in charge of technical planning and supervision of all Cowles stations, including KRNT-AM-TV; KVTV (TV) Sioux City, Iowa; WNAX Yankton, S. D., and WHTN-AM-FM-TV Huntington, W. Va. He has been in broadcast engineering since 1928 and has been associated with Cowles broadcast operations for 25 years.

Broadcaster Whitney Named Ambassador to Great Britain

JOHN HAY (Jock) WHITNEY, financier and owner of broadcast properties, was named Ambassador to Great Britain Thursday by President Eisenhower. He is senior partner of J. H. Whitney & Co., formed in 1946 to finance new industries. He succeeds Winthrop W. Aldrich in the key British diplomatic post.

The Whitney interests recently paid $10 million for WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind., and also own 90% of KGUL-TV Galveston-Houston and KOTV (TV) Tulsa, as well as several Midwest community antenna systems. Mr. Whitney is a brother-in-law of William S. Paley, CBS board chairman.

THANKS *from one phenomenon to another*

Never in history has there been anything to compare to the phenomenon of television. A miracle in concept—a miracle in the way it has grown and expanded into one of America's major industries. *All because television gave people something that they wanted, very much!*

One phenomenon gave girth to another

The rise of television created another need that has been filled by TV GUIDE more completely than any other publication—*the need for accurate, timely program listings and descriptions*, as well as lively, authentic stories about TV stars, favorite programs and all the things that people want to know about television. How well TV GUIDE has met this responsibility is best illustrated by the following facts . . .

In just 3 short years, TV GUIDE's circulation has grown to more than 4,600,000 copies—the third largest of any weekly magazine! And it's still growing!

Current circulation is more than 1,000,000 copies ahead of the same period last year!

In the past year, TV GUIDE had more single-copy newsstand growth than all other major weeklies and bi-weeklies combined!

Well over 11,000,000 television viewers in the United States and Canada now make TV GUIDE their primary source of television program information!

It couldn't have happened without you

In tooting our own horn so loudly we're constantly mindful that TV GUIDE couldn't have happened without the wholehearted support and cooperation of television stations and networks. It's only because you appreciate what we are trying to do that we are able to give your viewers the kind of information that helps to build your own TV audience.

Thank you sincerely for your support—and a Happy View Year to you.

TV GUIDE

Serving more than 4,600,000 selective TV families

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Mon. Morning Headlines	News	Walter Winchell Co-op	Monitor
6:15	Paul Harvey News	F.B.I.	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Music Box	Monitor
6:45	George Sokolsky		Bill Hillman Commentator	"Meet the Press"
7:00	Weekend News	News	General Tire Sports Time	
7:15	John Edwards	Jack Benny	This Fabled World	
7:30	Overseas Assignment		"By the People"	
7:45	Sunday Music Hall	Our Miss Brooks	Pan American Panorama	
8:00	Weekend News			
8:15	Sp'kng of Sports	News	Hour of Decision Billy Graham Evangelistic Assoc.	
8:30	Sunday Music Hall	Pharmacraft (202) Pontiac 11/11 only Mitch Miller	Hawaii Calls	Monitor *
8:45				
9:00	Weekend News	News	News—Miles	
9:15	Sunday Music Hall	World Tonight	Sounding Board	
9:30		Face the World	Manion Forum Dean Clarence Manion	
9:45		Sports	Datelines & The Bible	
10:00	Erwin Canham	CBS News	Music Box	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland	Wings of Healing	
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum or Youth Wants to Know
10:45	Weekend News			
11:00	Imagination	News	Wings of Healing	Monitor *
11:15 PM		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson Co-op	Bob & Ray	News
6:15		Stockmarket		
6:30	ABC—News Mel Allen All State	No Service		Co-op Alex Drier
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Here's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Kool Amos 'n' Andy Music Mall	Kraft News	News
7:15	Co-op Quincy Howe		Co-op Fulton Lewis, Jr.	R. Harkness News
7:30	Mysteries		Jazz Roost	No Service
7:45	ABC Late News	Ed. R. Murrow Co-op	Mult Sponsors Gabriel Heatter	Miles Labs. & (S) News of World 166
8:00	American Music Hall	Robt. Q. Lewis	Miles—News	One Man's Family N&L Participatns
8:15	ABC Late News		What's Your Opinion	News
8:30	Firestone Voice of Firestone	News	True Detective Mysteries (Participating)	Boston Symphony Orchestra
8:45		Robt. Q. Lewis	Miles—News	
9:00	American Music Hall	Chev. News (199)	Danger with Granger	News
9:15		The World Tonight	UN Radio Rev.	Bell Telephone Telephone Hour (185) R
9:30	ABC News	Eric Sevareid S	Dinner Date	
9:45	Best Bands of the Land	Capitol Cloakroom		To Be Advised
10:00	News		Am. Hm Heatter	News
10:15	Vandercook, CIO	Dance Orchestra	Lawrence Tibbett Presents	No Network Service
10:30	Imagination Milton Cross			
10:45	News			News of World
11:00	Imagination Milton Cross	News	St. Nicholas Boxing Bouts	No Network Service
11:15 PM	ABC Late News	Dance Orchestra	Lawrence Tibbett	
	Imagination			
	Late News			

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Net in Service	Allan Jackson Co-op	Bob & Ray	News
6:15				
6:30	ABC—News Mel Allen All State	No Service		Co-op Alex Drier
6:45	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
7:00	CIO-AFofL Edw. P. Morgan	Pharma-Craft Amos 'n' Andy Music Hall	Kraft News	News
7:15	Co-op Quincy Howe		Fulton Lewis Jr.	R. Harkness News
7:30	Mysteries		Jazz Roost	No Service
7:45	ABC Late News	Ed. R. Murrow Co-op	Mult. Sponsors Gabriel Heatter	Miles Labs & (S) News of World
8:00	American Music Hall	Robt. Q. Lewis	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family N&L Participatns
8:15	News S		Treasury Agent (Participating)	News
8:30	Life Is Worth Living Bishop Sheen	News	Miles—News	Network Participations Dragnet
8:45		Robt. Q. Lewis	Big City	To Be Advised
9:00	American Music Hall	Chev. News (199)	Miles—News	News
9:15		The World Tonight	UN Radio Rev.	Biography In Sound
9:30	ABC News	Eric Sevareid S	Dateline Defense	
9:45	Best Bands of the Land	Do You Know	The Army Hour	
10:00	News			
10:15	Vandercook, CIO	CBS News	Am. Hm. Heatter	News
10:30	Imagination Milton Cross	Dance Orchestra	Lawrence Tibbett Presents	No Network Service
10:45	News			
11:00	Imagination Milton Cross	News	Virgil Pinkley	News of World
11:15 PM	ABC Late News	Dance Orchestra	Lawrence Tibbett	
	Imagination			No Network Service
	Late News			

WE

	ABC	CBS
6:00 PM	No Service	Allan J. Co-
6:15		No Se
6:30	ABC—News Mel Allen All State	
6:45	No Service	Delco B Lowell (19
7:00	CIO-AFofL Edw. P. Morgan	
7:15	Co-op Quincy Howe	Pharma Amos 'n Music
7:30	Mysteries	
7:45	ABC Late News	Ed. R. Co-
8:00	American Music Hall	Vic Robt. Q
8:15	News S	
8:30	American Music Hall	Ne
8:45		Robt. Q
9:00	News	Chev. Ne
9:15	American Music Hall	The Ton
9:30	News S	Eric Sc
9:45	Best Bands of the Land	Up
10:00	News	
10:15	Vandercook, CIO	CBS
10:30	Pabst Fights	Dan Orch
10:45		
11:00	ABC Late News	
11:15 PM	Imagination	N
		Da Orch
	Late News	

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	News
9:15	Great Moments Great Composers	Music Room		World News Round-Up Co-op
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Art of Living
9:45				Voice of Prophecy
10:00	Weekend News	Chev. News (178)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Weekend News	Invitation to Learning S	Voice of Prophecy (307)	
10:45	Negro College Choirs S			
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) *
11:30	Weekend News	World Affairs		
11:45	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
12:00 N		Chev. News (170)		
12:15 PM	No Net Service	Jimmy Dorsey Orchestra	US Military Academy Band	
12:30	Moods in Melody	Guy Lombardo Orchestra	Bill Cunningham Co-op	The Eternal Light
12:45		Weather	First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Miles—News	Monitor
1:15			Musical Caravan	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM		Co-op News	Co-op Robt. Hurleigh	News
9:15	Breakfast Club (Participating)			
9:30		No Service	Easy Does It	No Network Service
9:45				
10:00	My True Story	Arthur Godfrey (Participating)	Cecil Brown	News Frank Blair
10:15			Bob & Ray	
10:30	When A Girl Marries	Am. Popcorn Amino, Bristol-Myers, Chef Boy-ar-dee Chun-King Hartz, Kellogg Schlitz, Bakers Perkins, Pillsbury, Scott Sherwin-Wms. Norwich, St. Brands, Staley	Kraft News	NBC Bandstand
10:45	Whispering Streets		Miles Here's Hollywood	
11:00	Grand Central Station		Basil Rathbone	
11:15	Jack Paar Show		Johnny Olsen Show	
11:30	ABC Late News		Kraft News	News Frank Blair
11:45	You and Your Marriage	No Service	Sterling Drug Seaboard Drug Parallels In The News	
12:00 N	Buddy Weed Show	Wrigley Howard Miller (144)	Co-op Story Time	NBC Bandstand
12:15 PM	Valentino	P&G Slenderella W. Warren (144)	Queen for a Day Participating	
12:30	Luncheon at Astor	Colgate Backstage Wife	Kraft—News	News
12:45	No Network Service	Lever Company H. Trent (186)	Heatter, Am. Hm. G. Houser, Am. M	No Network Service
1:00	Co-op Paul Harvey	Scott, Salada Our Gal Sunday (194)	Miles Millie Considine Show	
1:15	Co-op Ted Malone	Carter, Scott Listerene Nora Drake	No Service	News
		Lever Ma Perkins (198)	Co-op Cedric Foster	The Bill Goodwin Show
			Allen Ladd's Modern Moods	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM		Co-op News		
9:15		Farm News		
9:30	Co-op No School Today	St. Louis Melodies	Country Jamboree	
9:45		Garden Gate		
10:00		Chv.Jackson (192)	Keep Healthy	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
10:15		Galen Drake	No Network Service	
10:30			Kraft News	
10:45	All-League Club House		Conference Call	
11:00		Slenderella (110)	Good News	
11:15	Weekend News	News	Kraft News	
11:30	Sp'kng of Sports	Robt. Q. Lewis	US Marine Band	
11:45	Charlie Applewhite	Hershel Calif. Lewis-Howe (198)	Miles—News	
12:00 N			Musical Wheel of Chance	
12:15 PM	Charlie Applewhite			
12:30	Weekend News	Chev., Jksn. (183)	Kraft News	
12:45	Sp'kng of Sports	Romance S	American Living	
1:00	World Tourist			
1:15	Andy Reynolds Ranch Boys S			
1:30 PM	Weekend News	Liggett & Myers Gunsmoke (199)	Magic of Music	DeSoto You Bet Your Life (Split Network) Monitor *
1:45	American Farmer S			
2:00	Weekend News	Weather	Teen Talks	
2:15	Sp'kng of Sports	Chev., Jksn. (185)		
2:30	Navy Hour	Personal Angle Kathy Godfrey	Amer'can Living	Allis-Chalmers National Farm & Home Hour
2:45				Morton Salt Dreier Topic Td
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

SA

1:30 PM	Weeke
1:45	Pilg
2:00	Healin
2:15	Dr. Ora
2:30	T
2:45	Weeke
3:00	Sp'kng
3:15	Samm Su Ser
3:30	Dr. Billy
3:45	Hour of (2
4:00	
4:15	Gospel Old-Fa Revival
4:30	
4:45	Speakin
5:00	High N In N
5:15	Weeke
5:30	Greate Ever
5:45 PM	

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson Co-op	Bob & Ray	News
ABC—News	No Service	Les Paul	Co-op Alex Drier
All State Mel Allen	Delco Batteries Lowell Thomas (199)	Sports	Sun Oil & Co-op 3-Star Extra (34)
No Service	Pharma-Craft Kools Amos 'n' Andy Music Hall	Kraft News	News
CIO-AFofL Edw. P. Morgan	Ed. R. Murrow Co-op	Fulton Lewis Jr.	R. Harkness News
Co-op Quincy Howe	Viceroy Robt. Q. Lewis	Jazz Roost	Miles Labs. & (S) News of World (168)
Mysteries	News	Mult. Sponsors Gabriel Heatter	One Man's Family N&L Participatns
ABC Late News	Robt. Q. Lewis	Coca-Cola Co. Eddie Fisher Show	News
American Music Hall	Chev. News (199)	Official Detective (Participating)	Network Participations Bob Hope
News S	The World Tonight	Miles—News	The Great Gildersleeve
American Music Hall	Eric Sevareid S	It's a Crime Mr. Collins	News
News S	Leading Question	Miles—News	TBA
Best Bands of the Land	CBS News	UN Radio Review	TBA
News	Stuart Foster Show	Dinner Date	News
Vandercook, CIO	Dance Orchestra	Co-op State of the Nation	No Network Service
Imagination Milton Cross	News	Am. Hm. Heatter	News of World
ABC News	Dance Orchestra	Lawrence Tibbett Presents	
Imagination Milton Cross	Virgil Pinkley	Virgil Pinkley	No Network Service
ABC Late News	Lawrence Tibbett	Lawrence Tibbett	
Imagination			
Late News			

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson Co-op	Bob & Ray	News
ABC—News	U.N. on the Record S	Here's Hollywood	Co-op Alex Drier
All State Mel Allen	Delco Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)
No Service	Pharma-Craft Kools Amos 'n' Andy Music Hall	Kraft Five Star	News
CIO-AFofL Edw. P. Morgan	Ed. R. Murrow Co-op	Fulton Lewis Jr.	R. Harkness News
Co-op Quincy Howe	Viceroy Robt. Q Lewis	Jazz Roost	Miles Labs & (S) News of World (168)
Mysteries	News	Amer. Home Prd. Gabriel Heatter	One Man's Family N&L Participatns
ABC Late News	Robt. Q. Lewis	Miles—News	News
American Music Hall	Chev. News (199)	What's Your Opinion	Monitor
News S	The World Tonight	Countersay (Participating)	
American Music Hall	Eric Sevareid S	Miles—News	
News S	So They Say	Peril	
Best Bands of the Land	CBS News	Miles—News	
News	Dance Orchestra	UN Radio Review	
Vandercook, CIO		John T. Flynn	
Imagination Milton Cross		True or False	
ABC News		Am. Hm. Heatter	
Imagination Milton Cross		Lawrence Tibbett Presents	News
ABC Late News	News	Virgil Pinkley	Gillette Boxing
Imagination	Dance Orchestra	Lawrence Tibbett	Sports Digest
Late News			Sports Highlights
			No Network Service
			News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	Miles—News	
Pan American Union	New Orleans Jazz Band	Airmen of Note	
Sports Kaleidescope	Saturday at the Chase	World Traveler	
Science Editor	News	Report from Washington	
Weekend News	Saturday Night Country Style	Dinner Date	
Sp'kng of Sports	Chev. News (192)	Kraft News	
At Ease	Entertainment U.S.A.	Lombardoland USA	
Platter Brains	Dance Orchestra	Word of Life Hour	Monitor
World Tourist	Sports	Bandstand USA	
Weekend News	News	Miles—News	
Sp'kng of Sports	Philadelphia Orchestra	Bandstand USA	R. J. Reynolds & Co-op Grand Ole Opry (93)
Vincent Lopez Show	News S	Renfro Valley Dance Barn	
This Week In Washington	Henry Jerome Orchestra	Dance Time	Monitor
As We See It	Guy Lombardo Orchestra		
Weekend News	News		
National Juke Box	Dance Orchestra		
Best Bands in the Land			
Weekend News			
Lawrence Welk Army Show			
Rhythm on Parade			
Weekend News			
Imagination			

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

CBS	MBS	NBC
worth our 00)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"
gines-nauer honette 70)	London Studio Concerts	Monitor *
	Mantovane And His Orchestra	The Catholic Hour
rmonic hestra	Bands for Bonds	Monitor
s (S)		
CBS rkshop	Oklahoma City Symphony	
spense		
out (193) let News	Miles—News	
ictment	Bands for Bonds	
eather	Dr. Daniel Poling	
ohnny Dollar	Natl. Labor-Mgt. Partners In Progress	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Lever Campana Dr. Malone	Luncheon with Lopez	The Bill Goodwin Show
	Listerine Campana Road of Life	Kraft News	News
No Network Service	P&G news (203)	Harry Noble	True Confessions
	Right to H'piness Salada-Campana	Pollock BBC Nws	Woman In My House
	Colgate Mrs. Burton	Lots of Music	The Affairs of Dr Gentry
	Colgate Strike It Rich		News
The Martin Block Show	Pat Butrum Show (198) Wm. Wrigley		(Network Participation) Five Star Matinee
	Houseparty† (183) R Sunsweet Coldene Simoniz Std. Brands		(Network Participations) "Hilltop House"
	American Bird		"Pepper Young's Family"
	Renfro Valley Pillsbury	Mutual Reports	News
Treasury Bandstand	No Service	Lots of Music	Bill Goodwin Show (Repeat)
			M. M. McBride Net. Participatns
	News	Basil Rathbone	News
No Network Service	No Service	Bob & Ray	No Network Service
Wall St. Final (Harris, Upham)		Miles Wonder of the World	
		Sports Time	
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
Navy Hour Shake the Maracas	Man Around The House	Symphonies For Youth	DeSoto You Bet Your Life Groucho Marx
	Adventure In Science	Teen Talks	
	News	Kraft News	
	String Serenade	Lawrence Tibbett Presents	
	Peabody Orchestra		
	News		
Metropolitan Opera	Army Show		
	Dance Orchestra		
	News	Sports Parade	
	Paladium Orchestra		
Pop Concerts	Dance Orchestra	Co-op Standby Sports	
	News	Miles—News	
Weekend News	Dance Orchestra	Standby Sports	
Sp'kng of Sports			
Dinner At The Green Room	Make Way For Youth	Kraft News	Monitor *

December 31, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Mentholatum, Mon. thru Fri.; Seeman Brothers, Mon. thru Fri.; Miles Labs, Mon. thru Fri.

Series B—Mentholatum, Mon. thru Fri.; Carter Products, (Alternate 3 a week); Drug Products, Mon. thru Fri.; Brown and Williamson, Mon. thru Fri.



WROC-TV Rochester, N. Y., signs with Peters, Griffin, Woodward Inc. for exclusive national representation. The contract becomes effective tomorrow (Tuesday). L to r: David C. Moore, president of Transcontinent Television Corp., owner-operator of the station; Lloyd Griffin, PGW vice president in charge of television, and PGW President H. Preston Peters.

Frank E. Fitzsimonds Named KBMB-TV's General Manager

FRANK E. FITZSIMONDS, former vice president of KFYR-AM-TV Bismarck, N.D., has been named resident manager of KBMB-TV in that city, it was announced last week.

John W. Boler, president-general manager of North Dakota Broadcasting Co., owner of KBMB-TV, also announced that Fred Drewry, former commercial manager of KBMB-TV, has been reassigned to the post of regional sales service manager for KXJB-TV Valley City, N. D., another station owned by North Dakota Broadcasting.

Mr. Fitzsimonds is a former director of NARTB, representing stations in three upper midwest states.

Schildhause Leaves FCC Post To Become Manager of KOMA

SOL SCHILDHAUSE, an FCC attorney for the past eight years, has resigned to become general manager of 50 kw, CBS-affiliated KOMA Oklahoma City. Mr. Schildhause resigned last week and is moving with his family (wife and three children) to Oklahoma City.



MR. SCHILDHAUSE

KOMA (on 1520 kc) recently was sold by the Griffin family for more than $290,000 to a group including Burton Levine, Myer Feldman, Arnold S. Lerner and Donald Rubin. Mr. Levine is president of WROV Roanoke, Va.; Mr. Feldman is counsel to the Senate Banking Committee; Mr. Lerner is sales manager, WCMS Norfolk, Va., and Mr. Rubin is a Florida banker.

'55 RADIO REVENUE CURVE UP 1%

- **FCC figures put year's total at $453.4 million**
- **Combined radio-tv revenue for year: $1.2 billion**

RADIO broadcasters inched up almost 1% in revenues and 10% in profits in 1955, the FCC reported last week in issuing final financial data for last year. Total 1955 radio revenues came to $453.4 million, and profits before federal income tax to $46 million. This compares to 1954's total radio revenues of $449.5 million and profits of $41.8 million.

The FCC's tables show that combined radio and television broadcasting reached $1.2 billion in time sales, 14.9% over 1954, with profits $196.2 million, up 48.5%. The Commission reported that if commissions and talent and production charges were added to this, the grand total would be $1.6 billion. It figured $153.4 million in commissions paid to advertising agencies and station representatives, and an estimated $212.2 million paid by advertisers for talent and production costs to individuals and producers not engaged in station or network operation.

Television's total revenues for 1955 were $744.7 million, 25.6% over 1954; profits were $150.2 million, up 66.3% over 1954. Figures for 1955's television were issued last summer [B•T, July 30].

Network radio revenues went down again in 1955, but station revenues continued up. The four national radio networks and three regional networks (including 19 owned stations) reported total 1955 revenues of $78.3 million, 11.6% below that of 1954. Profits for this group were $5.9 million, or 28% under 1954.

But, total revenues reported by 2,724 other radio stations were reported as $375 million, up 3.9%, with station profits in this group amounting to $40 million, up 18.7% over 1954.

The sale of radio network time dipped to $64.1 million in 1955—23.4% below 1954. But, the sale of station time to national spot advertisers went up to $120.4 million, 0.2% over 1955, and to local advertisers to $272 million, 9.9% over 1954.

Other highlights of the 1955 financial report:

- Fewer radio stations reported a loss in 1955 than in 1954. For 1955, 27.5% of the 2,692 reporting stations reported a loss, while in 1954, 30.7% of the 2,541 reporting stations showed a loss.
- Fm stations operated without am adjuncts—there were 38 of these—reported total revenues for 1955 of $1 million, expenses $1.4 million, for a loss of $400,000. The other 453 fm stations could not allocate fm revenues and expenses in sufficient detail due to joint operations.
- Included in the report is a list of more than 200 radio markets where there are three or more stations operating. This chart gives total time sales, expenses and income for most of these stations.

FCC tables are on pages 68-69

RADIO-TV FINANCES: 1955 AND 1954

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES

1954—1955

Service	1955	1954	Percent Increase or (Decrease) in 1955
		($ Millions)	
	Total Broadcast Revenues		
Radio	$ 453.4	$ 449.5	0.9
Television	744.7	593.0	25.6
Industry Total	$1,198.1	$1,042.5	14.9
	Total Broadcast Expenses		
Radio	$ 407.4	$ 407.7	(0.1)
Television	594.5	502.7	18.3
Industry Total	$1,001.9	$ 910.4	10.1
	Broadcast Income (before Federal income tax)		
Radio	$ 46.0	$ 41.8	10.0
Television	150.2	90.3	66.3
Industry Total	$ 196.2	$ 132.1	48.5

[1] Includes am and fm broadcasting.

Note: 1955 radio data covers the operations of four nationwide networks and three regional networks, 2,704 am and am-fm and 38 independent fm stations. 1954 data is for the same networks and 2,555 am-fm and 43 independent fm stations. 1955 tv data covers the operations of four networks and 437 stations (3 networks after Sept. 15, 1955, when DuMont ceased network operations). 1954 data is for four networks and 410 stations.

In 1957, As Always--

THE ASSOCIATED PRESS

THE BYLINE OF DEPENDABILITY

B•T's vs. FCC's

EARLY this year, B•T estimated radio net time sales for 1955 for inclusion in the annual radio yearbook (page 9). It is interesting to compare B•T's estimates with those reported last week by the FCC.

Class	B•T	FCC
National Network	$ 54,997,000	
Regional & Miscellaneous Network	5,573,000	$ 64,100,000
National & Regional Non-Network	117,070,000	120,400,000
Local	278,009,000	272,000,000
Total	$455,649,000	$453,400,000

HOW AM STATIONS FARED

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS

1954—1955

($ Thousands)

Item	Amount 1955	Percent of Increase (Decrease)
Number of stations	2,686[1]	
A. Revenues from the sale of time:		
1. Network time sales		
a. Nationwide networks	$ 12,354	(40.0)
b. Regional networks	2,285	(10.5)
c. Miscellaneous networks and stations	612	(30.8)
Total	15,251	(36.5)
2. Non-network time sales		
a. National and regional advertisers and sponsors	104,433	(0.7)
b. Local advertisers and sponsors	262,932[2]	10.0
Total revenues from non-network time sales	367,365	6.7
Total revenues from time sales	382,616	3.9
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	32,268	2.9
Net revenues from time sales	350,348	4.0
B. Revenues from incidental broadcast activities:		
Talent	13,150	0.9
Sundry broadcast revenues	10,515	3.4
Total revenues from incidental broadcast activities	23,665	2.0
Total broadcast revenues	374,013	3.8
C. Total broadcast expenses of stations	333,565	2.4
D. Broadcast income (or loss) before federal income tax	$ 40,448	17.9

[1] 2,534 stations reported in 1954.

[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

RADIO FINANCES: 1955 AND 1954

BROADCAST REVENUES, EXPENSES AND INCOME OF RADIO BROADCAST SERVICES

1954—1955

Item	1955	1954	Percent Increase or (Decrease) 1955
	($ Millions)		
Total Broadcast Revenues			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 78.3	$ 88.6	(11.6)
Other radio stations[2]	375.0	361.0	3.9
Total	$453.3	$449.6	0.8
Total Broadcast Expenses			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 72.4	$ 80.4	(10.0)
Other radio stations[2]	335.0	327.3	2.4
Total	$407.4	$407.7	(0.07)
Broadcast Income (before federal income tax)			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 5.9	$ 8.2	(28.0)
Other radio stations[2]	40.0	33.7	18.7
Total	$45.9	$41.9	9.5

[1] Includes the operations of 21 network owned stations in 1954 and 19 network owned stations in 1955.

[2] Includes 2,577 am, am-fm or independent fm stations in 1954 and 2,724 in 1955.

HOW FM STATIONS FARED

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS

1954—1955

Item	1955 No. of Stations	1955 Amount (Millions)	1954 No. of Stations	1954 Amount (Millions)
Total Fm Broadcast Revenues				
Fm Stations Operated by:				
Am licensees:				
Reporting no fm revenues	332	...	355	..
Reporting fm revenues	123	$0.9	130	$1.1
Non-am licensees	38	1.0	43	0.8
Total fm stations	493	1.9	528	1.9
Total Fm Broadcast Expenses				
Fm Stations Operated by:				
Non-am licensees	38	$1.4	43	$1.4
Industry Total	...	[1]	...	[1]
Fm Broadcast Income (before federal income tax)				
Fm Stations Operated by:				
Non-am licensees	38	(0.4)	43	(0.6)
Industry Total	...	[1]	...	[1]

( ) Denotes loss.

[1] In view of the difficulty in a joint am-fm operation in allocating fm operation expense separately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data was readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.

HOW MANY AMS ARE LOSING MONEY

NUMBER OF AM RADIO STATIONS CLASSIFIED BY YEAR LICENSED SHOWING THE NUMBER REPORTING AND THE NUMBER REPORTING A LOSS

1954—1955

Item	All Stations[1]	1941 and Prior Years[2]	1946-1951	Year Licensed 1952	1953	1954	1955
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
A. Total Stations Reporting in 1955	2,692	853	1,326	82	140	153	138
Number Reporting a Loss in 1955	741	227	335	22	38	41	78
Percent Loss in 1955	27.5	26.6	25.3	26.8	27.1	26.8	56.5
B. Total Stations Reporting in 1954	2,541	856	1,327	81	142	135	....
Number Reporting a Loss in 1954	780	234	393	26	47	80	....
Percent Loss in 1954	30.7	27.3	29.6	32.1	33.1	59.3	....

[1] Excludes 12 key stations of networks in 1955 and 13 such stations in 1954.
[2] 63 stations, licensed during the war years 1942-1945, are also included in this group.

FM STATIONS REPORTING LOSSES—1954-1955

31 of 38 fm stations operated by non-am licensees reported losses from operations during 1955 and 35 of 43 such stations reported losses from operations during 1954.

RADIO NETWORKS AND STATIONS

COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS

1954—1955

($ Thousands)

Item	Amount 1955	Percent of Increase (Decrease)
Number of networks	7[1]	
Number of stations	2,704[2]	
A. Revenues from the sale of time:		
1. Network time sales		
a. Nationwide networks	$60,268	(23.6)
b. Regional networks	3,197	(17.7)
c. Miscellaneous networks and stations	612	(30.8)
Total	64,077	(23.4)
2. Non-network time sales		
a. National and regional advertisers and sponsors	120,393	0.2
b. Local advertisers and sponsors	272,011	9.9
Total revenues from non-network time sales	392,404	6.7
Total revenues from time sales	456,481	1.2
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	45,568	(3.5)
Net revenues from time sales	410,913	1.7
B. Revenues from incidental broadcast activities:		
Talent	26,881	(11.9)
Sundry broadcast revenues	14,544	2.9
Total revenues from incidental broadcast activities	41,425	(7.3)
Total broadcast revenues	452,338	0.8
C. Total broadcast expenses of networks and stations	405,982	(0.1)
D. Broadcast income (or loss) before federal income tax	$46,356	9.2

[1] Includes three regional networks; the Yankee Network Inc., The Don Lee Broadcasting System and the Texas State Network Inc.
[2] 2,555 stations reported in 1954.

RADIO NETWORKS AND O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS

1954—1955

($ Thousands)

Item	Amount 1955	Percent of Increase (Decrease)
Number of networks	7	
Number of stations	19[1]	
A. Revenues from the sale of time:		
1. Network time sales		
a. Nationwide networks	$47,914	(17.8)
b. Regional networks	911	(31.5)
c. Miscellaneous networks and stations	.....	.....
Total	48,825	(18.2)
2. Non-network time sales		
a. National and regional advertisers and sponsors	15,960	6.7
b. Local advertisers and sponsors	9,079	8.5
Total revenues from non-network time sales	25,039	7.3
Total revenues from time sales	73,864	(11.0)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	13,300[2]	(16.1)
Net revenues from time sales	60,564	(9.8)
B. Revenues from incidental broadcast activities:		
Talent	13,732	(21.5)
Sundry broadcast revenues	4,029	1.5
Total revenues from incidental broadcast activities	17,761	(17.3)
Total broadcast revenues	78,325	(11.6)
C. Total broadcast expenses of networks and stations	72,417	(10.0)
D. Broadcast income (or loss) before federal income tax	$ 5,908	(27.5)

[1] Includes the operations of 21 network owned stations in 1954.
[2] Of this amount $9,069,831 is applicable to the total sale of network time.

ABC-TV ASKS BILLINGS SECRECY

- **Letter asks House subcommittee not to release data**
- **Says revelation of rate cuts will cause hardship**

ABC has asked the House Antitrust Subcommittee not to make public data on ABC-TV billings and discounts to advertisers in 1955 and 1956, it was revealed last week. ABC explained that in the past it had been at a competitive disadvantage with CBS-TV and NBC-TV and had found it necessary to sell time to advertisers at discounts in excess of those set forth in the ABC Rate Card.

ABC's request became known when the subcommittee staff entered into its public hearing record a letter, dated Dec. 21, from James A. Stabile, ABC vice president and general counsel, making the request. The letter was mailed to the subcommittee headed by Rep. Emanuel Celler (D-N. Y.) along with the requested information.

The House subcommittee had not indicated by last Thursday whether it will honor the ABC request.

Both CBS and NBC already have submitted similar information for their respective tv networks for the calendar year 1955 and the first six months of 1956 and the data have been entered in the subcommittee's public hearing record [B•T, Nov. 19, 12]. It was understood ABC earlier had informally requested the House group not to make its billings and discounts public for this period and that the Dec. 21 letter represented a formal request.

The information was requested from networks for these periods during the subcommittee's hearings in New York last September. Networks already have submitted detailed information on their affiliation contracts and their agreements with talent.

The ABC letter, addressed to Chairman Celler, follows:

"Dear Mr. Chairman:

"Several weeks ago, counsel for your Antitrust Subcommitttee requested a list of all advertisers who bought time on the ABC Television Network during 1955 and the first six months of 1956, together with the gross time sales, total discounts and rebates and total net time sales for each such advertiser during this period.

"In accordance with this request, I am enclosing a table setting forth this information.

"It will be noted from an examination of the enclosed table that, during the period covered, ABC had found it necessary to sell time periods to sponsors at discounts in excess of those set forth in ABC's Rate Card. Testimony given before several Congressional committees, including the hearing held by your subcommittee in New York, made reference to the competitive disadvantages which faced ABC in the past because of inability to obtain access on a basis equal to the other networks in many important tv markets. This shortage of station facilities hampered us in the past and made it impossible to obtain advertisers unless discounts in excess of the Rate Card were made available. Without such discounts, ABC could not have obtained revenue from a number of important time periods.

"I earnestly request that the Antitrust Subcommittee not make public the accompanying table of gross time sales, with discounts and rebates. It is my considered opinion that its publication would cause the ABC Television Network irreparable damage and put us at the same competitive disadvantage as we were in the past. It would impede the progress we are making in overcoming the handicaps we previously faced. I am sure that the principal concern of the House Antitrust Subcommittee is to foster and not impair competition.

"For the reasons herein stated, I sincerely hope the Subcommittee will find it possible to comply with this request.

"Sincerely yours,

"James A. Stabile"

ABC President Oliver Treyz said later in the week that to a major extent the special discounts and rebates beyond the ABC rate card, which existed in 1955 and during the first half of 1956, no longer exist. His statement:

"We would like to stress that the information which ABC, on Dec. 21, furnished the House Antitrust Subcommittee reflects *yesterday* far more than today.

"Since the time covered by the report, ABC has enhanced its competitive position in the markets where it has equal access to the viewing public.

"The final Trendex of 1956 (reflecting the competitive markets) finds ABC-TV, in the *evening*, in second position in that it leads in 11 Class A half-hours, versus seven for the third network.

"Unfortunately, however, ABC is still hampered by lack of equal access to presently channel-shy markets, such as Boston and St. Louis, and other restricted markets such as Birmingham, Louisville and New Orleans.

"ABC's strategic difficulty, referred to in the letter, can be solved only by government action which will broaden the number of competitive markets."



Non-Broadcast Services Use Practically All of Spectrum

IF there is any doubt that quite a bit of the spectrum is being used for non-broadcast services, FCC Chairman George C. McConnaughey's year-end statement should dispel it (also see story, page 66).

The whole first page of the Chairman's report emphasizes the "200 to 1" ratio of nonbroadcast transmitters to broadcast transmitters.

"Because broadcast can now be seen as well as heard in the home, it commands the popular interest," Mr. McConnaughey said. "Consequently, not many people realize that nonbroadcast operations dwarf radio and television services numerically."

He then goes on to list the number of stations in the various nonbroadcast areas—total is 360,000—comparing that number to the 4,500 broadcast stations.

In the broadcast field, Mr. McConnaughey called attention to the 3,125 standard broadcast authorizations, of which 3,005 are on the air. Fm, he said, has decreased to 554, with 529 operating. Commercial tv authorizations now total 631, he said—426 vhf and 205 uhf. On the air, he explained, are 472 stations—382 vhf and 90 uhf. There have been 21 translators authorized, he reported, and 46 non-commercial tv outlets (of which 23 are on the air).

Over 90% of the population is now within range of at least one tv station, the FCC chairman said: 76% can receive two or more tv stations, and 60% three or more tv signals.

Among the problems noted by the FCC chairman were: (1) making communications bands more effective by single sideband, split channel and over-the-horizon transmission; (2) interference; (3) tv deintermixture· (4) competition for frequencies—one out of every three applications must go to hearing; volume of pleadings revealing intensity of competition; court appeals also reveal competitive intensity; (5) court decision require

hearings on almost all grants made without hearing.

Mr. McConnaughey called for repeal of that part of the 1952 McFarland Act which prohibits the Commission from consulting with its staff. He also called attention to a workload "that had doubled and become more complex" whereas personnel remain numerically unchanged and overworked.

Burnett Asks for Ogden Ch. 9, KXGN Seeks Glendive Ch. 5

CONSTRUCTION PERMITS for vhf tv stations in Ogden, Utah, and Glendive, Mont., were requested in applications filed with the FCC last week.

Seeking ch. 9 Ogden is Jack A. Burnett, executive vice president, general manager and 25% owner of KULA-AM-TV Honolulu. Mr. Burnett formerly was sales manager of KUTA Salt Lake City, Utah, and KGVO Missoula, Mont. His Ogden tv proposal calls for 1.745 kw radiated power with antenna height of 668 ft. below average terrain (165 ft. above ground). Estimated costs: $71,811 for construction, $120,000 for first year operation.

KXGN Glendive (Lewis Moore, president) filed for ch. 5 there, proposing 4.62 kw radiated power with antenna height of minus 93 ft. above average terrain (125 ft. above ground). Estimated costs for the proposed Glendive tv outlet are $59,400 (construction) and $64,250 (first year operation). Mr. Moore, who owns 100% of KXGN, also owns a motion picture theatre in Glendive.

Hartselle, Ala., Grant Upheld

IN a *per curiam* decision handed down last week, a three-judge panel of the U. S. Court of Appeals upheld FCC action of last January which granted a new am outlet in Hartselle, Ala. (now WHRT), and denied a request by WERD Atlanta, Ga., to increase power on the same frequency as the Hartselle grant (860 kc). The FCC maintained that the new grant was in the public interest in that it brought a first station to a community. The court found that the record supported the Commission's action. The decision was issued by the judges who had heard the appeal argued only a few weeks ago [AT DEADLINE, Dec. 10]—Henry W. Edgerton, Charles A. Danaher and Walter M. Bastian.

WHLS

MICHIGAN'S POWERFUL

250 WATTER

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

PORT HURON'S COMMUNITY STATION

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

Insurance Trade Associations Challenge FTC Ad Regulation

THE insurance industry last week went to court to challenge the Federal Trade Commission's ruling that it has authority to regulate interstate advertising by health and accident insurance companies.

A brief disputing the FTC's claim of jurisdiction over this type of advertising has been filed by two insurance trade associations in behalf of American Hospital & Life Insurance Co., San Antonio, one of more than 40 companies charged by the FTC with false advertising of health and accident insurance [B•T, Nov. 22, 1954].

In the case of American Hospital & Life Insurance Co., an FTC hearing examiner held that his agency had no jurisdiction over the company's advertising but last April the FTC reversed the examiner 3 to 2. Involved is an interpretation of the 1944 McCarran Act which provides that the FTC Act shall apply to insurance companies "to the extent that such business is not regulated by state law."

The insurance brief, filed by the American Life Convention and the Life Insurance Assn. of America, contends that the insurance business is exempt from FTC regulation, that the FTC claim to jurisdiction "flies in the face of the congressional intent as disclosed by the legislative history of the [McCarran] act."

Initial Decision Recommends Increase in Power for WKMF

RECOMMENDATION that the FCC authorize WKMF Flint, Mich., to increase its daytime power on 1470 kc from 1 kw to 5 kw, retaining 1 kw at night, was contained in an initial decision last week. The application has been in hearing because of probable interference to WKLZ Kalamazoo, Mich., and WOHO Toledo, Ohio, and because of the possibility of overlap between commonly owned stations, WKMF and WSAM Saginaw, Mich.

Hearing Examiner Hugh B. Hutchison, noting a Broadcast Bureau recommendation against the grant because of interference to other stations, nevertheless found the need for stronger service in the Flint area greater than losses to be suffered by WKLZ and WOHO. He held that no violation of overlap rules would occur because the stations would not provide primary service to the others' cities, and the cities involved are separate communities.

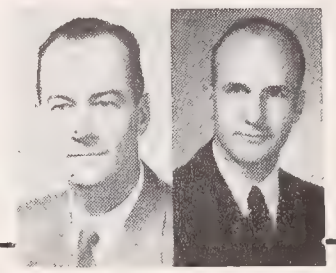
Mrs. Hobby May Succeed Daniel in U. S. Senate

MRS. OVETA CULP HOBBY, who with her husband former Texas Gov. W. P. Hobby publishes the *Houston Post* (KPRC-AM-FM-TV Houston), was reported last week to be slated to succeed Sen. Price Daniel (D-Tex.) in the Senate when Sen. Daniel becomes governor next month.

A vacancy will be created at 12:01 a.m. Jan. 15 when Sen. Daniel's resignation becomes effective. A member of the Senate Commerce Committee, he was elected governor Nov. 6. Reports are that present Gov. Allan Shivers, in one of his last acts as gov-

COMMUNITY COMMUNICATIONS CENTER!

by John Pepper and Bert Ferguson



Have you ever thought of a radio station as a communications center, around which revolves all social, religious, economical, welfare, and civic activities of an entire community? Well, WDIA is that center, from which emanates the centrifugal force that motivates 43% of the population of the Memphis area—which is Negro!

Built on Service

The establishment of WDIA as a communications center was possible through one—and only one—fundamental: Service! WDIA serves Memphis Negroes individually and en masse. The stars and staff of our gospel programs announce choir practice, raise building funds for new structures, and aggregate large audiences for church socials. In affairs of a strictly social nature, WDIA publicizes their parties, club meetings, receptions—and promotes charity events, from sorority dances to chitterling suppers.

Humor to Pathos

Most Negroes are simple, direct, and personal, in their reactions. That's why they turn to WDIA as the answer to individual problems. For instance, WDIA's Lost-And-Found Department makes hundreds of announcements, weekly, for the return of articles, ranging from billfolds and teeth to red mules and blue tick hounds . . . yes, and children, too! There was the three year old boy, who wandered from his home on Beale Street—to be located by WDIA listeners. And the fifteen year old girl, who ran away from Manassas High School—only to receive a firm lecture from a WDIA star, along with a plea to rejoin her family. This personalized service may extend to contacting relatives for a funeral—or securing blood donors to save a life. Whatever the need, individual or collective, WDIA meets it!

Economic Force

You can understand why Memphis Area Negroes react to WDIA with overwhelming acceptance—why they consider WDIA their station—why they, annually, buy a quarter of a billion dollars worth of products recommended by WDIA Stars. These include:

Pet Milk . . . Crisco . . . Maxwell House Coffee . . . Wonder Bread . . . Ford . . . Tide . . . Blue Plate Foods . . . Sal Hepatica

WDIA can sell your brands in fabulous volume to this specialized market. Drop a note, on your letterhead, for specific information . . . and for a bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD F. WALKER, Commercial Manager

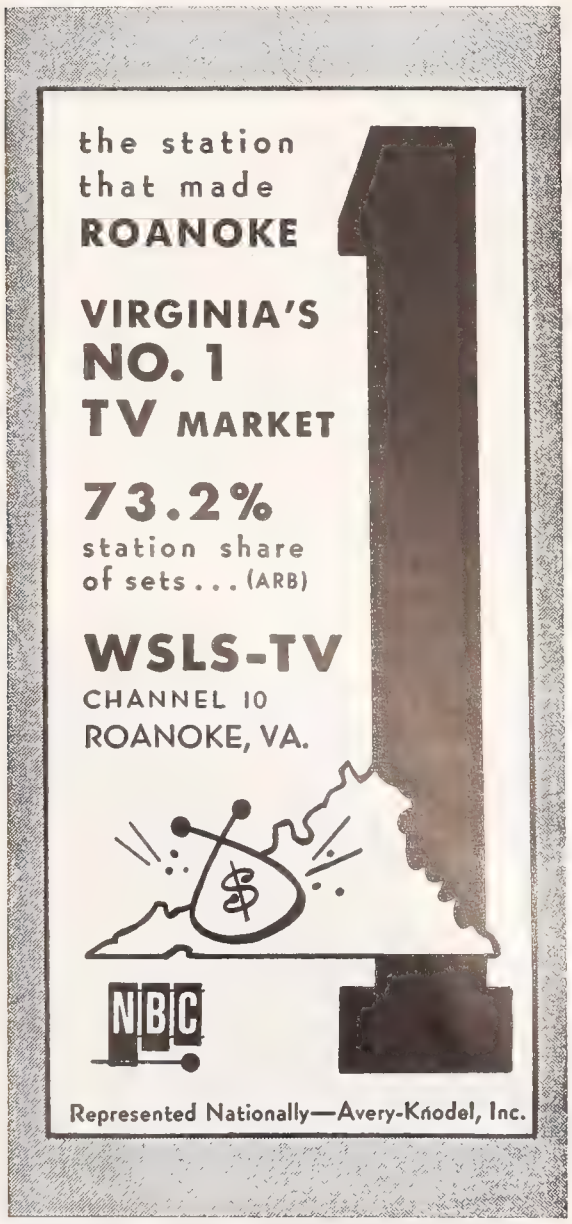
ernor, will appoint Mrs. Hobby to the Senate to serve until a special election is held in the spring.

Mrs. Hobby served in the first Eisenhower Administration as the first Secretary of Health, Education & Welfare, resigning in 1955 [B•T, July 18, 1955]. During World War II she was the first commander of the Women's Army Corp.

Gov. Shivers supported President Eisenhower in 1952 and 1956 and Sen. Daniel supported the President in 1952, although both are Democrats. There had been talk that a Shivers appointee might vote with Republicans to organize the Senate, but the Senate organization will take place before Jan. 15, giving Democrats a majority vote.

WGMS Reports Billings to FCC

WGMS Washington expects to show gross billings of $109,000 for the November-March period, the station has informed the FCC. The WGMS information was in response to an FCC request for an explanation of the station's lease arrangement of equipment with RKO Teleradio Pictures Inc. The Washington station, bought by RKO for $400,000 last summer, was ordered returned to its original owners pending the outcome of a hearing on a protest by minority stockholder Lawrence M. C. Smith. WGMS told the Commission that its lease contract with RKO runs out in March, and therefore, it pointed out, RKO will not realize more than $4,000 in rent. The rental of equipment is based on a percentage of gross.



TvB Asks MAB to Set Record Straight on Ads

TELEVISION Bureau of Advertising called on a competitor last week to set the record straight on national advertisers' expenditures in television by including the now-available figures on spot tv along with network totals.

TvB President Norman E. Cash sent a letter to the editor of the Magazine Advertising Bureau's *MAB Briefs* calling attention to that publication's listing of dollar expenditures in the various media.

"We note the understandable absence of spot television—'understandable' in that the measurement of this area of television did not commence until the final quarter of 1955," Mr. Cash wrote. "However, with spot television now a measured medium . . . it would be in keeping with accurate and total reporting if this phase of national advertiser spending appeared in future *MAB Briefs*."

He pointed out that in the first nine months of 1956, spot tv expenditures came to $289,656,000 while network expenditures were $353,961,000, making a national tv total of $643,617,000. By comparison, he noted, during the same period national magazine expenditures totaled $518,600,000. Both tv and magazine figures are based on one-time gross rates for time and space alone.

"It is also significant," Mr. Cash concluded, "that in spot tv, just during the third quarter, there were over 2,500 advertisers."

NCAA Again Facing Question Of Limited Football Telecasts

PLANNING for the seventh consecutive year of controlled football telecasts will be a major item of business before and during the 51st annual convention of the National Collegiate Athletic Assn. in St. Louis Jan. 9-11.

The 1956 NCAA television committee, headed by Howard Grubbs, Southwest Conference, will report at roundtable sessions and during business part of the convention on effectiveness of this fall's national regional plan. Included will be "certain conclusions and recommendations" looking toward a 1957 program. It's anticipated that NCAA will again call for some form of controls next season.

A special NCAA basketball television committee, under Reaves E. Peters, Big Seven Conference executive secretary, also will present its report on the 1956-57 season.

The Big 10's proposal for relaxing NCAA tv football controls in 1957 will be presented to the conference's television committee for general review in advance of the association's annual convention.

The committee will present a definite recommendation that the NCAA limit the number of appearances to three that any member school may make on tv, whether national, regional or local [AT DEADLINE, Dec. 10].

Schools would be free to negotiate their own television rights within their own conference under the plan. Big 10 athletic directors and faculty representatives have approved the proposal in principle. It will be offered as a resolution on the NCAA convention floor by Douglas Mills of the U. of Illinois and a representative on the NCAA television committee.

TvB Publishes Newspaper Data For Use by Member Tv Stations

TOTAL daily newspaper circulation since 1950—when tv became major competition—has increased at less than one-half the rate of U. S. households, whereas it gained at twice the rate of households during World War II and at the same rate as households in the postwar period.

This data is pointed up in a new brochure, *Numbers About Newspapers,* released last week by Television Bureau of Advertising. The booklet also asserts: "During the war period, the average daily newspaper line rate increased only *one-third* the rate of circulation increase. During the postwar period, newspaper costs went up *two and one-half times* faster than circulation. During the period of television competition, since 1950, daily newspaper line rates have increased *over five times* faster than circulation."

The brochure also offers data on number of newspapers, newspaper cost-per-thousand circulation by city size, states in which circulation has declined since 1950, state-by-state newspaper cost-per-thousand, suburban circulation, etc—with suggestions on how this information may be used by television stations in their local communities.

NARTB Reappoints Harold See

HAROLD P. SEE, KRON-TV San Francisco, has been reappointed chairman of the NARTB Tv Film Committee, with the first meeting set Jan. 18 in New York. Standards of film quality for station reproduction will be discussed. Other committee members named were Elizabeth Bain, WGN-TV Chicago; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Gordon Gray, WOR-TV New York; Elaine Phillips, WSPD-TV Toledo, Ohio; Kenneth I. Tredwell, WBTV (TV) Charlotte, N. C.; Raymond Welpott, WRGB (TV) Schenectady, N. Y.



MR. SEE



Sweeney Outlines Successes Of RAB in Year-End Report

SPECIFIC examples of "increased productivity" by Radio Advertising Bureau in various phases of activity during 1956 were cited by Kevin Sweeney, RAB president, in a yearend review of bureau accomplishments.

"Since January," he said, "our account executives have made 4,712 presentations to key advertiser and agency personnel on the national level and 350 additional presentations to important regional advertisers during RAB's seven regional sales 'blitzes.' Additionally, 1,029 agency and advertiser requests for media information as well as for specific radio proposals have been processed by our sales and research departments."

Mr. Sweeney reported some 50 research projects initiated by the organization during the year, about 600 requests to the bureau each month from members and almost 200 separate sales tools sent to local and national members during the year. He singled out the following sales tools as perhaps the "most acclaimed" during the year: "dealer co-op data," "a guide to the readership of newspaper advertisements," "listeners on wheels," "new audience patterns" and "supermarket mailing."

By the end of this year, Mr. Sweeney said, RAB will have conducted 94 sales clinics for 1,700 local station time salesmen. He added that RAB in 1956 launched its annual regional management conferences, during which 260 station managers and sales managers heard RAB's solutions to 125 problems in management, sales and promotion. Other activities of RAB during the year: The annual National Radio Advertising Clinic and co-sponsorship of the country's first National Radio Week.

Harrison Heads Agency League

LESTER HARRISON, president of Lester Harrison Inc., New York, last week was elected president of the League of Advertising Agencies Inc. The league, which is an association composed largely of medium-sized agencies, maintains offices at 220 W. 42d St., New York 36.

Among the 1956 officers who were re-elected are Julian Ross, executive secretary; Ben M. Reiss and Larry Schwartz, vice presidents; Nat Roth, treasurer; Louis N. Field and Morton J. Simon, legal counsel; Lucius H. Coleman, fiscal advisor, and Bosh Stack, public relations counsel. Philip I. Ross also was elected vice president for the coming year.

Howe Heads News Analysts

ABC news commentator Quincy Howe last week was elected president of the Assn. of Radio News Analysts, New York, succeeding ABC's John MacVane. Other 1957 officers elected: NBC news' W. W. Chaplin and Joseph C. Harsch, vice presidents; CBS news' Larry LeSeuer, secretary, and Caesar Saerchinger, former CBS news' London correspondent and now head of a musical talent booking office, treasurer. The executive committee includes Mr. MacVane and NBC's Chet Huntley.

AFTRA Strikes KYA, Second Area Walkout

KYA San Francisco last Wednesday became the second of four Bay Area independent stations to be struck by AFTRA following a breakdown in bargaining efforts. KSFO was struck the previous week [B•T, Dec. 24]. With KROW and KLX Oakland, the four independents are bargaining jointly with AFTRA, Attorney Lawrence P. Corbett handling their negotiations.

The AFTRA strike at KYA started Wednesday at 5 p.m., shortly after the station had released two announcers in a staff reorganization. The announcers were John Bowles and Dave Dorris, it was stated.

Both KYA and KSFO have gone on 24-hour operation. They continued without interruption despite the AFTRA strikes. KYA started on a 24-hour basis Dec. 21, taping its night operation. The station uses two Seeburg recording machines, each holding 100 45 rpm records. This equipment had been in use for a number of weeks. KYA administrative officials are keeping the station in operation. Irving Phillips, manager, said some of the KYA salesmen have restricted FCC permits.

KSFO went on 24-hour operation Christmas Eve, several days after the AFTRA strike. Mr. Corbett said the station is operating smoothly and provides a proving ground for RCA automatic equipment.

Bruce Poyer, executive secretary of AFTRA in San Francisco, told B•T no bargaining sessions were held Christmas week. He added that both sides appear willing to resume negotiations and intimated the two Oakland stations may be struck.

NLRB Certifies Two Elections

RESULTS of two elections of employes at tv stations were certified last week by National Labor Relations Board. At KOTV (TV) Tulsa, the board found six votes were cast for Local 584, IBEW, and 29 against. Engineers, art continuity, cameramen-floormen, announcers and film makeup technicians were included. At WCCO-TV Minneapolis, all three valid votes were cast for IATSE by news film employes.

PERSONNEL RELATIONS PEOPLE

Leith Stevens elected president of Composers & Lyricists Guild of America for 1957. Others named included **Winston Sharples, Walter Schumann** and **David Terry,** vice presidents; **Jerry Livingston,** secretary-treasurer, and **Ben Ludlow,** assistant secretary-treasurer.

PERSONNEL RELATIONS SHORT

CHUM Toronto has been removed from unfair list of Local 1050 and from international defaulters list following settlement of disagreement between former owners of station and Musician's Assn. by union and new owner, Allan F. Waters.

January 1, 1957

RESOLVED:

To subscribe to the

SESAC TRANSCRIBED LIBRARY

The Library that's

lowest in cost for the complete service

that builds

Bigger Profits with
Better Balanced Programming

(now also available in Sections)

The SESAC Transcribed Library

The Coliseum Tower — New York 19, N. Y.

RCA'S '56 VOLUME OVER A BILLION; COLOR LOSS NEAR $6.9 MILLION

- **Gen. Sarnoff issues report on progress during year**
- **Profits before taxes to be around $80 million**
- **Anti-color sentiment prompts release of color figures**

BARING details of RCA color television receiver and equipment sales for the first time [CLOSED CIRCUIT, Dec. 24], Brig. Gen. David Sarnoff, board chairman, revealed last week that RCA's net loss on color in 1956 came to approximately $6.9 million, but forecast "modest" profits on color sets and color tubes during the second half of 1957 and "substantial" profits in all branches of color tv after that.

He reported that RCA has sold and delivered 102,000 21-inch color sets to date, and said the factory billing price of color sets, color picture tubes, color components and equipment during the same period—since the fall of 1955—amounted to approximately $58 million.

The details were given in a yearend statement, titled "Progress in 1956—Prospects For '57," which also reported that for the second time in its history RCA's business volume in 1956 exceeded the billion-dollar mark. He said that while final figures are not available, the current year's volume is estimated at about $1,125,000,000, a gain of about 6% over 1955's first excursion above the billion-dollar level.

Gen. Sarnoff estimated profit before income taxes would come to around $80 million; net profit after taxes to about $40 million. After preferred dividends, this is equal to approximately $2.60 per common share as against $3.16 in 1955, he said, attributing the decrease mainly to higher costs of labor and materials and lower prices at which black-and-white tv sets and tubes were sold in a highly competitive market.

Gen. Sarnoff gave no figures on NBC finances, but said that "measured by the quality of its programs and financial results, NBC made its 30th year [1956] the greatest year in its history." He noted that eight national political campaigns have been broadcast by NBC Radio while five have been on tv, and said the second inauguration of President Eisenhower on Jan. 20 "will be broadcast on a world-wide basis."

After reviewing RCA research achievements and its developments for the military forces as well as for industry and home use, Gen. Sarnoff made a more detailed appraisal of color tv, reiterating that "the future of television is in color."

He struck out at those who not only let others do the pioneering but "even try to impede the progress of the pioneer," but said that "for RCA, which has pioneered in worldwide radio communications, in radio broadcasting, in black-and-white television, in electronics and compatible color, such man-made roadblocks do not represent a new experience!"

Recalling that at least one company originally labeled television economically "unsound" but asserting it is now "on the bandwagon," Gen. Sarnoff said "history often repeats itself, and I suspect that the same pattern will emerge in color tv as did in black-and-white tv."

Some people are claiming that color will not become profitable for "years," he said, and some have contended "that in its efforts to establish and promote color television as a new and regular service to the public, RCA has, this year, poured untold millions of dollars into this undertaking."

It was partially in order to answer such "irresponsible statements" that he released RCA color figures. He said:

"Although it is unusual for a private corporation engaged in a highly competitive enterprise to disclose figures relating to a new segment of its business, I feel, nevertheless, that the interests of RCA stockholders, and the industry generally, would be constructively served if the record of the actual facts of the situation were made public. Accordingly, here is the record, and here are the facts.

RCA introduced, for the first time, simplified large-screen 21-inch compatible color tv receivers for the fall of 1955. During the remaining few months of that year, a small quantity of these sets was produced and sold; the major portion was sold in 1956. To date we have sold and delivered 102,000 of these 21-inch color sets. During this period we also sold and delivered color picture tubes, color components and equipment. The total factory billing price of all these color sales amounted to approximately $58 million.

"After accounting for this year's costs of color developments and improvements, the extra costs of training personnel, of advertising and promotion campaigns involved in launching a new product and service, and the costs of providing color programs on the air, the net loss (after federal taxes) of all RCA color activities for 1956 amounted to approximately $6,900,000. This is certainly a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future.

"Such 'starting up' expenditures are inescapable for anyone who would pioneer and lead the way in a new field. The first year's efforts to tool up and mass produce automobiles, or black-and-white television sets, and bring them to the market also entailed losses. But the subsequent years produced handsome profits that more than made up for the earlier losses. Moreover, a position of leadership was established in the industry for the organization that pioneered.

"In color television, as in black-and-white, there was the additional requirement to provide programs on the air before sales of receiving sets could be made, and the need to build up a reasonable circulation before advertising sponsors could be attracted to the new medium.

In '57: Greater Color Gains

"As we enter 1957, the question is—what will the new year bring? I believe that it will bring increased color television—more color programs will be broadcast and more people will buy color sets for their homes. Also, color television will expand in many fields of usefulness in addition to broadcasting; for example, medical, industrial and educational tv as well as for closed-circuit theatre-tv, sales presentations, and inter-department store shopping.

"The year 1957 will witness acceleration on all fronts of color tv as a new dimension in entertainment, education, news and sports, as well as advertising and merchandising. And because of the progress we achieved in 1956, it seems reasonable to expect that some other manufacturers will follow us and enter the color tv field before long. Competition in color programs and in sales of color sets will stimulate sponsorship and accelerate growth of the industry.

"RCA's goal for color television in 1957 is to produce and sell 250,000 color sets, to double the number of color programs on the air, to attract sponsors to the new and productive medium, and to encourage others in the industry to enter the field.

"Barring the unforseen circumstances, we expect on this volume to earn, during the second half of 1957, a modest profit on the

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50,000 WATTS OF SALES POWER
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THE L.B. Wilson STATION WCKY CINCINNATI OHIO

color sets and color tubes we sell. Thereafter, profits from operations in all branches of color tv should be substantial.

"RCA is firmly convinced that color television will provide a greater and more interesting service to the public, a profitable business for broadcasters, manufacturers, distributors and dealers, and a rewarding medium for advertisers. The future of television is in color."

In other areas of RCA activity, Gen. Sarnoff recounted the Oct. 1 demonstrations of a magnetic tape recorder for both color and black-and-white; a home "hear-and-see" magnetic tape player; electronic air contitioning, and an electronic amplifier of light. He recapitulated highlights of RCA work on defense projects and cited new products "for home and industry," including RCA weather radar, transistor activity, electronic computers, work on stereophonic sound, and activities of the RCA Victor Record Div. (which "achieved a new sales peak in 1956") and RCA Communications.

RCA's Outlay in '56

RCA expenditures on improvements and expansions of facilities in 1956, he said, totaled almost $60 million. The company's employes number 83,000.

Summing up RCA's objectives, he said:

"RCA is engaged in the fullest possible development of electronics as a science, art and industry. We are dedicated to continued pioneering and research, and to the engineering and production of instruments and systems of quality, dependability and usefulness. RCA strives to contribute in every possible way to the national security of the United States, to the progress of industry generally, to the advance and improvement of services to the public, and to the pre-eminence of this country in international communications.

"There is the most vigorous competition in all fields of the corporation's activities and this is a healthy sign of the promise of the art and industry in which we are engaged. RCA's objective is to meet the competition successfully, to earn a reasonable return on its investment, to safeguard the interest of its employes and stockholders and to fulfill its responsibilities to the nation and the public."



"I find that listening to KRIZ Phoenix develops my savoir faire."

$400 Million Tube Volume in '57—Davis

RECEIVING tube industry volume should hit the $400 million mark in 1957, with commercial receiving tubes accounting for about $300 million and industrial and military types about $100 million, L. Berkley Davis, general manager of the Electronic Components Div., General Electric Co., reported last week in a preview of the electronics field for 1957.

Mr. Davis also predicted a 10% increase in the power tube market in 1957, rising to a 100% gain during the next years. He cited as reasons for this growth such factors as increased automation and plant expansion, industrial television developments and the need for higher power in defense systems.

About 14 million tv picture tubes will be produced in 1957, according to Mr. Davis, of which 6.8 million will be replacement. He said picture tubes will be shallower and of lighter weight, made possible by the development of the 110 degree deflection technique.

Touching upon transistors, Mr. Davis estimated semiconductor sales will more than double their 1956 volume of $32 million, reaching a total of between $65 and $70 million in 1957. He foresaw the largest growth in transistors for use in computers and added that the use of semiconductors in tv will begin in 1957 with special germanium rectifiers of increased power-handling capability.

Public's Faith in Brand Names Aided Sales Records—Folsom

AMERICAN public's confidence in brand name products and in advertising contributed to make 1956 a business year in which sales volume for the electronic industry as a whole established an all-time record of more than $11.3 billion, Frank M. Folsom, RCA president, reported Friday in a yearend statement.

Mr. Folsom credited the upswing in sales in the electronics field in 1956 largely to the consumer's insistence on "well known brands, distinguished for quality, dependability and service." He expressed the view that in 1957, sales at the dealers' level would continue to reflect the public's faith in brand name merchandise, and predicted that the electronics field outlook in 1957 will be "favorable," providing that the U. S. does not become involved in war.

Color television, according to Mr. Folsom, is "taking hold," and is capturing the interest of the public, dealers, competitive manufacturers, broadcasters and sponsors. He said that color television set sales are "on the increase in many of our markets" (also see Gen. Sarnoff's statement, adjacent page).

Mr. Folsom reported RCA Victor's record sales for 1956 increased "sharply" over 1955, with gains recorded in "every classification of music."

Sales and profits of radios, Victrola phonographs and tape recorders made "a marked gain" in 1956, Mr. Folsom also said.

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THE JOB FOR
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OUR VIEWERS ARE NOT DRAG'IN WHEN IT COMES TO SALES.

TOTAL RETAIL SALES	$567,064,000
FOOD	$121,157,000
DRUGS	$12,248,000
GROSS FARM INCOME	$207,408,000
POPULATION	556,700

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Speech-Theatre Conference Discusses Various Tv Phases

TELEVISION was discussed from viewpoints of color, code, educational and theatre activities at a joint speech and theatre conference in Chicago this past weekend, with key industry executives as participants.

The conference was conducted at the Conrad Hilton Hotel under co-sponsorship of the American Educational Theatre Assn. and Speech Assn. of America. Approximately 2,000 delegates were in attendance.

The effectiveness of self-regulation by broadcasters was debated Friday morning. Participants were Edward H. Bronson, NARTB director of television code affairs; Gordon Davis, general manager, KYW Cleveland, and Stockton Helffrich, NBC continuity department.

Television's meaning for today's theatre was scheduled for exploration Saturday morning by Albert McCleery, producer of NBC-TV's *Matinee Theatre*.

Dr. Forrest L. Whan, Kansas State U. and author of a series of tv surveys, was participant in a Thursday session on radio-tv fundamentals in school courses.

Color tv was discussed Friday by a panel consisting of Howard Coleman, NBC Chicago; George Heinemann, WRCA-TV New York; Elmer Nichols, RCA Chicago, and Betty Ross West, WNBQ (TV) Chicago. They commented on color television preparations, special problems in station operation, relation to education tv, and status of the development. A Sunday debate on tv as an art form for educational theatre and as an audio-visual aid was to include Alan Wallace, vice president in charge of radio-tv programming, Needham, Louis & Brorby Inc.; James V. Parke, production supervisor, KETC (TV) St. Louis (educational station), and Delbert Mann, tv-motion picture director.

Midwestern Acquires Magnecord, Drops Plan for Shift to Tulsa

ACQUISITION of Magnecord Inc. (magnetic tape, instrumentation recorders), Chicago, by Midwestern Instruments Inc., Tulsa, Okla., was announced Dec. 21, along with a reversal of plans to move the former company to the southwestern state.

Transaction calls for distribution of one share of Midwestern stock for each four outstanding shares of Magnecord. Purchase price of the merger was not reported. Midwestern officials expressed hope of doubling Magnecord's gross sales by the end of 1957.

Original plan of Midwestern, according to Board Chairman M. E. Morrow, was to transfer the Chicago electronics firm to Tulsa and integrate it with operations there.

The decision was reversed, Mr. Morrow revealed, after survey findings that Chicago is closer to needed supplies and technical personnel. Additional equipment will be purchased for the Chicago plant and a personnel training program will be launched.

Muntz Converting to Color, Plans $299 Tint Set in Spring

MUNTZ Tv Inc., Chicago, expects to convert from monochrome to color production by next spring and unveil a new tint model for $299, the firm said Wednesday.

Muntz introduced the first of its 21-inch color sets early this month and will swing over from black-and-white at a pace dictated by monochrome sales the next few months. Company is selling a 21-inch console model for $399 and will produce a table set for at least $100 less. All models incorporate the RCA picture tube.

Muntz presently markets its sets in about 10 midwest markets and allocates no factory money for advertising. Some 100 dealers are buying time and space on a non-co-op basis. Radio reportedly receives 20%-25%.

Muntz is generally credited with a comeback in the set industry following bankruptcy proceedings months ago.

GE Cutting Transistor Prices

IN A MOVE attributed to "booming sales and production," General Electric Co. tomorrow (Tuesday) is announcing its first transistor price reduction for 1957. GE is cutting prices of 15 transistor models employed in radio and tv sets from 9% to 17%. Also planned is a 20-33% price cut of such varied items as silicon rectifiers and standard stacked germanium rectifiers. The transistor price cut will bring the average price of GE's line of "entertainment" transistors down to $1.25 each, or 46% lower than a year ago.

Minnesota Mining Sales Rise, Company to Step Up Research

MINNESOTA MINING & MFG. Co., St. Paul, will set aside "heavy expenditures" for research and plant-equipment needs in 1957, the company reported in a yearend statement.

Herbert P. Buetow, president of 3M (magnetic tape, other products), estimated 1956 sales would total about $325 million compared with $281 million last year. The firm anticipates boosting outlays for research and product development from $12 million to $15 million in 1957. Capital expenditures the past year totaled about $25 million and the same amount tentatively will be spent on new plants and equipment in 1957, it was explained.

3M reported an overall 15% sales increase ($43 million) for 1956, due partly to broadening of its overall product line, according to Louis F. Weyand, executive vice president and sales director. Among acquisitions the past year were the video tape research products previously conducted by the electronics division of Bing Crosby Enterprises, transferred to 3M's newly-established Mincom Div.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of color camera equipment: Two (one live and one film) to KCMO-TV Kansas City and two live to WGAL-TV Lancaster, Pa., and shipment of 5 kw transmitter to KGEZ-TV Kalispell, Mont. Firm also reports manufacturing of "Stylist" and as "Wayfarer" portable tv models in dual colors, as well as solid colors. RCA reports purchase of 40 auditorium-size compatible color tv projection systems by Closedcircuit Telecasting System Inc., N. Y.

General Electric Co. reports shipment of 10 kw transmitter to WHEN-TV Syracuse, N. Y. for use until station's 50 kw transmitter is shipped in January.

Sylvania Electric Products Inc. last week announced that it will offer complete correspondence course on color tv to independent radio-tv servicemen in order to help boost their income potential on calls. Course, consisting of 14 lessons, covers all phases of color tv set servicing, and will have attached examination sheet for each lesson. Course will be made available to dealers through purchase of tv set tubes from Sylvania distributors.

Unitronics Corp., L. I., N. Y., has declared five percent stock dividend and five cents per share year-end cash dividend, payable to common stock stockholders of record at close of business Jan. 18. Unitronics Corp. consists of Olympic Radio & Tv, David Bogen Co. and Presto Recording Corp.

Olympic Radio & Tv (affiliate of Unitronics Corp.) has added 17-inch portable tv set to its product line which features "hide-a-way" antenna and reportedly will retail at suggested list price of $139.95.

Stephens Tru-Sonic Inc., Culver City, Calif., will market new wireless microphone system described as miniature fm transmitter which

NTA's Rapid Expansion Cited in 1956 Report

THE FORMATION of the NTA Film Network, the acquisition of the 20th Century-Fox feature film library and a steady sales growth highlighted a yearend report of National Telefilm Assoc., New York, released by Ely Landau, president.

NTA operates the NTA Film Network as a subsidiary. It began operations on Oct. 15 with 108 affiliated stations, providing them with one and one-half hours of feature programming a week with plans to expand programming this year. At year's end the network had not obtained a group of national advertisers but officials were "optimistic" about prospects in 1957.

During 1956 NTA was highly active in "product procurement," according to Mr. Landau. Undoubtedly its most significant product transaction was with 20th Century-Fox, initially obtaining tv rights to 52 features and later to 390 Fox features for an estimated $30 million. The affinity between NTA and 20th Century-Fox was evident in other areas: Fox acquired a 50% interest in the NTA Film Network last fall and the companies also entered into an arrangement whereby Fox's tv subsidiary, TCF-TV, will produce pilots of four half-hour tv film series in 1957 for distribution by NTA. During the year, NTA also contracted with Desilu Productions for a new series. *Sheriff of Cochise*, which was sold in more than 140 markets at year's end. Late this year NTA expanded its relationship with Desilu, entering into an agreement whereby the latter company will produce not less than six new film series for NTA in 1957.

Mr. Landau also reported an upsurge in sales at NTA during 1956. He pointed out that in the fiscal year ended last July 31, exhibition contracts written amounted to $5,793,975 as against $2,386,915 in the 1955 fiscal year and net income for 1956 was $441,877, compared with a 1955 loss.

Ziv Tv Sales Up 46%, 89% Increase Overseas

YEAREND statement released last week by Ziv Television Programs, New York, revealed that gross dollar volume sales in 1956 increased by 46% over 1955, with gains registered in network, syndicated and rerun sales. Overseas business increased 89%.

During 1956, Ziv Tv placed into effect an $8 million production schedule, according to John L. Sinn, president, with six half-hour tv series in active production for network or syndication during the year. They were *Man Called X, Men of Annapolis, West Point, Highway Patrol, Dr. Christian* and *Science Fiction Theatre.*

The total number of clients increased 27% to a high of 2,883, Mr. Sinn reported.

During the year, he added, Ziv Tv entered network activity, with *West Point* on CBS-TV under the sponsorship of General Foods through Benton & Bowles, New York.

A 1957 production program amounting to about $12.5 million has been set for 1957, Mr. Sinn revealed, with 10 pilot films in the planning stage.

Griffith B. Wren Films Organized in Minneapolis

FORMATION of Griffith B. Wren Films Inc., Minneapolis, has been announced by President Griffith B. Wren. The firm, specializing in films for tv, industry, religion and education, will occupy the fifth floor of the Times Bldg., which now is being remodeled for mid-January occupancy.

Bill Wigginton, formerly with WTCN-TV (now WCCO-TV) Minneapolis and KELO-AM-TV Sioux Falls, S. D., is operations manager of Wren Films. In announcing the new firm, Mr. Wren, a Twin-Cities tv cameraman, said that Wren Films will provide every facility for black-and-white, color, sound and silent films and complete animation processes.

FILM PRODUCTION

Bel-Air Productions, Hollywood, motion picture producer, has formed tv subsidiary, Courageous Films, and will film multiple pilots early next year for two new tv series to be made in color. New series are *Pioneer Trails* written by Gerald Daryson Adams and based on U. S. historical landmarks, and *Fort Courageous,* concerning commanding officer and his men in post-Civil War era.

Dynamic Films Inc., N. Y., is producing series of six half-hour films, *Medicine and the Law,* in cooperation with American Medical Assn. and American Bar Assn. for distribution to television stations and other outlets.

25 Clients Buy Commercial Tv In Bavarian Radio's First Month

BAVARIAN RADIO, Munich, West Germany, registered a total of 108 tv commercials or 111 minutes, 50 seconds of commercial time during its first month of such activity.

Bavarian Radio is the first out of the existing German broadcasting organizations that has set aside a small (30 minutes) portion of its daily schedule for advertising.

A total of 25 advertisers bought time during the first month of Bavarian going commercial. There are yet no sponsored programs available but only very small spots for single commercials. Advertisers represented a wide variety of goods as food and food products, soap and cleansers, toiletries and toilet goods, electrical appliances, watches and textiles.

INTERNATIONAL PEOPLE

Dr. G. Douglas Steel, of York, P.E.I., and **Kenneth G. Montgomery,** Edmonton, Alta., re-appointed to board of governors, Canadian Broadcasting Corp. for three-year terms.

Pat Freeman, general manager, Canadian Assn. of Advertising Agencies, Toronto, Ont., to Foote, Cone & Belding Canada Ltd., same city, as vice president-general manager.

William A. Potts named manager of Toronto office, Harold F. Standfield Ltd.

Media Buyer Sold on Audit Bureau of Circulations



FRANK COULTER, JR.
Associate Director Media Relations,
Young & Rubicam, Inc.
New York, New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers. By paying for his subscription, the reader voluntarily puts his name on the subscription list.
He can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job.
Since ABC audits only paid circulation, by and large, this becomes an important measure of reader response".

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

is slightly smaller than package of cigarettes and weighs about 4 oz. It is designed to be used independently through public address system or for recording.

MANUFACTURING PEOPLE

Richard M. Osgood, manager of Sylvania Electric Products' avionics laboratory in Waltham, Mass., appointed manager of company's Electronics Systems Div. and **William C. Mader,** formerly with U. S. Marine Corps, to Chicago office of Sylvania as field sales representative, Parts Div. **William T. Buschmann,** southeastern district manager for electronic products sales division of Sylvania, named electronic products merchandising manager, succeeding **E. P. Atcherley,** promoted to assistant to distributor sales manager. Other appointments: **E. H. Frost,** electronic products merchandising supervisor in distributor sales, to northeastern district sales representative, and **J. Arden Still,** district manager for southwestern sales area, to newly-created post of southern regional sales manager.

Richard S. Frazer, formerly president of Plasticast Co. and Christy Trade Schools, Chicago, appointed assistant to president for new business interests of Motorola Inc.

Robert B. Wright, training director of Magnavox Co.'s government-industrial division, named technical personnel director.

IN AND AROUND
COLUMBUS, GEORGIA
CHANNEL 4 WRBL-TV
CBS
ABC
PREFERRED VIEWING*
11-COUNTY AREA - NOV. '55
402 of 404
METROPOLITAN FEB. '56
298 of 416
* COMPETITIVE QUARTER HOURS
WEEKLY TELEPULSE
CALL HOLLINGBERY CO.

RCA Equips Georgia's New Education Center

RCA will provide complete television equipment for the U. of Georgia's new Center for Continuing Education, it was announced jointly last week by Dr. Hugh Masters, director of the center, and E. C. Tracy, manager, RCA broadcast and tv equipment department.

The purchase by the Georgia center includes a complete on-air and closed-circuit tv broadcast studio; an off-campus 25 kw broadcast transmission plant; live and film camera systems for studio origination and 167 RCA Victor tv receivers for closed-circuit programs in study and discussion rooms.

The $2.5 million center, now in its final construction stages on the campus at Athens, Ga., was planned with broadcast and closed-circuit television in mind as "educational instruments," according to Dr. Masters. It will function, he said, as a hub of adult education for the entire southeastern U. S. The Georgia center is supported by grants from the state of Georgia and the W. K. Kellogg Foundation of Battle Creek, Mich.

The RCA closed-circuit tv equipment is expected to be delivered for installation in time for the center's scheduled opening early next year. The television broadcast transmitter will be delivered later in 1957.

From its RCA-equipped tv broadcast studio, the center also will operate a noncommercial television station on ch. 8. The 25 kw station will provide Class A service over a broad state area, according to Dr. Masters. Included in the center is a five-story hotel-restaurant wing, which can accommodate 300 persons. Participants in the center's programs will be housed in this unit. Each hotel room will be equipped with an RCA Victor "personal" television receiver for closed-circuit programs relating to given conferences.

Should State Pay for Educ. Tv? Illinois Ruling Due Next Month

QUESTION of whether a state school may properly use state funds for the operation of a non-commercial, educational television station may be determined for the U. of Illinois by the Circuit Court at Springfield in the next fortnight.

Final arguments have been heard by Judge Dewitt S. Crow, on a two-year taxpayers' suit, with promise of a ruling by Jan. 8. Judge Crow took the case under advisement Dec. 20. The case involves suit filed by Stephen Turkovich, an Evanston (Ill.) restauranteur, and Rollin Engman of Rock Island. It seeks an injunction to prevent the U. of Illinois from using state money to operate its WILL-TV Champaign-Urbana, licensed to operate on ch. 12. Suits have been supported by the Illinois Broadcasters Assn.

General Assembly of the Illinois State Legislature has allocated no specific funds for operation of WILL-TV. University counsel claims the educational activity falls within the jurisdiction of its board of trustees and would be a "shocking conception," if Illinois "should not have the power to engage in this crucial activity."

Counsel for the taxpayers charged the university "could blanket the state with television for the education of the public without paying any attention to the legislature except to get its regular appropriation." Major issue also is whether educational tv should be required to be sustained out of public funds.

Pa. State U. Releases Report On Classroom Tv Experiments

A REPORT on a tv-in-the-classroom project that has been conducted for the past three years at Pennsylvania State U. has been made public. The project was financed under a grant of the Fund for the Advancement of Education. A total of $133,329 has been received for the program.

The project entails use of closed circuit tv on an experimental basis for residential or nonbroadcast instruction, according to C. R. Carpenter and L. P. Greenhill, directors of the Instructional Research Program.

During its first year, the university telecast three courses to 840 students; 12 courses to 3,300 students in the second year and currently 50 hours a week to classes with 19 instructors taking part.

Objectives of the continuing study is to determine the extent that "good instruction" can be made available to more students as a method of meeting growing enrollment and to improve the quality of instruction by giving close-ups to large numbers of students of teaching aids and demonstrations.

NYU Adds Two More Courses

TWO new courses, one in tv commercial production, the other in radio-tv publicity, have been added to the 1957 spring broadcast curriculum at New York U.'s division of general education. The publicity course will be administered by WRCA-AM-TV Publicity Director John O'Keefe, while the production course will be handled by A. Cledge Roberts, former CBS-TV producer-director.

Other courses, encompassing every phase of radio-tv, from business to creative, will be offered. Among the instructors are WRCA-AM-TV Special Projects Manager for News and Special Events Al Perlmutter; Ruthrauff & Ryan Radio-Tv Business Manager Havis Medwick; CBS Radio Operations Manager James Sirmons, and a number of freelance directors, actors and writers.

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Drama Gives Way to Music

THERE'LL be no drama, no crime or violence, seething passion or storyline on tonight's (Monday) *Robert Montgomery Presents,* this week sponsored by Schick. Just music. In a salute to New Year's Eve, the John Gibbs Talent Agency, which packages the weekly Montgomery programs, has come up with what NBC-TV matter-of-factly describes as "a departure from the regular dramatic fare." On tap will be: the Hugo Winterhalter orchestra backing up pianist Eddie Haywood, trumpeter Henry (Hot Lips) Levine, singers Eddie Dano, Dorothy Olsen, Teddi King and Ann Gilbert, as well as a group called "The Night Caps."

Which Show Has The Toni?

IN a change in the Friday, 8-9 p.m. time slot on NBC-TV, which becomes effective this week, the Toni account serviced by North Adv. pulled out of the 8:30-9 p.m. segment effective Friday when it (and P. Lorillard Co.) dropped *The Walter Winchell Show*. The Toni account serviced by Tatham-Laird, Chicago (Bobbi, Pamper) will pick up the 8-8:30 p.m. segment this coming Friday as sole sponsor of the new Hal Roach *Blondie* series. It will fill the 30-minute block vacated by Gulf Oil Co., which takes up its *Life of Riley* series into the 8:30-9 p.m. slot. Agency for Gulf is Young & Rubicam, New York.

'Fargo' to Replace 'Stanley'

A NEW filmed show, *Wells Fargo,* a western series starring Dale Robertson, succeeds Max Liebman's comedy series *Stanley,* starring Buddy Hackett, on NBC-TV on March 25. The Liebman-Hackett program, which premiered this season, has been facing format difficulties, and it was understood that the alternate sponsors, American Tobacco Co. (Pall Mall cigarettes) and Toni Div. of Gillette Co., as well as their respective agencies, Sullivan, Stauffer, Colwell & Bayles, New York, and North Adv., Chicago, had approached NBC-TV to come up with another vehicle. The last *Stanley* show will be March 18 in the Monday, 8:30-9 p.m. time period. This will be Toni's second cancellation within recent weeks, the firm having notified NBC-TV three weeks ago that it was pulling out of the Friday evening *Walter Winchell Show*. The *Wells Fargo* series is a MCA-TV Ltd. production.

ABC Radio Increases News Spots

ABC RADIO has announced that it will add five five-minute news summaries to its daily schedule on Dec. 31. Raising the number of such news reports to 21 each day. The news summaries will be broadcast at 8:30 a.m., 2 p.m., 3 p.m., 4 p.m. and 5 p.m. EST.

'Truth or Consequences' Back

NBC-TV's *Truth or Consequences* returns to the air today (Monday). It will be seen Mon.-Fri., 11:30-12:00 a.m. EST after an absence of almost four months.

Closed-Circuit Electrical Show

CLOSED-CIRCUIT television program will be carried Jan. 30 (1-2 p.m. EST) to about 30,000 key members of the electrical industry in more than 60 cities in observance of the first anniversary of the "Live Better Electrically" program. The show is being produced by Theatre Network Television, New York, on behalf of more than 300 electric utilities. Featured on the program will be television personalities John Daly and Gisele MacKenzie.

Timebuyers, Bears & Lions

FIFTY Chicago agency timebuyers and other personnel were guests of WREX-TV Rockford, Ill., and its national sales representative, H-R Television Inc., at a reception in St. Charles, Ill. Occasion was the televised coverage of the Chicago Bears-Detroit Lions pro league game, beamed to specially set up receivers in the Baker Hotel. Luncheon was served at the agency reception.

ABC Radio to Carry 'Conference'

ABC-TV's *College Press Conference* (Sunday, 4-4:30 p.m. EST), conducted from Washington, by Ruth Hagy, and now in its fifth year on tv, will also be heard on ABC Radio, effective Jan. 6. Audio portion of the program has been scheduled for 5:30-6 p.m. EST.

'War & Peace' Premieres on NBC

NBC-TV has announced that the American premiere of Serge Prokofiev's opera, *War and Peace,* will be given by the NBC Television Opera Theatre on Jan. 13 (1:30-4 p.m. EST). The presentation, according to the network, will mark "the first performance of the revised version of the opera to be given outside the Soviet Union." It will be presented in English in a translation by Joseph Machlis, commissioned by NBC, with Peter Herman Adler as conductor and Samuel Chotzinoff as producer. NBC-TV noted it will be the longest single broadcast of the NBC Television Opera Theatre, now in its eighth year.

No Interruptions Allowed

A NEW feature film program, *Something Different,* will debut on WTVN-TV Columbus Jan. 5. The local sponsor will use commercials only at the beginning and at the end of each show. Movies are from the Associated Artists Productions package of Warner Bros. films. Employes of the City National Bank & Trust Co. (sponsor) selected movies to be shown by voting.

Equipped to Sell

WRCA-TV New York's sales staff will start the year off with each salesman carrying a new black attache case containing complete sales kit of program information, discount plans, promotion folders, NBC Spot estimator, rate cards and contract charts.

"SOUND-FACTOR"

The Sparkle of

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with

RADIO WSRS

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NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

WRCV Plans 'Almanac'

BEGINNING this Wednesday, WRCV Philadelphia will feature a new weather show, *Almanac*. The program will premiere as a Monday-Friday, 7:40-7:45 a.m. feature on Bill Mayer's *Mayer of the Morning Show*. The show will contain informal discussions on the background of current weather, how it affects people all over the country and humorous incidents in connection with the various seasons. Tradesman's Bank & Trust Co. has signed a 52-week contract to sponsor *Almanac*. Al Paul Lefton is the agency.

Product Promotes Yankee Network

NEW ENGLAND druggists carrying Father John's medicine (a patent medicine manufactured in Lowell, Mass.) have received a combination mailer and counter display card from the promotion department of the Yankee Network, Boston, which conceived the card with representatives of Hermon Stevens Adv., same city. The cards are to be tucked into each package of Father John's, allowing the legend, "as advertised over 28 stations of the Yankee Network and WNAC-TV and WNAC radio" to stand out.

Paar to Do Series From Home

JACK PAAR's Mon.-Fri. ABC Radio show moves back from 11:15-11:30 a.m. to 11-11:15 a.m. today (Monday) and will originate from the Paars' household in Bronxville, N. Y. According to producer Clark Andrews, the program, emanating from Mr. Paar's private, home-built but completely-equipped studio, will now have a "more intimate, friendly background." Participating in the programs will be his wife, Miriam, and their 7-year old daughter, Randy. Filling the 11:15-11:30 a.m. time period will be *You and Your Marriage*.

Sobol on ABC Radio

SYNDICATED newspaper columnist Louis Sobol will be star of a new Monday-Friday nighttime interview program on ABC Radio starting Jan. 14. Called *The Louis Sobol Show*, it will be heard 9:30-9:55 p.m. EST direct from Manhattan's Eden Roc Club. ABC Radio's present program series in that time period, *Best Bands in the Land*, will be rescheduled to 9-9:25 p.m. EST.

Station Authorizations, Applications
(As Compiled by B • T)

December 20 through December 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Dec. 26

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,005	2,973	181	332	131
Fm	534	516	47	44	0

FCC Commercial Station Authorizations
As of November 30, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Dec. 26

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	377	91	468[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	340	320	660[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,049	337	818	567	1,386[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,112	337	854	594	1,449[5]

[1] 175 cps (33 vhf, 142 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 707 already granted.

New Tv Stations . . .
ACTIONS BY FCC

San Francisco, Calif.—Plaza Radio & Tv Co. granted uhf ch. 26 (542-548 mc); ERP 257 kw vis., 132 kw aur.; ant. height above average terrain 1,210 ft., above ground 249.88 ft. Estimated construction cost $244,117, first year operating cost $264,000, revenue $300,000. P. O. address % **Alex Rosenman,** Plaza Radio & Tv Co., 551 Fifth Ave., New York, N. Y. Studio location San Francisco. Trans. location San Bruno Mt. near San Francisco. Geographic coordinates 37° 41' 23.5" N. Lat., 122° 26.05' 05.7" W. Long. Trans. and ant. GE. Legal counsel Philip M. Baker. Consulting engineer John H. Mullaney. Principals include Mr. Rosenman, 50% (New York advertising agency owner); **Eliot Hyman,** 25% (former owner of Associated Films, production firm); **David M. Harris,** 25% (principal of Ercoma Corp., camera, lens, optical high fidelity equipment importer). Same group is applicant for tvs in Detroit and St. Louis. Announced Dec. 20.

Rapid City, S. D.—John Daniels, Eli Daniels and Harry Daniels d/b as The Heart of the Black Hills Stations granted vhf ch. 7 (174-180 mc); ERP 0.534 kw vis., 0.267 kw aur., ant. height above average terrain 530 ft., above ground 391 ft. Estimated construction cost $58,757, first year operating cost $96,000, revenue $105,000. P. O. address Box 609, Rapid City. Studio location 1438 Mountain View Dr. Trans. location on Skyline Drive. Geographic coordinates 44° 04' 17" N. Lat., 103° 15' 07" W. Long. Trans. Adler, ant. Prodelin. Principals own **KDSJ-AM-TV Deadwood** and **KRSD Rapid City,** both **S. D.** Announced Dec. 20.

Reliance, S. D.—Midcontinent Bcstg. Co. granted vhf ch. 6 (82-88 mc); ERP 53.7 kw vis., 32.6 kw aur.; ant. height above average terrain 1,110 ft., above ground 711 ft. Estimated construction cost $225,100, first year operating cost $90,000, revenue $95,000. P. O. address % **Joseph Floyd,** Phillips Ave. and Eighth St., Sioux Falls, S. D. Studio location to be determined. Trans. location Medicine Butte. Geographic coordinates 43° 57' 55" N. Lat., 99° 36' 11" W. Long. Trans and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include equal owners Mr. Floyd, **N. L. Bentson** and **Edmond R. Ruben.** Midcontinent is licensee, **KELO-AM-TV Sioux Falls** and **KDLO-TV Florence, S. D.** Same interests control **WLOL-AM-FM Minneapolis, Minn.** Announced Dec. 20.

APPLICATION AMENDED

Jacksonville, Fla.—Application of **Education Television Inc.** seeking new non-commercial, educational tv amended to furnish additional financial data, to show change in construction cost and programming, change ERP to 16.4 kw vis., 8.2 kw aur., change trans. location to East Bay and Georgia Sts., Jacksonville, change ant. system, ant. height above average terrain and make other equipment changes. Announced Dec. 20.

Existing Tv Stations . . .
ACTIONS BY FCC

WIRK-TV West Palm Beach, Fla.—Cp cancelled and call letters deleted for lack of prosecution (letter 12-19-56). Announced Dec. 26.

WSES (TV) Philadelphia, Pa.—Granted mod. of cp to change ERP to 219 kw vis., 117 kw aur., change trans. location, make ant. and other equipment changes (ant. 550 ft.). Announced Dec. 26.

WOTV (TV) Richmond, Va.—Cp cancelled and call letters deleted for lack of prosecution. (Letter 12-19-56). Announced Dec. 26.

KBAS-TV Ephrata, Wash.—Granted mod. of cp to change ERP to 15.1 kw vis., 7.59 kw aur., install new trans. and ant. system and make other equipment changes. Announced Dec. 26.

APPLICATION

KGEZ-TV Kalispell, Mont.—Seeks mod. of cp

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

to change frequency to ch. 9 (186-192 mc); ERP to 14.65 vis., 7.92 aur., install new trans. and ant. system and make other equipment changes. Announced Dec. 20.

Allocations . . .

ACTIONS BY FCC

Minimum separations—FCC by memorandum opinion and order denied petition by **Southern Connecticut and Long Island Television Co.** for reconsideration of Commission's report and order in general tv proceedings (Docket 11532) insofar as it fails to conclude, as proposed interim measure to improve immediate tv situation, case-by-case consideration of proposals to allocate vhf channels at less than present minimum separations under certain circumstances. Announced Dec. 20.

FCC by reports and orders finalized rule-making proceedings and amended tv table of assignments as follows, effective Jan. 30:

Evansville, Ind.; Owensboro, Ky.—Shifted ch. 62 from Evansville to Owensboro, and shifted ch. 14 from Owensboro to Evansville, with resultant changes from ch. 14 to ch. 25 in **Festus, Mo.**, and from ch. 62 to ch. 56 in **Shelbyville, Tenn.** (Docket 11797). At same time Commission modified outstanding permits of Premier Television Inc., to specify operation of **WFIE (TV) Evansville** on ch. 14 instead of ch. 62, and Aircast Inc., to specify operation of **WKYT (TV) Owensboro** on ch. 62 instead of ch. 14. These parties, who have consented to changes, are directed to file within 30 days new engineering information in light of change in frequencies. In event that WFIE will be unable to commence operation on ch. 14 by effective date of modification order, Commission will consider request for extension of outstanding temporary authorization on ch. 62 pending completion of switchover to ch. 14.

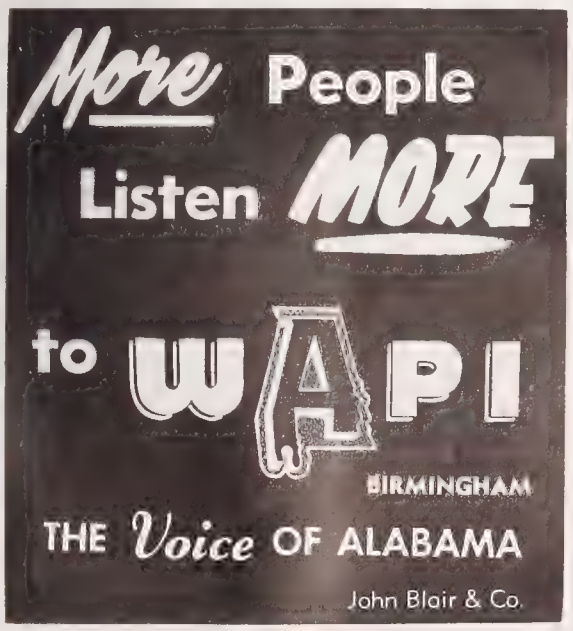
Coos Bay, Ore.; Yreka City, Calif.—Assigned ch. 11 to Coos Bay by deleting it from Yreka City and giving latter ch. 19 instead (Docket 11795). Commission is of view that assignment of ch. 11 to Coos Bay is to be preferred to conflicting proposal to assign it to Prineville, because of greater population which would obtain new tv service in Coos Bay. Announced Dec. 30.

Longview, Denton, Tex.—FCC by notice of proposed rule-making invites comments by Jan. 30 to petitions to amend tv table of assignments by (1) **Gregg Television Inc.**, Longview, to reallocate ch. 2, now reserved for educational use in Denton, to Longview for commercial use and to assign ch. 71 to Denton for educational use, and (2) by **Harwell V. Shepard**, Denton, to make ch. 2 available for commercial operation in Denton and reserve ch. 17 for educational use there. Announced Dec. 20.

Weston, W. Va.—FCC by report and order finalized rule-making in Docket 11514 and removed educational reservation from ch. 5 in Weston, making that channel available for commercial use in that city, in addition to present ch. 32, effective Jan. 30. In light of need for commercial tv service in Weston, Commission does not believe that ch. 5 should continue to be set aside for education when there are no prospects for its use in the foreseeable future.

Commission noted that petitioner, **WJPB-TV Fairmont**, indicated that time would be made available on commercial channel for educational programs. Therefore, while ch. 5 is not earmarked for petitioner but is assigned for application by any qualified applicant, it must be assumed that any commercial operator would cooperate with educational institutions in making his facilities available for educational programs in public interest.

This is second time the Commission has unreserved vhf channel, but in previous case **(Bryan-College Station, Tex.)** uhf channel was substituted. Comrs. Hyde and Bartley dissented.



Translators . . .

ACTION BY FCC

Madras, Ore.—Jefferson County Television Inc. granted ch. 74 (830-836 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** P. O. address % **Kenneth McCaulou**, secretary, Madras. Trans. output 10 w, ERP to community 134.4 w. Estimated population to be served 2,500. Estimated construction cost $5,491, first year operating cost $750. Announced Dec. 20.

NEW TRANSLATOR APPLICATIONS

Sopris, Segundo, Valdez, Starkville, Colo.—H. L. Corley, ch. 73 (824-830 mc) to rebroadcast ch. 11 KKTV (TV) Colorado Springs, Colo. P. O. address 108 N. Maple St., Trinidad, Colo. Trans. output 10 w, ERP to community 200 w. Estimated population to be served 1,500. Estimated construction cost $4,250, first year operating cost $2,400. Filed Sept. 25.

Sopris, Segundo, Valdez, Starkville, Colo.—H. L. Corley, ch. 70 (806-812 mc) to rebroadcast ch. 5 KCSJ-TV Pueblo, Colo. P. O. address see above. Trans. output 10 w, ERP to community 200 w. Estimated population to be served 1,500. Estimated construction cost $4,250, first year operating cost $2,400. Filed Sept. 25.

EXISTING TRANSLATOR APPLICATIONS

Havre, Mont.—Hill County T-L Club seeks mod. of cp (which authorized new translator) to change from ch. 70 (806-812 mc) to ch. 73 (824-830 mc), ERP to 58.8 w and make ant. changes. Announced Dec. 26.

Havre, Mont.—Hill County T-L Club seeks mod. of cp (which authorized new translator) to change ERP of ch. 82 facility to 299 w and make ant. changes. Announced Dec. 26.

New Am Stations . . .

ACTIONS BY FCC

Bay Minette, Ala.—Southwest Alabama Bcstg. Co. granted 1150 kc, 1 kw D. P. O. address % Howard E. Pill, P. O. Box 447, Montgomery, Ala. Estimated construction cost $18,950, first year operating cost $36,000, revenue $48,000. Principals include **James H. Faulkner** (25%), 50% owner of Southwest Alabama Pub. Co. (*Monroe Journal*, Monroeville, and *Baldwin Times*, Bay Minette), and 50% owner **WMFC Monroeville; William M. Stewart** (25%), 50% owner of Southwest Alabama Pub. Co. and WMFC; and **Howard E. Pill** (42.5%), 35% owner of **WDAK Columbus, Ga.**, 25% owner of **WDAK-TV**, and 60% owner of **WHEP Foley, Ala.** Announced Dec. 20.

Bradenton, Fla.—Sunshine State Bcstg. Co. granted 1420 kc, 1 kw DA-D. P. O. address % Robert R. Nelson, 1128 Parkside Dr., Wilmington, Del. Estimated construction cost $26,522.38, first year operating cost $48,000, revenue $40,000. Principals include Mr. Nelson (pres.-52%), mgr. of **WPFH (TV) Wilmington, Del.**; Vice Pres. **William L. Aldredge Jr.** (8%), real estate interests; Secy.-Treas. **Wilbur E. Schonek** (11.5%), insurance interests; **Raymond S. Perrine** (8%), real estate interests; **Rudolph S. Schonek** (11.5%), automotive interests, and **Roger B. Hall** (8%), contracting interests. Announced Dec. 20.

Ocala, Fla.—Marion County Bcstg. Inc. granted 1370 kc, 1 kw D. P. O. address % **W. H. Martin**, Box 1222, Lakeland, Fla. Estimated construction cost $17,000, first year operating cost $40,000, revenue $60,000. Principals include Secy.-Treas. **W. C. Berry** (18%); Vice Pres. **Ellis M. Hutto** (16%); **Annie Lou Martin** (24%); **R. H. Gibson** (24%), and **Harold E. Cullison** (16%). Announced Dec. 20.

Starke, Fla.—Tidewater Bcstrs. granted 1490 kc, 250 w specified hours—6 a.m.-8 p.m. except Sun., 7:30 a.m.-8 p.m. P. O. address Box 501, Gainesville, Fla. Estimated construction cost $10,000, first year operating cost $30,000, revenue $36,000. Equal partners are **Alfred H.** and **Alma H. Temple**, owners of **WDSR Lake City, Fla.**, and **Rudolph H. Chamberlin**, 32% owner of **WGGG Gainesville**, and **Dorothy L. Chamberlin**, no business interests. Announced Dec. 20.

Winnsboro, La.—Franklin Bcstg. Co. granted 1570 kc, 500 w D. P. O. address % **James H. Martin**, Delhi, La. Estimated construction cost $14,725, first year operating cost $27,000, revenue $45,000. Principals include Mr. Martin (pres.-48%), livestock interests; Vice Pres. **W. Gordon Allen** (48%), pres., 70% stockholder of **KGAL Lebanon, Ore.**, pres., 70% stockholder of **KOMB Cottage Grove, Ore.**, 50% stockholder of **KJUN Redmond, Ore.**; pres. of **KEED Springfield, Ore.**, pres. 66.3% stockholder of **KGAE Salem, Ore.**, 50% stockholder of **KBAM Longview, Wash.**, and sole proprietor of **KTIX Seattle, Wash.** Announced Dec. 20.

Oneida, N. Y.—Radio Oneida Inc. granted 1350 kc, 500 w D. P. O. address % Radio Norwich Inc., 14 S. Broad St., Norwich, N. Y. Estimated construction cost $14,300, first year operating cost $25,000, revenue $40,000. Principals include Pres. **William J. Hall** (30%), pres.-stockholder of **WCHN Norwich**; Treas. **Marian S. Mayer** (30%), treas.-stockholder of WCHN; Secy. **Scott G. Rigby** (30%), asst. secy.-treas. at WCHN; and others. Announced Dec. 20.

Berwick, Pa.—Columbia County Broadcasters Inc. granted 1280 kc, 500 w D. P. O. address Craft Press Bldg., Chambersburg, Pa. Estimated con-



Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

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Music and sports team up in this series devoted to eyewitness accounts of dramatic action on the winter sports scene.

This continuity package contains 12 fifteen minute programs featuring the sports of the winter season . . . the Olympics, football, boxing, along with some of the great anecdotes of the world of sports.

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struction cost $15,044, first year operating cost $38,750, revenue $47,500. Principals are Pres.-Treas. **John S. Booth** (33.3%), 33.3% owner of **WCHA-AM-FM Chambersburg, Pa.**; part owner **WTVE (TV) Elmira, N. Y.**; pres. **WMLP Milton, Pa.**, and pres.-treas. **WTOW Towson, Md.**; Vice Pres. **Thompson K. Cassel** (33.3%), owner of **WTKO Ithaca, N. Y.**; **WATS Sayre, Pa.**; part owner WTVE, pres. **WDBF Delray Beach, Fla.** and vice pres., **WOND Pleasantville, N. J.**, and Secy. **Harry J. Daly** (33.3%), stockholder **WOKE Oak Ridge, Tenn.**, WTOW, WDBF, and **WMLV Millville, N. J.** Announced Dec. 20.

Danville, Va.—S. L. Goodman granted 1580 kc, 500 w D. P. O. address P. O. Drawer 2-Y, 303 W. Main St., Richmond 5, Va. Estimated construction cost $18,250, first year operating cost $35,000, revenue $40,000. Mr. Goodman is owner of **WYSR Franklin** and **WDDY Gloucester**, both **Va.**, and is permittee for Rocky Mount, Va., am. Announced Dec. 20.

WAGE Leesburg, Va.—Richard Field Lewis Jr. granted 1290 kc, 1 kw D, permittee to accept any interference that may result in case of grant of application of **WHVR Hanover, Pa.**, to increase D power to 5 kw with DA; by letter, dismissed Lewis application for new am in **Frostburg, Md.** Comr. Bartley dissented. Leesburg application previously had been granted June 6 [B•T, June 11] and set aside July 6 [B•T, July 9] because of indicated interference if WHVR's application is granted. Announced Dec. 20.

Rocky Mount, Va.—S. L. Goodman, 1570 kc, 500 w D. P. O. address P. O. Drawer 2-Y, 303 W. Main St., Richmond 5. Estimated construction cost $15,500, first year operating cost $24,000, revenue $27,000. Mr. Goodman is owner of **WYSR Franklin** and **WDDY Gloucester**, both **Va.**, and am permit for Danville, Va. Announced Dec. 20.

Grafton, W. Va.—WVVW Inc. granted 1260 kc, 500 w D. P. O. address % **J. P. Beacom,** Box 1213, Fairmont, W. Va. Estimated construction cost $14,100, first year operating cost $36,000, revenue $50,000. Principals include Mr. Beacom (pres.-80%), owner of **WJPB-TV Fairmont, W. Va.**, and owner of **WBUT Butler, Pa.**; Secy. **Emily Peed Beacom** (15%), wife of **J. Patrick Beacom**, and Vice Pres. **Harry G. Bright** (5%), pres.-90% owner of **WETZ New Martinsville, W. Va.** Announced Dec. 20.

APPLICATIONS

Amsterdam, N. Y.—Walter T. Gaines, 1280 kc, 1 kw D. P. O. address Box 520, Amsterdam. Estimated construction cost $23,435, first year operating cost $45,000, revenue $60,000. Mr. Gaines owns **WLFH Little Falls, N. Y.**, and Amsterdam chinchilla farm. Announced Dec. 26.

Concord, N. C.—Application by **Wayne M. Nelson** for 960 kc, 500 w D (returned by FCC because dated wrong) resubmitted. Filed Nov. 20.

Narragansett Pier, R. I.—Jack C. Salera tr/as South County Bcstg. Co., 1370 kc, 500 w D. P. O. address 25 Seventh St., Providence 6, R. I. Estimated construction cost $8,598, first year operating cost $18,000, revenue $24,000. Am application by Mr. Salera for Providence was dismissed Dec. 11, 1956. He is 52.5% partner in application for **Cranston, R. I.**, am. Announced Dec. 26.

Morristown, Tenn.—East Tennessee Bcstg. Corp., 1300 kc, 5 kw DA-D. P. O. address % **George R. Guertin,** 2033 Edgemont Ave., Bristol, Tenn. Estimated construction cost $35,315, first year operating cost $45,000, revenue $55,000. Principals are one-third partners Mr. Guertin, chief engineer, **WOPI Bristol, Tenn.**; **Jack T. Helms,** gen. mgr.-12½% owner, **WNVA Norton, Va.**, and 25%, **WCLE Cleveland, Tenn.**, and **Edward F. Gedraytis,** gen. mgr., Nuloid Products, Bristol mfr. of optical frames. Announced Dec. 26.

South Norfolk, Va.—South Norfolk Bcstg. Co., 1570 kc, 1 kw D. P. O. address 2815 Campostella Rd., S. Norfolk. Estimated construction cost $19,241, first year operating cost $80,000, revenue $100,000. Principals include **Norman L. Phelps, William T. Phelps and Earl F. Phelps** (16% each), owners of Fernwood Farms, Norfolk amusement center, orchestra and music firm; and **Edward W. Midjett** (32%), owner Norfolk automobile sales firm and Montes, N. C., hunting lodge. Announced Dec. 26.

Existing Am Stations . . .

ACTIONS BY FCC

WCME Brunswick, Me.—Granted increase power from 250 w to 500 w, continuing on 900 kc D; engineering condition to be met before program tests are authorized. Announced Dec. 20.

WOKJ Jackson, Miss.—Granted increase power from 1 kw to 5 kw, continuing on 1590 kc D; trans. to be operated by remote control. Announced Dec. 20.

KABQ Albuquerque, N. M.—Granted change operation from 1340 kc, 250 w unl., to 1370 kc, 1 kw D; trans. to be operated by remote control. Announced Dec. 20.

KEOR Enterprise, Ore.—Application seeking cp for new am on 1340 kc, 250 w, specified hours, forfeited and call letters deleted. Announced Dec. 26.

WCRK Morristown, Tenn.—Granted change operation from 1450 kc, 250 w unl., to 1150 kc, 500 w, 1 kw-LS, DA-N; engineering conditions. Announced Dec. 20.

WDEH Sweetwater, Tenn.—Granted increase power from 500 w to 1 kw, continuing on 800 kc D; program tests not to be commenced until **WRUS Russellville, Ky.**, has begun program tests on another frequency and license will not be issued until WRUS has been issued license for another frequency. Announced Dec. 20.

WCLA Colonial Heights-Petersburg, Va.—Granted increase power from 1 kw to 5 kw, continuing on 1290 kc D; permittee shall assume responsibility for installation and adjustment of suitable filter circuits, or other equipment as may be necessary to prevent spurious radiation and cross modulation between WCLA and **WSSV Petersburg**; trans. to be operated by remote control. Announced Dec. 20.

APPLICATIONS

KHOZ Harrison, Ark.—Seeks mod. of cp (which authorized change frequency and change hours to D) to make changes in ant. system. Announced Dec. 20.

WKTS Brooksville, Fla.—Seeks mod. of cp (which authorized new am) to change type trans. (Composite), increase ant. height and change name of permittee to **Elmo B. Kitts d/b as Hernando Bcstg. Co.** Announced Dec. 26.

WIOD Sanford, Fla.—Seeks mod. of cp (which authorized new am) to move ant.-trans. location and make changes in ground system. Announced Dec. 25.

WDAT South Daytona, Fla.—Seeks mod. of cp (which authorized new am) to move ant. location 375 ft. north of present site. Announced Dec. 26.

WFBR Baltimore, Md.—Seeks cp to install old main trans. as auxiliary trans. and increase power from 1 kw to 5 kw. Announced Dec. 20.

WICO Salisbury, Md.—Seeks mod. of cp (which authorized new am) to change name of permittee to **Elizabeth Evans and W. Courtney Evans d/b as Wicomico Bcstg. Co.** Announced Dec. 26.

WLSM Louisville, Miss.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 26.

KIYI Shelby, Mont.—Seeks mod. of cp (which authorized change frequency, increase power, install DA-N and new trans., change ant.-trans. and studio location) to change type trans., increase ant. height, change studio location and operate trans. by remote control from studio location while using non-DA. Announced Dec. 26.

WCBG Chambersburg, Pa.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 26.

KDKA Pittsburgh, Pa.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Dec. 26.

WJMA Orange, Va.—Seeks cp to move ant.-trans. and studio location ½ mi. from present site (no change in description) and increase ant. height. Announced Dec. 26.

WMIA Arecibo, P. R.—Seeks mod. of cp (which authorized new am) to move ant.-trans. location 100 ft. from present site and change type trans. Announced Dec. 26.

New Fm Stations . . .

ACTION BY FCC

Dallas, Tex.—Metropolitan Bcstg. Corp. granted 105.3 mc, ERP 11 kw unl. P. O. address 3707 Gaston, Dallas. Estimated construction cost $3,590, first year operating cost $6,300, revenue $10,000. Principals include **Theodore Bisland** (pres.-19.4%), medical doctor; **Frank Joseph Haahn** (10.1%), engineer, Continental Electronics, Dallas; **Anthony J. Schirato** (10.1%), interior decorator; **Adele Goodwyn Needham** (10.1%), nurse; **Perry Q. Needham** (10.1%), medical doctor; **Sydnie G. Smith** (10.1%), medical doctor, and **Julian K. Hirschberg** (10.1%), engineer, Chance Vaught Aircraft, Dallas. Announced Dec. 20.

APPLICATIONS

Hagerstown, Md.—United Bcstg. Co. of Western Maryland Inc., 106.9 mc, 2.19 kw unl. P. O. address 2900 Tilden St., N.W., Washington, D. C. Estimated construction cost $2,500, first year operating cost $10,000, revenue $10,000. Proposed station will duplicate operation of **WARK Hagerstown. Richard Eaton,** pres., also controls **WYOU-WACH (TV) Newport News, Va.; WANT Richmond, Va.; WINX Rockville, Md.; WJMO Cleveland, Ohio; WOOK-WFAN (FM)-WOOK-TV Washington, D. C.; WSID-WTLF (TV) Baltimore, Md.**, and has tv application pending for Wilmington, N. C.

Richmond, Va.—Union Theological Seminary in Virginia, 89.1 mc, .0148 kw unl. P. O. address % **Dr. Robert White Kilpatrick,** 3401 Brook Road, Richmond 27. Estimated construction cost $2,760, first year operating cost $920, no revenue. Proposed station is for non-commercial educational purposes. Announced Dec. 20.

Existing Fm Stations . . .

ACTION BY FCC

Allocation—FCC by order amended its Class B



fm allocation plan by substituting ch. 230 for 247 in West Plains, Mo., effective immediately. **KWPM-FM West Plains**, proposes to change from ch. 247 to ch. 230 to eliminate present condition of interference caused in that area to reception of ch. 10 **KTTS-TV Springfield, Mo.** Announced Dec. 20.

Ownership Changes . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted assignment of cp from **D. W. and Kathleen Ingram d/b as Tucson Television Co.** to **Tucson Television Co. Inc.** for $533,000 and 5% of stock in proposed assignee. **H. U. Garrett, Longview, Tex.**, oil and tool interests, is chmn. of bd.-40% owner of proposed assignee. Others: **Tom E. Foster** (pres.-10%), 60%, **KDET Center, Tex.**, and 11-station East Texas Network; **Taylor Milton** (15%), v. p., Garrett Oil Tools Inc., Longview; **W. E. Dyche Jr.**, Houston, Tex., lawyer and **Tolbert Foster**, 40% partner, KDET and East Texas Network. Announced Dec. 20.

KYOR Blythe, KROP Brawley, KREO Indio, KPRO Riverside, all **Calif.**—Granted assignment of licenses from **Fred E. Carr, trustee in bankruptcy**, to **Imperial Bcstg. System Inc.** for $533,-850. Imperial principals: **Fred K. Danzig** (pres.-19%), radio-tv program packager; **Sherrill C. Corwin** (11%), theatre, film interests, and 15% owner, **KAKE-TV Wichita, Kan.**; **A. Bartlett Ross Jr.** (19%), radio-tv program packager, and **Morris Pfaelzer** (12.5%), theatre interests. Announced Dec. 20.

WICC-TV Bridgeport, Conn.—Granted assignment of cp from **Southern Connecticut & Long Island Television Co.** to **Bridgeport Bcstg. Co. (WICC Bridgeport).** Bridgeport owns 99% of licensee stock. Announced Dec. 26.

WJSB Crestview, Fla.—Granted assignment of license from **C. S. Henderson**, Crestview, Fla., to **Everett M. McCrary tr/as Crestview Bcstg. Co.** for $23,500. Mr. McCrary, at present sales manager of automobile agency, Fort Walton Beach, Fla., was at one time gen. mgr. **WATM Atmore, Ala.** Announced Dec. 20.

WPTV (TV) West Palm Beach, Fla.—Granted assignment of license from **John H. Phipps Bcstg. Stations Inc.** to **John H. Phipps.** Corporate change. Announced Dec. 26.

WTAY Robinson, Ill.—Granted transfer of control from **Keith Moyer, Roger L. Moyer and James Hilderbrand** to **Kathryn Duncan** (40%), **Edwin Phelps Jr.** (20%), and **Edwin Phelps Sr.** (40%) for $63,819. Miss Duncan is Robinson realtor. Mr. Phelps Jr. is gen. mgr. of WTAY and Mr. Phelps Sr. is retired attorney. Announced Dec. 20.

KCKN Kansas City, Kan.; WIBW-AM-TV Topeka, Kan.—Granted transfer of control from **Estate of Arthur Capper** (deceased) to **Stauffer Publs. Inc.**, which is buying Capper Publs. Inc. (parent firm) for approximately $2.5 million and assumption of $4.5 million in obligations. Stauffer, publisher of 11 western newspapers, owns **KSEK Pittsburg, Kan.**; **KSOK Arkansas City, Kan.** and **KGFF Shawnee, Okla.** Announced Dec. 20.

KCKN Kansas City, Kan.—Granted assignment of license from **KCKN Bcstg. Co.** to **Cy Blumenthal** for $110,000. Mr. Blumenthal is pres.-major stockholder of **WARL-AM-FM Arlington, Va.**; owner, **WCMS Norfolk, Va.**, and 20% stockholder in **WROV Roanoke, Va.** Announced Dec. 20.

WGAW Gardner, Mass.—Granted transfer of control from **Emelien R. Robillard and William C. Engel** to **Television and Radio Bcstg. Corp. (James D. Asher**, pres.-71.6%) for $60,000. Latter owns **WJDA Quincy, Mass.**, and **WESX Salem, Mass.** Announced Dec. 20.

WNEM-TV Bay City, Mich.—Granted assignment of cp from **North Eastern Michigan Corp.** to **Gerity Bcstg. Co.**, which owns all stock of former. No consideration. Announced Dec. 26.

KRBI St. Peter, Minn.—Granted assignment of cp from **Gustavus Adolphus College** to **Gateland Bcstg. Corp.** for $21,350. Gateland principals: **Edward Schons** (50%), 50% owner of **KLIL Estherville, Iowa**, 50%, **WKAI Macomb, Ill.**, and minority stockholder, **WDUZ Green Bay, Wis.**; **Mavis Peterson** (33⅓%), secy.-ofc. mgr., KLIL and WKAI, and **William D. Reynolds** (16⅔%), employe, Crown Iron Works, Minneapolis. Announced Nov. 26.

WBKH Hattiesburg, Miss.—Granted assignment of license from **Benny L. Blackledge Jr.** and **F. M. Smith d/b as Hattiesburg Bcstg. Co.** to **Deep South Radio Inc.** Corporate change. No change in ownership. Announced Dec. 26.

KTOO Henderson, Nev.—Granted assignment of license from **Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford** to **KTOO Inc.** Mr. Harford is selling ⅓ interest in KTOO and **KONE Henderson, Nev.** to Mr. Magowan and Mr. Jones for $107,500. Latter two will each own 40% of KTOO Inc. and **Alfred L. Syphus** and **Roland B. Vaile** will each own 10%. Announced Dec. 26.

WOOW New Bern, N. C.—Granted assignment of license from **Paul Reid, Otto Griner** and **H. M. Roberts d/b as Radio New Bern** to **Radio New Bern Inc.** Corporate change. No change in ownership. Announced Dec. 26.

WAIR-AM-FM Winston-Salem, N. C.—Granted assignment of licenses from **Radio Winston-Salem Inc.** to **Forsythe Bcstg. Co.** for $114,000. **J. F. Koons III**, account executive, Midland Adv. Co., Cincinnati, Ohio, is 100% owner of **Forsythe.** Announced Dec. 20.

WAMO Homestead, Pa.—Granted assignment of license from **Steel City Bcstg. Corp.** to **Dynamic Bcstg. Co.** Announced Dec. 26.

WSCR Scranton, Pa.—Granted transfer of control from **David M. Baltimore** to **WBRE-TV Inc. (WBRE-AM-TV Wilkes-Barre, Pa.)** for exchange of stock. Baltimore family owns WBRE-TV. Announced Dec. 20.

WJAN Spartanburg, S. C.—Granted transfer of control from **W. Ennis Bray, W. Reed Bray and Mrs. Ruth S. Bray** to **John K. L. Peterson** through sale of 100% of stock for $75,000. Mr. Peterson has construction business in Far Hills, N. J. Announced Dec. 20.

KIBH Seward, Alaska—Granted assignment of license from **William J. Wagner tr/as Alaska Bcstg. Co.** to **Seward Bcstg. Corp.** for $40,000. Equal owners of Seward Bcstg. are **R. E. Baumgartner** (pres.), attorney; **Jacque E. Roth**, Seward bank v.p.-mgr.; **Lawrence Urbach**, Seward retail clothier; **Meryl A. Bass**, corresponding secretary, Seward Chamber of Commerce; **Ray J. James**, owner of Seward construction firm; **John W. Jeffrey**, agent, Seward steamship firm; **Joseph B. Deisher**, M.D., Seward; **Walter B. Blue**, Seward high school teacher, and **A. G. Hiebert** pres.-minority owner, **KTVA-TV Anchorage** and **KTVF-TV Fairbanks**, both **Alaska**, and applicant for 23.36%, **KFRB Fairbanks.** Announced Dec. 20.

APPLICATIONS

KOLR Sterling, Colo.—Seeks acquisition of positive control by **Russell M. Stewart, Byron R. Joachim and John R. Jirdon** (as group) through purchase of ⅓ of outstanding stock from **Anna C. Petteys, Alonzo Petteys and Robert Petteys** for $13,000. Buyers will own total ⅔. Announced Dec. 26.

WDZ Decatur, Ill.—Seeks assignment of license from **WDZ Bcstg. Co.** to **Mid-States Bcstg. Co.** Corporate change. Announced Dec. 26.

WCHB Inkster, Mich.—Seeks assignment of cp from **Dr. Haley Bell tr/as Bell Bcstg. Co.** to **Radio Station WCHB of the Bell Bcstg. Co.** Corporate change. Announced Dec. 20.

WKOZ Kosciusko, Miss.—Seeks assignment of license from **Cy N. Bahakel** to **Kosciusko Bcstg. Co.** Corporate change. Announced Dec. 20.

WMBC Macon, Miss.—Seeks assignment of license from **J. W. Furr** to **Robert A. Chisholm Jr. tr/as Macon Bcstg. Co.** for $24,000. Mr. Chisholm has been insurance agent in Georgia and Alabama and at one time was sales manager of **WTRC Tuscaloosa, Ala.** Announced Dec. 20.

WHVH Henderson, N. C.—Seeks assignment of license from **Vance County Bcstg. Co.** to **Lawrence Brandon** for $30,500. Mr. Brandon is pres.-1% owner, **WWCO Waterbury, Conn.** His wife owns 98% of stock. Announced Dec. 20.

KSLM-TV Salem, Ore.—Resubmits application seeking assignment of cp from **Oregon Radio Inc. (KSLM Salem)** to **Storer Bcstg. Co.** for $27,277 reimbursement for cost of prosecuting application. Storer has asked reconsideration of application for reallocation of cp to Portland, Ore. (denied Nov. 1956). Announced Dec. 26.

WAMO Homestead, Pa.—Seeks assignment of license from **Steel City Bcstg. Corp.** to **Dynamic Bcstg. Inc.** which owns 1,059/1,066 of stock. Announced Dec. 20.

WMSR Manchester, Tenn.—Seeks assignment of cp from **Royce E. Richards and Sam J. Albritton d/b as Manchester Bcstrs.** to **Murray Chumley tr/as Manchester Bcstg. Co.** for $1,750. Mr. Chumley is former commercial manager, **WJIG Tullahoma, Tenn.** Announced Dec. 26.

KOSA-TV Odessa, Tex.—Seeks relinquishment of positive control and assignment of cp through sale of 50% by **C. L. Trigg, W. B. Stowe and Brooks L. Harman** to **Jack C. Vaughn and Grady H. Vaughn Jr.** (Texas oil interests) for $20,000 and assumption of obligations including half of $170,000 line of credit. Mr. Trigg retains 40% and Mr. Stowe and Mr. Harman 5% each. Announced Dec. 26.

Hearing Cases . . .

FINAL DECISIONS

WEOL Elyria, Ohio—FCC announced its decision of Dec. 19 denying protest of **Lorain Journal Co.**, Lorain, Ohio, and confirming Sept. 7, 1955, grant of application of **Elyria-Lorain Bcstg. Co.**, for renewal of license of WEOL. Announced Dec. 20.

WMAN Mansfield, Ohio—FCC announced its decision of Dec. 19 denying protest of **Mansfield Journal Co.** and confirming Sept. 7, 1955, grant of application of **Richland Inc.**, for renewal of license of WMAN. Announced Dec. 20.

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modifications and deletions of existing stations, in accordance with Part III, Section F of North American Regional Broadcasting Agreement, Washington, D. C., 1950.

Cuba Change List #7 **Nov. 21, 1956**

890 kc

(New) Victoria de las Tunas, Oriente 0.25 kw unl. Class II. Cancel.

(New) Santiago de Cuba, Oriente 0.25 kw unl. Class II.

December 20 Decisions

BROADCAST ACTIONS

KYNG Coos Bay, Ore.—FCC by memorandum opinion and order dismissed protest and petition for rehearing filed by **KOOS Coos Bay** directed to Commission's Oct. 24 grant for assignment of cp of KYNG from **Harold C. Singleton** to **Mr. Singleton and Walter N. Nelskog d/b as KYNG Radio.**

Granted renewal of license of following: **KJOY Stockton, KXOC Chico, KAFY Bakersfield, KBIG Avalon, KHJ-AM-FM Los Angeles, KSDO San Diego**, all **Calif.**

WNSL Laurel, Miss.—FCC by order, dismissed as moot, with respect to Sec. 405 of act and 1.390 of rules, motion filed Dec..5 by **WHNY McComb, Miss.**, for 30 additional days to file protest to Nov. 8 grant of cp to **Voice of the New South** for new am (WNSL) at Laurel; denied same with respect to Section 309(c) of act.

KLAS Las Vegas, Nev., KCMJ Palm Springs, Calif.—Designated for consolidated hearing application of KLAS to change from 1230 kc, 250 w, unl., to 1010 kc, 5 kw-LS, 1 kw, N, DA-N, unl., and KCMJ to change from 1340 kc, 250 w, unl., to 1010 kc, 1 kw, DA-unl. KLAS had been previously designated for individual hearing.

WRRA, Ithaca; WRRC Cherry Valley Village; WRRD DeRuyter Village; WRRE Bristol Center; WRRL Wethersfield Village, all **N. Y.**—Granted SCA for five stations (which constitute Rural Radio Network providing fm service in central New York) to engage in background music service on multiplex basis.

KDFW-FM Cedar Hill, Texas—Granted SCA to render supplemental service on multiplex basis.

New Year's Eve ID—In order to permit special New Year's programs to be carried by radio and television stations without interruption at midnight on New Year's Eve, FCC announces waiver of station identification rules for all standard, fm and television stations insofar as rules require station identification on hour during period beginning 11:50 p.m. EST, Dec. 31, 1956, and ending 4:50 a.m. EST, Jan. 1, 1957. It is expected all stations will make proper station identification announcements as soon as possible after hour. Announced Dec. 20.

December 20 Applications

ACCEPTED FOR FILING

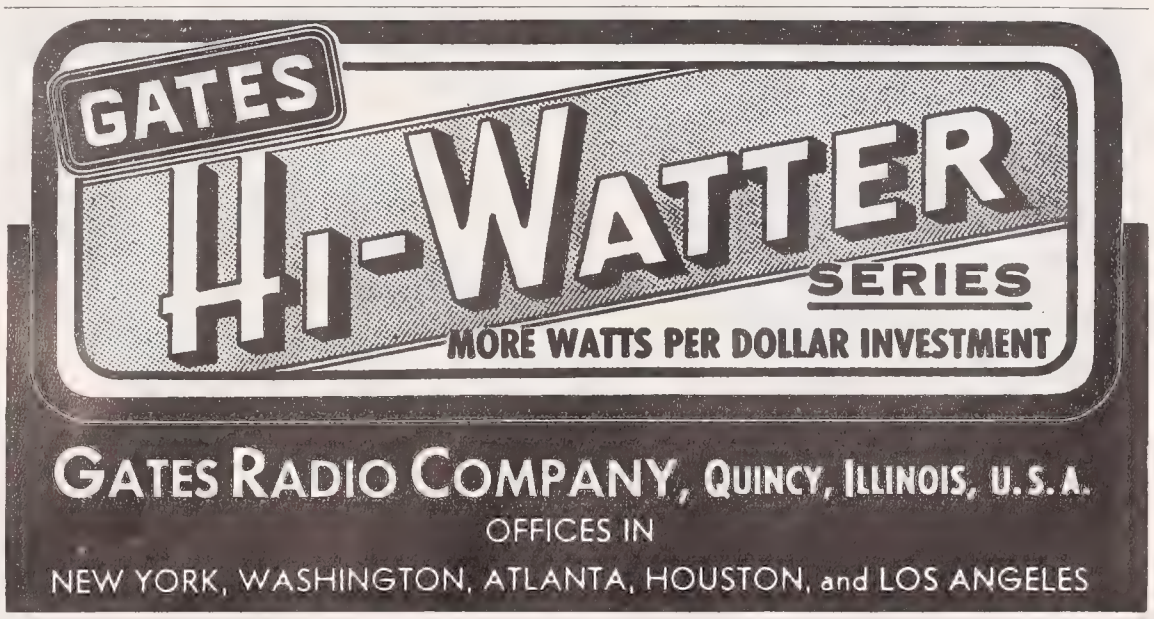
Modification of Cp

KGMS Sacramento, Calif.—Seeks mod. of cp (which authorized change hours, change trans. and studio location and change to DA-2) to extend completion date.

WNEM-TV Bay City, Mich.—Seeks mod. of cp to extend completion date to 7-15-57.

License to Cover Cp

WELI New Haven, Conn.—Seeks license to



cover cp which authorized increase D power, install new trans. and make changes in ant. system.

WRAP Norfolk, Va.—Seeks license to cover cp which authorized increase D power, install new trans. and make changes in DA-D.

WDDS-FM Syracuse, N. Y.—Seeks license to cover cp which authorized new fm.

KTBS-TV Shreveport, La.—Seeks license to cover cp.

KPTV (TV) Portland, Ore.—Seeks license to cover cp.

Renewal of License

KBYR Anchorage, Alaska; KENE Toppenish, Wash.; KULA-TV Honolulu, T.H.; KTNT-TV Tacoma, Wash.

December 21 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Hale Schaleben and Van N. Culpepper, Raymondville, Tex.—Granted petition for extension of time to Jan. 15, 1957, to file opposition to petition for rehearing filed by **John F. Thorwald,** Harlingen, in proceeding on their am applications. Action Dec. 18.

By Chief Hearing Examiner James D. Cunningham

Ordered that hearings shall commence on Feb. 19, 1957, in following am matters: **Volusia County Bcstg. Corp., Daytona Beach, Fla. and C. H. Packham, Ormond, Fla.; Jefferson County Bcstg. Co., Pine Bluff, Ark.** and **Kermit F. Tracy, Fordyce, Ark.** Action Dec. 17.

By Hearing Examiner Basil P. Cooper

Cheboygan, Mich.—Ordered that further hearing in ch. 4 proceeding, Cheboygan, **(Midwestern Bcstg. Co. and Straits Bcstg. Co.)** will be held Jan. 14, 1957. Action Dec. 17.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from Dec. 17 to Dec. 19 to file proposed findings and conclusions in proceeding on am application of **Lawrence A. Reilly and James L. Spates, Groton, Conn.** and **Thames Bcstg. Corp., Bridgehampton, N. Y.** Action Dec. 18.

Sunshine State Bcstg. Co., Bradenton, Fla.—Dismissed as moot petition for leave to amend its am application. Action Dec. 19.

By Hearing Examiner Herbert Sharfman

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—Ordered that motion to postpone hearing, filed by **Lawrence M. C. Smith,** in matter of assignment of license and cp of WGMS and license of WGMS-FM is denied; extended from Dec. 20 to Dec. 27 date for furnishing by Smith to other parties of request for information, with proviso; continued further prehearing conference from Jan. 4 to Jan. 7. Action Dec. 18.

By Hearing Examiner Elizabeth C. Smith

KEAR San Francisco—Ordered that request for change of place of hearing filed by **Milton Stern Jr.,** protestant in matter of assignment of license of KEAR is denied. Action Dec. 17.

WGLI Babylon, N. Y.—Granted motion for certain specified correction to transcript in proceeding on its am application. Action Dec. 18.

December 26 Decisions

BROADCAST ACTIONS

International stations—FCC is advised that General Electric Co. terminated operation of its international broadcast station **KGEI San Francisco** as of Dec. 1. This leaves only one international broadcast station still operating in this country — **WRUL Boston, Mass.** World Wide Broadcasting System, Inc.

By Broadcast Bureau

Actions of Dec. 21

KCMR McCamey, Tex.—Granted request for renewal of permission to sign off at 7:30 p.m. for period of 90 days, except on occasions when local sports events or local programming of great public interest will be broadcast.

WBFC Fremont, Mich.—Granted request for extension of permission to sign off at 7 p.m. for period of three months from 12-25-56 except on occasion to carry events of local interest.

WSJM St. Joseph, Mich.—Granted license for am station.

KWIC Salt Lake City, Utah.—Granted license for am station and specify type trans.

City of Truth or Consequences, N. Mex. — Granted license to cover cp for new tv translator station.

KHOZ Harrison, Ark.—Granted mod. of cp to make changes in ant. system; condition.

KLUE Shreveport, La.—Granted mod. of cp to change type trans. and change studio location.

WRVK Mount Vernon, Ky.—Granted mod. of cp to change type trans., make changes in ant. (increase height), move ant.-trans. approximately 0.2 mi. south of present location (no change in description), change studio location, and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WTRI Albany, N. Y.,** to 7-16-57; **KENI-TV Anchorage, Alaska,** to 6-29-57; **KTVW (TV) Tacoma, Wash.,** to 6-15-57: **KILT (TV) El Paso, Tex.,** to 7-1-57; **KOTA-TV Rapid City, S. D.,** to 6-1-57; **WTVH (TV) Peoria, Ill.,** to 7-6-57.

WNRC New Rochelle, N. Y.—Granted authority to operate trans. by remote control.

Actions of Dec. 20

Daily Telegraph Printing Co., Roanoke, Va.—Granted licenses for tv intercity relay broadcast stations.

WOW Omaha, Neb.—Granted license covering erection of new ant. (increase height).

KYTE Pocatello, Idaho—Granted license for am station and specify studio location.

WWPF Palatka, Fla.—Granted license covering increase D power.

WFRM Coudersport, Pa.—Granted license covering increase power and install new trans.

WNEM-TV Bay City, Mich.—Granted extension of completion date to 7-15-57.

Actions of Dec. 19

WMAF Madison, Fla.—Granted license for am station.

WNYC New York, N. Y.—Granted extension of completion date to 3-2-57.

Actions of Dec. 18

WTRN Tyrone, Pa.—Granted license covering change ant. (increase height).

KPIN Casa Grande, Ariz.—Granted license for am station.

WCKR Miami, Fla.—Granted license covering install. new trans. and change studio location to main trans. location.

KRNY Kearney, Nebr.—Granted license for am station.

Actions of Dec. 17

WFCB Dunkirk, N. Y.—Granted request for extension of authority to remain silent for additional 30 days from Dec. 15 due to labor strike.

KWRO Coquille, Ore.—Granted license to replace expired cp which authorized change facilities, change ant.-trans. location, ant. system (increase height), install new trans. and operate trans. by remote control.

WNKY Neon, Ky.—Granted license for am station.

KDAN Eureka, Calif.—Granted license for am station.

WJJL Niagara Falls, N. Y.—Granted license covering change ant.-trans. location and change type trans.

KBHM Branson, Mo.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control; granted extension of completion date to 12-31-56.

Action of Dec. 14

WHYY-TV Philadelphia, Pa.—Granted STA to operate on ch. *35 (educational) for period ending April 25, 1957.

December 26 Applications

ACCEPTED FOR FILING

Modification of Cp

WTBF Troy, Ala.—Seeks mod. of cp to extend completion date.

KTKT Tucson, Ariz.—Seeks mod. of cp (which authorized change frequency, power and hours, install new trans. and DA-D and change trans. location) to extend completion date.

KECC Pittsburg, Calif.—Seeks mod. of cp (which authorized increase power, install new trans. and change to DA-2) to extend completion date.

WPCF Panama City, Fla.—Seeks mod. of cp (which authorized change frequency and power, install new trans. and DA-2 and change ant.-trans. location) to extend completion date.

WXLI Hazelhurst, Ga.—Seeks mod. of cp (which authorized new am) to extend completion date.

WNRC New Rochelle, N. Y.—Seeks mod. of cp (which authorized new trans.) to extend completion date.

KDLS The Dalles, Ore.—Seeks mod. of cp (which authorized new am) to extend completion date.

WHOL Allentown, Pa.—Seeks mod. of cp (which authorized change frequency, increase power, change hours, install DA and new trans.) to extend completion date.

KINY-TV Juneau, Alaska—Seeks mod. of cp to extend completion date to 6-30-57.

KTHV (TV) Little Rock, Ark.—Seeks mod. of cp to extend completion date to 7-4-57.

WNOP-TV Newport, Ky.—Seeks mod. of cp to extend completion date.

WNOW-TV York, Pa.—Seeks mod. of cp to extend completion date to 7-5-57.

KHAD-TV Laredo, Tex.—Seeks mod. of cp to extend completion date to 7-20-57.

WLVA-TV Lynchburg, Va.—Seeks mod. of cp to extend completion date to 6-1-57.

WKLV Blackstone, Va.—Seeks mod. of cp (which authorized change frequency, increase power, change hours, change ant.-trans. and studio location, make changes in ant. system and install new trans.) to extend completion date.

KTBC-TV Austin, Tex.—Seeks mod. of cp to extend completion date to 7-27-57.

WARD-TV Johnstown, Pa.—Seeks mod. of cp to extend completion date to 7-17-57.

WMVS-TV Milwaukee, Wis.—Seeks mod. of cp (which authorized non-commercial educational tv) to extend completion date to August 1957.

License to Cover Cp

KLIK-TV Twin Falls, Idaho—Seeks license to cover cp.

KDWI-TV Tucson, Ariz.—Seeks license to cover cp.

KAFA Colorado Spring, Colo.—Seeks license to cover cp which authorized new am.

KBNZ La Junta, Colo.—Seeks license to cover cp which authorized change ant.-trans. location.

WJBD Salem, Ill.—Seeks license to cover cp which authorized new am.

WGEE Indianapolis, Ind. — Seeks license to cover cp which authorized new am.

WICO Salisbury, Md.—Seeks license to cover cp which authorized new am.

WKLM Wilmington, N. C.—Seeks license to cover cp which authorized new am.

KYNG Coos Bay, Ore.—Seeks license to cover cp which authorized new am. (Contingent on grant of assignment of permit.)

KBAL San Saba, Tex.—Seeks license to cover cp which authorized new am.

KARY Prosser, Wash.—Seeks license to cover cp which authorized new am.

REMOTE CONTROL

WNRC New Rochelle, N. Y.

RENEWAL OF LICENSE

KXLY-TV Spokane, Wash.

UPCOMING

Jan. 4: Canadian Broadcasting Corp. board of governors meeting, Studio A, CBU Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 16-17: South Carolina Radio & Tv Broadcasters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

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—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Sales manager wanted for midwestern one station market of 40,000. High type community-minded man. Send all details and remuneration required to Box 776C, B•T.

Radio station manager with proved sales ability, for network station in southwest competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 783C, B•T.

WCMT, new station, Martin, Tennessee, needs manager, salesman. Contact J. T. Sudbury, 215 N. Tenth, Blytheville, Arkansas.

Experienced salesman-announcer with ambition, ideas, personality, ready to earn more as assistant manager. Interview required. KBUD, Athens, Texas.

Salesmen

Top salesman, car and coffee money. Southwest station. Send complete details, references, first letter. Excellent compensation for proven producer. Box 805C, B•T.

Salesman: Over 100 million dollar market. Strongest station. Should make at least $7,500.00 first year. Ohio. Box 806C, B•T.

There is a sales job for a thoroughly seasoned professional in one of the first 25 markets. If you can make 1957 the most prosperous year of your life. Station is top rated. 15 percent commission against any reasonable draw. Your inquiry will be treated in confidence if you wish but our present staff knows of this ad. Enclose photo, snapshot will do, composite history of employment. Gross billing and earnings past five years. Promotion of sales staff member makes unusual opportunity available. Box 807C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 759C, B•T.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

Radio salesman. Expanding sales staff. Must have proven sales ability. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, KTSM-Radio, El Paso, Texas.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 808C, B•T.

Ashland, Ohio, independent: New ownership January first. Additional personnel needed: Program director, morning man, salesman. Box 809C, B•T.

Country DJ, experienced morning man. Five day week, must have good delivery and personality. Send tape, resume, salary. Box 810C, B•T.

Opening for smart continuity girl—top rated station in Ohio metropolitan market. Good salary, employe benefits. Send sample material, photo, background. Box 755C, B•T.

"MAN WANTED FOR MURDER"

This headline in a big city Newspaper brought 26 applicants for the job recently. But if this ad brings us just ONE real, honest to goodness Air Personality who will devote as much time to preparing his air show as Don Bell does in preparing Press Releases about himself—

We'll guarantee him. . . . A Top Paying Job in one of our five thriving markets—Miami, Kansas City, Minneapolis, New Orleans or Omaha. Must be available within 2 weeks. Airmail tape and resume to Todd Storz—Kilpatrick Building—Omaha, Nebraska.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman, suburban Washington, D. C. Must have at least two years experience. Immediate opening. Box 780C, B•T.

Wanted two good combo men. DJ and second phone or DJ and salesman. Prefer men familiar with central Kentucky and country and western programming. Box 789C, B•T.

Immediate opening for top morning man. Number one station in one of midwest's best medium size markets. Morning period has outrated all competition for years. Send full information, including salary, picture, date available and tape. Box 793C, B•T.

Permanent staff announcer for KLOV, Loveland, Colorado. Contact Bill Vogel.

Salesman wanted for new daytimer central Kentucky. Man desired is now top man in smaller operation in this general area but ready to make next step upward to management. Box 790C, B•T.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Top-flight young engineer wanted for position with unusual opportunities in radio and possibly tv. Contact Manager, WKST, New Castle, Pa.

Announcer—experienced deejay who can "intro" top 40 selections with minimum of words. Strong on commercials. Excellent working conditions. Send complete information with tape. Will arrange personal interview later. Write Program Director, WOC, Davenport, Iowa.

Announcers—combination personnel needed immediately. Openings in all 48 states. Specify area and send complete details. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Technical

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 811C, B•T.

Wanted: Chief radio engineer for job in station offering unusual opportunities in middle Atlantic area. Reply. Box 781C, B•T.

New daytimer central Kentucky needs engineer 1st class, some maintenance experience, some console work originating network shows. This will go fast. Box 788C, B•T.

First class engineer for 1kw daytimer in Kentucky. Box 796C, B•T.

Engineer-announcer. $80.00 for 40-hour week. Chance to become chief. Contact KCOW, Radio, Alliance, Nebraska.

First class engineer. Am and fm maintenance. Board operation. Announcing helpful but not necessary. Paid vacations. Send details and expected salary to George Volger, Manager, KWPC, Muscatine, Iowa.

Urgent—need first class engineer as of yesterday. 1kw daytime going to 5 after first of year, non-directional. Should be qualified to maintain equipment and be above average announcer or salesman. Send photograph and resume to R. H. Gunckel, Jr., Station WABR, Box 7547, Orlando, Florida.

Chief Engineer: Maintain remote operation, little announcing. Excellent equipment. Pay commensurate with ability. Write WCRO, Johnstown, Pa. Phone 9-1187.

Wanted: Engineer-announcer . . . combination. Ideal working conditions . . . salary open. Write WGTN, Georgetown, S. C.

Urgent! Need chief engineer-announcer. Apply WPFD, Darlington, South Carolina. Good working conditions. Salary open.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer-announcer. 5kw daytime, excellent working conditions with growing organization with several stations. Opportunity for advancement. Contact immediately. WKYR, Keyser, West Virginia.

Immediate opening for first class transmitter operator at WOWO, Fort Wayne, Indiana. Good working conditions. Good benefits. Send full particulars to Chief Engineer.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

WTOC, 5kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Engineers: Radio-tv openings from coast-to-coast. Send full information. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Tv-radio program directors, others. Opportunity now exists to add to your income by $100 to $400 per month without distracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 690C, B•T.

Need good newsman for radio-tv operation. Need man who can do on-the-air and on-camera work, who can write and prepare his own news. Complete facilities available including, AP, UP, facsimile, Movietone News films and two local photographers. If you think you qualify call Bill Neel, KTVH-KTHS, Little Rock, Arkansas.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Farm director for central California station. Agriculture journalism, Agriculture college degree or farm background. Must write and voice. Personal interview required. Send resume and tape to Personnel Department, McClatchy Broadcasting Co., Sacramento, California.

Copywriters: Opportunities nationwide. Send complete information now. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Announcers

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

Top country DJ-announcer. Guitar. Fifteen years experience. Third. Married, permanent. Available January. Box 800C, B•T.

News and music. Straight. Sincere, sober, stable. Experience all phases tv. Board experience but no first phone. Box 757C, B•T.

Announcer, lots of experience, south or southwest, tape, photo, resume. Box 763C, B•T.

Lousy DJ but good on news, commercials. Eight years experience. Box 769C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top disc jockey with a mature, informal, witty adlib approach. Top "Hooper" rated shows. Show business experience; acting and singing. Proven sales record, both on and off the air. Six years radio and television. Combo operator. Ability to work with writers. Box 772C, B•T.

DJ-copywriter, 34, eight years experience, presently employed. Desires combination copy and air work schedule. Any offers? Box 773C, B•T.

Negro deejay, all-around wake-em man interested in small station, emphasis sales, good market —good car. Box 774C, B•T.

Suddenly it's me! Idea-gal . . . disc jockey, promotional expert guaranteed. Aggressive, ambitious, I'm what you need. Hire me now! Don't refuse . . . what've you got to lose? P.S. Happy New Year! Box 779C, B•T.

Experienced announcer. Strong news, DJ, play-by-play all sports, tape, air check on request. Box 782C, B•T.

After six years as combo, my wife has decided that I'd like to hang my first phone ticket on your wall, do a few hours of your friendly, shirt sleeve morning show, and have you teach me selling the rest of the day. Resume. No tapes. Box 785C, B•T.

Managers: Here is complete staff of two men: 1. 4 years announcer, 2 years program director, experienced sales, 2nd phone. 2, Chief engineer, experience remote control, some announcing. Want small station south or southeast. Box 876C, B•T.

Available immediately—experienced announcer, DJ, tv. 5 years. Recent discharge from AF, not AFRS. 24. Soon married, desires position with opportunity, advancement. Excellent references. Box 791C, B•T.

5 years DJ and sports play-by-play . . . some selling . . . seek night or morning shift in California or southwest. Box 792C, B•T.

Experienced. Available. Announcer. PD. Promotion sales or combination of $90. Box 794C, B•T.

Girl DJ, broadcasting school graduate, strong commercial delivery, news, dependable, capable, uses initiative. Box 795C, B•T.

Top DJ to relocate. Four years experience . . . network station and 5000 watt independent. Now have own three hour show six days a week. In sixth market. Excellent air personality and salesman. Only top stations reply. Box 798C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Mature voice of network quality available for major market station. Strong on news, commercials. Light experience, southern network affiliate. Tape available. Jay Benjamin, 178 Ocean Parkway, Brooklyn 18, New York.

Announcer: Limited experience. Plenty of ambition and potentiality. Experience in news, commercials, and disc jockey work. Please write John J. Bobinski, 94 Center Street, Clifton, New Jersey.

Negro broadcasting school graduate, strong on news, rock and roll shows. Tape. William Burnett, 5628 Calumet Avenue, Chicago, Illinois.

DJ, own show, combo man, news, sports, commercials, pop, country. 3rd class license, operate newest board. 2 years metropolitan midwest and southern experience, vet, 24, college, prefer east or tv possibility. Currently employed KUSN. Available 2 weeks. Jack Davis, 221 North 8th Street, St. Joseph, Missouri. Phone from 7 p.m. to 9 p.m. 4-9044.

Announcer: Some experience. Ambitious. Good potential. Good on news, commercials, DJ. Operate own board. Will travel. Paul DeLaura, 336 Dodd Street, East Orange, New Jersey.

Announcer, young, low on experience, high on ambition. Good on news, commercials, DJ. Can operate own board. Bob Pardua, 59-11 Queens Blvd., Woodside, Long Island, N. Y.

1st class engineer-announcer, 3 years experience as newsman, chief engineer, DJ and staffer. Prefer west coast. Will consider elsewhere. William Schwartz, KDSN, Denison, Iowa.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Technical

Want transmitter position, 1st radiotelephone, various repair work, car. Box 771C, B•T.

First phone engineer, experienced. Want combo-salesman, other. Consider some announcing. Available February. Box 775C, B•T.

(*Continued on next page*)

PREFERRED ENGINEERING OPPORTUNITIES

TRANSMITTER ENGINEERS

TV-AM-FM

SENIOR POSITIONS

MAJOR MULTIPLE OPERATOR

IN

KEY EASTERN MARKETS

WRITE IN DETAIL TO

BOX 743C, B•T

All replies held in strictest confidence

RADIO

Situations Wanted—(Cont'd)

Technical

Presently employed chief engineer of radio and vhf television stations desires to make change to either radio or television. Wide experience in radio and television, including planning and construction. Box 787C, B•T.

Programming-Production, Others

Program director! Also experienced promotion, sales. Idea, hard worker, permanent, good! Box 768C, B•T.

Experienced man for programming, original copy, or traffic. Married. A.B. Degree. Prefer south. Box 777C, B•T.

Southern Florida attention! Need a gal experienced in copywriter or selling? That's me. Write Box 797C, B•T.

Attention west coast network affiliates. Top midwest deejay available immediately for late night or all night shift. Young, plenty experience radio and tv. Prefer southern California. Phone CL 5-4743, Mt. Prospect, Illinois, write 706 Pine.

TELEVISION

Help Wanted

Salesmen

CBS affiliate N.E. needs experienced television salesman. Salary plus commission. On-the-air accounts plus active leads make this an exceptional opportunity. Box 756C, B•T.

Announcers

Wanted: Staff announcer, some specialty work. We need a man with ideas. It's all television, no radio. Apply in writing or in person only. No phone. Peter F. Gallagher, Program Director, WGLV-TV, Easton, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement. State experience in letter. Vhf network affiliated maximum power station. Box 801C, B•T.

Michigan full-power vhf requires transmitter engineering personnel, including supervisory. Send full details on training, experience, salary requirements. Box 802C, B•T.

Established South Carolina vhf has excellent opening for experienced transmitter engineer. Give complete resume first letter. Box 737C, B•T.

Help wanted: Expanding maximum power midwest NBC affiliate needs two 1st class engineers who are familiar with a switcher, and two 1st class transmitter men. Salary commensurate with ability and experience. Opportunity to advance to supervisor. Only top 1st class engineers considered. Contact Chief Engineer. Box 765C, B•T.

Immediate opening for tv engineer. Network vhf station. KKTV Colorado Springs, Colorado. Willis Shanks.

Kinercording engineer, send experience, recent snapshot, salary expected, references. KRMA-TV, 12th and Welton Streets, Denver, Colorado.

Tv studio engineer wanted. Fine opportunity with RCA equipment for recent technical school graduate or a radio man wanted to get into television. Send resume of background and recent snapshot. R. R. Owen, P. O. Box 1640, Columbus, Georgia.

Programming-Production, Others

Lighting supervisor with pictorial taste, dramatic sensibility, knowledge of response of electronic system—for station in midwest city. Submit full resume and salary requirements. Box 770C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. State starting salary expected, give full particulars about previous experience and attach small snapshot. Confidential. Contact Bob Bostian, WAKR-TV, Akron, Ohio.

Wanted immediately. Experienced continuity director. Salary open. Send resume, and references to Tom Mathews, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Sales manager radio-tv wants advancement. Can produce sales, management, promotion. Degree. Family. Box 766C, B•T.

Salesman

Attention: Florida, Washington, Oregon. Radio-tv sales manager seeking larger market. Degree. Experienced all phases broadcasting. Box 767C, B•T.

Announcers

Available January! Announcer-director. Broad experience. Good "team" man! Large city! Box 803C, B•T.

Programming-Production, Others

Radio-tv news director, seven years experience, all phases, including on-camera work, newsreel knowhow, plus still photography. Excellent references. Box 804C, B•T.

RADIO-TELEVISION

HELP WANTED

National has a multitude of outstanding jobs for outstanding people listed at this moment in both Radio and Television, and in all parts of the country. If you are interested in a job that fits your capabilities both now and in the future, contact National today. If we don't have one on file, we'll find one for you.

JOBS WANTED

National has a number of top quality Radio and Television people with experience in nearly every phase of Broadcasting available right now. Because we've checked, we can recommend them to jobs that fit their qualifications. Call National. You'll find that a National Man is the Right Man for the Job.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager, today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.



National Radio & Television Employment Service

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FOR SALE

Stations

Kilowatt daytime in middle-Atlantic state. Two station market in excess of 100,000. Now making money with plenty of future potential. Ideal for resident owner-manager operation. Profit under this arrangement in high four figure category. Can easily be built into five figures. Information only to financially qualified prospects. Give financial qualifications in letter of inquiry. $65,000 if cash. And will consider terms. Box 745C, B•T.

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 784C, B•T.

Industrial metropolitan market station, priced within 1½ annual gross. Terms available to responsible parties. $30,000 will make down payment. Paul H. Chapman Company, 84 Peachtree, Atlanta.

West Virginia regional station. Steady earnings record. Depreciable assets. $100,000—30% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Profitable secondary market station deep in Dixie. $50,000 for majority control, payable $19,000 down, balance over 9 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing TD. Southwest AM station. Highly industrialized and diversified market. County seat. Served by five railroads, and accessible by air-direct, by deluxe name trains (through cars from New York City) and national highways. Huge military installation. Virtually unlimited water supply. Mild climate. Market 70,000. Fine public schools, private college, and Catholic schools. Gateway to large year-round resort area, with deluxe lodges, boating, fishing, covered by the 0.5mvm signal of the station, per owner's data. Requires $22,500 cash. Ralph Erwin. Broker. 1443 South Trenton. Tulsa. No information by telephone.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

RCA, 10 kw diplexer, channel 3. 2 RCA harmonic filters, 10 kw for 60 to 72 mc. Hi-band conversion for RCA TT-5A transmitter. Contact John Gort, KDLO-TV. Garden City, S. D.

Four RCA 44BX microphones. All in good condition. Three factory reconditioned, one new past year. Studio used. Price $90.00 each. Lot price $335.00, cable included. Write Chief Engineer, WCUE, Akron 8, Ohio.

Microwave reflectors, 6 ft. by 8 ft. made by Tower Construction Company, new, in original crates. Make offer. Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

WANTED TO BUY

Stations

Responsible executive with 12 years of radio experience in all phases of the business is interested in purchasing all or part of Wisconsin, Michigan or Minnesota station. Will take active part on sales, programming, management. Reply Box 698C, B•T.

Wanted to lease: 1kw daytimer in North Carolina. We're ready January 30th. Box 736C, B•T.

Wanted: Radio station by experienced owner. Give complete financial facts. Confidential. Box 760C, B•T.

Interested in Arkansas, Missouri, Kansas or Oklahoma station. Box 762C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

Control board and other broadcast equipment for new station. WJOI, Florence, Alabama.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

SALESMAN—NOW

Leading radio-tv program producer-distributor has opening in expanding sales organization. Film, ET library, radio syndicated, station, representative or agency sales experience a must. Send complete information including snapshot.

Box 764C, B•T

SALESMAN

Want top-notch radio time salesman at top-notch wages! Send resume, photograph to "Salesman," P. O. Box 98, Newport News, Virginia.

TELEVISION

Help Wanted

Technical

WANTED: Engineer — first phone ticket. Operation and maintenance, 48 hour week. State experience and starting salary.

Box 758C. B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

ON-CAMERA NEWSMAN
PERSONALITY-PLUS
DIG IT FAST
WRITE IT EARTHY
TV EXPERIENCE PREFERRED

Illinois TV station will accept well grounded newspaper or radio reporter with lightning-fast comprehension, powerful personality, well organized work habits. This in preference to a more experienced mediocre TV newsman. Salary range $500-$600 monthly. TAPE, PHOTO, RESUME, WORKING REFERENCES on first reply.

Box 761C, B•T

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts January 28th.

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name *title/position*

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address

city *zone* *state*

Please send to home address — —

Happy 1957, With Reservations

ON THE EVE of a new year, it is customary to be optimistic. We share the popular belief that the thing yet to be experienced is more apt to be good than bad.

We felt so on Dec. 31, 1955, and events since then have confirmed our expectations. Television business has continued to expand. Radio has rallied strongly. In the main it can be said that for both radio and television 1956 was a good year.

Judged only by economic forecasts, 1957 (at least the first half) should be a good year too. U. S. business as a whole appears sound. This promises an expanding advertising economy which in turn promises more dollar volume for radio and tv.

Unfortunately, however, the destinies of radio and television are not shaped by economic conditions alone. The attitudes and actions of government have a significant effect on these media. In considering the Washington outlook, we find our optimism somewhat diluted.

Within the next month or so two Congressional committees which have extensively investigated broadcasting will issue reports. These are the House Antitrust Subcommittee and the Senate Commerce Committee. If these reports do not recommend legislation, they will certainly contain strong advice to the FCC.

At mid-year the FCC's own network study staff is expected to report on its long investigation. What this staff will recommend is, of course, conjectural. We strongly doubt, however, that any of these three reports will suggest that things are fine as they are. To do so would imply that the investigations were useless.

So changes will be urged upon the government. The nature of these changes, if any actually come about, could have a profound effect upon broadcasting. Until the course of government becomes clearer, we must greet 1957 with reservations.

As Congress Convenes

A REALISTIC approach to television allocations is being exhibited in both official and trade circles as a new session of Congress convenes to pick up where it left off last session. And at the last session there was more travail about television than in any other Congress

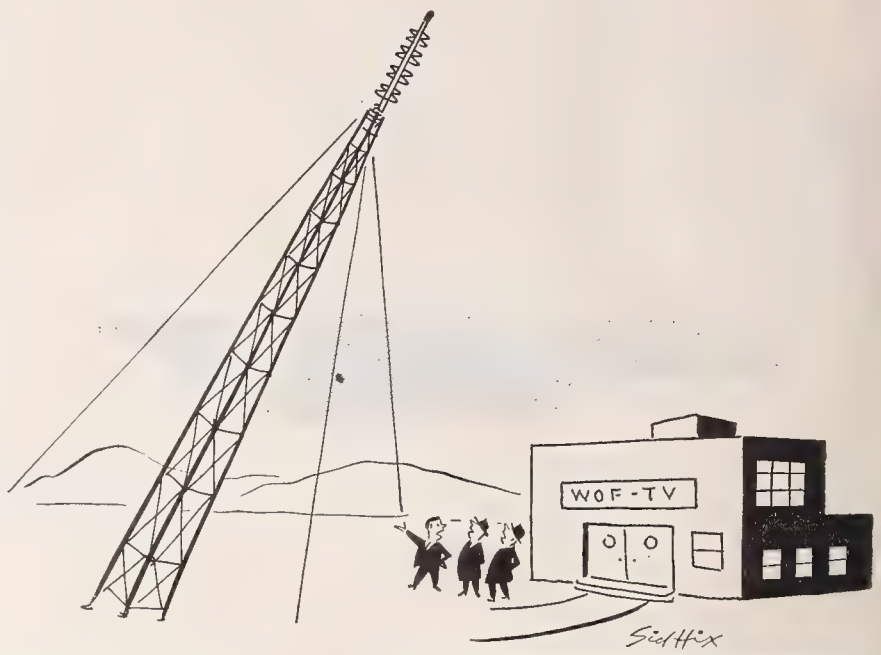
The root of the tv problem is scarcity—not so much in the number of channels available as in the number of desirable assignments that can be made under existing allocation standards, pending determination of the use that can be made of uhf's 70 channels in effecting nationwide, competitive service.

The FCC has before it as unfinished business the proposals for deintermixture in 14 markets. These, at best, would constitute only a partial solution of the basic problem if, indeed, they could be effected without protracted litigation. Deintermixture, it is now obvious, was contrived to get the FCC off the Congressional hook until it could find some way out of the allocations wilderness. A big effort in that direction was the formation of the Television Allocations Study Organization (TASO) to measure both uhf and vhf service and provide for the FCC an engineering and research foundation upon which to devise more efficient allocations. But this overall task necessarily is time-consuming.

In the interim, there must be other relief—the licensing of additional stations in underserved areas to enable adequate competition. The alternative will be more rigid regulation—the inevitable price when scarcity affects an area in which government franchises are involved.

There is a plan before the FCC, as reported exclusively in last week's B•T, that holds out hope for this kind of relief—not on an interim, but a long range basis. It is the Craven plan. It would drop the table of assignments in the Final Television Report of 1952 which anchor assignments to particular markets, a sort of planned economy. The Craven plan would permit applications without regard to the assignment table, so long as milage separations and engineering standards were adhered to. This would mean voluntary shifting of some operating stations to procure clearances.

Necessarily, the unused educational reservations would be erased. Based on the preliminary studies, at least two dozen new assignments would be available, with a potential of possibly 65 moves that could be made to provide new vhf stations without resorting to reduced separations. The benefits appear to far outweigh the drawbacks. The plan certainly warrants serious consideration. The



Drawn for BROADCASTING•TELECASTING by Sid Hix

"We knew the construction engineer was from Italy, but we never asked what city."

stakes are large, because unless there is relief, complaints will be heard again in Congress and the result could be ill-conceived legislation that would shackle tv with greater regulatory burdens.

The Craven plan would not preclude benefits which might accrue through the development of uhf, as envisaged by the TASO program. It encourages uhf development and fosters manufacture of the all-channel receivers.

Meanwhile, other moves are being made. The Assn. of Maximum Service Telecasters has implemented its organization and is establishing permanent headquarters in Washington. It is fortunate in getting Lester W. Lindow, vice president-general manager of WFDF Flint, as its fulltime executive director. Mr. Lindow knows broadcasting and he knows Washington. He will be on the scene to foster full development of all tv—both uhf and vhf—but on guard against any move to reduce standards and separations.

While these projects move forward, it becomes more evident than ever that redoubled efforts are needed to kill the excise tax on all-channel tv receivers. Mere filing of statements with congressional committees won't do it. That's been tried before. What is needed is expert testimony showing, as it must, that by eliminating the 10% excise on all-channel receivers (and keeping it on others) manufacturers will be stimulated into large scale promotion. Set sales should boom. Manufacturers and retailers will pay in income taxes far more than the $100 million excise taxes they now pay.

Backing up this expert testimony, all television broadcasters should indoctrinate their Congressional delegations on the importance of this action in the future of television. Without uhf there can be no tv on a footing comparable with radio. Without tax relief, uhf may not survive.

Big Time

TIME Inc., phenomenon of publishing, becomes an important entity in broadcasting with its acquisition of the Consolidated (Bitner) stations in Indianapolis, Minneapolis and Grand Rapids.

The transaction should get FCC clearance without undue delay since Time Inc. simply picks up where Crowell-Collier was forced to leave off in its bid for the same properties with the collapse of that publishing empire. Moreover, Time Inc. is already an accredited licensee having been in the broadcast field for several years with a less imposing string of three-city properties, one of which now must be sold under the FCC's multiple ownership regulations.

Time Inc. will wind up with radio and tv properties in five excellent markets. It has allowed its stations to become integral parts of their communities without interference from headquarters. Top direction is entrusted to one of Time's experienced executives, Weston C. Pullen Jr. Wayne Coy, former FCC chairman, is not only directing head of KOB-AM-TV Albuquerque, but also Time's top consultant. In Hugh Terry, who heads KLZ-AM-TV Denver, Time Inc. has a most talented broadcaster.

We wish Time well as it enters Big Time broadcasting.



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Certainly, some of WKY-TV's Neilsen coverage is fringe. All television stations have a fringe area.

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CALL YOUR KATZ MAN for a copy of the entire N. C. S. #2, from which all figures above are taken.

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